



MINORITY SUCCESS STORIES

NEWSLETTER

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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THINK IT... BE IT... THE ENTREPRENURIAL MIND

by Nelson Davis

A few weeks ago, I emceed a special graduation ceremony in San Jose of the Management Development for Entrepreneurs (MDE) Program from The Anderson School at UCLA. It was sponsored by Cisco, Chevron-Texaco and the Small Business Administration office in San Francisco.

It was an intimate gathering of about seventy people that turned into a very special evening. Seasoned executives threw away their notes to talk spontaneously, two graduates spoke of their entrepreneurial dreams with great passion and candor, and an alumnus received a standing ovation with her story of wild and scary adventures as a business owner. One of the reasons the gathering took on a very inspiring tone was that these business owners were relieved by having completed their course and that relief translated into shared thoughts, feelings and experiences.

That evening spent with an exuberant and diverse group of business owners got me thinking about the subject of the entrepreneurial mind. Who has it? During 15 years of producing MAKING IT!™, two of the questions I've been asked most frequently are "What does it take to become an entrepreneur?" and "Can I learn it?"

Before getting to those questions, what begs to be answered is "Who is an entrepreneur?" I believe it's a person who is willing to take a calculated risk and who builds something of value

from an idea or disparate ideas. For me, those attributes point to a state of mind. If you throw in commitment, passion and vision, you probably have a successful entrepreneur.

Also let's think for a moment on the value that flows from people who see themselves as entrepreneurs. Professor Jeffry Timmons (author The Entrepreneurial Mind) wrote about a "Chain of Greatness" coming from what entrepreneurs do; the example they set, their leadership, behaviors, attitudes and values. They are the source of most wealth creation in this country and that wealth is shared in a variety of ways. All you need do is look at the names on America's great concert halls, libraries and art galleries; they are the names of entrepreneurial thinkers who reach far beyond pure business enterprises.

In answer to the questions, the MAKING IT!™ experience tells me that entrepreneurs are both born and made. People who were raised in families where there were business owners often have an early understanding of the rewards such as satisfaction and self-determination. They can quickly adopt what a USC professor called "the entrepreneurial mindset."

For the large group of us who didn't have that early exposure but wanted to learn, the fundamental instruction involves technical and finance skills but there are other dimensions.

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INSIDE THIS ISSUE:

Bits N' Bytes.....Page 2

Secrets of Success.....Page 2

Overcoming Business Obstacles.....Page 3

What's Coming Up On 'Secrets of Success!'...Page 3

Calendar of Events.....Page 4

NEW! THE MAKING IT!™ DIGEST
MAKING IT!™ compiles news and information for and about small business from various sources into one place!

The 'MAKING IT!' Newsletter can now be seen online & downloaded at www.MakingItTV.com

Last week I met the owner of a thriving international business who said, "I was such a lousy employee, I had to start my own business." He learned to think like an entrepreneur.

With the TV show our goal is to expose a broad swath of people including minority communities to real business owners. We expect they can learn by example and seeing what is possible. Knowing that ordinary people routinely accomplish extraordinary things, elevating themselves and those around them opens minds.

Whether you are born with the 'fever' or learn it at the University of Hard Knocks, the entrepreneurial spirit is a way of thinking, an exercise of the mind.

15 YEARS OF



BITS N' BYTES

WELCOME TO NEW SEGMENT PRODUCER JOANNA GONZALES

We are thrilled to welcome **Joanna Gonzales** to the MAKING IT!™ team as our newest Segment Producer. Joanna is a writer/producer with six years of experience working in television for companies such as **KABC, KCBS, WABC, CBS** and **The Style Network**.

Joanna is especially passionate about telling empowering, thought-provoking stories about minorities. In 2001, she received an L.A. Area Emmy Award for her work as a producer on KABC-TV's "Vista L.A."

Joanna received a BA in Communications from **Cal State Fullerton**, with an emphasis on television & film and holds a Master of Science degree from **Columbia University**, where she attended the Graduate School of Journalism, winning the school's John M. Patterson Award for excellence in video production.



NEW BABY IN THE 'MAKING IT!™' FAMILY!

Our former Producer, **Kimberly Holmes-Lamar** and her husband **William** are the proud parents of a beautiful baby girl, **Amina Nyla Lamar**, who was born on 9:10 am on March 23, 2004 at a healthy 6 lbs and 12 oz.

Congratulations to Kim & Will!

GODFATHER OF "THE APPRENTICE"

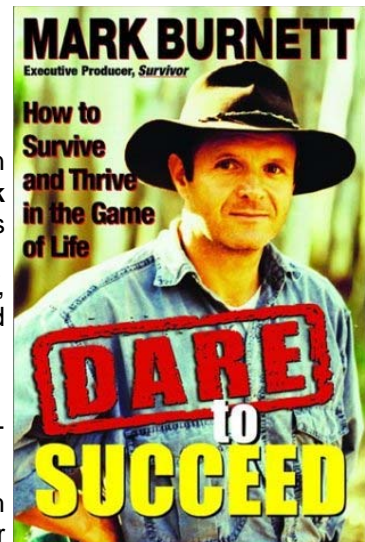
Secrets of Success from Mark Burnett

"The Apprentice" may mark the first time a game show based on business has been on prime time TV and furthermore, become a hit. **Mark Burnett**, Producer of "Eco-Challenge," "Survivor" and "The Apprentice" says that he has learned seven success techniques.

Each of these seven make up a chapter in his book **Dare to Succeed**, which is filled with the ongoing story of his success from the point he arrived in the U.S. with just \$600.

The seven principles are:

- 1. Only results count;** "Results are what's important in life. Not appearances. Not intentions. Success is about action, not inertia."
- 2. Have the courage to fail;** If you are not failing, you're not taking enough risks. "I'm afraid of failure and all it implies, but I have made it a catalyst for success by spinning the fear of it 180 degrees, into a positive learning tool."
- 3. Choose teammates wisely;** "Chosen wisely, teammates will support every goal, no matter how outrageous or seemingly impossible. The poorly chosen team makes even the easy quest arduous."
- 4. Perseverance produces character;** "When I achieve a goal, I realize that conflict comes with the territory. The going always—inevitably—gets tough."
- 5. Be right or be wrong, but make a decision;** "I think that each of us knows that if we learn to go with our gut trusting that little voice inside, most decisions will turn out to be good ones."
- 6. Set achievable goals;** When setting goals, it's vital to chase a dream. Make it a dream that you believe you can handle. Make it a dream you cannot live without.
- 7. Try to go above, beyond, and then further;** In the summer of 2000 when "Survivor" was making Mark Burnett a household name, he dreamed up a show where the prize would be a trip the International Space Station. He now says, "Whether or not I eventually pull off my space show, I'm living a bold adventure. Succeed or fail, but at least try."



OVERCOMING BUSINESS OBSTACLES

Virtually all businesses, whether it's a huge corporation or a small business, will go through rough times. There are times when it seems impossible to get the business back on its feet. But don't be so quick to throw in the towel.

As we hear from the entrepreneurs on MAKING IT!™, tenacity is often what separates those who succeed from those who fail. Many times you don't need an elaborate strategy to get through the hard times.

Often times, the simplest ways are the most efficient.

Have self-confidence. This is easier said than done. Believe that you can do it, even if the odds are stacked against you. If everyone else says, "This can't possibly be done," look at the situation and tell yourself that there has to be a way. Positive reinforcements are the key. Negative thinking will always hold you back.

Don't focus on the problems. Instead focus on the solutions. By focusing solely on the problems, you concentrate on the negative. Often, you end up pitying yourself and nothing gets accomplished. But don't pretend that the problem doesn't exist. Or worse, ignoring the problem and secretly hope that it goes away. As hard as it is to do, accept the fact that there is a problem. From there, map out a plan to solve the issue.

Accept help. Even if you have self-confidence, don't be afraid to ask for help. Pride shouldn't get in the way of solving problems. In fact, having the additional help can generate brilliant ideas and strategies!

Most important, **keep yourself happy and healthy.** Being calm and relaxed can do wonders for your overall health and well being!

WHAT'S COMING UP ON 'SECRETS OF SUCCESS!'

Secrets of Success is an inspirational and informational one minute segment on MAKING IT!™

Behind the Scenes while shooting *Secrets of Success*.

Segment Producer Lecia Van Horn prepares Dr. Frank Gilliam before the cameras start rolling.



ANTHONY MORA

CEO, Anthony Mora Communications

- Promoting your business through the media
- Using media communications secrets in dealing with your clients, peers, or associates.
- The importance of writing a mission statement that helps define your business

DR. FRANKLIN GILLIAM

Director of the Center for Communications and Community at UCLA

- How your business can bring about community change/improvement
- Changing perceptions/stereotypes about who the minority consumer is
- Tips for managing a diverse workplace



MARILYN TAM

Author of *How to Use What You've Got to Get What You Want!*

- How to use what you've got
- Four principles to help you realize your dreams
- How to obtain personal & professional freedom

BELMA JOHNSON

Dream Books, Author of *What Do you Dream?*

- Evolving your business with the times
- Turning your dream into a business
- Take the blame



Build your 'MAKING IT!' video library at www.MakingItTV.com



CALENDAR OF EVENTS

For a complete calendar listing, visit our website at
www.MakingItTV.com

CELEBRASIAN 2004, 16TH ANNUAL CONFERENCE U.S. PAN ASIAN AMERICAN CHAMBER OF COMMERCE

Where: Irvine, CA
Date: May 5-7, 2004
Contact: www.uspaacc.com or 202-296-5221

'SHOW ME THE MULTICULTURAL MONEY' BUSINESS CONFERENCE FROM MINORITIES IN BUSINESS MAGAZINE

Where: Los Angeles, CA (Marriott Downtown)
Date: May 26, 2004
tact: www.mibmagazine.net or 323-933-0945

U.S. HISPANIC MARKET BOOM

Where: Los Angeles, CA (Hyatt Regency)
Date: June 10-11, 2004
Contact: www.srinstitute.com/cm430 or 888-666-8514

FRANCHISE DEVELOPMENT: CULTIVATING & GROWING WITH MULTICULTURAL & DIVERSE BUSINESS OWNERS

Where: Chicago, IL (Wyndham Northwest)
Date: June 28-29, 2004
Contact: www.srinstitute.com/cm437 or 888-666-8514

'MAKING IT!' is California's #1 Small Business TV Show

Where can you see 'MAKING IT!' in your area?

LOS ANGELES

KTLA - Ch. 5
Sundays 6:30 am

SAN DIEGO

KSWB - Ch. 5
Sundays 5:30 am

SACRAMENTO

KSPX - Ch. 29
Saturdays 6:30 am

SAN FRANCISCO

KKPX - Ch. 16
Saturdays 6:30 am



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MINORITY SUCCESS STORIES
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- **AMERICAN HONDA**
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'MAKING IT!' MINORITY SUCCESS STORIES

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15 YEARS OF

