



MINORITY SUCCESS STORIES

NEWSLETTER

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

VOLUME 15, No. 6

NOVEMBER/DECEMBER 2004

WAITING FOR THE POSSE?

by Nelson Davis
nelson@MakingItTV.com

I love gazing at the large rock formations in the western areas of the San Fernando Valley. As a child in Niagara Falls, I first saw them on television in black & white as the backdrop for many action scenes of western movies. Wild Bill Hickock, The Lone Ranger, and Hopalong Cassidy, were some of my favorites. Do you remember the part of many of those old "dusters" when the good guys and bad guys were locked in a major battle and the trusted sidekicks like George "Gabby" Hayes received their moment in the spotlight? While pointing toward one of those rocky hills they would shout, "here comes the posse" which always seemed to lift their spirits and turn the tide in their favor, even when the bad guys were winning decisively!

During the recent presidential debates, I often heard echoes of the posse line

in both candidates' promises. I saw them gazing at an imaginary hill while alluding to the help that would be forthcoming if we put our trust in their administration of the Federal government. Well, those movies were fictions and the debates were a search for political advantage. To solve many of the challenges facing business people and our society in general today, I believe we have to realize that there is no posse thundering over the hill to help. The recent flu vaccine snafu is just one example.

This article is being written before the election but whichever candidate wins, the challenges are many and the paths to solutions unclear. It is my feeling that much of the polarization and internal strife that America is enduring right now is because new orders in our affairs are emerging, but most of us are not yet absorbing the full impact of current events. Hear the words of Niccolo Machiavelli, the 16th century author of *The Prince* who wrote. "It must be remembered that there is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage, than the creation of a new system. For the initiator has the enmity of all who would profit by the preservation of the old institutions and merely lukewarm defenders in those who would gain by the new ones."

The business community already knows that you have to make your own way through uncertainty, charting a path while gathering knowledge and resources along the way. And, you have to do it all the time! There are times when your own self-created group may be the only helpful posse you'll see. Self-reliance is again becoming the necessity of the day. This foundational American concept is so

old it may seem new to many Americans. *Ralph Waldo Emerson* (1803 - 1882) US philosopher, poet, essayist may have been wrong when he wrote, "The masses have no habit of self-reliance or original action."

Is California again on the leading edge of a trend that we might call the "go your own way-self reliance movement"? This morning, I found interest in an article about how Governor Schwarzenegger is stirring up enmity in his own party by staking out non-party positions on several issues. An open primary is among them. It is again *Emerson* who said, "For non-conformity the world whips you with its displeasure." The governor seems to know that waiting for an old posse to re-form won't get him where he wants to go.

It's no accident that small business growth is accelerating across the country with California leading the way. Many people have been disappointed by institutions, both governmental and corporate. More people feel a strong need to control their own destinies, sometimes taking great financial and emotional risks to do so. For example, I wouldn't be surprised to see more small to medium sized businesses banding together for insurance cooperatives and vocational training programs. Likewise you'll see more entrepreneurial thinkers devising ways to negate the burden of profligate legislators in California and elsewhere. If there is a posse riding over the hill, it will be one that you helped deputize.

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16 YEARS OF



Bits 'N' Bites



A WARM "WELCOME BACK" TO A RELIABLE FRIEND

Making It! is proud to announce the return of Southern California Edison as a valued sponsor.



"We are proud of our long-lasting relationship with Nelson Davis and Making It! and we're looking forward to our continued partnership," said **Frank Quevedo**, Southern

California Edison vice president for equal opportunity. "Like SCE, the show is committed to celebrating the contributions of minority business owners and promoting economic empowerment. We congratulate the show on its continued success."

"Southern California Edison cares about its customers and the quality of life in the communities we service."

NEW ADDITION TO THE MAKING IT! FAMILY



We would like to present the newest member of the Making It! family, Olivia. Congratulations to Making It! co-host Lynette Romero and her husband David on the birth their first child, a beautiful baby girl.

Stats

Name: Olivia Romero Angulo
Birthdate: Monday, August 2, 2004
Weight: 6 pounds 13 ounces
Length: 21 inches

MY SMALL BUSINESS DIARY: Part 1

By: Brienne Nakagawa

I am a college student at USC, I have two jobs, family commitments, and a steady relationship. So what exactly would drive me to take on the most challenging idea of my life – starting a small business? My answer: life is too short not to.

My adventure began when my older sister and roommate, Traci (28), brought home a tiny little Maltese dog. We named her Nani Koa- a loveable girl in need of something to hold her fast-growing white hair out of her face. Nani now has two years of life under her belt – or should I say her hair clip. My sister soon realized that this little hyper ball of joy could not keep her hair clips in. We bought tons of them, rubber bands, butterfly clips, you name it - and they eventually ended up on the floor or under the couch with Nani smiling at us with streams of hair cascading down her face. We then proceeded to buy simple French barrettes that we used to use as kids. This was too boring for Nani, so we added designs, buttons, patches, etc. to all of her hair clips, that are changed daily.

Soon little crystals adorned all of her clips as

well, just for that extra "bling-bling." Remarkably, these clips stayed in her hair. Nani didn't mind them, and they were more fashionable than anything we could have purchased. There is not much variety out there for hair barrettes. I suddenly realized that we had more hair barrettes than anyone could ever use, and my sister's desire to create more was not slowing down. That was when Nani Clips was born (www.naniclips.com). Nani Clips is currently selling at thirty- seven stores nationwide, and sells approximately a hundred clips a month.



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15¢ MARKETING TOOL IMPROVES BUSINESS

By: Howard Lim

Imagine you are at a professional or social function striking up a conversation with a stranger about your business. A few moments of small talk is used as a platform for your "elevator pitch". Ultimately, you will say the all too familiar phrase, "Let me give you my business card." Whether you know it or not, this is the beginning of your marketing presentation package. After handing over your business card, without fail, the recipient will examine it before putting it away. Did your business card pass the test? Did the recipient make up his or her mind about your business, your product, your service, or more importantly, you?

Some of you are thinking, "Big deal. It's a 15-cent piece of cardboard that has my name and contact info." Did you let that 15-cents cost you hundreds or thousands of dollars in sales? Here are some tips on business card design and some experiences using business cards.

It is obvious to include your business name but you should also include a slogan or something to let the recipient know what line of

business you are in. The names Johnson Consulting or Zinotek say nothing about the business. It's not just who you are but what you do. So until you are a household name, add a slogan or a short business description.

Information should be complete. Name, address and phone number go without saying but if you have a cell phone, fax, email, website, or even a title, let them know. Give them every opportunity to learn about and contact your business.

Professional quality matters. What are your impressions of someone that hands you a flimsy, smeared, business card? Go to your local print store to make your business cards. The paper quality and fabrication is far superior to the ones you print on your inkjet printer at home. Professionally made cards use heavier cardstock and have nice clean edges. The ink will resist fading or smearing and it can also be raised adding more texture to your card.

Remember what industry you are in when designing your cards. Graphic intensive and

A SEASON OF THANKS

Every Fridays, each member of the Making It! staff announces something they are thankful for at. So we would like to share our "gratitudes" with you.

Nelson: "Being able to build a business around the entrepreneurial spirit in others which nourishes that spirit in me."

Howard: "My father the inspirer, and my favorite college professor the motivator."

Brienne: "I am thankful that I am almost done with school, & I am anxious to see what awaits me."

Ray: "I am grateful that the Red Sox won the World Series."

Zahra: "I am grateful for the sun, my favorite thing in the world. It's what motivates me to get out of bed every morning and it puts me in a great mood."

Phaylen: "I am grateful for my wife and baby girl Thandie."

Kim: "I am thankful for a wonderful new addition to our family, which has brought my husband and I joy & happiness."

Upcoming Shows:

From Craft to Cash

Walter Gooden, founder of **Walter Gooden, Inc.** watched his business grow through tough times. See how Bulgari™, Omega™, among other high-end watches help solidify his company.

Alvaro Villa, AVG, INC. fulfilled the demand of animated robotics at theme parks and museums. See the evolution of his business to include government agencies like Homeland Security.



Seizing the Opportunity

Sandy and David Delgadillo, owner of **Nellie's Exercise Equipment**, specializes in the sales of weights, cardio machines, and home gyms. See how working at a bank landed this opportunity.

Carmen Murray, Rodeo Carpet Mills designs and manufactures high-end rugs and carpets. See how this entrepreneur went from receptionist to owner.



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...CONTINUED FROM PAGE 2

odd shaped cards might work for some business but not for all. Imagine walking into a bank (usually highly conservative) and handing them your wacky business card printed on a napkin. There is always room for creativity but be aware of the people on the receiving end and their impressions. If you are stuck, then just print two sets of cards.

TREE-TING

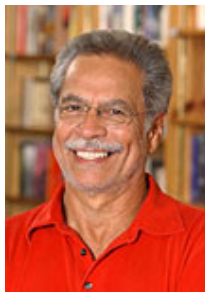
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KELLY SMITH
OWNER

12345 Pine Ave
Cityville, CA 90001
P: (213) 555-1212
F: (213) 555-2121
Ksmith@domain.com

PROFILES OF A MAKING IT! "GENIUS"



A fierce passion to elevate a business to a campaign in support of underserved populations earned former guest, Reuben Martinez, a MacArthur Fellowship Award also known as a "Genius Grant."

Featured in **Show # 446 (Selling Culture)**, Reuben pushed literature and constantly loaned Spanish-language books to his barbershop customers. His lifelong love of literature ultimately led to opening his own bookstore, **Libreria Martinez**. Using the store, it became his mission to raise the literacy rate among Hispanics.

Reuben is convinced that the Spanish speaking community has a desire to read. He is now looking for partners to expand nationally. The goal is to have 25 stores by 2012.

For more Info:
www.macfdn.org

CUT OUT FOR YOUR FRIDGE!

Secrets of Success

"Through perseverance, many people win success out of what seemed destined to be certain failure."

-Benjamin Disraeli

"In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create. Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman."

-David M. Ogilvy



CALENDAR OF EVENTS

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

20th ANNIVERSARY: HEALTH = WEALTH CONFERENCE ASSOC. OF BLACK WOMEN ENTREPRENEURS INC.

Where: Los Angeles, CA
Date: November 13, 2004
Contact: (213) 624-8639, Dolores Ratcliffe

HOW TO START A BUSINESS-SPANISH INLAND EMPIRE SBDC

Where: Riverside, CA
Date: November 18, 2004
Contact: (800) 750-2353 www.iesbdc.org

FREE SMALL BUSINESS TAX SUMMIT CHARO-SBA WOMEN'S CENTER

Where: Los Angeles, CA
Date: November 17, 2004
Contact: CHARO @ (323) 343-9477

CALIFORNIA GOVERNOR'S CONFERENCE ON WOMEN & FAMILIES

Where: Long Beach, CA (Convention Center)
Date: December 07, 2004
Contact: (650) 548-2424

'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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Howard Lim

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Phaylen Abdullah

Segment Producer

Zahra Burton

Segment Producer

Ray Carignan

Production Assistant

Brienne Nakagawa

Marketing Assistant

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NELSON DAVIS TELEVISION PRODUCTIONS

5800 Sunset Boulevard • Los Angeles, CA 90028

Ph. (323) 460-5253 • Fax (323) 460-3907

Email: info@MakingItTV.com

Website: www.MakingItTV.com

ADDRESS CORRECTION REQUESTED