



NEWSLETTER

CELEBRATING 14 YEARS ON THE AIR!

MINORITY SUCCESS STORIES

VOLUME 14, No. 3

MAY/JUNE 2003

SCARING OURSELVES

by Nelson Davis

*"The only thing we have to fear is fear itself."
- President Franklin Delano Roosevelt*

On March 21st, about three days into the Iraqi conflict, I turned on a radio to get the news, but found a talk show host interviewing a biological terrorism expert instead. Within 90 seconds I turned it off. Why? I didn't want to be scared into a stupor. Fear seems to have become a national pastime.

Listening to someone speculate about the worst thing that could happen wasn't my idea of good thing to do on that day. My thought was that worrying and fretting wouldn't support the things I need to do if success in business is what I want.

I found myself becoming angry with the reporters and anchors that were filling the airwaves with pure speculation and rumors. Like many other Americans, after the long buildup to war I wanted to know what was happening... really happening.

What I found were people who had to fill time whether they had anything useful or inspiring to say or not. Hard facts were a minuscule part of anything I heard or saw during the first 5 days of "Operation Iraqi Freedom." Too many broadcast stories began with the phrase "new fears."

My greatest fear is that we are being taught to expect the worst, rather than to seek out the best. We are learning doubt rather than confidence. Years ago, I produced a TV program that featured a smart, affluent and very tough convicted criminal who described certain people as "selling Wolf tickets," and he didn't mean Wolf Blitzer. He was referring to the wholesale use of fear as a tool and tactic to get attention or garner support for an action.

Most of what passes for news on television and radio today could be exhibit "A" in how to "sell Wolf tickets."

You and I may live for many more decades and never know anyone who dies of SARS, has their car taken at gunpoint, or loses their house to a mudslide. But, electronic media news gathering organizations seem to base their business model on teaching Americans to create a culture of fear. Most things they describe will never happen to 97% of us.

Dr. Charles Mayo (The Mayo Clinic) said, "Worry affects the circulation—the heart, the glands, the whole nervous system. I have never known anyone who died from overwork, but many who died from doubt."

Doubt is certainly the enemy of success in any business. Carrying that heavy mantle robs one of the desire and energy to create, sell and lead a team of people to greater accomplishments. It is the antithesis of 'making it.'

*My greatest fear is
that we are being
taught to expect the
worst, rather than to
seek out the best.*

*"I am an old man and have
a great many troubles, but
most of them never
happened."*

-Mark Twain

For most of us, fear is not grounded in the real possibility of catastrophe; but it does bring a state of emotional uneasiness. While slogging through many years of war in the 1940s, President Roosevelt and British Prime Minister Winston Churchill were right when they repeatedly expounded that fear was their nations most insidious enemy.

Of course, there was not the hungry maw of 24-hour news channels and local broadcasters who specialized in fueling a fear machine. Not only that, it is one that we voluntarily invite into our homes, cars and lives.

That's the part that really scares me.

INSIDE THIS ISSUE:

Bits N' Bytes.....Page 2

*Top 10 Tips for Better
Business Letters.....Page 2*

*What Viewers Say About
'MAKING IT!'.....Page 2*

*What's Coming Up on
'MAKING IT!'.....Page 3*

*Livening Up the
Workplace.....Page 3*

Secrets of Success.....Page 3

Calendar of Events.....Page 4



**Order tapes of 'MAKING IT!'
at our website!**

www.MakingItTV.com

BITS N' BYTES

NEW MARKETING MANAGER FOR 'MAKING IT!'

Jocelyn Wang is the newest addition to the Nelson Davis TV Productions team, joining us as our new Marketing Manager. Formerly a Manager of National Accounts at CBS/Westwood One Radio Networks, she graduated from UCLA with degrees in Asian American Studies & Sociology along with a Specialization in Business & Administration. Jocelyn joins us with prior experience from the Museum of Television & Radio, KABC/KLOS Radio in L.A., the Office of Arianna Huffington, and the Office of California Governor Gray Davis (in Washington D.C.).



SUPERCOMM 2003

The annual big event for the telecommunications industry is 'SUPERCOMM' which is being held in Atlanta on June 1-2 this year. Nelson Davis is moderating a special "Supplier Diversity Summit" called "View From the Top" in a session featuring nine CEOs. They are John Chambers of Cisco, Patricia Russo from Lucent, John Schofield of AFC, Gerald Parsons of CTDI, Dennis Strigl of Verizon Wireless, Richard Notebaert from Qwest, Ed Whiteacre at SBC Communications, and Duane Ackerman from BellSouth. With only CEOs in the group, it truly promises to be a view from the top.



IBM "SUCCESS PANEL"



A "Success Panel" was assembled by Nelson Davis specially for a Black CEO Executive Forum. Sponsored by IBM and titled "From Good to Great in 2003," the event hosted business owners from all over Southern California. The title of Nelson's keynote address "What I've Learned From 800 Entrepreneurs."

'MAKING IT!' AT HOLLYWOOD HIGH

With the help of LAUSD board member Marlene Canter, we will be donating a library of our award-winning program to Hollywood High so students can be inspired by the success stories of the entrepreneurs from our show.



For more resources, log on to our website at www.MakingItTV.com

Top 10 Tips for Better Business Letters

by Derek K. Miller (excerpted from <http://www.penmachine.com/topten.html>)

Business writing has only two goals:

1. To make people understand you.
2. To get them to take some action.

Keep these 10 rules in mind:

1. **Write Concisely:** At every stage of writing your letter, look at it and decide what to remove -- there will always be something. Remember that you want your reader to understand you and take action. Anything that does not help him or her do that is unnecessary. Avoid repeating anything, other than for specific emphasis.
2. **Be Complete:** Don't take conciseness too far. Make sure that you include enough background for your reader to get what you mean, and that you come across as tactful and polite, not terse and unfeeling.
3. **Use Nouns & Verbs:** Adjectives and adverbs can enhance sturdy nouns and verbs, but they can't rescue weak ones. Instead of "I definitely believe that the performance will be a very successful one," write "I know the performance will succeed." The second sentence is both stronger and shorter.
4. **Write Actively:** The active voice is vigorous and brief, showing who acts and how. In passive sentences, things are done -- people are acted upon or, worse, disappear

entirely. Remove "there is," "it appears," "are done," and similar phrases by rebuilding passive sentences as active ones.

5. **Be Specific:** Use words to paint pictures in your reader's mind, not to ask him or her to dissect abstract concepts. If you have numbers, use them. Avoid abbreviations not everyone knows.



6. **Write Interesting Sentences:** Vary the length of your sentences to avoid lulling your reader to sleep. Make some short and sharp. Draw others out by linking two or three together: clip with commas, stitch with semicolons; even staple with dashes -- if you like. Don't make all your sentences the same.

7. **Write to Your Readers, Not Down to Them:** Even if you are writing to tell your readers something they know nothing about, think of them as intelligent but uninformed, not dumb. Your reader isn't stupid and doesn't like being talked down to.

8. **Use a Positive Tone:** Use negatives such as "don't," "won't," and "not" only to deny, not to evade or be indecisive. Instead of "We can't decide until tomorrow," write "We should decide tomorrow," or, better yet, "We will decide tomorrow."

9. **Be Correct:** Good writing is correct in two ways: in technique and in facts.

WHAT VIEWERS SAY ABOUT 'MAKING IT!'

"I love the MAKING IT! show and have been watching it every Sunday morning at 6:30 am for years. Each story differs, but the one thing they all have in common is **perseverance**.

Although enduring struggles, each business owner has the determination to make it and not give up."

-Barbara Kimber, Bakersfield, CA

"Your show needs to be on prime-time -- it's the type of reality show people should be watching!"

-Gabriel A. Ibarra, Los Angeles, CA

Reference books, such as style guides and dictionaries, will help you write with proper spelling, punctuation, grammar, and formatting. Letters serve as records of what you say, often spending years in filing cabinets for later reference, so your facts must be correct.

10. **Be Clear:** Good business writing is all about being clear. It should not be open to interpretation. Every word should mean one thing, each sentence should say one thing, and together they should create a tool for achieving your goal. If your reader understands you, then does what you intend, then your writing -- whether a letter, e-mail, memo, fax, or report -- succeeds.

WHAT'S COMING UP ON 'MAKING IT!'

May 18, 2003: **TOP TIER TASTES**

Dr. Taryn Rose, an orthopedic surgeon, was aware of the foot problems many of her female patients suffered from due to ill-fitting shoes. Armed with this knowledge and her surgical training, Taryn decided to design her own shoe line. See how Taryn launched **TARYN ROSE INTERNATIONAL**, a line of shoes that is sold in Neiman Marcus, Nordstrom, and other upscale stores.



Chris Aire grew up in West Africa surrounded by miners and the jewelry industry. When Chris started his company **2 AWESOME INTERNATIONAL** in 1996, he was fulfilling a dream from his childhood. Chris tells the story of how he struggled to get the capital he needed to start the business, and how he even used his own

savings to get his foot in the door. Today, his business caters to the rich & famous, with jewelry that costs up to \$3.5 million. His clientele, includes Halle Berry, Will Smith, and Shaquille O'Neal.

June 1, 2003: **IMPORT/EXPORT**

Noritoshi Kanai has been called "The Culinary Ambassador of Japan to the U.S." for his pioneering work introducing Japanese cuisine to the American palate. **TOKYO MUTUAL TRADING COMPANY** introduced Japanese foods such as sushi, edamame, sake, and miso to Americans. Today, Kanai is in his eighties. His company employs 200 people and grosses more than \$100 million a year in sales. Kanai shares his story of decades of hard work & success.



Ishwinder Brara leads the U.S. branch of **MANTEC INTERNATIONAL SERVICES**, while his father Arvinder leads the Indian branch, **MANTEC CONSULTANTS**. This family-owned business is dedicated to exporting and importing between the U.S. and India. Their driving force is love for both countries and a passion for connecting them. The company focuses on helping U.S. businesses penetrate the large Indian market. Ishwinder discusses the creation of their company and the road to success for Mantec.



LIVENING UP THE WORKPLACE

No matter how much we love our jobs, we all get stressed and sometimes fall into a rut. Stress and lack of motivation can easily overtake your business, especially in the times we are living in now.

What can be done? Sometimes the littlest things can make our lives more exciting, and that can also apply to the work environment.

Here are a few ideas:

Awards & Recognition. It could be for anything: most organized, best attitude... be creative! If you're an employer, remember that letting your staff know that you appreciate their hard work is important motivation.



Themes. Every once in a while, create a theme for the day. Simple examples range from wearing a specific color to work, to "Meditation Minutes," where people who are feeling stressed can take some time out to meditate and collect their thoughts and priorities. Perhaps one of your employees has a great idea. Encourage creativity and be open to new ideas.

Special Events. Perhaps your team would enjoy an appreciation party. Take some time out to compliment your team's admirable qualities and make a toast to everyone on the wonderful things they contribute. Though it's important to work hard toward your goals, don't forget to celebrate your achievements & success along the way.



CUT OUT FOR YOUR FRIDGE!

Secrets of Success from 'MAKING IT!'

"I don't care if you're starting a pet store or a McDonald's franchise. If you want to start a business and get it to the level where it's making you \$1 million plus in personal income a year, you'd better get ready for a hard ride full of trials and rewards. They don't hand out big trophies for small efforts."

- **Rich Harshaw, CEO, Y2Marketing**

"In the end, all business operations can be reduced to three words: people, products, and profits."

- **Lee Iacocca, Ex-CEO of the Chrysler Corporation**

Not everything that can be counted counts, and not everything that counts can be counted.

- **Albert Einstein, legendary mathematician**

For more inspiration, visit us at www.MakingItTV.com



CALENDAR OF EVENTS

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

ELECTRONIC ENTERTAINMENT EXPO

Where: L.A. Convention Center, Los Angeles, CA
Date: May 14-16, 2003
Contact: 508-875-EXPO or www.e3expo.com

4TH ANNUAL U.S. HISPANIC MARKET BOOM

Where: Omni Hotel, Los Angeles, CA
Date: June 5-6, 2003
Contact: www.srinstitute.com

STATE BOARD OF EQUALIZATION SMALL BUSINESS FAIR

Where: Oakland & Los Angeles, CA
Date: May 16, 2003
Contact: 510-622-4055 or 310-342-1080
www.boe.ca.gov

AFRICAN AMERICAN BUSINESS SUMMIT

Where: Irvine, CA
Date: June 19- 22, 2003
Contact: www.turningpointmagazine.net

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



'MAKING IT!' NEWSLETTER

VOLUME 14, No. 3

MAY/JUNE 2003

MINORITY SUCCESS STORIES
is brought to you by:

- **AMERICAN HONDA**
- **BOEING**
- **CALIFORNIA LOTTERY**
- **HILTON HOTELS**
- **SEMPRA ENERGY**
- **THE WALT DISNEY CO.**

'MAKING IT!' MINORITY SUCCESS STORIES

NELSON DAVIS TELEVISION PRODUCTIONS

5800 Sunset Boulevard • Los Angeles, CA 90028

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

Email: makingitTV@aol.com

Website: www.MakingItTV.com

ADDRESS CORRECTION REQUESTED

Nelson Davis

Executive Producer

Kimberly Holmes-Lamar

Producer

Lecia Van Horn

Segment Producer

Jocelyn Wang

Marketing Manager

Eric J. Moore

Production Assistant

Crystal Murphy

Administrative Assistant

