



NEWSLETTER

CELEBRATING 14 YEARS ON THE AIR!

MINORITY SUCCESS STORIES

VOLUME 14, No. 5

SEPTEMBER/OCTOBER 2003

ON YOUR OWN

by Nelson Davis

Like you, I get a number of calls each month from acquaintances who are capable executives and who's stories involve losing a nice job, sending out a blizzard of resumes and being astounded that nobody responds with expressions of professional love and desire. Since my mission involves 'the entrepreneurial spirit' I often tell them it may be time to create a job rather than relying on someone else to supply one. If they've ever dreamed of owning a business and feeling more in control of their fate, this may be that crystal moment to try it on their own. The caveat I throw in is that it won't be stress free or easy, but if you've dreamed it, try it.

The statistics on skilled and middle management 'orphans' are rather dreary. About 8.4 million people are out of work and that picture includes service industries as well as manufacturing. Earlier this year, the length of job search times touched a 17-year high at 4.2 months. For workers in their 50s and 60s, the pickings are very slim. The number of jobless people over 45 has jumped to 2.3 million and in reality, working at existing companies may never be part of their lives again.

To quote comedian Woody Allen, "We are all in this alone." In these challenging times, even after 15 years in business, I must confess to occasionally feeling that I'm standing alone at the distant end of a very long pier with no guidebook on how to get back. If you are going into business on your own, yes there are times when you will feel absolutely and completely alone.

Many of those people who become 'accidental entrepreneurs' have grown accustomed to the resources and comforts of corporate America and will have a tough weaning period. It will mean emotional heart-to-heart talks with

their families and bankers. The choices are hard, and the numbers of successes are always second to the failures. But, it certainly beats the pure misery of hanging around waiting for the phone to ring. A plaque in my office says, "If you are going to walk on thin ice, you might as well dance."

What does it take to be a successful business owner? I tell people that the first step of commitment usually comes when the frustration or anger in your job or the unemployment line gets to be even one degree stronger than the fear. World champion racing driver Mario Andretti sees it this way. "How much time are you willing to be thinking about your business? Is it troublesome to always have your mind on work? Would you rather be thinking about other things, such as golfing,

boating and that sort of thing? If you want to compete at the highest levels, then everything else has to slide to the side."

In reality, there are many places to get help and encouragement for the new business owner, from the public library to sophisticated counseling groups. They can help soften those moments of doubt and loneliness, but won't totally eliminate them. We can't avoid noticing that recent events in corporate America and California politics don't always engender a feeling "I'll be all right." If you are going to take a chance on someone, it might as well be on yourself. On your own can become your best place to be.

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BITS N' BYTES



WEDDING BELLS



On a warm July afternoon, **MAKING IT!** co-host **Lynette Romero** was married! Her romantic story began 10 years ago when she met **David Angulo** while both were students in a Spanish immersion program in Guadalajara.

Lynette lived in Denver at the time while Angulo was based in Los Angeles. A decade later, they were back at the same hotel in Mexico when David asked her to be his wife! As you know, weddings are quite a production and there is a large industry built around them.

Lynette said that working on the TV program has given her a consciousness of the small-minority business community and that helped her choose excellent vendors.

It was a lovely wedding and a very good party.

OPPORTUNITY ISLAND

Sometimes opportunity doesn't shout but instead whispers in barely audible tones. **Errol Smith**, one of our reporters got the message recently, and moved from the Valencia area in California to the island of Nevis in the Caribbean!

And, he plans to commute from there to his business interests here as well as continuing to interview entrepreneurs for the show.

In Los Angeles, Errol is an on-line entrepreneur and is building a bottled water business based in Nevis. Let's see... the cost of housing, no freeway commutes, and no workers comp insurance.

Hmmm...



Business Etiquette in any Culture

Knowing how to conduct yourself in another cultural business setting is crucial. Why? Certain communication mistakes can cost you an important deal, or worse – the prospect may never want to work with you or your company. Here are a few tips that can prevent you from making embarrassing communication faux pas.

Pay attention to your non-verbal communication. If you are conducting business with someone from another country, be careful not to send out the wrong message with your body language. For instance, in a Japanese business setting, sitting on the edge of a chair and avoiding eye contact is respectful as opposed to leaning back into your seat or staring directly at the person. If you are in a different cultural business setting, make sure you know the dos and don'ts of your non-verbal communication.

No stereotyping allowed. Operating based on a stereotype is the kiss of death for any business. Taking away a person's individuality is offensive and doing so will set the company up for failure. Be careful not to make assumptions. Just because one business strategy worked for a

particular group doesn't mean that it will work for another. This can be avoided by becoming more educated about other cultures and finding suitable ways to conduct business.

Communicate effectively with interpreters. If you are or plan on using an interpreter, it is important to hire one that fully understands the goals and objectives of the company. Always speak clearly and avoid using humor or slang.

Become more aware of yourself as well as others. Become more culturally aware by dismissing any stereotypes that can hinder a business relationship. What's the first step to becoming "culturally savvy"? Understand yourself. Once you fully understand yourself, you can better understand others.

For information on international business etiquette, visit www.culturalsavvy.com.

CUT OUT FOR YOUR FRIDGE!



Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; begin it well and serenely and with too high a spirit to be cumbered with your old nonsense.

—Ralph Waldo Emerson

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

'MAKING IT!' Receives 'USC Media Cornerstone Award'

'MAKING IT!' garners its 32nd honor in its 14th year on the air

On behalf of the **MAKING IT!** team, **Nelson Davis** accepted the Minority Media Cornerstone of the Year Award for 2003 by the **University of Southern California (USC) Business Expansion Network and the West Los Angeles County Minority Business Development Center** for "**Making IT! Minority Success Stories**," one of the most honored Small Business TV programs ever.

The Minority Media Cornerstone Award is presented to persons or organizations in the media who have demonstrated a sustained and significant commitment to minority business and to the issues that impact them. This award also recognizes media entities that have traditionally provided coverage of minority business news and have created new and

significant opportunities for minority business.

Earlier this year, the Academy of Television Arts and Sciences (ATAS) announcement of its 2002 L.A. area Emmy nominees included the 11th Emmy nomination of "**MAKING IT!**"

Nelson says he "never dreamed that the program would be on the air for more than a decade and available in millions of homes." His purpose was simply to put the inspiring stories of the men and women who struggle to build small businesses on TV so the community could learn from them.

During its 14 years on the air on KTLA (Channel 5 in Los Angeles), the weekly show has earned 11 Emmy nominations,

including 3 Emmy statues, along with over 30 other awards from all levels of business and government. The '**MAKING IT!**' cameras have taken viewers into more than 800 businesses created by minority entrepreneurs, to hear their success stories of dreams come true through persistence and hard work. No other public affairs program with a small business focus has this history of accolades.

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

WHAT'S COMING UP ON '**MAKING IT!**'

9/7/2003: **CURIOUS BUSINESSES**

Do you ever wonder how the audiences are selected for TV shows? Listen to **Nancy Carter** tell her story of how she opened her business **APPLAUSE! THE AUDIENCE COMPANY**. She primarily books audiences for predominantly Black Cast-TV shows.

Wanda Wen is obsessed with paper, the texture, the feel, the smell etc. So to cure her obsession for paper she started **SOOLIP PAPERIE AND PRESS**. Her specialty paper is expensive for one reason, quality. Even celebrities have used her paper to design their Holiday cards and sell for other special occasions.



9/14/2003: **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.

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.



9/21/2003: **SELLING CULTURE**

Meet **Eric Nakamura** and **Martin Wong** the duo behind the Asian Pop magazine **GIANT ROBOT**, which was launched in 1994. See how their first stapled-and-folded photocopied digest with an edition of 240 copies turned into the current 42,000 circulation.

Rueben Martinez first started as a barber who just liked to read books, but with the prompting of customers he turned his passion for reading into a bookstore. The mission of **LIBRERIA MARTINEZ** is to promote Latino literature and art. The heart of the mission is the commitment to inspire schools and communities to have a greater appreciation for education, art and culture. For good times sake, Rueben still has the barbershop in back of the store.





CALENDAR OF EVENTS

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

MINORITY ENTERPRISE DEVELOPMENT WEEK LUNCHEON

Where: San Diego, CA
Date: September 5, 2003
Contact: www.gsdbdc.org or 619-293-0760

ETHNIC MARKETING CONFERENCE

Where: Chicago, IL
Date: September 29 - October 1 & 2, 2003
Contact: www.srinstitute.com/cm402 or 888-666-8514

NAWBO UNIVERSITY

"BUILDING ENTREPRENEURIAL COMPETENCE"

Where: Los Angeles, CA
Date: September 5, 2003
Contact: www.nawbola.org or 310-226-6908

2003 NATIONAL MINORITY SUPPLIER DEVELOPMENT COUNCIL (NMSDC) CONFERENCE

Where: Chicago, IL
Date: October 26-29
Contact: www.nmsdc.org or 212-944-2430

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
is brought to you by:

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