



MINORITY SUCCESS STORIES

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NEWSLETTER

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MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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Family Planning

by Nelson Davis nelson@MakingItTV.com

No, not that type of family planning! As the New Year approaches what I have in mind is a planning notion that may change your life. It is learning to apply business strategies and disciplines to lift and improve your family life during the year ahead and perhaps for the rest of your life. If you have achieved a level of success in business, it wasn't accidental and establishing a nourishing, flourishing home life won't happen by accident either.

Over lunch recently a couple of my friends talked with some discomfort about having teenage children who expect Ma and Pa to shoulder most of the expense of their college educations. Strange looks came back when I suggested they manage it like a business project with full participation from their kids. The thought of injecting some of the entrepreneurial spirit into family life has been with me in principle for some time, but it took two women who work for United Airlines in Chicago to convince me that not only was it possible, it actually helped keep their families together. Julie Bell and Donna Brown were contemplating dumping their husbands and going it alone when they decided that smart, accomplished business people should be able to turn what they'd learned at the office into successful home lives as well. In fact they wrote a book titled "The Scorecard" based on their experiences.

Have you and your spouse ever thought of sitting down with your family and doing the following: Stating your expectations clearly and in writing, setting precise goals and establishing ways to measure the results. Be sure to set a timetable because without that a goal is just a wish. Now the authors

of the book were working to save failing marriages but I think that developing a real structure will yield fabulous individual and collective dividends for the entire family. Like most planning, the most intimidating part is thinking through the details and writing it out.

Just like any corporation's five year plan, the family goals should be subject to yearly review and revision, but wouldn't it be marvelous for any family member to know at any time what they are striving for. Even a ten year old will probably respond positively to participating in a six year plan to accumulate the funds necessary to buy their first car...used of course. When the task of building a "tuition-chest" for their chosen level of advanced education is in writing with monthly and annual numbers attached, the task seems a lot less intimidating. It may be a little "Leave It to Beaver" of me but I like the idea of a family gathering where everybody gets to celebrate being on target with something and making progress toward important goals.

These days many families have an in-house wireless computer network rivaling those found at the office. The family goals and schedules can be seen by anyone at any time as a word document or spread sheet. Both family counselors and business consultants often have the same message for their clients, and that is; confused priorities and poor communication are the enemies of a healthy business or a highly functional family life. Julie Bell said that managing her home life with a plan that her husband helped create "did away with the drama and emotional blackmail" that are com-

mon in many households.

"What do we live for, if it is not to make life less difficult for each other?"

---George Eliot

Those of us who have gently waited beyond the age of fifty are getting into the life zone where our hindsight is close to crystal clear and that includes whatever regrets we may have gazing back at what we could have done. Frank Sinatra was quoted as saying "If I'd known I'd live this long, I would have taken better care of myself." Successful business people are usually demonstrating their best selves in their enterprise. That same best-self has perhaps an even more important role in creating a nurturing and harmonious family life. The solution could just be in the planning.

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The 'MAKING IT!' Newsletter can now be seen online & downloaded at



17 Years of MAKING IT!

Bits 'N' Bites

Jaclyn Jimenez



Marketing Assistant Jaclyn Jimenez is a student from Loyola Marymount University. She is majoring in communication studies which she is applying to her position at Nelson Davis TV Productions.

Making It! & Amazon

We are delighted that a select group of Making It! episodes is now available for purchase through Amazon, one of the internet's largest retailers. Special program packages were assembled for this offering which is being handled by CustomFlix, a subsidiary of Amazon.



Brenda Victoria Castillo



Marketing Manager Brenda Castillo comes to Nelson Davis Television

Productions from the American Red Cross. She has more than 15 years of experience in a combination of diversity, community relations, marketing, and production.

NMSDC Conference

The Mother Ship of all minority vendor conferences, NMSDC wrapped up recently at the San Diego Convention Center and Making It! was there.

In addition to shooting footage for an upcoming show, our Corporate Video unit was hard at work on a special video for Cisco Systems.

If you'd like to discuss award winning production values for your next video, e-mail Nelson@MakingItTV.com

Communication In Your Office Space

By: Jaclyn Jimenez

"We need to talk about your TPS reports... Yeah. Uh, did you get that memo?" How many times was Peter Gibbons asked about his TPS reports, in the 1999 movie Office Space, before he lost it? If you are not familiar with this "cult classic," Office Space is a satire on the working world. As a businessperson you will be able to relate to the concepts portrayed in this movie.

Communication is a key element to success, especially in the work place. Office Space covers many communication areas; such as, assimilation, indicators of resistance, indicators of cooperation, as well as many others. Here are a few things that you can do to have effective communication at work and not end up going over the deep end!

Assimilation is an intrinsic facet of becoming successful at your job. It is the process of learning rules, norms and expectations of an organization. There are three steps in the process of achieving assimilation. The first is anticipatory socialization or expectations of what a situation is going to be like. Next is organizational assimilation or how the situation is in reality. Lastly are the organizational turning points, these can be anything from earning a promotion to finding a sense of identification in the company. Be sure

whether you are the CEO or an intern, that this process of assimilation occurs. It will make your time with the company that much easier.

Tapping of a pen on a desk, copy machine broken again or even personal problems can all be stressors that people experience in the business world. Over an extended period of time this stress can lead to burnout. It is important to be sure that you try to avoid these indicators of resistance or proactively do something to alleviate this stress.

Indicators of cooperation are easy to point out and make the working environment one that is inviting and productive. Job satisfaction is something that affects everyone, if the employee morale is high then it reflects positively on employee productivity. You want to be sure that when you go to work, you have the "live to work" vs. "work to live" type of work ethic. Cooperation is fundamental in keeping employees happy and your business thriving.

Peter Gibbons did not assimilate to his job or cooperate. However, there was a lot of evidence of resistance and if anyone would have noticed it could have saved his office space from literally being burned to the ground.

Making The Connection: Multicultural Marketing

California Is Top-Ranked State in Minority Buying Power

By: Brenda Victoria Castillo

As the U.S. population continues to grow and become more diverse, buying power of U.S. minorities also is increasing. Their shared buying power equals clout and marketers are finding it lucrative to strategically market to African Americans, Asians and Latino cultures.

"By 2015, the American population 25 years old and under, will be primarily of ethnic decent," says Barry Wade, COO, ZMagic.

Wade is spearheading ZMagic, a full-service multicultural marketing firm formed by Earvin "Magic" Johnson, a successful businessman who has always wanted to start his own advertising agency, and Jordan Zimmerman. Zimmerman is the founder and chairman of Zimmerman Advertising, the 17th largest ranked advertising agency in the country, with billings in excess of 1.5 billion.

What's unique about ZMagic is that it's a one stop shop – a single source with African American, Hispanic American and Asian American specialists under one roof. They provide the service of reaching

three ethnic groups with one agency.

"The issue that most marketers are missing is the multicultural component. Some marketers take for granted that they are going to market to a particular culture by just changing the language. It's not just about the language, it is about the culture and connecting with that culture," said Wade. "If marketers don't market their client's product to the culture they will not have a footing inside the community. And eventually they will lose customers to those companies who do market to the cultures."

A company that has been successful in this endeavor is Wal-Mart, whose stores account for 65% of Latino music sold in the U.S. They attribute their success to fine tuning their store-of-the-community concept. In reaching out to the Hispanic consumer they had to connect with the cultures within the Hispanic culture – specific to the geographical location of the Hispanics that they were trying to reach. In the past, in marketing their Latin

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Nelson Davis Honored As Outstanding Entrepreneur By The Black Business Association



Holding the citations from various government officials recognizing Nelson Davis' achievements are: (From left to right) Ted Davis (no relation) Chairman of the BBA, MaryAnn Mitchell-BBA board member, Nelson Davis, and Zeke Patten-board member.

To find out more about the Black Business Association log onto www.bbala.org

Nelson Davis, president of Nelson Davis Television Productions, was honored yesterday by the Black Business Association (BBA) as "Outstanding Entrepreneur."

More than 500 entrepreneurs, executives, community leaders and elected officials attended the BBA luncheon at the Los Angeles Airport Marriott Hotel that recognized Davis for his exemplary business achievement and leadership. Davis joins the ranks of BBA honorees that include Berry Gordy, Motown; Earl Graves, Black Enterprise; Debbie Allen, Producer & Entrepreneur.

"I am wonderfully grateful to KTLA, Channel 5 for their long term support of the Making It! mission," said Davis. "Some business owners measure their success by the number of employees. I take measure of the number of business stories told on television,"

Davis began *Nelson Davis Television Productions* with the idea of bringing together special television programming with sponsors who wish to reach a niche audience. Making It! Minority Success Stories focus is on Small Businesses. The show has been on the air since March 1989 and has received more than thirty awards and commendations from all levels of government and business organizations, including four Emmys as Best Public Affairs series. Making It! is sponsored by American Honda, Bank of America, Boeing, Comerica Bank, Hilton Hotels, McDonald's, Sempra Energy, and Southern California Edison.

See video segments of the show on the web at www.MakingItTV.com

A LOOK AT UPCOMING SHOWS

Ella Avery-Smothers is one of eleven siblings in a poverty-stricken family from Virginia. Her dream as a child was to be able to afford all the groceries she wanted. Years later, she would find herself reaching her goal after becoming the owner of eight Burger King franchises in Los Angeles.



Ella Avery-Smothers
Burger King Franchise Owner

Nicole Sainz wanted to purchase a pair of pants from a department store. When she found out it was too expensive, she decided to make them instead. Nicole created NICOLITA, a high-end swim-suit business. Four years after its inception, Nicole's company reached \$150,000 in sales.



Nicole Sainz
Nicolita

CUT OUT FOR YOUR FRIDGE!

Secrets of Success

"We cannot direct the wind but we can adjust the sails."
~Bertha Calloway

"A friendship founded on business is a good deal better than a business founded on friendship."
--John D. Rockefeller

"Innovation distinguishes between a leader and a follower." -- Steve Jobs

See "Secrets of Success" Streaming Video at:



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

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

(Continued from page 2)

music they flew Los Tigres del Norte, a Mexican musical group, to Florida, which has a large Cuban population. Of course, this strategy has since changed and connecting with the specific community they are marketing to is what has made Wal-Mart a success in reaching the Hispanic consumer.

It is increasingly important to really know the culture because the culture continues to change. For example, some marketers are finding that some minorities who assimilated in the U.S., at age 35 plus, are reconnecting with their culture. The trend is that they are finding their way back to their culture.

According to the Selig Center for Economic Growth at the University of Georgia, California is the top-ranked state in terms of total buying power for every minority group except African Americans. (California is second in that category; New York is first.) California's Hispanic buying power exceeds the total buying power (all groups) of 36 of the 50 states.

As the population of minorities in California grows, so does the opportunity for corporations to reach minorities with specialized programs like Making It! Minority Success Stories. Seventeen years ago Nelson Davis foresaw the future and

developed the Making It! program. Making It! airs in four major California markets – Los Angeles, San Diego, Sacramento, San Francisco. Ninety-four percent of its viewers are African Americans, Hispanics and Asians; nearly 50% are women.

Making It! Minority Success Stories highlights minority business owners inspiring success stories. Sponsors like American Honda, Comerica Bank, Sempra Energy, Hilton Hotels, Boeing, Southern California Edison, Bank of America, and McDonalds found that by advertising on Making It! they are reaching their target audience.

"We believe that our suppliers should reflect the market and communities in which we do business," said Frank Urtasun, director, Diverse Business Enterprises for Sempra Energy. "For us, it makes good business sense to sponsor programs such as Making It! This program not only reaches minorities but also minority business owners."

Developing an insight to the culture that you want to market is the key to making that connection. Progress is being made but there is more work to be done by America's great companies.



Hilton

HONDA



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'MAKING IT!' MINORITY SUCCESS STORIES

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17 YEARS OF

