

NELSON DAVIS
TELEVISION PRODUCTIONS

MAKING It!
INSTITUTE
For the Advancement of Business

Leading a Renaissance of Entrepreneurial Thought

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What is the Holy Grail of Small Business?



Every small business owner would love to be able to access millions of dollars in contract opportunities by going to just one place. While not quite the perfect Holy Grail, a large and new one-stop-spot is on the way. IBM recently announced it is leading a \$10 million effort to bring six major corporations together to

create an online application to help small businesses gain access to the \$150 billion in contracts the companies award each year. The website, Supplier Connection, www.supplier-connection.net is scheduled to launch the first quarter of 2011. This is a bold move forward for both corporations and the small business community. At Making It we hope that other industry groups form alliances like this. If Washington really wants to see jobs created, private sector innovations like this must be job #1.

During the past year we've spotted other trends that may prove useful for you to create win-win opportunities for communities and entrepreneurs.

Trend #1

We've seen growing internal partnerships between charitable giving departments, vendor development and marketing departments. That is one of ways that the **Making It! Institute for the Advancement of Business** (www.makingit institute.org) our 501 (c) (3) nonprofit organization has been able to create events such as Superstars of Small Business. For us, it is about being dedicated to improving communities through programs and events that educate and guide small business owners.

Trend #2

Another exciting trend is developing green businesses and initiatives. We are planning the first "Superstars of Green Businesses" event for the first quarter of 2011 and we'd love to include you and your vendors. We expect to present this event and awards presentation in association with the SBDC and a Southern California College.

To speak to Nelson Davis regarding partnership opportunities at the Making It! Institute call (310) 392-7322 or contact them via email: info@makingitinstitute.org

Superstar of Opportunity



Andrew Cherng, founder of Panda Express, is now a true Superstar of Small Business! When he moved to the US and looked past his fears to see only the opportunity, he was on his way. Andrew's path was unusual as he was born in China, moved to Taiwan and Japan then immigrated to the United States to attend college and obtain a master's degree in applied mathematics. He has admitted being a restaurateur wasn't what he planned to do with his master's degree but seeing opportunity in everything, he had to make a choice. Cherng's cousin moved to Pasadena, CA in 1972 and worked at an understaffed restaurant. He convinced Andrew to work with him but Cherng remained unsatisfied with the feeling of working for somebody else. One year later, Andrew, his wife Peggy and Andrew's Father, Master Chef Ming Tsai Cherng launched the first Panda Inn with just 10 employees. Andrew took full advantage of the fact that his father had been a chef in restaurants throughout the Pacific Rim. His success today is rooted in the long hours and tedious work at the Panda Inn. It took 10 years for the Cherng's to find the next opportunity, which proved to be the opportunity of a life time. The Cherng's were asked to build a fast food version of the Panda Inn in a mall and the quick-service Asian food empire Panda Express was born. Panda Express found its niche in what were then unusual places for fast food such as supermarkets, airports and libraries.

Cherng saw another more recent opportunity in the Asian cuisine market and developed Hibachi-San which is a chain of 27 fast food restaurants featuring Japanese hibachi grills. His newest venture is franchising 150 Tide Dry Cleaners over the next 4 years because, "I wasn't around when McDonald's was taking franchisees, I'm not going to miss this one." Today, Panda Express has 1,279 restaurants with over 15,000 employees operating in 37 states generating 1.27 billion in revenue. You can bet that Andrew and Peggy are on the short list of potential speakers at the next Superstars of Small Business event presented by the Making It Institute in early 2011.

You can see our 2004 interview with Andrew and Peggy at this link.

<http://www.makingitv.com/FEstreamingvideomain.htm>

Shortcut to Great Video



Natalie Massenet, creator of the ultra successful Net-a-Porter web site says "All brands will become storytellers." You may have noticed that the Internet has become a favorite storytelling theater and the use of video on the web has grown exponentially. In other words, if you want to tell your business story effectively, video can be your #1 tool. That sage old advice that a picture is worth a thousand words comes to mind. Now, the necessary tools consisting of a high-definition video camera and editing software have become so cheap that they can be purchased for less than \$1200.00. You can even shoot, edit and upload your masterpiece to your web site or You Tube within 24 hours or less. The real challenge is to unleash your inner storyteller or find someone who is very good at helping you tell the story.

If your James Cameron moment would benefit from stock footage of business owners sharing their knowledge and wisdom, we can help. The Making It Video Library is a trove of high quality broadcast television programming that is available for license. For over twenty years we have produced great content for ***Making It!*** America's most lauded small business television program and four-time Emmy award winner. In the process we have interviewed over 1,000 entrepreneurs who shared tips, advice, and stories of success. Our library contains over 1,000 five minute "on location" TV interviews with small business owners and experts, produced to broadcast standards for airing on KTLA in Los Angeles. Additionally there are hundreds of interviews with experts and a catalog of 60-second "Secrets of Success" features. We can offer you an opportunity to acquire the use of this video content for substantially less than it would cost you to produce. Having the actual voices and faces of other business owners relate their experiences and advice is an essential feature for authenticity in what you do. There is nothing like a well told story.

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