



MINORITY SUCCESS STORIES

# MAKING IT!™ DIGEST

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## Fortune Names EBay's CEO Top Woman

<http://www.forbes.com/associatedpress/feeds/ap/2004/10/04/ap1574799.html>

**The title of Most Powerful Businesswoman is going, going, gone to eBay Inc.'s Meg Whitman.**

The president and CEO of the auction Web site surpassed Carly Fiorina, chairman and CEO of computer equipment maker Hewlett-Packard Co., who has held the title every year since Fortune magazine began its annual list of most powerful women in business in 1998.

Whitman earned Fortune's top spot due to eBay's significant growth over the past year. EBay's earnings last quarter were double Wall Street's expectations, and the company recently acquired Baazee.com, the largest online marketplace in India.

Meanwhile, Hewlett-Packard - the 11th-largest U.S. corporation with \$73 billion in revenues - struggled over the past year with competition and weak financial results.

Taking the No. 3 spot was Avon Products Inc. chairman and CEO Andrea Jung, while Xerox Corp. chairman and CEO Anne Mulcahy was No. 4 and Marjorie Magner, chairman and CEO of Citigroup Inc.'s global consumer group placed fifth.

Oprah Winfrey ranked No. 6, while Citigroup Inc. finance chief Sallie Krawcheck, Fidelity Management and Research president Abigail JohnsCorp.'s executive vice president of global downstream Pat Woertz and Pfizer Inc. executive vice president and president of glon, ChevronTexaco obal pharmaceuticals Karen Katen rounded out the rest of the top 10. New arrivals to the list include Morgan Stanley's Zoe Cruz, Frito-Lay's Irene Rosenfeld and Reynolds American's Susan Ivey.

Fortune rates the women based on the size of their employer or business and its importance in the global marketplace, their clout within the company, their career trajectory and their cultural and social impact.

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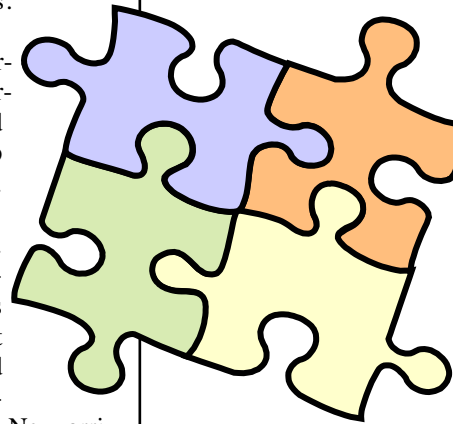
## Did you know...?

### Multicultural Marketing: Taking Care of the Business At Hand - Part I

By Bill Willard, SBO [www.smallbusinessowner.biz](http://www.smallbusinessowner.biz)

Multicultural marketing mirrors the changed face of America and is getting the attention of businesses and other organizations looking for an edge in diverse ethnic markets. "Gone are the days when businesses succeed with a 'one size fits all' approach to marketing. It's a 'mass market' no longer," insists Rhonda Albey, a diversity consultant with Allen Associates in Los Angeles, "The multicultural markets are where the opportunities are, and successful entrepreneurs are quickly learning how to get there."

According to the Association of National Advertisers (ANA) the predominant ethnic market segments being targeted by multicultural marketers are Hispanic (70%), African-American (59%) and Asian American (27%). In many places, these and other multicultural markets exert such demographic and economic influence that they're inevitable targets for small-business owners (source: [www.Emarketer.com](http://www.Emarketer.com), 11-6-02).



Wherever you are, however, businesses must monitor and adapt to changes in your marketplace. The view out there can change so quickly that it's a mistake to take any significant market segment in your area for granted. Even with all the right products and services

you'll still need the right message, in the right place, at the right time to reach the ethnic markets you want to be doing business with.

Do-it-yourself online research and homegrown multicultural marketing initiatives can help some SBOs (small business owners) identify and develop local ethnic market segments. But for others, outsourcing may be the way to go. For example, Multicultural Marketing Resources, Inc., ([www.multiculturalmarketingresources.com](http://www.multiculturalmarketingresources.com)), a NYC-based public relations and marketing company, is helping businesses and entrepreneurs reach multicultural markets nationwide.

## Guest Update

America Tang, Show #083

**Barrier Buster: America Tang and Peter Ng's plan to buy and grow a residential fencing firm by securing government contracts faced many hurdles.**

By Rachel Wimberly



As soon as America Tang and her partner, Peter Ng, closed on the purchase of Ace Fence Co., they started moving beyond the company's core residential fencing business. The target: lucrative public works projects. For the past 16 years, Ace Fence has used its woman- and minority-owned status to generate government contracts that Tang said will soon help the company eclipse \$10 million in annual revenues. Tang found that working with the government was much harder than installing someone's backyard fence. While revenues took a dip last year, business is up. Tang said the value of the contracts the company has secured has been increasing steadily, but that it does not book the revenues from them until they are actually received. Tang's goal is to hit the \$10 million mark next year.

Source: Los Angeles Business Journal, 9/27/04



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## 9 Things NOT to Have on Your Website

By Jeff Wuorio (excerpts taken)

Poor planning and neglect of your Web site can lead to lost business, security concerns, slow traffic and other problems.

However, Web site missteps are preventable. Here are nine items to avoid.

1. **Your photo on the home page.** Many Web experts say that, although your picture may seem an element of welcome, it can detract from why the visitor should be there in the first place.

2. **Visual (and audio) overkill.** On the one hand, it can show up as a dizziness-inducing Flash home page or pictures of everything from clients to your pet ferret. The former often comes off as little more than a pointless exercise of technical muscle, the latter a confusing — and potentially unprofessional — distraction from the business at hand. Beyond that, overly flashy intros with loud, pulsating music can take forever to load and cause users to flee.

3. **Too many confusing menu options.** Granted, you want to offer your visitors a variety of pages and features. But you should keep your site structure simple, so that users are not bewildered by too many possibilities. Don't have a menu of 20 options to choose from," Kase advises. "People can hold between five and nine pieces of information in their memory at once. Don't exceed this limit or they're going to get overwhelmed and leave your site."

4. **Information that could lead to privacy or security breaches.** This depends, to some degree, on the nature of your Web site and business, and perhaps also on your personal comfort level. On a simple level, that may mean keeping employee photos, e-mail addresses and personal details about them off the site. On a more detailed level, how you structure your URLs and even write your "404" error-page messages could reveal what type of application server or hosted provider you are using.

5. **Information that could tip off competitors.** Certain bits of information might seem innocuous on their own, but when pieced together could reveal more than you want about your business practices, strategic partners, corporate clients,

and your internal organization. An outside expert to review your site might be of value here.

6. **Undue jargon and techno-speak.** The point of most Web sites is to inform potential customers about what you do and, hopefully, have them grasp why they need to avail themselves of your product or services. That's a tough nut when much of the language on your Web site is overly technical or loaded down with industry jargon that laypeople can't come close to deciphering. Keep your copy and content straightforward — if need be, have a non-expert review it for clarity.



7. **Content that makes your business sound too good to be true.** Sure, you're trying to sell something via your Web site. But marketing content — including product pitches and customer testimonials — that boasts and brags more than it informs and inter-

ests people is certain to turn off many a visitor. "Don't make your Web site an ad. Make it an interactive conversation with your audience," says Atherley.

8. **Unsupervised chat boards.** If you want a chat area, plan on using a moderator who approves every submission beforehand. This avoids spam, off-color comments, potential security breaches, and other headaches.

9. **Bad links and outdated material.** Nothing can mislead or alienate your visitors more than basic business information and other content that's obviously outdated or long since irrelevant. Same with links that send users to error pages. Review your Web site regularly for content and links that have changed or gone the way of mood rings and pet rocks.

Source: <http://www.microsoft.com/smallbusiness/>

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