

## **Silvana Rosero, CEO**

***Small Pond Video Productions***

***Supplier of the Year – Class I***

### **D/FW MSDC**

Tell us what's your business all about?

#### **SILVANA:**

Small Pond Video does two things. One is video production for corporations, whether it's social media content, training videos, marketing content, internal communications, and public affairs content. We're more of that side. Then, we also do audio visual production for corporate meetings. So, everything that has to do with the staging, lighting, sound, live cameras and show direction.

### **D/FW MSDC**

So you do more than just with corporate. If an MBE decided they wanted to use your services, you would work with them too. Right?

#### **SILVANA:**

Right. When I say corporate, really I should say business production. We work with clients spread out in various industries and sizes. We service large corporations, public sector agencies, MBEs and WBEs, small businesses, and nonprofits.

### **D/FW MSDC**

There are a number of video companies around the Metroplex. What makes you guys different?

#### **SILVANA:**

First of all, it is our approach to have a small footprint -- meaning that we're focused on having more modern equipment and adjusted processes for that. We're more agile. Our projects are usually smaller and tend to be very quick turnaround. The large video production is usually from a very controlled script. We're set up to delivery something that's very high quality and with quick turnaround in the small footprint production.

### **D/FW MSDC**

Would you say also that you do a lot more pre-planning before the production happens?

#### **SILVANA:**

Right. We do a lot of preplanning. But it's a different kind of preplanning for a video shoot. Let's say we are doing a commercial video shoot. We work with a lot of nonprofessional talent, people not paid as an actor. We work with company CEOs, executives and subject matter experts. They have say their piece and we have to give them direction. We plan ahead around these experts, so we can direct them on when to say the right then. We make sure they are directed to say the right points, and that our crew knows ahead of time what the best ways are to make the person look their best. That includes looking for the right location and lighting so we are ready for the person to do their best. When this person walks in, we need to be ready to go. That's what our preparation involves.

### **D/FW MSDC**

You've been a part of the Dallas-Fort Worth Minority Supplier Development Council for a while and you sit on the board. You head up the MBE Input Committee as the vice chair. How has the Council helped your business?

#### **SILVANA:**

I think I can say without a doubt that without the Council my business would not be here today. The support has been incredible. The Council has allowed Small Pond to get the exposure we need at all levels. We have had unique opportunities and being able to serve the Council in multiple capacities. We've been able to connect and make invaluable relationships over the years. We can't replace that with anything else.

**D/FW MSDC**

Like most businesses, small or large, there is usually a spot in the business cycle that you face some tough obstacles. Successful companies usually figure how to overcome their obstacles. Can you give our readers some idea about obstacles Small Pond has overcome?

**SILVANA:**

I can think of two major obstacles that we have overcome in the past 15 years. Around 2010-2011, we were one year into the bad economy. We were riding the wave. But, our portfolio was made up completely small to medium sized businesses. They were suffering, and we had to reinvent ourselves. We had to figure out how to expand our reach to be more diversified. That's where our certification came in and when the Council first embraced us. We were able to start making some meaningful connections that allowed us to stay afloat and get to where we are today.

The second large obstacle was the passing of my business partner, the founder of the company. We were in year two of three-year strategic plan. Part of that was a two-year transition plan, because my partner wanted more time for himself. The two-year plan then, had to be implemented in a month during the summer of 2015. Thankfully, our amazing team really took ownership. Thanks to the Council, again, Small Pond had received the E award. Maybe this will piggy back on how important getting the E Award can be. Because we won, I got to go to the Tuck program. I got to spend my time figuring out this transition plan for this happening. It was a blessing that when my partner passed, it was hard, but I knew what I had to do. We were able to adjust and adapt quickly. The company was able to survive.

**D/FW MSDC**

What advice would you give other MBEs for how to grow their business?

**SILVANA:**

I would say. If you are part of the Council, be engaged. The opportunities to make some meaningful connections and meaningful relationships are only there if you are present, to be known, for those relationships.

**D/FW MSDC**

What do you do in your free time when you're not being the CEO of Small Pond Video Productions?

**SILVANA:**

I do several things. I like to dance Argentine Tango. That's my time take my mind of everything else. I take a class once a week and I go dancing over the weekend. That gives me a much-needed break. Then I spend time with my husband. Whether it be gardening or being around the house or just watching movies, we do things that allows us to relax together.

**D/FW MSDC**

You're kind of a foodie, right?

**SILVANA:**

Yes! We love food. As a matter of fact, we have a thing on Fridays. We've been researching for the week. What is a new restaurant -- a new place? We watch the reviews. We want to go check it out and see how it is and tell our friends. We start inviting our friends to meet at those places Eating is OK!

**D/FW MSDC**

What one last thing would you like for our readers to know about Small Pond Video?

**SILVANA:**

We continue to grow. We continue to expand. I would like for readers to continue watching our growth and our progress as they see us around. Feel free to ask questions about what we are doing. We are out and about doing so many things for so many different clients. We have great ideas come from the most unexpected places. We're happy to share. We're happy to support other fellow MBEs.

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