

# LOS ANGELES BUSINESS JOURNAL

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## Riding Recession's Waves

*Busted economy helps  
business show jump from  
Web to radio.*

When Renee Fraser and Betsy Berkhemer started their online radio show focused on small business three years ago, they couldn't find a sponsor to take their act to broadcast.

That changed thanks to the recession: More and more laid-off workers decided to start their own shops and are clamoring for expert advice.

So the duo signed Anthem Blue Cross as a sponsor and took "2 Minutes With" to KNX-AM (1070) and sister station KFVB-AM (980). The program debuted June 1. The veteran business owners and longtime friends share their intuition and anecdotes to motivate to those looking to start a business or make one more successful.



They have experience launching and running businesses. Berkhemer is a partner at executive search firm Berkhemer Clayton Inc. and Fraser owns advertising agency Fraser Communications.

"There's a thirst to know when to start, how to access capital, how to market yourself," Fraser said, "and radio was a great way to tell people how to do it."

Fraser and Berkhemer have received positive feedback.

"The show can make people realize that really small businesses will be the engine for recovery for the economy." Fraser said. "We want to be a catalyst for that."

"It's an opportune moment to find your strengths and build a business around that," Berkhemer said. "We believe entrepreneurship is the key to financial independence, especially during these times of economic insecurity."

– Sharareh Drury

### About 2MinutesWith

"2MinutesWith" offers sound advice on business success, featuring Renee Fraser, Ph.D. and Betsy Berkhemer. Both are long-time successful business-owners who share their own experiences and interview others to encourage and inspire entrepreneurship among listeners. Learn from their experience what it takes for you to be even more successful. Daily radio shows, blogs and news items are on the web at [www.2minuteswith.com](http://www.2minuteswith.com).

KNX 1070 and KFVB 980 -- CBSNewsRadioLA -- are the most honored news stations in the West and reach approximately 2.2 million listeners each week throughout Los Angeles and Orange Counties. For further information see [KNX1070.com](http://KNX1070.com) or [KFVB.com](http://KFVB.com).

**2MINUTESwith.COM**<sup>TM</sup>

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