

# Sergio Ortiz

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very day. I only owe him about \$3,000 now. For the first year and a half, two years, I didn't make a dime. But I checked in with him every month. Now he looks at me and he says, "I knew you'd do it!" and now I'm doing really well.

**WH:** How did you get to this point?

**SERGIO:** A lot of it has to do with my personal tenacity. You have to keep believing in yourself. You can't ever doubt. If you ever doubt yourself, you're going to fail. The way I got dors to open up was by calling everybody every day, three times a day. It's the squeaky wheel that gets oiled, okay? After awhile they said, "Let's give this guy something to get him off our backs." Of course, they gave me little jobs at first, and that was understandable. When something small came in, they'd say, okay, let's give it to Sergio. As time went on the jobs got a little bit bigger, as I was winning their confidence. I just had to keep it as clean and as honest as I could, and maintain my integrity at all times. People don't see it at first, but after awhile people pick up on it. Once they see that, they say, "Hey, this person's solid. This person's hung in there long enough. They really want to do this." And that's what happened.

**WH:** So where are you now?

**SERGIO:** Well, it used to be that I had to call everybody. I don't call anybody any more. Everybody calls me. I'm really flattered. But I don't let my ego run wild with that stuff. I'm just grateful that people think enough about me that they call me. Whenever I'd get a job that was too big for me I'd tell them, and they'd respect that. But it infuriated me, so whenever I made money I'd pour it right back into the business. That is my sacred temple, in which I have to perform to please people, to give them what they need. Whatever it takes to make that temple work is what I'll do. Every dime I got, I put it back in there to make it a better studio, so I didn't have to say to somebody, "I can't handle that job."

**WH:** Who are you shooting for now?

**SERGIO:** I get hired by a few agencies in town. One of the first agencies that really opened the doors for me was Funk and Associates. They gave me some little things to do, and now I'm doing big things for them. One of our accounts is Whittier Wood Products. Another is this grain mill. They're going to be one of the largest millers of oats in the world. I've been shooting for Weyerhaeuser, and they're very pleased with my work. I have a lot of computer firms I do things for, like PressPoint Systems and Versa Logics.


**WH:** What's been particularly frustrating, and particularly rewarding, for you?

**SERGIO:** The most frustrating thing was people not giving me the loan I needed at first. Also, people not trusting me at first. People were really hesitant, and that's what that first two years was all about. I understood it, though, and now the rewards are incredibly big. Those same people who were hesitant about me at first are now really open to me, and very supportive. That outweighs the negative parts by a lot. I feel like I've got it made in this town, and I feel really happy and grateful that those people were willing to give me that support.



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