



First Quarter 2011: Issue 9

Beacon 360° think. evolve. grow...

If you could rewrite your future, what would you change? Altering the future may seem strange but we can influence it more by following three steps: 1. Build anticipation, 2. Pivot effectively, and 3. Leverage masterfully.

Every time Apple launches a new IObject, they incite riots rivaling democratic uprisings in the Middle East. We can all learn from this showmanship. Build anticipation and excitement by establishing a new "build a rocket to the moon" mission in your enterprise. Working towards a collective goal and delivering results can be euphoric.

Adaptability and flexibility are critical in today's world. The "art of the pivot" initially gained popularity among savvy start-ups rapidly tweaking their business model to respond to the fluid market. Utilizing social media can help you gain insight from clients and take advantage of new trends. Having learned to pivot has allowed us to stay competitive for 15 years in business.

Finally, leveraging current client work can establish brand superiority and expertise. We are proudly leveraging a year-long energy efficiency project which was nominated for a regional award to garner more business and gain recognition from policymakers to partners.

These practices can help you not only clarify the murky crystal ball but to shape the future in a more impactful way. We invite you to read on and participate in the conversation via one of our social networking sites.

Warm regards,
Brandon
Brandon F. Shamim
President/CEO

Client Spotlight

Energy Efficiency Pilot Program

Beacon was selected in 2010 to produce a strategic implementation plan for an Energy Efficiency Pilot Program in the City of San Bernardino. This environmental and economic development project is a joint venture of the

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nation's largest master planning agency, [Southern California Association of Governments](#), and the



[City of San Bernardino](#). The year-long project was designed to create a marketing strategy for conducting energy efficiency audits of commercial, industrial and residential properties with the intent to stimulate the local workforce and economy. As part of this project, Beacon coordinated a first ever Green Job Summit in collaboration with the City and utility companies like Sempra and Southern California Edison. The event garnered media attention, a commendation by State Controller John Chiang, and was well attended by hundreds of participants.

On the heels of this success, Beacon recently submitted an application for the [SCAG 5th Annual Compass Blueprint Awards](#) for *The City of San Bernardino's Regional Energy Efficiency Pilot Program* completed in November 2010. The application demonstrated how the project embodies the four key elements of Compass Blueprint planning: Mobility, Livability, Prosperity and Sustainability through its emphasis on energy efficiency, sustainability, economic development and local workforce stimulation.

Metro Project

Beacon is currently facilitating conversations related to the [SR 710](#) freeway gap in order to identify regional and community-based solutions to issues stemming from growth and congestion in the area. In addition to facilitating these conversations in communities such as Pasadena, Glendale, Alhambra, San Gabriel and South Pasadena, Beacon is also conducting community outreach related to the project.

Business & Entrepreneurial Services & Training (BEST) Program

Beacon, in conjunction with [Pasadena City College](#), is providing business coaching, counseling and access to online education for both existing and start-up small businesses in the San Gabriel Valley. The year-long project, funded through the Small Business Administration, will be managed by Brandon Shamim. For more details, please contact us at info@look2beacon.com.

Beacon Around Town

LA Chamber 122nd Annual Inaugural Dinner



Brandon Shamim, and Susanna Shamim, CFO, attended the 122nd annual inaugural dinner of the [LA Chamber](#) at the J. W. Marriott in early February. The Chamber's top priorities for the region in the upcoming year include job creation, reforming the employee pension system, LAX modernization and education reform.

Sister-brother team: Susanna and Brandon Shamim

Empowerment Congress 2011: Emergency Preparedness Workshop

Brandon Shamim participated as a panelist in the [Emergency Preparedness Workshop](#) hosted by LA County Supervisor Mark Ridley-Thomas at USC. Brandon's presentation focused on how businesses can be better prepared for natural and man-made disasters and the collaboration needed between private, governmental and non-governmental environments.



(L-R) Frank Quiambao, CA Emergency Mgt Agency; Grace Weltman, CA Comm. Partners; Brandon Shamim; Jeanne O'Donnell, LA County EMD

Sacramento to Southern California: Linking Regulatory Reform to Small Business Success

Brandon Shamim will be moderating a panel of four featured speakers, including Marty Keller, the Governor's Small Business Advocate, and John Kabateck, the California Director of NFIB, at the [LA Chamber of Commerce Small Business Council](#) and Small Business Owners Roundtable event on March 31st. The panel of speakers will highlight how regulatory reform in California may positively effect small businesses.

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