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Issue 8

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Beacon 360°

Beacon Management Group Newsletter

Message from the President:

Recent headlines have pelleted us with doomsday disasters. From volcanic eruptions to coastal oil disruptions to Times Square bomb threats, one might perceive the whole world is being unhinged. Contrasting this loss of control are the swelling masses of teaparty protestors on one side and immigrant advocates pushing for reform on the other.

Now more than ever, we need to look past the objects in the rear view mirror and anticipate what bends in the road may lie ahead. One way to work towards the common good is to aim our attention to core principles and find common ground, As Georgetown law professor Neal Katyal expresses, "The common good should not be pursued solely by like-minded individuals, it has to be taken on by people of differing beliefs who can learn from one another as they shape new solutions to challenges." The collective wisdom and collaborative spirit must be mustered within all of us.

It is not enough, though, to speak about challenges but to also demonstrate the courage, fortitude and spirit to keep moving ahead. Like everyone else, we remain optimistic and are excited about the buoyancy of today's market. We hope you will join as we continue to invest in the future of business.

Warmest wishes,

Brandon

Brandon F. Shamim
President/CEO

News You can Use

Small Business & Entrepreneurship

CBS News RadioLA Business Breakfast Series



The latest installment hosted by KNX and KFWB Radio, titled "[Building a Business as the Economy Recovers](#)" aired on April 22 close to the Kodak Theater in Hollywood. The panel included business leaders Brandon Shamim, Mark Mullen, Sr Managing Director Office of Economic and Business Policy, Office of the LA Mayor, Forescee Hogan-Rowles, President of Community Financial Resource Center, Phil Holland, Founder, My Own Business, Inc. and the popular YumYum Doughnut chain along with Lloyd Grief, Chair of the Los Angeles Economic Development Corporation. Additionally, Brandon Shamim appeared on Money

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101 with Bob McCormick discussing the importance of management planning with investment capital for early stage ventures.

Conversation with U.S. Congressional Leaders

Brandon Shamim, as Chair of the LA Chamber Small Business Council hosted Congresswoman Nydia Velazquez (NY) and Congresswoman Lucille Roybal-Allard (CA). Member Velazquez chairs the House Small Business Committee and highlighted the latest efforts to spur small business recovery and create jobs. For more information visit [Maria Contreras-Sweet](#), Chairman of Pro-America Bank was among the attendees.



Greater L.A. Chamber Business Workshop

"Working On your Business instead of In your Business" was the latest business session organized by the [LA Chamber of Commerce Small Business Council](#). Brandon facilitated the event as moderator and was joined by various small business experts such as Vassili Charlabous, President & CEO, NC Distribution and Marketing, Inc., Douglass Kolker of Summit Selling Systems and Juan Garcia of the Employers Group.

Economic Development

Green Building Council Conference and Expo

The 9th Annual Municipal Green Building Conference and Expo organized by the US Green Building Council, LA Chapter along with Semptra Utilities focused on "Advancing the Vision." The conference provided knowledge about green energy efficiency programs, promoting vocational environmental education and green business practices. Brandon Shamim participated on a panel about "Innovative City Green Strategies" discussing economic development impact. Beacon provided highlights of one of its projects in the City of San Bernardino which will develop a pilot Energy Efficiency Program that will lead to job creation and local economic impact through the adoption of energy efficiency measures for targeted commercial/industrial and residential properties.

City of L.A. Commission on Revenue

Brandon Shamim has been appointed by L.A. City Controller, Wendy Greuel, to serve on an ad hoc commission whose charge is to examine the City's expenditures and make recommendations on cost efficiencies and reduction saving measures. The Commission will present its findings to L.A. City Council in the months ahead.

L.A. County Strategic Plan for Economic Development

In 2009, the L.A. Economic Development Corp. engaged and solicited input from over 1,000 stakeholders in more than two dozen public forums that brought together leaders from public, private, business, government, labor, education, environmental, and community-based organizations to develop the first-ever comprehensive, collaborative, consensus building strategic plan that looked at improving business, quality of education, infrastructure and the overall quality of life in LA County. Beacon is proud to be a partner in this process. For a copy of the plan, visit [LA County Strategic Plan for Economic Development](#).

Beacon Around Town

Annual Conersity Awards

Brandon Shamim presented the Corporate Leadership in Diversity Award to Union Bank and Tisa Jackson, Vice President Corporate Diversity. Ms. Jackson has been a long-time supporter of the Asian Pacific American Dispute Resolution Center (APADRC), which celebrated its 9th Annual Conersity Awards. In 2008, Beacon was recipient of the same award as Brandon formerly served as the Chair of the Organization's Board of Directors. [APADRC](#) is renowned for its school-based peer mediation services along with serving underserved cross-cultural communities.



LA Chamber 121st Annual Inaugural Dinner

Susanna Shamim, CFO, and Brandon Shamim attended the annual inaugural dinner by the LA Chamber at the Beverly Hilton Hotel. Matthew Toledo, CEO and Publisher of the [LA Business Journal](#), was honored as the incoming Chairman of the LA Chamber. This year's program featured Stewart Kwoh, Executive Director of the Asian Pacific American Legal Center, and Kevin Starr, California Historian.

Other Events

Beacon was represented at other events around the region:

- **Special Briefing by U.S. Deputy Secretary of Defense**, Mr. William J Lynn, on cybersecurity

hosted by the USC Viterbi School of Engineering.

- **17th Annual Economic Award Dinner** hosted by the Greater Los Angeles African American Chamber of Commerce that welcomed the National Director of the National Minority Business Development Agency, David Hinson.
- **Green City LA honoring Cecilia Estelano**, former CEO of the Community Redevelopment Agency of LA for her environmental activism
- **Energy Efficiency: Community Benefit and Workforce Systems Collaborative Workshop** sponsored by United Way and Green LA Coalition
- **Max DePree Presidential Lecture Series** featuring Robert Lane, Chairman of Board and Former CEO of John Deere and Company hosted by Fuller Seminary.

Beacon Co-Sponsored Aim High Learning

Beacon served as cosponsor to [Aim High Learning](#), a Pasadena non-profit, for a community event commemorating the "Week of the Young Child" held annually as part of the national Week of the Young Child celebration promoting children's issues. The fun-filled festivities featured exhibits from Southern California Edison and KCET TV. Jeanne Shamim, Executive Director of Aim High and organizer of the event, for her tireless work on behalf of parents and children, received a commendation from State Senator Carol Liu.



Client Spotlight

Energy Efficiency Pilot Program

Beacon was selected to produce a strategic implementation plan for an Energy Efficiency Pilot Program in the City of San Bernardino. The project is designed to create a strategy for conducting energy efficiency audits of commercial, industrial and residential properties with the intent to stimulate the local workforce and economy. The environmental and economic development project is a joint venture of the nation's largest master planning agency, Southern California Association of Governments and the City of San Bernardino along with the Green Valley Initiative.

Disaster Planning & Emergency Management

Beacon has been retained by 6 cities in Los Angeles County to update their Local Hazard Mitigation Plans required by FEMA for renewal of federal funding for emergency management services. Beacon will also be presenting a workshop on business continuity planning for members of the Southern California Minority Business Development Council.

Los Angeles County Workforce Investment Board

Beacon has been awarded a year long contract to assist the LA County WIB with business outreach to over a thousand businesses in an effort to provide training and job assistance and identifying new job opportunities throughout all industries, especially in high growth sectors.

Southern CA Edison Business Workshop Series

Beacon will be conducting a series of Small Business workshops for capacity building titled "Creating and Sustaining A Great Culture" and "Building Blocks of Service Excellence." Workshops will be held in LA, Orange County and Ontario from June to August.

California BizFed

Beacon will be facilitating a strategic planning meeting to launch the foundation for the Los Angeles County Business Federation representing over 70 trade, business and ethnic chambers and associations representing more than 1000 businesses countywide.

Special Announcement

**Don't Let Your Business Run Out of Cash
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We'll Design and Execute Your *Cashflow Turnaround Plan*

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