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Issue 4

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## Beacon 360°

### Beacon Management Group Newsletter

Message from the President:

I recently tried my hand at archery and discovered something about life in the process. You quickly learn that by simply adjusting your stance, arching the bow, or tweaking your approach, you can get better at reaching the target. In life as in business, how often do we become frustrated by thinking, and performing the same way, while secretly hoping the outcome will be more favorable than before?

The consensus by the American public is that the economy is showing sluggish signs of recovery. National unemployment tops over 9%; average weekly earnings rose by 0.4 percent from June to July 2009 stemmed only with the fact that less workers are working more hours; new housing starts have plummeted while energy prices skyrocketed. These headlines belie the fact that there is a palpable sense of desperation, frustration and angst about the future; from urban to rural, to industrial neighborhoods across the nation from Raleigh to Riverside and all points in between.

As a society, we often place too much expectation on businesses or government to stimulate change and too little faith in the process of change.

Our own voracious appetite for instant gratification and our fixation with questionable borrowing practices and foreign financing has largely produced the trauma of today. Oddly, while it took us years, if not decades to produce this cycle of "irrational exuberance," we falsely desire to emerge from the quagmire- only months after the enactment of a \$787 billion federal stimulus package. According to John Silva, the Chief Economist for Wells Fargo Securities, "in a society accustomed to microwaved leftovers, the slow economy is a slow cooker."

It would be prudent to gain a clear perspective before we go marching down the same path of destruction. True, business, government, nonprofits and the like will all continue to play a pivotal role in our nation's rescue and recovery. Additionally, we need to pay attention to reinvestment and responsibility. Reinvestment in our own natural instincts, creative innovation, and bold ingenuity; it is what produces a man on the moon to finding cures for pandemics. So, let us responsibly abandon reactionary thinking and embrace shared values instead of pursuing short-term gains. It is the only hope we have of achieving lasting solutions for meaningful health care reform, energy independence and protection against contagious diseases. And now, with our arrows poised, get ready, adjust your aim, and find a new target.

Warmest regards,

Brandon F. Shamim  
*President/CEO*

Beacon Around Town

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## Economic Development

Brandon Shamim attended the **Let's Do Business Economic Development Summit** held at the Westin Bonaventure Hotel downtown. The event, sponsored by the Financial Services Consortium and the Greenlining Institute, brought several top leaders and leading financial institutions to educate us about the "Financial Crisis" we find ourselves in and to give specific examples of what some companies are doing to find opportunity in challenging times.

Brandon Shamim and Beacon's CFO, Susanna Shamim, attended the LA Mayor's Office of Minority Business Opportunity Center (MBOC) reception. The event featured the Mayor and representatives from the minority business community to coalesce about the state of the local economy and discuss partnership opportunities. Brandon (center) met with Former Pennsylvanian Governor Mark S. Schweiker (left), and Director of Business Development, Chet Riddick (right) of PRWT.



Brandon Shamim, Co-Chair of the LA Chamber of Commerce Jobs & Business Growth Committee, in partnership with the National Association of Women Business Owners hosted a briefing on "**Economic Stimulus - Opportunities for Recovery**". Susanna Shamim, and Dr. George D. Taylor, Senior Associate, were in attendance at this informative session. The audience heard presentations from Larry J. Kosmont, President and CEO, Kosmont companies and Diego Alvarez, Deputy Mayor, City of Los Angeles. Each presenter outlined the Recovery Bills that have been passed by Congress and projected how greater Los Angeles may benefit.

Susanna Shamim and Jeanne Shamim, Executive Director, of Aim High Learning, attended the **Women's Conference Reflections on Leadership**, hosted by Metro Water District at the Dorothy Chandler Pavilion. In addition to the panel of women leaders in business and government who shared their journeys, there were informative sessions by SBDC and SBA on access to loans; marketing using new social media; and strategies for surviving in the down economy.

Dr. George D. Taylor attended a BBA (Black Business Association) and USBank **Diversity Supplier Workshop** at the USBank location on Crenshaw. Small Business owners and representatives from the area received helpful "inside" information about how to position their businesses for receiving contracts with USBank and Small Business Administration. USBank Vice President for National Supplier Diversity Robin M. Billups and Glen V. Costanino of the Small Business Administration stressed the importance of first getting certified to do business with each agency. Ms. Billups emphasized it was extremely important to "explain your business using the familiar 'elevator' speech" because in talking about what you do "time is of the essence and brevity is always appreciated."



## Emergency Management

The **Emergency Network Los Angeles (ENLA)** held its annual general meeting in July; present at the meeting were greater Los Angeles partners who are first responders in matters pertaining to our general health and well being. Of particular concern was how well prepared we are in Los Angeles County to deal with the H1N1 virus. We heard from the LA County Public Health Dept. and the Coordinated Assistance Network (CAN) who briefed us on their plans to lead agencies in handling the upcoming flu season. In addition, CAN's big challenge is to be responsive and committed to emergency/disasters in a coordinated way so as to avoid the pitfalls of other agencies.

## Green/Clean Technology

Brandon Shamim participated in the "**Clean Tech Roundtable**" hosted by Bryan Cave and Associates and Dr. Chui Tsang, President, Santa Monica College. Featured at the event was California Attorney General Jerry Brown who accentuated the importance of Green technology even during his initial tenure as Governor. The unconventional entrepreneurs of today, he counseled, should hold firm to their visions and dreams as those visions and dreams just may be solutions to today's challenges for "clean technology" in California. Two panels with expertise from private

industry and government focused on "Clean Technology in California: Opportunities and Challenges" and Stimulus Funding and other government support for Clean Technology were discussed.

### **The Changing Face of America**

Brandon Shamim was in attendance at the 21st [LEAP Awards Dinner](#) that honored four outstanding Asian leaders and Keiro Senior HealthCare for outstanding community service. The individuals honored are: Henry Lee, Vice President of Student Services, Rio Honda College; Gloria T. Caoile, Community and Labor Activist; Kenneth Lee, President, Organization of Chinese Americans; and Sree Sreenivasan, Professor, Columbia Journalism School.

The [Southern California Minority Business Development Council](#), Inc., (SCMBDC) held its annual **Supplier of the Year Awards** luncheon at the Omni Los Angeles Hotel. Forty-seven minority business executives were nominated by 22 SCMBDC Corporate Members. Beacon was nominated last year as one of the companies for their excellence in service.

## Managing and Growing Your Business

### **Economic Stimulus and Public Private Opportunities**

Through public-private partnerships, private sector firms can tap \$150 billion in Build American Bonds (BABs) that will be issued by the end of 2010. There are essentially two types of bonds: Recovery Zone Economic Development Bonds (public activity) and Recovery Zone Facilities Bond (private activity). The latter type of bonds (RZBs) is a new category of exempt facility bonds for the acquisition of property within a recovery zone for use of a business. For more information, please contact us at [info@look2beacon.com](mailto:info@look2beacon.com).

### **Grant Opportunities**

**Grants for Healthcare Job Training: Deadline October 5, 2009**

**Grants for Green Technology Job Training: Deadline September 29, 2009**

Both of these grants require a collaboration among training providers, employers, and workforce development agencies. For further details about these grant opportunities and others, please contact Beacon who assists organizations in grant development from conception to submission.

### **CalCon Expo 2009**

Beacon's former client, initially a collaboration of three government agencies, who hosted the first [CalCon Expo](#) in 2005, is holding Expo 2009 on **August 17, 2009**. The Expo is designed for small businesses to gain access to government contracts throughout California. Many public agencies with multi-billion capital improvement programs will be at the CalCon Expo to share their contracting opportunities with you.

## Client Spotlight

### **LEAP Training**

Beacon conducted leadership training for Asian Pacific nonprofit professionals in national organizations. The Emerging Leaders Program is directed towards the next generation of nonprofit leaders at some of the nation's leading organizations such as the Asian American Justice Center.

### **Community Development Department of Los Angeles**

Beacon continues to provide capacity building for community based organizations, faith based institutions, neighborhood councils and the like. The schedule of classes include:

Following Fridays	Time: 9:00 a.m. to 12:00 p.m.
September 25	Building/Maintaining Collaborations
October 9	Leadership Development
November 20	Media Relations

For more information, please contact us at [info@look2beacon.com](mailto:info@look2beacon.com).

### Pandemic Flu Preparation

According to the Centers for Disease Control, nearly 40% of Americans will be afflicted by the H1N1 (Swine Flu) virus. Is your enterprise prepared to meet the needs of your constituents, customers and employees? Our services include business continuity planning, internal/external analysis, risk communication, simulation exercises, and other activities to maintain your organization's performance and productivity. For more information, please contact us at [info@look2beacon.com](mailto:info@look2beacon.com).

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