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Issue 3

June 2009

Beacon 360°

Beacon Management Group Newsletter

Message from the President

Strolling down the sidewalks of our nation's Capitol, I detected a palpable sense of urgency. During my recent visit, Congress continued to grapple with meaningful health care reform, stimulating the economy and a myriad of issues dealing with foreign affairs.

As part of a delegation of business leaders from around the nation, our focus was to direct the attention of policymakers and federal government administrators towards the needs of small and minority-owned firms.

While standing in the rotunda of the newly opened U.S. Capitol Visitor's Center, I was reminded of Helen Keller's poignant statement, "What is worse than blindness, is sight without vision."

As we set our nation's sight on the priorities both at home and abroad, it was fitting to listen to President Obama's historic speeches that attempted to elevate our tarnished standing in the world stage and move us towards more transformational change. As a backdrop, the morning papers chronicled the 20 year old anniversary of the Tiananmen Square demonstrations in China.

Though my trip was brief, one can't help but be awe-inspired by the forces of democracy in action. But even then, these intrepid staffers and Congressional members were quick to point out, that it was our resourcefulness, resilience and chutzpah that provides them the inertia to govern.

All these turn of events, underscores the fact that we all play a pivotal part in shaping the vision and promise of a better day. From coast to coast we direct our lives to be more for family, friends and neighbors.

May we never lose sight of what we hold dear, as we "Think, Evolve and Grow..." each and every day.

Warmest regards,

Brandon F. Shamim
President/CEO

Beacon Around Town

Brandon in Nation's Capitol

Brandon Shamim presented his insights and recommendations of how to improve opportunities for small and minority owned businesses in front of Congressional Leaders, Federal Agency administrators, and other business leaders from around the country. The invitation only event was sponsored by the [National Council for Asian American Business Associations](#) and the [Asian American Justice Center](#). Brandon also met with Congressional members and their staff for



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Committees dealing with Department of Homeland Security, and Small Business and Entrepreneurship.

Beacon at the CalTech/MIT Enterprise Forum

Brandon attended the monthly enterprise forum at the California Institute of Technology. The topic of the forum, "[Global Markets: India Opens the Door to New Opportunities](#)," focused on India's growing market presence in the world economy. Speakers from around the world discussed the importance of India's growing economic power and its impact on businesses globally. Brandon has been invited to serve on their Board of Advisors.

Pasadena Convention Center Gala Reopening



Brandon, Susanna and George Taylor attended the reopening of the newly remodeled [Pasadena Convention Center](#) in the heart of Pasadena. Members from all facets of the community were present. Brandon is shown with Assembly Member Anthony Portantino.

Susanna is pictured with Janet Pope, Adjutant to the Pasadena Chief of Police, and Dr. George Taylor, Sr. Associate with Beacon.



Client Spotlight

MCV Group Oro Tequila

Beacon is working with MCV Group, a worldwide distributor of a fine tequila brand, Oro Tequila. Beacon has been retained to conduct international market analysis, develop their brand strategy and craft a marketing plan to increase market share for Oro Tequila. The 300 year old Mayan recipe harvested from the agave tree is produced through a rigorous distillation process to meet the exacting standards of the world's most discriminating palettes. For more information on how you can offer Oro for your special event, visit www.gandarillaimports.com.

Union Bagel

Beacon continues working with [Union Bagel](#) to support their expansion efforts to provide more Southern California commuters with healthy, affordable and convenient food choices. The cafe produces an assortment of fresh bagels and baked goods at their onsite bakery in the historic Union Station in Downtown Los Angeles.

Southern California Edison Measurement and Evaluation Services

Beacon met with Edison officials to strategize about ways to provide market research and evaluation services for [Southern California Edison](#)'s energy efficiency and conservation programs. We believe our work will continue to help Southern California Edison to better analyze the impact and effectiveness of their energy efficiency efforts and devise new ways to implement initiatives that will help their residential, commercial, governmental, and institutional clients achieve their sustainability goals.

PROFESSIONAL TRAINING AND CAPACITY BUILDING

City of Los Angeles Community Development Department

Beacon will continue to provide training and workshops to community based organizations in the areas of Leadership Development, Marketing, Building Collaborations and Media Relations.

Southern California Edison

Even in today's job market, Edison continues to recruit and hire new employees for its regional offices. Beacon is proud to provide diversity training to these incoming employees and help them become comfortable with the company culture and its commitment to being a market leader in the utility industry.

City of Los Angeles Department of Building and Safety

In an ongoing contract with the City of L.A. Department of Building and Safety, Beacon is working in conjunction with Sullivan International to provide team building training and coaching for building inspectors, city-wide.

San Diego Water Authority

Brandon completed their three year training to the San Diego Water Authority. The program, "Marketing and Partnerships for Public Contracting," is part of SDWA's [Small Contractor and Opportunities Outreach Program](#) (SCOOP).

Speaking Engagements

Southern California Business Growth Conference

Brandon attended a conference co-sponsored by the Harvard Business School Association of Orange County and the Los Angeles Venture Association. The [conference](#) explored ways in which middle market executives can grow their businesses in difficult economic times. [Meg Whitman](#), former CEO of eBay, and California Gubernatorial candidate for 2010 served as the keynote speaker. Brandon was asked by the Whitman Campaign to share his vision for California. (*Note: Brandon Shamim is not endorsing Ms. Whitman or any other candidate for the California Governor's race at this time.*)

KABC/KLOS Radio Station

Brandon was a guest on the radio show "Spotlight on the Community" hosted by Cynthia Fox and Nelkane Benton for the month of May. May's show, "[Los Angeles Chamber of Commerce and Small Business Bureau](#)," focused on strategies to help small businesses perform well in difficult economic times. Brandon was a guest along with Jay Kim, owner of [Union Bagel](#), one of Beacon's clients.

Community Leadership Association Conference

Brandon Shamim and George Taylor conducted a provocative workshop on Diversity in Action at the [annual conference](#) in Long Beach that was attended by executive directors of leadership organizations across the United States, and as far away as Canada and Australia.

Community Spotlight

Pat Brown Institute Annual Dinner

Susanna and Brandon attended the 28th Annual [Pat Brown Institute](#) Dinner as guests of Wells Fargo Bank. This year's honorees included the Los Angeles County Board of Supervisors - Mark Ridley Thomas, Elise Buick, President/CEO of United Way of Los Angeles and Gary Yates, President/CEO of the California Wellness Foundation.

Asian Pacific American Heritage Month

Susanna Shamim attended [KCET](#)'s celebration of Asian Pacific American Heritage Month Local Heros Award sponsored by [Union Bank](#). Brandon formerly served as a member of KCET's Community Advisory Board.

The Week of the Young Child



Beacon provided public relations to our other nonprofit venture, [Aim High Learning Services](#), which hosted an event geared towards celebrating and planning how our communities can better meet the diverse needs of all young children and their families. The event aimed to promote the early childhood programs and services that meet those needs. Commendations were received from Senator Carol Liu, Assembly-member Anthony Portantino, and a Proclamation from Pasadena Mayor Bogart. Jeanne Shamim, Executive Director of Aim High is seen receiving a Commendation

from Tahra Goraya, Chief of Staff for Senator Liu.

News You Can Use

Recession Reignites Dunkin' Donuts' Marketing

With all the fuss about carbs and obesity in recent years, [Dunkin' Donuts](#) has been downplaying its namesake product. But no more. As the economy collapsed into chaos last year, the restaurant chain discovered that previously carb-conscious consumers were drifting back to doughnuts as comfort food. Since then, Dunkin' Donuts has launched an aggressive new campaign targeting the fried-dough-craving demographic. And its latest -- and largest -- online donut promotion has been a wild success.

The Importance of Entrepreneurship

In a recent article from *The Economist*, Adrian Aldridge partnered with the [Kauffman Foundation](#) to explore the importance of entrepreneurship in a changing economy. The magazine's first-ever "[Special Report on Entrepreneurship](#)" takes an in-depth look at the global renaissance of entrepreneurs despite the economic downturn.

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