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Issue 6

November 2009

Beacon 360°

Beacon Management Group Newsletter

Message from the President:

"Knowledge has to be improved, challenged, and increased constantly or it vanishes." These sentiments by Peter Drucker formed the basis for his Centennial Birthday Celebrations that recently took place at the world renowned Claremont Graduate University.

Attending the various events commemorating the father of modern management, I was reminded of the complexity and intricacies of our ever expanding global networks. Our futures seem tarnished reflecting on the events that dotted our headlines this past year. Lest we forget, we are a buoyant nation - one that triumphs over tribulation to pursue a better tomorrow.

As we prepare to turn the calendar to a new year, I hope we take pause to consider three items that can help catapult us beyond our inner and outer borders and boundaries. First, learn to untangle the wires. Whether it enhances our cosmic karma or just simply makes us more productive, we need to learn how to resolve issues, seek solutions and discover new truths. Second, remain open to the possibility. We limit ourselves and our pursuits by fearing uncertainty and change. We can unleash our creativity, innovation or even forge a new life path by getting out of our own way. And finally, relish the gaps between spaces. From Blackberries to satellite radio, it seems that every inch of our day is consumed with a deluge of information, images and issues. Turning down the noise in our heads and seeking solace in our own thoughts, meditating with our Maker and daring to daydream may be just the prescription we need refilled.

I hope that as we join our dear friends and family in the weeks ahead to rejuvenate, revitalize and reinvigorate our heart, souls and minds, we remember that we make a "living by what we get, but we make a life by what we give."

Warmest regards,

Brandon F. Shamim
President/CEO

Beacon Around Town

LA Technology Week: Brandon attended the 8th annual [L.A. County Technology Week](#) on October 22 with over 500 high technology entrepreneurs and venture capitalists. The event held at the Business Technology Center (BTC) in Altadena, CA conferred the 2009 Los Angeles County Technology Leadership

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Awards and celebrated technology capacity building initiatives occurring in Los Angeles County. The keynote speaker was Barbara McQuiston, Special Assistant for Energy, Defense Advanced Research Projects Agency (ADARPA). Other dignitaries in attendance included Dr. Mark Lieberman, Community Development Center, Los Angeles County and Co-Founder and Co-Chair of Los Angeles County Tech Week.

Apex Awards Gala: For sixteen consecutive years, the [Asian Professional Exchange \(APEX\)](#), has paid tribute to organizations and individuals from the Asian community that made a significant contribution to the quality of life of Asians in Southern California. Laura Ling and Euna Lee, journalists, who were held captive in North Korea and who, through their trials and tribulations, captured the attention and concern of people from all over the world, were among the recipients. Brandon Shamim, Beacon's President and CEO, was there to join in the festivities and extend appreciation to the honorees.



CEDLI & CARAT: The "Excellence in Community Economic Development" 12th Annual Awards Luncheon was held on October 13. The featured speaker was Monica Lozano, Publisher & CEO of La Opinion. She is also a member of President Obama's Economic Advisory Council. The event was held at the Millennium Biltmore Hotel in Los Angeles. Brandon joined the event.

Youth Leadership Conference: Dr. George D. Taylor, Sr. Associate, Beacon Management Group, spoke to parents about "Undergraduate Education: Who's Going to College and Where" at the 16th annual Youth Leadership Conference of the Educational Foundation of Tau Tau Chapter of Omega Psi Phi Fraternity, on October 24th at Compton College. Comedian/Actor Martin Lawrence and his family was a major sponsor of the event which hosted 255 young men between the ages of 12 and 18 and their parents.

Energy Summits: We attended a day long conference on October 31, hosted by [One Community](#), entitled "*The Green Economy: Climate Change to Job Creation.*" The organization and the event were the brainchild of Councilman Chris Holden. Congresswoman Judy Chu provided the keynote address which focused on the White House's Green Legislation. Another event we attended was the Inaugural Energy Summit in Ontario hosted by the Inland Empire Economic Partnership, which featured Barry Sedlick, CEO of California Green Jobs Council.



Entertainment and Los Angeles Downtown Revitalization: Susanna Shamim, CFO and George D. Taylor, Sr. Associate of Beacon Management Group attended the opening of the Regal Cinema Stadium at the new [LA Live](#)--the premiere downtown entertainment-sports destination point. The Regal Cinema held the premiere of the new Michael Jackson documentary "This Is It." The LA Live venue includes the Grammy Museum, several new restaurants, high-end condominiums, a

bowling alley, Ritz Carlton & JW Marriott hotels and other amenities.

Managing and Growing Your Business

Small Business Growth & Development



Brandon Shamim, Chair of the Small Business Council, and Co-Chair of the LA Chamber Jobs & Business Growth Committee, hosted Donald Cravins, Chief of Staff for the [U.S. Senate Committee on Small Business and Entrepreneurship](#). The listening session with small businesses and business advocacy groups held in Los Angeles was designed to give the Committee critical feedback on increasing access to procurement opportunities, access to capital, and an improvement of capacity-building efforts

to assist small, minority and women owned businesses.

Economic Stimulus

Susanna Shamim, CFO of Beacon Management, attended a conference hosted by Small Business Administration, City of Los Angeles, and State of California Department of Transportation and General Services to learn about funding opportunities available to small businesses through The American Recovery & Reinvestment Act of 2009 and partnership opportunities through large corporations including Southern California Edison, Raytheon, and American Express.

Washington Comes to the West Coast

Brandon had an opportunity to meet and interact with the newly appointed national director for the [Minority Business Development Agency](#) for the U.S. Department of Commerce while attending the annual gala for Asian, Inc. at the Intercontinental Hotel in San Francisco.

To learn about any of these opportunities or to voice your concerns to legislators about your small business concerns, please contact us at info@look2beacon.com

Client Spotlight

Community Development Department of Los Angeles

In September, October and November 2009, Beacon provided training workshops for the City of Los Angeles Community Development Department on the following issues: Building & Maintaining Collaboratives, Leadership Development, Media Relations and Strategic Planning. The sessions are designed to provide helpful tips to organizations, faith-based institutions, and members of neighborhood councils. For more information about how to participate, contact David Thompson at David.L.thompson@lacity.org or 213-744-7140.



L.A. Department of Water & Power

Beacon facilitated a planning meeting with women and minority owned businesses and associations; we are analyzing and recommending strategies for increasing the participation by small and minority owned businesses in contract opportunities with the nation's largest municipal owned utility. Also, Beacon will work alongside a San Francisco based firm,

Jeskell, to provide enterprise-wide change management solutions.

Hogle-Ireland

Beacon facilitated a planning retreat for the leading urban planning firm, Hogle-Ireland. We conducted an online survey to gauge key priorities for the three-office firm to help the company position its future growth.

L.A. County Public Health Department PLACE Program

Beacon provided training on outreach and communications for grant recipients from Culver City to Long Beach to Sylmar with strategies to communities for planning and promoting bikeways and pedestrian safe routes.

Disaster Planning Practice

Beacon was a finalist for a County-wide marketing project with the L.A. Mayor's Office of Homeland Security and Public Safety to provide market research for a county-wide public awareness campaign. In addition, Beacon teamed up with PRX Communications, the third largest health care marketing firm on the West Coast, to pursue a project to market an early warning notification program for Santa Clara County including Silicon Valley. For more information on Beacon's disaster planning efforts, visit: www.look2beacon.com/disasterplanning.html.

News You Can Use

Marketer of the Year-Hyundai

The Carmaker Won in Reader Poll, Beating Out Walmart, McDonald's, Lego and Amazon

Consider the state of affairs when viewers tuned into the Super Bowl in February of this year: large banks had failed, a stimulus package still hadn't been announced, and unemployment was surging toward 8%, up from 4.8% the year before. One company emerged from this uncertainty, an unlikely winner-Hyundai. "Now finance or lease any new Hyundai, and if you lose your income in the next year, you can return it with no impact on your credit." With that bold stroke, Hyundai made an inspired marketing move and in the process captured critical market share in the volatile car sales business. It also received a coveted title as Marketer of the Year. [Read More....](#)

Season For Caring

Sleep with Care Campaign

As the temperatures starts dropping, we hope that your interest in helping our local homeless individuals will rise. Beacon is teaming up with NEXUS Forums, an established, 501 c (3) nonprofit, for the Sleep with Care Campaign. This holiday long campaign is designed to raise funds for purchasing sleeping bags for homeless individuals. Sleeping bags may be your temporary bed for an escape into the outdoors. For the hundreds of homeless individuals who live on the streets every day, these sleeping bags serve as permanent shelters.

Please make a tax deductible contribution of \$25 or more to the Sleep with Care Campaign. Please mail your checks payable to: 'NEXUS Forums', 155 S. El Molino Avenue, Suite 103, Pasadena, CA 91101. For more information, please visit www.nexusforums.org. Tax Id #95-4699323.

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