



SOUTHERN CALIFORNIA  
**EDISON**<sup>®</sup>

An EDISON INTERNATIONAL<sup>®</sup> Company

Presents

# 2010 BUSINESS EDGE WORKSHOP SERIES

**Date:** Wednesday, July 7, 2010

**Time:** 5:30 pm- 9:30 pm

**Location:** Doubletree Hotel Ontario  
222 N. Vineyard Avenue,  
Ontario, CA 91764

**Cost:** No Charge - Dinner Provided

A high-impact workshop series designed to empower small business owners with knowledge and strategic tools to stay competitive and on course to achieve business success!

## Creating and Sustaining a "Great Culture"

Learn techniques from high-performing companies and how your business can become more productive and profitable.

- Define importance of company culture and its impact on success
- Convey brand culture to employees and partners
- Cultivate commitment to purposeful action



### PRESENTER: Brandon F. Shamim

Brandon is the President/CEO of Beacon Management Group, a firm specializing in strategic planning, marketing, and organizational development. As a strategist and performance coach, he has defined strategy and directed organizational change for Fortune 500s, government agencies, private businesses and diverse nonprofits.

Join Brandon as he helps your business maximize resources, craft innovative strategies and transform your relationships to lead to lasting, tangible results.

To register, call Sally Virgen at **626-302-8883** or via email at [sally.virgen@sce.com](mailto:sally.virgen@sce.com)

Name / Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_