



**Just in case it matters to you:**

- **STARTING A NEW BUSINESS IN TOUGH TIMES IS A GUTSY MOVE**, but positioning for the eventual recovery is a critical aspect of strategic planning. And several elements of today's environment support the argument for start-ups. First, for the right Business Plan, monies *are* available from private investors, from "many regional banks eager to lend, and venture capital firms always searching for breakthrough ideas – after all, new businesses are their lifeblood." Additionally, today's climate facilitates finding "bright, flexible, 'hungry' employees, seasoned professionals and freshly-minted MBAs...with an understanding of the importance of true teamwork and unrelenting productivity. Such a 'vibe' is every manager's hope, but it is an entrepreneur's dream." Also beneficial, new businesses do not carry 'legacy' costs nor "bear the monetary and emotional scars of layoffs." So this may be the right time to launch a new business, as long as it truly "demonstrates superior value proposition to the market's current offerings." DCG has decades of expertise in start-up companies, encouraged and supported through our programs for courtesy consultations, discounted & deferred fees, and/or equity participations. We can help. [BUSINESSWEEK – Apr 13, 09]
- **LOCAL RECOVERY PROGNOSIS:** (1) Southern California still leads America's international trade. LA/Long Beach ports still handle over half the containers coming from Asia, supporting transport, logistics and light manufacturing industries. "LA County alone has more manufacturing jobs than Michigan. This economic engine is sputtering now, thanks to the collapse in consumer spending and world trade, but expect it to start humming again as soon as the economy recovers." (2) While some half-million Californians have fled to other states in the past five years due largely to the overpriced property market, house prices are now down nearly 40% from their peak and "real estate agents report signs of recovery in demand." (3) The huge obstacle to recovery, however, remains a bloated regulatory structure which stifles businesses in the name of employee, consumer and environmental 'protection,' while imposing onerous licensing and tax costs. "The State has been captured by environmentalists and slow-growth zealots who are stymieing house-building and running down dirty industries like agriculture and manufacturing." Big surprise that Forbes Magazine, which ranks 200 cities as 'Best Places for Business & Careers,' puts six California cities at the very bottom (Bakersfield, Stockton, Salinas, Vallejo, Merced & Modesto). [THE ECONOMIST – Apr 4, 09]
- **30% INCREASED DEATH RATE FROM RED MEAT** is the conclusion from a 10-year Nat'l Cancer Institute study of over 500,000 people. Findings are that "most premature deaths were the result of heart disease and cancer," promoted by red meat which "contains high levels of saturated fat that pushes up levels of bad cholesterol, and that cooking red meat is known to produce carcinogenic compounds." Worst are processed meats, like hot dogs, bacon or salami, which "contain enormous doses of salt and are preserved with nitrites, a known carcinogen... Health experts recommend that you eat red meat no more than once a week, and that you eliminate processed meats from your diet completely." [THE WEEK – Apr 10, 09]
- **THE WORLD IS GOING 'GREEN' – NOW EVEN FORMULA ONE AUTO RACING**, where seventeen racing venues around the world are introducing hybrid electric cars this year. "Unlike traditional gas-powered engines which release pollutants... BMW, Toyota, Mercedes and Ferrari will debut their newfangled 'kinetic energy recovery systems' (KERS)" which not only reduce pollutants and stench, but also "recover and store electric energy when a driver brakes, to be used later for extra power... by pushing a KERS 'boost button' to deliver an additional 80 horsepower for about seven seconds per lap, resulting in more overtaking and excitement" as well. NASCAR is likely next. [MENS FITNESS – Apr 09]
- **THOUGHTS FOR THE WEEK: "A word to the wise ain't necessary – it's the stupid ones that need the advice."** - Bill Cosby

