



The Long Beach Community Action Partnership
and
The Participants of the Leadership Academy Mentoring Program
L.A.M.P.

Business Summary
for
NEW AGE PRODUCTIONS

Music Development and Performance

Video Production

Computer Graphics and Digital Photo

Modeling, Dance and Acting

This project was developed with the assistance of
the NxLevel Guide for Enterprising Youth workbook

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What is LAMP?

The Leadership Academy Mentoring Program was developed as a new program in April 2007 by Darick Simpson, Executive Director of the Long Beach Community Action Partnership (LBCAP). The program is built around a twelve session cycle in which the young adults participating are introduced to powerful personal developmental tools that expand their horizons and give them added skills they can carry forward in their lives.

During intensive and interactive sessions, LAMP participants become actively involved in:

- The opportunity to create and develop their own business venture, based on the process in the NxLevel Guide for Enterprising Youth workbook.
- The StrengthsFinder program, a personal evaluation that identifies unique personal talents and strengths
- The “Why Try” program – helps teens and young adults to resist destructive peer pressure, as well as character labels.
- A Healthy Lifestyles program.
- Diversity training.
- An outdoor ropes course to build self confidence and team cohesiveness.
- A Grammy Foundation field trip to attend a “Grammy Sound Check” event.
- The opportunity to use the Charter Cable public access studio.
- The opportunity to have their own team business office, with desks, telephones, and computers, located in the Long Beach Community Action Partnership building.
- Volunteer opportunities that satisfy LBUSD service learning graduation requirements.

Guest speakers and mentors during each LAMP session include program specialists, business experts, and members of legendary music groups such as the Commodores and Earth Wind & Fire.

Both immediate and long term value

In addition to the long term value of the program, the participants have been able to immediately apply the experiences and insights gained during their LAMP activities. Their development of the New Age Productions would not have been possible without their overall LAMP experience.

What is New Age Productions?

The business is an entrepreneurial venture designed to empower young adults with the knowledge, resources, and ongoing guidance to achieve economic success and personal growth. It was developed in recognition of the especially creative talents in the members of this LAMP group.

Young adult graduates of LAMP, with the addition of their New Age Production experience, share the desire to be role models in their peer groups, and in their communities.

The projects LAMP's young adults have completed during their training

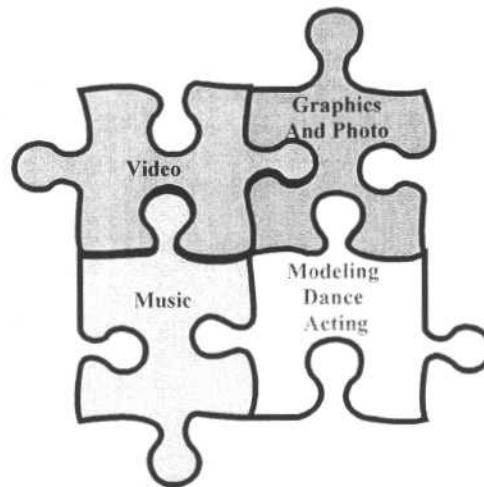
The Music Team has created a song, featuring the talents of 14 LAMP members. The Team carried the project from original concept through to finished recording of a CD.

The Video Team shot the footage for a companion music video, and the footage for a future documentary on the LAMP program

The Graphics and Photo Team created a studio within the LAMP offices, and took photos for the models to use on their individual professional web sites. Additionally, they took the photos that became the cover art for the CD.

The Modeling, Acting, and Dance Team performed in the music video, and began the work on their individual professional web sites.

**Four Teams - -
One Outcome**



**Creative and Responsive
Solutions
To Reach
Customers And Clients**

Going forward

The LAMP program is based on the belief that young adults have within themselves the seeds of talents that can be developed into personal strengths. LAMP is designed to assist in the discovery of those talents, and to provide an enriching environment in which they will flourish. Ultimately, it is hoped, the graduates of LAMP will take their places as self directed and confident leaders of their generation.



Introduction

In order to capture the requirements of each customer's project, our Music Development and Performance team has learned to listen and to hear the customer's needs – just as effectively as it composes and performs. We work closely with our team leaders to understand the objectives of each project, and how music supports and enhances the overall finished project.

LAMP Project Experience

In one of the early LAMP sessions, the team had the opportunity to create a song. In doing this, they decided to write lyrics that represented both their lives and their hopes for the future. In these lyrics, and with a good beat, they have been able to record music that they believe their peers will appreciate – while projecting the positive image of their approach to life. Thus the title: "Keep Your Head Up".

Both the title and the song itself tell of how they each have handled life experiences, while holding a higher vision and pushing forward. A major message of the lyric is their drive to get skills and education as a way to have a better life.

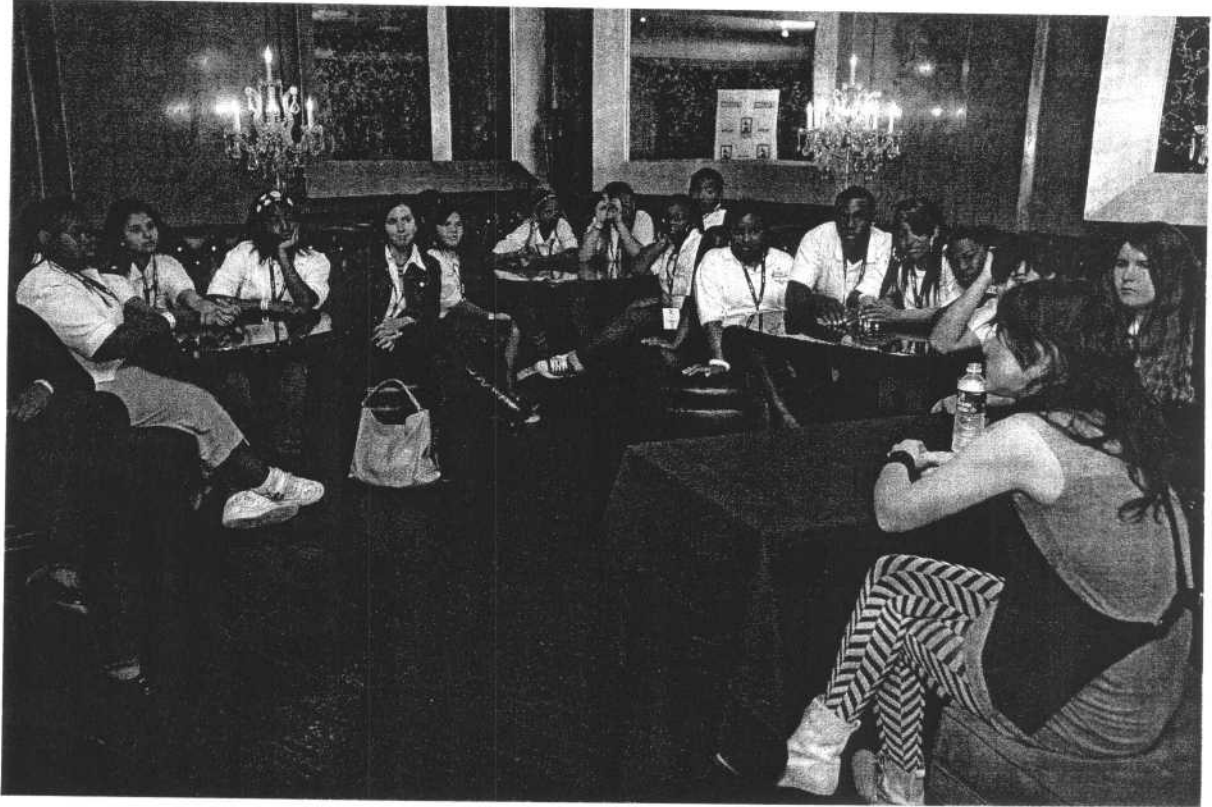
With the mentoring and guidance of music industry professionals, they progressed from their lyrics written on an easel, through pre-production to advanced recording techniques used in post production. They worked in their own well-equipped studio in the LAMP office, with equipment including an Apple G5 computer running Pro Tools and Logic 8 software.

Team mentors included Thomas Dawson of the Commodores, Sheldon Reynolds of Earth Wind and Fire, and the professional vocalist known as Storm. In addition to the production training, the mentors have direct contact with record labels to recommend new talent coming on the scene.

A separate path to career growth is through the Grammy Foundation. An introduction to the work of the Foundation occurs with a trip for all LAMP members to hear in concert, and to have personal contact with a Grammy artist.

Grammy Sound Check Field Trip

K. T. Tunstall





Introduction

The Modeling, Dance, and Acting Team includes young adults who sing, dance, act, and model. While they have a wide range of talents, their focus and their commitment is to transmit their positive energy, confidence, and creativity through the camera's lens, and on to the viewer.

LAMP Project Experience

The members of this team not only have worked in the production of a music video, but have been in a series of mentoring sessions to learn the professional aspects of their early career development. These sessions have included work with professionals in each field who help develop modeling, acting, and dance skills.

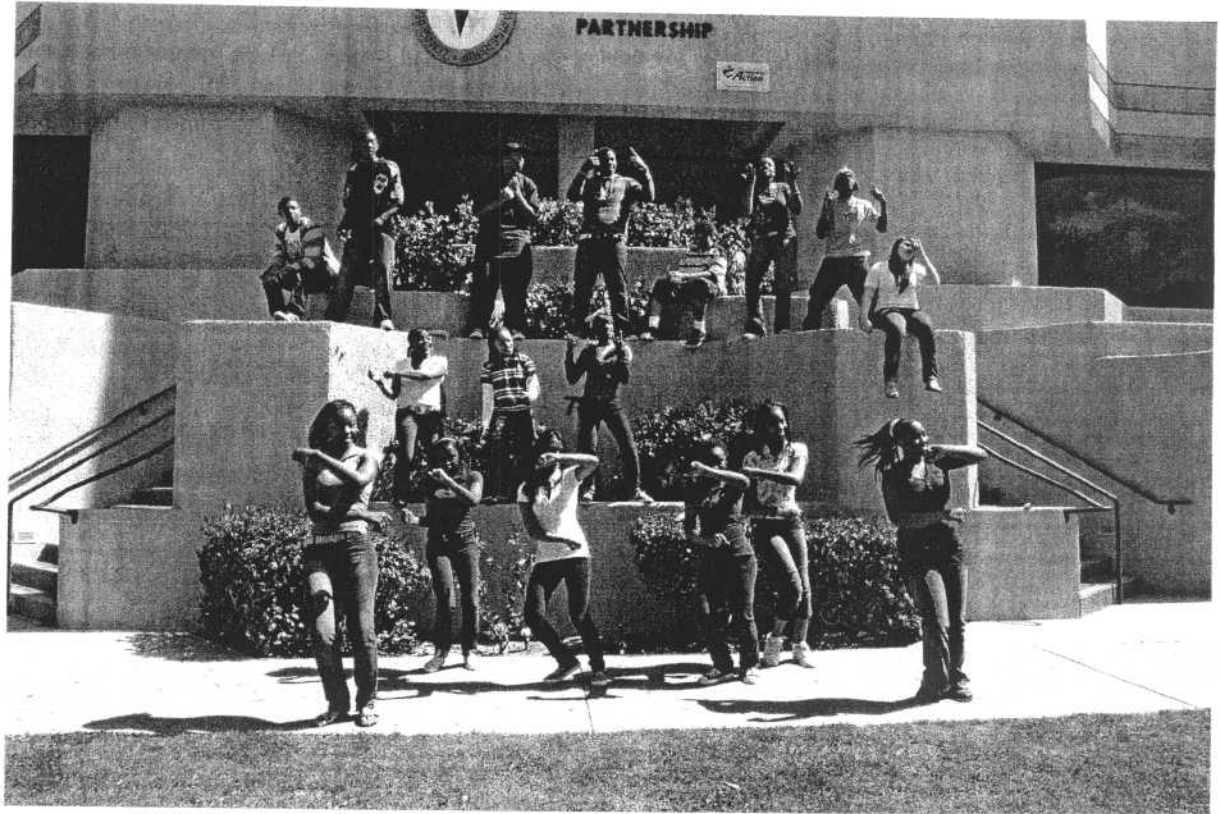
These LAMP team members work in-house with the LAMP photographers in individual photo shoots for portfolio development.

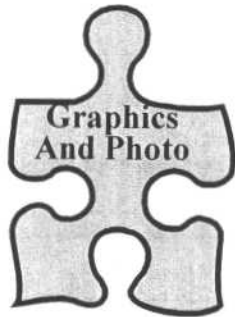
To provide the maximum ongoing professional exposure, the members of this team also receive instruction and support in creating their own career web site. As with every young adult in LAMP training, team members also each receive their own four color professionally designed business cards.

The Guiding Philosophy

With this team, as with all the teams, LAMP was created as a safe place to come, where the participants' imagination is the only limitation.

**Dance & Music Team Shooting
Keep Your Head Up Video**





Introduction

In delivering high quality visuals, the Computer Graphics and Photo team combines its members' creative skills, with its knowledge of lighting, composition, Photo Shop software and powerful in-house computers. Team members are coached by active working photography professionals.

LAMP Project Experience

This team is an integral part of all projects. The learning and mentoring in this team is more technically-oriented. Members use the latest digital cameras, professional lighting, and studio techniques.

Members provided professional photo shoots for the Modeling-Dance-Acting team. They shot and edited the images for the Music team's CD case. The computer graphics members created the cover art for the CD case.

Growing School And Community Support, Growing Sophistication

The LAMP program has more than doubled in number of participants, but more importantly, it is now attracting more motivated and self-directed young adults.

With this third offering of LAMP training, the program is able to provide a more complete set of skills training to this team and all the teams going through the program. The range of experiences highlighted on the first page of this Business Summary were designed to give young adult participants the foundation tools to achieve economic and personal success. The success of this effort is visible and palpable in the room during each session.

By now offering sophisticated technologies to extend the impact of industry professional mentors, the participants have both a caring and supportive safety net, and a career launching pad.

Graphics and Photo Team Members

Take Five with Models and Dance Members!





Introduction

The members of the Video Team, with the guidance of industry professionals Ian Zenn and Jerome Thomas, expand the reach of the other teams. The team has full production capability within the LAMP studio, with a high definition video camera, Final Cut Pro editing suite, green screen, and professional monitors.

LAMP Project Experience

The video production team has conducted interviews with city leaders such as former Mayor Beverly O'Neil, Long Beach Harbor Commissioner Dorris Topsy and other civic leaders. Students have also learned the basics of video lighting and composition in live interviews with each other. With the guidance of industry professionals they are now beginning to learn the basics of digital editing and graphics special effects. This combined experience will prepare them for the paying projects that are already beginning to be presented to them. A documentary of the L.A.M.P. experience will be a major project that will involve all aspects of pre-production, production and post production techniques.

Our Mission Statement

To Ourselves:

We are the young adults of the Leadership Academy Mentoring Program.

Whether we see ourselves as shy and quiet, or strong and proud, we share a belief in ourselves.

We also share a willingness to work to our full potential to better ourselves and the people around us.

New Age Productions is our company, and we will be responsible to our teammates in completing our commitments.

We will learn. We will grow. And we will help others who follow us.

To our Customers:

We will bring to each project our individual creative talents in communicating your message and your image.

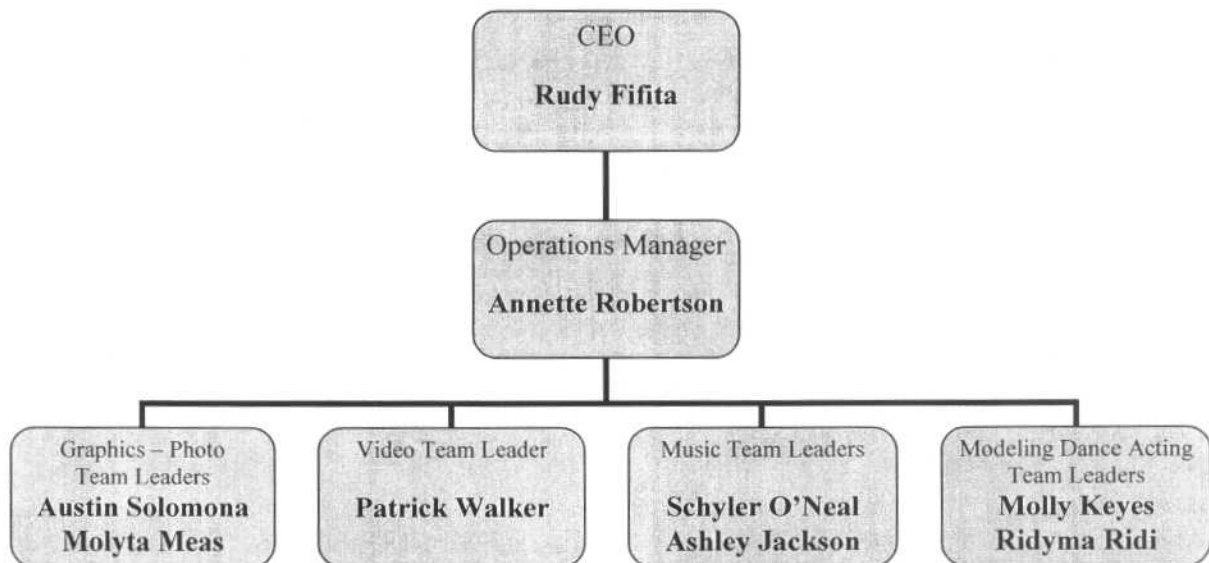
We will listen closely to your needs, and be responsive to your input and deadlines as each project moves toward completion.

We combine a youthful enthusiasm, and a company that operates in a disciplined manner.

Your project will have a project manager who will be responsible for both identifying and solving potential delays as the project runs. For problems that cannot be resolved promptly in-house, we will communicate with you to resolve them together.

We use the latest technology, and have mentors from the creative professions to help us maximize both our equipment and our talents in completing the project.

Our Organization Chart



Cash Flow Summary

<u>Sources of funds</u>	
Beginning funds allocated to the project	\$ 35,000
<u>Uses of funds</u>	
Purchase of production equipment and software	\$ 20,000
Music video - professional services	\$ 2,000
CD production - professional services	\$ 1,000
Supplies and consumables	\$ 1,000
CD reproduction - 100 copies	\$ 500
LAMP photography time - 20 hours @ \$20/hour	\$ 400
Meals for attendees during LAMP sessions	\$ 3,300
Food for Completion Celebration	\$ 2,000
Session transportation for attendees	\$ 2,400
GRAMMY field trip transportation	\$ 600
Subtotal	\$ 33,200
Ending cash	\$ 1,800

Note: No LBCAP staff time was charged to the project.

The LAMP experience, and the path ahead

The teens of our community are truly diamonds in the rough waiting for the right opportunities that prepare them to shine in all of their brilliance. There is a great deal said about the negative activities that some teens participate in and not much attention given to the greater majority that are truly great citizens. LAMP was created to holistically address the needs of all teens with a desire to do better for themselves. Our initial efforts have resulted in contributing to the transformation of teens into responsible young adults ready to learn and be valued by society.

LAMP would not have happened without the assistance of financial sponsors that believed in the concept. Just as importantly, a team of passionate professionals began to join the LAMP team as mentors, presenters and trainers resulting in a very rich environment for learning and growth. All of this occurred in a safe building where the teens were often provided a meal and bus passes for safe passage to and from home or school.

LAMP impacts the community, schools and families by instilling the values of integrity, responsibility and a greater understanding of personal skills that can assist individual teens in becoming self sufficient. This self sufficiency inspires pride that permeates positively in every aspect of life. The result is a better quality of life for all that are impacted.

Although LAMP got off to a slow recruitment start with 13 graduates in the Summer Cohort of 2007 and 15 graduates in the Fall, the Winter Cohort of 2008 had 43 participants. Of those that did not complete the program in many cases it was due to circumstances beyond their control. Word of mouth among the teens has been a primary reason for program expansion. Many say that the ability to come into an environment where their ideas, needs and concerns matter is important. In addition, having the technology, mentors and supplies to apply creative skills in an interactive manner is also very appealing to teens.

The LAMP vision is that teens learn to become responsible young adults that change the paradigm of how many might be perceived. We also want teens to learn what it means to be an entrepreneur and provide opportunities for them to apply their talents in innovative projects. LAMP will create a nurturing environment where teens can be safe and not be limited in their creativity by anything other than their own imagination and participation. To sustain such an environment we will need to have funding from sponsors and grants on an ongoing basis. Ideally, the teens entrepreneurial ventures will begin to generate revenue that will pay salaries that are above minimum wage while also providing revenue to sustain the program. Doing so will be the embodiment of the LBCAP mission to assist individuals in their efforts to move from poverty to self sufficiency.