



FOR IMMEDIATE RELEASE

Platinum Performance Group Join Forces With Beacon Associates: New “Beacon Performance Group” Brings Best-in-Breed Performance Improvement to Commercial and Government Customers

Bel Air, MD – March 31, 2009 – Beacon Associates, Inc. (Beacon) has joined forces with Platinum Performance Group (PPG) to bring best-in-breed performance improvement to commercial and government customers. The newly dubbed Beacon Performance Group will exist as a specialized practice within Beacon Associates, and their goal will be to “deliver business results” to their customers, who range from Fortune 200 companies to large departments within the Federal Government.

The founding partners of PPG, Mason Holloway and Dennis Mankin, bring to Beacon their vast expertise and broad capabilities in strategic and performance consulting, a wealth of experience in the private sector, and a long roster of well-known commercial clients, all of which will combine with Beacon’s strong organizational effectiveness track record in the Federal government.

While at PPG, Mr. Holloway and Mr. Mankin authored and published a Human Performance Improvement (HPI) methodology called *Performance DNA*[™] that is used to assist organizations in achieving competitive goals through finding what is right or exemplary in human performance. Unlike other HPI methodologies, *Performance DNA*[™] does not primarily examine deficiencies and/or what is wrong in human performance, but rather focuses on what allows the top 1–3% of high performers to succeed. Fortune 200 companies, as well as Federal, state, and local government organizations, have utilized the *Performance DNA*[™] methodology, tools, and processes to support such initiatives as performance-based training, change management initiatives, workforce analysis, leadership development, and succession planning.

“The experience Dennis and Mason bring fits seamlessly in with the work Beacon currently performs in the area of Organizational Effectiveness,” says Dr. Susan Grunin, Beacon’s Senior Director of Organizational Effectiveness. “*Performance DNA*[™] is an exceptional methodology that complements our current capabilities and also adds a new and unique facet to the way we approach organizational improvement in both the private and public sectors.”

Mason Holloway is a senior analyst and performance improvement consultant, and his clients have included Dell, L.L. Bean, Accelera Corporation, ServiceMaster, Microsoft, and many more. In addition to extensive international consulting experience, Mr. Holloway teaches the *Performance DNA*[™] approach as well as programs on creating leadership development to hundreds of individuals across the

world. Mr. Holloway is a moderator of the American Society for Training and Development (ASTD) Performance Improvement discussion board and was selected as subject matter expert for Volume 3 of ASTD's new Learning System.

"We are excited about the opportunity to join forces with Beacon Associates," says Mr. Holloway. "Beacon has an outstanding reputation and consulting staff, as well as a first-class Federal contracting experience. Dennis and I bring our significant international consulting experience, industry-leading analysis methodology, and strong industry relationships. That combination of thought leadership, products, and services will generate tremendous value to our combined client base."

Mr. Mankin agrees, adding, "Joining the Beacon Team right now could not be better for us and the work we have been doing at Platinum Performance Group, especially in the arena of HPI. Beacon's current strong relationships and exemplary work in the government sector, coupled with our HPI experience and contacts in the commercial sector, will permit us to offer expanded services in both markets and continue to position Beacon as a leader in the industry."

Dennis Mankin also has an extensive professional background in performance improvement, including 28 years in senior management, training, facilitation of training and consultative positions working in business and organizational analysis. His specialty is in the study of Human Performance Technology (HPT) as it relates to training and organizational development issues. He is an accomplished Certified Performance Technologist and a facilitator of HPT processes worldwide. His training and consulting career includes working with organizations such as ASTD, ServiceMaster, Dell Computers, CitiFinancial, Humana, Pfizer, FedEx, and more.

With the creation of Beacon Performance Group, Dr. Grunin will work with Mr. Holloway and Mr. Mankin, in conjunction with Beacon's Business Development Department, to bring *Performance DNA*[™] and other performance improvement products and services to the Federal government. Likewise, Beacon will leverage PPG's contacts and experience to continue increasing the company's presence in the commercial sector in core areas such as training, organizational development, and human capital initiatives.

Beacon and PPG officially joined at the end of March.

Beacon Associates, Inc. is a woman-owned, small business that partners with the government and private-sector companies to help them achieve their desired outcomes. They are a certified 8(a) company with significant experience, skills, and successes in business and technology consulting from both the government and Fortune 500 companies. Since their inception, they have doubled in size every year and look forward to even more growth in the future.

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