



**CEO/Founder, Calvin Kennedy**  
with portrait of King Akhenaten from  
the 18<sup>th</sup> Dynasty of Ancient Egypt

## *In This Issue*

- *Happy New Year, pg. 1*
- *Spiritual Entrepreneurship, pg. 2*
- *Ausar Angels, pg. 2*

## Happy New Year!

Happy New Year 2012! Welcome to the inaugurating newsletter for Ausar Consulting, Inc. Just in case you wondering why we are celebrating the New Year now, it is because our new year – fiscal year – starts on July 1<sup>st</sup>. There is so much mystery, lore and anticipation with regards to the year 2012; it is only fitting that the first Edition of our newsletter as well as the re-launching of Ausar Consulting coincides with the beginning of 2012.

I say re-launching because the last four years have been dedicated to reimagining and expanding the business model for Ausar Consulting. I am confident that our new business models will prove to be well worth the time, effort and sacrifice of the last four years. The world is not just

changing, it has changed. This change is permanent in that what we once counted upon with regards to economic trends can no longer be depended upon. Meaning, no longer will the entire economy move as one body – retracting and expanding together. Today's world is a time when specialty services and market niches will be highlighted. Certain businesses, industries and markets are destined to prosper while others will experience a slow decline never to rise again.

My commitment and vision for Ausar Consulting is to make us a company of and for the future. As the world enters these uncharted territories new modalities as well as a new leadership must emerge to provide the guidance that will lead safely

*Certain businesses, industries and markets are destined to prosper while others will experience a slow decline never to rise again.*



Happy New Year!!! FY2012

*Continued on page 3...*

## Spiritual Entrepreneurship



Ankh – Symbol of Life Eternal

Spiritual Entrepreneurship is a lot like normal/regular entrepreneurship with the exception that it is different in almost every single way. Most of us are familiar with the definition of entrepreneur, “*a person who organizes, operates, and assumes the risk for business ventures*”. Reviewing the Old French root word *entreprendre*, however, provides more insight as it translates as “*to begin something, to undertake*”. This definition – Old French – is more closely aligned with Spiritual Entrepreneurship.

The path of Spiritual Entrepreneurship is more likened unto the activity of “to begin something”, or, more appropriately, to step into or enter into. We are entering into a sacred path of relationships and co-creation. We are creating something that has a deeper meaning than simply to create profits. What is being created aligns with our core gifts, talents and contributions that are intrinsic to our unique design – as a human being – and are meant to be given during our lifetimes.

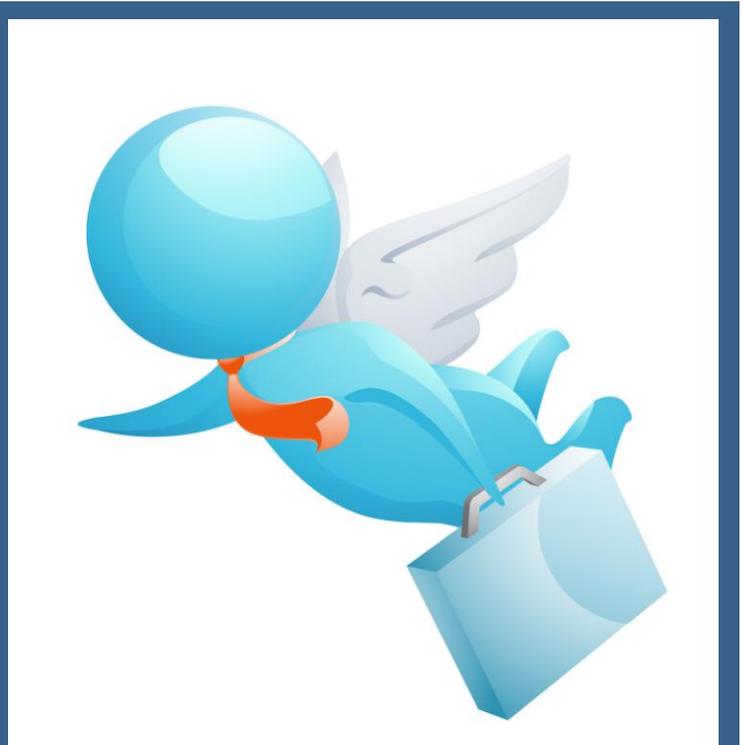
*Continued on page 3...*

## Ausar Angels

This inaugural newsletter is dedicated to our Ausar Angel, Gerhard King. When we venture into the seemingly unknown and uncharted paths that are especially inherent to Spiritual Entrepreneurship, *Relationships* become vital.

At the early stages of a venture one is not able to count upon the traditional sources for funds; as they are usually only looking at income statements, balance sheets and the like, i.e. the past... To truly create authentically into the future we do need those who are not only willing to see and believe with you, but also demonstrate their faith through their actions.

Gerhard King is one whose actions have ensured our ability to move forward at this time. Specifically, the website, newsletter and the re-launch of Ausar Consulting would not be happening now had he not been willing to step in and enter into an agreement for co-creation.



Gerhard King, Ausar Angel for FY2012-Q1

## Happy New Year continued...

to shore. There is a Chinese proverb that is sometimes called a curse which states, “May you live in interesting times”. Well, these are definitely interesting times and interesting times provide great opportunities in spite of the challenges.

Ausar Consulting was founded in 2002 as Systems Integrator. We managed and/or staffed primarily Oracle E-Business Suite implementations. Today we are staying true to our roots while also expanding into other areas of service. Thus we are able to blend our technology background and practices with other programs that represent the future. The *Emerging Economy Practice™* and the *Biz Development Practice™* are the two new practices where you will hear and see new terms such as Complimentary Currencies, The Indaba and WindTunneling. In future editions of this newsletter we will be introducing much more with regards to these two new practices.

## Spiritual Entrepreneurship continued...

Also what is being given answers a vital request that humanity and/or the planet is calling for at the particular time. Even if it is not seen by all, the request is vital and necessary for the continued loving evolution of the human family and the planet. This is true without regards to the size of the enterprise; something can be small and still vital.

Traditional entrepreneurship or business will look at an opportunity and seek to fulfill a need – or more often than not, a want – in the effort to maximize profits. The maximizing of profits oftentimes does not look at the long term impact of the short term gains. Whether the environment is being destroyed or financial “bubbles” are being manipulated, there is little concern for the long term effects. There seems to be a prevailing idea that the future will take care of itself. Nothing could be further from the truth; for the future to take care of itself, we must start taking care of the present. While always

Our foundational Information Technology practices have also been enhanced as well. We now have an Offshore Services offering to complement our onsite consulting services. Additionally, we have formalized our Strategy Services to provide our clients with assistance and leadership in the areas of Business IT Alignment, Business Process Improvement and Software Application Selection.

So... these are indeed exciting times and we look forward to being an active and inspiring contributor to them. Our commitment to corporate excellence is how we seek to distinguish ourselves. And we do look forward to the opportunity of working and collaborating together in creating a prosperous future for our clients, society and world.

asking the question are we creating a world that we would like to live in.

Thus the path of Spiritual Entrepreneurship will always place us in alignment with creating a loving future. The emphasis is on sustainability and not exploitation. The prevailing notion is that sustainability only applies to the environment; however, sustainability can also be applied to economic and business models as well. We can create models that do not exploit the present at the expense of the future. And this does not mean that one sacrifices profit. Quite to the contrary; because we are aligning with the true and vital needs of society and the environment we are also in alignment with abundant flow. Thus the flow will bend towards those who are in accord with this principle. The catch, however, is that it will likely take much longer to see the returns.

*Continued on page 4...*

**Ausar Consulting, Inc.**  
**468 N. Camden Drive**  
**Suite 300**  
**Beverly Hills, CA 90210**

**Phone:**  
**(310) 860-5660**

**Web Site:**  
[www.ausar.com](http://www.ausar.com)



**Soar to**  
**New Heights**  
**With**  
**Ausar Consulting**

## **A special message from our company**

Thank you for taking the time to review our inaugural newsletter for Ausar Consulting, Inc.

I do look forward to the opportunity of partnering with you in the future.

**Calvin Kennedy**  
**CEO/Founder**

*Take a look at our*

*Affiliate Agent Program*

*Provides an incentive for  
business referrals!*

## **Spiritual Entrepreneurship continued...**

This is the test for those called to the path of Spiritual Entrepreneurship; taking a lot longer to see goals fulfilled. This is especially true of our time where old paradigms are dying and new ones are being born. The Spiritual Entrepreneur will help to determine the qualities and the possibilities of the new paradigm. Thus it is a calling; and it is something that for a long time may only be experienced internally. Nevertheless, there is also the experience of cosmic companionship and assistance along with the urging to move forward without regard to the appearances and other obstacles which are guaranteed to present themselves along the way.

Ausar Consulting is a company that has been established based upon the principles of Spiritual Entrepreneurship. In fact, as an organization Ausar Consulting has its foundation within a ministry and spiritual society. The new business practices and service offerings come directly out of a practical application of spiritual science. At least a decade of work, study and collaboration go into what we are bringing forth today. The roots and foundation of our *new offerings* do run deep.