

GOOD GUYS

Our Second Annual Salute
to People We Loved in 2006

PHOTOGRAPHY BY KELLI ULDALL

Call it nobility. Call it being an example.
Call it courage. Call it decency. Call it altruism,
benevolence and charity.

We'll call them Good Guys.

The Monterey Peninsula's long arm never ceases to amaze. We are a small place that belongs to the world. But this issue, we'd like to turn the lens inward and focus on some local folks we hold in high esteem. Perhaps after reading this you'll hold them there, too.

We view the ten people profiled on the following pages as exemplifying our region's true currency: its inner beauty. These are not the "heroes" you often read about — those who, for example, might stage "a heroic comeback" on Pebble's back nine. They are flesh-and-blood world changers, which makes their contributions all the more inspiring.



The Entrepreneur

KEN TAM

Founder, Boma Systems

Ken Tam is the familiar face you see jogging around Carmel Point, stopping to wave every 100 yards or so. Other days, Tam can be spotted riding his bike to pick up his kids from Carmel River School. He's the kind of guy who, quite frankly, seems like he has plenty of time on his hands. But Tam is a serious businessperson, with a bio that includes high-level positions with international corporations and start-ups. He's also passionate about giving back, and is working to distribute a telephone service to protect women and children. Tam and a friend came up with a plan to allow people to use cell phones to instantly send out silent alerts to a group of friends and family should they be in danger. With one push on the phone, a person in an emergency situation could alert a large group quickly. The product is simple and affordable. Within weeks of the product's inception, Tam had collected investor checks from around Carmel, and soon funded the company. Now, Tam is talking with sheriff's departments on distributing the service. "If you are privileged," Tam says, "you have a responsibility to use that talent to give back to society."

— By Brett Wilbur