

Day 1: AAPI Young Leaders Summit 2020

On July 20th, the White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) hosted the first of four virtual events for the AAPI Young Leaders Summit. Day 1 focused on Professional Development and commenced with remarks from U.S. Secretary of Transportation Elaine L. Chao, who encouraged all young AAPIs to take this opportunity to “learn, observe, and listen”. The panel included distinguished speakers, including Raj Shah (Senior VP, Fox Corporation), Patrice Ju (Senior Management), Judge Joe Jefferson (City of Englewood, Colorado), and Joe Zhu (Playground Capital and Leaders Forum). The panel was moderated by President and CEO of National ACE, Chiling Tong, who is also one of the President’s Advisory Commission on AAPIs. She was followed by a presentation by Teddy Liaw, the CEO of NexRep, on maximizing learning and working from home.

Key highlights:

Networking Efficiently:

- Judge Jefferson advised young AAPI leaders to not be afraid of trying.
- Mr. Shah highlighted the importance of investing in networking, faithfully following up on conversations, and not being afraid to ask for help, particularly from mentors.
- Mentorship opportunities can come from a variety of places and can look different than you might expect. Be open to new experiences and redefine what success means.
- Ms. Ju shared her story of being laid off during the 2008 recession and the difficulties of finding a new job. She advised young AAPIs to stay in touch with their professional contacts and build on their tangible skills. During times of uncertainty, Ms. Ju suggested that young AAPIs continue to build on their portfolio and find ways to “add value” to their future employers.
- Mr. Zhu emphasized the importance of seeking real-life experience while also staying educated in world markets; learn a variety of different skills and topics – become a generalist.

AAPI Advancement in Employment and Workforce Development:

- Mr. Shah shared that advancement is based on creating a network within an institution that enables one to navigate to further positions. He and Judge Jefferson talked about the importance of looking for opportunities to make connections with those around you, especially those who share similar affinities and motivations.
- The goal of networking should be developing genuine friendships! Keep your doors open and you never know what connections will come through for you in the future.

Breaking the Glass Ceiling:

- Ms. Ju shared advice as a senior management recruiter:
 - Let your work speak for itself.
 - Specialize. Demonstrate how much value you can add to a client.

What would you tell your 22-year-old self?

- Treat all people well, even if they can’t help you right now.
- Learn to dabble. Take some risks and learn to lose a little bit while you’re young.
- Make lemonade out of lemons! Look for long term opportunities.

- Enjoy the journey, try to be of service for those around you. Make a difference!

Day I Checklist: How do I apply this?

- 1) Go to the happy hours, attend events to support other colleagues, etc. Good networkers learn to put themselves out there and connect with people. Make the most of your opportunities to meet.
- 2) Learn how to efficiently and successfully work from home (Teddy Liaw): turn on your camera, stay close to HQ, prioritize the most important project, stay visible on all channels (Slack, Microsoft Teams, Skype, etc.), be proactive, and quickly respond to emails.
- 3) Virtual interviews: make an impression in the first 7 minutes and assure the employer that you know the company and you can do the job better than your competitors.
- 4) Create a LinkedIn account!

Watch the recording: <https://www.mbda.gov/form/aapi-young-leaders-summit-2020>

Day 2: AAPI Young Leaders Summit 2020

On July 21st, the White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) hosted Day 2 of the AAPI Young Leaders Summit. The U.S. Department of Justice [Community Relations Services](#) (DOJ-CRS) cohosted a panel discussion on anti-AAPI bias and hate crimes. They were joined by Dr. Paul Hsu of Florida, Chair of the President’s Advisory Commission on Asian Americans and Pacific Islanders, and Commissioners Herman Martir of Texas, Grace Lee of Michigan, and Doris Flores Brooks of Guam. DOJ-CRS serves as “America’s Peacemaker” for communities in conflict by mediating disputes and enhancing community capacity to independently prevent and resolve future conflicts. Following their presentation as it relates to the current concerns of anti-AAPI bias and hate crimes due to the health pandemic, there was a productive panel discussion amongst federal partners, including the Federal Bureau of Investigation (FBI), U.S. Equal Employment Opportunity Commission (EEOC), U.S. Attorney’s Office for the Eastern District of California and the U.S. Department of Education to address concerns of anti-AAPI bias and hate in the workplace, classroom, and community. Immediately following the panel, the Commissioners provided an opportunity for young AAPIs to voice their concerns to the PAC-AAPI and discuss issues that matter to them. Commissioners advise the President and the Secretaries of Commerce and Transportation on issues that affect the AAPI community.

Key highlights:

- CRS was established under Title X of the Civil Rights Act of 1964. While it does not conduct investigations, CRS works with all parties, including state and local governments, private and public organizations, civil rights groups and local community

leaders to uncover the underlying interests of all of those involved in the conflict and to facilitate solutions to the community's challenges.

- CRS is working with AAPI communities to prevent discrimination and to respond to alleged hate crimes towards Asian Americans during the COVID-19 pandemic.
- Regarding cyber bullying, CRS can offer consultation services that identify bullying experts to assist the school.
- Addressing bias or hate incident at a school may include collaboration between law enforcement, school officials, district officials, parents, students, and/or community leaders.
- General Community Relations (GCR) cases include community institutions and other organizations. Recently, the community and business leaders requested CRS assistance in establishing a task force to assist the destructive actions and violence against AAPI business owners.
- CRS provides conciliation services by encouraging police officials to participate in a community dialogue on the matter. Additionally, CRS engages the FBI to conduct community outreach activities, and they engage leaders of AAPIs organizations and stakeholders to increase connectivity and dialogue. This has led to the formation of permanent community task forces between state and federal law enforcement entities.
- The presentation closed by emphasizing the knowledge or skills-based programs provided by CRS and Subject Matter Experts (SMEs) to community leaders, law enforcement, city officials and others, this includes problem solving training programs.
- The panel discussion addressed the surge in discrimination and hate crimes against Asian American and Pacific Islander (AAPI) individuals in the wake of the novel coronavirus (COVID-19) crisis, and panelists urged the AAPI community to report crimes to the local law enforcements.

Application

1. Engage in ongoing discussions on the issues of school discipline for bullies and what teachers should do when they observe bullying.
2. Study the latest research findings on student's response to cyber aggression and tracking negative social messages. The main factors for making progress on cyber bullying includes a knowledge basis, social strategy, and political will.
3. Raising awareness on school climate is important for keeping students safe and helping to improve academic achievement.
4. Conduct extensive outreach in partnership with local community-based organizations and regularly meet with AAPI community leaders.
5. Distribute material explaining civil rights protections in diverse languages used by AAPI communities.

Day 3: AAPI Young Leaders Summit 2020

On July 22nd, the White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) provided an opportunity for participants to hear directly from AAPI appointees within the Trump Administration. Each provided encouragement and advice to young AAPIs considering going into public service. Part of the “Speaker Spotlight Series” included inspiring figures such as Derek Kan, Acting Deputy Director of the White House Office of Management and Budget; Victorino G. Mercado, Assistant Secretary of Defense for Strategy, Plans, and Capabilities, U.S. Department of Defense; and Keiko Matsudo Orrall, Commissioner on the President’s Advisory Commission on Asians Americans and Pacific Islanders. Attendees had the privilege of hearing from Joseph Lai, former Special Assistant to the President for Legislative Affairs in the White House; Maya M. Noronha, Principal Policy Advisor to the Commissioner, Administration on Children, Youth, and Families, U.S. Department of Health and Human Services; and Joyce Yoon, Deputy White House Liaison, U.S. Department of Transportation. The event ended with a presentation by Ali Ahmad, Associate Director of Communications at the U.S. Census Bureau, on Census 2020 and its strategic outreach to AAPIs across the country.

Key highlights:

How would you encourage AAPIs to get involved?

- Be self-aware and find what you love to do.
- Keep finding opportunities that you are drawn to.
- Seek out mentorship opportunities.

What is one piece of advice you would give to young AAPIs interested in taking this path?

- Do not forget all the things that made you successful today.
- Never stop learning; be studious and diligent.
- Take notes, learn the DNA of agencies and departments; learn how they make decisions.
- Understand your core capability, strengths, and weaknesses.
- Learn from those around you and reflect on how effective they are.

Other key advice for young AAPIs:

- Be proud of your heritage and remember help the next generation.
- Be bold, aggressive, and accountable.
- Do not be afraid to take risks. Do your homework and pay attention to details.
- Question everything, understand why, and use your instinct.
- Practice moral courage and moral leadership.
- Challenge yourself, keep assessing yourself, and know your strengths and weaknesses.
- Nothing beats hard work.
- If you are in the public sector, put the organization first, colleagues second, then yourself.

Day 4: AAPI Young Leaders Summit 2020

On July 23rd, the White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) hosted its fourth and final webinar, dedicated to entrepreneurship. The webinar was divided into two panels: the first featured success stories from AAPI entrepreneurs, and the second informed participants on doing business with the federal government. Panel I featured speakers, President and Co-founder of Stem Center USA, Lavanya Jawaharial; CEO of NexRep, Teddy Liaw; Co-Founder/Managing Partner of Reverb Marketers, Frances Luong; and CEO of Chicken & Rice Guys, Ian So. Panel II featured entrepreneurs with extensive government-contracting experience, Founder of Hsu Educational Foundation, Dr. Paul Hsu and Founder/CEO of TransPacific Communications, Dottie Li. Dr. Hsu and Dottie were also joined by Tony Tang and Van Tran—representatives from one of the Minority Business Development Agency (MBDA) Business Centers and the U.S. Small Business Administration, respectively. Deputy District Director for the SBA's Los Angeles District Office, Ben Raju, moderated both panels.

Key Highlights:

Panel I Stories:

For two panelists—Mr. Liaw and Ms. Luong—starting a business was family tradition. Upon immigrating to the United States, both panelists watched how hard their parents worked; Mr. Liaw and Ms. Luong's childhoods were filled with memories of garage business ventures, and circumstances, which they've come to believe, instilled resilience. Neither Mr. Liaw nor Ms. Luong sought to start their own businesses, but both saw entrepreneurship as ways to fulfill their passions.

Considering the current challenges of the pandemic, Mr. Liaw informed participants that throughout history, economic recessions coincided with periods of new entrepreneurial innovation. Thus, if society can extrapolate future predictions from past trends, Mr. Liaw inspired participants to see the current challenges as an opportunity to transform and innovate.

Panelist Ms. Jawaharial studied engineering at the University of California Berkeley; starting Stem Center USA meant forfeiting the financial stability her engineering-degree had guaranteed. Yet, with her parent's initial investment, followed by investment offers during her feature on ABC's hit show "Shark Tank," Stem Center USA now operates two centers in Southern California as well as numerous endorsements. Her secret? Counter to the "keep-your-head-down-while-working-hard" culture, she has discovered the value in reaching out and finding supportive mentors.

Two years post-graduation, panelist Ian So bought a food truck off eBay second-hand. Nine years later, Chicken and Rice Guys has acquired three additional trucks, in addition to seven brick-and-mortar locations. He attributes his success, in part, to his Asian culture. Similar to the family traditions strictly upheld in his own upbringing, Mr. So creates that same family-like atmosphere in his business and amongst staff; he claims he has never have missed a coworker's birthday. He believes that "cultivating company culture is key".

All four panelists emphasized the importance of connecting with a larger entrepreneurial community. For Asian American families, where high-risk careers are often discouraged, finding a community of like-minded entrepreneurs allowed them to feel understood and supported.

Panel II: Working with the Government:

Dr. Paul Hsu spent forty years in tech entrepreneurship after immigrating to the United States. He's participated in every SBA program and founded four businesses with the assistance of federal resources. He most recently established the Hsu Educational Foundation, which prepares the next generation with STEM workforce skills.

Dottie Li, founder of Transpacific Communications, referenced the Blue Ocean Strategy as her approach in her entrepreneurial journey, and quoted the concept by saying that it "is about creating and capturing uncontested market space, thereby making the competition irrelevant...it is based on the view that market boundaries and industry structure are not a given and can be reconstructed by the actions and beliefs of industry players."

Tips taken from Panel II Speakers:

- Selling to the government can be guaranteed consistent pay.
- Selling to the government boosts a company's credibility.
- Selling to the government constitutes 40% of federal discretionary spending.
- Selling to the government is more readily available for low-income communities.
- Selling to the government is most accessible via sub-contracting.
- Selling to the government encourages businesses in IT, AI and pharmaceuticals.

To Access Additional Online Resources:

- SBA Answer Desk (general questions): answerdesk@sba.gov
- Business Opportunity Specialist (BOS): [SBA.gov/LocalAssistance](https://www.sba.gov/LocalAssistance)
- SBA Federal Contracting: <https://www.sba.gov/federal-contracting>