



Newsletter Vol. 1

July 1, 2003

Welcome to AAAPRA's first newsletter! Our newsletters are emailed to members and subscribers monthly and archived on our website at www.aaapra.org. Each issue will feature subjects that concern our alliance, our community and the progress we have made to meet AAAPRA's goals, including reviews of past events, future event planning and even a "Member Spotlight" featuring interviews with members actively involved in the advertising/PR arena.

To enhance the networking arm of AAAPRA, discussions on whether to include the names and company contact information of new and current members in the newsletter are currently underway, and we would appreciate your feedback. To help us make a decision, please fill out a quick survey on our website <http://www.surveymonkey.com/s.asp?u=74551190675>

AAAPRA – A New Beginning

AAAPRA's inaugural mixer, to celebrate the organization's new beginning and Asian American Pacific Heritage Month, was a huge success. Nearly 100 professionals from the advertising, public relations, and marketing fields converged to learn more about the reintroduction of AAAPRA and to connect with other Asian and non-Asian professionals in the communications industry. Held on May 1st 2003, on the 62nd floor of the Library Tower Building against the backdrop of the downtown Los Angeles skyline, the event featured guest speaker Glenn Osaki, managing director of Manning Selvage & Lee, who discussed the impact of Asians in advertising and public relations. Three lucky winners of the raffle drawing were the recipients of gift baskets and prizes kindly donated by Bandai America, Kellogg's and IW Group. Thanks to everyone who supported the event!

We hope you can join us for our next event, a workshop featuring industry panelists to be held soon. More details to come!



Bill Imada and Glen Osaki



Event Attendees

Warm regards from AAAPRA board members!

The official board now consists of the following individuals:

- Dorothy Parikh (IW Group, Inc.)
- Lena Young-Chao (Professor and Author)
- Susan-Theresa Fernandez (Fernandez & Associates).
- Cathy Fu (IW Group, Inc.)
- Navin Narayanan (IW Group, Inc.)
- Craig Tomiyoshi (IW Group, Inc)

Our board members all donate their personal time to work for AAAPRA and are responsible for website development, newsletter editing and distributing, recruiting new members and partners, event planning and more. To ensure the growth of AAAPRA, the Board meetings are held bi-monthly. We encourage all of you to attend the board meetings and become involved in one of our exciting committees. Please check out our membership page for more information.

The future of AAAPRA is yours.

We encourage you become a member of AAAPRA to enjoy the benefits of membership benefit right away. Applications can be processed online at www.aaapra.org. To help strengthen the organization and help it grow, we request that all members play an active role in recruiting new members. Anything you can do to introduce AAAPRA to your colleagues is highly appreciated, such as forwarding our newsletter to your friends, colleagues, business contacts, or inviting them to our next event.

We are also looking for dynamic individuals to fill various committee positions including event planning, finance and membership contribute their skills, experience and creativity to help build a strong alliance.

Your \$30 annually membership includes:

- The opportunity to network with other corporate, agency, media, and other communications professionals involved in the growing Asian American market.
- The ability to expand your knowledge, fine-tune your skills and contribute your expertise through one of the numerous AAAPRA-sponsored events, mixers, seminars, conferences, and programs held throughout the year.

In addition to the above benefits, members of AAAPRA will receive:

- A periodic newsletter featuring updates on future and upcoming events
- Reduced member rates for AAAPRA-sponsored events as well as other industry-related programs and events
- An opportunity to participate in AAAPRA committees that relate to your business

Many Thanks!

From all of us at AAPRA, we would like to express our sincerest gratitude to those who made gift contributions and to all the inspiring speakers who participated in our first evening event. We would like to thank and recognize Bandai its generous donation of a basket full of fun Sanrio items, Kellogg's for contributing a gift basket of their delicious treats, and IW Group, Inc. for donating of several bottles of Hennessy. In addition to these wonderful gifts, a special thank you to Glenn Osaki, managing director of Manning, Selvage and Lee, and Bill Imada, chairman of IW Group, Inc. for their invaluable contributions to AAPRA and the event. With Glenn sharing his experience and knowledge of global communications and Bill's continuous support and belief in the significance of our organization, the entire evening overflowed with motivation and excitement for the re-launch of AAPRA.

In Closing...

With a successful first event behind it, a dedicated board and a growing membership base, AAPRA is certainly off to a great start. However, we need your help to keep the ball rolling and continue building on our past successes.

If you are a current member and are interested in an open board position or would like to help out in planning our next event, we would like to hear from you! In addition, if you know of anyone who you think would be interested in joining AAPRA, please feel free to distribute this newsletter.

Finally, we are planning to include in our future issues a column with articles, ideas and comments from our members and friends. If you have something that you would like to share with all those involved with AAPRA, please send your submissions to info@aaapra.org

