

# ASIAN PACIFIC AMERICAN CHAMBER OF COMMERCE

Wednesday, July 29, 2009

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Governor's Affirmative Action Office

Cambodia	Cambodian	=	chumree-up soo-uh	
Chamorro	(Northern Marianas)	=	Hafa Adai	Hafa day
Hawaiian	Hawaiian	=	Aloha	Aloha
Indonesian	Indonesia	=	Halo	Halo
Japanese	Japanese	=	Kon-nichiwa	Konee-cheewa!
Korea	Korean	=	an-young-ha-za-o	
Majel	Marshall Islands	=	Yokwe	Yukwe!
Malaysian	Malaysia	=	Helo	Heelo
Mandarin	China	=	Ni hao	Knee how
Tagalog	Philippines	=	Kumasta	Kuumasta
Taiwanese	Taiwan	=	Pêng-an	Peng and
Thai	Thailand	=	Sa-wat-dee	Sawaat dee
Vietnamese	Vietnamese	=	Xin chào	Seen chaw

Hope I didn't do too bad in my non-English Hellos!

So many languages and cultures have brought us out tonight for the birth, the opening of the Asian Pacific American Chamber of Commerce.

I appreciate the warm welcome and I thank you for inviting me because it is such an honor to be with you this evening to celebrate this special opening of the Chamber.

As I look out into this audience tonight, I see bold entrepreneurs, hard-working small business owners, dedicated citizens, community leaders, and our devoted chamber and board members.

In short, I see what makes me proud to be an Oregonian and equally proud to be on the Advisory Board of Asian Pacific American Chamber of Commerce's – also known as APAC!

Now back to those board members I see. Less than four months ago – to be exact March 25, 2009 when four people, now board members, discussed forming a chamber of commerce over dinner. Yes, only four months ago and here we are celebrating the beginning of Asian Pacific American Chamber of Commerce. The board members that you see before you epitomize what America is about: the opportunity to do great things because of unlimited freedom, available resources, and pure dedication and determination.

The Board of Directors come from all over the world, differing backgrounds, languages, educational and professional levels. They are from different age groups, smart, ready and eager to infuse fresh ideas and unique perspectives to make this Chamber effective and that will work for their members.

The Chamber's mission is to cultivate and promote cultural and business relationship among chamber members, local businesses, non-profit organizations, government, media, and the general public in Oregon and SW Washington.

The chamber knows the real value of joining a local chamber of commerce. Let me share five of those values with you:

1. Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective for communicating to consumers that the company uses good business practices and 26% more effective for communicating that a business is reputable.

2. If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.
3. When a consumer thinks that a company's products stacks up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
4. When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
5. When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

These are only five of the reasons to join the Asian Pacific American Chamber of Commerce, Oregon and SW Washington.

Let me also share these Oregon approximately figures with you:

- 140,000 Asian and Pacific Islanders here in Oregon
- 1,272 Asian & Pacific Islanders work for State of Oregon
- 121 Asian and Pacific Islanders hold management position in Oregon state government
- 1 US Representative
- 1 Oregon State Representative
- 1 and our own Katherine Mangloña the Governor's Affirmative Action Office Program Manager.

Now, I need your help to changes those numbers. We need more representation from the Asian Pacific American community in state government. Remember I am always encouraging you to apply and get on state boards and commissions. You and your contacts can be extremely instrumentally in raising those numbers.

I admire and applaud the Board of Directors of Asian Pacific American Chamber of Commerce for taking on this huge undertaking. And I know when I return next year for the one year celebration you will have a larger room – because I know

your membership would have grown to unbelievable numbers. I know that the board of directors will work towards achieving their mission through a strategic business model, education, awareness, support and resources that matter to you as business owners.

Now to take a little liberty, being on the Advisory Board, I hope that when we do meet in one year we will have also achieved some of the following or made head way:

1. We will strive to identify how to bring solid business advice such as finding opportunities to raise capital for small businesses.
2. We will be able to report out the number of businesses and how we have been able to assist them grow and how to work with the government.
3. We would have identified services and real benefits to business owners to help them save and grow their businesses.

4. Provide organizations and business owners with a list of language interpreters in Oregon.
5. Focus on building strong partnerships with other chambers, especially ethnic chambers.
6. Don't worry, if you give me a little time to think I am sure I will add more to the list next year – because you would have achieved all of the above and of course more!!!

Again, thank you for organizing the Asian Pacific American Chamber of Commerce and allowing me to be involved. Now let's get busy and show Oregon what the Chamber is about!