

LANTERN

October 2009

SOCIAL NETWORKING FOR BEGINNERS

Younger Chamber members, especially the associate members, as well as some of the more technologically up-to-date older members may well be aware of the social networking phenomenon of recent years. For those who aren't, "social networking" includes twitter (twitter.com), myspace (www.myspace.com), YouTube (www.youtube.com), facebook (www.facebook.com), and LinkedIn (www.linkedin.com). Recently, the growth area for facebook has been with those who are 55 years of age or older while LinkedIn is for business professionals. And twitter was in the news in June when many Iranians were using it to keep up-to-date with developing news on protests in Teheran.

So if you want to find out more about social networking and how it can be used to promote your business or to develop relationships with other businesspeople, come to "Social Media – Hype or Solution" on Wednesday, November 18, at the Empress Restaurant. The Chamber and the Hawaii Small Business Development Center will have an experienced panel outlining the social media platforms and how they can grow your business, especially in these challenging economic times. Come hear **Thomas Trenez** on social media marketing strategies, **WavenDean Fernandes** on brand marketing from physical to virtual, and **Kelly Mitchell** on using twitter for business. You'll learn about the differences between the social media platforms as well as how to best utilize them for marketing and customer relations management (CRM). The dinner and program are jointly sponsored by the Chinese Chamber and the Hawaii Small Business Development Center.

Registration begins at 5:00 p.m. and there will be a short Chamber membership meeting. The cost is \$25.00 per person (includes dinner, tax, and gratuity), if made by Thursday, November 12; \$35 thereafter. To reserve your place, call the Chamber at 533-3181 right away.

Chamber Christmas Party

Once again, the annual Christmas party will be held at the Hale Koa Hotel's Waikiki Ballroom. Chamber members and their families, friends, and business associates are cordially invited to join the fellowship and festivities. The date will be Tuesday, December 8, and no-host cocktails and networking will begin at 5:30 p.m., dinner and the program will begin at 6:30 p.m., and door prize drawing will begin at 8:00 p.m. There will be fun, merriment, and maybe even an appearance by Santa Claus. Dinner will be herb-crusted mahimahi with grilled sirloin steak or alternatively, a vegetarian platter. The cost is \$37.00 per person, and despite price increases, is \$2.50 less than last year's Christmas party! For reservations, more information or to donate door prizes, contact the Chamber at 533-3181 right away. (And once again, each person attending is requested to bring a canned food donation for the Hawaii Foodbank).

Addendum from **Michele Choy**: The \$37.00 price this year is a very good one. Chamber members, directors, and officers are invited to sponsor the dinner(s) for one of more 2010 contestants or 2009 Narcissus Court members. The young women you sponsor will be seated at your table as your dinner guest(s). This is a good way for you as well as the contestants and Narcissus Court to network. This year's contestants are super nice ladies and would love to network with and get to know our members better. Please *kokua* by contacting **Grace Chan** at the Chinese Chamber and letting her know how many you would like to sponsor. We did this last year and it worked out very well for all involved. I hope I can enlist your support so that we can all have a good time during this fun holiday event. Thank you in advance for your generous support.



The 7th Annual Splendor of China

夏威夷中華總商會

THE
CHINESE
CHAMBER OF
COMMERCE
OF HAWAII



President
Dennis J. Hwang

It has been another busy month. On October 1, the Chinese Chamber, along with many other Chinese organizations, helped celebrate China National Day in honor of the 60th anniversary of the founding of the People's Republic of China. There was an elaborate dinner at the Empress Restaurant with a full house and many dignitaries. I want to thank immediate past-President **Ted Li** and past-President **Reuben Wong** for helping with the organization of this event and representing the Chamber so well.

The 7th Splendor of China was a wonderful event, and the crowds really enjoyed the entertainment, vendors, and cultural booths. Thank you to Dr. **Dennis Law** and the organizers of Heartbeat Hawaii for putting on a great show for the public. *Qigong* Grand Master **Tu Jin-Sheng** was a crowd favorite, displaying superhuman feats of strength as well as amazing artistic ability. A special treat was the photo exhibition commemorating 30 years of US-China relations, brought in by state Department of Business Economic Development and Tourism and the China People's Association for Friendship with Foreign Countries. This exhibit was a great educational opportunity for the community, having appeared in Beijing, Shanghai, Hong Kong, the Nixon Library in California, and our Splendor of China, before heading for the Carter Center in Atlanta. Many thanks for the successful Splendor of China go to the Chair **John Hui**, Co-Chair **Linda Louie** and the many hundreds of volunteers, including **Libby Lew**, **Michele Choy**, **Tina Au**, **Angie**

Shiroma, **Kevin Lam**, **Patrick Graham**, **Daniel Chun**, **Lily Tang**, **Cy Feng**, **Alvin Wong**, **Pearl Yuen**, **Wanda Tse**, **Gerald Chang**, and **Rena Hwang**.

The Chinese Chamber, together with the China Association of International Friendly Contact, hosted an important military delegation of five top-ranking retired People's Liberation Army generals and five of their U.S. colleagues. The delegation was on its way to Washington D.C. and a meeting scheduled with Secretary of State **Hillary Clinton**. These important military exchanges help to increase cooperation, friendship, and understanding between the U.S and China, and are supported by the Chamber's Center for Foreign Relations. We would like to thank past President **Wesley Fong** for helping to organize many of these military exchanges and doing a great job as emcee for the dinner on Saturday, October 17.

We also concluded the last of our four mixers to introduce to Chamber members to the new facilities and the Chinatown Community Development Center (CCDC). The attendance at each of the mixers averaged about 40 people and they were held on a Wednesday, Thursday, and Friday evenings in September, as well as the Saturday morning of October 17th. This indicates the members are all busy and have a different schedule, but when they can attend a Chamber event, they are interested. We learned from the surveys that 63% have a strong interest in business networking, 42% in cultural activities, and 34% want to help the community. We will keep these responses in mind as we shape our programs. Eighteen members offered to teach a class, nine offered potential internship positions, and seven offered to mentor a small

business or associate member. This will be added to our current list of faculty, mentors and companies offering internships. I would like to thank membership Third Vice President **Gerald Chang** and our Executive Vice President **Wen Chung Lin** for helping out on the mixers.

The Chamber and its partners, through the CCDC, are offering Business Startup Class I on Saturday, October 31, and Business Startup II on Saturday, November 7. On the first day for sign-ups, we reached the maximum room capacity of about 50 people, and will now hold another round of classes to accommodate all who want to attend. The great demand for this class is a sign of the difficult economic times in Hawaii and shows how the Chamber can best help the community. Let's recognize Chamber members who are teaching the courses, including **Eddie Flores, Jr.**, **Delwyn Wong**, **Walter Chang**, and **Randy Leong**, as well as partners L&L Drive-Inn, Hawaii National Bank, and the Hawaii Small Business Development Center.

We will soon offer the Chamber membership the chance to contribute to our Capital Improvement Fund to pay down the debt for our new building and make important renovations, as well as to help with the educational programming. We hope that you will make a one time donation to support the Chamber/Chamber Foundation. All donations of \$500 and over will be permanently memorialized in a donation plaque that will be prominently displayed at the Chamber. As the Chamber prepares for its hundredth anniversary, please join the many members, companies, and organizations who have supported the community through the years and be a part of our longevity in the future.

BUSINESS STARTUP CLASSES

On October 20, members were notified of two Chinatown Community Development Center basic courses in entrepreneurship. One was Business Startup I, to be held on Saturday, October 31, and the other, Business Startup II, to be held on Saturday, November 7. The response from members was immediate and gratifying: the classes were filled that same day. As a result, the classes will again be presented in order to accommodate members wanting to attend the classes. Chamber members will again be notified of the classes.

HELEMANO PLANTATION

The gala annual Helemano Plantation silent auction fund-raiser and Christmas party will again be held at the Hilton Hawaiian Village Coral Ballroom. This year, it will be on Friday, December 18, from 5:00-11:00 p.m. There will be great food, lots of shopping, and terrific entertainment, including the Guangzhou Music Ensemble as well as Chinese dances by **Sing Sing Bliss** and her dance troupe. Monetary donations and item donations for the silent auction are welcome. Individual dinner tickets are \$150.00, and tables of ten are \$1500.00 for Bronze, \$3,000.00 for Silver, \$5,000.00 for Gold, and \$10,000.00 for Platinum. For reservations, more information or to donate to the silent auction, call **Yvonne de Luna** at 622-3929.

OFFICE SPACE AVAILABLE

Approximately 1,202 square feet is available for rent in the Chamber's new building. The office space (suite 202) is adjacent to the Chamber office (suite 201). Base rent is \$0.80 per square foot, with a discount for Chamber members. Common area maintenance (CAM) is approximately \$1.00 per square foot, and electricity is separately metered and paid by the tenant. A tenant allowance is negotiable. The office space is available immediately and is configured for three executive offices, a reception area, a large secretary station, and a work area that can also be used for storage. Large windows allow use of natural sunlight. Conveniently located near the financial district and Chinatown, the property is within walking distance of government and office buildings. While there is no parking, public parking is available nearby. This is an ideal location for professional offices, and if you're interested, contact the Chamber at 533-3181.

NEW MEMBERS

At its September 29 meeting, the board of directors approved the applications for regular members **Stanley Chang**, an attorney running for City Council District 4 (sponsored by **Gerald Chang** and **Linda Louie**), and **Michael Messina**, director of development at the Pacific Forum CSIS (sponsored by **Jeffrey Lau**); associate members and Narcissus contestants (sponsored by **Michele Choy**) **Yun Chang**, a student at Hawaii Pacific University, **Ramona Char**, a graduate of the University of Hawaii at Manoa, **Li Mei Chen**, a student at Honolulu Community College, **Selena Chow**, a student at HPU, **Megan Muramatsu Chun**, a graduate of Claremont McKenna College, **Nina Jung**, a graduate of Smith College, **Erica Kao**, a student at UHM, **Yi-Ting "Raina" Ling**, a student at HPU, **Lina Shi**, a student at UHM, **Tse-Pei "Theresa" Tang**, a graduate of the University of Nevada, Las Vegas, and **Angie Zhang**, a graduate of UHM; and associate member **Ryan Akamine**, a student at UHM (sponsored by **Ivy Yeung**). At its October 27 meeting, the board approved the applications for regular members **Kreston Aoki**, an agent with Pyramid Insurance (sponsored by **Gordon Au**) and **Stephen Kow**, a retired state employee and also a Chinese "chop" carver (sponsored by **Libby Lew**); and associate member **Michael Guth**, an MBA student at UHM (sponsored by **Dennis Hwang**). Welcome to all of you.

Flu Season and You

H1N1 or swine flu has again been in the news recently. While vaccinations and the incidence of H1N1 flu are matters of concern, people should not panic. According to fluFACTS.com, winter or "seasonal flu" season in the U.S. runs from October to May, with the peak from December to March. And each year, around 36,000 Americans die from seasonal flu. So keep things in perspective; wash your hands frequently or use hand sanitizer with at least 60% alcohol content (most have 62%); cover your mouth and nose when you cough or sneeze; and take other reasonable precautions. For more information, check the periodically updated Centers for Disease Control Web site (www.cdc.gov/swineflu).



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Ming Chen and his wife **Christina** were pictured in the October 7 *Midweek Pa'ina*. They were attending the 7th annual "Taste of Kick Start" fund-raising event at the Bayer Estate.

Susanna Cheung, president and CEO of ORI, is one of five finalists for the 2009 "Business Leader of the Year" award sponsored by American Savings Bank. On

CALENDAR OF EVENTS

Nov 7	Sat	Basic Course in Entrepreneurship Chamber's Office 9:00 a.m. to 11:30 a.m.
Nov 11	Wed	Veterans Day
Nov 17	Tue	Executive Board Meeting Chamber's Office – 12:00 noon
Nov 18	Wed	General Membership Meeting Empress Restaurant – 5:30 p.m.
Nov 24	Tue	Board of Directors Meeting Empress Restaurant – 12:00 noon
Nov 26	Thu	Thanksgiving Day
Dec 8	Tue	Chamber's Christmas Party Waikiki Ballroom Hale Koa Hotel – 5:30 p.m.
Dec 15	Tue	Executive Board Meeting Chamber's Office – 12:00 noon
Dec 22	Tue	Board of Directors Meeting Empress Restaurant – 12:00 noon
Dec 25	Fri	Christmas Day

Thursday, November 12, *Pacific Business News* will announce the winners of this and other awards at a dinner at the Sheraton Waikiki. Registration and no-host cocktails begin at 5:30 p.m., and dinner and the awards ceremony start at 6:30 p.m. Individual seats are \$150.00 and an "Orchid Table" of ten is \$1,500.00; Pikake and Ilima sponsorships are also available. Dress is business aloha. Reservations deadline is November 2, and can be made by calling **Doreen Tavares** at 955-8074.

According to food critic **John Heckathorn**, when he asked **Betty Pang**, owner of Green Door Café, a vendor at Splendor of China earlier this month, she suggested he try Siam Garden Café. Ms. Pang enthused that "It's Thai. Real Thai. I can't stand most of the Thai food here, but this is goood." Heckathorn reported in the November issue of *Honolulu* magazine that Ms. Pang spent 17 days in a Thai Buddhist temple in Aiea so that she could learn to cook Thai food. He added that "The best thing was the fried chicken" at \$7.99 (and the *Lantern* editor thinks the stuffed chicken wings are pretty good, too). Siam Garden Café is owned by Chamber member **Edsel Gum**.

Speaking of food, the *Honolulu Advertiser's* "Hawaii's Best Restaurants has come out. An Ilima Award 2009 has gone to **Thomas Ky's** six Assaggio restaurants for "Best Special Occasion." Other Ilima Award finalists include L&L Drive-Inn/Hawaiian Barbecue (**Eddie Flores, Jr.**, and **Kwock Yum "Johnson" Kam**) for "Burgers, Plate Lunch;" Little Village Noodle House (**Jennifer Chan**) and Pah Ke's Chinese Restaurant (**Raymond Siu**) for "Best Chinese;" Royal Kitchen (**Kwock Nam Lau**) for "Best Chinese – Manapua and Other Takeout;" Assaggio for "Best Italian;" Siam Garden Café (**Edsel Gum**) for "Best Thai;" and Ba-Le Sandwich Shops (**Thanh Quoc Lam**) for "Best Vietnamese." Congratulations to each of you.

Well deserved congratulations are in order for associate members **Leilani Soon** and **Ivy Yeung**. On Monday, November 2, Lani was chosen as Miss Chinatown Hawaii 2010 and Ivy was chosen as Miss Chinatown Hawaii Third Princess. In February, Lani will compete in the Miss Chinatown USA Pageant in San Francisco. Again, congratulations to each of you!

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