

EAST WEST REPORT

UNITED STATES PAN ASIAN AMERICAN CHAMBER OF COMMERCE

WINTER 1990

"Proud to be American"

Theme for Asian American awards banquet

To the audience gathered before him, Dr. Sammy Lee recounted his experience as a child growing up in Pasadena, California, before World War II. He was allowed to swim in only one neighborhood, and even there the pool owners would drain the pool and refill it for the whites after young Sammy swam. Later, Dr. Lee, two-time U.S. Olympic National Gold Medalist in high platform diving, medical doctor and entrepreneur, became the first American-born Asian, and, in fact, the first American non-caucasian, to win an Olympic Gold Medal. "When I received the letter about me being selected as an awardee by Excellence 2000, I thought I would receive \$2000, but instead I received a plane ticket," said Dr. Lee.

Dr. Lee flew to Washington, D.C., as did 11 other honorees, to participate in the second annual Excellence 2000 Awards Banquet. The banquet is organized each year by the United States Pan Asian American Chamber of Commerce (USPAACC) and the Organization

of Chinese American Women (OCAW) to spotlight individual Asian Americans who have made significant contributions to American society in the fields of arts, business, civic and community service, education, journal-

ism, medicine, public service, science, technology and sports.

Seated on the dais with Dr. Lee at the banquet was honoree Kristi Yamaguchi, from Fremont, California. Ms. Yamaguchi is the U.S. Olympic National Gold Medalist in ice skating (pairs) and Silver Medalist in ladies singles. In his acceptance speech, Dr. Lee said that he was proud to pass

on the torch to this young Olympian, and concluded by saying, "God bless America."

The celebration was upbeat and positive with a distinctly patriotic flavor. As each of the honorees shared their experiences it became evident that they did have a reason to celebrate being an American. The tremendous achievements acknowledged, however, did not overshadow the need to continue to overcome stereotypes, fight discrimination, and help one another. "The common denominator," stressed Susan Au Allen, USPAACC President and Banquet Chair, "must be the ability to band together under the more pervasive rubric of Asian

American, and to demonstrate a willingness to help one another, regardless of our previous national identity."

As a child, Sheriff Harry Lee, J.D. said that he had never encountered discrimination. "There were so few of us in New Orleans that we never had any of those problems. I didn't realize that discrimination was a



David Louie of San Francisco's KGO-TV presents Rear Admiral Ming Chang, of the U.S. Navy, the Excellence 2000 Award.

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problem until I went to college," he said. As sheriff of Jefferson Parish, Louisiana, he is the highest ranking Asian American peace officer in the United States and the first Chinese American sheriff in the history of the United States. He was honored at the 1990 Excellence 2000 Awards Banquet for his outstanding civic and community contributions and public service.

Honoree Amar G. Bose, Ph.D., warned the banquet audience about the declining quality of education in America. Dr. Bose, from Framingham, Massachusetts, is Chairman of the Board and CEO of BOSE Corporation, known for its research in the acoustical and electronics fields, and consumer products in the hi-fi and OEM automobile sound market. Dr. Bose is also a professor of Electrical Engineering at the Massachusetts Institute of Technology (MIT), and is all too familiar with the end product of the American educational system — the student. Dr. Bose commended the Excellence 2000 program for its promotion of education in many disciplines.

For his contributions to journalism, Grant Ujifusa, of Chappaqua, New York, was also chosen to be honored. Mr. Ujifusa is senior editor at Reader's Digest and co-editor of the Almanac of American Politics. Mr. Ujifusa reflected on the fond memories he has of his grandfather, and recounted his grandfather's narrative on the reasons why he had left Japan.

"In Japan," his grandfather had said, "life is complicated, but in this country, life is simple. You see, in Japan, you have to know your place. You bow so low to a person one station above you, and you bow lower for someone two stations above you, and even lower for a real big shot. It gets hard to remember who and where you are and keep things straight.

"But in America, life is simple," said grandpa. "Right away, it's easy for anybody: hard work, study hard, love your family and be a good neighbor... So because of my grandfather, I am very proud of my Asian heritage. And because of my grandfather, I am prouder still to be an

American."

Best known for his academy award winning portrayal of Dith Pran in *The Killing Fields*, Haing S. Ngor, actor, author and medical doctor, was also recognized. Now living in Los Angeles, California, Dr. Ngor survived the hideous persecutions of the Khmer Rouge by hiding the fact that he is a medical doctor, and escaping on hands and knees between the two enemy lines across the border into Thailand.

Dr. Jorge Garcia recalled boarding the flight to America from the Philippines as a youth with nothing but hopes and dreams. "I had no idea that America had so much to offer," commented Dr. Garcia, who went on to become chief of cardiac surgery at the Washington Hospital Center and as-

"The relationships in the Asian community historically have involved animosity between Asians, in speaking of those from the old country. The first and second generations here tonight are trying to break that down."

sociate clinical professor of surgery at The George Washington University.

The four other honorees of the 1990 Awards Banquet were: the late Mr. Tsuen-Ling Tsui, Washington, D.C., who was the executive director of the National Chinese Welfare Council, the executive secretary of the Sino-American Cultural Society, and advisor for the Chinese Consolidated Benevolent Association; Pauline Woo Tsui, who is president of the Chinatown Service Center in Washington, D.C. and the founding president and executive director of OCAW; Narayan Keshavan, special correspondent for the New York City Tribune, weekly

columnist for News India and a panelist on Washington Focus, who was a Pulitzer Prize nominee for International Reporting for his investigative series on Soviet intelligence activities in the United Nations; Rear Admiral Ming E. Chang, United States Navy, Washington, D.C., who is Inspector General for the Department of the Navy reporting directly to the Secretary of the Navy; and Raymond K.K. Ho, who is president and CEO of Maryland Public Television and the youngest executive director of a state public T.V. network at age 32.

USPAACC and OCAW began the Excellence 2000 awards in 1989, and plan to make the event a tradition for years to come. The 1989 event was "the first-time show of unity for all

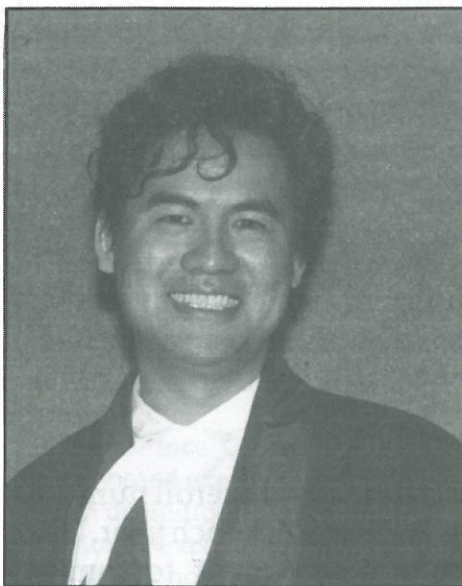


Dith Pran, "Mo" Marumoto and Lilia Clemente dine at 1989 Banquet.

Asians," commented Rep. Norman Mineta (D-CA), the program's Master of Ceremonies. "The relationships in the Asian community historically have involved animosity between Asians, in speaking of those from the old country. The first and second generations here tonight are trying to break that down," said William H. "Mo" Marumoto, executive vice president of USPAACC. The New York playwright David Henry Hwang, winner of the 1988 Tony Award for *Madame Butterfly*, told the audience, "The goal of my work is to wipe away old stereotypes and old beliefs and to gain new insights." Directed toward parents,

Hwang teasingly added, "If your kids tell you they want to go into the arts, don't lock them up in the basement because it can all be O.K. in the end."

In addition to Hwang, the 1989 award recipients were: U.S. Ambassador to Nepal Julia Chang Bloch; Elaine L. Chao, Deputy Secretary of Transportation and the highest ranking Asian American in the Bush Administration, Lilia C. Clemente, chief executive officer of Clemente Capital, Inc., a financial consulting firm; Yong C. Kim, chief executive officer of YYK Enterprises, Inc., a marine repair company; Haesun Paik, winner of the 1989 William Kapell International Piano Competition; Dith Pran, the New York Times photojournalist portrayed in *The Killing Fields*, and Cambodian



M. Butterfly playwright, author and screenwriter, David Henry Hwang.

activist; Theodore W.J. Wong, senior vice president of Hughes Aircraft Co.; and John T.C. Yeh, president of Integrated Microcomputer Systems, a software producer.

Both the 1989 and 1990 awards banquets also recognized the achievements of individual Asian American youths, winners of the Westinghouse Science Talent Search Contests. The next banquet is scheduled for May 1991, during the Excellence 2000 Conference: Global Success Through Quality.



Job-Skill Based Immigration

Who Wins and Who Loses ?

The Immigration Act of 1990 sets new quotas which will determine the supply of immigrant labor available for employment. The new quotas will affect industries employing from the lowest skilled immigrants to those employing the most scientifically and technologically advanced professionals. It increases the amount of employment-based immigration from 54,000 to 140,000 per year, and sets preference categories for employment-related visas.

The Act accomplishes one of the Bush Administration's goals, that is to increase the number of skilled immigrants to meet the country's labor requirements. As a competitor in the global market place for skilled labor, the administration hopes the more liberal quotas will benefit the U.S.'s competitive edge. Advanced technology dependent enterprises that utilize highly skilled foreign workers will likely benefit most from the Act, which gives first preference to "priority workers."

The first 40,000 visas will go to outstanding professors, researchers, multinational executives and managers of "extraordinary" ability. The next 40,000 visas are reserved for professionals with advanced degrees or aliens with "exceptional abilities." Professionals with bachelors degrees and skilled or unskilled laborers are given third preference, with 40,000 visas allocated to this category. The unskilled within this category cannot exceed 10,000.

Herein lies the foundation for criticism from some sectors of industry. Not enough emphasis, they claim, has been placed on unskilled or lower skilled labor. The unmet demand for unskilled workers is reflected in the numbers of employers who sought "certification" from the Labor Department to hire foreign workers in past years.

Out of a total of 60,000 "certifications" going to foreign workers where no American counterpart was available to do the job, 24,000 were allocated to unskilled workers before the passage of the 1990 Act. Immigrants still had to wait years for visa numbers to immigrate, even after "certification," according to the Labor Department. Restricting the numbers of unskilled laborers to 10,000 annually will only worsen the severe labor shortages in industries such as home care, hotel and restaurants, poultry services, construction and agriculture.

The 1990 Act gives fourth preference to a category entitled "special immigrants" whose numbers are capped at 10,000, up to 5,000 of whom may be religious functionaries. The final category is aimed at investors with the purpose of attracting capital to the U.S. Ten thousand visas are allocated to aliens who are willing to invest at least \$1 million in a new commercial enterprise that will produce at least ten new jobs for American workers. The

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amount may be reduced to \$500,000 if the immigrant invests in a rural area or place of high unemployment.

Although the 1990 Act increases family-based immigration, a major feature of previous acts, it also acknowledges that a family-based policy does not aid the U.S. in the international competition for high skilled labor and professionals. The Immigration Act of 1990 aims to do this.

The 1990 Act also aims to reduce the effect of discrimination against job applicants. The U.S. General Accounting Office (GAO), in its study, "Immigration Reform: Employer Sanctions and the Question of Discrimination," concluded that the Immigration Reform and Control Act (IRCA) of 1986 had a negative side effect of inducing discrimination due to its sanctions against employers who hired illegal aliens. The sanctions imposed by the Immigration and Naturalization Service (INS) caused many employers to shy away from hiring any one with a foreign accent or appearance. Employers often found themselves in the double bind of being punished by INS for hiring illegal aliens and antidiscrimination laws which dissuade employers from asking for excessive documentation from job applicants who appear foreign.

The Immigration Act of 1990 does not remove the sanctions, but strengthens measures to prevent or punish unfair or illegal discrimination. It also includes a provision that requires an educative program aimed at employers, workers and the public that informs them about their obligations and rights under the law.



USPAACC is interested in the ideas and opinions of its membership, and would like to know how the Immigration Act of 1990 affects you and your business and professional interests. If you have any comments regarding this issue, please respond to: Editor, EAST WEST REPORT, USPAACC, 1625 K St. N.W., Suite 380, Washington, DC 20006 Fax: (202) 638-1677.

President's Statement

Excerpted November 29, 1990

Today I am pleased to sign S. 358, the "Immigration Act of 1990" — the most comprehensive reform of our immigration laws in 66 years. This Act recognizes the fundamental importance and historic contributions of immigrants

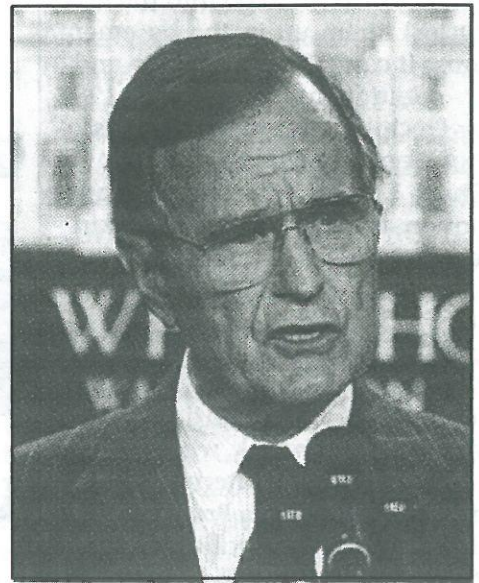
to our country. S. 358 accomplishes what this Administration sought from the outset of the immigration reform process; a complementary blending of our tradition of family reunification with increased immigration of skilled individuals to meet our economic needs.

The legislation meets several objectives of this Administration's domestic policy agenda — cultivation of a more competitive economy, support for the family as the essential unit of society, and swift and effective punishment for drug-related and other violent crimes.

S. 358 provides for a significant increase in the overall number of immigrants permitted to enter the United States each year. The Act maintains our nation's historic commitment to family reunification by increasing the number of immigrant visas allocated on the basis of family ties.

At the same time, S. 358 dramatically increases the number of immigrants who may be admitted to the United States because of the skills they have and the needs of our economy. This legislation will encourage the immigration of exceptionally talented people, such as scientists, engineers, and educators. Other provisions of S. 358 will promote the initiation of new business in rural areas and the investment of foreign capital in our economy.

S. 358 also improves the antidiscrimination provisions of the IRCA. These amendments will help deter discrimination that might be related to the implementation of "employer sanctions" under the 1986 law.



Executive Search Firms Notice Change in Hiring Patterns

Executives in the Washington D.C. area who once expected to spend four to five months in search of employment with another company can now expect to average seven to eight months in search of a position. "For every \$10,000 in income, you expect for it to take one month to find a job. Today that amount of time has increased by several months," noted William H. "Mo" Marumoto, Chairman of the Board of Interface Group Ltd., an executive search firm based in Washington, D.C., and Executive Vice President of USPAACC.

The defense cuts springing from the 1991 Defense Authorization Act have hit the D.C. area hardest. "The cuts have caused a domino effect, which ends up affecting consulting firms and suppliers," said Mr. Marumoto. "D.C. was once considered a recession free market, but the recession, coupled with defense cuts, has forced people to reconsider leaving the area."

The Interface Group, the oldest retainer-based executive search firm in the Washington market, has seen a substantial rise in unsolicited resumes from financial executives, according to Mr. Marumoto. This is followed by the receipt of resumes from professionals in the marketing and sales, human resources, communications public relations areas.

The economic downturn and ongoing trend of acquisitions and mergers has resulted in the downsizing of companies and a concurrent slow down in hiring. "This has impacted our business," said Mr. Marumoto, who has seen a drop in hiring in the second and fourth quarter of 1990, picking up slightly in December.

According to Mr. Marumoto, retail hiring has been the most affected by the slow economic growth. Hiring

has also slowed substantially for Aerospace firms, law firms, management and consulting firms and automotive companies, "with health related industries and consumer goods fairing well."

Allen Salikof, head of Management Recruiters, a national recruitment firm dealing with the food industry, noticed a heavy demand for marketing talent at the end of 1990. "Most of our clients are Fortune 500 firms who are seeking people in the marketing, finance, human relations, operations, and engineering fields. In general, the demand for good people is in the forefront," he said.

Client companies are more selective today, and place more emphasis on the relocation budget, which they are attempting to limit. In order to keep the budget down, more and more companies are requiring their search firms to scan the local area before branching out to the national level.

Executives searching for employment are limited most by their own self-determined perimeters. Geographic ones can be the most constraining, since about 95 percent of the hirings include relocation. As this figure suggests, it is becoming more common for executives to move from one job to another to utilize their full potential, instead of progressing within one organization.

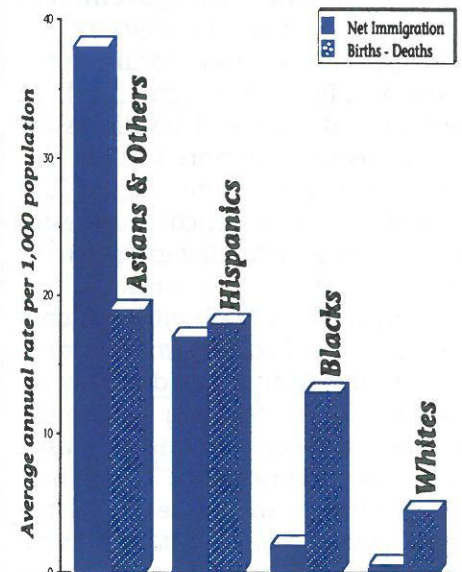
To counter this trend, companies need to sell themselves better, this includes addressing the prospects for advancement within the company to the prospective employee. This can be done most effectively by a recruiter, who can transfer information to the applicant in more detail and with more emphasis on the critical elements, than a newspaper ad can.

Current Trends

According to Time Magazine,

- Asia has replaced Europe as a leading source of engineers, doctors and technical workers.
- Asian immigrants still maintain close ties and do business with their home countries.
- Asians have invested heavily in the U.S. real estate market, banking, medicine, engineering, commerce and finance.
- According to the National Association of Realtors, Japan alone has invested over \$14 billion in the U.S. real estate market, while all other foreign investment in this market together amounts to \$11.3 billion.
- U.S. News & World Report noted that the gross national product of America will likely be two percent per year in the future, down from three percent in the 1980s. This, they reason, is the result of not only decreasing productivity gains, but also because of a "shortage of new workers."

Birth Rates Versus Immigration *



*Figures from Time Magazine, April 9, 1990

UPCOMING



Excellence 2000 Conference: Global Success Through Quality

The U.S. Pan Asian American Chamber of Commerce (USPAACC) and the Organization of Chinese American Women (OCAW) will present the Excellence 2000 Conference: **Global Success Through Quality**, to be held in Washington, D.C. in May 1991, during Asian Pacific American Heritage Month. The conference is created to bring members and key leaders in government and industry together to discuss topics of concern to those who want to create global success in the 90s. The Excellence 2000 Conference includes Business Forum 2000, Asian American Leadership Forum 2000 and the Excellence 2000 Awards Banquet.

Corporate leaders with fingers on the pulse of business and employment opportunities and officials knowledgeable of investment opportunities with the federal government have been invited to speak at the conference's Business Forum 2000. Prospects for international trade in the next decade will be discussed, which leads to a more focused discussion of trade with Pacific Rim nations. Asian American businesses can provide a vital link to the Pacific Rim market and vice versa.

Any discussion about trade concerning the Pacific Rim can only benefit from additional discourse on further understanding and overcoming the cultural and linguistic barriers to concluding a business transaction with the people of the Asia Pacific region. Japan, Taiwan and Korea will be the focus of special

seminars on doing business in these countries.

The Asian American Leadership Forum 2000 addresses some of the issues which are important to the Asian American community today. The concept of the Glass Ceiling will be examined, as will an exploration of the richness in cultural diversity. Ethnviolence and immigration issues will also be discussed. Now that the 1990 Immigration Act has been passed, and the bill signed by President Bush, it is up to the Immigration and Naturalization Service (INS) to enforce the provisions. Will INS regulations reflect the "spirit" of the laws — and allow American employers to hire the workers they need, and American businesses to benefit from international trade and investment opportunities?

The Excellence 2000 Awards Banquet is an annual event and will be conducted within the context of the Excellence 2000 Conference. The awards recognize the contributions Asian Americans have made toward peace, economic growth, scientific development and professional responsibility.

In years past, awardees such as Dith Pran, the New York Times photojournalist portrayed in the award-winning movie *The Killing Fields*; Theodore W.J. Wong, group president and senior



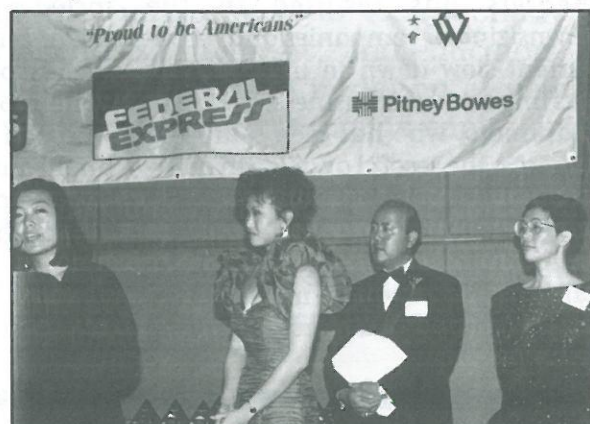
Haesun Paik, one of the winners of the 1989 Excellence 2000 Awards, played a Liszt fantasy from Verdi's "Rigoletto" at the banquet ceremony.

vice president of Missile Systems Group (MSG), Hughes Aircraft Company; Grant Ujifusa, co-author and founding editor of *The Almanac of American Politics*; and Dr. Sammy Lee, two-time U.S. Olympic National Gold Medalist in high platform diving, and first American-born Asian to win an Olympic Gold Medal, were among those honored.

Proceeds from the banquet go to the Asian American Scholarship Fund. The Scholarship Fund provides economic aid to Asian American youths of exceptional academic prowess so that they are able to fully explore their scholastic potential.



Soojin Ryu, a Westinghouse Science Talent Search Contest winner, speaks to the banquet crowd as Virginia Cha, David Louie and Susan Au Allen listen, at the 1990 Excellence 2000 Awards.



UPCOMING

Your Nominations Are Invited

The Excellence 2000 Awards honor excellence in the Asian American community. If you know Asian Americans whose involvement with business, government, arts, science, academia, sports, entertainment or public and community service rivals their peers, nominate them for the 1991 Excellence 2000 Awards. These awards demonstrate a collective and cooperative effort within the Asian

American community to achieve a common goal -- to promote the values of hardwork and to recognize leadership and excellence in a variety of disciplines.

Below is a nominations form. Please complete the form and attach all the relevant documentation the Awards Committee will need to make a final selection, and return to: USPAACC, ATTN: Awards Committee, 1625 K

Street, N.W., Suite 380, Washington, D.C. 20006, no later than March 15, 1991.

The 1991 Excellence 2000 Awards will be presented in May in Washington, D.C. at a celebration presented by the U.S. Pan Asian American Chamber of Commerce and the Organization of Chinese American Women.



Please remit nominations to : USPAACC, ATTN: Awards Committee, 1625 K St. N.W., Suite 380, Washington, DC 20006, no later than March 15, 1991. Please use additional paper if needed.

CATEGORIES

- Science • Arts • Business • Sports • Public Service • Education • Community Service

Category	Nominee	Business/Home Address	Telephones
			(H)
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Nominator: _____ Date _____

Address: _____

Phones: (H) _____ (O) _____

About USPAACC

The United States Pan Asian American Chamber of Commerce (USPAACC) is a non-profit, tax-exempt organization that provides advocacy, education, information and network opportunities for Asian Pacific American business owners, professionals and their associates. USPAACC is an organization that is interested in improving the economic and business opportunities of its members.

In addition to enhancing the business and economic opportunities of its membership, USPAACC also organizes charitable, scientific and educational programs for the benefit of members and Pan Asian American communities.

The **Asian American Scholarship Fund** is one such program. Your tax-deductible contribution to this fund enhances the opportunities Asian

American youths have to recognize their full academic potential.

USPAACC's members are persons who do business with and have an interest in Asian Pacific issues, such as, high technology consultants and manufacturers, import and export traders, executive search firm professionals, physicians, construction contractors and lawyers.



MEMBERSHIP APPLICATION

Please remit application to: USPAACC, 1625 K St. N.W., Suite 380 Washington, DC 20006 Tel: (202) 638-1764 Fax: (202) 638-1677. Please make checks payable to USPAACC. Annual dues cover the period from January 1 through the following December 31.

☐ Yes, I would like to be a member of the U.S. Pan Asian American Chamber of Commerce.

☐ Enclosed is \$50.00 for a yearly individual membership.

☐ Enclosed is \$100.00 for a yearly corporate membership.

☐ Yes, I would like to make a contribution in the amount of \$_____ to the Asian American Scholarship Fund.
[contributions to this fund are tax-deductible under IRS Code 501 (c) (3)].

☐ Yes, I would like to request an application for the Asian American Scholarship Fund.

(Company/Individual's Name)

(Name, Title & Phone Number of Corporate Official)

(Street/PO Box Number)

(Signature of Corporate Official)

(City)

(Zip Code)

X

(Your Signature)



U.S. Pan Asian American Chamber of Commerce
1625 K St. N.W., Suite 380
Washington, DC 20006

