

NIWA PUBLIC RELATIONS PR & MARKETING CAPABILITIES



NIWA PUBLIC RELATIONS

2009

ABOUT Us

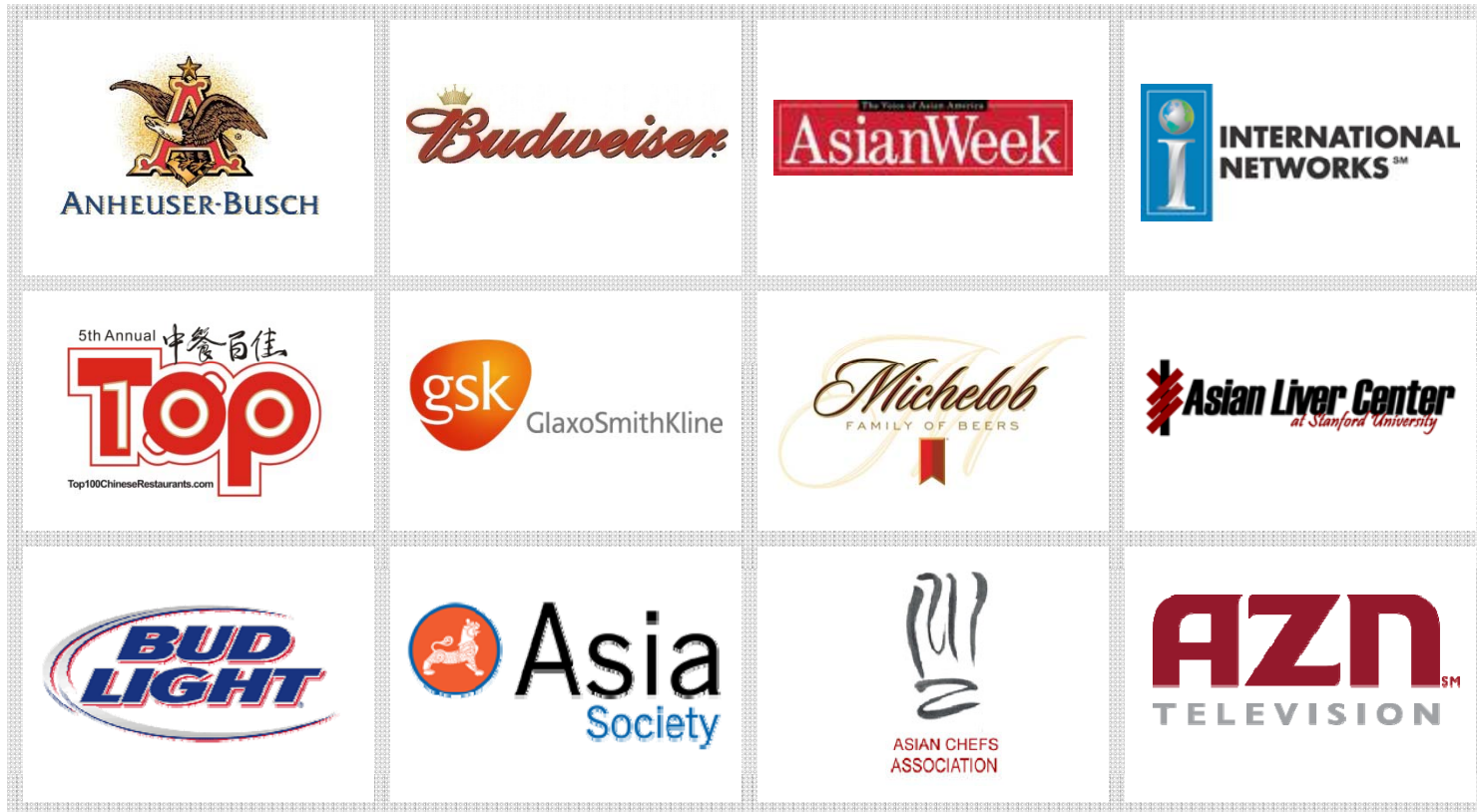
Founded in 2000, Niwa Public Relations provides creative, strategic, and effective public relations and marketing expertise in the areas of community relations, corporate relations, fundraising, events management, sponsorship, sports marketing, industry and government affairs to Fortune 500 companies and non-profit organizations that want to reach the Asian American Market.

Specializing in the categories of food, beverage, arts, culture, entertainment and sports, our goals are to go above and beyond the standard, create long-term partnerships with clients, and work with industry leading companies. We believe in serving our clients ethically, efficiently, and with a results-oriented approach to communication.



NIWA PUBLIC RELATIONS

PARTIAL PAST AND PRESENT CLIENT LIST



NIWA PUBLIC RELATIONS

KEY DISCIPLINES

Public
Relations

Marketing

Sponsorship

Events &
Fundraising



NIWA PUBLIC RELATIONS

PUBLIC RELATIONS



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COMMUNITY OUTREACH CAPABILITIES

Asian American Media

With over 600 in-culture and in-language media outlets that serve the news, information and entertainment needs of the Asian Pacific American population, Niwa Public Relations has developed relationships and worked with the Ethnic and Asian American press nationally and internationally, producing maximum exposure for our clients.

Asian Pacific American Community

Niwa Public Relations has strong ties to the Asian Pacific American community and its 2,500 community organizations. Niwa Public Relations has developed the largest database of APA community and business leaders. Its e-newsletters and announcements are on of the few avenues to create instant visibility for information and events throughout the APA community.



NIWA PUBLIC RELATIONS

Press Release Drafting & Distribution

Niwa Public Relations can assist in writing and distributing a press release. Client press releases are distributed via email to our National Asian Media, National Mainstream Media, Asian Pacific American Organizations, and Asian Pacific American Industry Leaders using online email marketing software.












Press Clipping Service

Niwa Public Relations clipping service will collect copies of client articles for safekeeping and media archives in electronic and hard copy format. Clippings are neatly displayed with valuable information on the media publication and are presented in a booklet along with a full analysis of press results and media outreach.



NIWA PUBLIC RELATIONS

PRESS ROOM



NIWA PUBLIC RELATIONS

MAINSTREAM PRESS RECOGNITION



24 HOURS A DAY

CHINESE FOOD A MAIN CHOW

By DAVID K. LI
May 5, 2008

The nation's stagnant economy hasn't soured the sweet success of Chinese restaurants, according to an industry study.

The Chinese Restaurant News estimated there were 43,139 purveyors of the ancient cuisine as of January 2007. That's up from about 36,000 in 2002 and 30,000 in 1992.

"A lot of Chinese people tend to enter the restaurant business as an easy way to start with their American dream," said Betty Xie, editor in chief of the industry trade pub, based in Fremont, Calif.

New York has become a particularly hot pot of growth, according to the group, with about 2,300 Chinese restaurants in early 2007 compared to 1,400 a decade earlier.



Joe's Shanghai Chinese NYC. Serves a favorite, Shrimp Dish.

PREVIOUS

Sponsored Links

PERSONAL JOURNAL.

THE WALL STREET JOURNAL. TUESDAY, JULY 29, 2003 D1

The Ethnically Correct Nose Job

As More Minorities Seek Plastic Surgery, Doctors Aim To Preserve Racial Features

By JAY KHALL

Changing Techniques
How surgeons preserve patients' ethnic characteristics.

Nose Job

- **Old:** Doctors created a narrow nose with a pointy tip.
- **NEW:** For African-Americans, surgeons leave the tip of the nose broader and flatter and maintain the shape of the nostrils.

Eyelid Surgery

- **Old:** Surgeons removed fat from behind the eyelids.
- **NEW:** Surgeons now use a technique to keep the eye open.

going the procedure about a month ago, Ms. Parker says she is thrilled with the results.

The trend is largely the result of increasing requests from minority patients, doctors say. "More and more surgeons are being asked to do something that's going to enhance someone's look without erasing" ethnic identity, says Julius Few, a professor of plastic surgery at Northwestern University's Feinberg School of Medicine in Chicago. Dr. Few, who is black, says that when he started medical school in 1988, ethnic identity in plastic surgery "was a subject that was not even close to being talked about," and his textbooks showed only examples of European-looking features. Now, that is starting to change. Articles on the subject are popping up in medical journals and making their way into textbooks.

Between 1997 and 2002, the number of cosmetic procedures performed on minority patients quadrupled to about 1.3 million—outpacing the overall increase by more than a third, according to the American Society for Aesthetic Plastic Surgery. Minority patients now get nearly 19% of all the procedures performed in the U.S.

The new attention to preserving ethnicity may help account for the increase in minority patients. But economics also plays a role. Rhinoplasty and eyelid surgery can cost \$5,000 or more. "Plastic surgery has always been a sign of social mobility," says Sander L. Gilman, a professor of medicine at the

Please Turn to Page D4, Column 4



Healthy Chinese Food
Penfield
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LIVE 13 WHAM abc



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TRADE PRESS RECOGNITION

BRANDWEEK

A Go-To Guide To Asian Cuisine
January 01, 2007

When authors Wendy Chan and Grace Niwa introduced New Celebrity Chefs last January, aficionados quickly snapped up more than 90 celebrity chefs and restaurateurs and is intend cuisine.

The book, published by the International Food, Wine & Travel travel guide to the exotic foods of countries like Vietnam, Thailand (www.newasiancuisine.com) and newsletter with advice and grocers and ingredients. A second printing will feature recipe

"We truly want to be hub of Asian cuisine, particularly for the diverse and interesting Asian food can be," said Chan. The site

Chefs Nobu Matsuhisa, Ming Tsai, Wolfgang Puck, Martin Yan from appetizers to Asian cocktails. The site even enlightens the Food Pyramid.

The newsletter is

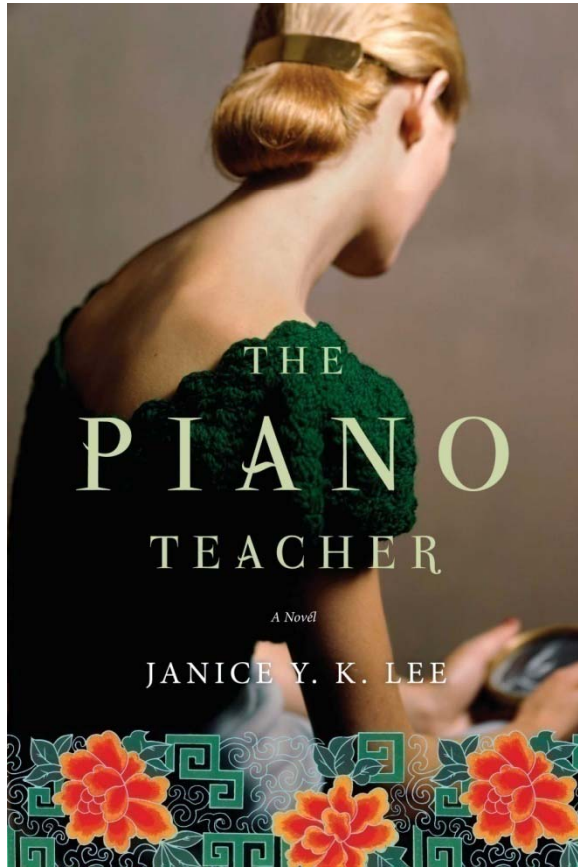
garnering attention from marketers: For the October issue, an advertiser, touting its Jack's Pumpkin Spice Ale.

—Sonia Reyes



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PUBLICITY



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artists' track

IN HER WORDS

Author Janice Y.K. Lee pens an exquisite novel under a name she never thought could exist in the literary world — her own

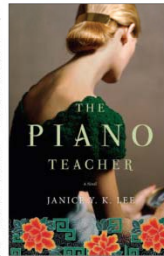
> By Grace Suh

WITH all the splash of an anointed sensation, Janice Y.K. Lee's first novel, *The Piano Teacher*, will be taking the literary stage this month in a big way, with a multi-city tour, translations in 18 languages and 20 countries, and even an audio book. Already, *Publisher's Weekly* has awarded it a coveted starred review, early reports have made comparisons to *Empire of the Sun* and *The Great Gatsby*, and a glowing blurb by award-winning author Chang-Rae Lee emblazons the book jacket alongside raves by best-sellers Elizabeth Gilbert and Gary Shtrengart.

No surprise that her book is an over-achiever: Lee has been one all her life. She accomplished the good daughter double whammy early. Not only did she graduate from Harvard, she met her (Korean American) husband on her first day there. Oh, and in the five years it took to write the book, she gave birth to four children. What have you done for your parents today?

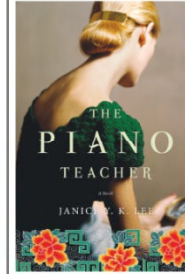
With all this fuss, you may be wondering how the book is, really. Dear Reader, *The Piano Teacher* deserves the ovation. An exquisitely written literary novel, it is also an utterly transporting page-turner with everything going for it: glamour, passion, intrigue, drama and heartache. The novel weaves us into a love triangle anchored by the Will Thrusdale, an Englishman who washes up in Hong Kong in the days leading up to WWII and promptly falls in love with Trudy Liang, the elegant daughter of a vanished Portuguese mother and business mogul Chinese father. Trudy's standing at the highest levels of Hong Kong society would be assured by her beauty, charm and vast wealth, were it not for the problem of her "half-breed" status.

Then comes the war and Japanese occupation, and suddenly the glittering world of colonial private clubs and tea parties is no more. Will and the rest of the English population are forced into detention, where they struggle under dire conditions and harsh treatment. As for Trudy, in wartime as in peace, her identity, neither Asian nor European, confers both the



forced dangers of a disident migrant daughter. She may have grown up in a sub-rigorous Chinese city, but she attended the International School, whose student body and curriculum were predominantly American, and grew up cherishing classics like *Little House on the Prairie*, *Pippi Longstocking*, *Daddy-Long-Legs*, and *Jane Eyre*. "It made me such a reader and made me want to be a writer, that a little Korean girl in Hong Kong could imagine the worlds of those books so vividly." That desire to write struck Lee young, around age 10. But the ambitious fifth grader was stymied by a troubling question: Could an Asian be a writer? It didn't seem likely. "I don't know why I thought I couldn't be published under the name Lee," she muses today. But of course there were few visible at the time. So she came up with a plan. She would publish under a pseudonym, the most American one she could think of: Janice Lincoln. It was only years later, discovering and seeing the rise of Maxine Hong Kingston, Amy Tan, Gish Jen and other Asian-American literary trailblazers, that Lee realized that she could.

제니스 리 보스턴에서 출판 사인회



한국인 2세로 현재 홍콩에 살고 있는 *The Piano Teacher*의 작가 제니스 리가 보스턴을 방문하여 출판 사인회를 가졌다. *The Piano Teacher*는 그의 데뷔작으로 1월 13일 7시 하버드 북 스토어에서 65명 가량의 한인 학생들과 미국인들이 참석한 가운데 사인회를 시작하였다. 제니스 리의

의 물음에 답을 해가며 이날 사인회를 진행하였다.

이틀 후 15일에 있었던 뉴욕 사인회에서는 뉴욕타임즈, 월 스트리트 저널, 피플지, Elle 지 등에서 나와 많은 관심을 보였으며 200여 명이 넘는 사람들이 물려와 대성공을 거두었다.

*The Piano Teacher*는 일본 침략하의 2차 세계대전을 배경으로 10년 후 홍콩에서 한 남자와 두 여자의 운명이 엮갈리는 이야기를 담고 있다.

제니스 리는 인간애가 돋보이는 아름다운 소설에 날카로운 지식과 상상적인 요소를 더했다. *The Piano Teacher*는 진실되고 관능적인 관찰력으로 잊혀진 사회적 이야기를 진행한다. 특히 뛰어난 줄거리와 구조로 매력을 한껏 발산하여 독자



제니스리와 그의 처녀작 'The Piano Teacher'

업했다. Hunter College 대학원의 MFA 프로그램의 이수자이자 프리랜서 작가

BOOKS
The Piano Teacher

The Piano Teacher

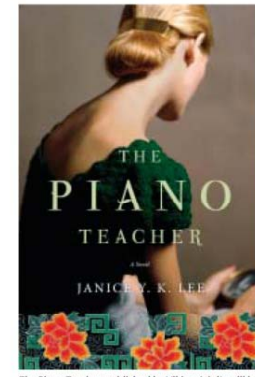
Photo by Gasper Tringale



Author Janice Y.K. Lee

This January features the release of a new novel titled *The Piano Teacher*, written by Korean American author Janice Y.K. Lee. Janice Lee was born and raised in Hong Kong and went to boarding school in the United States before attending Harvard College. A graduate of Hunter College's MFA program and a freelance writer, Lee is a former features editor at *Elle* and *Minabella* magazines in New York. She currently lives in Hong Kong with her husband and four children.

In *The Piano Teacher*, Janice Lee beautifully renders the drama of human history with keen intelligence and imaginative vigor to craft a novel of the highest caliber. The book is an insightful historical fiction that brings to life two closely related periods: surviving the Japanese WW II occupation and recovering just after the occupation when the war is over. The cast is strong, as each does what he or she must to live through the ordeal of the 1940s although ramifications still linger as of 1952, when seemingly less life-threatening choices once again may lead to tragedy. Lee covers a little-known time in Chinese history in this strong character study of "survival of the fittest" during WW II and its aftermath in Hong Kong.



The Piano Teacher, published by Viking Adult, will be released January 13, 2009. Visit janicey.lee.com for more information.

Yellow Magazine

PRESS CONFERENCES



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RED CARPET

AZN ASIAN EXCELLENCE AWARDS SHOW



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MARKETING



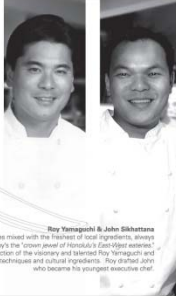
NIWA PUBLIC RELATIONS

BRANDING



JANUARY 17 Days, 1 Month, 31 Days

Su	M	T	W	T	F	S	Su	M	T	W	T	F	S
						1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					



Roy Yamaguchi & John Sikkhattana
Roy invented what he refers to as "Hawaiian Fusion" cuisine—a tempting combination of exotic flavors and spices mixed with the freshest of local ingredients, always with an emphasis on seafood. Food & Wine Magazine labeled Roy the "crown jewel of Honolulu's food scene." John started as a dishwasher at Roy Yamaguchi's flagship restaurant in Hawaii Kai. Under the direction of the visionary and talented Roy Yamaguchi and Gordon Hopson, John was taught Roy's blend of culinary techniques and subtle ingredients. Roy drafted John who became his youngest executive chef.



March 31 Days, 1 Month, 31 Days

March is the month of renewal. In 1933, during Prohibition, Certified Master Chef, restaurant food consultant, professional instructor and prolific author of 26 cookbooks, including his latest, *March: The Art of the Chef*, in 1976 he pioneered the now classic "Top Chef" television show. He is dedicated to dispelling the myths of Asian cooking, and nurturing the understanding of the culture that created these cuisines through wit, understanding and entertainment.



Su	M	T	W	T	F	S	Su	M	T	W	T	F	S
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9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					

MICHELOB ULTRA MARINATED & GRILLED TAKO SEAWEED SALAD WITH MAUI ONION SOY DRESSING

2 Mike logo Chipotle

Marinade	Dressing	Salad
1. 1/2 cup olive oil	1. 1/2 cup soy sauce	1. 1/2 cup soy sauce
2. 1/2 cup soy sauce	2. 1/2 cup soy sauce	2. 1/2 cup soy sauce
3. 1/2 cup soy sauce	3. 1/2 cup soy sauce	3. 1/2 cup soy sauce
4. 1/2 cup soy sauce	4. 1/2 cup soy sauce	4. 1/2 cup soy sauce
5. 1/2 cup soy sauce	5. 1/2 cup soy sauce	5. 1/2 cup soy sauce
6. 1/2 cup soy sauce	6. 1/2 cup soy sauce	6. 1/2 cup soy sauce
7. 1/2 cup soy sauce	7. 1/2 cup soy sauce	7. 1/2 cup soy sauce
8. 1/2 cup soy sauce	8. 1/2 cup soy sauce	8. 1/2 cup soy sauce
9. 1/2 cup soy sauce	9. 1/2 cup soy sauce	9. 1/2 cup soy sauce
10. 1/2 cup soy sauce	10. 1/2 cup soy sauce	10. 1/2 cup soy sauce





Box size: 8 x 4.5in

NEW YEAR'S FIRECRACKER SHRIMP




1. Heat oil in a large skillet. Add shrimp and cook until golden brown. Drain on paper towels.

2. In a large bowl, combine the marinade and dressing. Add the shrimp and toss to coat. Let sit for 15 minutes.

3. Heat oil in a large skillet. Add the shrimp and cook until golden brown. Drain on paper towels.

4. In a large bowl, combine the marinade and dressing. Add the shrimp and toss to coat. Let sit for 15 minutes.

5. Heat oil in a large skillet. Add the shrimp and cook until golden brown. Drain on paper towels.

6. In a large bowl, combine the marinade and dressing. Add the shrimp and toss to coat. Let sit for 15 minutes.

MICHELOB "KITCHEN GODS" ASIAN CHEFS CALENDAR SERIES 2006



NIWA PUBLIC RELATIONS

BRANDING



JANUARY 11 New Year's Day
12 Martin Luther King Jr. Day
15-19 Lunar New Year (Chinese, Vietnamese, Thai, Korean, etc.) New Year's Eve

Su	M	T	W	T	F	S	Su	M	T	W	T	F	S
	1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										



Ming Tsai

Emmy Award-winning Chef Tsai is the current host of Public Television's cooking show *Simply Ming* and one of three celebrity judges on the new PBS reality cooking show *Cooking Under Fire*. He began cooking for television audiences on the Food Network, where he was the host of *East Meets West*, *Cooking with Ming Tsai* and *Ming's Quest*. Tsai is the author of three cookbooks: *Blue Ginger*, *Simply Ming*, and *Ming's Master Recipes*.

For more than 15 years, Anheuser-Busch has contributed to Asian Pacific American communities through the development and support of a variety of programs that help meet the needs of these diverse communities. These programs are designed to provide immediate and long-term benefits to the communities through joint efforts with national, regional and local organizations who are developing the next generation of leadership. Based in St. Louis, Anheuser-Busch, Inc. is the leading American brewer holding 50 percent of the U.S. beer market. The company is American-owned and brews the world's largest-selling beers, Budweiser and Bud Light. Anheuser-Busch also holds a 50 percent share in Grupo Modelo, Mexico's leading brewer, and a 27 percent share in Tsingtao, the No.1 brewer in China. Anheuser-Busch ranked first in the U.S. beverage industry in FORTUNE magazine's 2005 America's Most Admired Companies and is in the top 30 on FORTUNE's 2005 Global Most Admired Companies list. The company is one of the largest theme park operators in the United States, is a major manufacturer of aluminum cans and is the world's largest recycler of aluminum beverage containers. For more information, visit www.anheuser-busch.com or www.asianbud.com.



MICHELOB ULTRA BEER BATTERED AVOCADO-STUFFED SHRIMP TEMPURA
Makes 8 hors d'oeuvres

- 2 cups rice flour
- juice of 1 lemon, plus additional for garnish
- 1 bottle Michelob ULTRA
- 8 large shrimp, peeled except for the tail, deveined and butterflied
- 1 ripe avocado, sliced into 8 equal wedges
- 8 pieces of nori, cut into 2-inch x 4-inch strips, plus additional julienned strips for garnish
- 3 teaspoons kosher salt combined with 1 teaspoon togarashi
- canola oil for frying

Place flour in a medium bowl and whisk in lemon juice and Michelob ULTRA to produce a smooth, pancake batter-like mixture (you may not need to use the entire bottle). Fill a fryer or heavy medium pot one-third full with oil and heat to 325°F. Stuff each butterflied shrimp with 1 slice of avocado. Place shrimp at the bottom of one nori strip, roll to cover, moisten edge and seal. Dip in the batter, drain any excess, and fry in 2 batches until golden brown, 3 to 5 minutes. Remove with a large mesh strainer and drain on paper towels. Season with salt and togarashi mixture and fresh lemon juice. Garnish with additional nori strips and serve on a platter.

Recipe copyright Ming Tsai 2006



"I fell in love with traditional tempura while training in Japan. This recipe uses shrimp, which is easy to cook and eat, and the avocado adds richness. Think of this as a high-concept jalapeno popper - there's a refreshing outside and a creamy inside. The nori offers a dose of umami, that fifth taste that roughly translates as "meaty" or "savory." And, as I've always said, nothing goes better with fried foods than a bubbly beverage - A beer is a perfect choice."

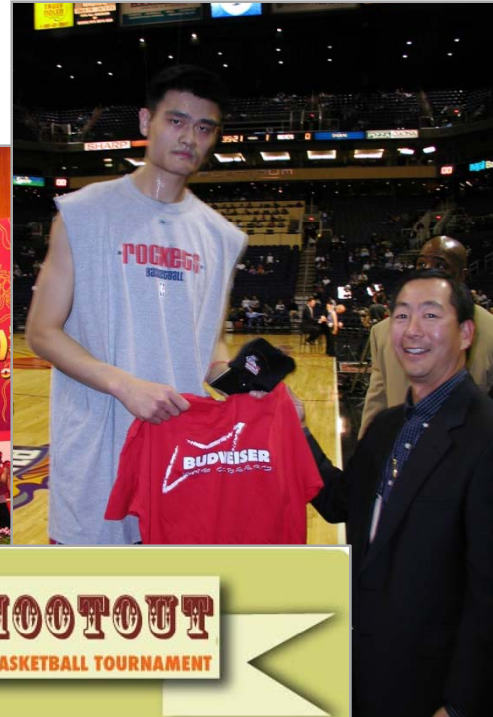
- Ming Tsai



NIWA PUBLIC RELATIONS

MICHELOB "KITCHEN GODS" ASIAN CHEFS CALENDAR SERIES 2007

SPORTS MARKETING



DREAM LEAGUE PRESENTS:

SIN CITY SHOOTOUT

9th ANNUAL NATIONAL ASIAN AMERICAN BASKETBALL TOURNAMENT

Join 48 teams from all over the nation!

- \$320 team entry fee
- Pool play format: 3 games guaranteed
- Pro-style rules (shotclock, etc.)
- Top-notch facilities and referees
- Stats and stories online
- Tournament recap in AsianWeek

LAS VEGAS, NV
Aug. 20-21/05

Special Benefit Screening of **YEAR OF THE YAO** presented by AZN TELEVISION.
Brenden Theaters in the Palms Resort & Casino,
Saturday, August 20th - 10 AM.

For more information, call 415-377-7722 or info@dreamleague.org. Tickets: www.dreamleague.org



NIWA PUBLIC RELATIONS

CAUSE RELATED MARKETING



Events Calendar
August 2007

S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

View our events calendar for information on testing, vaccinations and SF Hep B Free events.

Breaking News

Asian Americans Rally to Support Assemblywoman Ma's Hepatitis B Prevention Bill

Get Informed

- San Francisco's 2007-2010 Strategic Plan has chronic hepatitis B
- Chronic hepatitis B is responsible for 80% of all primary liver cancer worldwide
- API's have the highest

In the News

SF Hep B Free Campaign Launches

DONATE TODAY



"I am proud to be a part of this campaign because it focuses on prevention and awareness. These are key factors in preventing the spread of Hepatitis B in the Asian American community."

- Assembly member Fiona Ma
Honorary Chairperson, SF Hep B Free Campaign

San Francisco Hep B Free

First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B

B Sure, B Tested, B Free!

San Francisco Hep B Free is a citywide campaign to turn San Francisco into the first hepatitis B free city in the nation. This unprecedented 2-year-long campaign will screen, vaccinate and treat all San Francisco Asian and Pacific Islander (API) residents of hepatitis B (HBV) by providing convenient, free or low-cost testing opportunities at partnering health facilities and events.

Hepatitis B is the silent Asian epidemic. Join us in the fight to make San Francisco Hep B Free. **TAKE ACTION**

API's have the highest risk of HBV of any ethnic group. San Francisco's API residents comprise 34% of the city's population and bear a disproportionate burden of liver cancer and undetected HBV infection. Hepatitis B is a serious disease responsible for 80% of all liver cancers among APIs. San Francisco has the highest liver cancer rate in the nation. It is estimated that 1 in 100 people in the API community have an undiagnosed infection. APIs are up to 100 times more likely to suffer from chronic HBV



CAUSE RELATED MARKETING



NIWA PUBLIC RELATIONS

Focusing on AIDS in the Asian community

BY ETHAN JACOBS
CONTRIBUTING WRITER

Massachusetts Asian and Pacific Islanders (MAP) for Health held its Rooted in Acceptance reception and awards ceremony May 15 at the Boston Center for the Arts to honor individuals who have worked to combat the HIV/AIDS epidemic in the Asian and Pacific Islander (API) community. The event was held to coincide with National API HIV/AIDS Awareness Day on May 19.

During a press conference prior to the ceremony the two of the Massachusetts Lambda Association's Michael Wong of Medical Center, involved in battling former board member said he joined MAP positive diagnosis. Dixit's doctor told live between 12 of that bleak diagnosis. "The stigma

one we knew who was South Asian and positive," said Dixit.

To his relief, his parents supported him and within the year protease inhibitors helped him stay healthy and gave him a new shot at life. Yet even within his gay South Asian circle of friends he felt reluctant to talk about being HIV-positive, and dreaded running into friends on the way to events that would out him as living with HIV. That changed when he visited MAP for the first time. Dixit began speaking publicly on panels and in other forums about his diagnosis, and over time he began to feel more

their funerals.

"Every one of those patients ended up becoming a friend of mine," said Wong.

MAP for Health executive director Jacob Smith Yang unveiled a new public service announcement that features actress Joan Chen discussing the need to confront the epidemic in the API community. The PSA is part of the Banyan Tree Project, a campaign running in several U.S. cities. Yang said MAP is currently working to place the PSA on local television. He said the Centers for Disease Control and Prevention (CDC) have found that although APIs represent less than one



防治愛滋 快做HIV篩檢

保護自己和家人 亞太健協籲民眾接受新式簡易病毒檢測

【本報記者李靜雯波士頓報導】麻州亞太裔健康協會 (Massachusetts Asian & Pacific Islanders for Health, 簡稱 MAP for Health) 17日在波士頓藝術中心 (Boston Center for the Arts) 舉行記者會指出，亞太裔感染愛滋病的人數不斷增長，該會呼籲大眾踴躍接受新式快速簡易HIV病毒篩檢，保護自己也保護家人。

主辦單位並特別邀請麻州市議員尹常賢親自示範接受新式快速唾液檢測法「OraQuick ADVANCE Rapid HIV-1/2」的抗體快速檢測試劑。尹常賢拿起牙刷的取樣工具，按照醫師指示在口腔中輕刷取樣，不到10秒鐘即完成。不需要抽血，也可以在20分鐘之內知道初步檢驗結果。

尹常賢強調，由於亞太裔的文化傳統，使得愛滋病成為禁忌話題。他希望透過麻州亞太裔健康協會的推動，提供亞太裔社區居民多元語文及其文化適切性的服務。

任博傑克 (Jacob Smith Yang) 表示，這次活動是為了配合19日即將到來的「第三屆全國亞太裔愛滋病覺醒日」(National Asian & Pacific Islander HIV/AIDS Awareness Day)，希望讓亞裔社區了解愛滋病帶來的衝擊。同時由於亞裔社區是所有族裔中接受HIV病毒篩檢比例最低的族裔，他呼籲大眾注重愛滋病防治的重要性，普遍認為自己屬於高危險族群，一定要及早接受檢驗。

貝絲·以色列醫學中心 (Beth Israel Medical Center) 婦科醫師 Elisa Choi 表示，在美國，亞裔感染愛滋病的增長速度，是所有族裔中最快者。根據聯邦疾病防治中心 (CDC) 的統計顯示，從1999年至2003年，亞太裔感染愛滋病者增加了34%。同時，根據2004年CDC的資料顯示，有45%的亞太裔在感染愛滋病一年之後才發現，錯失早期治療機會的比例，也是所有族裔中最高的。

Elisa Choi 表示，根據調查發現，許多年齡在18歲到30歲

的年輕人認為，現在醫學發達，得了愛滋病「沒什麼大不了」。她強調，目前的確可以用藥物控制症狀，但截至目前為止，愛滋病仍是不治之症。

Elisa Choi 說，以往愛滋病檢驗需要抽血，先做初步檢驗，需要數天的時間才能知道結果，若呈現陽性反應，須進一步檢查，又必須等候數天至數周，由於曠日費時，當中容易造成許多患者失聯。現在新式的快速檢驗方式可以立即知道結果，她呼籲所有高危險族群及早接受檢驗。

楊傑克指出，資料顯示，麻州感染愛滋病的亞太裔患者中，超過50%是在東南亞出生。楊傑克並介紹麻州亞太裔健康組織推動的「榕樹計畫」(Banyan Tree Project)，播放今年製作的公益廣告，希望藉此能有效消除亞太裔對此疾病羞於啓齒的觀念。

該組織今年並頒獎表揚兩位東場東裔、對推廣防治愛滋病有卓越貢獻者，分別為：東場亞雙語促進機構專案負責人



市議員尹常賢(左)參加麻州亞太裔健康協會記者會，親自接受新式快速唾液簡易HIV病毒篩檢，右為Elisa Choi。(本報記者李靜雯攝)

Niem Nay-Krot, 以及 Lynn 社區社區健康中心專案經理 Veseth Pay。若需更多資訊，可上網 www.banyantreeproject.org，或致電 1-866-5BANANYA。

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Due to his success in the courtroom, James S. Lynch is a Life Member of the Million Dollar Advocates Forum. Fewer than 1% of U.S. Lawyers are members.
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Michael Rosenberg was appointed to the NAF Advisory Council. In the State of NJ, only 7 claimants attorneys hold this distinction.
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plastic & reconstructive surgery

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"The concept of beauty varies in different ethnic groups or communities. What Dr. Kwan and other plastic surgeons are doing is to help their patients erase perceived physical flaws while maintaining their ethnic identity."
- Dr. James Wells, President of ASPS.

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Welcome!

Plastic surgery is an art form that makes one look and feel better. Our expertise in cosmetic and reconstructive surgery can help discover your hidden beauty while achieving the look you've always wanted. At our practice, we are focused on making subtle changes to one's appearance that result in dramatic improvements. We believe these subtle changes bring out the true natural beauty in each of our patients.

With over fifteen years experience devoted to the surgical concerns of our ethnic patients, we are dedicated to offering cosmetic surgery procedures that preserve each patient's ethnic identity. We pride ourselves on educating our ethnic patients on the latest surgical techniques available and other plastic surgery information pertaining specifically to them and their needs.

MEET DR. KWAN




READ DR. KWAN'S BIO

TESTIMONIALS

"Thank you, Dr. Kwan, for always being there to respond to my surgeries with such care, respect and generosity. I hope you know how much I appreciate all that you've done for me over the years and more recently, and how fortunate I feel to have been blessed with such a great doctor."


Korean female, age 35 - Eyelid Surgery



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Dr. Edmund Kwan Bio

Dr. Edmund Kwan is a Plastic Surgeon fully trained in plastic and reconstructive surgery. He is a specialist in plastic surgery for the ethnic patient. Dr. Kwan has dedicated his practice to the unique enhancement and preservation of each patient's ethnic integrity and identity, and approaches every patient differently. He is board certified by the American Board of Plastic Surgery (ABPS) and is a member of the American Society of Plastic Surgeons (ASPS). His expertise focuses on, but is not limited to, facial shaping and recontouring, breast augmentation, hand surgery, forehead shaping, nose surgery, double eyelid fold surgery and brow lifts.

Dr. Kwan attended Georgetown University Medical School. He completed his general surgery residency at St. Vincent's Hospital and his plastic surgery residency at Cornell-New York Presbyterian Hospital and Sloan Kettering Cancer Center in New York City. Dr. Kwan went on to specialize in Aesthetic Plastic Surgery and Cosmetic Surgery of the Asian Face with Dr. Robert S. Flowers, a pioneer of Asian Plastic Surgery, in Honolulu, Hawaii.

Located in Manhattan, he is currently a Clinical Assistant Professor of Plastic Surgery at Cornell University Medical College and New York Medical College. He also holds the title as an Attending Surgeon at New York Presbyterian Hospital and St. Vincent's Medical Center of New York, where he teaches residents and medical students. With three offices in the New York Tri-state area, Dr. Kwan continues to be diligent with innovating new techniques and practice. He lives with his wife, Susan, and their three children, and enjoys gardening in his free time.

Download Dr. Kwan's Curriculum Vitae 

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DR. EDMUND KWAN

E-MAIL MARKETING

NEW ASIAN CUISINE e-newsletter

October 2008, Volume 4, Issue 10

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AMUSE-BOUCHE WITH MANU NARAYAN, ACTOR



Most recently seen on the TV show *The Contender* with Mike Myers as Myer Narayan starred as Akaas Lloyd Webber/A.R. Rahman in *The Last Angel on Earth*, and *Rodovan Jovicevic* and *clay* accomplished actor and singer. NAC has featured Manu, and a saxophone player in *Chicken Saag*, *Chicken Biryani*, *Twinkled on this sun*, *Uthirai*, *meals his mother whipped* Diwali.

[READ MORE](#)

AT THE TABLE WITH CHEF VIKAS KHANNA



Born and raised in Amritsar, India, Vikas Khanna has been cooking professionally for 25 years. He has been featured in *Khanna's Flavors First*, a six week jaunt in the *Hill Country* cookbook entitled *Nine* education, libraries and founded two nonprofit organizations. He has also worked in the world in support of various causes. He shifts focus from cooking to working together on a mission. A chef/consultant at the *Museum of Art in New York*, he generously shares his expertise.

[READ MORE](#)

New Asian Cuisine celebrates Diwali, the Indian Festival of Lights, spices, curries and cuisines of South Asia. This month we sit down with actor and humanitarian Vikas Khanna who shares the simplicity of his life, cookbooks and website, and talks about his obsession with food. In *Amuse Bouche*, Manu Narayan, star of Mike Myers' *The Love Guru*, shares his favorite Asian Green Guide Columnist Jay Weinstein convinces us that it is time to use chopsticks to save some trees while Chef Khanna shares some of his best recipes to indulge in!

As always, we love to hear from you, our favorite foodies! E-mail info@newasiancuisine.com with your favorite tips, tricks, and dishes.

Wendy Chan & Grace Niwa
Producers & Co-Authors
New Asian Cuisine

WATCH WHAT YOU'LL EAT!

Welcome to our partner **Rouxbe™** (pronounced roo-bee) - the premium online food delivery service. To thank all of our loyal subscribers and customers, New Asian Cuisine has an amazing video site.

[Click here to redeem the free trial offer.](#)



This month's featured dish is **Chana Masala**.

Healthy chickpeas, cooked onion, and spices. Finish with cilantro, this dish makes a great meal. [Click image](#)

Rouxbe's cooking tip of the month:
[What is ghee?](#)

ASIAN KITCHEN FILES: DIWALI DESSERTS BY CHEF VIKAS KHANNA



[Gujia](#)



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[Kheer](#)

DON'T BE A CRAB



NEW ASIAN CUISINE POLL

What is your favorite Indian spice?

- Asafetida
- Chili Powder
- Coriander
- Cumin
- Mustard Seeds
- Turmeric

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Asafetida



Coriander



Cumin

NAC FOOD BLOG



NEW ASIAN CUISINE

Can't get enough New Asian Cuisine? Our weekly blog will curb your cravings. Check out our latest posts on [A Guide to Singaporean Cuisine](#), [Mid-Autumn Festival](#), and [Noodle Bars](#). [Click here](#) to view our blog and be sure to check back regularly for all things New Asian Cuisine!



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廚房簡報 | **IN THE KITCHEN**
WITH LEE KUM KEE

李錦記
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December 2008, Volume 2, Issue 3

WELCOME

Lee Kum Kee (USA) Inc. is pleased to announce that The James Beard Foundation has named us their Official House Purveyor of Asian Sauces. For over 120 years, Lee Kum Kee™ has been the leading manufacturer of authentic Chinese sauces. In the culinary world, there is no other organization that is more revered by distinguished chefs than The James Beard Foundation. Since its inauguration, The James Beard Foundation has been at the center of America's culinary community, focused on exploring ways that food enriches our daily lives. Every year, numerous events are held at the legendary James Beard House in New York City, the townhouse turned living museum where the late culinary giant and educator once lived.


Lee Kum Kee™ was thrilled to be a sponsor of The James Beard Foundation's annual gala and conference "Dumplings and Dynasties." The three-day event brought together experts and chefs from all over the world, for a true celebration of Chinese cuisine.

We sincerely hope we will continue to have your support in carrying on our commitment to bringing the best of Chinese cuisine to kitchens around the world.

TABLE OF CONTENTS

- * Chef Profile: Margaret Kuo
- * Cooking with Soy Sauce
- * Lee Kum Kee™ Premium Soy Sauce Recipes
- * Lee Kum Kee™ Company News

CHEF PROFILE: MARGARET KUO



"The history of classical Chinese dishes is based on regional differences in climate, ingredient availability, culture and heritage," remarked Margaret Kuo, a distinguished chef and respected businesswoman who operates four successful restaurants on the East Coast. "My dream is to share my passion for traditional and authentic Chinese cuisine with American diners."

[READ MORE!](#)

- Peking Duck by Margaret Kuo
- Spring Rolls by Margaret Kuo

COOKING WITH SOY SAUCE



Lee Kum Kee™ Premium Soy Sauce is made from premium soybeans and wheat flour. It is naturally brewed according to traditional methods that give it a rich soy flavor and aroma that delicately enhances the taste of any dish. [Click here](#) for 10 delicious and easy ways to use Lee Kum Kee™ Premium Soy Sauce.

Visit the Lee Kum Kee™ [Virtual Soy Sauce Factory](#) to find out how soy sauce is made!

LEE KUM KEE™ PREMIUM SOY SAUCE RECIPES



- Turkey Tenderloin with Rosemary
- Fried Pumpkin with Sesame
- Rice Casserole with Chicken and Mushrooms
- Colcannon with Lee Kum Kee™ Premium Soy Sauce
- Plum Chicken with Walnuts

LEE KUM KEE COMPANY NEWS



Lee Kum Kee™ Sponsors Dumplings & Dynasties:
The Evolution of Modern Chinese Cuisine

Lee Kum Kee™ sponsored The James Beard Foundation gala and conference, "Dumplings & Dynasties: The Evolution of Modern Chinese Cuisine." The three-day event included a conference on the history and culture of Chinese cuisine and a modern Chinese dinner prepared by eight of the top Chinese chefs from around the world. [Read more.](#)

Lee Kum Kee™ Launches New Panda™ Sauces Made With Natural Ingredients



Lee Kum Kee™ proudly introduces a new category of easy meal solutions that everyone will love and will return for more! Our Panda™ Brand Convenience Sauces offer a range of authentic and popular flavors that are ready to serve in minutes. And with No Artificial Coloring, No Preservatives Added and No Artificial Flavoring, you can be sure you're choosing a healthier sauce! [Read more.](#)



NIWA PUBLIC RELATIONS

E-MAIL MARKETING



September 2008 Vol 5, Issue 3

ASIAN BUD COMMUNITY NEWSLETTER

Anheuser-Busch E-Newsletter For The Asian Pacific American Community

A-B INDUSTRY NEWS



ANHEUSER-BUSCH LAUNCHES BUD LIGHT IN VIETNAM

Budweiser, the world famous and iconic style lager, is being launched in Vietnam through a distribution agreement with the local beer company. Through this distribution agreement, Budweiser became available in Vietnam in early 2008.

[READ MORE](#)



ANHEUSER-BUSCH ANNOUNCES NEW SUBSIDIARY - 9TH STREET BEVERAGES

Anheuser-Busch has established 9th Street Beverages, LLC, to expand its alcohol business, which includes Budweiser, BORBA Skin Balance Water, and Monster. The new subsidiary will focus on consumers of energy drinks, high alcohol specialty beverages, and non-alcohol specialty beverages.

[READ MORE](#)



SEAN SEARS CRUSHES THE CHAMPIONSHIP

Sean Sears, 23, of Chicopee, MA, hand combat with more than 300 other Paper Scissors players to claim the Rock Paper Scissors League USA Championship and its \$50,000 first prize on June 15th.

[READ MORE](#)

Greetings!

The dog days of summer seem to be behind us and Anheuser-Busch is looking forward to the fall with much excitement. This summer was jam packed with non-stop action and Anheuser-Busch was able to join in on the fun at great events like our annual Late Night with Bud Light and the 31st Annual Asian American Journalists Association at UNITY '08 and the 31st Asian American International Film Festival in NYC. We also were proud to take part in both the Japanese American Citizens League and Organization of Chinese Americans 2008 Convention. Anheuser-Busch is also extremely pleased to welcome Shiwali Patel to our growing list of community members who will be fellows as the recipient of the 2008 Anheuser-Busch Norman Y. Mineta Fellowship.

Cheers!

Jim Cho
Senior Manager
Asian Marketing & Community Relations
Anheuser-Busch, Inc.



ENTERTAINMENT SPOTLIGHT



MICHELOB ULTRA SPONSORS THE 31ST ANNUAL ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL



Filmmaker Risa Morimoto (*Wings of Defeat*) and San Francisco Film Commissioner Greg Chew at the Michelob ULTRA Hospitality Lounge



From left to right: Jimmy Tsai, Actor (*Ping Pong Playa*), Jessica Yu, Director (*Ping Pong Playa*), John Woo, Acting Director, AAIFF, and Michelle Krusiec, Actress

FACES OF A-B



JAMES BALOALOO
Marketing Director, Anheuser-Busch Sales of Hawaii

James Baloaloo is the Marketing Director for Anheuser-Busch Sales of Hawaii. Baloaloo started with Anheuser-Busch Sale of Hawaii in 1999 and has since held the positions of Merchandiser, Sales Representative, Marketing Coordinator and District Sales Manager. In his current position of Marketing Director, Baloaloo manages all marketing activity for the state of Hawaii. In his free time, Baloaloo enjoys surfing, stand up paddle surfing, diving, boating, jet skiing and swimming.

"Having the opportunity to be a part of the Anheuser-Busch Sales of Hawaii team is an honor," said Baloaloo. "Hawaii is known for Aloha which definition is similar to our company motto, 'Making Friends is Our Business.' Developing business relationships leads to lifelong friendships, which embodies what Hawaii is all about."



A-B FELLOWSHIPS



APABA EDUCATIONAL FUND SELECTS SHIWALI PATEL AS THE 2008 ANHEUSER-BUSCH NORMAN Y. MINETA FELLOW



The Asian Pacific American Bar Association Educational Fund (AEF) recently awarded the prestigious 2008 Anheuser-Busch Norman Y. Mineta Fellowship to Shiwali Patel, a second year law student at the American University Washington College of Law.

With the generous support of the Anheuser-Busch Norman Y. Mineta Fellowship, Shiwali spent the summer interning at the Washington Lawyer's Committee for Civil Rights and Urban Affairs where she worked at the DC Prisoners' Project. During her internship, Shiwali interviewed clients dealing with issues of parole and confinement, such as inadequate medical care and abuse. She also researched and wrote memos and appeals that raised common law and constitutional claims for clients who were wrongfully imprisoned from their parole revocation.

"My experience at the Washington Lawyer's Committee was very challenging and eye-opening," said Shiwali.



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The 10 Commandments for Buying Insurance by Arthur V. Lynch & James S. Lynch

Super Lawyers

the 2008 Super Lawyers list.
Only about 5% of all NJ attorneys have this distinction.
[CLICK HERE TO LEARN MORE.](#)

 Arthur V. Lynch is the author of a Legal Treatise.
Fewer than 1% of U.S. Lawyers have authored books.
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 James S. Lynch is Certified by the Supreme Court of NJ as a Civil Trial Attorney.
Only about 1% of all NJ attorneys hold this designation.
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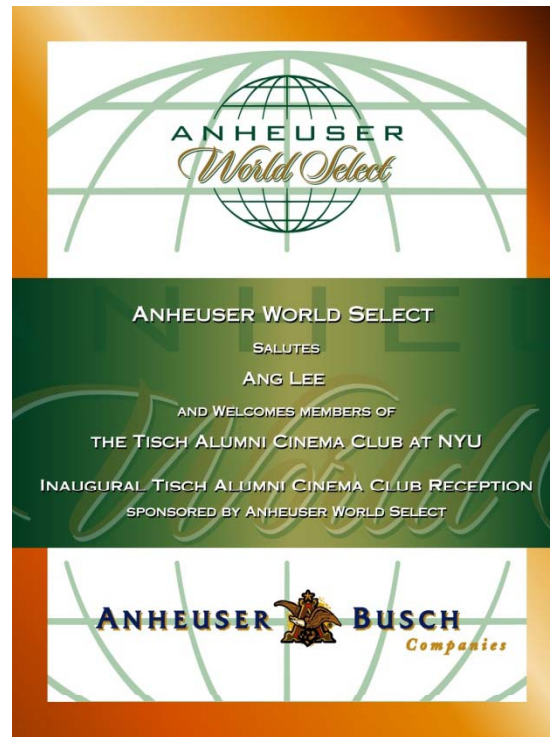
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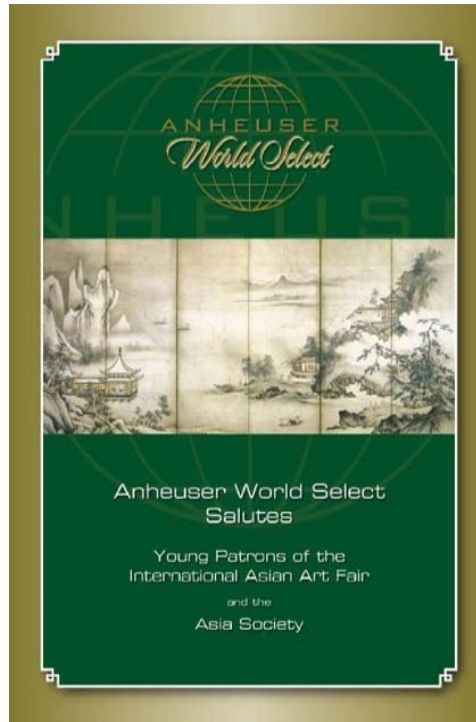
Niwa Public Relations has more than a decade of experience working with corporate sponsors to create unique branding events and experiences. Corporate sponsors know that direct contact with the Asian American consumer is highly effective via sponsoring community events. Niwa Public Relations is able to maximize marketing opportunities for your event through our long-term relationships in the world of entertainment, business, artists, musicians, celebrities, chefs and sports.



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ASIA SOCIETY'S INTERNATIONAL ASIAN ART FAIR YOUNG PATRONS DINNER SPONSORED BY ANHEUSER WORLD SELECT



NEW YORK – Anheuser-Busch co-sponsored the Young Patrons of the International Asian Art Fair (IAAF) fundraising event for the Asia Society on March 25. The IAAF showcases annually the diversity of Asian art.

(From left) **Vivienne Tam**, designer; **Lisa Ling**, honorary chair of the Young Patrons and host of "National Geographic Ultimate Explorer"; and **David L. Kim**, director of sales development and community relations, **Anheuser-Busch**.



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ASIAN EXCELLENCE AWARDS® SPONSORED BY HARBIN LAGER



From left to right: John Coleman, Vice President, West, Anheuser-Busch, Inc., Kelly Hu, Actress, Damien Bonenfant, Vice President, Anheuser-Busch Sales of Los Angeles, and Jim Holleran, Director, Entertainment Marketing, Anheuser-Busch, Inc.



Angela Sun interviews actress Tia Carrere at the Anheuser-Busch Celebrity Bar during the Asian Excellence Awards after party.



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ASIAN PACIFIC AMERICAN FILMMAKERS RECEPTION AT SUNDANCE FILM FESTIVAL

PRESENTED BY MICHELOB ULTRA



From left to right, bottom row: **J.P. Chan**, Director (*BEIJING HAZE*); **Yung Chang**, Director (*UP THE YANGTZE*); **Tadashi Nakamura**, Director (*PILGRIMAGE*); middle row: **Joanna Vasquez Arong**, Director (*NEOLOUNGE*); **Jennifer Phang**, Director (*HALF-LIFE*); **Sonali Gulati**, Director (*24 FRAMES PER DAY*); **Julia Kwan**, Director (*SMILE*); **Gloria Kim**, Director (*ROCK GARDEN*); **Chikae Honjo Yamada**, Producer (*PUUJEE*); back row: **Kenneth Tin-Kin Hung**, Director (*BECAUSE WASHINGTON IS HOLLYWOOD FOR UGLY PEOPLE* and *GAS ZAPPERS*); actor **Cheech Marin**; **Kenneth Bi**, Director (*THE DRUMMER*); and **Geoffrey Quan**, Producer (*THE SECOND LINE*).



NIWA PUBLIC RELATIONS

CORPORATE SPONSORSHIP

SAN FRANCISCO INTERNATIONAL ASIAN AMERICAN FILM FESTIVAL

MICHELOB ULTRA – OFFICIAL BEER SPONSOR



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SAN DIEGO ASIAN FILM FESTIVAL

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LOS ANGELES ASIAN AMERICAN FILM FESTIVAL

MICHELOB ULTRA – OFFICIAL BEER SPONSOR



NIWA PUBLIC RELATIONS

CORPORATE SPONSORSHIP

ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL
MICHELOB ULTRA – OFFICIAL HOSPITALITY LOUNGE



Filmmaker **Risa Morimoto** (*Wings of Defeat*) and San Francisco Film Commissioner **Greg Chew** at the Michelob ULTRA Hospitality Lounge



From left to right: **Jimmy Tsai**, Actor (*Ping Pong Playa*), **Jessica Yu**, Director (*Ping Pong Playa*), **John Woo**, Acting Director, AAIFF, and **Michelle Krusiec**, Actress



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EVENTS & FUNDRAISING



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Niwa Public Relations provides every facet of event management, from concept to production to publicity. We work with clients to first access their long and short-term goals and then provide creative and cost-effective solutions for the overall event concept.

Fundraising

Niwa Public Relations has planned and coordinated small and large-scale, high profile fundraisers for non-profit organizations and museums. As executive producers of several award shows and fundraising gala dinners, you can count on our expertise in helping your organization raise funds while providing you with a memorable event that everyone will enjoy.



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EVENT PLANNING

MICHELOB ULTRA OPEN – ASIAN LPGA PLAYERS RECEPTION



NIWA PUBLIC RELATIONS

EVENT PLANNING

TOP 100 CHINESE RESTAURANTS IN THE USA AWARDS SHOW



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PROJECT BY PROJECT'S 10TH ANNUAL TASTING BENEFIT PLATE BY PLATE



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