



*OCA-Greater Los Angeles  
Proudly Presents*

**THE 20TH ANNUAL  
IMAGE AWARDS**

*October 14, 2011  
Los Angeles Marriott Downtown*



The No.1 Local Asian Language TV Station

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OCA – Greater Los Angeles  
20<sup>th</sup> Annual Image Awards  
October 14, 2011  
The Los Angeles Marriott Downtown

## Program

### Welcome

Stacey Toda, *Event Chair*

### Emcee

Suzie Suh

### President's Address

Edward Lew

### Acknowledgments

#### OCA-Greater Los Angeles Internship

Presented by Edward Lew

#### Dr. Wen Ho Lee Fellowship

Presented by The Honorable Mike Eng  
*Assemblymember, 49<sup>th</sup> District*

Suellen Cheng & Munson Kwok

#### Community Achievement Award

Presented by Adeline M.L. Yoong  
*Government Affairs Manager, Water Replenishment District of Southern California*

Phil Yu, *AngryAsianMan.com*

#### Excellence in Media Award

Presented by Sam Luk  
*Senior Architect, State of California*

Far East Movement

#### Artistic Achievement Award

Presented by Kathay Feng  
*Executive Director, California Common Cause*

Yum! Brands

#### Corporate Achievement Award

Presented by William Hsu *on behalf of* State Farm

20 Years in Review

Grand Prize Raffle Drawing

## OCA-Greater Los Angeles

### 2011 Board of Directors

*President* **Edward Lew**

*Vice President* **Dora Quach**

*Secretary* **Stacey Toda**

*Treasurer* **Jen Ju**

*Communications* **Wendy Lin**

*Community Relations* **Mike Fong**

*Education and Culture* **Jeri Okamoto Floyd**

*Fundraising* **Luca Tseng**

*Membership* **Melanie Simangan**

*Programming* **Loretta So**

*Public Affairs* **Tom Eng**

*Board-at-Large* **Chris Fong**

*Board-at-Large* **William Hsu**

*Board-at-Large* **William Tran**

*Immediate Past President* **Bryant Yang**

*Civil Rights Fellow* **Jinny Hwang**

### History

OCA is a national organization dedicated to advancing the social, political, and economic well-being of Asian Pacific Americans in the United States. To fulfill its mission, OCA has established the following goals:

- to advocate for social justice, equal opportunity and fair treatment;
- to promote civic participation, education, and leadership;
- to advance coalitions and community building; and
- to foster cultural heritage.

Founded in 1973 as the Organization of Chinese Americans, OCA aims to embrace the hopes and aspirations of nearly 13 million Asian Pacific Americans in the United States.

OCA is engaged in organizing its more than 80 chapters and college affiliates across the nation to develop both leadership and community involvement. OCA chapters and our college affiliates are establishing strong local programs in all parts of the country.

OCA's base in Washington, D.C. gives the national office an effective vantage point for monitoring legislation and policy issues affecting Asian Pacific Americans. In addition, OCA is able to build national support and to work in coalition with other national groups around issues affecting Asian Pacific Americans.

OCA takes no collective position on the politics of any foreign country, but instead focuses on the welfare and civil rights of Asian Pacific Americans in the United States.

OCA-Greater Los Angeles Chapter was founded in 1991 with Adeline M.L. Yoong as its president. Key founding and chartered members include: Adeline Yoong, Chris Cheung, the Honorable John Chiang, Terence Lai, David Lang, Allan Chou, Marissa Castro-Salvati, Audrey Noda, Lily Lee, and Martie Quan.

## **Sponsors**

OCA-GLA acknowledges our sponsors and supporters without whom this night would not be possible. With your commitment and support, we will be able to continue with educational and advocacy programs that help empower our communities. Thank you for your dedication and generosity. We look forward to a continued partnership with you.

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## Presenters

### Suzie Suh



Suzie Suh is a General Assignment Reporter/Weekend Anchor for CBS2/KCAL9 News. Suzie was born in South Korea and raised in Orange County. Her broadcast journalism career began in Kalispell, Montana. Her career path also took her to Las Vegas where she served as a reporter, anchor and assignment editor. Suzie considers her job an absolute privilege, as she gets to share the amazing stories of the residents of Southern California. She says everyday on the job is like a field trip, where she is able to learn new things and meet new people. When she's not in her mobile office (the newsvan!), you can catch Suzie on the links working out her handicap, on a wave trying not to wipe out, or on a dance floor hip hoppin' or working on her right aim!

### Mike Eng



Assemblymember Mike Eng represents the 49<sup>th</sup> Assembly District, which is located within eastern Los Angeles County and includes the cities of Alhambra, El Monte, Monterey Park, Rosemead, San Gabriel, San Marino, and South El Monte. He currently serves as Chair of the Assembly Banking & Finance Committee which has responsibility for California's banks & credit unions, mortgages and corporate securities laws. Prior to the State Assembly, he served as Mayor and City Councilmember of Monterey Park. Assemblymember Eng earned his law degree from UCLA after completing Bachelors' and Masters Degrees at the University of Hawaii, and is also a part-time community college instructor.

### Adeline M.L. Yoong



Adeline M.L. Yoong is the founding chapter president of the Organization of Chinese Americans, Greater Los Angeles and had served for 6 years on the nationally elected OCA Executive Council. Ms. Yoong has more than 25 years of experience in the field of marketing and public affairs. She is the Government Affairs Manager at the Water Replenishment District of Southern California (WRD), a regional groundwater management agency for over 10% of this state's population. Ms. Yoong also currently serves on the Ford Theatre Foundation Board. Her involvement with the Asian and Pacific Islander community includes service on the boards of community-based organizations such as the Center for Pacific Asian Family (CPAF) and APIA Vote!. Ms. Yoong holds an M.B.A. in Marketing from the University of San Francisco and a B.A. in Psychology and a minor in Women's Studies from Carleton College.



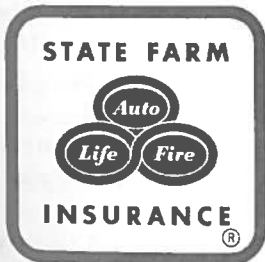
### Sam Luk

Sam Luk is a Senior Architect with the State of California. Since joining OCA to help revitalize the Greater Los Angeles chapter in 1991, Mr. Luk has remained steadfast in his commitment to OCA. He served on the chapter's Board in different capacities, including as Chapter President. Nationally, Mr. Luk served on the OCA National Executive Council as Executive Vice President (2003-2004), National Secretary (2001-2002), and Vice President of Chapter Development (1997-2000). He also was a key member in helping to launch the OCA Building Fund Campaign, which eventually led to the current OCA National Center in Washington, DC. Several years ago, Mr. Luk agreed to be an inaugural member of the chapter's Community Executive Committee (CEC). He has never missed an Image Awards, which is OCA-GLA's largest fundraiser. He is currently the president of the LAMP Optimist International in Monterey Park, a non-profit group dedicating to serving the youth and is the former president of the Monterey Park Toastmaster International.



### Kathay Feng

Kathay Feng is the Executive Director of California Common Cause. Under Ms. Feng, California Common Cause has taken a leadership role in election and redistricting reform, government sunshine and accountability laws, campaign finance reform, media access, and championing the voting rights of traditionally disenfranchised communities. Prior to joining Common Cause, Ms. Feng directed the Voting Rights and Hate Crimes at the Asian Pacific American Legal Center (APALC), where she worked in a variety of civil rights areas including voting rights and redistricting, hate crimes, police accountability, and anti-discrimination law. Ms. Feng also founded the California Voter Empowerment Circle (CalVEC, [www.calvec.org](http://www.calvec.org)), a coalition of 50 organizations throughout the state, to improve state and local election policies and practices, particularly to address barriers facing for traditionally disenfranchised communities. Having graduated from Cornell University, she went on to earn her JD from UCLA School of Law.



### State Farm

State Farm, well known for being a "good neighbor" by "being there" for their customers, was founded in 1922 by retired farmer and insurance salesman George Jacob "G.J." Mecherle. They now insure more cars and homes than any other insurer in the U.S., and they are one of the leading insurers in Canada. A mutual company owned by its policyholders, State Farm is currently ranked number 34 on the Fortune 500 list of largest companies. State Farm not only strives to serve their customers, they also serve their communities. They are heavily involved in and support communities through sponsorships, safety programs, education leadership, and service-learning.

# Honorees

## Community Achievement



**Suellen Cheng & Dr. Munson Kwok** have been honored for many of their efforts to promote Chinese American history and their involvement in the Chinese American and other communities. Between 1998 and 2000, Suellen & Munson were the Executive Producers of a traveling exhibit, *Heading East: Californian Asian Pacific American Experiences*, a traveling exhibit that celebrated California's sesquicentennial. They received the prestigious KCET "Local Hero" award for their work in preserving Chinese American culture and history and the Mathews award of City Historical Society, and the Peace and Justice Award of UCLA's Asian American Studies Center. They

were both awarded together the UCLA Asian American Studies Center's Peace & Justice Award, the KCET Local Hero of Year award, and Miriam Matthews Award from Los Angeles City Historical Society, Chinatown Public Safety Association and Chinese American Citizens Alliance for their work as a team on their community works.

**Suellen Cheng** is a curator and Museum Director at El Pueblo de Los Angeles Historical Monument. She received a M.A. in American Studies at Tamkang University, Taiwan, Republic of China. For over 30 years, Suellen Cheng has been working for the recognition and advancement of Chinese Americans in California. She has been one of the leading developers of the Friends of the Chinese American Museum at El Pueblo de Los Angeles Historical Monument. She enjoys working as community volunteer and has served on many organizations including the Chinese American Citizens Alliance, Chinese Historical Society of Southern California, Los Angeles City Historical Society, Friends of Chinatown Library, and Las Angelitas del Pueblo. She has also received special recognitions from the City of Los Angeles, Los Angeles Central City Optimist Club and Los Angeles Chinese Chamber of Commerce.

**Dr. Munson Arthur Kwok** received his Bachelor of Science, Master of Science and Ph.D. from Stanford University and has been an aerospace engineer, physicist, and systems engineer for over 40 years, working in research and space acquisition at the Aerospace Corporation. Dr. Kwok has authored and coauthored over 65 publications, presentations, and reports. Among the many professional honors he has received include the Asian Pacific American of the Year (The Aerospace Corporation) and Contractor Employee of Quarter (1Q, 2010) from MDA Missile Defense Group. While he was president of the Chinese Historical Society of Southern California, he helped found the Chinese American Museum (then known as the Museum of Chinese American History). Today, he is Second Vice President, Development, of the Chinese American Museum and is currently on the KCET Community Advisory Board. He recently received the Golden Spike Award for community service from Chinese Historical Society of Southern California and received the California Assembly's Day of Inclusion Award and Outstanding Community Service Award from LA County Asian American Employees Association.



## Excellence in Media



**Phil Yu** is the founder and editor of AngryAsianMan.com, a popular Asian American news/culture blog. Building a steady, loyal readership since 2001, AngryAsianMan.com has been praised by the Washington Post as "a daily must-read for the media-savvy, socially conscious, pop-cultured Asian American." Mixing humor with criticism, Phil's commentary has been featured and quoted in stories for the Post, New York Times, National Public Radio, CNN, Los Angeles Times and more. He also appears on the November 2010 cover of KoreAm Journal. He worked previously at the Center for Asian American Media in San Francisco, and currently serves on the Board of Visual Communications and Projekt Newspeak, both in Los Angeles. Phil graduated with a B.S. in Radio/TV/Film from Northwestern University, and earned his M.A. in Critical Studies as a Provost Fellow from the University of Southern California's School of Cinema-Television.

## Artistic Achievement Award

**Far East Movement** (also known as FM) creates music that bridges the gap between underground party records and mainstream pop music. They take elements of hip-hop, electro, alternative and dance to create an original pop sound and lifestyle they refer to as 'Free Wired'.

Kev Nish, Prohgress, J-Splif, and DJ Virman have taken the Los Angeles club scene global with world tours, national song placements on television and film and a #1 hit song (Girls On The Dance Floor) on Los Angeles radio all before they dropped their debut album, Free Wired, in October 2010.



The album's lead single, "Like A G6," instantly exploded on radio and sales charts, reaching triple platinum-plus status and the top spot on Billboard's Hot 100 chart making them the first Asian-American group with a #1 song in the country. "Rocketeer," the second single, took similar flight and became another platinum selling Top 10 Billboard charting that connected with new fans of all ages. "Like A G6" took home Top Pop Song of the year from ASCAP and was nominated for a 2011 Billboard Award for Top Rap Song.

## Corporate Achievement

**Yum! Brands, Inc.**, based in Louisville, Ky., is the world's largest restaurant company in terms of system restaurants with nearly 38,000 restaurants in over 110 countries and territories and more than 1 million associates. Yum! is ranked #214 on the Fortune 500 List and generated more than \$11 billion in revenue in 2010. The Company's brands - KFC, Pizza Hut and Taco Bell – are the global leaders of the chicken, pizza and Mexican-style food categories.

The Yum! system includes three operating segments: U.S., International (Yum! Restaurants International) and China Division. Outside the United States in 2010, the Yum! system opened approximately four new restaurants each day of the year, making it a leader in international retail development.

Yum! is proud of the unique culture it has built, one that's filled with energy, opportunity, and fun. Yum! believes in its people, trusts in their positive intentions, encourages ideas from everyone, and has actively developed a workforce that is diverse in style and background. Yum! is a place where anyone can, and does, make a difference.



# Acknowledgments

OCA-GLA would like to thank all the merchants and individuals who donated items and services to this year's Image Awards.

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The Clubhouse at Anaheim Hills Golf Course  
The Colony Theatre  
The Comedy and Magic Club  
The Granada  
The Huntington Library  
The Inn at Deep Canyon, Palm Desert  
The Laugh Factory  
The Skirball  
Theater West  
Lela Toda  
Stacey Toda  
William Tran  
Luca Tseng  
USS Midway Museum  
Westchester Playhouse  
Yogaworks  
Zoological Society of San Diego

# Thank You

OCA-GLA would like to thank all the individuals who volunteered at this year's Image Awards and made the event such a success!

## Volunteers

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Elaine Won  
Kei Yauchi  
Andrew Yen  
Kenny Yu

## Year-in-Review Video

LA18  
Thai Huynh  
Tenaye Owens  
Joyce Shimazu

## Interns

Annum Khan  
Sally Kikuchi  
Jo Ana Tan  
Sandy Yu

## Special Thanks

Lela Toda

## Photographer

Tom Eng

Thank you to all the board members for making  
the past 20 years a success.



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Cathay Bank Foundation's ultimate objective is to create opportunities in the areas of affordable housing, community and economic development, and education. The Foundation will also consider supporting cultural and arts, health and welfare, environmental and human services and programs that benefit the communities at large.

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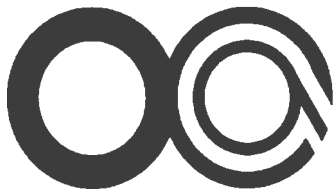
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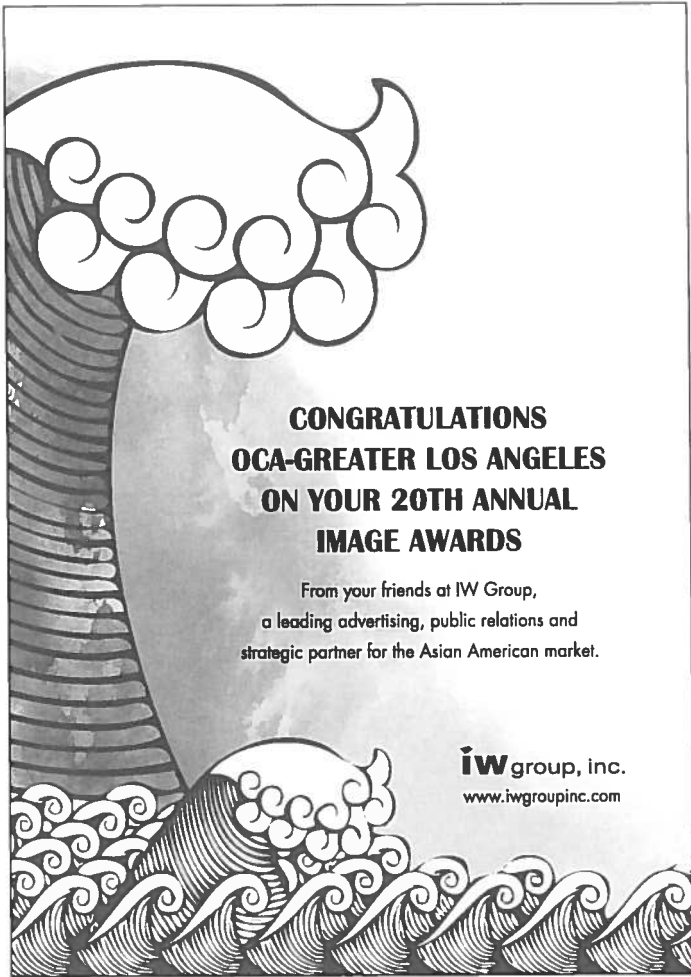
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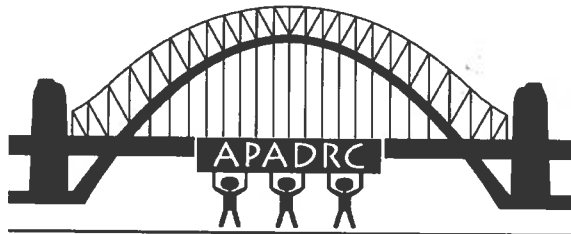
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- Suellen Cheng and Munson Kwok – Community Achievement Award
- Phil Yu (AngryAsianMan.com) – Excellence in Media Award
- Far East Movement – Artistic Achievement Award
- Yum! Brands – Corporate Achievement Award

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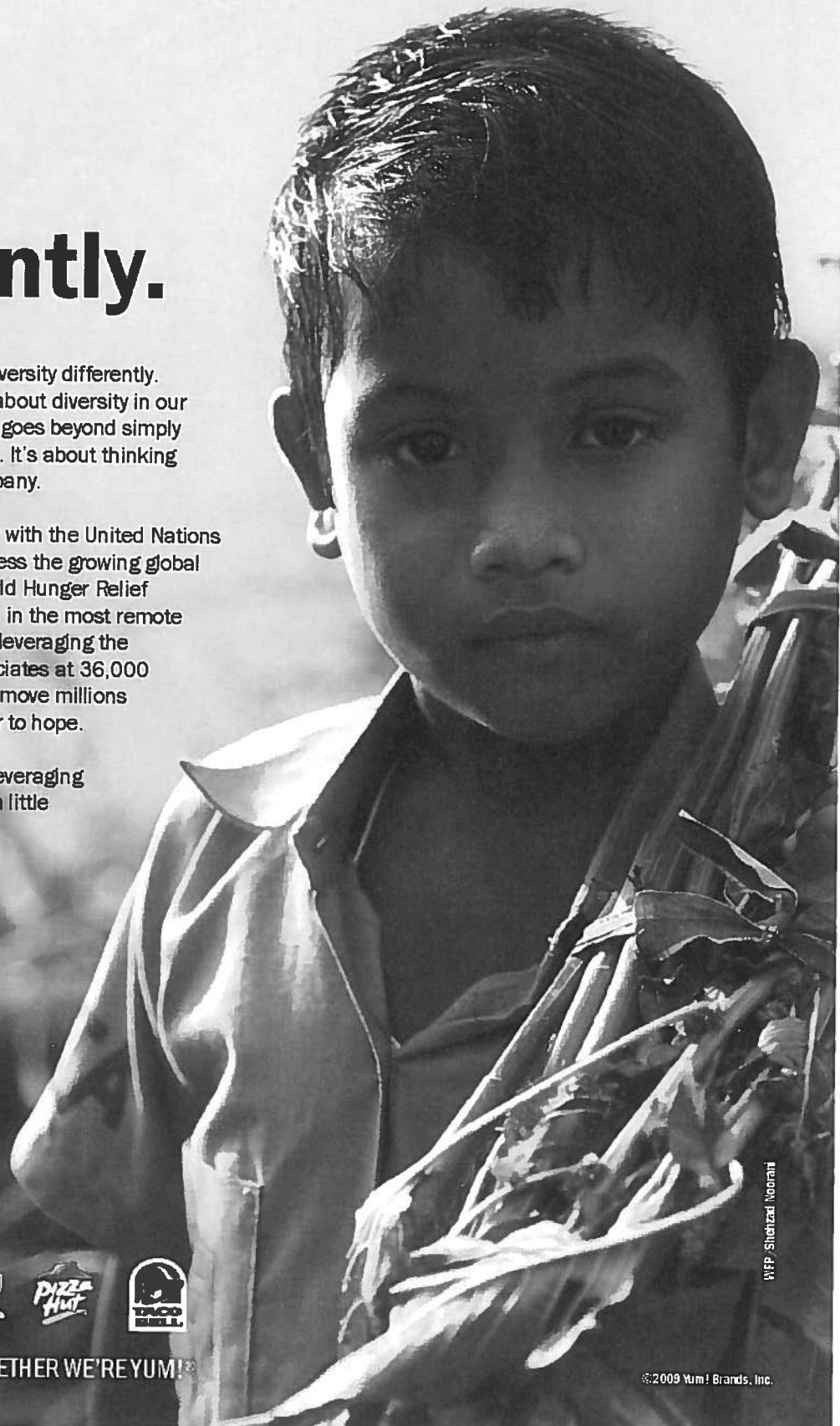


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