Diversity Best Practices  
Asian Pacific American Heritage Month  
May 27, 2020  

>> MODERATOR: Hello everyone, thank you for joining us for our Asian Pacific American Heritage Month. We have a great program for you today and while we are waiting for folks to join, take a moment to introduce yourselves via the chat. You can let us know where you work and where you are connecting from today. And then we will get started. Thank you so much.

Just introduce yourself in the chat I'm going to go over a few housekeeping items today. Please introduce yourself and let us know where you are joining from. Although we will have an audience Q&A at the end of the program, you can submit a question at any time using the same chat box.

You can also submit technical questions and someone from the support team will help you in any way they can. I would kindly ask refrain from offering technical support via others via the chat. Our technical team will respond via the chat in order to keep distractions in the chat box to a minimum so I appreciate you doing that. Thank you so much.

We have a great group of folks joining us from Texas, New York, California, Chicago, other parts of Illinois. Amazing. Thank you for joining us today. Without further ado, let's get started. It is my pleasure to introduce your host Katie senior director of advisory services as Diversity Best Practices. Take it away, Katie.

>> KATIE: Great, hello everyone, welcome to our Asian-Pacific American Heritage Month. I think prior to getting started, we should probably have everyone get warmed up with the functions here and do some polling. This will get you well equipped for when we ask you to submit your questions.

A little trivia here. Let's get started with the first poll. Asia-Pacific heritage month, month long celebration was enacted and signed into law in 1977, 1978, 1980 or 1992? We will give it just a few seconds. And for those who guest D, 1992, you are absolutely correct. Let's go to one more.

The next question is in 1977, representatives Frank Horton of New York and Norman admin that a of California introduced a House resolution proclaiming Asian-Pacific heritage month B: a total of five days, seven days, 10 days, unsure? We will give this a few seconds.

For those of you who answered C, 10 days, you are correct. Thank you for participating in this. Fabulous. I am so honored to be here to both acknowledge and celebrate May as Asian-Pacific American Heritage month along with all of you. I am grateful to the opportunity to introduce you to four amazing Asian women leading with inclusion and best practices positively impacting their organizations, their talents and local communities. I let the panelists introduce themselves as each of their identities and diversity stories, are best celebrated when shared with their own voice.
I am Katie Mooney, a Korean American adoptee who grew up in an American family in Seattle, Washington. My partner is both grand and African-American and is a child of a US military father who immigrated his new wife and child from South Korea to the US in the 1970s.

As a child, I always hope to learn so much more about my Korean culture and heritage. Upon meeting John, I've been able to be immersed in it as an adult. And today I am the senior director of our DBP memory advisory services on the West Coast dialing in from Los Angeles.

Before we begin, I want to acknowledge of the month of May is also mental health awareness month. We at DBP have many best and extract this is of L2 our members on this topic. Before we begin I would like to share a brief history about how APA heritage month came to be. It commemorates the first Japanese to the US on May 7, 1843 and to mark the anniversary of the completion of the transcontinental railroad on May 10, 1869, which history reveals was predominantly worked on by Chinese immigrants.

The recognition of APA heritage month originated in Congress in 1977 as a heritage week and was signed by President Jimmy Carter in 1978. In 1992, however, it was extended to the entire month of May and was signed President George HW Bush. APA heritage month continues receiving annual proclamations today.

We recognize the current environment we are living in today has been filled with uncertainty and is incredibly difficult for all of us breed IMDb saddened by the increase in anti-Asian rhetoric with terms of floating around such as China virus or the Kong Flu being used irresponsibly and heartbroken as we see the increase in reports of anti-Asian assaults, harassments and heat cramps in our communities.

We have seen through history outbreaks similar to COVID-19 have been the cause for social stigma, discrimination. We denounce these acts at DBP for today and this conversation we are being intentional in our choice to increase the positive Asian rhetoric by showcasing and celebrating the compliments that honor the APA workforce and supporting com I would like to introduce our first speaker, Jennifer is the vice president of diversity, equity and inclusion for APA worldwide. Welcome, Jae.

>> JAE: Good morning everyone I am excited to be here and what I want to do today is actually-- rather than talk about the work that I do as a diversity and inclusion practitioner I will tell you my diversity story. It's an opportunity during this month to talk about who we are as individuals ensure that story.

Here I am, my agenda will be talking about how my family came to the US, both my parents mother and father's parents came from the Philippines. I will tell you about their story. And then I will talk about who I am and what brought me to the work of diversity, equity and inclusion in a went to share good work that an organization I volunteer for is doing for the Asian-Pacific Islander and data for wine community here in the US.

So, if any of you have studied Filipino American history, you will know there were two patterns of immigration or migration after World War II number. This beautiful woman is my grandmother, Filipina
Salvosa she was married to my grandfather, she was a registered nurse, mother of four, valedictorian of her class and my grandfather died during World War II. So her experience being in a war-torn country at a young age with four children support.

Her goal after the war was to actually, she realized life would not be very successful if he stayed— if she stayed in the filipin so she left her four children with family members and came to the US. They were separated for eight years as she saved money and in those eight years she was able to get married and save enough money to bring my father and his brother in two sisters over to the United States. Yukon you can imagine resilience and the strength and just the courage she had.

So that was part of the brain drain post-World War II and then my other family my grandparents on my mother side came as part of the World War II military pool. So my grandfather Sabinano Ibanez, was an accomplished captain in the Philippine Scouts and survived the death March during World War II. After World War II, the US government provided opportunities Filipino military members to come to the US and become citizens. My grandfather was brought over and they lived in Fort Benning, they moved to Panama, and they moved to Puerto Rico before settling in the Monterey Bay area in California. Yukon my grandfather’s response abilities were to teach guerrilla warfare to the US military. That is his wife Connie Ibanez, she said you always have to have a hot pot of food from the stove for all your visitors who drop by to the family.

My mother and dad are first-generation Californians, they've been married for over 60 years. My dad was 16 when he came over, he was a freshman in high school when he got here and was able to work hard and go to UC Berkeley for his undergrad degree and got his MBA. They have three children, my brother and my sister and myself in one of the things my dad taught me was related to core values.

Things they taught me were family is first. Whatever you do, you are a reflection of your family. Another thing they taught me is humility was important, stay humble and do not toot your own horn and maybe you've heard the proverb that the nail that sticks up gets and hammered down and that was taught to us growing up was to stay humble. Be disciplined. My dad said no matter how hard you are working, there's someone out there working harder so you have to do your best every time.

And the notion of respect especially for family and your elders. These are really important values and encompass the concept in Hawaii called Living Pono, which is about doing the right thing in terms of yourself, others and your environment. I think about it is what is right for the company, what is right for employees, of course what is right for the mother Earth, the environments out Living Pono was a very important component.

Core values that many Asian-Pacific Americans share -- I'm sure I could do a four hour workshop on how these core values are challenged-- it is a potential plug for a future workshop that ppb you want to do.

I moved from the central coast of California to LA. When I got to UCLA as I realized as I was growing up in the Monterey Bay area, there were few agent and Pacific islanders in my neighborhood. I could count
the number of people of color in general in my elementary school and someone got to UCLA I spent time focusing on culture and understanding who I was from a cultural standpoint.

I joined Hui O Imiloa, we did a ton of community service and Samahang Pilipino-- we celebrated the culture and did cultural performances. PCN, is a Filipino cultural night and it was important to understand who I was as an individual and Asian-Pacific Islander in the United States. We also did a ton of community service which planted the seed for me to figure out what I wanted to do out of college in terms of reaching out to the greater community.

I graduated and moved into something that is not a typical career path for Asian civic Islanders and I went into the entertainment industry. I worked backstage with all the stars working through and wound up working in free lines for television production. What I noticed as I was moving through my career is that there were few women and few Asian Americans in leadership roles. So for me to find a mentor in television production became difficult.

Was about to make the leap from TV to movies for this movie called Star Wars Episode One and I was ready to move to Northern California and joint production when somebody was given the job ahead of me and it was this message that if you don't have an advocate or a sponsor inside the industry, it will be difficult to move out.

I moved into advertising and I focused on marketing to diverse markets. So African Americans, Asian Americans LatinX for our products called Toyota which led me to work for Toyota corporate and work on starting their efforts for diversity, equity and inclusion 20 years ago. From Toyota I was able to work for Thermo Fisher, doing great work around research for COVID-19 vaccines and now I'm at AEG and were working to give the world a reason to cheer and determine what we will look like as we come out of the pandemic in terms of supporting fans and employees including a safe space.

That leads me to this notion in terms of an Asian-Pacific Islander professional? One thing I didn't mention is also a black belt and own a small dojo in Torrance, California. And one of the things we do when we teach our students of it is about continuous improvement and training hard and not about winning but about how are you making yourself better so you can be in better service to the community?

While I was teaching I was contacted by a classmate from UCLA who invited me to become a member of this wonderful organization called Asian-Pacific Islander American health forum. We mobilize policies, communities and work hard to improve the health of Asian Americans, native Hawaiians and Pacific Islanders and you can imagine at this time, we've been busy with providing support to the community organizations across the US, as well as partnering with the CDC on providing support for the Asian American Pacific Islander and native wine community. One of our accomplishments recently as we enrolled over 1 million Asian Americans, native Americans and Pacific Islanders in the ACA.

During these times, Katie mentioned in her introduction, that the Asian-Pacific Islander and native Hawaiian community is impacted in an adverse way during the pandemic. And also, what we need to keep in mind is that some of the most impacted folks are immigrants and their families here. Many of
these work on the front lines, many are caregivers or doctors or nurses, custodian workers, they may be social workers and of course social workers and grocery workers paid so this is the backbone of the US.

And an important community to be taken care of during this pandemic. So some of the work we’ve done from the health forum is really looking at, okay, how can we support the CDC and provide some of our subject matter expertise? We wanted to really advocate for immigrant inclusion in COVID-19 testing and treatment and we want to ensure that we were looking at the community as a whole. So over 61 million people in the US speak the language other than English at home and there are 25 million limited in those proficient people living in the US which is -- 1/3 are Asian-Pacific Islander so we want to make sure we provide language axis and training to help professionals. We want to make sure there was literature in different languages so hospitals and community organizations can reach out to the community and communicate in our communities like languages.

And we really want to make sure we are thinking about data in a way that is most inclusive. So a lot of times you will see research and it will be like white, black, Latin X and other. Rather than lumping into this other category we encourage the government and the CDC to look at a broken out by ethnic city and broken out by nationality. There are patterns emerging that different nationalities have different health disparities and are impacted in different ways by COVID-19.

I will wrap up my presentation and I want to share with everybody few resources we have available. From the Asian-Pacific Islander health forum. There are policy and community resources available on the websites that you see there. And if you are aware of hate crimes or incidents, I encourage you to report those so we collect the right data and create resources to support employees, family members and friends out there in the community. There's a website for the advancing justice stand against hatred. An intervention on how do we react and what actions do we take bad I was nominated to during the Asian-Pacific Islander health form and it’s been a great leadership opportunity for me and it's given me a lot of tools I bring to AEG and I feel like now it's been like -- unexpectedly impactful for the US so I will leave you with that and I will entertain questions and thank you for joining.

>> KATIE: Thank you so much. Your story is an inspiration to us all and your impact that you continue to make in the community, we are forever grateful. We will be able to get some questions for Jae, answers at the end but I do want to move forward to our next presenters. Who are just doing amazing work at Allstate to support the local small businesses in the Chicagoland area? Maria, is an organizational effectiveness senior manager at Allstate corporation where she specializes in culture, complex systems, networks, leader effectiveness and change.

She is also the cofounder of the two employee resource groups, the Allstate Asian-American network, and entrepreneurs at Allstate. Cindy is a business analyst manager for Allstate insurance company and Cindy shared she is been fortunate to work with the employee resource groups as a member and the president of Allstate's Asian network 3AN, welcome to you both, Maria and Cindy.

>> MARIA: Thank you, Katie, we like our acronyms at Allstate. I want to introduce myself. A little bit about myself, I'm 1.5 generation Filipino American bread so I came straight to my hometown of Chicago from the Philippines at the age of 2 1/2, and being an only child and not having relatives or
friends close by, I learned early on how to be a chameleon and assimilate into any group I was a part of. But later it was not until I was much older that I became aware and really embrace both my Asian and American identities.

So much that it is become part of my life work. Researching success attributes of Asian-American executives, so Jae, I would love to talk more about that because the things you had spoken about and the needs and differences of Asian-American leadership is something very relevant and important to me.

I founded 3AN and also taking an active role in their community.

By day I leave the organizational effective practice at Allstate and I'm extremely honored and grateful to be here with this incredible group of powerful Asian American leaders and sisters today. Cindy? You want to introduce yourself?

>> CINDY: Sure. Good morning and good afternoon everyone. I am a proud employee of Allstate insurance. I provide data, knowledge and analysis to leaders so they can make project decisions. But my heart really is in the inclusive diversity work that I do. Carrying the torch, Maria has really been forerunner up for us in establishing the Asian American network which is called 3AN, and I am carrying it on in that tradition and it's been a great, great ride for me in terms of just being able to share information.

Today I'm looking forward to sharing her purpose in our perspectives in the program that both Maria and I shared together in terms of offering a collaborative volunteer effort.

A little history about myself. I am a third-generation Japanese-American. My husband is a second-generation Chinese-American. So our children -- our two children have grown up in a culture where they know that resiliency matters. After hearing stories from my parents, and being incarcerated during World War II while they grew up in California, and appreciating their paternal grandparents' history as they worked so hard and emigrated from China and had to really maneuver and navigate the complexities of immigration to the US.

And also, the journey continues in becoming an American citizen. So in all that together is really a part of what makes me “me,” and intersectionality and my background which is the balance of work that I do gives me a good perspective that I get from others and help my understanding also is helping others in our ERG, and probably experiencing similar yet different experiences and sharing this forward with everybody so thank you for the opportunity. Maria? I will give it back to you.

>> MARIA: So, we want to share a little bit about Allstate. At Allstate, our purpose is to protect people from -- over the last 5-7 years we've been shifting from a traditional insurance company to a production company. Spun up a data company, car share company, we acquired info Or Which Is Focused on Identity after, personal device protection. In his role the chamber of pushing on business to have a role in society and in our communities that is greater just focusing on the bottom line.
I wanted to share this is just a backdrop for what you are doing and what motivates and empowers us to drive change and impact in the work that we do.

Cindy come if you want to talk about the employer resources?

>> CINDY: Really, Allstate embraces inclusive diversity and on the next slide, it shows that we do embrace are collective differences but we know are combined together in aspirations to work together to develop and collaborate.

What you can see from the illustration here, is that we have over -- just 11 ERG groups. Our employees are encouraged to join one or as many as they are interested in prayer they are listed, 3AN I@A, etc.

It is important to note that our ERG's are there for our employees so that we can really work together and provide opportunities for employees. And our members, whether it is a workshop or a fun thing or something that is about challenging your leaders and how to have those heartfelt conversations about your promotability or leadership skills, those are what we want to enable folks to be comfortable doing in the events that we have. It's about inspiring folks to collaborate.

We had to ensure what we had at work and we do have a diverse of folks, hard-working folks, whether the diversity is in age, gender, race, sexual orientation, and disability. Being inclusive as we show here and the interest people might have in ensuring people's voices are heard, we also welcome intersectionality. That leads us into the opportunity to share with you shortly about the events that Maria will talk about in a bit, in which two ERGs collaborated without the collaboration we probably wouldn't have had the breadth and depth of what we are bringing forward. So if you could go to the next slide --

The next slide shows events highlights where we highlight -- want to ensure you understand as far as our ERG, and what they did and brought forward to our ERG and their company pretty few look at it, the members expand the US from California, Arizona, Texas, North Carolina, Florida and many others.

There are other folks even in i@a, in India and Ireland. You can we may be separated but we work together to share events, experience and ideas in the new virtual norm. We will be adding value and we want to showcase and really show the work culture we have and how is deep-rooted in helping others. Do what is right for others in bringing folks together to help the community.

Part of this is looking at, do we all understand each cultural need? Some of us do and some of us do not. But we do have that appreciation of the things we just talked about, being Asian American, either emigrating here or the challenges we faced day two day in the COVID-19 pandemic we are experiencing.

We understand culture barriers and understand language differences and if we don't we learn of about them right now, there is a great need and even appreciating other cultural beliefs is inherent in what we do as an ERG, and that is really where our members shine.
Maria will share the story of the event that we are collaborating on. Maria, do you want to share that piece?

>> Maria: Yes. So thank you, Cindy, a couple things around our employee research groups, entrepreneurs at Allstate, this is a different group but it is focused on the diversity of thought of those with entrepreneurial spirit, oftentimes in large organizations or corporations or legacy organizations, the different kind of thinking style is not often understood or valued.

Our mission is to be able to provide resources, access and skills of people can bring ideas to life. So these are folks who want to roll up their sleeves and have great impact even if it is beyond their day job. 3AN is focused on connecting our Asian American community, building a pipeline of Asian American leaders and having great impact that we paid

When COVID-19 hit, we were both having individual conversations with our boards asking about what could we do now, how can we serve? We learned about an initiative underway my connecting Asian American small businesses to financial resources to help them stay in business bad and keep their employees on payroll.

We decided to partner together and along with the collective nonprofits, businesses, government agencies, we were able, we decided to organize an effort. More than half of Asian Americans are first-generation immigrants. One of the things we had learned from the Asian American chamber of Congress and on spinners as many of these businesses did not even have a bank account. So when you think about the challenges they were experiencing already with racial discrimination at the onset of COVID-19, and then with the shutdown, the impact they were having, as these loans were starting to be made of algo, they were already behind the ball and not even having relationship with banks.

Plus we learned that many did not even have access-- or regular access -- to emails or internet which is where most of the information would reside. So one of the first things we had done was help organizers lay the vision down on paper to create a plan. We identified five teams, asked for volunteer leads to head each team and then get an open call for volunteers bad

From that "we got 64 volunteers that were Allstate employees and other business owners wanting to help and contribute, and community members bad they were virtual volunteer efforts that anyone across the globe could contribute to. It was a way to leverage their strength.

We have had over 400 participants in our educational webinars, we offer education on how to navigate the loan processes, knowing what resources and what kinds of loans and grants were out there, because that was changing most daily. It allowed them to hear success stories of folks able to get loans as well as ask questions of government agencies, and other small business owners and community leaders.

We have had four levels of government agencies working together in a coordinated fashion, national, state, city and County. And we've had numerous anecdotes about businesses getting their loans and keeping their businesses going.
A couple tips I thought that were relevant to the conversation here, one of the entrepreneurs that got in the PPP loan shared one of her learnings early on, that often we are taught culturally to be patient and compliant and follow the process and follow the rules. But one thing she had really urged was that these are unprecedented times. This is a time where we really need to be able to step up and advocate for ourselves and for others, and we need to be assertive and persistent.

Some of the things she had to do when she was not getting callbacks he was calling four times a day. When she was not getting confirmation number she would take her business to another bank. So those are things that we've been able to see that other small businesses have been able to take as an internal learning and use that to take action and attack this process.

Another thing was considering unconventional sources of being able to get the loans. Where those small businesses that had relationships are often times, like with the larger banks, the larger banks are getting overwhelmed. So learning about other paths and going to more local banks or even thing about other means were people did not think, like a PayPal or a Square to get those loans.

So the sharing of information in a dialogue and just knowing the small business owners were not alone, has enabled the connecting of them with new pathways and keeping their businesses up and running.

We found this is a much longer-term need like the volunteer efforts we are offering is helping now and maybe helping a bit of what is needed in the more macro situation, we are hopeful of a more sustainable solution an inspired by the collaboration of government agencies, nonprofits, corporate, and small businesses, just to be able to think about the longer-term needs for the business is going forward.

Awarded to close that example out is just reinforcing that we cannot have an impact, and who knows where one small action can lead. Our hope is in the near future there will be systemic sustainable solutions for small businesses so they can weather the storm. Cindy, I will and it back to you.

>> CINDY: Thank you, Maria-- every time I listen to Maria and what she brings back, I know find the scenes she's coordinating, mobilizing and attending meetings and communicating, so when I hear the synopsis of what is going on am amazed at the effort that Maria's efforts shines here.

We are working towards for filling a gap and we didn't plan for COVID-19 to propel our community into such a dire situation, but now that Maria has efforts have laid the groundwork and is foundational, we can think about it is something that we can continue, and we can think about this as sustainable and it gets to how do we keep the momentum going?

This slide really highlights the things we've already talked about, but I was fascinated by this whole effort and what it means. I really want to also share and talk to one of the volunteers in her quote is at the bottom of the slide, and it really resonates as to why we need this as an ERG and why we have shared purpose as an Allstate employee, to give back. And how does that all come together?

Really, this would not have been possible unless all of us collaborated and the difference is, how do you learn about this? And then what do you do with what you have learned? She learned perspectives and I
learned new things and what do you bring forward after that to sustain this? And it is about the relationship, even talking in this form right now, there's so many things going on that we can all learn from and that is what makes us a powerful community.

And we can give that valuable support. And if I had to wrap this up from this slide perspective, it is the opportunity as an employee resource group, we gave a voice to many of the members. We tapped their talents and their backgrounds, they were very engaged working towards this common goal. And it has helped create a better condition for the community, we definitely are gaining new perspectives from new relationships built, and moving that and propelling it forward, and we cannot do that without always contributing and collaborating together. It definitely builds a great foundation that can be used in the community. So thank you.

>> KATIE: That was so inspirational. You are a dynamic duo. I just thank you so much for just this example of a true rest next practice.

The small minority owned businesses been on my mind in times of COVID, but with Allstate in the partnerships and the work you're doing I'm thankful that we can restart our businesses as we lift the stay at home orders. So thank you again so much for all of your work here. I love this example of collaboration and as you mentioned, the intersectionality of ERG, so thank you so much Maria and Cindy.

Our last presenter today is Rachel Kim Tschida who is a senior manager in the inclusion and diversity team in Starbucks in Seattle. She leads the strategic integration of the IND team throughout the organization including their partner networks or ERGs. She leaves accessibility, external relationships and field management. Welcome, Rachel.

>> RACHEL: Thank you, Katie. I thought I would start with a little bit of my story. It is great hearing the stories of all these other American Asian leaders. I was also born in South Korea and adopted by an American family. I grew up in the suburbs of Minneapolis, Minnesota. In a white family and was the only Asian American in school and in my neighborhood.

From a professional perspective, I started my career at Target corporation and that is where I started my journey I guess in being a member of the Asian business task force there. When I look over at Starbucks I started work on the Asia-Pacific regional brand and marketing team and what was really amazing is this role led me back to Asia and Korea for the first time since my adoption.

Really, that returned back to Korea was a significantly pivotal moment in my life, both personally and professionally. I then decided to pursue a master’s degree in public affairs from the University of Minnesota, where I was able to study topics including race, gender, immigration, poverty and public health through a public-policy lens.

I was able to join Starbucks pan-Asian network and join the leadership team. From there I was able to fully transition a career to my inclusion and diversity team as Katie mentioned.
Forte, I am excited to share with you examples of how we’ve used diverse narratives and storytelling to create a more inclusive company at Starbucks.

Has many of us know, storytelling traditions and Asian cultures go back thousands of years.

I was really lucky you my adoption agency my parents bought me a bilingual version of Korea’s most famous tales, I still have these books -- while rooted in Confucian values a lot of lessons I learned I thought were universal.

However, Asian American and Pacific Islander stories have often gone untold or been told about us rather than by us. The pendulum has swung from one extreme of yellow peril to the opposite extreme of the minority and the underlying narrative continues regardless of collective and individual history in America.

What is really encouraging as we are starting to see some fantastic progress in AAPI representation in storytelling. The PBS documentary series Asian Americans came out a few weeks ago as well as The Making of Asian America brought forward lesser-known stories and history of Asian Americans and Pacific Islanders.

We are seeing a lot more representation in films especially Asian American films and there's so much power in reclaiming narratives and sharing history and telling our own stories.

At Starbucks, we are a storytelling company paid we often say that we are a people company serving coffee-- but coffee company serving people, every person has a story. We have a platform that is linked here, Starbucks stories, where we share to ministries about our partners, customers and our community.

In addition, our mission and values are deeply embedded in our culture. In many of these stories humanize our mission and values.

This sets up a really great foundation, but also great opportunity for us. How do we ensure we live up to our mission and values for all partners, that we honor until break differences and ensure that all partners can share their story? We talk about our employees as partners so when I say partners -- I'm referring to our employees.

ERGs play a key role in our mission and values. Our mission is to great moments of connection that promote diversity, foster inclusion and contribute to the success of our partners and our business.

In terms of principles, our network supports commitment to inclusion and diversity. Network activity all partner networks are aligned with Starbucks mission and values. And our partners are intersectional.

We have 10 partner networks that tieback to our overall mission and values bad when I'm excited to share our examples for one of our partner networks, the pan-Asian partner network or what we call
PPN and is created fantastic opportunities for AAPI two share stories an highlight diversity within the AAPI community.

For those of you who are familiar with the Facebook group subtle Asian traits, this might sound familiar. PPN has led a series that has been evergreen and internal here at the corporate office called Suddenly Asian. This is an internal conversation series for partners where they connect and engage with each other and the intercultural Starbucks leaders. Some of the topics they've talked about so far as what does Asian mean to you, Tiger mama, and so what are you.

There's something incredibly comforting and hearing other partners talk about how they've answered that sometimes the question of where are you, where are you really from? What kind of Asian are you? And hearing the stories that were sometimes similar but sometimes, really again show coast showcasing diversity. How the questions were answered depended on things like their own cultural identity, geographical context and the perceived intention behind the question.

The partner networks have executive champions who serve on the board of each partner network, the network's champions as well as other leaders have the opportunity to join the conversations and able to share their own stories and have an opportunity for what I would call reverse mentoring or learning from a diverse perspective and experience is of our partners.

Moving to the next layer and being a little more open is a really cool program that the team hosted this year, we used to what form, a Facebook platform internally, they have user generated content in the workplace group using #MyAAPIStory on Workplace.

As you can see, the proms were simply, we want to hear from you. We encourage you to share your story and reflections on history, traditions, culture and identity. For those partners joining today, you've also seen my story I posted an example here, and it was just great to see the interaction and engagement through life, love and comments, and what is really been cool is to see how there has been such a shared sense of connection and experience across partners, both from within and even outside the AAPI community.

Third and final example which is actually very public, has been a fine partner stories to our external channels. Including as I mentioned earlier, the Starbucks story platform and social media. This is been a part of a public affairs team ongoing heritage month where you today we featured stories during Black history month and women's history month.

What is been really, really cool is that the partner networks play a key role in a cross functional team, all the way from the creative phase through the launch. It is worth knowing that AAPI, heritage month, is one of the first heritage month to be fully planned, executed in the COVID-19 virtual era which made it more important and also easier to connect partners from both our corporate and retail chapters.
Similar to the subtly Asian section, the meeting we had with the network partners really discover themes and stories, provided partners with an opportunity to connect shared experiences and really dive into both the similarities and nuances across cultures, traditions and experiences.

In this session, the writer was able to interview and write about three partners representing diverse experience is across location, goal and cultural identity.

It's been fantastic and again, because of the collaboration and leadership of the PPN and all the partner networks through this process, is that we've been able to really preserve the authenticity of partner stories. Aside from entering diverse representation, we really, really wanted to make sure the themes and stories came organically, versus forcing stories into a previous set agenda.

For example, in the age of COVID-19, we did not want to over associate COVID-19 with the AAPI community but we didn't want to erase that either from one of the partners very authentic experience.

You cannot really see it on the slide, it is a little small but I want to have an introduction to the stories because it sets them up beautiful. This month Starbucks is proud to stand together with the AAPI partners and communities and honor the stories, identities and experiences, whether immigrants or newly arrived, or the families and lives have been deeply rooted for generations.

This month heritage month coming during an especially difficult time, we believe even more in celebrating family, neighborhood and tradition. Even apart we are better together. You can go to -- at Starbucks.com to read these stories shared throughout the month.

We've had outstanding results so far. We've generated over 739 likes and a tremendous amount of dialogue through the comments. Instagram, one of the most successful channels. We've seen tremendous engagement as well good the Starbucks mean handle we've seen over 40,000 likes and a lot of comments but also Starbucks partners, we've seen over 5000 likes and then the Starbucks Tories, that Instagram equivalent we've seen 596 likes. There's been a lot of comments in the public channels as well and some of them have been things like, can I get a Frappuccino or things like that but however in reading through them, there have been some really great gems things like amazing stories or I see you, beautifully Asian pride, my brothers and sisters.

And giving a platform for partners to share our stories.

In conclusion, the three examples of storytelling have highlighted the diversity within the Asian American and Pacific Islander community at Starbucks, while providing partners with the opportunity to share the stories and feel seen and heard and amplify the narratives within the strength culture of Starbucks has created a deeper sense of connection, inclusion and belonging.

Thank you.

>> KATIE: Rachel, I just love how Starbucks is so intentional with the storytelling component and how they are able to showcase on that website you shared, not only these compelling stories, but
showcasing how important it is, I sought lined up right next to large-company addresses, updates, and so it really shows the real priority and of course the voice that your teams are partners are being given to share their stories and I thought, how incredibly inspirational is it for you to interweave your story as you truly are, as it seems at Starbucks, mission driven so thank you for sharing your story.

We had an incredible, incredible panel. And I’m so thankful to them.

I have a few questions for them, definitely to get this conversation started, but I also want you to use the chat function as we want to hear from you. We want to definitely make sure that you have an opportunity to ask your questions, and then you can add it to the chat pod at any time and we will get these monies we can. But I will start the first question for Jae.

Eastern cultural norms and encourage humility, even deference to authority, but leaders in Western cultures are usually required to command authority and to promote themselves and their ideas. As you stated, while the Western society might say the squeaky wheel gets the grease, you so eloquently said the nail that sticks out gets hammered down. How have you been able to incorporate Live Pono into your leadership style today as an Asian American executive? And what advice do you have for us as we grow into hopefully being that squeaky wheel?

>> JAE: That's a fantastic question, Katie. So, I want to start with when I realized that my Asian identity was getting in the way of my career advancement. I started in my 20s and had an opportunity to do 360 feedback review so peer review and our direct manager provided feedback on leadership style, collaboration, all these great things, building team, all things important to develop as a leader or manager.

What came back was that my peers saw me as a strong leader, inspirational, not to be bragging, but really gave me that very positive feedback in terms of leadership. My manager said, I noticed that she does not come across as a leader when she meets with me. And it was things like not making eye contact, which is a very Asian thing. We are taught not to look eyeball to eyeball to someone because it is disrespectful and so I had to work with her and really let her know if Mike here is the feedback from the peers, and here's the feedback from you, what can we do together so that you can see my leadership skills?

It's important to think about it from a gender standpoint, there's a lot of things, the intersectionality of being a woman, a person of color, maybe someone who is younger, all these things impact how the "other" sees you. They thought I was too young to work at Toyota and I got that feedback a couple years after working there. So I wore my glasses to work and I was always in business attire and things that made me appear a little older.

It's those things to collaborate with your leader -- for me standing clear about who I am and trying to set an example of using inclusive language and supporting my team members and even my colleagues in my department, really advocating for the work they are doing.

I would say that is it, be clear about who you are as an individual and really live your values day today.
KATIE: Thank you, Jae. Maria do you want to share a little bit as well?

MARIA: I think Jae is right on and I want to share, did research if Mike you can Google success attributes of Asian American senior leaders in my name and you will find -- one of the things that stood out most for me, there were five attributes I was able to identify but the one thing that stood out the most was bicultural identity integration.

It was learning for me as well because I did have a hypothesis going into the research and -- I had a hypothesis that to be successful in corporate America I would need to temper or put aside part of my Asian identity to be able to navigate that. What I did find was the successful executives there or authentically able to be themselves or ones that truly embraced both their Asian and American identities.

There were things they experience in life that helped shape that, so for example, may be with their parents, they would try to negotiate and say, hey, do -- do I have to go to Chinese school? There is soccer, they have triads and the parents were like open to say, okay if you continue to attend holidays and important occasions we will find a way that you can join band or take up a sport. So they were able to early on balance those different identities and then coming into the corporate world, there were multiple examples where early in their careers someone would pull them into a conference room and say, hey, I know you know that answer because I see you after the meeting giving the presenter the tips or solutions and they come back into the next meeting with all the answers.

But you need to speak up, if you want to be successful, if you want to make it in the corporate life, you need to be the one speaking up and showing your voice and showing what you know. And so they had mentors and coaches early in their career as well that help navigate that.

That is one of the things I would encourage. One of the things I've been trained to practice myself through this learning is embracing that I am Asian and the beauty and strength in all of that, and also American, and the beauty and strength in all of that as well. They were able to then navigate authentically whatever setting they are in great

KATIE: Great, thank you Maria. I want to make sure we get to some of the questions in the chat. So this might be for all of the group. Howell -- do you think the model minority holds us back, where maybe we work hard and make no complaints?

JAE: I think the notion of a "model minority" needs to be busted when you look across the Asian and Pacific islanders, there are so many ethnicities under that umbrella and there are groups that are brand-new immigrants to the US and so they are in positions of trying to build their American status, they are trying to build their economic status, they are trained to understand how to operate in this new country, so I think we need to realize that not only are we labeled as model minority and we are assumed we can do math well and cannot drive, every person on this call can post all of those myths, but are also seen as a perpetual foreigner, so we need to clear about who we are as individuals, how we add value to the workplaces by being Asian but also that we are not all the same.
Let me allow for space for my colleagues.

>> RACHEL: I can offer my thoughts on this question. In addition to everything Jae just shared, I would add that this model minority myth assumes do not need development or support or mentors and we are doing fine paid many of us have experience in the workplace, that is not true. We also need to have those champions and advocates, and work on our development.

In addition, it can lead to -- high expectations, being someone -- who is super good at math, it can create self-esteem issues that can translate to confidence in how you present yourself in the workplace.

Finally, it keeps a lot of Asian Americans and Pacific islanders in individual contributor roles because of the notion of just working hard, being quiet versus, again, similar to the last question, really valuing the leadership that Asian Americans and Pacific Islanders can bring to the table with some of the cultural nuance.

I think those are things in terms of how it harms us in the workplace. And I would add it further creates a wedge between Asian American Pacific Islanders and other communities of color. And that is continuing to reinforce stereotypes that we need to address and help bust.

>> CINDY: I'm listening to everyone's perspective, if I have to look back and just this thing about the notion of model minority and perhaps even, where does this all start? To me now, I have young adult children, myth needs to be dispelled earlier. My kids went to schools in which there were not many Asian Americans.

My kids were known as Twinkie, and I read that in the newspaper. Yellow on the outside and white on the inside. And I thought, we are missing something here. So I needed a point that they needed to speak for themselves and be proud of their backgrounds.

And then really speaking up for themselves because they can only start now or when they are earlier so when they are in the workforce there practicing these things in getting their leadership development opportunities and they are able to speak up. It comes down to and even mentoring folks, I mentor a young Asian college student. You have to start sooner because you don’t want to keep this perpetuating.

>> KATIE: Yes, Cindy, thank you so much. You shared a little to kick us off and I’d love to hear from the others as well. This came in as a question here -- Have any of you dealt with being seen or told you are not "Asian enough" as an Asian American and how did you handle that if so?

>> RACHEL: As a Korean American, this is something that has been a part of my American life. In some cases it’s self-inflicted, I had some internalized identity challenges I had to work through but also in community spaces -- even working in I&D, sometimes it can be a sense of almost imposter syndrome in reverse.
For me, what is really been helpful has been just been very open but also equally embracing both sides, my American and Asian identities, but I think that is something I've had a lot of experience with and it is an ongoing journey.

>> JAE: Thinking about this question, I actually went through some challenges around not being Filipino enough because my parents made a conscious decision to not teach us Tagalog when we were younger. They wanted us to be integrated as "Americans" and not seen as anything other than American, so the notion of not being Asian enough is different inside different nationalities but clearly in my mind when I walked through the world people see a brown Asian.

I would really like -- what Rachel called the internal struggle many of us go through in terms of identity, makes it important to continue to study as a lifelong learning from my daughter is biracial, her dad's African Americans, so we talk about intersectionality-- and how that impacts how we see the world and how the world impacts us.

>> MARIA: I completely relate to your story, Jae, around growing up especially at an early age -- my husband spent the majority of his time in the Philippines from his growing years and so he speaks very fluently Tagalog and he's been the one helping me reconnect back to who I am as a Filipino.

Who I am in the workplace, and I know there's a question about being able to speak truth to power and speak up to authority -- given our cultural tendencies or learnings, and I think as I have been embracing more of my American identity and understanding and honing that, as well as my Asian identity, I think it is a little disarming or a little surprising when I do speak up.

I think the strength in my Asian identity is just being able to think of, you know, the context around me and my impact and -- so I'm just thinking just beyond the points that I want to make and think about the people around me and approach it in a way that is direct but is also -- can also be subtle.

What I have observed is the directness or that speaking up to authority, I don't know if this is because I am a woman or if it is because I'm Asian American, but it gets perceived in different ways. Sometimes being too assertive or being self-promoting. So that is what I've experience when I've had to speak up or be more -- vocal -- I don't know if I'm being unassuming because I am Asian or a woman, I've got mixed reactions to that.

>> KATIE: Thank you so much, Maria. Seeing the type of questions -- for the group -- so would we be able to share tips on how to get management to shift from expecting employees to change, as Maria said, speak up like us, in order to be considered a leader, and recognizing those different strengths and styles -- how might we be able to influence our management?

>> CINDY: I would like to add to that question with an answer -- we are talking about inclusion, inclusive diversity or inclusion and embracing differences. I think the first step is having a conversation and ensuring folks understand what that means and that we are able to come to the table with an idea or with a level set of I disagree with this in here is why and being comfortable speaking up. But it does not start without first taking that baby step to ensure the environment welcomes this inclusiveness.
It is hard but not impossible. Learning the different managers in different styles and how to really get to know them and get to know their story and then get them to discover the inclusiveness and diversity and that we are all in it together.

>> JAE: I would like to share a story about the notion of speaking up. I was in a meeting at company prior to AEG. Sitting around a table in the conference room and I made a point and a counterpoint bad after the meeting, somebody pulled me aside, a man said, you know what? I like the point that you made. You are not like my Asian wife, you really speak up. And so it was a backhanded compliment. And it taught me pretty directly how important it is to ensure we are setting examples for other Asians in the room by speaking up, just as Cindy and Maria have talked about.

One thing that can help management is providing exposure to Asian Pacific Islander organizations. So, if there's a conference you want them to attend as an ally and to see speakers and hear what other companies are doing, they can also be a way to educate, and it is not just you is the diversity leader or you as the manager inside the company -- it is really examples of what is happening in the world and can educate management just from exposing them to other people.

>> KATIE: Great. Thank you so much. We are going to actually now hear from you, I'm so thrilled we have such incredible leaders that are participating in all of this. And so we are going to open up a chat pod, and I would love for you to share one or two programs or initiatives you are most proud of going on in your organization right now, in recognition of APA Heritage Month.

While folks are kicking us off, I'm going to share some comments but we will take a look at the questions and make sure we can best get back to you and follow up with some additional remarks.

So, thank you, the Asian Pacific American heritage virtual event, thank you for your attendance and your organizations attendance. Fantastic.

We're so thrilled to offer this in a virtual format. Jae, thank you for sharing your screening, a document called Far East Deep South by Larissa Lim and Baldwin Chiu. And that is the work you are doing at AEG, Jae. Fantastic.

Reshma, building your brand panel discussion with Asian Pacific American senior ship and you're also doing Asian leadership initiative weekly newsletters highlighting profiles and stories of APA employees at Moody's.

Another recognition for the PBS documentary Asian Americans and I watched that this weekend and was so inspired by the rich history that we have and was thrilled at PBS was able to share our stories.

Caine, thank you, open and honest dialogue on bias and hate that exists in our community and providing opportunities for all levels to speak on their experience so that we can great moments of connection and a path towards allyship. Thank you for sharing that.
Kaiser is working on hosting a panel that discusses the bias and stigma of COVID on the API community. That is great that you did a talk about the family Japanese internment experience.

It looks like Michael from the MTA of New York City, the Asian employee resource group is going to be doing dynamic dialogue and it looks like you may have shared a post for all of us if we can join on Thursday, May 28 from one to 2 PM and it looks like we can join via the WebEx. Thank you so much and it is a celebration of APA heritage month with a discussion on how New York City's Asian communities are meeting the challenges of COVID-19, and what we can do to help. Very timely, thank you.

It looks like Jeffrey, allyship for small businesses during COVID-19 with communities across the country. And Steve will be doing a live streaming concert market please share those.

In closing I want to thank this amazing panel, I mean, folks that continue to inspire me and are doing incredible work in the community that is both timely -- and again, so inspirational. So thank you to Jae, Cindy, Rachel, Maria.

We have the upcoming EmERGE Leadership Summit on June 23, and as we go into the summer and fall we have the member conference on August 6. And then we have another EmERGE conference coming in the fall.

And to close that we value your feedback and we would love if you can fill out the online evaluation for your feedback is so important to us and gives us guidance on other topics, our speakers, giving feedback to our presenters here with us on the call, all of this is for our development and of course, continuing to bring sessions that you find to be really impactful.

With that, I want to wish you all a wonderful Asian Pacific American Heritage Month. I want to thank you all for your time and your participation. And I hope you have a great rest of your day. Thank you so much.