

## May 2013 eNews

### APIASF Welcomes New Scholars During May Recognition Events

Throughout the month of May, APIASF's corporate supporters hosted events to welcome their newly selected scholarship recipients and recognize their accomplishments.

**Southern California Edison (SCE)** hosted a large community reception at their office in Rosemead, California on May 2 to welcome their 2013 - 2014 Scholars. Ronald Litzinger (second from right in the photo below), President of Southern California Edison, provided well-wishes on behalf of the company. Many of the SCE employees who served as volunteer application readers for APIASF over the past year were in also in attendance to help recognize the students and their families.



The 2013 - 2014 APIASF / Toyota Scholars were announced at a reception held at the Toyota USA Automobile Museum in Torrance, California on May 7. In addition to welcoming their newest group of Scholars, **Toyota** hosted an executive panel titled, "What I Would Tell My Younger Self" to provide students with insights on many of the professional development lessons learned by senior management. Scholars were also treated to a tour of the museum (shown in the photo below).

### DONATE TODAY!



### Scholar Profile



*"I had known that financially, attending a private university would be difficult so when I learned that APIASF would provide for some of that tuition I was so grateful. As a business major, it is critical to be in an environment where students are highly motivated, active and encouraged to strive for the best. I believe that through APIASF and scholarships from the college I will attend, I will be able to thrive in such an environment and be successful in the business world with networks from many places such as APIASF."*



On Thursday, May 9, **BBCN Bank** held receptions at both their Los Angeles headquarters and New York City branch to welcome the new class of APIASF / BBCN Bank Scholars. Below is a photo of Ms. Kyu S. Kim (center), EVP & Chief Commercial Banking Officer of the Eastern Region with six of the APIASF / BBCN Bank Scholars taken at the New York City branch of BBCN Bank.

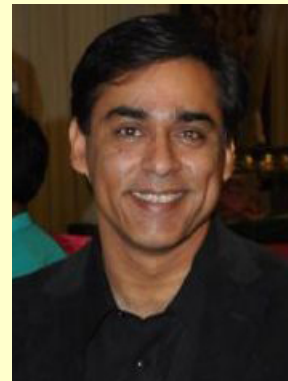


**Richard Lui Announced as Celebrity Ambassador for Changing Face Campaign**

**Joann Jeong**  
2013 - 2014 APIASF /  
BBCN Bank Scholar

Attending  
University of North  
Carolina at Chapel Hill  
Majoring in Business

**Volunteer Profile**



"Coming from a middle class family I do understand the hardships one faces to achieve higher education and ultimate goals - I feel very privileged to be of any help for the APIASF program. I have this gut feeling that someday these kids are sure to create magic and will go for the good deeds they aspire, while we at APAN would proudly say 'We made a difference by contributing towards a better tomorrow' ... What a great feeling!"

**Baber Zaki**  
APIASF Volunteer,  
Logistics Manager at  
Walmart

**Give the Gift of Education**

As a cable network journalist, NBC and MSNBC News Anchor Richard Lui knows how important it is to share a great story with others. As a community college graduate, he also understands that it's time to share the stories of Asian American and Pacific Islander (AAPI) students --the fastest-growing, but often overlooked and underserved student population at U.S. colleges and universities. That's one of the reasons why Lui has signed on to become the first "celebrity" ambassador of the "We're the Changing Face of America" campaign. He wants to inspire other AAPI students and help them overcome many of the economic and educational challenges they face.



Join Richard Lui in supporting AAPI students and become part of the "We're the Changing Face of America" campaign by visiting [www.changingfaceofamerica.com](http://www.changingfaceofamerica.com).

For more information about the campaign or to become a partner, email APIASF Director of Communications & Marketing, Katie Tran-Lam, at [ktranlam@apiasf.org](mailto:ktranlam@apiasf.org).

## Answering the Call: APIASF's Next 10 Initiative

As Asian American & Pacific Islander Heritage Month comes to a close, APIASF has a lot to celebrate! On March 8, when we announced that we needed support for The Next Ten, an APIASF giving initiative celebrating our first 10 years of making a difference in the lives of AAPI students, we were met with overwhelming support. In fact, we have already raised \$1,700 in individual donations!

While we have been able to raise a large amount of support and provide a great number of scholarships this year, there are still thousands of applicants who were unable to receive a scholarship due to limited funding. We hope you'll join us in closing this gap and help ensure that AAPI students have opportunities to succeed in higher education.

Our goal is to raise \$10,000 in individual donations in 10 months, but we can't make it there alone. Please consider [making a donation](#) - however big or small - to make our next 10 years a success. Thank you to the 31 individuals who have already given their support. We hope you'll consider becoming one of the next 10!

## APIASF to Honor APAICS, OCA and SEARAC During Higher Education Summit Reception

Following the sessions at the 2013 Higher Education Summit, **APIASF will be hosting a special evening reception**

Did you know that you can make a difference for a deserving Asian American or Pacific Islander student? One gift to APIASF can support a student in achieving their dream of higher education.

[Click here](#) to make a difference in the life of a student.

### Quick Links

[APIASF.org](http://APIASF.org)

[Events](#)

[Meet our Scholars](#)

[Scholarships](#)

[Translated Material](#)

[Student Resource Center](#)

[PEER Project](#)

[CARE Report](#)

[Donate Now](#)

### Twitter Chat

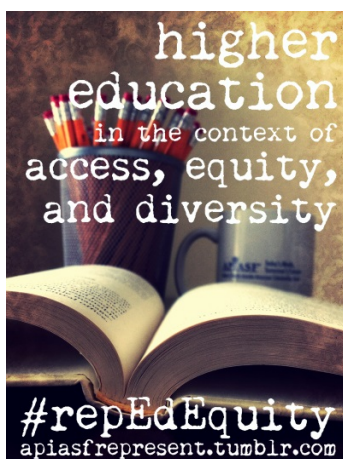
APIASF's President & Executive Director, Neil Horikoshi recently participated in a Twitter chat on the experiences of Asian American and Pacific Islander students hosted by TTG+Partners.



in the Atrium of the Ronald Reagan Building to celebrate its 10-year anniversary. The reception, sponsored by Walmart, will highlight many of APIASF's milestones and recognize the **Asian Pacific American Institute for Congressional Studies (APAICS)**, **OCA** and the **Southeast Asia Resource Action Center (SEARAC)** for their role as the organization's founding nonprofit members. In addition to the awards presentation, Senator Mazie Hirono and Congressman Mike Honda will provide remarks to the guests in attendance at the event.

To register for the Summit or the reception, please [click here](#).

## Blog to Focus on Education Equity in June



June is almost here, and our blog, *re/present: live. learn. lead.*, will be focused on a theme that is central to the work that we do here at APIASF: higher education in the context of access, equity, and diversity (#repEdEquity). Stay tuned throughout the month for information on a few programs dedicated to educational equity, education-related trivia, and of course, insightful posts from our Scholars and community members. You can join the conversation at <http://apiasfrepresent.tumblr.com>.

To see the amazing posts shared during AAPI Heritage Month, [click here](#).

To read the transcript of the conversation and learn more, [click here](#).



*The Asian & Pacific Islander American Scholarship Fund is proud to be recognized in the Social Impact Exchange's S&I 100 Index of Top Nonprofits Creating Social Impact. Learn more by [clicking here](#).*

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