

ASIAFEST '12

9th Annual Plano Asian American Heritage Festival

11:00-5:00 pm Saturday May 5th 2012

Hosted by

Celebrating Asian American Heritage Foundation (CAAHF)



www.AsianAmericanHeritage.org

Celebrating Asian American Heritage Foundation (CAAHF)

- Non-Profit: 501c(3) Organization
- Formed February 18th 2005
- Comprised entirely of volunteers



COLLIN COUNTY

Plano revels in its diversity with festival

About 1,000 sample Chinese heritage at inaugural event
By LAUREN POSE

PLANO — Eating and sipping the festival of the South coast a year back, hundreds of fans across the state gathered.

Stuffed with colorful, thin, delicate, noodle-like dumplings, the festival was a celebration of the Chinese community in Collin County.

It's a great idea that is years in the making. The idea of celebrating diversity is to be proud of the diversity that makes us who we are.

"It takes years and years of planning to make even a little bit of progress," said the festival's organizer, George Wang, who is a Chinese American. "It takes a lot of planning and a lot of people to make it work."

Wang is the founder of the Celebrating Asian American Heritage Foundation (CAAHF), a non-profit organization that is dedicated to promoting the Chinese American community in Collin County.

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Page 4A — Plano Star Courier — Saturday, March 5, 2005 —

"Sometimes when people think of Asians, all they think about is noodles and chopsticks. But there are a lot of different cultures in Asia ..."
— KHATINA WAHAB

New group promotes Asian culture

BY SHAWN FLOYD
STAFF WRITER

There's a new Asian nonprofit in town.

The name of the organization is Celebrating Asian American Heritage Foundation and the organization's goal is twofold.

First, the group headed by George Wong, Jian Li and Khatina Wahab wants to make sure that everyone is acquainted with Asian culture. In order to do that, the club plans to hold an Asian Heritage Festival on May 8. On that day, the festival will take on two distinct formats.

The first is an outdoor festival from noon to 5 p.m. at Haggard Park in downtown Plano. Martial art demonstrations, lion and dragon dances and other traditional Asian dances will be featured. The group also plans to focus on Asian arts and crafts, including Chinese calligraphy.

Later that same day, at 7 p.m., the organization plans to host a concert at the Courtyard Theater, where there will be everything from music and folk dances to a fashion show of local residents from Asia dressed in their traditional garb.

From this pocket of the program, Wahab, member of Voice of Asian American Association, says audiences will learn all about the customs and more of the different ethnic groups from Asia and Southeast Asia. Some of each other and want to make the world better than it already is.

"So we are trying to bring it all together here in America," she adds. "All the different Asian

Malay on her father's. Formerly of Hong Kong, Wong says that people who have never visited Asia tend to think of it as "mysterious." He says a Plano resident who teaches Chinese culture at Southeast University in Oklahoma. "The festival is just a first step for the group. After that there is

Members of the Celebrating Asian American Heritage Foundation are, from left to right, Vivian Li, Patrick Ng, Jian Li, Khatina Wahab, Stephen Li and George Wong.

Demographics

- **16.5% of Plano population is of Asian descent**
 - **US Census Bureau 2005 Survey**
- **20% of the PISD student body is of Asian descent**
- **Asian community comprises the largest ethnic minority group in Plano ('05 survey)**
- **Asians are one of the fastest growing ethnic groups in Plano and Collin County ('05 survey)**
- **ASIAFEST provides an excellent business opportunity for reaching out to this fast growing community**



ASIAFEST '12 Promotes Cross-Cultural ...

- **Harmony**
- **Respect**
- **Appreciation**
- **Understanding**
- **Enrichment**
- **Community Education**



ASIAFEST (2004~)

Plano Asian American Heritage Festival History

- 2012 will be 9th year in existence
- Positive media coverage
- Attendance increased each year
- '11 attendance 10,000
- Experienced Board
- Underwritten by the City of Plano
- In Attendance (2011): Mayor Phil Dyer and Council Members Lee Dunlap, Lissa Smith, Andre Davidson, and Pat Miner
- Supported by the local business community



Board of Directors and Organizing Committee

Leadership Diversity

Please indicate the percent of Board and/or Planning Committee belonging to the following groups:

	Board	Planning Committee
White (not of Hispanic origin)	1	1
Black (not of Hispanic origin)	1	1
American Indian / Alaskan Native		
Hispanic		
Asian / Pacific Islander	11	12
Multi-Racial / Other		



Advertising, Paid and In-Kind

- **Electronic Billboard (Assured Self Storage Sponsor)**
- **2011 Plano Star Courier**
- **2010 Star Community Newspapers**

The Star Community Newspapers was a festival sponsor. Our quarter page advertisement was run the in the following Star newspapers:

Carrollton Leader – April 1, 8, 15, 22
Frisco Enterprise – April 2, 9, 16, 23
McKinney Courier-Gazette - April 4, 11, 18
Plano Insider – March 21, 28, April 4, 11, 18, 25
The Allen American – April 1, 8, 15, 22
Lewisville/Flower Mound Leader – March 28, April 4, 11, 18, 25
Coppell Gazette – April 7, 14, 21

- **Dallas Chinese Times**
- **Dallas Chinese News**
- **Nguoi Viet**
- **FunAsia**
- **Tre News**



Plano Profile Magazine

**May 2011
(pre-event)**



**June 2010
(post-event)**

Plano Star Courier May 5, 2011

2A

PLANO STAR COURIER ★ THURSDAY, MAY 5, 2011

StarLocalNews.com

AsiaFest boasts culture, cuisine

STAFF REPORTS

The eighth annual AsiaFest will take place from 11 a.m. to 5 p.m. Saturday at Haggard Park in Plano.

AsiaFest aims to blend social interaction with colorful glimpses into the music, dances, costumes, martial arts, food and cultures of Asian countries.

"Attendance grows every year," said Rachel Tran, board vice president and chairperson of this year's AsiaFest Committee. "Last year, AsiaFest drew a crowd of 9,500. This was a record for us."

She said the event is free and that parking should be plentiful in the downtown area.

Tran has coordinated the

work of the AsiaFest committee the past two years.

Khatina Wahab and Nasima Chowdhury, who are in charge of programming, said the fare will be varied.

There will be several martial arts demonstrations as well as a sampling of dances from India, the Philippines, China, Vietnam and Japan. Various ethnic musical instruments, including drums, will be played.

But the festival is not all fun and games. An underlying educational theme will take the form of exhibits and displays including a fashion show.

A variety of Asian cuisine will be available at the event. David Yu, who coordinates this facet of the exhibi-

tion, said reputable restaurants and caterers will be on duty. Plano Chinese BBQ, Cindy's NY Deli, Mango Thai, Henry's Homemade Ice Cream and Boba Latte are a few of these.

Stephen Li, one of the founders of The Celebrating Asian American Heritage Foundation (CAAHF), said that in 1990, President George H. W. Bush designated May as the Asian-Pacific American Heritage Month in order to recognize the contributions of Asian Americans to America.

Talking about multiculturalism, Jain Li, who has held a number of positions, said the objectives of CAAHF, the organizers of AsiaFest, are to create opportunities for the inwardly looking groups of first-generation immigrants to integrate; to give the second generation Asian Americans an occasion to participate in and present their dual her-



PHILLIP LOOK / COURTESY PHOTO

Dancers wait for their turn onstage during the 2010 AsiaFest in Plano.

itage; to create a platform for the diverse communities of Plano to come together and interact at various levels; to reflect the desire of the Asian communities to contribute to and enrich the cultural life of their city.

"We aim for a family-friendly event," said Paul Look, CAAHF president. "We make sure that while the adults are taking in the cultural, as the expression goes, the children are occupied. There are booths devoted exclusively to children's activities. Block

printing is always popular, as is origami, the art of folding paper. Home Depot will be participating for the first time with an arts and crafts activity similar to the one conducted in their stores every second Saturday."

Jesse Yuan, board member in charge of booths and vendors, said the festival provides an opportunity for nonprofits to reach a greater audience. For this reason, nonprofits were charged a fee of only \$15 per booth. The Asian Breast Health Outreach Project is one of the

nonprofits that will be participating and the Dallas Indian Women's Lions Club will be a first-time participant.

Laura Chang, CAAHF secretary said, AsiaFest is supported by the Plano mayor, the Plano City Council and the Plano Cultural Affairs Commission. It is sponsored by the city of Plano and local businesses. Sally Magnuson, also a board member, added that the event has the backing of the Plano Convention and Visitor's Bureau.

plano star
courier

StarLocalNews.com

ROGER WILL

CIRCLED LINE 52-231

DMN NeighborsGo May 6, 2011

a&e | ASIA FEST

Celebrating culture:

Officials expecting 10,000 people to attend 8th annual event Saturday

By MURLI MELWANI
Contributor

Plano's Haggard Park, 901 E. 15th St., will be the site of the eighth annual Asian American Heritage Festival from 11 a.m. to 5 p.m. Saturday. The family-friendly event brings to downtown Plano the sights and sounds of Japan, Korea, China, Taiwan, the Philippines, Vietnam, Bangladesh, India, Nepal and Pakistan.

AsiaFest aims to blend social interaction with colorful glimpses into the music, dances, costumes, martial arts, food and cultures of Asian countries. Admission is free.

Last year's AsiaFest drew a record crowd of 9,500, said Rachel Tran, vice president of the festival's board and chair of this year's organizing committee. She expects more in 2011.

There will be various ethnic music, martial arts demonstrations and a sampling of dances from India, the Philippines, China, Vietnam and Japan.

A popular favorite is the fashion show featuring children and adults dressed in



Left: A group called the Jasmines perform a traditional Chinese dance during AsiaFest 2010. **Right:** Two participants of AsiaFest 2010 demonstrate kendo, a modern Japanese martial art of sword-fighting based on traditional samurai swordsmanship.



Submitted photos by PAUL LOOK

MORE INFO

Visit neighborsgo.com/stories/69519.

colorful costumes from their native countries.

Food is an integral part of every culture and Asian cuisine will be well represented, according to food coordinator David Yu.

Plano Chinese BBQ, Cindy's NY Deli, Mango Thai, Henry's Homemade Ice Cream and Boba Latte are participating in the event.

Jain Li, who has worked the event in a number of positions, said the event also serves to reflect the desire of the Asian communities to contribute to and enrich the cultural life of their city.

"We aim for a family-friendly event," said Paul Look, president of Celebrating Asian American Heritage Foundation. "We make sure that while the adults are taking in the cultural... there are booths devoted exclusively to children's activities."

Murl Melwani is a frequent neighborsgo.com contributor.

Dallas Morning News

Plano's AsiaFest set for Saturday

Murli Melwani, who volunteers for the Celebrating Asian American Heritage Foundation, laments that Plano doesn't have a permanent "Asia Town." But he's glad that Plano turns into Asia one day a year with AsiaFest. This year's event will be from 11 a.m. to 5 p.m. Saturday at Haggard Park, 901 E. 15th St.

"AsiaFest blends social inter-

action with colorful glimpses into the music, dances, costumes, martial arts, food and cultures of Asian countries," Melwani said. He adds attendance has grown every year and last year's 9,500 guests was a record. Plano and local businesses sponsor the event. Admission is free.

Visit planocvb.net.



File 2009/Staff photo

acted at a previous Asian Festival.

• **FREE PLANO ASIAFEST** ▮ The city's eighth annual extravaganza celebrating Asian-American heritage is in downtown Plano's Haggard Park. There will be daylong entertainment, including a traditional Chinese lion dance; martial arts demonstrations; ethnic dance and music; more than 60 vendor booths showcasing Asian art, literature, fashion and more; children's activities; and favorite Asian foods from area restaurants. A highlight will be a fashion show of children and adults modeling costumes from their native countries. This family-friendly festival attracted nearly 10,000 visitors last year.

► Saturday from 11 a.m. to 5 p.m. at Haggard Park, 901 E. 15th St., Plano, near the DART Rail Station. Free, with free parking available in nearby city lots. 972-556-5412
www.planocvb.net/asiafest.asp

Asian Culture and Community
May 5, 2011

GuideLive
May 6, 2011

Plano Star Courier, Example of 2011 Ads, May 1, 2011

antibody-mast cell (or basophil) reactions is prevented. Antista-



Plano AsiaFest '11
8th Annual Asian American Heritage Festival

ASIA ASIA FEST '11

Saturday, May 7, 2011
11:00 am - 5:00 pm
Haggard Park in Downtown Plano
901 E. 15th Street
Free Parking in City Lots
FREE Admission

LION DANCES • MARTIAL ARTS • FASHION SHOW
ETHNIC PERFORMANCES • CULTURAL BOOTHS
ASIAN FOOD, FUN AND MUSIC FOR THE ENTIRE FAMILY

www.AsianAmericanHeritage.org

Underwritten By:    

Diamond Sponsors:    

Gold Sponsors:     

Silver Sponsors:      

Food Vendors: Biba Latta, Cind's NY Deli, Gaiasha Steak & Sushi, Henry's Homemade Ice Cream, Mango Thai, Plano Chinese BBQ, The Pink Corndog Cafe, Premium Mobil Roast, Seven Spices

Positive Outlook

- **10,000 Attendance**
- **72+ Booths (42 in '09)**
- **34 Performances**
- **22 Sponsors**
- **9 Food Vendors**



Diamond Sponsorship \$8,000

- Opportunity to address attendees at the Festival
- Company Banner (provided by the sponsor) displayed at sponsor directed location in ASIAFEST '12
- **Full page color ad (provided by the sponsor) inside the Cover Page or on the Back Cover Page of the ASIAFEST '12 program guide.**
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '12

Sapphire Sponsorship \$5,000

- Opportunity to address attendees at the Festival
- Company Banner (provided by the sponsor) displayed at festival selected premium location in ASIAFEST '12
- **Full page color ad (provided by the sponsor) inside the Cover Page or on the Back Cover Page of the ASIAFEST '12 program guide.**
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '12

Platinum Sponsorship \$2,000

- Company Banner (provided by the sponsor) displayed at festival selected location in ASIAFEST '12
- Full page B & W ad (provided by the sponsor) on ASIAFEST '12 program guide
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '12

Gold Sponsorship \$1,000

- Full page B & W ad (provided by the sponsor) on ASIAFEST '12 program guide
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '12

Silver Sponsorship \$500

- Half page B & W ad (provided by the sponsor) on ASIAFEST '12 program guide
- Company logo on Posters, Event Brochures, and Flyers of all CAAHF events
- Company logo on local newspaper ads for all CAAHF events
- Link to Company webpage from the CAAHF webpage
- Company recognized at all CAAHF events
- Free Exhibition Booth at ASIAFEST '12

Performances



Martial Arts



Children's Activities



Educational Activities



Community Partnerships



Our Food Vendors for 2011

- Henry's Homemade Ice Cream
- Plano Chinese BBQ
- Boba Latte
- Z Grill (7 Spices)
- Geisha Steak & Sushi
- Cindi's NY Deli
- Mango Thai
- Exo Cupcakes
- The Pink Corndog Company



Food Booths



2011 Sponsors



Underwritten By

City of Plano

Diamond Sponsors

DART

FunAsia

Star Community Newspapers

Platinum Sponsor

Texas Instruments

Gold Sponsors

Asia World Market

Cindi's NY Deli

The Medical Center of
Plano

Nguoi Viet

Silver Sponsors

Adore Bijoux Jewelers

Assured Self Storage

Cathay Bank

DFW AACC

Hiep Thai Food Store

iPic Theaters

J's Roofing

Patrick P. Chen, DDS

Stage Right

Son T. Do, MD

State Farm Deborah Wolfgram
Agency

Taiwanese Chamber of Commerce

Bao Tré Magazine

Zenetek

2011 Individual Sponsors



2011 Performance List

Time (appx)	Performance	Performer	Origins	
11:00 am	Traditional Lion Dance Grand Opening	Chinese Cultural Center	China	
	Indian Traditional Dance: <i>Charishnu</i>	Ellora Performing Center	India	
	Martial Arts: <i>Shaolin Kung Fu</i>	Shaolin Wu Yi Institute	China	
	Okinawan Traditional Dance with Drums	Miyagi Ryu Noushoukai of Texas.	Japan	
	Traditional Indian Dance: <i>Maharashtrian Ganesh Song</i>	Masti Dance Academy	India	
Noon	Chinese Folk Dance: <i>Feng Yang Flower Drum</i>	Mathews Elementary School	China	
	Chinese Kung Fu Demo	Wang Tao Kung Fu School	China	
	Traditional Korean percussion: <i>Samulnori</i>	Dallas Bethany Presbyterian Church Korean School	Korea	
	Indian Traditional Dance: <i>Bharathanatyam</i>	Shruti & Smriti Natarajan	India	
	Japanese Martial Art: <i>Aikido</i>	Rising Son Association	Japan	
	Chinese Folk Dance: <i>The Arrival of Spring</i>	The Golden Autumn	China	
	Nepalese Folk Dance	Kali Services	Nepal	
	Chinese Folk Dance: <i>Happy Deer</i>	Xiao Xiao Wang from the Jiaping Shi Dance School	China	
	1:00 pm	Vietnamese Tai Chi	Integral Tai Chi	Vietnam
		Chinese Folk Dance: <i>Taiji Ball</i>	The Golden Autumn	China
Chinese Folk Dance: <i>Chopsticks</i>		Jiaping Shi Dance School	China	
Vietnamese Folk Dance: <i>Loi Ve Xom Nho</i>		Plano Butterflies	Vietnam	
Chinese Folk Dance: <i>On the Lake Shore</i>		The Golden Autumn	China	
Korean Martial Art Taekwondo Demo		Lee's U.S. Taekwondo Academy	Korea	
Filipino Traditional Folk Dances: <i>Glimpse of the Philippines</i>		Maharlika Dancers	The Philippines	
Chinese Classical Dance: <i>Maid of Honor Dancing with Fan</i>		The Jasmines	China	
Cantonese Songs		Merit Children's Choir	China	
2:00 pm		City of Plano Asian American Heritage Week Proclamation Lion Dance and Kung Fu	Mayor Chinese Cultural Center	Plano
		Asian Cultural Fashion Show	Various	Asia
3:00 pm		Asian Music	Dallas Asian American Youth Orchestra	Asia
		Traditional Filipino Dance	Balikatan Performing Arts	The Philippines
	Traditional Chinese Song: <i>Wang Ning Mei</i>	Keren Wang	China	
	Bharatanrityam Dance: <i>Dance of the Lord</i>	Nritya Performing Art	India	
	Indian Bollywood Dance: <i>Barso Re Megha Megha</i>	Bollywood Dancers	India	
4:00 pm	Taekwondo Demo	Sun Lee Texas Taekwondo Center	Korea	
	Korean Drummers: <i>Drum Beat for a New Beginning</i>	Dallas Korean Cultural Foundation	Korea	
	Bangladesh Traditional Dance: <i>Flower Dance</i>	Bangladesh Association of Dallas/Fort Worth	Bangladesh	
	Chinese Martial Art: <i>Kung Fu</i>	Kung Fu for Christ Academy	China	
5:00 pm	Festival Ends			

2011 Preliminary Boothlist

SPONSOR BOOTHS

Adore Bijoux Jewelers
Asia World Market
Assured Self Storage
Bao Tre Magazine
Cathay Bank
Cindi's N.Y. Delicatessen Restaurant & Bakery
DART
DFW AACC
Digestive Health Assoc. of Texas Dr. Son T. Do
FunAsia
Hiep Thai Market
iPic Theaters
J's Roofing
Medical Center of Plano
Nguoi Viet DFW
Orthodontics Patrick P Chen DDS PA
Star Community Newspapers
State Farm Deborah Wolfgram Agency
Texas Instruments
Zenetek

COMMUNITY BOOTHS

ACP Foundation
AMC - Ansar
Asian Breast Health Outreach
Be the Match Registry - Baylor
CAAHF/Information
Chinese Calligraphy and Painting
CIEE
COEDF
DAAAYO
Dallas Women's Lions Club
ICNA-Dallas Chapter
In-Sync Exotics Wildlife Rescue
and Education Center
International Youth Fellowship
Japan-America Society of Dallas/Fort Worth
Kotokai Center
Leadership Plano
Lutheran Church of the Way
Marco Polo World Foundation
Merit Chinese School
Mosaic Family Services
Plano Community Band
Plano Emergency Management and
Homeland Security (EMHS)
Plano International Festival/MCOR
Plano Police Department
Plano Vietnamese Baptist Church
Russell Creek Family YMCA
Shaolin Wu-Yi Institute Kung fu
Susan G. Komen for the Cure, N. Texas
Transition Lifestyle
UTD Chess Camp
UTD Confucius Institute
Wang Tao Kung Fu School



BUSINESS/COMMERCIAL BOOTHS

AGLA DFW Insurance
All Aboard Trackless Trains of DFW, LLC
Ambit Energy - Lien Nguyen
Art Party
Asmet Jehan Riaz
Discovery Toys
Eniva
Enrichment Chess Ho Math & Chess of North Texas
Extraordinary Health & Wellness Center
Goldenshanghai LTD
Green Mountain Energy Company
iTalkBB
NAKSHI
PRW (Pacific Rim Walk)
Premium Mullet Roe
Robots-4-U
Rodan + Fields Dermatologist Skincare
Sania Ahmed
SIS Jewelry & Arts
SPA Source USA
We Connect to China
Yang Huang
Yumi Chiong

CHILDREN WORKSHOP

CAAHF Children's Art Activity
New York Life Child ID
Plano Symphony Orchestra Instrument Petting Zoo
Fun Games for Kids
Home Depot

Community Booths



ASIAFEST '10



ASIAFEST '09



ASIAFEST '08



ASIAFEST '07



ASIAFEST '06



Festival 2005 & 2004



Thank You



ASIAFEST provides excellent opportunity for business to reach out to the Asian community and beyond

ASIAFEST '12 is expected to be even better!!!



Thank You 2011 Sponsors

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