

## Midwest Asian American Students Union

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### [About the University of Michigan]

#### -Michigan History-

Founded in 1817, the University of Michigan (UM) has had a long history of excellence both inside and outside of the classroom. According to the 2012 U.S. World News and Report, UM is ranked fourth best among public universities across the country. It features a robust, diverse undergraduate community of over 25,000 students, a quarter of which are students of color. The Asian/Pacific Islander American student population hovers around 13% every year. As a college town, Ann Arbor is a lively and instructive conduit for students to learn and grow. The campus is also only 45 minutes west of Detroit, a city with a rich history of activism and home to a community of Hmong refugees.

UM has fostered a long and supportive relationship with MAASU, having hosted the MAASU spring conference six times in the past. The most recent time was in 2009, when registration peaked over 600 participants. As a member school, UM continues to send students to MAASU's Leadership Retreat and Spring Conference each year. UM has valued the relationship that it holds with MAASU and recognizes its important role in the Midwest and across the country.

Since 2009, four crucial years have passed in UM and Midwest histories. Though it represents almost 1/8th of the undergraduate population, the APIA community is marginalized in many ways by the university. On-campus spaces for organizations are extremely limited. To make matters worse, the university is abandoning support for the APIA Studies faculty that educates students on issues that are relevant to the student body. In the last year, the APIA Studies Program lost four faculty members to other universities, almost half of the entire program.

All of this has mobilized the APIA student community. Since the conference has been hosted at the University of Michigan before, knowledge of its presence next year is a guarantee. The University of Michigan is a school where exploring oneself goes hand in hand with inspiring others. MAASU Spring Conference April 5th-6th 2013 will reaffirm and invigorate the work that has happened on campus.

### [About the United Asian American Organizations]

#### -Mission of UAAO-

The United Asian American Organizations (UAAO) is established to work in unity to provide education on issues facing Asian Pacific Islander Americans (APIA). We promote awareness of APIA cultures and establish a communication core for the APIA organizations and individuals at the University of Michigan in Ann Arbor.

UAAO is a coalition of about 20 APIA organizations on the University of Michigan campus. UAAO participants are diverse in heritage and culture, each with a unique background and intersection of identity. We provide a forum for discussion, advocate for

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social issues surrounding the APIA community, run programs and act as a liaison between member organizations and external organizations.

### **-UAAO and MAASU-**

The External Communications Chair of UAAO serves as the liaison to the MAASU Executive Coordinating Committee and acts as the MRep. Such designation has taken place since 1991, the first time MAASU was hosted at the University of Michigan. Since then, the University of Michigan continues to host the MAASU Spring Conference approximately every 4 years. The years we choose to bid, the leaders and the best within the APIA community come together to form its own MAASU Planning Committee.

The last MAASU Spring Conference hosted at the University of Michigan was in 2009. It was extremely successful, engaging over 600 participants from various states in the Midwest. We brought nationally acclaimed performers, Magnetic North, and filmmakers, Wong Fu Productions. We held over 20 workshops spanning a variety of under-addressed issues affecting the APIA community. We learned immensely from our 2009 experiences and will create an even better 2013 Spring Conference.

### **[Theme]**

#### **Magnify: Explore Yourself / Amplify: Inspire Others**

Through the lens of self-evaluation, a person can look inside to find the power of their own identity. Our vision for the MAASU Spring Conference 2013 is to provide a medium through which participants can explore themselves and others in order to develop a way to impact their community and motivate peers to do the same.

In our community today, many students have difficulty creating a solid identity for themselves. Without identity, a sense of community is evasive. As a result of this obstacle, becoming civically engaged is increasingly difficult. Through the keynote speakers, workshops, and facilitated discussions at MAASU SC 2013, conference participants will have an unparalleled opportunity to gain valuable knowledge about themselves and establish their own identity. Upon returning to their respective communities, we hope participants will use what they have gained in order to create a meaningful impact and inspire others to take their own initiative.



## [Planning Committee]

### **Co-Chairs (2) Cat Knoerr and Matt Ma**

- Oversee all business by planning and running weekly meetings
- Establish close relationship with all chair positions to establish a unified vision for Spring Conference
- Provide support for all chairs and ensure execution of duties in a timely and effective manner
- Maintain communication with MAASU Executive Coordinating Committee and other external organizations

### **Finance (2)**

- Prepare itemized budget of pertinent conference expenses and tracking account balances to ensure proper cash flows
- Establish detailed list of all funding sources including on- and off-campus resources and corporate funding
- Acquire \$44,000 in funding to cover all conference costs and communicating with other chairs to allocate adequate funds

### **Logistics Chairs (2)**

- Reserve venues and acquiring necessary equipment for conference
- Plan smooth execution of the conference through timely venue reservations and guest accommodations
- Coordinate Saturday evening banquet, including keynote speakers and entertainment

### **Volunteer Coordinator/Community Liaison (2)**

- Recruit and train at least 40 volunteers to lead small groups and help with conference set up
- Reach out to student population, campus organizations, and faculty to raise awareness about MAASU Spring Conference

### **Marketing/Community Outreach (2)**

- Develop detailed marketing strategy for 2013 MAASU Spring Conference
- Establish communications with fellow M-Reps and maintaining continual contact with MAASU Executive Coordinating Committee
- Recruit conference participants from all MAASU member organizations

## **Programming, Workshops & Keynote (2)**

- Create and organize conference workshops to reflect 2013 MAASU SC theme and mission
- Contact and secure keynote speakers for conference
- Ensure that all aspects of program meet the vision for the 2013 MAASU Spring Conference

## **Registration (2)**

- Establish and execute effective registration portal for conference attendee
- Assemble materials for registration packets, including T-shirts, name tags, information about accommodations, transportation, and any other relevant information for participants
- Keep and update organized account of all conference registrants

## **Creative/Multimedia (2)**

- Create and maintain comprehensive conference website for 2013 MAASU SC
- Design conference logo and all relevant advertising materials (flyers, posters, programs, etc.)
- Film and edit promotional conference video

## **Entertainment (2)**

- Contact and book all entertainment for conference
- Collaborate with Logistics Chairs in planning Friday night welcoming reception and Saturday night banquet
- Assemble biographies for all conference entertainers

## **Freshman Liaison (4)**

- Observe all chair positions and provide additional help for any position in need
- Gain valuable conference planning experience in order to lead future conferences

## **Senior Advisors (4) (Bid Process Only)**

- Provide advice regarding the hosting of 2013 MAASU SC to all members in need

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### [Sample Schedule of Events]

#### Friday

5:00PM – 11:00 PM	Registration
7:00PM – 10:00PM	Evening Mixer

#### Saturday

8:00AM – 10:00AM	Morning Registration
10:00AM – 11:30AM	Opening Remarks / Keynote I / Small Group I
11:30AM – 12:30PM	Workshop Session I
12:30PM – 1:00PM	Small Group II
1:00PM – 2:00PM	Lunch
2:00PM – 3:15PM	Workshop Session II (M-Rep Meetings, Bid Proposals)
3:30PM – 5:00PM	Workshop Session III (1:30)
5:00PM – 5:15PM	Small Group III (Tentative)
5:15PM – 7:00PM	Break
7:00PM – 10:00PM	Banquet (dinner, speaker, entertainment, closing remarks)

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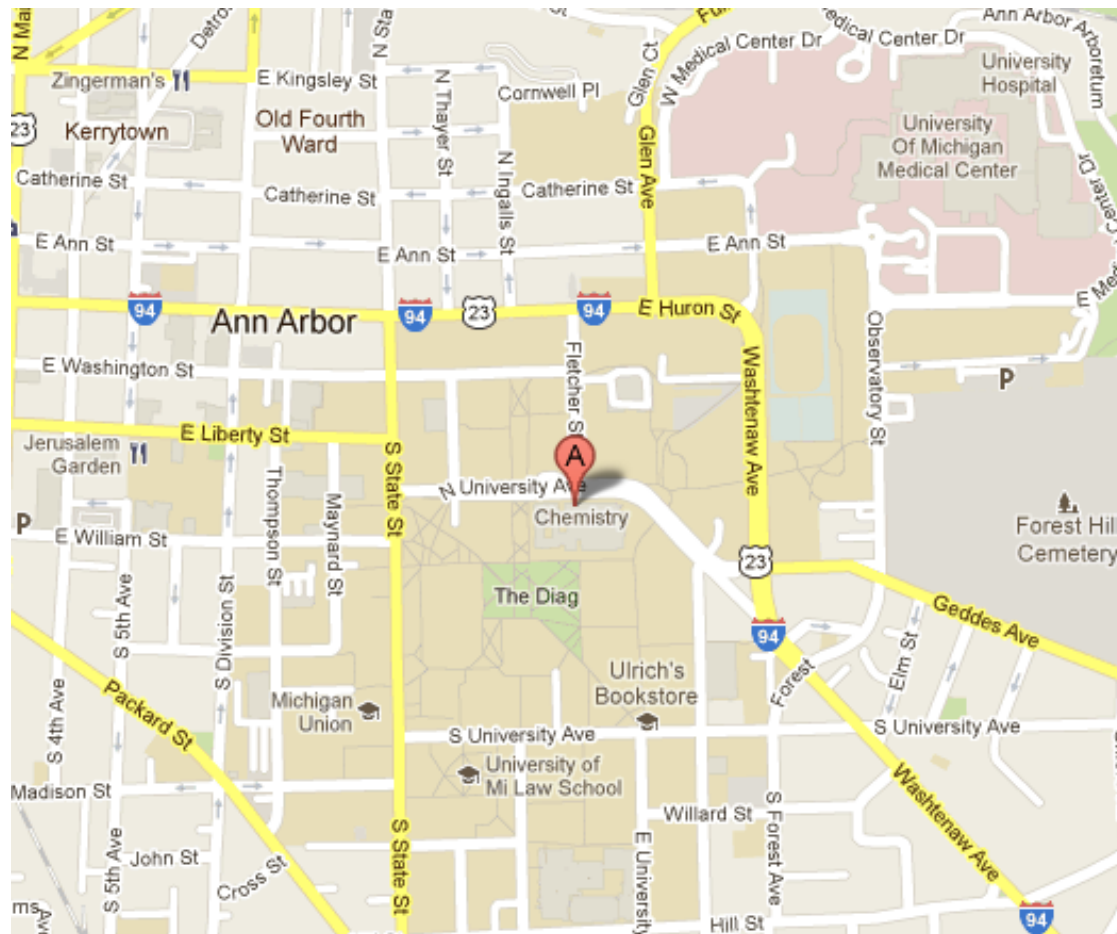
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## [Logistics]

### -Location of University of Michigan- Ann Arbor, MI

- 30 minutes from Detroit Metro Airport (DTW)
- 5 minutes from Ann Arbor Amtrak (ARB)
- 10 minutes from I-94
- 5 minutes from M-23

### -Map of the University of Michigan-



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## [Conference Facilities]

### Registration

- Michigan League
  - Lobby to set up sign-in tables

### Evening Mixer

- Michigan Union (2<sup>nd</sup> Floor)
  - Ability for Stage Set-Up for Entertainment
    - Ballroom, Capacity: 600
- University of Michigan Museum of Art
  - Ability for Smaller Entertainment Set-Up
    - Apse Room, Capacity: 500

### Workshop and Small Group Facilities

- Angell/Mason Building
  - Auditoriums A, B, C, D, Hopper Room. Over 50 Classrooms Available
- Palmer Commons
  - Great Lakes Rooms: 300
  - Forum Hall Auditorium, Capacity: 140
- Undergraduate Science Building
  - 1<sup>st</sup> Floor: 168, 2 classrooms
  - 2<sup>nd</sup> Floor: 176, 3 classrooms
  - 3<sup>rd</sup> Floor: 65, 3 classrooms
  - 4<sup>th</sup> Floor: 103, 3 classrooms
- Michigan Union
  - Rogel Ballroom: 600
  - Pendelton Room: 200
  - Anderson Room: 200
  - Kuenzel Room: 120
  - Wolverine Room: 60
  - Parker Room: 50
  - Total Capacity: 1230
- Michigan League
  - Room 4: 50
  - Ballroom: 500
  - Michigan Room: 80
  - Vandenberg Room: 130
  - Hussey Room: 130
  - Kalamazoo Room: 50
  - Koessler Room: 80
  - Henderson Room: 90
  - Room D: 50
  - Total Capacity: 1160



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### Banquet Venues

- Eagle Crest Center
  - 10 miles from Campus - 1275 S. Huron Street Ypsilanti, MI 48197
  - Gerald R. Ford Ballroom – seats 1300 without prefunction, 670 with
- Kensington Courts
  - 3 miles from Campus - 610 Hilton Blvd Ann Arbor, MI 48108
  - Single Banquet Room – seats 350
  - Multiple Rooms – seats 700
- Diamond Center
  - 25 miles from Campus - 46100 Grand River Avenue Novi, MI 48374
  - Grand Ballroom – seats 1,000 for banquet



- Botanical Gardens
  - On Campus - 1800 North Dixboro Road Ann Arbor, MI 48105-9741
  - 4 Outdoor gardens – seat 150 each
- The Inn at St. Johns
  - 20 miles from campus - 44045 5 Mile Road Plymouth, MI 48170
  - Grande Ballroom – seats 500
  - Multiple Rooms – seat 250 – 280 each



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### Housing

- **Comfort Inn & Suites University South (discount and holding available)**
  - 3 miles from campus, 10 minutes
  - 3501 South State Street, Ann Arbor, MI 48108
  - [http://www.comfortinn.com/hotel-ann\\_arbor-michigan-MI229?source=gglocalin](http://www.comfortinn.com/hotel-ann_arbor-michigan-MI229?source=gglocalin)
- **Residence Inn (discount and holding available)**
  - 3 miles from campus, 10 minutes
  - 800 Victors Way, Ann Arbor, MI 48108
  - <http://www.marriott.com/hotels/travel/ARRMI-Residence-Inn-Ann-Arbor>
- **Red Roof Inn (discount available)**
  - 3 miles from campus, 10 minutes
  - 3505 South State Street, Ann Arbor, MI 48108
  - <http://www.redroof.com/reservations/property-detail.aspx?pid=693>
- **Hampton Inn Hotel Ann Arbor - South (discount and holding available)**
  - 3 miles from campus, 10 minutes
  - 925 Victors Way, Ann Arbor, MI 48108
  - <http://hamptoninn.hilton.com/en/hp/hotels/index.jhtml;jsessionid=NOBV4HME2FCL4CSGBIWMVCQ?ctyhocn=ARBVWHX>
- **Holiday Inn Express Hotel & Suites Ann Arbor (discount and transportation available)**
  - 3 miles from campus, 10 minutes
  - 600 Briarwood Circle, Ann Arbor, MI 48108
  - <http://www.hiexpress.com/hotels/us/en/ann-arbor/arbmi/hoteldetail>

### Transportation

#### University of Michigan Charter Bus:

[http://pts.umich.edu/forms/charter\\_requisition.pdf](http://pts.umich.edu/forms/charter_requisition.pdf)

- \$68.32 per hour per vehicle, with a minimum charge of \$205 per vehicle.

#### University of Michigan Vehicle Services:

[http://pts.umich.edu/um\\_vehicles\\_services/leasing.php#pool](http://pts.umich.edu/um_vehicles_services/leasing.php#pool)

- \$36.50 per day, max number of passengers: 7 (minivan)

#### Zip Car:

- One time \$25 application fee, \$50 annual fee
- Depending on car, \$7/hour and \$66/day during week and \$8/hour and \$72/day on weekends
- Gas, insurance, and 180 free miles included

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## Parking

### Palmer Structure

From Washtenaw Avenue, turn on Palmer Drive, proceed approximately 100 yards to the 2nd parking entrance on your left that is marked "Visitor Parking".

180 visitor spots

Pull a ticket, (which is .55 per half-hour) and park on levels LL (lower level) and P1 (level 1). <http://palmercommons.umich.edu/directions/#visitor>

### Cardiovascular Center Structure

\$2 first hour, \$1 each additional hour, \$10 daily (24 hour) max

Parking meters on the street around campus and downtown (Central Parking Machines, take debit card, credit card, cash)

### Parking Structures

- Palmer Structure (\$.55 / 30 minutes)
  - Palmer Dr. and Washtenaw Ave.
- Fletcher Parking Structure
  - 200 Fletcher St.
- Thayer Parking Structure
  - 300 S. Thayer St.
- Thompson Surface Lot (\$1.40/hour)
  - 508 Thompson St. (Next to WQ close to Union)
  - Do not park in "Blue Lot" or "UM Business/Service Vehicle Only" spots
- Maynard Parking Structure (\$1.40/hour)
  - 324 Maynard St. (2 blocks from Union)
- Liberty Square Parking Structure (\$2 flat entry after 3pm)
  - 510 E. Washington St. (4 blocks from Union)
- LSA Building Surface Lot (\$1.40/hour)
  - Only 15 spots, E. Jefferson St and Maynard St. corner
- Fifth And William Surface Lot (\$1.30/hour first 3 hours, \$1.50/hour after)
  - 351 S. Fifth Ave.
- Fourth & William Structure (\$1.10/hour)
  - 115 E. William St.

"U-M staff lots and structures in the Central Campus area allow **free public parking** (except during special events) Mon.-Sat. after 6 p.m. and all day Sun. Exceptions are the Fletcher St., Palmer Dr., and Thayer St. structures, open to the public after 10 p.m. Mon.-Sat. and all day Sun."

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## Conference Meals

Conference will provide:

- Friday refreshments and snacks
- Saturday lunch
- Saturday evening banquet dinner

Participants will cover:

- Friday dinner
- Saturday breakfast

## Local Dining Options

### American

The Arena  
Blimpy Burger  
Buffalo Wild Wings  
Grange Kitchen and Bar  
Mr. Greek's Coney Island  
Noodles & Co  
Outback Steakhouse  
Panera  
Red Lobster  
Steak 'n Shake  
Victors  
Weber's Restaurant  
Zingerman's Deli

### Sandwich

Great Harvest Bread Co  
Jimmy John's  
Maize and Blue Deli  
Potbelly  
Quickie Burger  
Quizno's Subs  
Subway

### Mexican

Chipotle  
Panchero's  
Oasis Grill  
Pita Kabob Grill  
Rendez-Vous Café

### Asian

Asian Legend  
Café Japon  
Kang's  
Mahek Indian Cuisine  
Maru  
No Thai!  
Panda Express  
Sadako  
Saigon Garden  
TK Wu  
Totoro  
Tomokun

### European

Café Felix  
Gratzi  
Mia Za's  
Parthenon Restaurant  
Romano's Macaroni Grill

### Pizza

Bell's Pizza  
Hungry Howies  
Little Caesar's  
NYPD  
Pizza House

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### [Registration]

#### **-Conference Registration-**

Registration will primarily take place online through our MAASU SC website, linked to [maasu.org](http://maasu.org). Participants will also have the option of mailing in the registration form to a campus PO Box. The registration form can be found on the website in printable format. There will be early, regular, and late registration. Rates will be determined by MAASU membership. Group registration will also be available, but will not include a group discount. Late registration will close 5 days before the start of the conference in order to submit a final headcount for the banquet. There will be limited on-site registration that will not include the banquet.

#### **-Conference Check-In-**

Those who arrive Friday will check in on the 1<sup>st</sup> floor of the Michigan League. Check-in will start at 6PM and end at midnight. Check-in opens again Saturday morning from 8AM at the Michigan League on the 1<sup>st</sup> floor. There will be signs to help direct people to the registration areas. Tables will be set up in the hallways with laptops. Everyone who registered will receive an official MAASU Spring Conference 2013 T-shirt, pen, name-tag, and folder. All paperwork including a conference booklet, campus map, list of local attractions, restaurant suggestions, meal voucher, feedback survey, and other miscellaneous brochures will be held in the folder.

### [Volunteer Outreach and Coordination]

The Volunteer Coordinator/Community Liaison will form a number of volunteer committees to provide support during MAASU-related events and fundraisers. They will be official volunteers of the MAASU conference, acting as a support base for the MAASU conference board. They will be responsible for making publicity materials, setting up for the conference, outreaching to local businesses, and assisting activities on the day of the conference. Some foreseen volunteer committees include: fundraising, marketing, and programming assistance. Qualified volunteers might also be included as small group leaders.

#### **-Goals-**

Our goal is organize a group of committed volunteers who will be able to help set up and make MAASU run efficiently. We also want to recruit and train a diverse group of 40 motivated small group leaders who will be able to guide their small group members in discussion and dialogue in an open and accepting environment. We want them to take initiative in getting to know their members inside of and outside of the workshops.

#### **-Small Groups-**

Small groups will consist of approximately 15 to 20 members; this will provide the intimacy to get to know people outside of workshops and large events. They will meet after workshops to relax and socialize in a smaller setting to discuss the larger connection of the workshops to the theme and also how to apply lessons learned individually. Our committee will also personally organize the small groups and will strive

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to make each small group as diverse as possible. They will facilitate meeting more people outside of their usual social circles. We will consider age, ethnicity, and the university they attend as aspects of diversity.

Small groups embody the essence of initiating change by creating a comfortable environment for discussion and dialogue. In these small groups, people will be less inhibited to speak their opinions. Those who are not as comfortable speaking in large groups of people will be heard and appreciated in these small groups. With the networking in these small groups, they will be more likely to build coalitions and collaborate across universities in the future.

### **-Small Group Leader Recruitment and Training-**

Small group leaders will be trained by social justice and dialoguing resources on campus to build on their already vast knowledge. These leaders will be from organizations across the University of Michigan campus, which support Asian American awareness and education. Foremost, we will be targeting students who are members in organizations in the United Asian American Organization for these volunteer positions. Since the University of Michigan is fairly close to a number of large universities such as Michigan State University, Wayne State University, and Ohio State University, we will be utilizing their relative locations in our volunteer recruitment effort. The University of Michigan's APIA Studies Department recommends community service engagement and we will advertise about how this will fulfill the requirement. We will do this in hopes of garnering more volunteer interest in students who already have a grasp on Asian American issues in our community. We hope to get as many diverse volunteers as we can, taking into heavy consideration their APIA community involvement.

The students will go through an application process to become small group leaders. First they must submit an application, then our MAASU committee will conduct individual interviews with those students.

Small group leaders will participate in mandatory group. In this group training, we will go over each workshop. We will have guiding questions for breakout sessions after each workshop. We will do icebreakers to equip small group leaders with a tool to encourage engagement and interaction among small group participants. To get group leaders to best understand their group members, we will discuss how to assess the different types of personalities that people might have and how to cater to their needs. We will reach out to such resources on campus as Intergroup Relations (IGR), the Ginsberg Center for Learning and Emily Lawsin, an APIA Studies Professor, for help with our training.

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### [Programming]

#### -Keynote Speakers-

##### **Grace Lee Boggs**

Author, social activist, feminist, and undeniably revolutionary, Grace Lee Boggs has devoted her life to building movements, creating change and inspiring communities. A philosopher with extensive background in the Civil Rights and Black Power Movement, at 96-years-old, she continues to this day her activism as a community organizer in Detroit. Founder of Detroit Summer and namesake for the Grace Lee Boggs Center, Boggs' writings and interviews have been widely disseminated through newspapers, magazines, websites and academic journals while her experience in political involvement--seven decades!--encompass all major American social movements of the past century. Her many honors include honorary doctorates from the University of Michigan, Wooster College, Kalamazoo College, and Wayne State University; lifetime achievement awards from the Detroit City Council, Organization of Chinese Americans, Anti-Defamation League (Michigan), Michigan Coalition for Human Rights, Museum of Chinese in the Americas, and Association for Asian American Studies; *Detroit News* Michiganian of the Year; and a place in both the National Women's Hall of Fame and Michigan Women's Hall of Fame.

##### **Chris Jeon**

Student, activist, mathematics major and *Libyan rebel*. Very few college students will be able to list that on their resumes post-undergrad, but one who can is Korean American student Chris Jeon from UCLA. With a passion for both adventure and justice, he is a 21st century revolutionary for both Asian Americans and all peoples. Now working with the You Offend Me You Offend My Family Network to produce original content for YouTube, Jeon is bringing his unique perspectives and revolution to every screen.

##### **Grace Lee**

One of the most prolific Asian American directors active today, Grace Lee is both celebrated filmmaker and venerated teacher. Her films include: *The Grace Lee Project*, a feature documentary on breaking stereotypes screened theatrically in several cities and broadcast by the Sundance Channel; *American Zombie*, a documentary about high-functioning zombies living in Los Angeles and their struggles to gain acceptance in human society that screened at the Slamdance Film Festival, SXSW and Sitges Fantastic Film Festival; and *Barrier Device*, a short thesis film for Lee's MFA in Directing from the UCLA Film School, which went on to win a Student Academy Award and a Directors Guild of America Award. Lee is the recipient of the Henry Hampton Award for Excellence in Digital Media, a Rockefeller Media Arts grant, the PPP Pusan Prize and the 2012 Giorgio Armani Directing Fellowship from the Independent Spirit Awards. Her current project is the feature documentary *American Revolutionary: The Evolution of Grace Lee Boggs*.



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### George Takei

Actor, activist, and American icon, George Takei may be best known as Hikaru Sulu from *Star Trek*, but the impact of his presence and involvement expands beyond Trekkies. Takei is an activist for human rights, Japanese American relations, Asian American justice, and gay rights. He continues to be active today, utilizing social media, including platforms YouTube and Facebook, to both popular and activist acclaim. Takei serves as chair of the Council of Governors of East West Players, the foremost APIA theater; has been conferred the Order of the Rising Sun, Gold Rays with Rosette, by the Japanese government in acknowledgement of his contributions to US-Japan relations. He also has an asteroid named in his honor, (7307) Takei.

### Ada Wong

From average, overweight citizen, to reality show personality, to activist and fitness inspiration, Ada Wong has become a public figure and brought to light many issues within the APIA community in just a year. Wong's time and finish as third-place finalist on Season 10 of NBC's weight-loss competition series, *The Biggest Loser*, delved into tragedy, inter-generational conflict, and low self-esteem. The nature of being on a reality show also displayed a stark look into the complex family dynamics of being Asian American. Since then, Wong has gone on to speak for living in a bicultural society, increasing nutritional and mental health awareness in the Asian American community.

### -Workshop Topics-

#### MAGNIFY: EXPLORE YOURSELF

The theme, *Magnify: Explore Yourself*, is a message about introspection and self-improvement. The workshops developed have been designed to engage participants in critical self-analysis by introducing new perspectives and challenging preconceptions. Education aligns with practice for many of the options; our emphasis throughout is on interaction, be it active discussion of a topic or delving into little-known historical discourse, and for participants to discover accordance to the past, identify struggles to tackle now, and visions to shape the future. Ideally, students will also form connections with each other and form their own ideologies on what it means to be Asian American, part of a community, and to be an activist.

#### New Perspectives: APIA Debate

In order to achieve interaction between conference attendees, a debate will be implemented on a number of predetermined topics to challenge participants to articulate their ideas and contest their opinions. There will be facilitators to initiate the discussion and revive the discussion at a quiet point. After one statement is said, there will be an organized system of passing the baton, in order to prioritize who gets to speak next. The purpose of this workshop is to open new perspectives and mindsets about select topics in the Asian American community, in order to further explore personal beliefs. This workshop will be facilitated by **Chris Quiambao**, who has a broad spectrum of knowledge and is always great at coming up with questions that provoke thought. This workshop will be **1 hour 30 minutes** in length.



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### **BollyFIT:**

This workshop will engage the participants in a handful of different Indian dance styles, such as Bhangra and Raas. This will also include looking at an emerging style called fusion, and how it is a representation of both American and Indian styles. There will be a basic dance lesson and a presentation on the cultural exchange between the Western world and India in the Bollywood movie industry. From the American dream to clothing styles, Western themes and beliefs are often idealized in these films, but the exotic nature of India tends to be the only thing that returns. Here, participants can discuss how these images affect them as Asian Americans, whether as NRIs in America or as Americans in India. This workshop will be led by **Michigan Manzil**, an award-winning University of Michigan Indian dance team. This workshop will be **1 hour 30 minutes** in length.

### **Hula: History of and Production**

Explore the techniques and styles of Hula, a prominent dance genre in Hawaii, and assess your notions of Islander dance and culture. The purpose of the workshop is to introduce Hawaiian traditions to the conference; learn the origins of Hula dance, connect it back to Hawaiian culture, and finally, acquire knowledge and experience in actual production. By learning a few dance techniques of the Hula style, conference attendees can leave the workshop with actual participation. This workshop will be led and taught by **Professor Amy Stillman**, the leading ethnomusicologist in Hawai'ian music and Hula expert. This workshop will be **1 hour 30 minutes** in length.

### **Dance: What it means to be an Asian American Dancer (Intermediate mode)**

In the dance industry, the number of Asian American dancers are growing by the number, which is portrayed in the media such as *So You Think You Can Dance* and *America's Best Dance Crew*. Participants will discuss how they have been inspired by Asian Americans in dance, and hear from dancers in the industry on past and current obstacles, struggles, success, etc. The second portion of the workshop is the practice of hip hop dance, with a more advanced difficulty level for students who have had experience in dancing (so they may also add in their own dance experiences). This workshop will be led by **Kiri Chapman**, a professional modern and classical ballet dancer and choreographer from the local Ann Arbor area. This workshop will be **1 hour 30 minutes** in length.

### **Asian American Beauty Standards**

While understanding trends concerning immigrant families, women studies professors have discovered their need to maintain a certain level of heteronormative behavior. This is due to belief that controlling certain aspects of culture, such as beauty, will help with easier assimilation into the dominant culture. As a result, Asian American women have been struggling with expectations from American society as well as their Asian heritage. Discourse in this workshop will not only encompass expectations of women but also standards affecting Asian American men. This workshop will last **1 hour 15 minutes**.

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### Islamophobia

After the terrorist attack of 9/11, negative media toward Muslims and Arabs has erupted to a national topic. Often, these members that fit the stereotype are ostracized from society, though they may be second and third generation American citizens. This is not a new issue for Asian Americans as a whole. This workshop will engage the participants in learning of similar occurrences that have happened to Asian Americans history. It will delve deeper into issues of stereotyping and its affect on an entire race. But most importantly, it will explain why this issue applies to Asian Americans as a whole. This workshop will be **1 hour 15 min**

### Being Multiracial

Often time, multiracial children face troubles relating to parts of their identity. The multiracial Asian experience is extremely diverse and is growing in number in the United States. This workshop will look at issues of interracial relationships, fitting in to multiple ethnic groups, and understanding how multiracial Asian Americans fit under Asian American as a whole. One topic the workshop will explore is the stereotype of the “hybrid beauty,” which is the notion that multiracial beings have desirable physical appearances. This workshop will be led by **Meera Desai**. This workshop will be **1 hour 15 min** in length.

### Orientalization of Design

This workshop will observe and explain the trends in American design, and the influence of the “Asian flare.” Is this a new manifestation of Western culture’s fascination with the exotic? Beginning with artists such as Ingres and Delacroix, the concept of Orientalism will be taught, understood, and eventually examined with recently popular trends (Feng Shui in interior design and Indian inspired clothing). This workshop will be **1 hour 15 minutes**.

### Asian Adoptees

Compounding the struggles of being an adopted child and the cultural confusion of heritage, this workshop will emphasize the specific difficulties faced by adopted Asian American children. Furthermore, factoring in the themes of racism and Asian American identity, the workshop will contrast the adopted child’s experience from the average child’s experience. This workshop will be led by **Jaye Wilson**, an adopted Filipino American from Novi, MI. This workshop will be **1 hour** in length.

### **AMPLIFY: INSPIRE OTHERS**

*Amplify: Inspire Others*, is a call to action. Being an activist is not necessarily picketing in front of a building, shouting loudly for change or organizing mobs of people to charge forth. At the basis, it is identifying an obstacle or injustice, communicating to people why a change must be enacted, and then organizing for a solution. The workshops are designed for participants to be inspired by local Michigan activists and to share their own experiences with each other; additionally, students will learn how to find and utilize the resources available to them: each other, online, on campus.

### **Overcoming Adversity: Japanese American Internment**

The internment of Japanese Americans during World War II is one of the most infamous, overlooked chapters of American history; very few students ever even learn of it in history classes. A terrible injustice done solely based on xenophobic paranoia, the internment has nonetheless played its part in uniting and strengthening communities to ensure such prejudices do not repeat themselves. Local JACL activist and Asian American history and law instructor **Ron Aramaki** will lead an introductory segment relating the history prior, during, and post-internment, while special guest **Mary Komidoi** relates her own experiences during internment and how she has used her experiences with discrimination to power forwards. This workshop will be **1 hour 30 minutes** in length.

### **Workshops: The Workshop on how to Workshop**

Workshopping is a technique useful for introducing the audience to new perspectives through thoughtful interactions. This Workshop will have advice on how to facilitate a workshop, along with discussion about new creative methods to invoke audience participation. By encouraging past and future facilitators to share innovative ideas and successful experiences, the attendees will gain a better sense of workshop format and styles. This workshop will be led by the MAASU 2013 SC workshop coordinators: Gina Chen, Meera Desai and Alex Lee. **1 hour 30 min** in length.

### **YouTube Celebdom: An Outlet of Asian American Entertainment?**

Asian Americans have found media outlet for entertainment via Youtube, a popular video sharing community site. Many have achieved the status of a "Youtube" star through comedy, acting, singing, dancing, etc. However, is this stardom limited to the cyberworld? Will an Asian American Youtube Star break out into the entertainment industry or be held back by the label "Youtube Star"? This workshop will be led by **Dr. Lisa Nakamura**, University of Michigan professor and expert on the relation between cyberspace and race. This workshop will be **1 hour 15 minutes** in length.

### **Dance: A New Stereotype?**

This workshop will talk about new stereotypes being currently added with an emphasis on dance. Due to the social media, Asian American Dancers have been highlighted by viewers, including Quest Crew, Poreotix, Harry Shum Jr, etc, from various popular shows, *So You Think You Can Dance* and *America's Best Dance Crew*. This workshop will have discussion on whether the new stereotype is negative or positive one and how it affects one's racial identity. This workshop will be **1 hour 15 minutes** in length.

## Midwest Asian American Students Union

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### Refugees: the Different Experience

The purpose of this workshop is to compare and contrast the distinct struggles and differences between coming to America as an immigrant and as a refugee. This workshop will be led by **Dr. Thuy Le Desai**, a former refugee from Vietnam and a pediatrician at the University of Michigan. This workshop will be **1 hour 15 minutes** in length.

### Religion in America

As more Asian Americans immigrate to the United States, people bring their ideas and faith along with them and integrates with the existing culture. From Christianity to Buddhism, Asian Americans have found ways to unite in religious venues but there are also several groups that do not have the luxury of religious spaces. This workshop will examine how religion undergoes transformation when coming to America, what it means for future participants, and how these communities help mobilize action in the community. **1 hour 15min** in length.

### Racist Slurs and Changing Terms:

Chink, gook, coolie, jap, mong... these are examples of slurs that historically have been used against Asians and Asian Americans. What is the etymology behind such insults? Can/should they still be used today? What gives words power? Additionally, the transition of connotation from one word to another, such as “jap” to “J.A.P” (Jewish American Princess) will be explored. This workshop will be **1 hour 15 min.**

### LGBTQ movement in America

Asian Americans are still having a hard time coming out to family and friends. Not only do they fear the breakaway from traditions, but the negative undertones that come along with their sexuality. However, LGBTQ Asian Americans are managing to be heard in the community, for example Eva Low in politics and Iuanlegacy on youtube. This workshop will examine the coming out experience and some aspects of it that are strongly related to the Asian American identity. This workshop will be **1 hour 15 min.**

### (In)Visibility in Media

When Asian Americans are replaced with the Caucasian Actor/Actress: Opinions? Asian/Asian American stories re-appropriated with Caucasians? This will be analyzing the origins of story plots and characters with the Hollywood renditions to see the “invisibility” of Asian American presence in casting. This workshop will be led by **Wendy Sung**, a graduate student concentrating in Media Studies. This workshop will be **1 hour** in length.

### The Yellow Peril: Vincent Chin and other Cases

This workshop will be an introductory workshop for those who just entered the APIA community. This workshop will feature a presentation on the social injustices caused by the Yellow Peril and the race-related crimes that followed. After the presentation, there will be a discussion about reactions, opinions and possible solution from the audience. This workshop will be led by the APIA studies director from the University of Michigan, **Scott Kurashige**. This workshop will be **1 hour**.

### [Entertainment]

#### David So

David So has been a local stand-up Comedian in the city of Sacramento since 2008. He has performed in various comedy clubs throughout California and has made a name for himself through his comedic impersonation and stories through video logs and stand-up. Recently David So has received popular attention from his video logs such as “Asians in the Library” and “7 vs 1 Asian”, bringing Asian American issues to social media today.

#### Krystle Cruz

Krystle Cruz is a very talented soul and R&B singer and dancer from San Diego. She's been performing since age 9 and in 2008 she put all of her focus into her music. Discovered on Youtube by Japan's Avex Entertainment, she received training but later decided to work independently and with musicians and writers back home. She released her first album "Underneath Me" in 2010 and has over 1,000,000 views on Youtube.

#### JR “JRA” Aquino

JR Aquino, also known as JRA, is a singer and songwriter from Anchorage, AK. He has been singing since he was young and his talents brought him to the top 44 in American Idol season 4. With over 445,000 subscribers and 41,000,000 views on Youtube, he is very prominent in the Youtube world and often collaborates with other celebrities such as Andrew Garcia and Traphik and is also part of the “YTF Crew” with Ryan Higa, Kevjumba, Victor Kim, and D-Trix.

#### Kierra Folsom

Kierra Folsom is from Portland, OR and became an overnight hit with her cover of Drake's "Best I Ever Had." It currently has 950,000 views and her fan base continues to grow worldwide. This young talent has already done many collaborations in the past few months with singer-songwriter Mitchel Grey, singer Melvin Gutierrez, and Tim Ferguson. With her captivating acoustic talent and voice, her success will only continue to grow.

#### University of Michigan Student Groups

The University of Michigan holds a wide variety of incredibly talented student performance groups. One of such unique groups is **Revolution**, the Chinese Yoyo team, which aims to promote the performance art form as well as bring awareness to APIA culture. **Michigan Manzil** is a Bollywood dance team that has a distinctive mixture of song, dance and storytelling. They also promote awareness of Indian culture and the importance of diversity and globalism.

### [Marketing]

## Midwest Asian American Students Union

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The goal of the marketing campaign for the Michigan 2013 Spring Conference is to attract participants by keeping in constant contact with students both on campus and in participating schools. Our target audience would include college students from across the Midwest, with the purpose of engaging them in issues regarding APIA culture and community. We will follow different protocols in marketing based on location – within the University of Michigan itself and in other MAASU-participant schools.

Marketing the 2013 Spring Conference to the other MAASU member schools will entail a web of connection. We will be utilizing various means to attract MAASU member school students to the Conference. These include:

- Keep in contact with MReps in order to consistently circulate new information regarding the Conference
- Sending marketing folders pertaining to the UM APIA Community with flyers to post in their own schools as well as UM APIA products for incentive.
- Engage in direct contact with the various member schools' APIA organizations
- Connect with MAASU ECC to facilitate the distribution of Conference notifications
- Connect with the target audience through personal means:
  - Testimonies from MReps on the subject of why they became involved with MAASU and the effect of their engagement.
  - Emphasize the important of promoting awareness of APIA issues
- Social Media Outlets
  - Facebook: "Sharing" photos that promote the Spring Conference, event invitations.
  - Twitter: "Hashtags"
  - Youtube: Recruiting an APIA celebrity to record a short video advocating the value of the MAASU Spring Conference.

Marketing for the 2013 Spring Conference within the campus of the University of Michigan will be accomplished through slightly different means, as some methods are more practical when on-campus.

- Flyers/Posters promoting the Spring Conference will be posted and handed out throughout campus
- Contacting various academic apartments and student organizations (in particular those that are closely linked to APIAs) and having them inform students of the Conference
- Various events in which the Conference is endorsed and attention is attracted towards it
  - i.e. Flash mobs, talent shows, sponsoring concerts, restaurant nights

### [Expenses]

Registration	Budgeted
Pens	\$80.00
Folders	\$160.00
Printing	\$80.00
Registration Rooms	\$150.00
T-Shirts	\$3,200.00
Total	<b>\$3,670.00</b>

University of Michigan

March 29-30, 2013

[Revenue]

**M**agnify: Explore Yourself

**A**mplify: Inspire Others



## Midwest Asian American Students Union

Ticket Revenue	Estimated
Ticket Revenue (for 800 participants)	\$32,000.00
<b>Total</b>	<b>\$32,000.00</b>
On-campus resource centers	Estimated
Center for Education Outreach	\$500.00
Office of Multi-Ethnic Student Affairs (MESA)	\$1,000.00
Office of Academic Multicultural Initiatives's (OAMI)	\$1,000.00
Office of the Provost	\$500.00
Confucius Institute	\$200.00
Dr. Matlock	\$1,000.00
Alumni Center	\$500.00
<b>Total</b>	<b>\$4,700.00</b>
Schools and Departments	Estimated
American Culture Department	\$150.00
American Culture Department (A/PIA Studies)	\$150.00
Center for Chinese Studies	\$150.00
Center for Japanese Studies	\$150.00
School of Education	\$150.00
School of Social Work	\$150.00
Residential College (LSA)	\$150.00
Ross School of Business	\$150.00
School of Engineering	\$150.00
College of Literature, Science and the Arts	\$150.00
Center for Korean Studies	\$150.00
<b>Total</b>	<b>\$1,650.00</b>
Student Organizations	Estimated
Central Student Government	\$3,000.00
LSA Funding	\$800.00
Misc. Fundraising with other Student Organizations	\$2,000.00
Residence Halls Association	\$250.00
<b>Total</b>	<b>\$6,050.00</b>
	Estimated
	<b>\$44,400.00</b>

[List of Supporting Departments]

## Midwest Asian American Students Union

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Asian Languages and Cultures Department  
Asian Pacific Islander American Studies Program  
Center for Chinese Studies  
Center for Japanese Studies  
Center for Southeast Asian Studies  
Confucius Institute  
Dean of the College of Literature, Science and the Arts  
Department of American Culture  
Department of Political Science  
Department of Psychology  
Division of Student Affairs  
Office of Academic Multicultural Initiatives  
Office of Multi-Ethnic Student Affairs  
The Nam Center for Korean Studies

### [Supporting Student Organizations]

United Asian American Organizations  
Alpha Kappa Delta Phi Sorority  
Asian American Association  
Central Student Government  
Chinese Student Association  
Filipino American Student Association  
Kappa Phi Lambda Sorority  
Korean Student Association  
Lambda Phi Epsilon Fraternity  
Multicultural Greek Council  
Pi Alpha Phi Fraternity  
South Asian Awareness Network  
Taiwanese American Student Association  
Vietnamese Student Association  
Yuri Kochiyama Mentorship Program