



branch & bound

UNIVERSITY OF MICHIGAN
2021 ITASA MWC BID



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Dear ITASA National Board,

We would like to thank you for giving us the invaluable opportunity to present our bid for the 2021 Midwest Conference. Over the past several weeks, our team has been nonstop preparing and polishing each facet of our proposal, and we hope it is evident how much time and effort we have devoted to this endeavor. If our bid is granted, we hope to build a strong relationship with the National Board and continue working at producing the best conference possible, all the while abiding by ITASA policies and procedures.

Our overarching goal is to bring Taiwanese culture and identity into attendees' professional careers, especially as graduating often equates to losing touch with the college Taiwanese community. In doing so, our conference will focus on three main components: programming, community building, and application. We intend to utilize this conference as a space for attendees to glean invaluable insight into unconventional career paths, to learn how to balance nontraditional interests and passions, and to gain a deeper understanding of the different opportunities available, all the while engaging in a larger community of Taiwanese students, professionals, and mentors. We have designed our conference to encompass the unique needs of students at all different points in their professional journey, and are prepared to follow up and continuously provide resources, support, and guidance even after the conference has ended.

To contextualize our experience and competence, our TASA hosts on average six or more events per academic year, with attendance totaling up to 100+ participants per event. Most notably, our Hot Pot Night, Skate Night, and Taste of Taiwan showcase our ability to coordinate programming, organize various logistics, and build camaraderie within our Asian American student communities. In addition, our extensive University of Michigan alumni network, enthusiastic Taiwanese American community, and strong Midwest spirit make us confident that we can bring a singular, engaging experience to attendees.

To this end, we would like to thank you for taking the time to review and consider our bid. As the Midwest Conference has been discontinued for the past two years, 2021's conference holds all the more meaning and urgency for us. Thus, as we outline our vision for "Branch & Bound," we hope to materialize our proposal and passion into a successful conference with your support and guidance.

Our Warmest Regards,

University of Michigan ITASA Midwest Conference 2021 Bid Team



THEME

Our theme “Branch & Bound” stems from the titular computer science algorithm, which solves problems using branches of a “tree” that represent all candidate solutions. To arrive at the best outcome, the algorithm constantly pivots through the bounds of each branch and investigates all possible courses of action.

We endeavor to take this algorithm and translate its essence into our conference through programming, community, and application. As we explore our options and branch out, we also arrive at the bounds of our skills, resources, and interests. But as long as we are bound to our community, which encourages and uplifts us as we learn and grow, we can adapt, redirect, and actualize our passions and dreams.

We are confident this analogy will leave attendees with a better grasp of the possibilities available to them and the resources they have to achieve their goals successfully. “Branch & Bound” is meant to last a lifetime — our hope is that beyond this three-day conference, attendees will be imbued with a greater sense of purpose, identity, and community that lasts in the years to come.

VISION

How do we interact with, discuss, and embrace our Taiwanese identity after we graduate college? When we enter the professional world, where do we go to find community? How can we hold conversations that encompass our relationship to Taiwanese heritage and the cultural nuance of being Taiwanese American in the Midwest?

We seek to mitigate the lack of representation, connections, and exposure that often deter Taiwanese Americans from certain career choices by inviting speakers ranging from new graduates to community action advocates to industry professionals who can address the role of Taiwanese American identity in their careers and interests. Their stories will serve as a launching pad for our attendees to evaluate their individual branches and bounds, and attendees will have the chance to listen, share, and reflect with the support of their peers in intimate, small group discussions.

In combining programming with a sense of greater community at the 2021 Midwest Conference, we aim to facilitate an environment that encourages each attendee to explore their options, inspires them to pursue new opportunities, and equips them to lead, interact, and give back to their communities, even after the conference has ended.

MEET THE BID TEAM



BRIAN LIN

Co-Director
 '21 Computer Engineering
LIFE MOTTO:
 Give up to go up.
MICHIGAN WINTER COPING MECHANISM: Ultra Soft Parka Shoes and Ramen



SERENA YEE

Co-Director
 '21 Organizational Studies
LIFE MOTTO:
 Ask for forgiveness, not permission.
MICHIGAN WINTER COPING MECHANISM: Accepting very early on that I will not be wearing anything but sweatpants for the next 5-6 months.



MICHELLE SHEN

Chief Editor
 '21 East Asian Languages and Cultures, Korean focus & English
LIFE MOTTO:
 Don't take things personally.
MICHIGAN WINTER COPING MECHANISM: Wear as many layers as possible



VERONICA ZHAO

Logistics
 '21 Statistics
LIFE MOTTO:
 You are your best thing.
MICHIGAN WINTER COPING MECHANISM: UNIQLO heattech



AUDREY BRAUN

Logistics
 '23 Communication and Media
LIFE MOTTO:
 Play a fool's game, win a fool's prize.
MICHIGAN WINTER COPING MECHANISM: Blankets and hot tea



EDDIE WANG

Social Logistics
 '21 Computer Science
LIFE MOTTO:
 The best motivation is last minute panic!
MICHIGAN WINTER COPING MECHANISM: Growing out my hair to uncontrollable lengths for head insulation.



LUCIA TSAI

Finance
 '23 Business Administration
LIFE MOTTO:
 Yesterday is history, tomorrow is a mystery but today is a gift. That's why we call it the present.
MICHIGAN WINTER COPING MECHANISM: Don't go outside. Hibernate and eat ice cream instead.



EUGENE TSAI

Programming
 '21 Computer Science
LIFE MOTTO:
 Just enjoy where you are now.
MICHIGAN WINTER COPING MECHANISM: Hibernation and food



DEREK SHAO

Promotion
 '22 Cognitive Science
LIFE MOTTO:
 Send it.
MICHIGAN WINTER COPING MECHANISM: Acceptance.



ELENA FANG

Technology
 '21 Information Science
LIFE MOTTO:
 A day is not a day without a cup of coffee
MICHIGAN WINTER COPING MECHANISM: Lots and lots of tea.

LOCATION

THE CITY OF ANN ARBOR

The University of Michigan was established in the city of Ann Arbor in 1837, and since then hundreds of thousands of students and faculty have been proud to call Ann Arbor home. The city is ranked one of the best small college towns to live in, one of the most educated cities, and one of the happiest in the nation. Offering a wide and diverse array of restaurants, shops, and entertainment, Ann Arbor is the perfect place to explore, learn, and experience a variety of cultures. In addition to its positive ratings and diverse population, Ann Arbor is a green city that prides itself in its natural beauty and environmentally sound transportation. With an abundance of things to do, proximity to campus, and unique community, Ann Arbor is certainly captivating and a city worth visiting.

ON AND NEAR CAMPUS

MUSEUM OF NATURAL HISTORY

The Museum of Natural History is free admission and has everything from mastodons and prehistoric whale skeletons to planetarium shows. This museum was recently renovated in 2019 and is worth a visit if you have a knack for natural history or cool exhibits.



NICHOLS ARBORETUM (THE ARB)

Often nicknamed “The Arb,” this arboretum is a Central Campus staple and a great destination for hiking and exploring from sunrise to sunset. Approximately 3.5 miles of trails cut through the Arb and pass through scenic areas such as the peony garden, Heathdale, Alex Dow Field, the Huron River, and the main valley, to name a few. Maps of the Arb are located at each entrance.



UNIVERSITY OF MICHIGAN MUSEUM OF ART (UMMA)

The UMMA, which is always free (but accepts donations), is host to a great breadth of beautiful artwork. Students and Ann Arbor residents alike adore it, so we are sure you will too! Be sure to also check out the iconic sculptures that sit on the surrounding lawns.



PINBALL PETE'S

This vibrant and classic arcade is host to tons of arcade games, both old and new. The spot has been around for over 30 years and is located in the heart of South University. The games are all coin-operated, so bring quarters or cash to have a great time.



MICHIGAN/STATE THEATERS

State Theatre is a former movie palace in Ann Arbor operated by the nearby Michigan Theater. Check out their link to see showtimes and upcoming performances! <https://www.michtheater.org/>



LODGING

RESIDENCE INN ANN ARBOR DOWNTOWN - MARRIOTT HOTELS

Located in the heart of downtown Ann Arbor, the Residence Inn Marriott Hotel is not only in close proximity to the University of Michigan campus, but also one block away from Main Street, where popular downtown shops, over sixty restaurants, and exciting entertainment venues can all be found. The Residence Inn is also within walking distance from the university, making it very convenient to get to and from different campus buildings. The hotel is reasonably priced and offers great amenities, such as free high-speed internet and hot breakfast.



TRANSPORTATION

From Detroit Metro Airport (DTW) to downtown Ann Arbor, options include:

- 35 minutes via the Michigan Flyer/Air Ride to Blake Transit Center (\$12 per person and requires reservation)*
- 30 minutes via Uber/Lyft service to Residence Inn by Marriott Ann Arbor Downtown (prices fluctuate depending on supply and demand but is usually \$40-\$60)

For the duration of the conference:

- All programming, meals, and lodging will be within walking distance, but public transportation is still available via Michigan Blue Buses (free) and the Ride (\$1.50 cash per ride).

From the Ann Arbor Amtrak Station to downtown Ann Arbor, options include:

- 8 minutes via the Ride, 21 line from Amtrak Station bus stop to City Hall bus stop (4 stops, \$1.50 cash)
- 5 minutes via Uber/Lyft to Residence Inn by Marriott Ann Arbor Downtown (no more than \$10)*

Parking:

- Valet at Residence Inn by Marriott Ann Arbor Downtown (\$25 per day)
- Ann & Ashley Garage (\$4 on Friday after 4 PM and Saturday, free on Sunday)*
- Metered parking is available for \$1.90 per hour and is free after 6 PM; however, if you choose to park overnight, you must move your vehicle before 8 AM.

* Indicates recommended option.

DINING OPTIONS

FOOD

- Belly Deli (Asian Fusion) \$
- Blank Slate Creamery (Ice Cream) \$
- Hola Seoul (Korean Fusion) \$
- Joe's Pizza NYC \$
- Kang's Korean \$
- Sadako (Japanese) \$\$
- Asian Legend (Taiwanese) \$\$
- TK Wu (Chinese/Taiwanese) \$\$
- Zingerman's Deli \$\$

BUBBLE TEA (珍珠奶茶)

- Bubble Island \$
- ChaTime \$
- CoCo Fresh Tea & Juice \$
- Ding Tea \$
- Tea Ninja \$
- Sweeting \$\$



VENUES

ROGEL BALLROOM

The opening ceremony and keynote speaker event on Friday will take place in the Rogel Ballroom at the Michigan Union. As one of the largest event and conference venues at the university, the Rogel Ballroom holds up to 600 people and is well-equipped with a sound system, projector, projector screen, adjustable lighting, and more.



MICHIGAN LEAGUE

Workshops will be held in several rooms in the Michigan League, the beautiful and spacious student union located on the north end of Central Campus. The rooms range in size and capacity, with some accommodating up to 100 people. Having all workshops held in one building ensures close proximity and easy navigation for workshop leaders and attendees; the Saturday morning keynote session will also be held in one of these rooms. The Concourse area in the League will serve as home base for the conference, with registration and additional programming taking place here.



TASTE OF TAIWAN

Location: 530 Church St, Ann Arbor, MI 48109

Taste of Taiwan is an annual, authentic Taiwanese night market experience replete with food, drink, and entertainment. During Taste of Taiwan, attendees are able to experience different aspects of Taiwanese culture by sampling Taiwanese snacks and beverages, trying their hand at carnival games, participating in cultural craft booths, and watching student performances from other Asian American on-campus groups at the end of the night.

S C H E D U L E

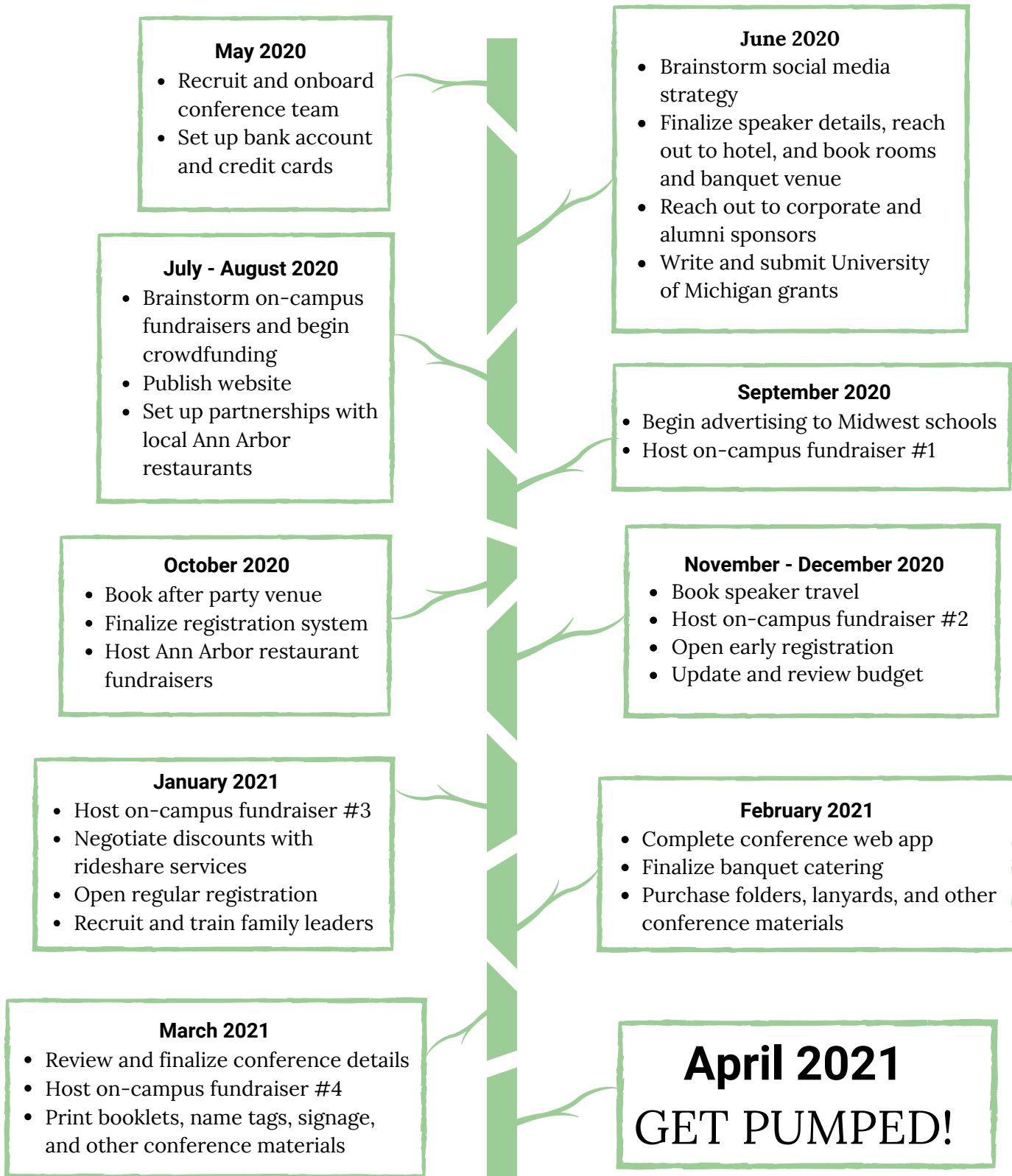
FRIDAY

- 3:00 pm Pre-Conference Activities
 - 6:00 pm Dinner + Taste of Taiwan
 - 8:00 pm Keynote 1/Opening Ceremony
 - 9:30 pm Family Get To Know You/Goal Setting
 - 10:00 pm Icebreakers (Large Group)
-

SATURDAY

- 9:00 am Breakfast
- 9:30 am Keynote 2
- 10:30 am Additional Programming
- 11:00 am Workshop 1
- 12:00 pm Workshop 1 Reflection
- 12:30 pm Lunch
- 2:30 pm Workshop 2
- 3:30 pm Workshop 2 Reflection
- 4:00 pm Family Reflection
- 4:30 pm Ice Cream Social
- 7:00 pm Banquet
- 11:00 pm After Party

TIMELINE



KEYNOTE SPEAKERS



CHASE TANG

Chase Tang is a Taiwanese Canadian actor who was originally a successful corporate executive before switching careers to pursue his passion in the film industry. Having previously starred in multiple TV series, Tang was recently cast in the upcoming 2020 Netflix series *Jupiter's Legacy*. With the show serving as his break into Hollywood, Tang has since utilized his platform to raise awareness for issues such as climate change and mental health.



VICKY TSAI

Vicky Tsai is a Taiwanese American entrepreneur and philanthropist. In 2009, she quit her corporate job on Wall Street and founded Tatcha Beauty, a natural ingredient and clean beauty skincare brand widely revered by celebrities and makeup artists alike. She recently partnered with the nonprofit organization Room To Read to support girls' education in underdeveloped Asian and African countries.



TIM WU

Tim Wu, more commonly known by his stage name Elephante, is a Taiwanese American EDM DJ and producer known for his progressive big room house anthems and remixes. After graduating from Harvard in 2011, Wu decided to quit his corporate job and pursue music full time. Since releasing his first EP in 2013 and second EP in 2018, Wu has received millions of online streams and appeared in major music festivals, distinguishing himself as one of the most innovative EDM producers around today.



STEVE CHEN

Steve Chen is a Taiwanese American entrepreneur known for co-founding and serving as the previous CTO of YouTube. In addition to his time at YouTube, he also co-founded AVOS Systems, Inc. and built the video-sharing app MixBit. Chen is Taiwan's first-ever approved "Employment Gold Card" holder, and in 2019 moved back to Taiwan to educate local entrepreneurs and support the entrepreneurial ecosystem in Taiwan.

WORKSHOPS

INDUSTRY

With speakers hailing from a variety of backgrounds, careers, and experience levels, this workshop section aims to provide insight on a wide array of professional opportunities and the setbacks, challenges, and triumphs of our speakers. We hope that attendees will apply what they have learned to their personal journeys and leave the conference with the resources, knowledge, and passion necessary to pursue a meaningful career while celebrating their Taiwanese identity.



TIFFANY SU

A Detroit native, Tiffany is the manager of music supervision at Entertainment One and currently works to create soundtracks for a diverse range of film and television productions. In 2016, Tiffany joined the film and TV licensing team at BMG Rights Management, where she negotiated a myriad of sync placements on behalf of clients such as Nirvana, David Bowie, Johnny Cash, John Legend, and Bruno Mars. She also worked as the music coordinator on the network series *Supergirl*, *The Flash*, and *Prodigal Son*.



CHIEN-AN YUAN

Chien-An Yuan is a Michigan-based, multi-disciplinary artist who has directed multiple projects across the fields of graphic design, photography, filmography, and experimental electronic music. He owns the record label "1473" and has had multiple pieces featured in prominent digital media platforms such as *The New Yorker*, *Salon*, and *ArtSlant*.



KEVIN LIN

Kevin Lin is the co-founder of Twitch and previously served as COO for ten years before recently co-founding Gold House, a nonprofit collective comprised of diverse leaders dedicated to forging stronger relationships that empower Asians. He was also involved with ITASA's board of directors and served as treasurer for five years. As a Taiwanese American and New Orleans native, Kevin is consistently involved in supporting businesses, founders, and creatives from both New Orleans and Taipei.

WORKSHOPS

COMMUNITY

The goal of this workshop section is to show attendees different ways they can get involved with the larger Taiwanese American community and concomitant community projects, and how they can embrace and share their Taiwanese identity in the context of post-graduate life. Speakers will share their experiences working with local communities as well as their involvement in movements that promote Taiwanese American or Asian American identity and values.



HOCHIE TSAI

HoChie Tsai is a pediatrician at the UCSF Benioff Children's Hospital. He was actively involved in ethnic organizations throughout the Midwest in both collegiate and professional contexts, and eventually helped found ITASA in 1998. HoChie is also the founder of TaiwaneseAmerican.org, a website that highlights Taiwanese American community, events, and influential figures. He currently serves as the president of the Taiwanese American Foundation and continues to influence the younger generation through leadership training and youth development.



FRANCES KAI-HWA WANG

Frances Kai-Hwa Wang is a journalist, speaker, educator, and poet whose work is focused primarily on issues of race, justice, culture, and art. Her writing has appeared on NBC News Asian America and in several anthologies, journals, and art exhibitions. She is a lecturer on Asian/Pacific Islander American media and civil rights at the University of Michigan and has spoken nationally at universities, conferences, and organizations about Asian American identity, media, and civil rights issues.



THERESA YANG

Theresa Yang is the president of the Michigan Taiwanese American Organization (MITAI), a non-profit organization founded in 2002 dedicated to promoting Taiwanese culture exchange with Michigan residents through a variety of community events. In the past years, MITAI has hosted events including the Taiwan Cultural Festival, the Taiwan Culinary Series, and multiple concerts and performances featuring traditional Taiwanese performance groups.

WORKSHOPS

NEW GRADS

The focus of the new grads workshop will be on their experiences transitioning from college to work life. We invited alumni who graduated within the past five years to share the challenges and changes in their lives, and how they continue to explore and celebrate their Taiwanese identity. Our hope is that attendees will walk away with new methods and insights to prepare for life after graduation, especially in the realm of Taiwanese identity and community.



ANGELA SHIUE

Angela Shiue graduated from the University of Michigan in 2018 with a degree in political science. Throughout college, she worked with multiple on-campus organizations and served as a former TASA president. After graduating, she worked with Michael Bloomberg's 2020 presidential campaign and is currently an associate at Alper Strategies and Media.



ERICA YU

Erica Yu graduated from the University of Illinois at Urbana-Champaign in 2018 with a degree in architecture. She is currently a project associate at Chipman Design Architecture. Throughout college, she was involved with UIUC's TASC and even helped plan the 2017 ITASA MWC. Erica has held a leadership role at the Taiwanese American Foundation's summer conference since high school and currently serves as one of the Program Directors for the Juniors Program.



JULIANNE TSAI

Julianne Tsai graduated from the University of Michigan in 2015 with a degree in mechanical engineering. She currently works at Toyota as a vehicle environment evaluation engineer. Julianne has been involved with the Taiwanese American Foundation for many years and served as one of the Program Directors for the Junior High Program in 2019.

ADDITIONAL PROGRAMMING

In addition to our regular programming, there will also be supplementary activities for attendees to further socialize and reflect. These activities will be available throughout the duration of the conference and will be held in a centralized location. Through these fun and meaningful activities, which include a post-it wall, photo booth, and jianzi competition, we hope attendees will establish lasting bonds with one another and share their goals, thoughts, and experiences openly.

POST-IT NOTE WALL

We will set up several boards at our home base and supply post-it notes and writing utensils for attendees to reflect on their conference experience. Boards will include the following prompts:

- Why are you proud to be Taiwanese American?
- What are your goals for this conference and beyond?
- What are some insights you have gained from ITASA MWC 2021?

We hope that attendees will view this wall as both a symbol of the community they have built as well as motivation to achieve the goals they have set for themselves.



PHOTO BOOTH

We will provide props relevant to Taiwan and Taiwanese culture for attendees to pose with. In doing so, we hope that attendees will not only make lasting memories with their fellow conference attendees, but also embrace their Taiwanese American identity and Midwest Conference experience with their followers on social media.

JIANZI (SHUTTLECOCK) COMPETITION

This game, in which players aim to keep a weighted shuttlecock in the air by using all parts of their bodies except for the hands, will serve as a friendly and competitive community builder for attendees. There will be an ongoing leaderboard that will end on Saturday night during the banquet, when winners and their respective schools will be recognized. We hope that the competition will serve as an icebreaker between different schools and contribute to a lively conference environment.

FAMILY SYSTEM

To build community and provide a supportive space for attendees to return to over the course of the conference, we have prepared a family system to facilitate an even more inclusive and interactive conference experience. Meeting new people is often intimidating and stressful, especially in the context of an unfamiliar environment. Through social icebreakers on the first night of the conference, we hope to introduce attendees to a small group of people with whom they can come to rely on and trust by the end of the conference. Our hope is that these guided interactions will morph into organic interactions and ultimately lead to lasting relationships.



A structured family system will not only encourage the formation of tight knit bonds, but also stimulate deeper conversations centering around personal growth and reflection. On Friday night, our trained family leaders will discuss expectations and set goals. During this time, we hope to provide an intimate space for attendees to share their reasons for attending the conference, what they hope to gain, and how their Taiwanese American experiences have shaped their identities. On Saturday afternoon, families will convene once more to discuss and reflect upon their goals and expectations, and devise next steps to take after the conference has ended.

The family system thus requires highly competent family leaders. We aim to select and train 20 to 30 family leaders, both inside and outside of our conference team. These family leaders will go on to lead five to ten member families that are pre-assigned and evenly distributed according to gender, grade level, and school.

REFLECTION TIME

To further build community and allow for attendees to synthesize their learnings, we have set aside time after each workshop for small group discussion and reflection in our Saturday schedule, separate from family groups. Small group meetings will occur during the last 30 minutes of the workshop and serve as an intentional space for attendees to process what they have learned, share their stories, and gain insight from others. We believe that collective learning will prompt lasting organic interactions, and our hope is that attendees will not only better understand their goals and identities after each meeting, but also build relationships on a deeper level that extend past the conference. Logistically, these groups will be formed within each individual workshop and range from five to ten students.

FRIDAY AFTERNOON ACTIVITY

On Friday afternoon, we will host a larger bonding activity for conference attendees who arrive early. There are multiple options spread out between Ann Arbor and Detroit, and each is its own unique experience.

Staying local, we have public skating at the Yost Ice Arena, which is located right outside of downtown Ann Arbor. Another alternative is Pinball Pete's, an arcade that offers a wide variety of pinball machines, video games, billiards, skee-ball, air hockey, and more.

Venturing outside of Ann Arbor, we have the Detroit Institute of Art, which boasts over 100 unique galleries and is often considered to be one of the most significant art collections in the United States. There are many convenient transportation methods to Detroit, including the Ann Arbor Detroit Connector bus provided by the University.



YOST ICE ARENA



DETROIT INSTITUTE OF ART

ICEBREAKERS

For the duration of the conference, we have planned a variety of events to facilitate bonding as well as create opportunities to relax. After the keynote session on Friday night, we plan on hosting a talent show for attendees to debut their best skills and learn about their talented peers. In line with our theme of "Branch & Bound," we also hope for attendees to showcase any passions and hobbies they have been pursuing, and encourage them to embrace their interests.

We will also have smaller icebreaker events scattered throughout Saturday, ranging from educational experiences to family group competitions. Staying on par with the theme, there will be a maze race between family groups, which will promote bonding and teamwork. If weather permits, there will be a campus-wide scavenger hunt that will target notable areas around Ann Arbor, such as Nichols Arboretum and the Diag. Furthermore, we will host additional mini workshops featuring guest teachers from various University of Michigan student organizations. These workshops will allow for attendees to bring home new skills and meet new people.

BANQUET



On Saturday night, the banquet and closing ceremony will be held in the Michigan League Ballroom. The ballroom can comfortably seat up to 300 attendees while accommodating presentations and entertainment. For the dining experience to be as authentic as possible, we will be working with Michigan Dining and Catering services to create a customized menu for this conference.



AFTER PARTY

516 E Liberty St, Ann Arbor, MI 48104

The Saturday night after party will take place in Necto's Red Room. Necto is a nightclub located in the center of downtown Ann Arbor, and is easily accessible by car and public transportation. This space will be reserved for MWC participants, who will need to be 18+ to enter and 21+ to drink.

FINANCES

EXPENSES

Name	Description	Conservative	Moderate	Liberal
Fixed Costs				
Workshop Speakers				
Travel	Transportation to Michigan (Flight & Gas)	\$600.00	\$800.00	\$1,000.00
	Transportation to/from Ann Arbor (Per speaker)	\$20.00	\$30.00	\$40.00
Accomodation	2 nights @ Residence Inn by Mariott (Per speaker)	\$400.00	\$500.00	\$600.00
Honoraria	Per speaker	\$200.00	\$400.00	\$600.00
Gifts	Per speaker	\$25.00	\$50.00	\$75.00
Subtotal		\$3,825.00	\$5,700.00	\$7,575.00
Keynote Speaker				
Travel	Transportation to Michigan (Flight)	\$500.00	\$600.00	\$700.00
	Transportation to/from Ann Arbor (Per speaker)	\$20.00	\$30.00	\$40.00
Accomodation	2 nights @ Residence Inn by Mariott (Per speaker)	\$400.00	\$500.00	\$600.00
Honoraria		\$4,500.00	\$5,000.00	\$5,500.00
Gifts	Per speaker	\$25.00	\$50.00	\$75.00
Subtotal		\$5,890.00	\$6,760.00	\$7,630.00
Keynote & Workshops				
Venue *material and equipment included	Keynote (Union Rogel Ballroom)	\$240.00	\$240.00	\$240.00
	Workshops + Keynote 2 (League)	\$291.00	\$291.00	\$291.00
Subtotal		\$531.00	\$531.00	\$531.00
Social				
Venue *material and equipment included	Banquet (League Ballroom)	\$240.00	\$240.00	\$240.00
After Party	Necto Nightclub	\$2,000.00	\$2,500.00	\$3,000.00
Subtotal		\$2,240.00	\$2,740.00	\$3,240.00
Total Fixed Cost		\$12,486.00	\$15,731.00	\$18,976.00

Name	Description	Conservative	Moderate	Liberal
Variable Costs				
Housing		100	150	200
Hotel	4 per room (2 nights) @ Residence Inn by Mariott	\$12,450.00	\$18,924.00	\$24,900.00
Subtotal		\$12,450.00	\$18,924.00	\$24,900.00
Marketing and Publicity				
Website		\$100.00	\$180.00	\$220.00
Conference Packets		\$320.00	\$480.00	\$650.00
Subtotal		\$420.00	\$660.00	\$870.00
Food				
Banquet	M-Dining	\$2,800.00	\$3,150.00	\$3,500.00
Breakfast	Included in Hotel expenses	-----	-----	-----
Snacks		\$200.00	\$300.00	\$400.00
Subtotal		\$3,000.00	\$3,450.00	\$3,900.00
Miscellaenous				
Conference Team Shirts		\$300.00	\$400.00	\$500.00
Other		\$300.00	\$400.00	\$500.00
Subtotal		\$600.00	\$800.00	\$1,000.00
Total Variable Costs		\$16,470.00	\$23,834.00	\$30,670.00
Total Expenses		\$28,956.00	\$39,565.00	\$49,646.00

FINANCES

REVENUE

Source	Description	Amount	Conservative	Moderate	Liberal
Participants			100	150	200
Conference Registration	Early (20% of attendees)		\$85	\$75	\$80
	Regular (70% of attendees)		\$100	\$90	\$95
	Late (10% of attendees)		\$115	\$105	\$110
Subtotal			\$9,850	\$13,275	\$18,700
Staff	Estimated 30 staff members *excluding hotel price	\$40 / person	\$40.00	\$40.00	\$40.00
Subtotal			\$1,200.00	\$1,200.00	\$1,200.00
Sponsorship					
Business Sponsors			\$1,300.00	\$4,550.00	\$6,000.00
Cultural Organizations	TUF, OCAC, TAF, TECRO, etc.		\$4,000.00	\$4,900.00	\$5,800.00
University of Michigan	SOFC, MESA, OAMI, LRCCS, etc.		\$9,500.00	\$11,250.00	\$13,000.00
Private Sponsors			\$2,000.00	\$3,000.00	\$4,000.00
Fundraising	Crowdfunding		\$1,500.00	\$2,000.00	\$2,500.00
	ITASA Fundraisers		\$1,600.00	\$2,225.00	\$2,850.00
Subtotal			\$19,900.00	\$27,925.00	\$34,150.00
	Total Revenue		\$30,950	\$42,400	\$54,050

POTENTIAL SPONSORS

American Culture Studies Department
 Broad Solutions LLC
 Center for Chinese Studies
 College of Literature, Science, and the Arts
 Department of Asian Languages and Culture
 Ford Motor Company
 Michigan Taiwanese American Organization
 Presotea
 Sinopac Financial Holdings Company Ltd
 Taiwanese American Chamber of Commerce of Greater Chicago
 Taiwanese American Citizens League
 United Asian American Organizations
 United Microelectronics Corporation
 U of M Club of Taiwan
 Walt Disney Company
 World Vision International

CONCLUSION

Planning and hosting a major intercollegiate event requires intention, commitment, and ambition; as the University of Michigan TASA conference bid team, we are proud to have invested an immense amount of time, energy, and effort thus far into planning, and would be honored to host the ITASA Midwest Conference in 2021. Our team is comprised of resourceful and multifaceted students who are passionate about inspiring, empowering, and celebrating the Taiwanese American community, and with our extensive network, previous experience, and head start on programming and fundraising, we are confident that we can successfully host the 2021 Midwest Conference.

We believe that “Branch and Bound” will challenge attendees to thoroughly consider and reflect upon their post-graduate plans, and that through our carefully designed theme, diverse programming, unique family system, and intentional follow up, attendees will be able to better build their futures around their Taiwanese American identity. In addition, we intend on inviting schools from all over the Midwest region to participate in our conference; in doing so, we hope to establish a strong Midwest Taiwanese American network, community, and presence, and effectively ensure awareness of the ITASA Midwest Conference in the years to come. With the support of the ITASA National Board along with the backing of our generous sponsors and local organizations, we will surely deliver a memorable conference that will undoubtedly transform our attendees’ conceptions of self, identity, community, and career.

We are immensely grateful for the privilege of presenting our bid for the 2021 Midwest Conference, and are thankful for your time and consideration. We look forward to collaborating, and hope to see you at the University of Michigan in 2021.

