



Hand-in-Hand 手牽手

Intercollegiate Taiwanese American Students Association
2008 Midwest Conference

April 4th-6th, 2008

Northwestern University

Evanston, Illinois



Dear Conference Sponsor,

It gives me great pleasure to invite you to be a part of the 2008 Intercollegiate Taiwanese American Students Association (ITASA) Midwest Regional Conference, hosted by Northwestern University. ITASA is a national non-profit organization that seeks to inspire, empower, and activate the Taiwanese American community in universities across the country. The biggest gathering of its kind, the annual conference consistently draws hundreds of university students from the region. The conference aims to provide a unique learning opportunity through lectures, workshops, forums and cultural performances; to explore the Taiwanese identity; to encourage student activism on campuses as well as in the greater Taiwanese American arenas; and to promote life-long friendships and a strong Taiwanese American network.

We are tentatively scheduling the conference to be April 4th-6th, 2008. We are still in the early stages of planning, so much of the details are still in flux. In order to invite renowned speakers to present at our conference, we need funding for their transportation, lodging, and honorarium. We also need considerable funding for venue reservations, equipment (sound and sight) rentals, food and transportation for student participants, etc. After calculating a detailed budget, we set a fundraising goal of \$15,000.

Fundraising is where we need your help. Our main source of funding is through corporations and private donors, who feel strongly and passionately about promoting Taiwan and Taiwanese culture and wish to support the events such as our conference.

We would be extremely thankful and appreciative of any monetary contributions that you may make; it would make a huge difference to the quality execution of our event!

We have included the vision statement for our conference, which talks about the general purpose and goals of the event, so please take a look at it. You can find more information about our organization at www.itasa.org. If you have any questions, please also feel free to contact us. If you prefer, we can schedule a time for us to give you a call and tell you more about our event and organization.

We look forward to hearing from you soon. Thank you again for your time!

Sincerely,

Conference Co-Directors,

Kim Chiang
k-chiang@northwestern.edu

Christopher Chen
christopherchen2007@u.northwestern.edu

Theme and Vision

In efforts to raise Taiwanese American cultural awareness, people tend to focus on the individual. Does this person speak Taiwanese, Hakka, Mandarin, or none of the above? Is he or she blue, green, or politically-indifferent? However, while these individual differences are further explored, it's easy to lose sight of what we all have in common. Our diversity is undeniable; we all have unique life experiences and values, and we should always cherish them because they make us who we are. But at the core, we all have the same collective identity—Taiwanese American, and it's about time that we unite and celebrate our shared qualities and common heritage.




There are numerous Taiwanese American individuals in the Midwest who are thriving in their own groups and communities, and our aim is to join these people together to form an even more powerful collective. If we could all join hands--to exchange our knowledge and experiences without losing sight of our own unique strengths, we are confident that the Midwest Taiwanese American community can be stronger than ever.

For the 2008 Midwest Regional Conference, our goal is to foster community-building in addition to individual awareness. Through the workshops, participants will first examine their own identity as Taiwanese Americans, learning more about themselves and Taiwan in areas such as language, culture and traditions, and politics. Then, they will explore how they can contribute to the Taiwanese-American community, both as individuals and as a member of their respective campuses and areas. Furthermore, they will have a chance to network with other Taiwanese American students, building bridges between schools and smaller regional groups to form a larger community that can truly make a difference. Lastly, keynote speakers who are already influential members of society will share their stories, and inspire the rest of us to follow suit.

Without a doubt, Taiwanese American individuals are extremely bright, talented, and driven, so just imagine what a cohesive group of Taiwanese Americans can accomplish! Taiwanese Americans have already attracted attention from the rest of the world. Through collaboration and teamwork, now is the perfect time for us to shine and show the world, hand-in-hand, how we can impact and change communities and societies everywhere.

Tentative Schedule

	Time	Event	Location
Friday 04.04.2008	8:00pm-1:00am	Check-in Snacks/Informal Mixer	Multicultural Center (MCC)

Saturday 04.05.2008	9:00am-10:00am	Late Registration Breakfast	Multicultural Center (MCC)	
	10:00am-11:30am	Opening Remarks Icebreaker	Technological Institute Auditorium	
	11:30am-12:20pm	Workshops Session 1	Technological Institute	
		Choice A		
		Choice B		
		Choice C		
	12:30pm-2:00pm	Lunch	TBA	
	2:00pm-2:50pm	Workshops Session 2	Technological Institute	
		Choice A		
		Choice B		
		Choice C		
	2:50pm-3:00pm	Break		
	3:00pm-3:50pm	Workshops Session 3		
		Choice A		
		Choice B		
		Choice C		
	3:50pm-6:00pm	Free time Get ready for Banquet		
	6:00pm-8:00pm	Banquet Keynote Speaker		TBA
	10:30pm-?	After Party (optional)		TBA

Sunday 04.06.2008	10:00am-12:00pm	Check-out/Departure	Multicultural Center (MCC)
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Workshop Introduction

3 Exciting Workshop Sessions

3 Choices Each

WORKSHOP SESSION 1	
Saturday, 4/5/08, 11:30am-12:20pm	
Choice A	The 2008 Presidential Election: Results, Significance, Impact
Choice B	Showbiz in Taiwan: Pop Music and Celebrity Gossip
Choice C	Taiwanese in America I: Philip Wang, Wesley Chan, Ted Fu (Wong Fu Productions), filmmakers.

WORKSHOP SESSION 2	
Saturday, 4/5/08, 2:00pm-2:50pm	
Choice A	Nationalism and the Taiwanese Language
Choice B	Taiwan Kitchen
Choice C	Taiwanese in American II: Tim Wu, Columbia Law School professor and Slate contributing writer

WORKSHOP SESSION 3	
Saturday, 4/5/08, 3:00pm-3:50pm	
Choice A	The Taiwanese Aboriginal Experience
Choice B	Spending the Summer in Taiwan: Panelists
Choice C	Taiwanese in America III: Jennifer 8. Lee, New York Times metro reporter

Conference Budget

Costs*		Description
Marketing		
Brochures/Programs	\$ 600.00	200 programs x \$3/program
Flyers	\$ 50.00	100 glossy fliers x \$0.50/flyer
Name Tags	\$ 20.00	200 participants x \$0.10/name tag.
Misc. Printing	\$ 200.00	Banners and large signs.
T-Shirts		
Conference Attendee T-Shirts (200)	\$ 1,600.00	200 shirts x \$8/shirt **
Staff T-Shirts (30)	\$ 300.00	30 shirts x \$10/shirt**
Programs & Events		
Brunch for Friday & Saturday (200)	\$ 1,000.00	200 participants x \$5/person
Dinner Banquet Saturday Night (200)	\$ 4,600.00	200 participants x \$15/person for food + \$1600 for venue***
Misc. Program Materials	\$ 300.00	Workshop materials.
Workshop Facilitators (9 total)		
Travel Expenses	\$ 2,700.00	(Est. 4 in-state speakers x \$50, 5 out-state speakers x \$500)
Hotel	\$ 1,250.00	5 out-state speakers x \$250/night at Hotel Orrington****
Honorarium	\$ 3,000.00	
Keynote Speaker		
Travel Expenses	\$ 500.00	1 out-state speaker x \$500
Hotel	\$ 250.00	1 out-state speaker x \$250/night.
Honorarium	\$ 3,000.00	
Total Estimated Cost	\$ 19,370.00	

Sources of Funding		Description
Registration Fee	\$ 6,000.00	200 participants x \$30
T-shirt Sales	\$ 1,800.00	150 x \$12
National ITASA Contribution	\$ 500.00	Seed money.
Northwestern University Contribution	\$ 1,000.00	
Total Estimated Contribution	\$ 9,300.00	

Total Additional Funding Needed	\$ 10,070.00	
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*Most costs represent projected values based on previous conferences.

**Price quote from www.customink.com.

***Price quote from Best Western University Plaza Events Planning; location subject to change.

****Price from Hotel Orrington's Website for Deluxe King Room (single-occupancy).

Sponsorship Information

Why you should donate?

Sponsoring the 2008 Midwest ITASA Conference is an effective way to reach Taiwanese Americans throughout the United States. This year we expect 150–200 students to attend the conference. These figures only include registrants of the conference; actual exposure to the Taiwanese American community will be far greater. Thousands of programs, posters, and fliers will be distributed to college campuses throughout the Midwest in the weeks preceding the conference. In addition, our pre-conference publicity campaign, which includes the free distribution of packets and brochures, will ensure that your company or organization receives tremendous exposure to universities across the Midwest.

Important Asian American Consumer Statistics:

- In 2001, the number of Asian Americans/Pacific Islanders in the United States reached 13 million; it is projected to reach 22 million by 2025 and 34 million by 2050.
- Asian Americans have approximately \$230 billion in spending power
- At 913,000 firms, Asian American-owned businesses generated a total of \$306.9 billion in sales with each firm averaging \$336,200

*Statistics taken from U.S. Pan Asian American Chamber of Commerce (USPAACC)

Where to find more information:

- 1) Contact conference co-director Kim Chiang at k-chiang@northwestern.edu
- 2) Visit the ITASA website at <http://www.itasa.org>
- 3) How to donate:
 - Fill out sponsor form
 - Make check payable to **Northwestern University.**
 - Mail the form and check to:
Kim Chiang
Multicultural Center
1936 Sheridan Road
Evanston, Illinois 60208
- 4) After we receive your sponsorship information and check, we will follow up with you to make further arrangements.

Sponsorship Cost & Benefit Comparison Chart				
Sponsorship Type	Platinum	Gold	Silver	Friend
Minimum Requirement	\$3000+	\$1500+	\$500+	\$100+
Ads in Conference Booklet	Full Page	Half Page	Quarter Page	1 line
Conference Booklet Cover	Name and Logo	N/A	N/A	N/A
Website Appearance (type and location)	Name + Logo; Homepage	Name + Logo; Homepage	Name; 2nd Level Page	Name; Sponsor Page
Complimentary Conference Passes	6-person	4-person	4-person	2-person

ITASA Midwest Regional Conference – April 4th to April 6th, 2008

Northwestern University

Conference Sponsorship Form

Instruction: Please complete the form below and send along with your check to the address below. Please direct any questions to Kim Chiang via e-mail at k-chiang@northwestern.edu.

Conference Sponsor Information

Company/Sponsor Name

Primary Contact (Mr./Mrs./Ms./Dr.)

Job Title

Phone Number

E-mail

Secondary Contact (Mr./Mrs./Ms./Dr.)

Job Title

Phone Number

Email

Address (Line 1)

City, State

Address (Line 2)

Zip Code

Sponsorship Cost & Benefit Comparison Chart				
Sponsorship Type	Platinum <input type="checkbox"/>	Gold <input type="checkbox"/>	Silver <input type="checkbox"/>	Friend <input type="checkbox"/>
Minimum Requirement	\$3000+	\$1500+	\$500+	\$100+
Ads in Conference Booklet	Full Page	Half Page	Quarter Page	1 line
Conference Booklet Cover	Name and Logo	N/A	N/A	N/A
Website Appearance (type and location)	Name + Logo; Homepage	Name + Logo; Homepage	Name; 2nd Level Page	Name; Sponsor Page
Complimentary Conference Passes	6-person	4-person	4-person	2-person

Checks should be made payable to: **Northwestern University**

Mail to: Kim Chiang
 Multicultural Center
 1936 Sheridan Road,
 Evanston, Illinois 60208

 Authorized Signature

 Date

ITASA is a 501(c)(3)non-profit organization
 Our Tax ID#: 36-2167817

*all contributions are tax deductible to the extent allowed
 by the law

 Print Name

Conference Team

Conference Co-Directors

Kim Chiang
Class of 2008
k-chiang@northwestern.edu

Christopher Chen
Class of 2009
christopherchen2007@u.northwestern.edu

Fundraising Co-Chairs

Evan Chen
Class of 2009
evz.chen@northwestern.edu

Ching-Yen Pai
Class of 2010
c-pai@northwestern.edu

Public Relations Co-Chairs

Peter Chang
Class of 2008
peter-chang@northwestern.edu

Amy Wu
Class of 2009
amywu2007@u.northwestern.edu

Programming Co-Chairs

Chiana Hung
Class of 2009
chiana-hung@northwestern.edu

James Shih
Class of 2008
j-shih@northwestern.edu

Social Co-Chairs

Clint Wu
Class of 2008
c-wu-1@northwestern.edu

George Liu
Class of 2011
george0820@gmail.com

Logistics Co-Chairs

Vicky Huang
Class of 2009
vickyhuang@northwestern.edu

Tania Chen
Class of 2010
taniachen2007@u.northwestern.edu

Webmaster

Joey Hsu
Class of 2009
joey-hsu@northwestern.edu

Conference Event Staff Coordinator

Wayne Hsueh
Class of 2008
waynehsueh2007@u.northwestern.edu

