



# APACC NEWS & REVIEW

T H E V O I C E O F A P A C C

Volume 4, No. 2 ASIAN PACIFIC AMERICAN CHAMBER OF COMMERCE December 2005

## FORMULA FOR SUCCESS – TOYOTA STYLE



L. to R. Bruce Brownlee & Susan Underhill of Toyota Technical Center (TTC), Ron Shahani, Peng-Li Liu & Peter Wong of APACC Board, Keynote Speaker President Y. Ichihashi of TTC, Alia Ali & Adrienne Trimble of Toyota North America, Wally Tsuha, Suk Koh, Janny Lu & Jimmy Hsiao of APACC Board.

Toyota's position as a dominant industry leader was the draw for APACC members and guests who doubled this year's attendance at the Power Mixer Dinner Program to hear keynote speaker Yasuhiko Ichihashi, President of Toyota Technical Center.

Program convener and APACC Board Officer Peng-Li Liu recognized the importance of Toyota's past and present participation in her introduction. She said, "We thank Toyota for being a strong supporter of APACC from Day One. Your key presence at this Power Mixer through Mr. Ichihashi and other top corporate managers who traveled from Kentucky and Ann Arbor signals the company's continuing desire to strengthen its relationship with APACC's network of suppliers and service providers."

In his opening remarks, Mr. Ichihashi indicated that Toyota's present-day world-class brands have come a long way from the first vehicle introduced to the U.S. market which flopped. "We learned we must develop cars to meet customer requirements for the local environment," he said.

From this humble beginning, the company established the Caltz Design Studio in California and in 1977 the Toyota Technical Center (TTC) in Ann Arbor, Michigan. In keeping with the theme of "localization," R&D was directed at tapping the U.S. car culture and learning hands-on what sparks

customers' emotions. Stretching over a 15-year process of innovating vehicle concepts, TTC now designs and develops Toyota cars exclusively for North American customers. The company sells 29 models under 3 brands – Toyota, Lexus and Scion.

Industry analyst Dr. David Cole, Chairman of Center for Automotive Research, says Toyota's grasp of what customers are looking for is both accurate and constantly evolving to seize the future. Observes Dr. Cole, "Toyota's design capabilities reflect the guiding philosophy of focusing on business fundamentals – in this case smart vehicle innovation – and then striving for near-perfect execution. For Toyota, it's not trick plays or star players that keep them on top. It's a blend of developing short-term products that strategically support their long-range vision. It's doing business that emphasizes a vision for the future while executing the details of today."

"At TTC," states Ichihashi, "we're aggressively responding to the growing demands of our North American customers. By 2008 our target is to complete an expansion of the R&D facility to accommodate hiring an additional 400 engineers." He concludes by saying, "The company's efforts to localize its design base support the big picture of developing, manufacturing and selling Toyota vehicles that appeal, excite and offer good value to

our customers."

This industry-leading giant understands what customers want, excels at high quality and perfects extremely efficient production processes. Which is to say, the company's most powerful competitive advantage is to consistently execute the fundamentals of doing business.

The full-house audience of corporate managers and entrepreneurs was most impressed and inspired by the presentation.



Keynote Speaker Y. Ichihashi President of TTC, APACC Chairman Wally Tsuha (L.) and Daedra McGhee, APACC member and Director of Government & Business Affairs Michigan Governor's Office. (R.)

After the speech there was much handshaking and lively business card exchanges between APACC participants and Toyota's management team. From these business growth opportunities, we wish more economic POWER to members and supporters of APACC!

### Table of Contents

<i>Formula for Success – Toyota Style</i>	1
<i>APACC Newsmakers</i>	2
<i>Delivering On Our Mission</i>	2
<i>Recognition of Renewed Memberships</i>	2
<i>Member Spotlight, MagRabbit, Inc.</i>	3
<i>Recognition of New Memberships</i>	3
<i>Upcoming Events</i>	3
<i>Welcome New Executive Director</i>	4
<i>Ming's Musings</i>	4

James Group International, NYX, Inc., Roy Smith Co., Saturn Electronic & Engineering, and Synova, Inc. were recognized by Minority Business News USA amongst its Top 100 Minority-Owned Businesses ("MBA100").

**Katherine Lee**, APACC member and President of Health Secrets USA, was appointed to the Board of Trustees, St. John Oakland Hospital, where she will use her business expertise to improve hospital operation and services.

**Robert Lo**, APACC member, has been appointed as Director, Sanhua Holding Group, USA, a new subsidiary of the parent company in Zhejiang, China that specializes in the manufacturing of automotive components, refrigeration and air-conditioning components, and real estate development.

**Marisa Ming**, Ph.D., APACC Senior Vice President, advocated for Asian businesses as a panelist among distinguished business leaders at the well publicized Urban & Automotive Symposium, Rainbow Push Automotive Project 2005.



Former APACC Executive Director Dr. Marisa Ming, with Rainbow Push's leaders Rev. Jesse Jackson (L), Roy Williams (R) and former Exe. Director of Michigan Hispanic Chamber of Commerce Victor Diaz.

**Saturn Electronics & Engineering, Inc.**, APACC Diamond sponsor, earned the 2004 DaimlerChrysler Gold Award in recognition of superior supplier performance; the 2005 Detroit's "101 Best and Brightest Companies to Work For" Award; and the 2005 Manufacturer of the Year Award presented by the Coopersville, Michigan Area Chamber of Commerce.

**Peter Wong**, APACC President and Detroit Executive Service Corp. board member, together with Frank Wu, APACC Public Affairs Committee Chair and Dean, Wayne State University Law School, launched the 'Mock Trial' Field Trip program to engage students at Detroit's Mumford High School in the practice of law, educational opportunities and career awareness.

## Business Relationship & Relaxation Outing (July 2005)

On a sweltering day in July, APACC members and guests cruised out-of-town on our second annual R&R outing. Through the generous event sponsorship by Comerica Bank, over 100 representatives from more than 30 companies and organizations enjoyed sumptuous food, games and fantastic entertainment on the elegant Infinity yacht. The "Meet your Match" game was the catalyst to get all participants warmed-up, followed by "What's My Biz?" where attendees got to know the many businesses that were represented. The beautiful Motor City skyline further enhanced the relaxed elegant ambience for networking. Who said work had to be stressful?



Event co-sponsor, Comerica's Brenda Schneider and guest George Frame, on board the Infinity yacht at APACC's outing.

## Automotive Sector Dialog - Direct Material Supplier (July 2005)

Dr. Marcus Chao, APACC Board member and Director of Supplier Diversity Development at Delphi Corporation inaugurated the APACC Automotive Sector Dialog. Dr. Chao shared his 25 years of experience and knowledge of the automotive OEM sector in this well-attended member-only event. In addition, his in-depth knowledge of the China market spurred open and lively discussions. APACC received many suggestions for future forums such as: doing business with transplant OEMs, protecting intellectual property, global pricing issues, and focusing on niche marketing. To add your suggestions, send us an email at [apacc@saturnee.com](mailto:apacc@saturnee.com).

## APACC Power Mixer - B2B Showcase (November 2005)

This event is one of APACC's most sought after. Led by trade fair expert, Stephen Larson, Manager of Supplier Diversity Development at Ford Motor Company, this year's high velocity exchange allowed participants maximum exposure to their audience. Following the '04 Power Mixer, the exchange resulted in a \$3.5 million contract for one company. Let us know how your company prospered. Email us at [apacc@saturnee.com](mailto:apacc@saturnee.com).



Intense round-table presentations at the Power Mixer B2B Showcase

## Recognition of Renewed Memberships (June - December 2005)

### Business Bronze:

2V Industries  
Apex Mold & Engineering, Inc.  
Aztec Manufacturing Corp.  
Black River Plastics  
Cole Chemical & Distributing, Inc.  
Kace Logics  
KenSa LLC  
Lansing Board of Water & Light  
Lawrence Technological University  
Lotus Corporation

Perlmutter-Lubin Marketing Services  
Plante & Moran, PLLC  
RTW & Associates  
SBC  
Suzuki, Meyers & Associates, Ltd.  
University of Michigan-Dearborn

### Individual:

Elinor Ho, EKH Financial Resources Corp.  
Jan Huang, Merrill Lynch  
Nati Jenks, Asian American Center for Justice

Soe Kyi, Soe Sushi Services, Inc.  
Katherine Lee, Health Secrets USA, Inc.  
Thanh Pham, Northwestern Mutual Financial Network  
Dennis Rainwater, Saturn Electronics & Engineering Inc.  
Jerry Singh, RTI Laboratories Inc.  
Peter Schreck, Freeman, Cotton & Norris, P.C.  
Silva Velu, Covansys  
Danny Yu, Hong Hua Restaurant

# MEMBER SPOTLIGHT

## Tommy Hodinh, Chairman & CEO MagRabbit, Inc.

People talk about strategy, structure, process and culture. But more than anything, a company's ability to stay fresh and vital depends on leadership. It is the essential virtue – the one that makes growth and entrepreneurship, innovation and competitiveness, and commitment and transformation possible.

Definitions by the dozen on the “essential stuff” of leadership abound. Simply stated: a leader creates something in which people can excel and succeed.

Tommy Hodinh, an architect of grand visions, has used his creativity, business smarts and hard work to build such a place, MagRabbit, a thriving third-party logistics provider.

If you were to listen in at one of his quality meetings – held weekly – you would learn a lot about Hodinh, leadership and vision put to action. **Here's a sampling of his walking the talk:**

“We provide employee coaching, the right tools and an exceptional confidence-building place to work because I must always have people growing their talent.”

“Dr. Deming taught the discipline Plan-Do-Check-Act. His philosophy drives our core processes and training.”

“People don't like surveys because they don't want to know the truth. Grade me! Feedback is very important.”

“I keep losing my assistants to promotions within the company.”

“Creating teamwork helps build a workforce and recruit financial backers.”

“Personal integrity is absolute. Caring deeply is crucial. Pretending something you are not comes to nothing.”

“By day I am a business entrepreneur. On the

weekend a social entrepreneur.”

“People think entrepreneurship is a way to get rich fast – no way.”

Hodinh credits his parents – Vietnamese farmers – for instilling values of respect and openness for all as well as faith in life and a belief that hard work and honesty will pay off. As for the forces propelling him forward, he



L to R Tanya Pham, Vice President Finance & IT, Sim Sutherland, VP Supply Chain Management, Trevor Hildebrand, VP Sales & Marketing, Tommy Hodinh, CEO, and Michele Mariaca, Transportation Services Manager.

says with unaffected sincerity, “That's just me and my determination to build something.”

And he has. MagRabbit launched in 1990 and has carved out a respectable share of the 700 billion dollar transportation and freight forwarding industry. “I don't worry about the competition,” says Hodinh. “My focus is on doing things right.” The competition, however, has plenty to worry about as the company's accomplishments are daunting.

**Stats:** 90% end-user satisfaction, 99.5% same day shipment, 99.9% order accuracy, and 1,000 defects per million, as compared to 50,000 industry average.

**Awards:** Ranked Best in Class by Customer

Operations Performance Center, 2003 Asian Entrepreneur of the Year, 2002 SBA's Administrator's Award for Excellence, 2001 Dell Supplier of the Year, Novell Platinum Supplier of the Year for three years and many more (see magrabbit.com-Awards).

**Workforce:** high morale, exceptionally low turnover, career development for all employees, 80% minority and 50% minority within executive team.

MagRabbit's resounding growth and strength truly reflect Hodinh's deeper passion: the advancement of Asian American businesses nationwide. “Our growth is not about self-enrichment,” he says. “It's about calling attention to what generations of Asians past and present have done. We bow our heads, do our work and improve conditions for all Americans. It's now time for us to connect and speak with One Voice.”

This drive to advance Asian businessmen and women has caused this Texas-based entrepreneur to join Michigan-based APACC, serve as board

member on the L.A.-based National Council of Asian Business Association, and most recently to embrace the Coalition of Asian American Business Organizations. “Asian hard work can be seen in Boston, San Jose, Seattle, from coast to coast. We need to focus some of this energy on coming together because people won't hear us if we don't talk.”

The spotlight on Tommy Hodinh defines a man who loves what he's doing. He is enriched through learning and personal growth and is responding to a calling that demands much and then asks for more. And that challenge is a thrill.

### Recognition of New Memberships (June - December 2005)

#### Business Gold:

Albertson's Inc.  
Faurecia

#### Business Silver:

Talent Tool & Die, Inc.  
Telamon Corporation

#### Business Bronze:

American Mitsuba  
Federal-Mogul Corporation

Global Strategic Connections, LLC  
Jasco International  
Millennium Software, Inc.  
Norko Enterprises, Inc.  
QVS Inc.  
Regents Park of Troy  
Sanhua Holding Group Co., Ltd.

#### Individual:

Fred Ferris, Fred Ferris  
Associates, LLC

Ron Holcomb, Paradigm Sintered  
Products, Inc.  
Robert Minasian, Personal Wealth  
Management LLC  
Nelson Reyes, GB Manufacturing  
Company  
Kaya Bhatt Salwin, Kickham  
Hanley PC  
Jerry (Jing) Xu, Dare Global  
Automotive

### UPCOMING EVENTS

**January 11<sup>th</sup>, 2006**  
Salute to Excellence

**April 4<sup>th</sup>, 2006**  
SAE East – West Business  
Connection

**April 29<sup>th</sup>, 2006**  
APACC Annual Dinner Celebration

**July 21<sup>st</sup>, 2006**  
APACC R & R Outing

## Welcome Denise Yee, New Executive Director



In November 2005, after much searching, screening and interviewing, APACC's board hired its first fully-paid Executive Director. So that our membership and community partners can get to know Denise Yee, we wanted to share our views on what impressed us the most.

The Number One requisite for the position was a clear commitment to helping grow Asian businesses and the Asian community. This "commitment" had to be deep-rooted, fired by a belief and passion to realize APACC's mission. Denise is that person. Talk with her and you will quickly feel her enthusiasm and unwavering spirit. We were also looking for a self-starter, someone who respects deadlines, and most importantly a strong finisher. Denise's work record shows that she holds herself accountable for delivering an

organization's mission. Furthermore, her core strengths and capabilities demonstrate a desire to take a leadership role to advance APACC. Denise joins an organization that is already well respected due in large part to the tireless work of Dr. Marisa Ming. Interestingly, it was her recommendation that the board find a qualified candidate to fill her position. Dr. Ming now serves as Senior Vice President to APACC. Denise is taking on a huge responsibility but she is up to the challenge. In fact, she's eager to move through this orientation/transition period and apply her skills and abilities. Please join us in welcoming our new Executive Director, Denise Yee.

Wallace K. Tsuha, Chairman  
APACC Board of Directors



## MING'S MUSINGS

As part of the succession plan which I initiated, the APACC Board of Directors achieved a new milestone in November 2005: hiring a new executive director, Denise Yee. Additionally, I was promoted to Senior Vice President.

We've come a long way since my pioneering role began in August 2001. At that time, APACC's office consisted of one desk and one part-time executive director. My responsibilities were to recruit members and issue a newsletter. Within Week-1 on the job, I added event planning to the workload. By Week-2, I was putting in 50 hours to plan our first seminar "Surfing the Economic Waves." It was a success: 70 participants attended and 44 signed up as members. My part-time, 50-hour-per-week status has remained steady throughout the years.

How shall I describe my journey with APACC and its fantastic team of leaders? I shall borrow the title of prominent author C.S. Lewis's autobiography *Surprised by Joy* to summarize such partnership. With a capable and very altruistic Board guiding me, I was able to explore ways to serve and attract more and more members. Whenever there was a need to venture into new territory to further our mission, the Board was right there with me. Together we brought our members new sector networking, events to enhance business connections, exposure to regional, national and global markets, trade fairs and even outings for non-golfers. I was constantly *Surprised by Joy* to receive their hands-on support as well as volunteer efforts from other members to present successful events, one after another.

Through their teamwork, I have been *Surprised by Joy* with APACC's impressive growth. Our advocacy efforts for Asian businesses were reported in national media such as the New York Times, CNN Headline News, ABC, Asian Business News and Asian Enterprise Magazine. Prudent management plus the hard work of dedicated part-time staff and volunteers have resulted in low operational costs while membership, event sponsorships, gross revenue and net assets have kept climbing, climbing, and climbing.

We topped 630 participants at our 2005 May Annual Dinner celebration. That's a nine-fold jump from our very first event in '01. This impressive rise is an affirmation from our growing group of constituents, business owners and corporate professionals of all races that they support our mission and approve of the ways APACC's mission is being delivered.

What will be my focus as the Senior VP? For the next month or two, I shall vigorously "download" my brain to make a smooth transition for Denise to be the full-time Executive Director. APACC's mission has specific areas that will require my continuous part-time attention. Let's keep the next stages vague and flexible enough for us all to be *Surprised by Joy*!

Marisa Ming, Ph.D.  
Senior Vice President, APACC  
e-mail: mming@apacc.net

## OUR MISSION

**To provide a structured environment facilitating cooperation, support and mentoring among all Asian Pacific American businesses, resulting in the advancement of Asian Pacific Americans in the United States.**

## APACC News and Review

APACC Officers:

Wallace K. Tsuha, Chairman  
Dominic Pangborn, Vice Chairman  
Peter Wong, President  
Peng-Li Liu, Secretary

APACC Board Members:

B. N. Bahadur, Stephanie Beau, Marcus Chao, Ph.D., Stella Evangelista, M.D., Jimmy Hsiao, Suk-Kyu Koh, Janny Lu, Chain S. Sandhu, Brenda Schneider and Ron Shahani

Ex officio:

Anthony Lee, Ph.D. Executive Vice President  
Grace Lee, Treasurer  
Marisa Ming, Ph.D. Senior Vice President  
Denise Yee, Executive Director

Newsletter Committee

Pauline Arisumi, Fred Ferris, editor-in-chief,  
Marisa Ming, Ph.D., Denise Yee and Shirley Yee

Photography

Pauline Arisumi, Fred Ferris

Design

Courtesy of Pangborn Design Ltd.

Printing

Courtesy of AM Press

APACC News and Review is published by  
Asian Pacific American Chamber of Commerce,  
255 Rex Blvd.,  
Auburn Hills, MI 48326.  
Phone: 248-844-4100  
Email: apacc@saturnee.com  
Web: www.apacc.net

APACC News and Review, Vol. 4, No. 2,  
December 2005, © Asian Pacific American Chamber  
of Commerce, All rights reserved