



Glowing Up

FEBRUARY 8-10, 2018
RUTGERS UNIVERSITY

I T A S A E A S T C O A S T C O N F E R E N C E

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INVITATION

Intercollegiate Taiwanese American Students Association (ITASA) cordially invites you to be part of our 2018 conference.

The three-day event will take place on February 8 to February 10 at Rutgers University – New Brunswick on the College Ave and Douglass campuses. Our theme “Glowing Up” demonstrates illuminating and embracing one’s identity which gives the strength to empower yourself and others. By uncovering and connecting with the Taiwanese-American identity, we can all form an initial link with each other that evolves into a deeper and more powerful connection which unites us as one.

This conference brings together students from universities around the east coast and professionals from different industries to facilitate the discussion on Asian-American cultural identity, personal and professional aspirations.

We hope that you will enjoy your time with us.

Sincerely,
ITASA 2018 ECC Team

2018 ITASA ECC CONFERENCE

It is so easy to get shadowed by the darkness and abyss that surrounds the current state of the world in a ever changing culture that tolerates discrimination, oppression, and injustice in various facets. Light breaks and pierces through darkness, but it is not easy to find that light, whether it comes from within oneself or it comes from somewhere outside.

Inspired by the traditional Chinese lanterns and the stars that glitter the night sky, "Glowing Up" demonstrates illuminating and embracing one's identity which gives the strength to empower yourself and others. By shining together, we unearth a harmony and camaraderie that creates a formidable force which radiates through the darkness. This unity reveals that there is power in numbers when resolving a difference. Together we can make a greater impact, the same way many lanterns rising together create a brighter night sky.

A sage man once said, "Happiness can be found, even in the darkest of times, if one only remembers to turn on the light." Let us all turn on the light together at ITASA and glow up the world!



SCHEDULE

Thursday, Feb 8

4:00PM: Check in at Hotel

The Heldrich Hotel & Conference Center; College Ave Campus

7:00-9:00PM: Rutgers Scavenger Hunt

Across the Rutgers Campuses

Friday, Feb 9

2:30-4:30PM: Shaved Ice Social

Trayes Hall in Douglass Student Center; Douglass Campus

4:30-6:30PM: Dinner Break

6:30-7:00PM: Opening Ceremony

Trayes Hall in Douglass Student Center; Douglass Campus

7:00-8:00PM: Keynote Speaker

Trayes Hall in Douglass Student Center; Douglass Campus

8:30-9:00PM: Break

Trayes Hall in Douglass Student Center; Douglass Campus

9:00-10:30PM: Touring Taiwan

Trayes Hall in Douglass Student Center; Douglass Campus

9:00-10:00PM: Bid Presentation

Meeting Room B in Douglass Student Center; Douglass Campus



Saturday, Feb 10

9:00-10:00AM: Breakfast with ITASA

College Ave Student Center Multipurpose Room B; College Ave Campus

10:00-11:15AM: Workshop Series #1

College Ave Campus

11:15AM-12:45PM: Lunch Break

1:00-2:15PM: Workshop Series #2

2:30-3:45PM: Icebreaker Bonanza

College Ave Student Center Multipurpose Room A; College Ave Campus

4:00-5:15PM: Workshop Series #3

5:30-6:30PM: Networking Session

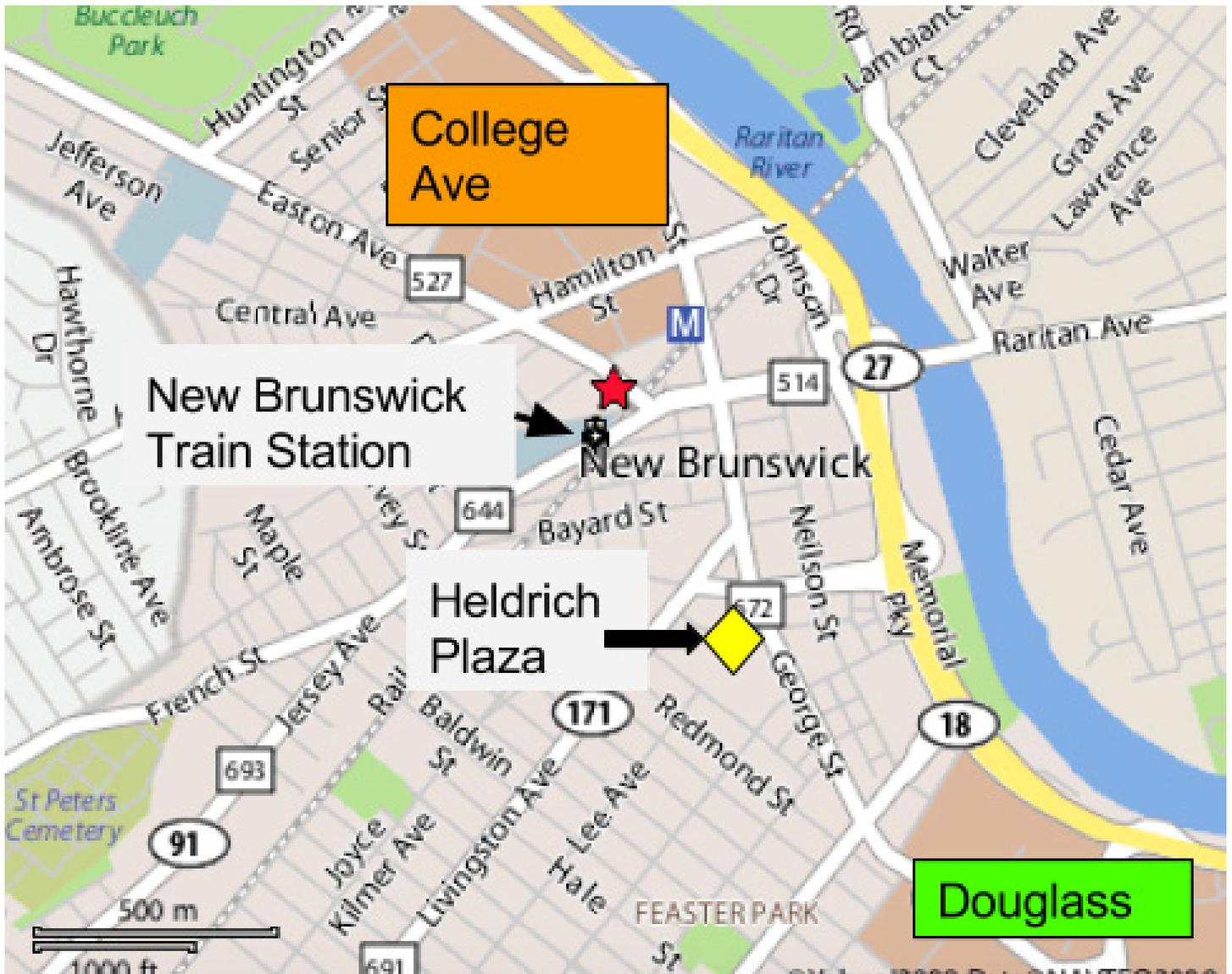
College Ave Student Center Multipurpose Room B; College Ave Campus

7:30-9:30PM: Dinner Banquet / Closing Ceremony

College Ave Student Center Multipurpose Room A; College Ave Campus



DIRECTIONS



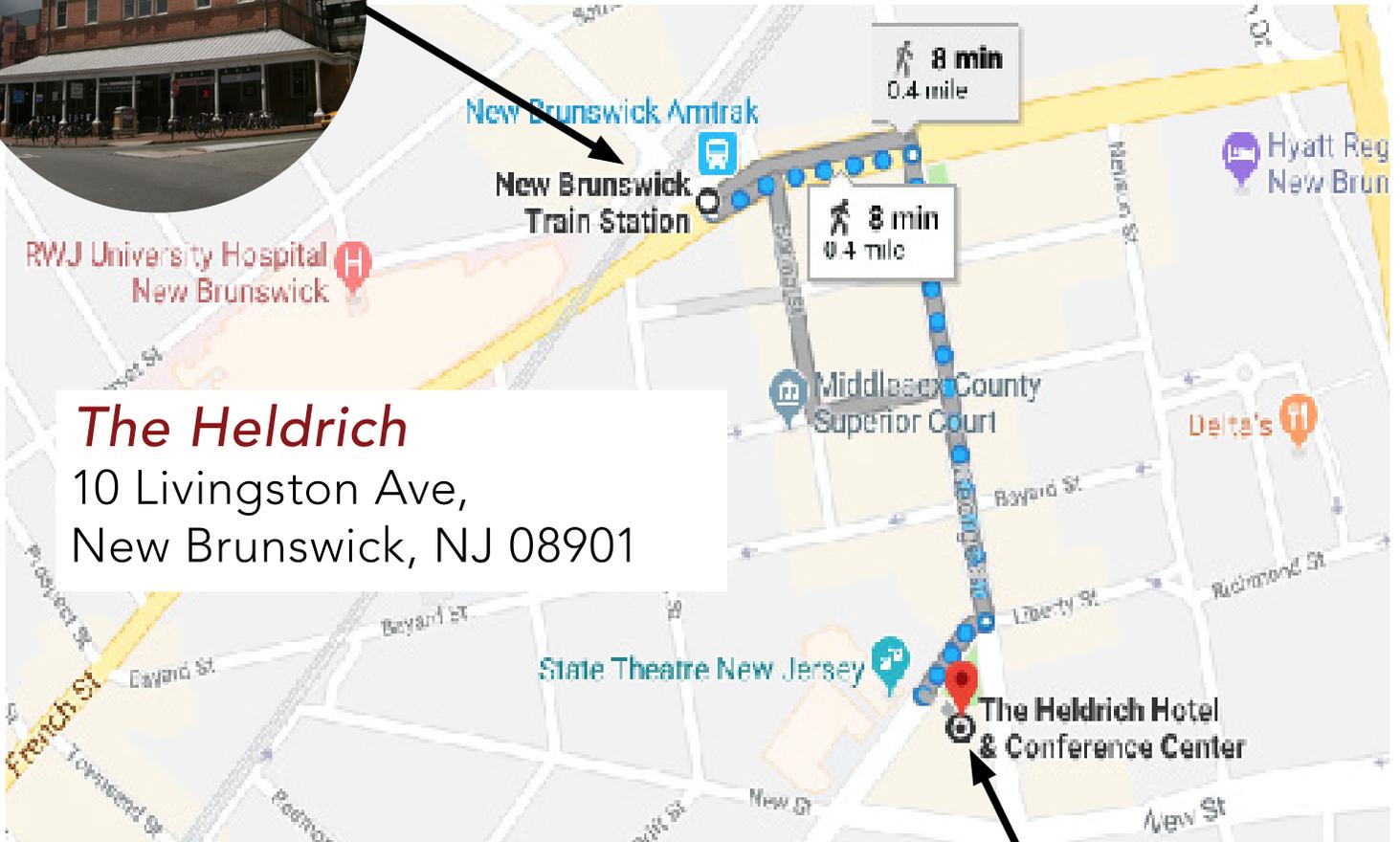
****IMPORTANT INFORMATION****

We recommend that you download the Rutgers mobile app via the App Store for Rutgers bus schedules. If you decide to take the bus, you will need to take the 'EE' route bus on Friday and the 'Weekend 1' route bus on Saturday. Be mindful that weekend buses have larger time gaps, so please check the schedule in advance and save time for commuting. You can also use [NextBus.com](https://www.nextbus.com) as an alternative.

COLLEGE AVE



TRAIN STATION → HELDRICH



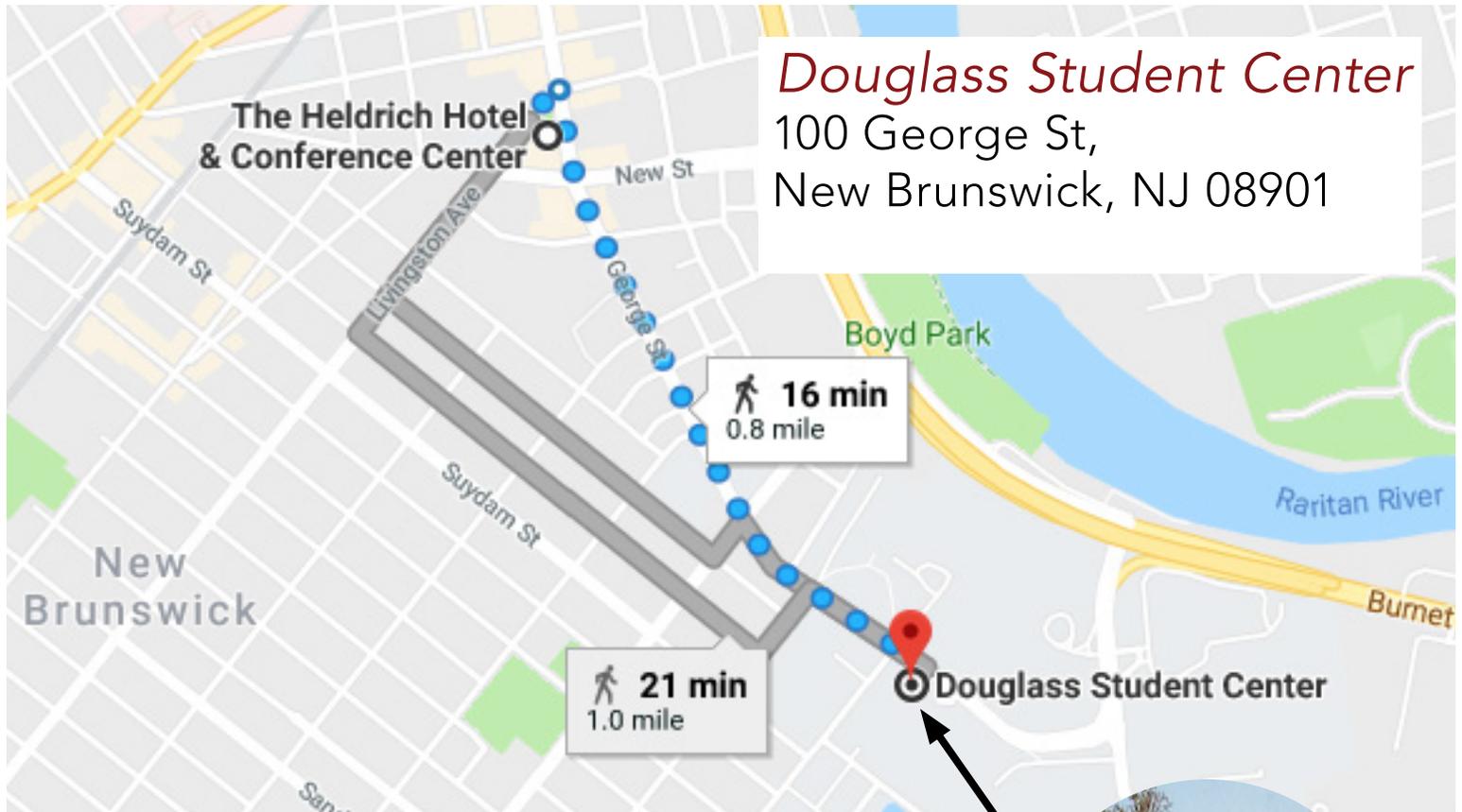
The Heldrich

10 Livingston Ave,
New Brunswick, NJ 08901

- From Northbound side (New York), walk in the direction of the train to the end of platform to find stairs
- From Southbound side (Trenton), walk against the direction of the train to beginning of platform to find stairs
- Turn right at the bottom of stairs onto George Street
- Head straight on George St for 0.2 miles
- Hotel should be ahead



HELDRICH → DOUGLASS



WALKING DIRECTIONS

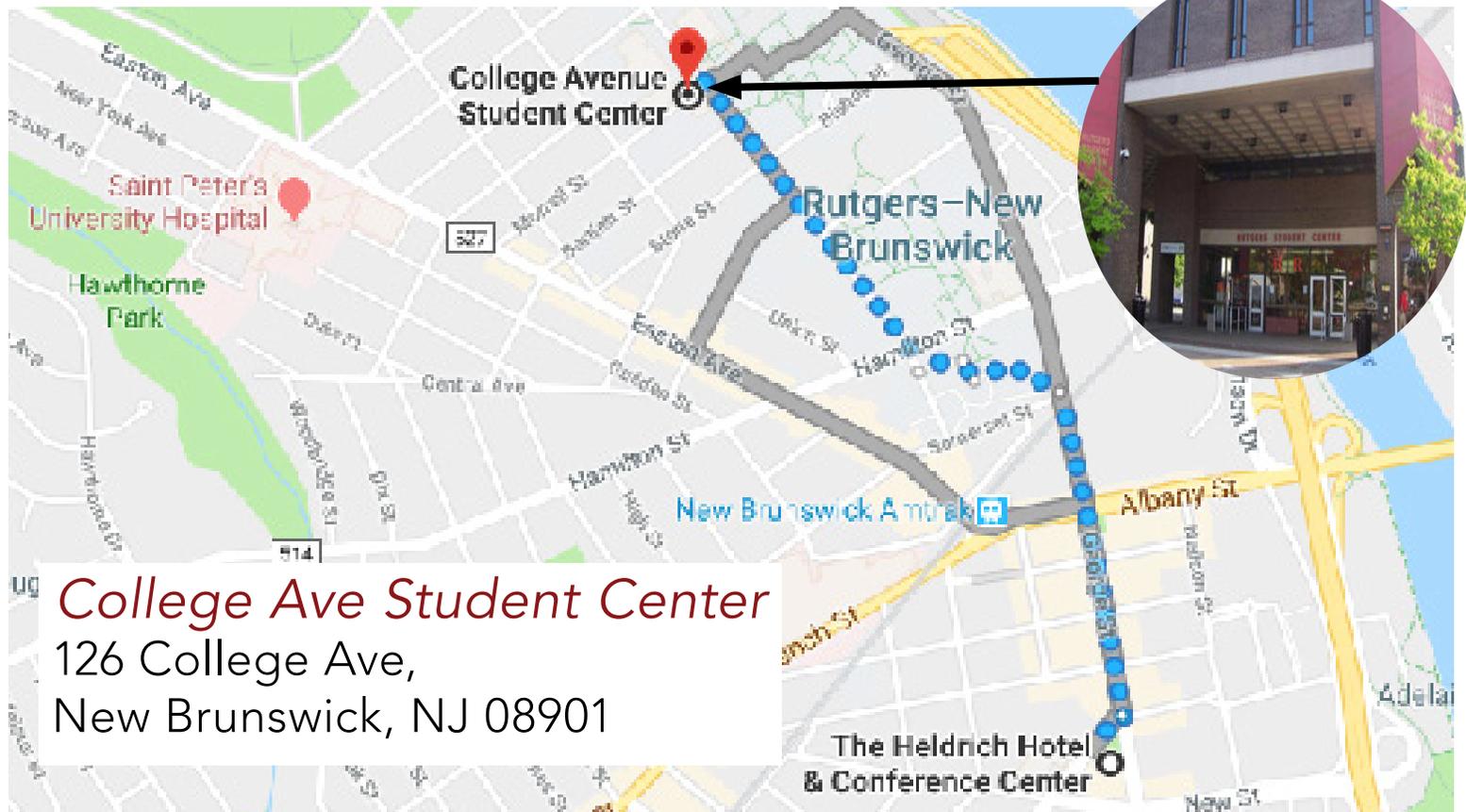
- Turn right onto George St
- Head straight on George St for 0.7 miles
- The student center will be on the right

BUS DIRECTIONS (Rutgers Bus 'EE' route)

- Walk down George St to Rockoff Hall stop (in front of Rockoff Hall Apartments)
- Get off bus at Red Oak Lane stop (Stop will be front of a lake)
- Walk towards parking garage and Student Center is ahead - enter through back

NOTE: To check the Rutgers bus schedule, you can download the Rutgers app, or check NextBus.com

HELDRICH → COLLEGE AVE



WALKING DIRECTIONS

- Turn left onto George St
- Head straight on George St for 0.2 miles
- Turn left onto Albany St
- Turn right onto Easton Ave
- Turn right onto Somerset St
- Turn left onto College Ave
- The student center will be on the left

BUS DIRECTIONS (Rutgers Bus 'Weekend 1' route)

- Cross George St to get on bus at Liberty Street stop
- Get off bus at College Avenue Student Center stop
- Student Center is ahead

NOTE: Please save time for weekend buses as they come in larger time gaps

KEYNOTE SPEECH

Finding Your Light



Calvin D. Sun

Founder & CEO of Monsoon Diaries

Douglass Student Center, Traves Hall

Born and raised in NYC, Dr. Sun received his B.A. from Columbia University in 2008 and his M.D. from SUNY Downstate College of Medicine in 2014, graduating as Vice President and President of both his classes respectively. Calvin also was the founder of the Columbia University National Undergraduate Film Festival (CUNUFF) and served as the President of the Columbia University Asian American Alliance (AAA).

In 2010 Calvin founded The Monsoon Diaries, an international travel company and service that has taken hundreds of people who have little time or money to over 140 countries around the world including North Korea, Iran, Antarctica, Pakistan, Venezuela, and Cuba. Calvin served on the Board of Directors for nearly a decade on ECAASU (The East Coast Asian American Student Union). He now serves as the Director of Resident Wellness in his last year of residency as a full-time Emergency Medicine doctor in NYC, manages businesses in healthcare and real estate, and is the President Emeritus of the Columbia College Young Alumni (CCYA).

SERIES 1: FINDING YOUR LIGHT

Self Reflection

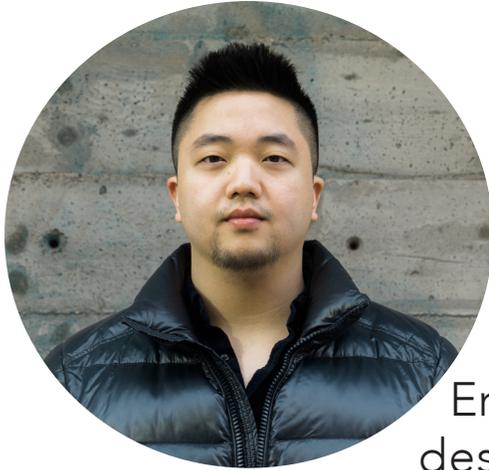
In the first workshop series, attendees will be “finding their lights.” Through the insights of our workshop speakers, attendees will not only just reflect on their passions and what truly lights up their lives, but focus on understanding and discovering who he/she is as an identity. To truly be empowered (and to empower others as well) requires this introspection to be aware of one’s own values and visions in their journey.



Samuel Wang
Founder of Akufuncture

Learning Through Personal Branding
CASC Graduate Student Lounge

Samuel Wang’s expertise is in building brands. In this workshop, we can have a glimpse into how brands are built through interactive branding exercises, using attendees themselves as the subject. It will help develop a deeper understanding of self (identity) and also attendees will learn how to translate the skills from this exercise into the business and corporate real world.



Eric Sze

Founder of The Tang

Culture, Shackles and Discovery

CASC Red Lion Cafe

Eric will be providing a very detailed self description and how he came to be at this crossroads of selling a restaurant and building a new brand from the ground up, and how it represents the culture that he has come to respect and want to represent.

Panney Wei

Writer & TV-Radio Host

Steps to Help You Discover Who You Are, Uncover Your Inner Light & Purpose, and Share it With the World

CASC Multipurpose Room B



Life is full of trials and tribulations; some are surprises, some are fated, and some you can see coming. But none can be conquered and overcome without understanding who you are, being grounded in your truth and purpose and finding your light.

Your light is your gift, your purpose, or your strength that you share with the world.

In this workshop, through questions, interaction, and a guided imagery experience, you'll be participating with Award-winning motivational speaker and hypnotherapist Panney Wei in helping you find your light and keeping it strong so that whatever life throws at you be whatever opportunities come your way, like an Olympian, you'll be ready, you'll be able, and you'll be strong. Finding your light is about reaching and activating your greatest potential so you are ready for the world!



Calvin D. Sun

Founder & CEO of Monsoon Diaries

*"Are You a Doctor Yet?" –
AAPIs in Med/Law/Biz School*

CASC Room 411 ABC

"Finish last in your league and they call you idiot. Finish last in medical school and they call you doctor." - Abe Lemons

Sometime in your life, we bet that someone out there wanted you to be a doctor/lawyer/engineer whether it was your parents, society, your 1st grade chemistry teacher, your grandma...Frustrating isn't it -- To not know for sure whether it's really coming from you or something spoon-fed from a stereotype?

This workshop will cut through the BS and get straight to the point: What is it really like to apply for and become a med student as an AAPI? What are the secrets to getting in? Is it worth it in the end? What if you want to keep your social life (possible!)? What if you're really a bad student/test taker (you're not alone!)?

We will supply you with insiders' knowledge of the application processes, teach you how to ensure self-care, wellness and balance during these stressful times, inspire you to perfect time management so you can even travel the world as a med/law/grad student (140 countries and counting!), and equip you with the language to determine whether medicine — or whatever career path you ultimately choose -- is truly right for you.

SERIES 2: EXPRESSING YOURSELF

Leadership & Initiative

In the second workshop series, attendees will focus on expressing yourself. Through the insights of our workshop speakers, attendees will hone in on different ways of communicating your feelings and expressions, demonstrating leadership, and showcasing yourself. The next step in empowerment is to take initiative of the ideas and feelings you have, and knowing how to effectively communicate and conveying those thoughts you have to others.



Eric Tsai

Founder of Outreach For Taiwan

Communicate Empathy

CASC Graduate Student Lounge

While technology is his job and Taiwan is his passion, communication is the key. Eric will talk about how he uses the skills he has learned as a technology product manager to assist him in teaching people about Taiwan. Underlying between both is the power of communication. While people talk, often times it may end up devolving to chaotic arguments or joyous self-affirmation. The workshop will explore effective method of communication to turn ideas into talk and talk into action.

Felicia Lin

Writer

How to Find and Do Work That You Love and That Doesn't Feel Like "Work"

CASC Room 411 ABC



Have you always known "what you want to be when you grow up"? Or are you the type who's having trouble deciding what to declare as your major?

Do you know that your passion is in life, but aren't sure if you can make a career of it? Or are you just afraid of getting stuck in a job that you hate?

How important is it to know what your passion or purpose in life is?
What if you have no idea what your passion or purpose in life is?



Victor Liu

Formosan Association for Public Affairs

Expressing Yourself Through Advocacy

CASC Red Lion Cafe

This workshop, led by Victor Liu from Formosan Association for Public Affairs, discusses the significance of expressing yourself through advocacy. Workshop will include discussions of Taiwanese-American identity and community issues, current issues, and debates in Taiwan relations. Victor will also be introducing his organization, FAPA, and what they do in strengthening the US-Taiwan relationship.



Russell Hsiao

Director of Global Taiwan Institute

What Can 2G Taiwanese-Americans do for US-Taiwan Relations?

CASC Multipurpose Room B

What can 2Gs Taiwanese-Americans do for US-Taiwan Relations? There is a tendency to overthink this question, either presumed to be the responsibility of foreign policy professionals, or focused only on one side of the relationship. On the contrary, there are many things that as individuals you can do to help support the strength and vitality of the US-Taiwan relationship. Indeed, the US-Taiwan relationship is more than a relationship between governments, at its core, it's a relationship between our people. What better bridges between the two sides than Taiwanese-Americans? Our personal stories and journeys are the fabrics that will weave the foundation for a stronger US-Taiwan relationship. For there be a stronger US-Taiwan relationship, there also needs to be a new narrative. This new narrative must be inclusive, forward looking, and based on our shared democratic values. To be a good advocate for this new narrative of a stronger US-Taiwan relations there are essential tools that you need. These tools do not require financial resources, they are in fact within ourselves:

1) Be informed; 2) Be Daring; 3) Be Generous; 4) Be Engaged; and 5) Be a Voter.

SERIES 3: COMMUNITY ACTION

Ignite Change

In the second workshop series, attendees will focus on expressing yourself. Through the insights of our workshop speakers, attendees will hone in on different ways of communicating your feelings and expressions, demonstrating leadership, and showcasing yourself. The next step in empowerment is to take initiative of the ideas and feelings you have, and knowing how to effectively communicate and conveying those thoughts you have to others.



Bob Wu

CEO & Co-Founder of Teleport

Building A Stronger Community
CASC Graduate Student Lounge

We will explore what community means and why it is important. We will take a deep dive into organizations that focus on community and learn about how we can incorporate those ideas into our own teams. We will also examine how technology could be negatively affecting your relationships and what that means in the future.

Jenn Kao, Stephen Loh & Albert Wang

Taiwanese American Next Generation

Workshop in Community Action

CASC Multipurpose Room B



TANG is a summer conference focused on Taiwanese and Taiwanese-American culture whose participants span three generations. This workshop will feature small group and safe space discussions about Community Action that will allow participants to interact with each other on a deeper level. It's an opportunity to have conversations with your fellow conference members and learn by sharing experiences and perspectives with other members of the community.

The workshop will be led by Jenn Kao, Albert Wang, and Stephan Loh. Jenn is the Executive Director of TANG, and Stephan and Albert are members of the Junior High program staff. Jenn has dedicated her life and soul to TANG and has been going for as long as anyone can remember. Come find out what has inspired her and all of us at TANG!



Calvin D. Sun

Founder & CEO of Monsoon Diaries

Asian Americans & Sex

CASC Room 411 ABC

Human beings are driven by three things in life: food, water, and sex. This includes Asian Americans. Yes, we have sex too.

How does our generation of Asian Americans view sex and sexuality? Where do our attitudes towards sex come from? How are changing gender roles in today's generation affecting the way we approach dating, relationships, and the power dynamics related to sex? From the Kama Sutra to dating & sex, to body image & eating disorders, to breaking gender norms, to addressing the asexual model minority to Asian Americans in pornography, we're raising the bar and asking you to analyze that very carefully guarded core of our existences: S-E-X

"Everything in the world is about sex, except sex. Sex is about power."
- Oscar Wilde

SOCIAL EVENTS



Shaved Ice Social

Friday 2/9, 2:30-4:30PM

@ Traves Hall

Douglass Student Center



Touring Taiwan

Friday 2/9, 9:00-10:00PM

@ Traves Hall

Douglass Student Center



Icebreaker Bonanza

Saturday 2/10, 2:30-3:45PM

@ College Ave Student Center

Multipurpose Room



Networking Session

Saturday 2/10, 5:30-6:30PM

@ College Ave Student Center

Multipurpose Room

OUR SPONSORS

Bronze



Bronze-Level
Individual Sponsor:
JOE YANG

Silver



Silver-Level
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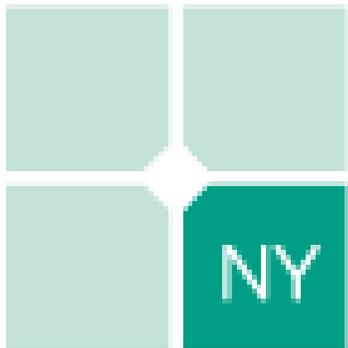


RYAN LO
Logistics Chair



JESSICA LEE
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**TAIWANESE AMERICAN
PROFESSIONALS**

Taiwanese American Professionals New York (TAP-NY) is a 100% volunteer-run organization that exists to foster the Taiwanese American community within the NYC area. Our events and programming provide opportunities for social enrichment, community involvement, and personal and professional growth. TAP-NY events are open to all regardless of background. Whether your goal is personal or professional development, cultural engagement, or simply to have fun, get active, and meet new friends, sign up for our newsletter to learn more, and we look forward to welcoming you to an upcoming event!

BRONZE SPONSORS



TAA-NJ is a congregation of Taiwanese Americans residing in the Central Jersey and the vicinity. The Association was established in 1973, and is a non-profit, non-partisan, and non-sectarian organization incorporated under the law of the State of New Jersey



FAPA's mission is to protect and strengthen the U.S.-Taiwan relationship, and promote U.S.-Taiwan security in the East Asia region. They, and citizen activists provide US policy makers, the media, scholars and the general public with information on issues related to Taiwan, as well as inform and update Members of Congress and their staff on Taiwanese issues.

As America's only pro Taiwan lobby, FAPA urges members of Congress from both aisles to support Taiwan through government cooperation, joint military partnerships, economic partnerships, and the promotion of a One Taiwan and One China policy.



Glowing Up

ITASA EAST COAST CONFERENCE
FEBRUARY 8-10, 2018
RUTGERS UNIVERSITY



ITASA

Intercollegiate Taiwanese American
Students Association