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OK Makiko we're all set.

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Okay, thank you, Susan.

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And thank you for joining for embracing diversity.

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Responding to anti Asian hate. So, I'm Makiko Healy Managing Director of tourism market development at NYC and company.

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Before we start, NYC and a company pushes to be inclusive and more accessible during our webinars. This zoom platform is accessible by screen reader and captioning.

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If you like to turn your closed captioning all you can do so at the bottom of your screen. Next to the q amp a button. You will see live transcript.

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Once you click on that, you will be able to show or hide captioning. You will also be. We will also be providing a full transcript on this webinar, along with the recording in our follow up email, you will receive within a few days.

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As a reminder, invoice in the company is the official destination marketing organization for the five boroughs of New York City, New York City is determined to be welcoming destination for everyone.

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Our brand so so it's all about diversity, equity and inclusion.

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Last month, we had a polo prologue of today's session. When I shared some thoughts on Asian American and Pacific Islander API, hate, I would like to thank everyone who reached out to me after the webinar, it was quite an overwhelming and then he was very

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touching.

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I hope everyone accepted my challenge and reached out to his or her colleagues, friends, or got to know someone you.

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Today, we will dig in deeper with amazing speakers who come from a variety of a background. So first we will hear about passing the president of the APA community and Manhattan's Chinatown, and their community efforts for the future.

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We will also hear from a panel of industry leaders who are part of the API community about the impact of API hate and what's, what an audience can do in response to it.

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Today's featured neighborhood, it's Flushing, Queens, we, we will also learn about history and variety of Asian and non Asian culture, experiences that person has to offer.

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So, let's get started.

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I would like to introduce to community leaders in the famous China Town of Manhattan.

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First, Nancy Yao Maasbach has served as the president of Museum of Chinese in America maga since 2015, as the President of mocha Nancy has the unique privilege of combining the experiences in managing organization, promoting arts and culture us the bridge

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between people and executing research focused on the redefining the American narrative. By examining the role of Chinese Americans in the United States history.

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She has over 25 years experience in the not for profit and finance sectors, Nancy received her MBA from the Yale School of Management and AB from Occidental College.

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She was an original member of the here and now Theatre Company, Nancy serves on the macro Hill, equity advisory group. She is a member of the Council on Foreign Relations welcome Nancy, and next Wellington Chen is the executive director of Chinatown business

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improvement district, big, and the Chinatown partnership. He's guiding the overall direction of both organizations including strategic positioning for the future.

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He's also on the board of NYC and company, of course, and Wellington has that long track record of community engagement with decades of decades of civil service service service.

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He began as a young volunteer at the time when many Main Street and downtown's were on decline, leading to his lifelong pursuit of solutions for community resuscitation and rejuvenation.

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So Nancy and Wellington.

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Please, take it away.

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Yeah, thank you so much for Kiko and thank you to New York City and company. It's really a pleasure for me to be in conversation with Wellington.

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But most of all to all of you on the call I noticed and recognize your names, and most importantly I think our wishes always that everyone is safe, wherever they are.

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And I'm feeling just charged up to seeing your names and having known that I've welcome you to mocha before that I will see you very, very very soon.

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I think how Willington and I was thinking about this conversation is really to just have a conversation about what is happening right now in the API space Asian American Pacific Islander space, especially given the month that we're in, it is Asian Pacific

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Heritage Month, and yet it's the first time that we are in a more recent years that we're uniquely looking at a situation that doesn't seem very celebratory, and yet we still want to hold on to the beauty and the magnitude of the heritage.

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But we wanted to sort of share a little bit about the essence of how we see it from our different perspectives and just in terms of sharing a bit and then handing it over to Wellington and then we'll start conversing is that, from our perspective and

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from my individual perspective, this is not a moment. And this cannot be just a moment.

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If it's just a moment, or if it's just a month, we will never see change the systemic racism that we all sort of magnified and came to just real realization around during the BLM efforts in the last 18 months and continuing is in my mind and the milk

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is mine is this is similarly based around systemic racism blacks and African Americans dealing with systemic racism and oppression for 400 years Asian Pacific American Pacific Islanders Asian Americans in this country for dealing with discrimination and

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racism over the last 200 years, was it Stoke by the previous administration. Many people do suggest as we were scapegoated in many different ways, as the right reasons for a pandemic woes.

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But at the same time, if we just see this time in this moment as a moment that will pass, then there'll be no change no difference how we think about it the museum and many of you who do know as well.

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This is not about our turn our moment to talk about Chinese Americans and therefore we are the headline of this. Not at all. The reason I personally think this narrative is so very important is that the Chinese American population that us is the only

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The US is the only group that that struggled with exclusion, the first and only legislation against a group of people was a Chinese Exclusion Act of 1882.

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Similar to other major negative milestones in US history. This is one that needs to be addressed in place in the textbooks, so that we can actually make that fundamental change.

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So the relevance around also, you know, you may hear some other Asian American Po, it seems like it's always about Chinese. Why is it Chinese dominates this conversation or API, Wellington Chen and I are both of Chinese ancestry.

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And I think I just really want to implore that it is not the Chinese American moment. It is not the Chinese New Year.

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In fact, this is just really about redefining the American narrative. The Museum of Chinese in America does not place Ming Dynasty vases on display. if you want to see those, you know, Greg and john and others, you know that you can go the Metropolitan

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Museum of Art and see all that you want in terms of Asian art. But too often because Asian Americans are considered still foreign, and many of you have heard the phrase perpetually foreign that there is a very difficult bridge that visitor's even Americans

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have as far as distinguishing and disentangling Asian things, Asian, history, Asian art with Asian in America. And I think we just want to underscore that the Museum of Chinese in America right now is still layering it's exhibitions around the combination

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of art history and community and presenting on view stories about the American narrative through the Chinese American lens. And that is exactly what we're trying to do our museum reopens July 15 with an exhibit.

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That is placing on view 18 months of collections around this pandemic period. Everything from the transnational network, and how incredibly helpful they were in the early days of the pandemic.

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When we were struggling with PvP and getting resources we needed, all the way to the current ongoing racism that is dealing that has been Delta Asian American Pacific Islanders, and also the responses by young people by seniors and across the spectrum,

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on how they have responded to API crimes, how they've created a voice for themselves, how people have been speaking up, and sharing their anecdotes and also realizing their own voice in this.

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And I think I'm so excited that we will be able to present that both as an immersive experience, and one that is magnifying the history of racism toward API's so that we can all have a firmer fuller understanding of that history, especially during this

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very difficult time.

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And you know so well Wellington about what's happening in Chinatown specifically mocha really tells the story of the national narrative around the Chinese American story and you were sharing with me earlier about what is happening in Chinatown, all the

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different initiatives that have been going on, and I can hand it over to you.

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Yeah, thank you so much I'm Nancy, and also I want to thank NYC and company and.

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And for doing this important series and as you correctly pointed out if all you had to do is take a look at the title sly. And look how feel for traffic is under on the street level.

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That sums up the whole story.

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We got hit with the first virus, before the first virus outbreak.

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Like most of the China Town, across North America, we took a die first.

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And we're now dealing with the second virus, which is very hard to just simply do an injection and be done with it. And that lingering effect that led to the creation of where I'm sitting is part of the 1882 exclusion of wanting to get out the Chinese

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from San Francisco, sending them to New York to New Jersey and then to here, and legacy continues because out of those don't hit me again, I will be good.

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I'm just going to go into my little enclave and oil Street and Pearl Street.

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I won't bother you. I won't take your job and. And so just as a way of background why I'm head of two organizations, obviously, all that that tragedy very similar to the 1906 san francisco disaster of the earthquake.

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The the Chinatown Partnership, which is the first organization came out of the 911.

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We were basically in operation, I was a first employee in 2006, and it was a beautiful logo, that was created by the graphic designer. And for those of you that have Chinese descent you know that symbol is universally representing Asian American and it

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took us a lot of effort, we had the fact, a lot of non Asian for pushing, as well as community leaders. Officials MTC SPS EDC and the Red Cross for creating this thing, but more importantly we also created a second organization in a few years, called

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the Chinatown bid, because it's not good to just do a temporary marketing event temporary clean street event and be done with it and then the club's 512, and you turn back into a pumpkin.

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And so we created the Chinatown be the 10th Chinatown in North America to be part of our input business improvement district, and you may ask, why did you go with a symbol like this, and that is the essence of why what we believe in from day one.

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I told the graphic designer this time around that I mean, I would like to be a multi color, more inclusive design.

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And the reason for that is because if you look at China or

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Wellington I think you accidentally muted yourself.

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Oh, you're still muted, sorry, I apologize, on the end you may ask why do you need a multi color and for the simple reason that we have always believed believe that we need to be inclusive.

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This is part of our literature and this is part of thing and I was also paying remembrance to the struggle of all the people at five points. This is the famous paradise square, where I almost got stabbed.

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Two months ago, kind of working locally on this corner, the famous, if you go to the again some new york movie right on this corner.

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I came confronting within a couple of feet of an eight inch butcher knife that went into a young man's back.

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So this is cutting close to home. This is about that, you know, that we believe all along that we launched this years ago didn't realize that this is going to come to an end.

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For those of you that cannot see is about hate has no business here. And so, I also want to say that we believe that we can welcome you here, because we believe in love.

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And if you come to China Town.

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Every single sidewalk that has a garbage camp that has a big belly shows a map of all the historic areas as well as symbol of love.

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And so, It is about, fundamentally, that, as this is coming full circle for me as a kid, I was born in Taiwan left before I finished kindergarten or barely finished card kindergarten.

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My father was a seaman took the family out to Singapore. And then I was pluck again to Hong Kong, and then he he die on the ship, the window super typhoon.

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And my mom took us to Brazil, on the way to Brazil I encounter a par five firsthand as a nine year old kid.

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I was in Johannesburg, Cape of Good Hope and Elizabeth Cape Town, and I experienced firsthand what Mahatma Gandhi experience, which is that he got from off the train, I did not, I was asked very politely.

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What are you doing here, how can I help you and even as a now yo kid. I understood that was not a welcoming message. So, I, that's why I commend the NYC and company and diversity, for being so welcoming, because fundamentally.

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This is on my desk, every day.

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And you may ask, why do you do triangulation, that is not because we believe South by Southwest, where Ground Zero, is that really the channel.

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Now 11 Chinatown partnership is where this lady is standing in the harbor as a beacon. So those are our core beliefs people may not understand that I had to fight my board of directors.

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Under on the graphic design, they said, it must be Chinese only, and I said no way Jose as long as I'm here. We are not going to be just one color flower time because the mother nature will never allow a single color flower and then you don't need the

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bees, you don't need the cross pollination you don't need that diversity.

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And so, I, I am just a firm believer, along with you, what mocha is doing. As you know, what you talked about that early experience about. It's not just coming to this country, we know in the 1600s in the PBS special bill more yes talk about as soon as

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we got there.

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The chinos. We want you off though here. And so there is always this tension that I experienced as a kid, going from town to town city to city classroom different classroom, there's always this fear and resistance of other people.

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But in this city, we celebrate it until very recently, I do not know why. Also, we have the severe outbreak where 85 year old ladies being stabbed in San Francisco.

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And so this is a very important dialogue that I think fundamentally, we need to realize that we need to care for one another, I firmly believe in the power of kindness, and that's why we launched and Wellington if I can add to that and as we close up

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our conversation. I think it's very important for all of those who are out there who are bringing groups back to New York City to know that you know there is really a move there is that we see media also picking the bypass marginalized communities against

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one another. And I just wanted to Sarah send the message out there to everyone who believes in the multiculturalism of believes in the diversity of America and the power of each one of us being a melting pot, not just one melting pot, but made up a melting

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pot of melting pots as we like to say, but also more importantly, I would never. The reason we are having these attacks or not. I do not play mocha does not see the attacker.

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The MC the background, the answer to the attacker, they are not the problem in our country. The problem in our country and what mocha really tries to present is the fundamental history textbooks in classrooms.

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So I really encourage your guests and your groups, when they really want to consider what is missing from the American narrative what is missing from US history.

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That is why, museums like mocha museums like the Holocaust Museum The Jewish Museum The Statue of Liberty Ellis Island, those that are really telling the stories that unfortunately don't make it into our children's classrooms, we must use museums and

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these ways. And these neighborhoods of diversity like Chinatown like flushing like Sunset Park like Little Italy like all of the robust areas all over New York City to really supplement what we all understand on this call as the beautiful melting pot

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of melting pots of America. And I just wanted to reiterate, you know, on top of Wellington. It's very important that we all do stand together, and not let groups or media divide these, these groups and say oh, that person's a white man attacking an Asian

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American woman that person is a is a black man attacking. For me, that is irrelevant. What we really need to do is rewrite our textbooks and until we do come visit mocha, come visit Chinatown's come visit these different neighborhoods and museums to supplement

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what we all must understand as a true American story. Yeah, I mean it is so, so important, because you're absolutely right. The beauty of this city is that it has always been so welcoming and I always remember profoundly a valedictorian on graduation

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on a, on a community college, says where I came from.

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Everyone looks like me, everyone thinks like me and everyone talks like me and but here, not only do I learn from the professor's I learned from the diverse students that provoked my thinking.

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So I, and that's why I, I'm, I'm very very

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optimistic about the future because someone says that America is an ideal, and it's a work in progress and we are making progress, but sometimes we have setbacks, but that's why I hope they dropping the name my area as paradise square.

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Because across from Paradise square. It is the marriage bureau, and along the side of it is the wedding garden. So, and that is what Emily Dickinson calls you on immortality, which is lovely.

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Thank you. Thank you so much, Nancy and Wellington. It's really important message and. And really, I love what you said as a melting pot within a melting pot and, you know, really love the symbol of the Chinatown bed, which really represent the spirit

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of New York City and its value. So again, thank you so much, both of you. And next, I would like to invite the sweet industry leaders as a panel.

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Each of these speakers, has a unique API perspective, and they will share the impact of API hate on their communities and also their responses. So first, Susan Chin principle of design Connect is an accomplished to architect and civic leader consulting

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Arts Architecture and Urban Design. She recently was interviewed by a practice of architecture for Asian Pacific American Heritage Month. So then later nationally recognized nonprofit nonprofit design trust for public space, and also oversaw the capital

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at New York City Department of Cultural Affairs. She serves on the eastern governing Group A communities and served on of course NYC and companies board, and received numerous awards, including the low fellowship, from Harvard.

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Welcome, Susan. And next is Gloria Lan, who is a founder and CEO of, Tour America.

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She's serves as the director at large, of us travel associations board, as well as the director of an international inbound travel Association associations both born and raised in Hong Kong.

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She moved to Los Angeles with her husband in 1987 and she worked for jet or USA which is a Japanese tour operator. And until 1997, then that year, she opened the first tour America office in Los Angeles and later expanded to New York and Tokyo with employees

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from Hong Kong, China, Indonesia, Philippines in Japan and Serbia, really servicing problems from all over from all over Asia, welcome Gloria. And last but not least, of course, Greg Takehara has been a CEO of Tourism Cares, since May 2019.

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He previously served on its board, acting as a chairman.

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Before becoming CEO. Prior to tourism cares. Greg was the president of trip, making travel insurance administrator. His career has spanned 32 years in the travel industry.

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Greg had served on the board of MTA, and the IGLTF Foundation, as well as numerous industry committees.

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He's from Chicago and has an undergraduate degree from the University of Wisconsin Madison and Juris Doctor degree from Washington University in St. Louis.

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So welcome, Greg. GLORIA And Susan.

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Let's start with the impact of the anti API attacks first. So, if you don't mind. You could also share sort of a quick showing over your background as well I am Japanese boning Tokyo, and raised in then being New Yorker last 20 years or so.

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And so, let me ask you, how have the recent anti API attacks affected you personally no your communities. Let's start with users and.

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Thanks, Michael, and thanks to NYC and co for this series.

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I'm a third generation Asian American Chinese American.

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Actually, my father went to PS 23 and New York City Chinatown.

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I was raised in.

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I was born in Michigan and raised in Boston, Ohio, Los Angeles and been in New York for over 30 years Mikiko and yeah I just, I'm really sad about the recent API attacks.

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You know, I came to New York and for grad school and it was so hopeful. In the 70s and yet you know it was right after the fiscal crisis, so I just feel really really sad and really angry, and our community, I think, you know, we've been.

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We usually power through adversity, and we keep our heads down.

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But now it's really been a time when we re examine our history, we're organizing and speaking up and speaking out against hate yeah that's that's really important, isn't it, you know, we often talk about API community it's really the the norm, it's sort

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of, you know, hit down really don't complain and then really walk hard, and then that's, you know, that's not enough. We need to speak up so you know thank you for showing that Susan.

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And so, what about you girl yeah

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I I actually, I was born in Hong Kong as conventions.

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I actually moved to us with my husband, that was like 30 plus years ago.

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And we first landed actions in LA. And then, actions All my life I've been actually in the travel business in Hong Kong I was already working actress on an outbound travel.

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And when I came to us actually data sections what we're doing, and I was actually in a Japanese to operator.

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So the the business we I've been handling was actually not just from Hong Kong.

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incoming travelers, but also Japanese incoming travelers.

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And when I started my company actually is my market share is really more extensive more really around the Asia Pacific area, and is really including actions majority of the Southeast Asia.

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And also, with the Japanese also.

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And I mean of course it is really my biggest concern now, you know, when the actions like getting some of the situations and cases that happens with the anti, you know, Asian community.

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And so, what about.

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So sorry, my you have a you know sort of a unique perspective that you're close to visitors perspectives to right you know from Asia. So, you know, are you hearing something from your clients concerned about.

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You know what's happening in the US.

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What what are you hearing, are you getting inquiries and so on.

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We have received, actually, not really a lot of inquiries regarding the these cases, but we do more so is actually is from some of our clients that were asking you know how's the situation.

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Are we okay and Are we safe.

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That is pretty much that they are more concerned off.

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It is really about care, you know, of each other. And for you know whether actually us is to save country.

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Somehow we do not really receive too many extra inquires whether actually us is really a safe country travel, and especially our from our Asians, you know, countries.

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So, this is actually as much pretty much that you know we've been receiving. I have to, you know, my office, my staff because I have multi actions like kind of like race stuff, all from Asia Pacific and against pretty similar situations that they are

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also, you know, in Calgary is like, not so much talking, I really or anxious inquiring about what has been going on, expressions with anti Asians, you know hate crime.

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Yeah, right. So it's really that you know he's just concerned and and really reversing that you know perception.

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Moving forward as you know things open up. That's really important.

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You know tasks that we all need to work on and also we are the you know, the wellness and really mental health of our, you know, staff members and community that's really important to have that, you know, really good, sort of, you know, sustainable growth

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of, you know, our industry and also community and talking about sustainability Greg, so how about you, you know, what's your perspective and how it's impacting you and your community.

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Yes, absolutely Kiko and thank you and thank you to NYC and company put for putting such an important focus on this topic.

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Well for me in terms of my own personal history, or background on second generation Asian American. Both of my parents were born in Hawaii and, and my father's Japanese and really I've said, often that really everything I've learned about discrimination

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has been from my parents who, you know, taught me that both Hawaii, much like New York City is a melting pot within a melting pot, but yet they had, you know, rather horrific stories about discrimination in terms of being raised in Hawaii during the time

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of Pearl Harbor. And you know I gained a lot of lessons from sin and, unfortunately, I haven't shared

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any personal incidents that I that I can report, but unfortunately it's, it's chilling stories like Wellington just provided us that has become commonplace.

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And that is, you know, impacting our overall community and as you know tourism cares is a community that spans the, the entire travel industry. So we represent every sector and with that we represent each and every individual within that sector.

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And that's a very diverse audience and when we hear stories of pronounced hatred.

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It's, it's an area where our name kind of says it all we care, and it's it's a lead us as a staff to go down, what we call REVDI journey so we add belonging, which we feel is an important component to diversity, equity and together, meeting, monthly,

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in which you know one of the things that really was a product that came out of that was that when we set our 2021 organizational goals we chose to make one to amplify diverse voices within the communities where we work and within our industry.

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So there's a great focus on it, and, and I'm glad we're here together to talk about it for yeah that's that's great. Thank you, Greg so that's that's a really good example of, you know, your organization's response rate you know all of you, the, you know,

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various organizations. So Greg, anything to add in terms of your response to, and really internally and also externally.

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Just to continue with you. Yeah. Well, first of all, I mean you mentioned sustainability and a lot of people when they think about sustainability they think about, you know, the green side of sustainability, which is the focus on environmental.

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And whereas, that's a very important component of sustainability as an overall concept. It really takes into account, also the preservation of cultural heritage and it takes into account, ensuring that socio economic benefit a ghost local community.

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And, you know, we use the United Nations 17 sustainable development goals as our guidelines. And when you look at it, it gives you a representative of what sustainability truly is and you can see that it does not focus just on the green side.

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But you look at number 10 in particular, which focuses on reduced inequalities. So many of the social issues that were addressed woven into the sustainable, sustainability goals that we need to achieve.

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You know in the UN initially, when they set forth those goals the pronounced deadline was 2030 so you know we're eight years away from that. We have a lot of work to do.

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You know one of the things that I found just to be really enlightening was even, you know, just, it was, it's almost now a year away but in 2020. It was a June survey done by a research group that said that one in three API, individuals had recorded you

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know racial slurs being directed at them and one in four had actually recorded a can episode where they actually feared that they might be threatened or physically physically attacked and you know with with some almost 23 million Asian Americans it's

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really not a stretch to predict that the percentage of incidents are in the millions, and that's not even to account for the fact that, you know, we know that there are probably very many that are under that we're not reported.

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So we're talking about really considerable issue here.

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Right. And it's, you know, as you said, it's really sustainability, people think about green, but really to be sustainable for anything, you know, the, the effort need to be consistent and ongoing and and really it's like marriage, right, it's like you

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you have to, you know, you need that need to be you know if what needs to be genuine, you know, and really you cannot be just on a surface so you know we all need to continuously work on that. Thank you for sharing that Greg. So how about you know just

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I'm so how about you know Justin say I mean so many people are sitting right now but they're doubling down and stain ability or maybe you know, edited as the you know an action point and, you know, I just would, you know, I just would express that you

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know it's not an appendix, it's, it's not something that just moment.

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know it's not an appendix, it's, it's not something that just moment needs to be addressed but it's something that is really needs to be core to our business into our future.

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Right. Thank you.

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I think actually, you know, when we're really talking about you know the concerns is really more, is to understand each other at all.

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When we are actually doing actual outbound, let's say you know our overseas partners. They are actually actually located extras they are travelers, when they travel out of the country.

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They have to actually understand what is to do, and don'ts.

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And this is actually really important is this, you know is both Wait, so we need to, you know, for us, even anxious for for within our company, or even anxious, our clients overseas.

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We all mentioned that you know there are some things that you have to understand, understand the culture here, if you travel to us, you have to understand the culture, and you have to respect each other.

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That is actually more important. Same thing like Weiss, you know for extras, our local partners here, our suppliers, it is very important for them to understand.

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Also the overseas, you know, clients that is coming over here. We just want to actually be patient, to know each other know the culture, you know just now.

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Nancy also mentions about you know not just, you know like, Asians we're talking about Chinese but Asians, like for example like what we are embracing actually is actually our whole more diversified Asian culture because we have, you know, all different

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anxious countries and race that that is actually included. For example, we have, you know, a big anxious numbers coming from Indonesia, you know, even like from Singapore from Malaysia from Thailand, and also from Japan, you know, they are not all even

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from Vietnam, there are not necessary to be Chinese Chinese either. So that means that we need to also educate, you know, especially you know our local partners, how to handles and how to access welcome our clients, you know this is very important.

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You know just now what Wellington was mentioned things about the business. Yes, you know, we welcome business we love as it without that we there is no business and a war, you know, and then it is important that we need to know each other because first

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of all one important thing is, when you travel, travel basically is an education role, you know. Yeah, we actually travel to other foreign country because we want to know that country.

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We want to know the culture, and then same thing. Likewise, when we receive anxious overseas travelers coming into our country. It is meaningless that we want to know them too.

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So it is really a both way.

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You know, when we want to actually deal with the issues hears, or any of the anti crimes or whatever. Yes, it has been amplified quite a bit, you know, even though I was mentioning that yes, not a lot actually is being discussed because we are ready to

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kind of know what has been going on, but is actually of course the reason cases has really been amplified more. Yes, it is actually a big concern that we all have to bring this up.

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Really, yeah the education of it you know public education in both sides right it's really, you know, meeting in the middle and then really, you know, sink really what you assume you know you cannot assume everything, and then you know you, what you think

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it's common sense might not be a common sense from other culture and then really having that basis.

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On a base is really important, right. So, you know, I think, as you said travel really, kind of, you know, remove biases. And also, you know, really remove the misperception and really see for yourself and understand other people's culture, you know more,

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so you know we start.

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You know what, Susan, what would you like to say to you know what can we do as a you know travel industry, and also you know as our community members, you know, not just travel industry to really do to you know increase that understanding, and you know

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Really can play at a time like this you know that their role, the arts and culture role in the time like this, you know, can you share a little bit over your thoughts on that.

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Sure. Well, you know, building off of what Gloria said in terms of people getting to know each other and understand.

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You know, I think the travel industry has really an opportunity to work with local community organizations, it could be a museum like the Museum of Chinese and America or it could be local businesses, and to help provide program content, and in getting

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permits so that the activities can take place in the streets in public space, and or within the walls of our institutions, you know, creating better understanding how to navigate the neighborhood like a native or New Yorker, and to develop cultural competence

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so people feel comfortable and welcome and at ease.

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Also, you know, a basic thing Mikiko is showing people showing people of color in your brochures showing Asian showing black, Latino black and brown people, and signage in signage and also transfer, I mean a basic thing like translating your materials

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multiple languages to overcome stereotypes that works both ways like Gloria saying you know some of the some of the tour companies and travel agents, but also the people who are in the, in the Chinatown or in the five boroughs, and the cities that people

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are going to visit. So, making people feel welcome but from an artist from an arts and culture standpoint.

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We don't have time I was going to try to share my screen but that won't work.

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But public art and performances or even food.

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Really, are you know they are drivers for our shared experience and people's discovery and spur people's curiosity, and they make people feel safe, and people stay longer.

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So, an example of reason program in with the open streets program in Chinatown was having an artist Chanel Miller paint a mural on all of the outdoor dining enclosures.

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And it was brightly colored and well designed, and really vibrant, and I think it'd be has not only the dining, but also the art has become an event in itself and then an attraction.

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Also, we'd love storytelling. So the tenement museum.

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They partnered with think Chinatown and they worked with shop owners to display in their, in their window shop windows.

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Oh, like a dress or, or cooking implement or something that made people curious, and there was a cure QR code that the visitors could hear more, click on and here find more about the object, hear a story about who wore that dress.

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And so, you know, bridging cultural understanding and bringing deeper meaning and surprise I think is really been an amazing thing and and making our city welcoming and also the.

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And the final thing was, like, we have artists in residence in New York City, and her name is Amanda thing Bodie Park Yeah, and she's created a camp public art campaign that's so beautiful and called, I still believe in our city to fight racism, and for

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Asian Pacific Heritage Month. She's also created another campaign we are more in Time Square, and her artwork is so beautiful Mikiko.

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People want to copy it right they want to make it into posters they want to share it. And so I think this is a way that maybe these are specific examples but I think that other cities can also copy and to activate their city and and bridge mutual understanding,

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right, I think, you know, you're right, it's, it's important to really say, You're welcome, and you know, it's really let everybody know you know you just don't assume that they, they feel that way we need to keep you know telling that they are welcome

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and and really to say that there are so many ways to do it you know through art through, you know, food, through you know so many things right, so that's that's really a great point.

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And you know to fulfill that same point.

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Greg and Gloria, do you have anything else to add in terms of really what the audience can do to really respond to the current situation, you know make things better and then really increase the understanding about, you know, different communities.

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What would you suggest.

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Let me start first.

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I think actually is more important is we all have to be patient because of these situations with the lockdown everybody's already kind of like, you know, maybe mentally actually is like not really balancing too much.

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So, but I think more important so is now, because, you know, most city actions in us is already start opening up a I think we have to go back and actually is like, you know, to, you know, embrace.

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I think we have to go back and actually, like, you know, to, you know, embrace. More important is really embraced our diversity. You know this is actually important.

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Always actually keep on saying is, like, we have to communicate more learn of each other's culture, and also try to, you know, be patient and be respectful.

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Right, it's really, I mean, it's for any body, you know, not just API community it's really treat you know others, as you want to be treated you know it's really that's it right.

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So, yeah, so I think it's really a simple you know thank you GLORIA What about you, Greg.

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Well, I would just echo what Susan was saying in terms of the power of tourism, I just don't think it can be underestimated.

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You know what we have in our hands as an industry is just incredible. And I mentioned the 17 United Nations Sustainable Development Goals.

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And I believe it may be refuted that travel maybe we only sector that touches upon all 17.

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So that gives you an idea of the potential areas for our industry. And when I look at this particular situation and we've talked about this, that, you know, New York City is a living classroom.

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It has the potential to reverse you know phobia and turn it into advocacy and supports, which is just a wonderful opportunity. And, you know, I think also about the incredible resources that have really, you know, been brought to everybody's attention,

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because of the hatred.

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So I look at organizations like Carla back where I recently took a training program of theirs, where they talked about how people can de escalate a situation, if they encounter a situation, using what they call their five deeds, which is to distract delegates

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documents delay or direct, and they give you really great examples, via some videos and they give you some really some coaching and some help to really try to find where you can best utilize your skill sets or your comfort level, to be able to de escalate

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a situation so I look at the fact that, you know, we have incredible.

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You know we have incredible power in our hands in terms of our industry at large, but also that this is generating a lot of really positive resources to really help not only the communities but the allies to the communities.

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That's fantastic. Great.

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Real, you know these practical, you know, tips and really tools that you know many people willing to contribute. But you know don't know how that situation needs there too right so it's really helpful to you know have this kind of a very practical information.

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Thank you Greg.

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So, um, let's see, it's what I would like to, you know, hear from each one of you is really what would you like the audience to know about how they can be communicating to the API community in this environment, right now.

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What would you say let's start with users and your, you know, I'd say that we really need to let the AIPAAPI community know you support them.

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that you are that you welcome them.

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You speak their language you collaborate and highlight their events, and communities and tell others, we've seen so many statements for Black Lives Matter, fewer for anti Asian Hey, but I think, speak, having others speak with us, is really, really important.

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Right, absolutely.

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How about you. Well, yeah.

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Well, same thing actually is what Susan says mentions I can relate that to know more important so is.

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because when we're talking about API, it is actually very broad, actually, you know absolutely yeah it's it's very different, each one of them very unique is extremely different, because I travel to Asia Pacific, a lot, almost like one third of my time,

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I've been anxious jumping from one country to another country, you know, again, is I keep on actually is like, focusing on something. I also mentioned to my suppliers that you know Singaporeans are not actually Chinese Malaysian or not Chinese hundred

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percent, either. Okay, if you go to Philippines, they are not Chinese. Okay, and Indonesia's, we have different also you know religion.

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A lot of times, yes we have Chinese it feminity, but we also have the local actually like Muslim community, how we going to address it. So it is all very diversified.

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It is important for all of us, you know, especially, you know, as an American, we have to know, you know, they are, you know, coming over here as a travelers.

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They want to know about us. We have to actually really open up our hands to welcome them to understand them, and to know them right like the fee. I'm very much into when I travel in each country, you know, I really actually want to know more about the

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culture. And then also more to know about the food, what they like and dough.

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You know, some things that to address it. So a lot of times I always believe myself when I traveled to Singapore that's my single my second home when I go to Philippine now I'm actually as also my second home.

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And, you know, it is a likewise, and your clients actions will like you because they know that they you know you know them.

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Is the welcome den and address them. Right. GLORIA You know you have been you were born and raised in Hong Kong and then move to the US and then you know you have been, I've been, you know, watching you over, you know, years and years and then you know

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you have been such a, you know, be able to such a great community. And, you know, really multicultural not just you know certain Indian culture, all the Asian cultures and and also, you know, all the suppliers in all races.

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What would you say to a PA community members to really you know have that dialogue with non API community and then create the new community, what would you say that, you know, what do you suggest for the, you know, other Asian people to, to have that

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you know more of the communication interaction and dialogue.

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I think actually is. It is very important. Also, we, you know, for the API community here in us also have to reach out for the non API community.

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For example like for our clients, they are coming over here to us to see actually small local culture. So we're not really just bringing them to Chinatown, or a certain actions like you know, Asian community.

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We want to show them actually is more the five boroughs of New York. There are actually a lot of places, you know, also in in us, or other parts of us, you know, not just, again it's like LA and New York.

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But the sections like New York. You know, even nearby is so different, so is my extra also be API. And this is really the type of destinations they really want to go and see.

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So, you know like, for example, when we actually arrange tour groups coming here, not necessarily that we actually are always feeding them with their local there so food, but also a local food.

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Right. We want to bring them actually to actually the best Steakhouse in New York, because this is what New York is famous for. But how can we actually like communicating without access local suppliers, you know, we are here and this is what we're reading,

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and this is the peoples that we're bringing have them to access like welcome them understand that.

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I think this communication. Yeah, communication is the key.

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Right, absolutely. What about you, Greg.

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What would you like the audience to know.

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Greg.

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Maybe a little bit of a technical issue.

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I was go into complete with his answer, but let's see Susan.

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Do you have anything to add.

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I think he's frozen.

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All right, well,

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well, you know, I was thinking about glorious comment of traveling to introduce people to not only our China towns and or Japan town or whatever you know Koreatown, but getting out in all of the five boroughs, which is what she mentioned I think is so

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important to really understand that we're not monolithic. And as I think about it, even our vice president claims her se, you know, so, East Asian heritage with her mother, having been Indian.

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And so, you know, you think about those differences neighborhoods and how exciting and amazing our city is that it's so, so multifaceted and there's so many different languages hundreds of different languages spoken.

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And so, the ability for our visitors and travel companies to actually come into contact with each other and engage is important. Yeah, absolutely. And really, to your point, you know see really not that just sites but to get to know the people of New

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York City right and then we have a lot to offer.

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City right and then we have a lot to offer. All of us, and New Yorkers are not shy right you know.

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Yeah, absolutely. Well thank you so much and and then sorry Greg, um, you know, some technical issues but I hope he can, you know, come back on. But again, Susan.

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GLORIA And Greg, thank you so much. It's really your broad perspectives for responses who will help me and an audience to take small and big steps as tourism industry professionals and also community members.

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So thank you again. Thank you. Thank you lucky go and also in my company. Thank you. Thank you so much. And now, I'm really experiencing another culture helps remove biases and helps us see differences and the understand each other right so today's featured

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neighborhood is flushing. And so the last presenter is John Choe is the executive director of the greater flushing Chamber of Commerce.

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Membership Association, and representing the most diverse community in the United States.

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And.

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Sorry.

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So john previously worked as a director of one flushing policy director for the city controller and chief of staff at the City Council and john volunteers with the flushing interface Council, the religious Society of Friends in Flushing CSA, and the whole

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nada food pantry and john will introduce the vibrant and diverse neighborhood of flashing. So john, the floor is yours.

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Great, thank you so much for welcoming me.

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I have a slide that I'd love to share with you. So I'm going to bring that up on my computer.

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Okay, Kevin.

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Yes, we can see you, and you want to maximize it yep perfect.

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Great.

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So, we are the creative flushing Chamber of Commerce and we have a district marketing campaign called flushing fantastic.

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It includes a visitor guide of a portal for people, as well as business support services, including supporting small businesses that need marketing assistance for example.

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This is an example of one of our store owners.

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This is the Chinatown flushing Ice Cream Factory.

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And we have a program called made in Flushing to support people, like, Christine who owns the flushing Ice Cream Factory.

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And we also have a flashings World's Fair which is a business Expo that supports the local businesses as well.

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And, and we also do place making events, including the Lunar New Year, and a passport to flushing food and cultural crawl which includes the actual printed passport.

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And, and just wanted to show a little sizzle.

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So that was one of our ads.

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This is jack I can bomb. We work with him he's the Queensboro historian.

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In addition to being the Queensboro his story and he also conducts walking tours with us, and this is one of the walking tours.

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This is the Quaker meeting house.

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It's the oldest house of worship in New York, and very proud of the fact that this building was established in 1694.

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And there's a whole story behind how quick is came to flushing, in which are the people of flushing at that time in the 1600s actually stood up when Governor Stuyvesant wanted to prosecute the Quakers and the farmers basically said, we will welcome Quakers

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with open arms. And not only Quakers but Muslims and Jews and other religious minorities, and they were all persecuted by government Stuyvesant one farmer continued to resist His name is john bound.

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And he actually appealed. He went all the way to the Netherlands where the Dutch West India Company was located, and was able to successfully roll back Stuyvesant decree, and we believe that's one of the foundational moments in American history.

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In which religious freedom was born, and it became the basis of the First Amendment to the US Constitution when United States was formally established, and one of the reasons why I bring this up is because many of us believe that initial success and establishing

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religious freedom, open up the doors for many other people to come to flushing as well. And that's one of the reasons why our community is so diverse.

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And this is the meeting house as a night market that we established, you know once a year.

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This is Lattimer house.

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This is where the invention of Lewis Howard Latimer was lived in Flushing.

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I don't know if anyone here knows, but he was the son of escaped slaves who settled here, and he worked with Thomas Edison to invent the light bulb. This is actually some local currency that the chamber created with Lewis Latimer, as our centerpiece.

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And the Quakers.

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This is the hand mount Zen center in the background.

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So, an amazingly beautiful Korean Buddhist temple, and it's one of the hidden gems that you'll find in Flushing. This is the Hindu temple Society of North America.

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The first Hindu temple in the United States, and was established in the 1970s, and the reason why I'm showing some of these houses of worship is because when the farmers rose up in the 1600s to fight for religious freedom.

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It opened up the doors to many of these religious communities to come to flushing, and now we have the highest concentration of houses of worship in one square mile anywhere in the United States.

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It's one of the most diverse and religious countries in the world actually.

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This is the flushing library.

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We don't have too much public space in Flushing, but the library has become a town square.

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And it's interesting.

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The Asian American community has really embraced the library, it's now.

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The highest circulating library branch in the entire United States.

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You'll see people from all sorts, all walks of life, all ages come to the library and during the pandemic. It has been closed, and you will see in the foreground of this photograph.

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There were activists who are calling for accountability police accountability. after the death of George Floyd.

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Here's another a rally, where Asian Americans came out for black lives.

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Main Streets.

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One of the reasons why flushing is so vibrant is the seven train.

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Some people say, the cemetery and ends in Flushing I like to say that flushing is actually the beginning for many people.

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It's where generations of immigrants have settled and reached for the American Dream here. And, in addition to the seven train, there is the Long Island Railroad there are two dozen buses, so it is a fairly accessible destination for tourists to get to,

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if they know about flushing doing more pedestrians here than anywhere else in New York, besides Time Square so this is actually a very congested area.

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This is Joe steamed rice for all, one of our stops drain passport the flushing food crawl. And here's Joe, the owner, next to a Joe De Stefano one of our food critics and tour guides that we work with.

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This is one of his amazing race roles.

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And we also have these hidden gems.

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Fang, or matey for example does these elaborate and beautiful tea ceremonies.

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And here's a picture of some of the tea that's poor dumpling galaxy we have Michelin rated restaurants in Flushing authentic delicious food that he can't find anywhere else.

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And this was actually Helen, the owner Helen you.

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This is one of her dishes.

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Some of the dumplings.

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This is Joe De Stefano in front of new Asian food, one of our vegetarian South Asian food eateries.

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This is sigma, the owner.

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She's been there many years, and actually employs a lot of immigrant women in restore.

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This is one of her delicious supposes legend chicken, you know we have these amazing Taiwanese eateries in Flushing. This is a 528 years chart, there's so many places to get amazing deserts in Flushing as well.

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If you're in the mood to relax with a ginger beer.

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Come out to leaf lounge and bar and flushing Ice Cream Factory.

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I wanted to just end with with the videos that we created for flushing Ice Cream Factory, and we'll end it here.

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Thank you so much john.

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Can you can't resist that ice cream right it's really flushing represent the you know diversity of, you know, really Asian culture and also you know there are so much to see with, you know, even the things that you know, not necessarily related with Asian

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culture too so it's really thank you so much for sharing that great information john. So thank you again, Nancy, Wellington Susan, Gloria Greg and john this conversation is just the beginning.

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So the most important thing for us is to reach out to each other and continue this conversation, I'm sure these speakers inspired us inspired us all to bring this conversation to each of our communities, and you know continue.

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So before we go, just quickly, I would like to mention the dedicated page of how to support New York City's agent community on nyc.com right here. There are lots of resources and great information.

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And also, there are trade tools and resources here so that you can create and share the New York City's API communities incredible experiences. So that's a wrap for today but I would like to thank john Marshall Michelle carb and you know our membership