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**Thank you for ending the year with CCCLA!**

*Dear Friends of CCCLA:*

*As we end this year, the Chinese Chamber of Commerce of Los Angeles would like to thank our members, supporters, and sponsors...our friends, for making this year as fantastic as it has been. Thank you from our family to yours. We're looking forward to an even more empowering 2012!*



**Happy Holidays**  
FROM  
2011 Miss Los Angeles Chinatown Court  
&  
Chinese Chamber of Commerce of Los Angeles

*Sincerely Yours,*  
-CCCLA

**In this edition of CCCLA Monthly:**

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3 2011 Miss Los Angeles Fashion Show Recaptured

5 Business Today! / Welcome New Members

Shopping for Christmas gifts? Visit [www.Shop.com/lachinesechamber](http://www.Shop.com/lachinesechamber) , see page 9 for details



**Chamber Event Calendar**

January 23, 2012 Chinese New Year – Year of Dragon

January 14, 2012  
January 14, 2012  
January 23, 2012  
January 28, 2012  
January 28, 2012

Miss Los Angeles Chinatown Pageant  
MBK Homes Grand Opening  
Chinese New Year, Year of Dragon  
113th Golden Dragon Parade  
113th Golden Dragon Festival



\*Schedule for 2012 are tentative

\*\*Schedule for Mixer and Seminar are not included

# What is on your End-of-the-Year checklist?

In preparation for the end of the year, we want to make sure nothing gets left out along the way. To help us at the Chamber create our Absolutely-Must-Not-Forget-To-Do list, we've polled on our social networking sites asking what they need to do, here is what we got:

...Call each of my clients, friends and associates and wish them well for the New Year. Holiday cards are a waste of stamps and very impersonal.

-Steven Chung, J.D.,

*Virtual World Research Project*

Vacation! Make sure to rejuvenate with vacation so you can hit the new year with a BANG!

-Rachid Makhoul

*Makhoul Paint & Design*

Finish year end financials and reporting. Finalize 2012 Q1 programming. Reflect, reorganize internally and strategize for upcoming year.

-Carrie Gan

*CAUSEusa.org*

I really want to make great effort to spend quality time with my family and my little one. In addition, I want to see all the people that matter to me at least in the month of December. Furthermore, I have been procrastinating on wedding planning so want to get our website running by January/February so need to start gathering information since we like everything to be perfect from our invitations, website, program book, party favors, etc...

*...hit the new year with a BANG!...*

-Lisa Chong

Fundraising Consultant

While everyone is busy with the rustling and bustling of this holiday season, one very important thing to NOT do is procrastinate on the all mighty and important TAXES! The law requires that we all file taxes, with a few exceptions of course. So do not wait till the end of tax season... need an accountant or bookkeeper? Call the Chamber and let us refer one to you! *For comments or questions, please email us at [info@lachinechamber.org](mailto:info@lachinechamber.org)*

## December 2011 CCCLA Events:

### Little King and Queen Contest!

Every year, CCCLA prepares for the new Little King and Queen of 2012. This year's Little King and Queen Contest was held at the Chinese Consolidated Benevolent Association Hall on Saturday, December 3. Twelve beautiful little ladies and nine handsome young gentles took part in the festivities.

It's not an easy job to be adorable, outspoken, lovely, and only 5 - years old! Congratulations to our 2012 Little King, Little Queen, Little Princess, and Little Prince who will be at in our Parade at the Chinese New Years Celebration in Chinatown. Remember to keep a good watch on them, you would not want to miss the opportunity to get another glimpse of our future leaders.

Thank you to all our sponsors and volunteers for making this event possible. Till next year!



Top left to right: 4th Princess Alysha Chan, 3rd Princess Ashley Fong, Queen Shirley Zhang, 2nd Princess Jane Sha

Bottom left to right: Little Queen Megan Eng, Little King Jeremy Wong, President Chester Chong, Little Prince Caleb Lucas, Little Princess Kathleen Suwoko

## 2011 CCCLA Events... Miss Los Angeles Chinatown Charity Fashion Show!

This year's Miss Los Angeles Chinatown Fashion Show took place at Exchange LA on December 10, 2011. With over 400 tickets sold, the event was a huge success! This year's featured Charity was Lupus LA.

Lupus affects Asians at twice the rate of the general population and women are nine times more likely than men to acquire Lupus. As an Asian woman, you are EIGHTEEN times more likely to be diagnosed with Lupus than the average male of Caucasian descent. Lupus is a chronic inflammatory disease that can affect various parts of the body, especially the skin, joints, blood, and kidneys. With no explanation for the cause of lupus, researchers are still trying to understand and find better ways to cure and help those living with lupus cope with lupus. For more information on lupus, visit [www.lupusLA.org](http://www.lupusLA.org). Thank you to our featured Charity for enlightening us!



2012 MISS LOS ANGELES CHINATOWN

# 16th ANNUAL

**Thank you sponsors!**

Without our sponsors, supporters, and volunteers, this year's fashion show would not be possible! Thank you to all those who supported the 2011 Miss Los Angeles Court and CCCLA for making this year's Fashion Show at Exchange LA such a huge success!

- Yi Hua International Group [USA], Inc.
- Studio 300
- Commerce Casino
- Empress Pavilion
- Margolis & Tisman, LLP.
- Singpoli
- AA Meat
- Sunrider
- PAMC (Pacific Alliance Medical Center)
- Cathay Bank

CHINESE CHAMBER OF COMMERCE OF LOS ANGELES 羅省中華總商會

Saturday, December 10, 2011 at EXCHANGE LA

## 2011 CCCLA Events... Miss Los Angeles Chinatown Charity Fashion

### It's Runaway with a love for Charity!

While learning and showing support for local non-profit Lupus LA, we watched fashion go from Casual Wear to Evening Gown... From Business to Street attire as this year's Miss Los Angeles Chinatown Contestants captured a bit of everything for everyone.

In this year's Fashion Show hosted by the 2011 Miss Los Angeles Chinatown Court and the Chinese Chamber of Commerce of Los Angeles, 18 beautiful participants from the 2012 Miss Los Angeles Chinatown Pageant strut down the runway in ultimate fashion, glamour, and swank

From Tiffany & Co.'s lucent new line of leather purses to Stella & Jamie's ridiculously gorgeous fashion masks and outfits, this year's contestants for the Miss Los Angeles Chinatown Pageant hit every point on script!

The newest kid on the block, fashion Boutique BrigadeLA and Le Fashion Truck proves themselves to be no stranger to fashion, casual and chic became the stunning opening for this year's stunning but classy Fashion For Charity event!

As the show comes to an end, the audience is thrown by a pinch of *formality*—Sayuri Couture closed the night with a hit of "haute" Fashion in the newest styles of cocktail dresses to evening gowns!

Thank you to all the contestants who participated in this year's show. Can't get enough of these beautiful ladies? Come see them at our Miss Los Angeles Chinatown Pageant January 14th, Universal Hilton!

*For more information on pageant tickets or if you would like more information on how you can get involved with the 2012 MLAC Fashion Show, please call or email us at [info@lachinesechamber.org](mailto:info@lachinesechamber.org) 213-617-0396.*



# Business Banking Today!

By Edwin Sun

With nearly \$30 billion in its accounts and other investments, the City of Los Angeles is a valuable client for some of the wayward banks that played a major role in the 2008 financial crisis and the wave of house foreclosures that followed. One of the central demands of the Occupy LA protesters who were camping at City Hall until early December was that the city punish some of these financial institutions by terminating its business with them. While there's certainly a case to be made for holding vendors who do business with the city to a high ethical standard, the city also has competing obligations to its taxpayers: investing its funds in the most secure accounts and for the highest rate of return, for example.

If allegations of hasty foreclosure processes and so-called "robo-signing" at companies like Bank of America, Wells Fargo, Citibank, and Chase damage their credibility as responsible partners in our community, we still have to consider the cost of abruptly terminating our existing contracts with them. City Administrative Officer Miguel Santana has pegged the cost of the Responsible Banking Ordinance at no less than \$58 million - in part due to contractual early termination fees and higher interest rates on some of the city's debts. In the near term, Santana also warns the city to refrain from issuing new bond debt until a banking policy has been

settled in order to avoid incurring further termination fees. This jeopardizes \$110 million in financing for projects like the long-delayed replacement of the 6th Street bridge connecting downtown to Boyle Heights and a new reptile exhibit at the LA Zoo.

If our leaders insist on addressing bank misconduct, they should maintain the city's current contracts with the banks, but change the approval process such that companies vying for LA's business in the future would have to disclose information about their impact on the community. The city can put the onus on the banks to supply information regarding loans made to local businesses or their foreclosure prevention programs as a part of the application process. As Councilman Paul Koretz put it, "If it costs us \$20 million or \$30 million or \$40 million to do the right thing, then we're probably doing the wrong thing." Increased transparency is a winner for the city, but taking a hit to our finances in order to punish banks is a clear loser.

*Edwin Sun is a recent graduate of UC Berkeley with a degree in Political Science. He blogs about politics and does freelance writing about business, finance, and the economy. Mr. Sun can be reached at [edwinysun@gmail.com](mailto:edwinysun@gmail.com).*

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## Welcome New Members!

Elaine W. Fuiji – City Terrace Elementary School

Yen H. Tham – All Secure Insurance

Victoria Erfle – Titanium Realty Investment Inc.

David Chan – Nathan Global Direct

Christine Chau – Lee Kum Kee

Jack Wu/Sarah Yin – Olympic Express

Danny C. Li – New York Life Insurance

Marcella Low – The Gas Company

Roman P. Mosqueda – Attorney at Law

Danny C. Li – New York Life Insurance

Rachid Makhoulf — Makhoulf Paint & Design

### **Want to put an ad?**

Would you like to know the pricing for putting an ad with us? Contact us! [info@lachinechamber.org](mailto:info@lachinechamber.org) or 213-617-0396



Le Fashion Truck is Los Angeles' first mobile boutique! A large pink truck on the outside, step inside and you're shopping aboard a store on wheels. Serving up new and vintage fashions, co-creators Stacey Steffe and Jeanine Romo stock Le Fashion Truck with quality and unique fashions at affordable prices, including designs from emerging local designers. Le Fashion Truck can be found at a variety of SoCal locations including shopping events, music festivals, street fairs, private parties and more! Because fashion is everywhere!

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# Tiger Lily

*by Sayuri Couture*

With a wide selection of short-length and full-length dresses, chic prom dresses and elegant cocktail gowns, Sayuri Couture offers all styles, colors, and sizes to meet your needs as well as your desired appearance.

Please visit us at <http://www.facebook.com/sayuri.couture>

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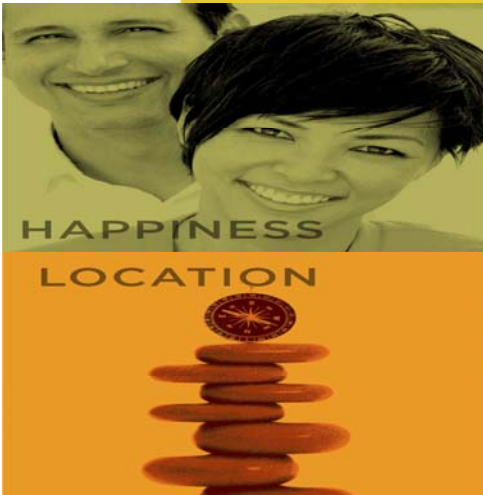
**Save  
The  
Date**

## 1600 at Artesia Square **GRAND OPENING EVENT**

Tour model homes at South Bay's most desirable townhome and live-work neighborhood

**January 14, 2012**  
9:00 am - 5:00 pm

**More details and information to follow**



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Directions: From the 405 exit Western, head north. Turn right onto Artesia. Turn right on Dalton. From the 91 exit Artesia, left on Dalton. 1600 W. Artesia Blvd., Gardena. T: 310/327-0160. MBK Home Center hours are daily 9 to 5.

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## Show your support for CHINESE CHAMBER OF COMMERCE of Los Angeles while you save money and earn cash back!

CHINESE CHAMBER OF COMMERCE of Los Angeles is participating in an exciting new fundraising program. We now have our own website featuring thousands of partner stores like Walmart, JCPenney, Best Buy, Apple, Home Depot and many more. When you make a purchase on [WWW.SHOP.COM/LACHINESECHAMBER](http://WWW.SHOP.COM/LACHINESECHAMBER), CHINESE CHAMBER OF COMMERCE of Los Angeles receives royalties and you earn up to 35% cash back on qualified purchases.



The benefits don't stop there. You earn 0.5% cash back on the purchases of everyone you refer to our website. Now, you can take advantage of the ease and convenience of Internet shopping to buy the products and services you want, while feeling good about helping one of your favorite organizations.

### Our new fundraising website has a variety of benefits.

- Go to the Partner Stores page to find specific stores that you'd like to shop from.
- Use the Search feature at the top of the page to search over 35 million different products and services for things you're looking for.
- Discover unique products and services like GENE SNP™ DNA Analysis, Isotonix® line of high quality nutritional supplements, Cellular Laboratories® Luxurious skin care line, Transitions™ Life Style System for weight management, and many more.
- Find the perfect gift in our Gift Ideas area.


### Getting Started is Easy!

1) Visit our website at [WWW.SHOP.COM/LACHINESECHAMBER](http://WWW.SHOP.COM/LACHINESECHAMBER)

2) Register as a Preferred Customer

- Click "Sign in" in the upper right hand corner
- Enter your E-Mail address
- Select the "No" option and click on "sign in"
- Follow the prompts
- You are now eligible to earn up to 35% on qualified purchases

3) Go Shopping

- Use the search box at the top of the screen to find a specific item or type of product you're looking for
- Use Shop Partners to find a specific partner like Best Buy or Walmart
- Use "Shop All Departments" to shop via category
- Use Hot Deals to find special deals and coupons to save even more money
- Look for the  icon to find out exactly how much cash back you'll earn from purchases made from that store or on a particular product



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