



Case Study: Chinese Chamber of Commerce of Hawaii and the Chinatown Community Foundation

Organization: The Chinese Chamber of Commerce of Hawaii (CCCH) works to promote business and economic development with focus on China and Southeast Asia, to preserve Chinese culture, and to encourage civic responsibility. (www.chinesechamber.com)

Situation: The CCCH and its Chinatown Community Foundation seek out well-known speakers to provide members with value-added resources while strengthening the organization and its member businesses. As a board member, Cynthia Yamasaki has served as a regular volunteer speaker, workshop leader and curriculum coordinator for the Chinatown Training and Visioning Center.

Execution: Cynthia worked closely with Mona Choy-Beddow, the immediate past president of the CCCH and the current president of the nonprofit Chinatown Community Foundation, to provide engaging workshops for CCCH members and the community. This has included:

- An introduction to Color Accounting
- How to create an “elevator speech”
- Power networking and etiquette
- A “crash-course” in leadership skill development

Results: Cynthia’s workshops are so popular that she has also been invited to speak at other affiliated meetings, such as the Chamber’s new Young Professionals group.

Mona, a senior vice president and retail banking regional manager at HomeStreet Bank, encourages her staff to regularly attend Cynthia’s workshops. Sessions are conveniently located in Downtown Honolulu to help business professionals further develop leadership and professional skills and expand their networks.

“Cynthia has the ability to make topics that are sometimes stressful or difficult more easily relatable for business leaders. This helps engage large groups of people and allows them to address issues they may otherwise not have felt ready to tackle. Plus, she is engaging and fun. Audiences love to participate in her workshops, and we always enjoy having her at CCCH.”

– Mona Choy-Beddow, Immediate Past President, CCCH