MEDIA KIT

ACDCNV.ORG

Community Center Address:
2610 S. Jones Blvd Suite #3
Las Vegas, NV 89146

Mailing Address:
1027 South Rainbow Blvd #253
Las Vegas, NV 89145

ACDCNV.ORG
Who We Are:

Building a Better Community for Asian Americans and Pacific Islanders (AAPI) in Nevada.

There is a pressing need to establish a coalition that takes the initiative to address issues that are affecting Southern Nevada’s growing AAPI community. The Asian Community Development Council will align the needs of the AAPI community with the philanthropic and community engagement goals of corporations.

The Asian Community Development Council (“ACDC”) is a nonprofit organization comprised of volunteers dedicated to building, connecting, and educating the Asian American and Pacific Islander community in Nevada. ACDC was officially chartered in 2015.

Our Mission:

Educate | Connect | Empower

The mission of the Asian Community Development Council is to improve the general well-being and education of the Asian American, Pacific Islander and other ethnic communities in Nevada. The ACDC will promote, foster, champion and advocate for Asian Americans and Pacific Islanders in the greater Nevada community.
Nevada AAPI Statistics

- Outside of California, the Las Vegas Metropolitan Statistical Areas (MSA) has the third-largest population of Asian Americans among all MSAs in the West region.¹
- Filipino Americans are the largest Asian American ethnic group in the Las Vegas MSA with a population of nearly 110,000. They are followed in size by Chinese, Japanese, Korean, and Indian Americans.¹
- “There are no official estimates of the number of undocumented Asian American immigrants in the MSA. However, if we assume that the nation’s 1.3 million undocumented immigrants from Asia are geographically distributed in ways consistent with its Asian American foreign-born population there may be at least 13,000 undocumented Asian Americans living in the Las Vegas MSA.”¹
- During the 2012-2013 school year, Tagalog, Chinese, and Vietnamese were among the top five languages spoken by English language learners in Nevada's K-12 public schools.¹
- One in 10 Asian Americans is a senior in the Las Vegas MSA, a rate higher than all other racial groups except for Whites (17%).¹
- According to a 2012 report by the University of Nevada Las Vegas, Asian Americans have the highest rate of liver cancer incidences among any racial group statewide.
- Nevada is home to 291,000 Asian and Pacific Islanders (AAPIs), making about 10% of the state population.²
- 62% of Asian Americans in Nevada speak a language other than English at home; of those, 2 of 5 speak English less than ”very well.”²
- 37,000 Asian Americans in Nevada lack health insurance.²
- 14,000 Asian Americans in Nevada live in poverty.²
- A study from the 2012 Nielson Report projects a growth of 2.9% (20.9 million Asian Americans in Nevada and other states by 2017.

² Statistics from APIA Vote report released in 2012.
Asian Community Development Council

SERVICES

Senior Programs
- Senior Referrals
- Educational Programs
- Tax Preparation Assistance
- Driver Safety Course

Youth Programs
- Workforce Development
- Leadership Training
- College Preparation
- Mentorship

Community Programs
- Voter Education
- Health Education
- Pathway to Citizenship
- Translation Services
## LEADERSHIP

### Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Company</th>
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<tbody>
<tr>
<td>Vida Chan Lin</td>
<td>Founder &amp; President</td>
</tr>
<tr>
<td>Joe Coe</td>
<td>Boyd Gaming</td>
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<tr>
<td>Doretha Easler</td>
<td>Nevada Energy</td>
</tr>
<tr>
<td>Michael Hoshue</td>
<td>Board at Large</td>
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<tr>
<td>Lyzel Krebs</td>
<td>MGM Resorts International</td>
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<tr>
<td>Carolene Layugan</td>
<td>Caesars Entertainment</td>
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<tr>
<td>Pauline Ng Lee</td>
<td>Attorney</td>
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<tr>
<td>Peter Lung</td>
<td>World of Feng Shui</td>
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<tr>
<td>Joanie Lung</td>
<td>World of Feng Shui</td>
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<tr>
<td>Maria Marinch</td>
<td>College of Southern Nevada</td>
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<tr>
<td>Magaly Munoz-Mejorado</td>
<td>MGM Resorts International</td>
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<tr>
<td>Jude Nazareth</td>
<td>Montez Nazareth Law</td>
</tr>
<tr>
<td>Lisa Song Sutton</td>
<td>Entrepreneur</td>
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<tr>
<td>Serena Villamor</td>
<td>BASE Entertainment</td>
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### Advisory Board

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<tr>
<th>Name</th>
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<tr>
<td>The Honorable Shelley</td>
<td>Berkley</td>
</tr>
<tr>
<td>Lawrence Barnard</td>
<td>St. Rose Dominican Hospital, San Martin Campus</td>
</tr>
<tr>
<td>Gloria Caoile</td>
<td>Asian Pacific American Labor Alliance (APALA)</td>
</tr>
<tr>
<td>Angela Castro</td>
<td>Regional Transportation Commission of Southern Nevada</td>
</tr>
<tr>
<td>Royce Chow</td>
<td>Panda Express</td>
</tr>
<tr>
<td>Annie Chang Evans</td>
<td>Miss Asian North America Organization</td>
</tr>
<tr>
<td>Maggie Hsu</td>
<td>Zappos</td>
</tr>
<tr>
<td>Jocelyn King</td>
<td>Yamagata Group</td>
</tr>
<tr>
<td>Valerie Murzl</td>
<td>Station Casinos</td>
</tr>
<tr>
<td>Ranee Samerthai</td>
<td>Immigration &amp; Legal Counsel Attorney</td>
</tr>
<tr>
<td>Michelle Sharples</td>
<td>BASE Entertainment</td>
</tr>
<tr>
<td>Tim Wong</td>
<td>Arcata Associates</td>
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Voter Education
2016 Presidential Election

ACDC staff and volunteers were in the community and phone banked to register new voters or update registrations from the February Caucuses to the November General Election. During that time, ACDC held multiple events to reach a goal of 2,000 registered voters. ACDC visited local high schools to college campuses and partnered with businesses to register their employees.

- 1,479 hours spent phone banking.
- Dialed 42,904 phone numbers in Clark County.
- Dialed 7,268 phone numbers in Washoe County & Carson City.
- Mailed 26,000 pieces of voter information.
- Registered 3,030 new voters.
- Only organization allowed to register voters at various casino properties.
- Canvassed 1,000 AAPI households.
- 47.4% of new voters voted before Election Day after ACDC follow up.
REGISTER TO VOTE

Station Casinos
- Boulder Station
- Fiesta Henderson
- Fiesta Rancho
- Green Valley Ranch
- Palace Station
- Red Rock
- Santa Fe Station
- Sunset Station
- Texas

Caesars Entertainment
- Bally’s
- Caesars Palace
- Flamingo
- Linq
- Paris
- Planet Hollywood
- Rio
AAPI Presidential Town Hall

August 12th, 2016

ACDC was the leading Nevada partner for the AAPI 2016 Presidential Town Hall. ACDC’s main role was to organize local AAPI organizations to support the Presidential Town Hall Forum as well as providing local support with event execution. The Presidential Town Hall invited all four parties to present their vision of the United States and how it impacts the AAPI Community. Hundreds of AAPI organizations and attendees attended from around the country for the first Town Hall specifically for the AAPI Community. The Town Hall was live streamed with over 20 states hosting their own watch parties.

White House Initiative on AAPI Town Hall

September 28th, 2016

ACDC hosted the first AAPI Community Town Hall with the White House Initiative on Asian Americans and Pacific Islanders Southwest Regional Network to speak with leaders and members of the community. The town hall consisted of officials from US Citizenship and Immigration Services (USCIS), Federal Bureau of Investigations (FBI), US Department of Labor (DOL), Equal Employment Opportunity Commission (EEOC), and Social Security Administration (SSA) who gave more insight of their agency and their recent work. Over a hundred attendees came to engage with the officials about future policies and the recent work from each agencies.
UNLV AAPI Leadership Luncheon  
*February 5th, 2016*
ACDC partnered with UNLV Raising Our Asian Rights (ROAR) and UNLV Department of Diversity in coordinating a luncheon for UNLV AAPI organization’s leadership to discuss resources and future collaborations.

Nevada Mock Caucus Training  
*February 17th, 2016*
ACDC in partnership with APIA Vote hosted a Nevada Mock Caucus Training. Over 103 community members and organizers attended the event in preparation for the Nevada Republican and Democratic Caucuses.

Asian American Journalists Association (AAJA) Kick-Off Reception  
*May 19th, 2016*
AAJA members from around the nation came to Las Vegas where ACDC and AAJA hosted a reception before the AAPI Presidential Candidate Town Hall in Las Vegas scheduled for August 10th - 13th, 2016. The town hall will be hosted by AAJA, ACDC, and APIA Vote.

APIASF Fundraiser  
*May 25th, 2016*
Founder, Vida Lin, and Associate Director, Marc Matsuo, were involved in a committee to launch the very first Asian & Pacific Islander American Scholarship Fund (APIASF) Fundraiser in Las Vegas. All proceeds supported scholarships for AAPIs in Nevada.

APIA NV One Voice Civic Engagement Fair  
*June 4th, 2016*
ACDC collaborated with various AAPI organizations around the valley to form the APIA NV One Voice coalition, and held the first APIA NV One Voice Civic Engagement Fair. The event promoted voter registration, voter education, and other resources.

AARP Caregiving  
*June 29th, 2016*
ACDC coordinated with AARP Nevada in holding a local dinner at Hong Kong Garden to promote early planning for caregiving. More than 500,000 Nevadans currently serve as family caregivers. Over 150 people attended to learn and support caregiving.

National Voter Registration Day  
*September 27th, 2016*
ACDC partnered with various AAPI organizations to organize a large voter registration rally in honor of National Voter Registration Day. Live entertainment including guest speaker Tamlyn Tomita, actress from Joy Luck Club and Karate Kid, energized volunteers to register people to vote. Over 100 people registered to vote through this effort.
Health Fair
January 9th, 2016
ACDC organized a Health Fair with various organizations offering services for senior citizens and voter registration. ACDC in partnership with Walgreens also gave free flu shots to the AAPI community.

APIA NV One Voice Community Resource and Wellness Fair
October 15th, 2016
ACDC and APIA NV One Voice held a collaborative wellness and resource fair that provided multiple health services, nonprofit and governmental services, and a Citizenship Application workshop. Hundreds of attendees attended the six hour fair with translators available to help attendees.

Chinatown Health Fair
February 12th, 2017
ACDC staffed a booth at the local Chinatown Festival with health flyers for an upcoming health fair. ACDC members engaged the patrons about our mission, services, and ACDC’s involvement in the community.
College Readiness Boot Camp
September 10th, 2016

ACDC held their 2nd Annual College Readiness Boot Camp with a variety of workshops and panels focused on the College Application, Financial Aid, and choosing the right major. Over 200 attendees attended with students ranging from middle school to high school. ACDC developed key community partnerships with Panda Express, McDonalds, the Clark County School District, libraries, and other partners. Special raffle prizes included ACT prep sessions and a SAT Prep Course worth over $1,000.
ACDC Ribbon Cutting Ceremony

November 5th, 2016

ACDC celebrated the launch of our community center with a ribbon cutting ceremony. The ceremony featured a BMX show featuring Ricardo Laguna, Lion Dance, and appearances from a multitude of elected officials including: Congresswoman Dina Titus, State Senator Ruben Kihuen, Assemblywoman Irene Bustamante Adams, Assemblyman Nelson Araujo, Councilman Bob Beers of Las Vegas, Councilwoman Gerri Schroder of Henderson, Mayor Protem Isaac Barron of North Las Vegas, and former Nevada Attorney General, Catherine Cortez-Masto. Various members of the community joined in commemorating and supporting the organization by networking, learning about ACDC, and enjoying the entertainment.
Health & Resource Fair

March 11th, 2017

ACDC organized the first Health & Resource Fair at the ACDC Community Center with different organizations providing valuable services to the AAPI Community. Three Square provided free snacks and drinks for attendees. UMC and Roseman provided free health screenings and consultation. The Lion Club provided diabetes and vision screenings.

Congresswoman Jacky Rosen stopped by to meet with the AAPI attendees. The event served over a hundred people in the community. The fair was advertised in different ethnic newspapers including Chinese, Filipino, and Korean.
Tax Preparation Assistance Program

2016 Tax Year

In January, ACDC partnered with AARP’s Foundation Tax Aide Program to provide certified tax preparers for the AAPI Community. ACDC staff went through a week long training to learn about the tax assistance software and tax code. Each staff member was required to pass the certification exam before assisting clients.

The program helped low-income families and seniors with preparing their tax returns. ACDC marketed the program to the AAPI community through different ethnic newspapers and online marketing. ACDC offered tax aide by appointment on Fridays and Saturdays leading up to April 18, 2017.

Through the program, ACDC helped 110 individuals and families complete their tax return. ACDC also helped AAPIs learn more about the tax code, referring individuals to different resources in the community, and providing a first time tax assistance service to the AAPI community.
ACDC partnered with UNLV Raising Our Asian Rights (ROAR) for their 9th Annual GraduAsian. GraduAsian is an annual event honoring all AAPI graduates from UNLV for their accomplishment in earning a college degree. Each graduate at the event is asked to share one major accomplishment and for many of them, they are the first in their family to earn a degree.

ACDC helped promote the event, donated with Caesars Entertainment the venue, and brought a new element to GraduAsian by incorporating a Job and Resource Fair that coincided with the event. ACDC and APIA NV One Voice brought in different companies and community organizations to the fair, and also provided cultural entertainment. New graduates and the community had the opportunity to apply for job openings and learn about the various resources available. The event had over 100 graduates in attendance with their loved ones. Staff of ACDC shared the event on an interview with Channel 8 News Now Weekend Edition.
Know Your Rights & AAPI Roundtable  
May 30th, 2017

In collaboration with APALA, PLAN, SEIU, and Mi Família Vota, ACDC held a community immigration forum and round table event. The immigration forum provided valuable information for those seeking citizenship. A presentation followed providing beneficial information and resources pertaining to individuals’ rights as citizens. Lawyers were present to help answer any legal question from the community. US Senator Catherine Cortez Masto held a private round table with leaders of various AAPI organizations to discuss topics affecting their community. Congresswoman Dina Titus, Congresswoman Jacky Rosen, and Congressman Ruben Kihuen also held their own round table to answer community leaders’ and their constituents’ questions.
UPCOMING PROJECTS & PROGRAMS

DyLead Leadership Program
June 3rd - June 24th, 2017
ACDC is partnering with Cox Communications, OCA Las Vegas, Panda Express, and McDonalds to host a youth leadership program. The program is open to 15 - 26 year olds and aims to develop key leadership skills to prepare the youth for success.

I Stand With Immigrants
June 10th, 2017
ACDC is collaborating with various organizations around the valley to host an event in support of our immigration history. The event is filled with festivities and entertainment to celebrate our cultural history and unity.

Pathway to Citizenship Program
2017
ACDC is partnering with various organizations around the valley such as Mi Familia Vota, United States Citizenship and Immigration Services (USCIS), and lawyers to host citizenship information workshops and provide assistance to help individuals complete the N400 Application for citizenship.

Youth Advisory Council
2017
ACDC is working with AAPI high school students in heavily populated AAPI high schools to develop events and programs geared towards the youth. The council will be working closely with the ACDC staff to learn more about what it means to be actively engaged in the community and how to be an AAPI advocate.

Voter Registration
2017
ACDC will be continuing efforts to raise voter registrations in the AAPI community by actively engaging the community about the importance of being registered and voicing their opinions in future elections. Voter registration forms will be available at any event hosted or attended by ACDC.

AARP Driver Safety Program
2017
ACDC is hosting workshops for senior citizens to enhance their driving skills and maintain their autonomy.

TO FIND OUT MORE ABOUT UPCOMING PROJECTS & PROGRAMS, PLEASE VISIT OUR WEBSITE AT WWW.ACDCNV.ORG
Recent Media Coverage


KTNV.com, May 1st, 2017 - 13 Action News: “Cox Diversity Scholarships program presents $35,000 to 10 high school seniors” by KTNV

SCMP.com, November 7th, 2016 - South China Morning Post: “Asian Americans find their political voice in the heart of US casino country” by Catherine Wong

SCMP.com, November 4th, 2016 - South China Morning Post: “Though small in number, Chinese American voters gain attention in presidential election” by Stuart Lau, Catherine Wong, & Liu Zheng

nos.nl, October 19th, 2016 - Nederlandse Omroep Stichting (Dutch Broadcast Foundation): “Niet alleen Trump heeft te lijden onder Trump” by Buitenland


Fusion.net, October 5th, 2016 - Fusion: “Asian American voters are crucial to victory. Will they actually turn out to vote? by Esther Wang

AsianJournal.com, September 21st, 2016 - Asian Journal: “AAPI push for voter registration in Las Vegas” by Christina Oriel

MSNBC, March 23rd, 2016 - with Richard Lui

KNPR.org, March 7th, 2016 - Nevada Public Radio: “Asian Voters Crucial for November” by Chris Sieroty

TheNation.com, February 23rd, 2016 - The Nation: “The Gap Between New America and Old Politics” by Julianne Hing

NBCNews.com, February 12th, 2016 - NBC Asian America: “For Asian-Americans Organizations, All Eyes on Nevada Ahead of Caucuses” by Emil Guillermo