



SUCCESS STARTS HERE

LEAP

Career Development Forum

LEADERSHIP, EXCELLENCE, ASPIRATION, PLATFORM

KICK-OFF CONFERENCE

February 23th, 2013

**Ackerman Union Viewpoint Conference Room
University of California, Los Angeles**

Organizers:

Chinese-American Engineers and Scientists Association of Southern California
Southwestern Chinese Students and Scholars Association
UCLA Chinese Students and Scholars Association
Advanced Degree Consulting Club at UCLA



ABOUT LEAP

WHO WE ARE

LEAP (Leadership, Excellence, Aspiration, and Platform) is a career development forum launched in early 2013. It is co-organized by the Chinese-American Engineers and Scientists Association of Southern California (CESASC) and Southwestern Chinese Students and Scholars Association (SWCSSA).

OUR MISSION

LEAP is committed to provide career-related guidance, education, mentorship and opportunities to Chinese American professionals working in America throughout their career. LEAP holds regular events including conferences and professional seminars. Additionally, LEAP provides the mentor program to help attendees develop strong leadership skills and achieve professional excellence. LEAP strives to develop a platform to foster great aspiration and leverage professional networking. LEAP will help your professional success start and accelerate here!

OUR VISION

To become a trustworthy and sustained platform for career development and professional growth of Chinese Americans.



CONFERENCE AGENDA

- 9:30am **Registration**
- 10:00am **Opening Remark**
- 10:15am **Opening Keynote Address**
Learning and Surviving in the Corporate America by Dr. Charlie Sie
- 11:00 am **Icebreaker Game 'BINGO'**
- 11:30 am **Coffee Break**
- 11:40 am **Session A-1: Business**
A Personal Journey From An Entrepreneur to An Investor by Mr. Gene Chang
Session B-1: Academia
A Career in Academia: Nanodiamonds and Translation by Dr. Dean Ho
- 12:30 pm **Lunch**
- 1:20 pm **Panel I: Start-up & Entrepreneurship**
Dr. Longxia Li, Dr. Lucy Zhou, Ms. Helen Liu, Mr. Jenova Chen
- 2:20 pm **Coffee Break**
- 2:30 pm **Session A-2: Government**
Water Quality and Professional Career by Dr. Yue Rong
Session B-2: Industry Research
My Working Philosophy by Dr. Dankai Liu
- 3:20 pm **Coffee Break**
- 3:30 pm **Panel II: Career Planning and Development**
Mr. Andrew Pan, Ms. Helen Liu, Dr. Dankai Liu, Dr. Yue Rong, Prof. Dean Ho
- 4:30 pm **Mixer and Social**
- 5:00 pm **Exit Evaluation**



KEYNOTE SPEECH

Learning and Surviving in the Corporate America

Dr. Charlie Sie

Former Vice President of Xerox

Time: 10:15 pm – 11:00 pm

Charlie Sie will share with you his years of technology management experience from RCA to Xerox. On this journey he encountered disruptive technology and management practice transitions, glass ceiling and the rise of China. Charlie will also describe what he has learned in surviving in a America management culture as a Chinese American.



Charles Sie is a visiting professor at Nankai University and the vice chair of Nankai International Business Forum. He serves on the board of Cwill Telecom and as an advisor to the Institute for Technology Advancement at UCLA and CESASC. He is a member of Committee of 100.

Charles retired from Xerox Corporation in 1999 as its vice president of the West Coast operation of the Corporate Engineering Center. In his twenty-two years at Xerox he held management positions in corporate reengineering, product development, software engineering and manufacturing quality.

Charles helped the establishment of Asian Caucus at Xerox.

Prior to Xerox, Charles made the career tour through RCA, IBM, Energy Conversion Devices, and Burroughs Corporation. Charles also served as consultant for the World Bank and Taiwan's National Science Council.

Charles received his Ph.D. in electrical engineering from Iowa State University. His dissertation there forty years ago is the forerunner of the present day's phase change memory.

Charles received the "History Maker Award" from the Chinese American Historical Museum in Los Angeles for his efforts in advocating the rights of the Asian-American scientists and engineers in the National Laboratories during the Wen Ho Lee espionage allegation hysteria.

Charles enjoys opportunities to apply cross-cultural values and cross-disciplinary understanding to technology management and business development.



Session A-1: Business

A Personal Journey From An Entrepreneur to An Investor

Mr. Gene Chang

President

JC Research & Consulting, Inc.

Time: 11:40 am – 12:30 pm

Are you an entrepreneur? How to start up a company? How to raise capital for your start-up? How to avoid the pitfalls when you start a new venture? What are the implications of your new venture to your future career development? How to be better prepared to become a successful entrepreneur? The speaker will share his insights and personal experience from both sides as an entrepreneur and an investor.



Mr. Gene Chang was born in China. He went to Peking University in 1986. In 1990, he came to the United States as a foreign student. At the end of 1992, he got his BS degree in Physics from University of San Francisco. In 1996, he got his MBA degree from Columbia Graduate School of Business. From 1996 to 1999, he worked at Monitor Company's Hong Kong office as a senior consultant and case team leader. He also led Monitor's China marketing team from 1997 to 1999. In 1999 he founded Free2net.com, an Internet startup, and run the company until 2001. In 2001 he joined Chinese Media Net Inc., an American Chinese media company, and become its Chief Operating Officer. He sat on the board of Chinese Media Net until 2009. In 2006, he left Chinese Media Net and started JC Research & Consulting. JC Research & Consulting provides equity research and investment assessment services to institutional investors. Mr. Chang is also a partner of value investment fund LL Investment Partners.

Mr. Chang currently serves on the Board of Peking University Alumni Association of Southern California as Chairman of the Board and on the Board of Chinese CEO Organizations.



Session B-1: Academia

A Career in Academia: Nanodiamonds and Translation

Prof. Dean Ho

Professor and Co-Director

UCLA School of Dentistry

Time: 11:40 am-12:30 pm

A career in academia, particularly in the disciplines of nanomedicine and bioengineering, encompasses many roles, including educator, mentor, author, administrator, and innovator, among others. However, as the conventional role of undergraduate, graduate, and postdoctoral trainees continues to evolve, a new role has emerged: the role of translator. This lecture will highlight our recent development of nanodiamond drug delivery and imaging agents, and how they have the potential to markedly improve the safety and efficacy of cancer therapy, wound healing, regenerative medicine, gene delivery, and imaging. Through the course of the synthesizing and characterizing the remarkable nanodiamond agent, new lessons beyond scientific have been learned. A future generation of scientific and engineering leadership has been trained, collaborations that bridge the fundamental to clinical have been formed, and ventures to commercialize and bring early-stage discoveries towards fruition have been founded. These experiences pertaining to an academic career roadmap will be explored.



Dr. Dean Ho is currently a Full Professor in the Division of Oral Biology and Medicine and Co-Director of the Weintraub Center for Reconstructive Biotechnology at the Center for Oral, Head, and Neck Cancer and UCLA School of Dentistry. He is also a Professor in the Division of Advanced Prosthodontics and Bioengineering, and Member of the Jonsson Comprehensive Cancer Center and California NanoSystems Institute. Dr. Ho joined UCLA as a faculty member in July 2012. He was previously an Associate Professor of Biomedical and Mechanical Engineering at Northwestern University.

Dr. Ho leads one of the pre-eminent teams in the world focused on the development of nanodiamond platforms for therapy and imaging. In the area of chemotherapy, Professor Ho's team developed NDX, a nanodiamond-drug complex based upon the potent interaction of the diamond surface with doxorubicin, a commonly used cancer drug in the clinic that is also highly toxic. Through the synthesis of NDX, a marked enhancement in drug efficacy and reduced toxicity were demonstrated over clinical standards. This discovery is highlighted in a recent Cover Article in *Science Translational Medicine* demonstrating the administration of NDX towards the enhanced treatment of multiple drug-resistant cancer models in mice. Prof. Ho is also a co-founder of InnoVaGem Therapeutics, a start-up company focused on the clinical development of NDX.

Dr. Ho's research achievements have garnered news coverage on the CNN and NPR homepages, Reuters, Yahoo, Voice of America and The Chicago Tribune, among other international news outlets. Dr. Ho has also appeared on the National Geographic Channel program 'Known Universe' which aired domestically and internationally. Dr. Ho is currently Editor-in-Chief of the *Journal of Laboratory Automation*. He is a recipient of the NSF CAREER Award, Wallace H. Coulter Translational Research Award (Phase I and II), V Foundation for Cancer Research Scholars Award, John G. Bollinger Outstanding Young Manufacturing Engineer Award, and was invited to attend the 2010 National Academy of Engineering Frontiers of Engineering Symposium. He has given over 70 invited international lectures (Plenary, Keynote, Invited).



Session A-2: Government

Water Quality and Professional Career

Dr. Yue Rong

Program Manager

Cal/EPA

Time: 1:20 am – 2:10 pm

With the author over 20 years working experience as a water quality professional, the presentation will show water quality issues in California. Using the water quality field as an example, the presentation will discuss the experience and efforts to excel in the US professional fields. The aspects to be considered to improve ourselves are academic, analytical skill, people's skill, discipline, passion, common sense, and humor.



Dr. Yue Rong is currently the program manager for the Underground Storage Tank Program at the California Regional Water Quality Control Board, Los Angeles Region.

Dr. Rong has more than 18 years experience with the Board in dealing with groundwater contamination problems in the Los Angeles area. In the first 7 years with the Board, Dr. Rong worked with the USEPA in groundwater cleanup of chlorinated volatile organic solvents pollution in the San Fernando Valley Superfund area. Now, he has been a senior staff member of the

Board's multi-disciplinary team in dealing with MTBE groundwater problems in the Charnock and Arcadia well fields in Santa Monica, California since 1997.

With his strong technical background recognized by the scientific community, Dr. Rong serves on the scientific advisory board for the annual conference of the Association of Environmental Health and Sciences (AEHS), and is also an Associate Editor for the peer-reviewed journal of *Soil and Sediment Contamination* and an Associate Editor for the Journal of *Environmental Forensics*. Dr. Rong was elected in 2006 and 2008 as the president on the board of directors for the Southern California Chinese American Environmental Professional Association (SCCAEPA), serving the local minority community. In addition, he also served as the chairman for the UCLA Alumni Association Outstanding Graduate Student Nominating Committee in 2004. He is the recipient of the Board Outstanding Achievement Award and Supervisory Performance Award.

Dr. Rong has his Ph.D. in Environmental Health Sciences from the University of California at Los Angeles (UCLA), M.S. in Environmental Sciences from the University of Wisconsin, and B.S. in Earth Sciences from the Beijing Normal University.



Session B-2: Industry Research

My Working Philosophy

Dr. Dankai Liu

Project Manager

NASA/JPL

Time: 1:20 am – 2:10 pm

Currently, Dr. Liu is working and has participated in Jet Propulsion Laboratory's prestigious and successful space exploration programs. In this talk, he will share his work philosophy and talk about his engineering and programmatic experiences during his service at JPL. He will also provide advice to new graduates based on his experiences especially in working a very large program.



Dr. Dankai Liu is the Chief Engineer and Project System Engineer for the Orbiting Carbon Observatory re-fly mission(OCO-2).

Before OCO's appointment, Dr. Dankai Liu was the JPL Aquarius Mission Lead for NASA's Aquarius Mission and served as Chief Engineer for SAC-D/Aquarius project which was launched on June 10, 2011, for the first global Ocean salinity measurements.

Dankai has served numerous critical positions for JPL Flight Projects including that of Deputy Flight System Manager and Deputy Chief engineer for NASA's Mars Science Laboratory (MSL), Flight System Manager for Mars Telecom Orbiter, Assistant Division Manager for Flight Projects of the Avionic Systems and Technology Division, Flight System Manager for the GALEX Project, Avionics Manager for Deep Space One Mission, and the Attitude Control System Lead for the Mars Pathfinder Mission.

Among the numerous distinguished recognitions and awards presented to Dankai are the NASA Exceptional Achievement Medals, JPL Leadership Excellence award, and Technical Excellence award, Distinguished Alumni Awards from Tatung University and Texas Tech University, Distinguished Scientist award from the Taiwan Government.

Dr. Liu is currently a CESASC board member and Chair of CESASC Technical Program Committee.



Panel I: Start-up & Entrepreneurship

Moderator: Mr. Gene Chang

Panelist: Dr. Longxia Li, Ms. Helen Liu, Dr. Lucy Zhou, Mr. Jenova Chen

Time: 2:20 pm – 3:20 pm

Are you pondering over whether to start up or not start up your own business? Have lots of questions about the right strategy, protecting your IP, raising Angel or Venture funding? Four seasoned and successful entrepreneurs will speak about their own experiences and perspectives.



Panelist: Dr. Longxia Li

President

Yinnel Tech, Inc.

Dr. Longxia Li is the President and found of Yinnel Tech, Incorporated. Dr. Li was elected as SPIE Fellow in 2006, also serves as adjunct Professor in Physics Department, University Illinois (USA) and An Hwain University (China). He is professor of Shanghai Institute of Technical physics and Chinese Key National Laboratory for Infrared Physics, Chinese Academy of Science. Before he formed Yinnel Tech, Incorporated, in 1997, he worked in Cleveland Crystals, Incorporated for ten years as Sr. Principal Staff Scientist .

Dr. Li is a world-wide recognized semiconductor crystal growth scientist with over 45 years' experience in various II-VI, III-V, I-III-V and IV compound or single element semiconductors.

Dr. Li has been a pioneer and eminent leader in the development of CZT substrates for the growth of mercury cadmium telluride epi-layers. His technical accomplishments allowed for the production of the world's largest single crystal substrates with excellent performances, which are a requirement for national security applications connected to infrared imaging systems. Li later shifted his work on single crystal CZT substrates for infrared imaging to large volume and large area II-VI crystals for the production of digital X-ray and gamma imagers for high-resolution spectroscopy and imaging. Based on his successes, improved detectors have been produced that exhibit excellent efficiency and energy resolution.

Dr. Li's service to the optics community is impressive. He has provided hundreds of shipments of CZT crystals at no cost to many famous world-wise organizations working to develop advanced spectroscopic and imaging systems that span from infrared to gamma energy ranges. Li won the R&D 100 Award in 2001 and 2005 (so called as Nobel Prize in Applied Science, by Chicago Tribune) separately for his new technique to grow large-volume compound semiconductor crystals and detectors to detect and image X- and gamma radiation, and a 2004 Award for one of the World's Best Technologies for his work to develop a process for producing CZT radiation materials and detectors.



Panel I: Start-up & Entrepreneurship



Panelist: Dr. Wensheng Zhou

Co-Founder

SensorOn Inc. and Agiyo Inc.

Dr. Wensheng Zhou, co-founder of SensorOn Inc. and Agiyo Inc., has extensive experience in the areas of signal processing, computer vision and multimedia, medical/general image processing for object detection & recognition, information science, sensor network development, and mobile internet software development and management. Dr. Zhou has extensive experience in business development, domestic as well as abroad.

She has successfully introduced UCLA ITA to China to launch an off-shore technology transfer and business incubation center in China.

Dr. Zhou has over 20 years industrial experience both in technical field as well as in Hi-Tech business development. Dr. Zhou has worked in leading research institutions in the US as scientist and department managers. Dr. Zhou has been the Research Manager in Multimedia at Mediatek in the USA, and a Senior Research Scientist in information science at the Hughes Research laboratories in Southern California.

Dr. Zhou holds a BS in Electrical Engineering from the Peking University, MS in Computational Physics from the University of Toledo, and PhD in Electrical Engineering from the University of Southern California.



Panelist: Ms. Helen Liu

Partner

Third Wave Ventures

Ms. Helen Liu is a partner at the Beverly Hills based VC firm, Third Wave Ventures. Helen focuses on mobile software, applications and hardware, as well as other advanced technologies. Prior to joining Third Wave, She was at Oracle Corporation, where she managed a team of engineers in the U.S. and India in developing enterprise applications. Helen started her career at Citigroup, where her responsibilities included evaluating new search and natural language processing technologies.

Helen holds a BA in English from Peking University and an MA in Linguistics and an MS in Computer Science from UCLA. She is also the author of many literary essays and fictions. A collection of her novellas and short stories, *Besieged In Rome*, was recently published in China.



Panel I: Start-up & Entrepreneurship



Panelist: Mr. Jenova Xinghan Chen

Founder

Thatgamecompany

Mr. Jenova Xinghan Chen is the visionary designer of the award-winning games Cloud, Flow, Flower, and most recently Journey. After earning a bachelor's degree for computer science in his hometown of Shanghai, Chen moved to Los Angeles, where he got a master's degree in the founding class of University of Southern California's Interactive Media Division. Following school, he founded thatgamecompany with fellow graduates, where he remains its Founder and Creative Director. thatgamecompany's titles have garnered a multitude of honors over the years. Flower was awarded the British Academy of Film and Television Arts (BAFTA) for Artistic Achievement, was named the Best Downloadable Game of the Year at the Game Developers Choice Awards as well as Best Independent Game at the Spike TV Video Game awards among many others. Their most recent title Journey, launched in March 2012, has achieved vast critical acclaim. To date it has the highest historical aggregate rating on Metacritic of any exclusive PlayStation Network title and had Entertainment Weekly call the game "A glorious, thoughtful, moving masterpiece".

Personally, Jenova was named one of Variety's 10 Innovators to Watch in 2008, was selected as one of the Most Creative Entrepreneurs in Business in both 2009 and 2010 by Fast Company and was given the prestigious honor of being named to the MIT Technology Review Magazine's TR35 list, naming the World's Top Innovators under the Age of 35 in 2008.



PANEL II: Career Planning and Development

Moderator: Dr. Yutao He

Panelist: Mr. Andrew Pan, Ms. Helen Liu, Dr. Dankai Liu, Dr. Yue Rong, Prof. Dean Ho

Time: 3:30 pm – 4:30 pm

Distinguished speakers will share their insights, passion, and guidance that have helped them successfully choose, plan, manage, and navigate their careers.



Panelist: Mr. Andrew M. Pan

Senior Vice President, China Business Banking
East West Bank

Andrew M. Pan is the Senior Vice President, China Business Banking at East West Bank (Nasdaq: EWBC), a full-service commercial bank serving consumers and businesses throughout the U.S. and in Greater China. His major responsibilities are developing and implementing China strategies, China business development of inbound and outbound opportunities, and providing advisory support on China affairs.

Before he joined East West Bank, Mr. Pan was the Chief Representative and Managing Director of the Los Angeles/New York based North American Representative Office of Shenzhen, China (NAROS), which is a bilateral trade and investment promotion office of Shenzhen. Mr. Pan was the primary official contact of the City of Shenzhen in North America for more than 10 years.

With his years of experience both in China and the U.S., Mr. Pan is a seasoned professional on market entry, business development, sourcing and outsourcing, as well as government relations for overseas companies to do business in China and for China based companies to develop “Go Global” strategies.

Prior to NAROS, Mr. Pan served as different titles at various government agencies in Shenzhen, China.

Mr. Pan received a master of economics from Shanghai University of Economics and Finance and a bachelor of economics from Institute of International Relations, Beijing.



COMMITTEE

Co-Chair	He, Yutao	CESASC
Co-Chair	Deng, Jun	SWCSSA/CESASC
Co-Chair	Wang, Haowang	SWCSSA
Program Chair	Huang, Guanhua	SWCSSA
Publicity Chair	Zeng, Peng	SWCSSA
Publication Chair	Wu, Shang	CESASC
IT Chair	Chen, Haodong	CESASC
Local Arrangement Chair	Wang, Jun	ADCC
Registration/Logistics Chair	Ye, Hu	ADCC
Treasurer	Dai, Amy (Rongrong)	UCLA-CSSA



LEAP logo Designer
Tinnie Feng, UCLA



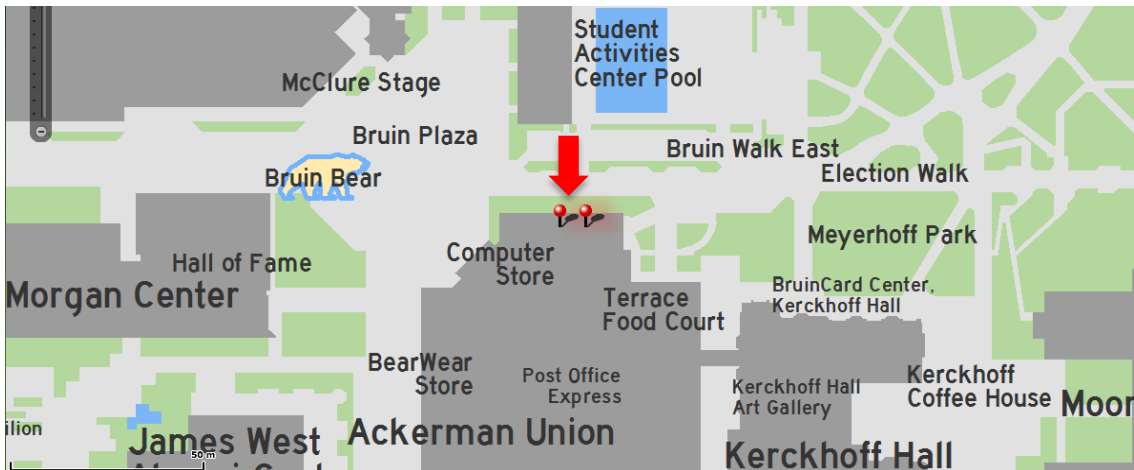
LEAP Kick-off Conference Poster Designer
Zeyu Ren, UCLA



DRIVING DIRECTION & PARKING INFO

Address:

Viewpoint Conference Room, Ackerman Union, UCLA
308 Westwood Plaza, Los Angeles, CA 90095



Parking:

Campus Map (web): <http://maps.ucla.edu/campus/>

Campus Map (PDF): <http://www.ucla.edu/pdf/ucla-campus-map.pdf>

Before parking, you need to obtain a \$11 **daily parking permit** at one of the **Parking & Information Kiosks** shown on the campus map. The most convenient parking structure is probably **Lot 4**, which is accessible from Sunset Blvd on the north side of campus. As you turn off Sunset towards the parking structure, a Parking and Information Kiosk should be apparent.

If you come from the south of campus, you can drive up Westwood Blvd into campus and buy a permit at the Parking and Information Kiosk in the middle of the road. Proceed along Westwood until it turns into a loop (the "Lot 6 turnaround"), and park in **Lot 6**.

For the intrepid few who do not wish to pay \$11, it is possible to park in the residential areas south of Wilshire (far), or the residential areas east of campus near Westholme street (medium far), and walk to campus.

Getting to Ackerman Union:

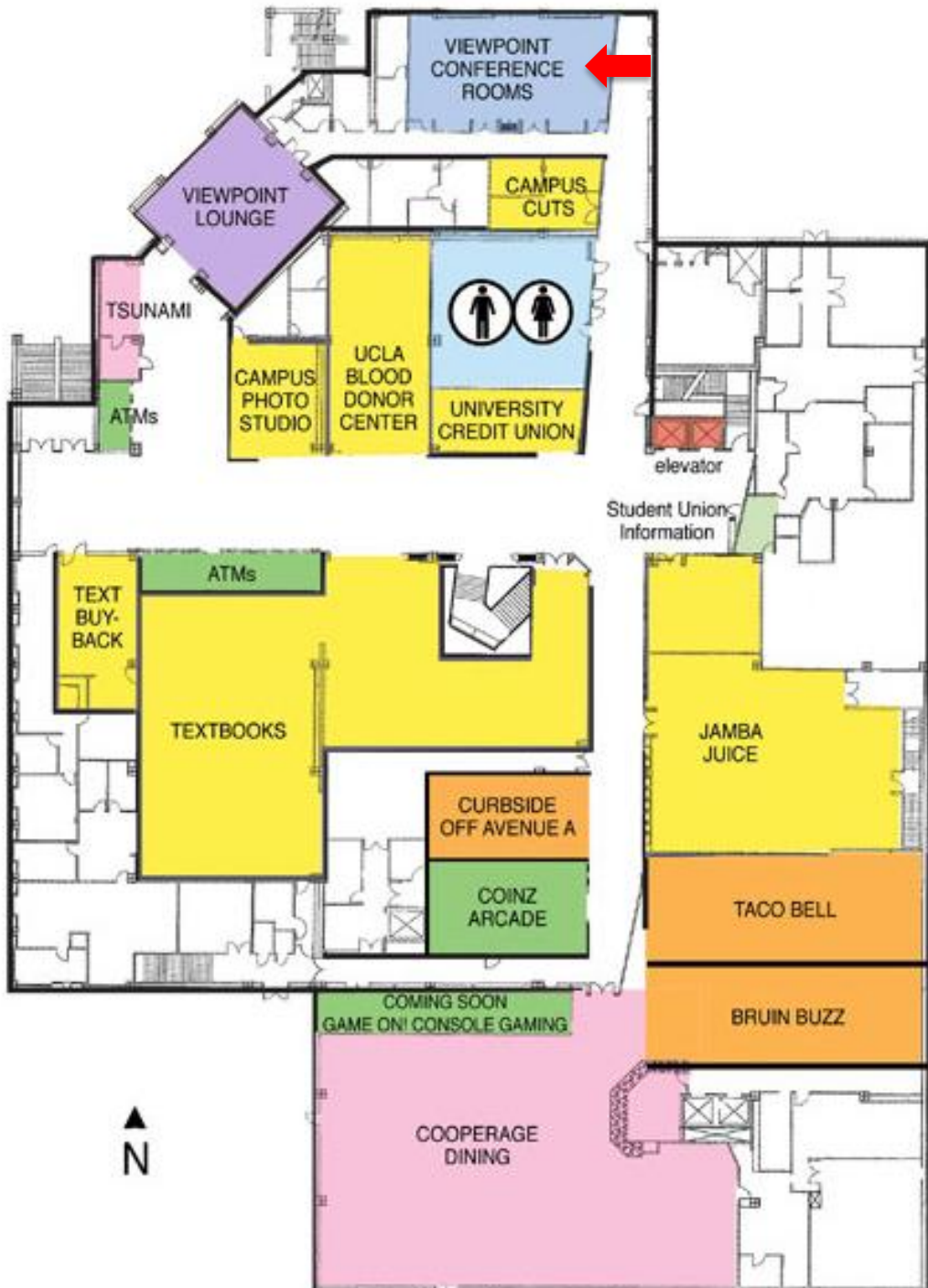
If you parked in Lot 4, take the elevator up to the surface and then walk south past the Wooden Center and the Men's gym and you should see Ackerman Union in front of you on your left.

If you parked in Lot 6, walk north-east for a minute or two. The Ackerman Union should be on your right.



FLOOR PLAN

The viewpoint conference room is located in the north side of Ackerman Union, A-Level.





FOLLOW LEAP

More information about LEAP: www.leapcareer.org

To contact LEAP, email to: leap@cesasc.org



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ABOUT CESASC

The Chinese-American Engineers and Scientists Association of Southern California (CESASC) is one of the largest and most established Chinese-American professional organizations in Southern California. Founded in 1962, it has dedicated to promote interests, aspirations and professional excellence of Chinese-American Engineers and Scientists by providing career and educational advancement opportunities, technical exchange, fellowship, and community service.

More information about CESASC: <http://www.cesasc.org/>.



Since 1962

南加州中華科工學會

Chinese-American Engineers and Scientists Association of Southern California

ABOUT SWCSSA

The Southwestern Chinese Students and Scholars Association (SWCSSA) is one of the largest and most prestigious Chinese students and scholars association in the Southwestern United States, established in 2003. It is responsible for managing and coordinating major activities among all the CSSAs located in Southern California, Arizona, Hawaii and New Mexico. The goals are to assist Chinese students and scholars in all aspects of their life, study, and career. SWCSSA serves a bridge between China and America, promoting Chinese culture.

More information about SWCSSA: <http://www.swcssa.us/>





LEADERSHIP EXCELLENCE
ASPIRATION PLATFORM