



Asian American
Alumni Association
of Princeton

The Asian American Alumni Association of Princeton (A4P)
presents

Trailblazers: Perspectives of Asian American Alumni A Panel Discussion on Life After Princeton

Co-sponsored by The Davis International Center

Featuring:

Toshio Hara '60

Founder, Director & President of the Hara Museum
of Contemporary Art

Arka Mukherjee *95

CEO of Global IDs, Inc

Shaifali Puri '95

Executive Director of Scientists Without Borders

Steve Sashihara '80

Founder & CEO of Princeton Consultants, Inc.

Lucy Yang '85

News Reporter and Fill-In Anchor for ABC-7 Eyewitness News in NYC

Moderated by

Rika Nakazawa '95

Senior Director, Strategic Accounts at Live Gamer

Saturday, May 29, 2010

9:00 a.m. - 11:00 a.m.

Whig Hall Senate Chamber

Please join us for Coffee and Pastries at 9:00 a.m.



Asian American Alumni Association of Princeton (A4P) 2010 Trailblazers Panel

Panelists:

Toshio Hara '60, the founder, director, and president of the Hara Museum of Contemporary Art

Arka Mukherjee '95, CEO of Global IDs Inc., a data management software company, and former principal at IBM

Shaifali Puri '95, the Executive Director of Scientists Without Borders, a global partnership that aims to improve the quality of life in the developing world by coordinating science-based initiatives

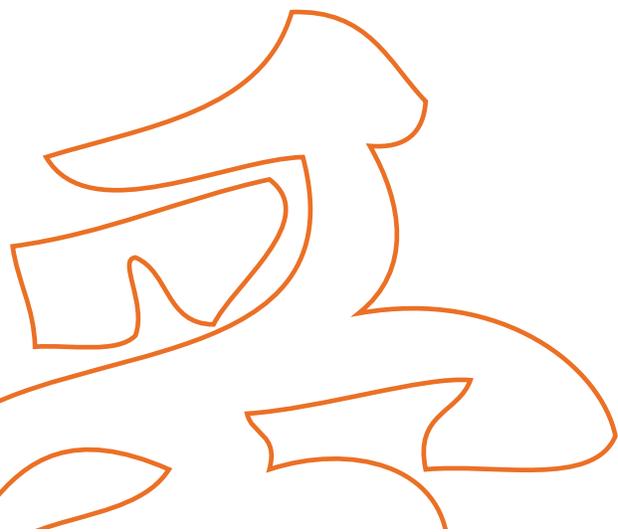
Steve Sashihara '80, the founder and CEO of Princeton Consultants Inc, a firm specializing in Information Technology and Management Consulting

Lucy Yang '85, leading reporter and fill-in anchor on Eyewitness News at ABC-Channel 7 in NYC

Moderator: Rika Nakazawa '95, Senior Director, Strategic Accounts at Live Gamer

Refreshments at 9:00 AM; panel discussion 9:30 AM; and networking reception at 11:00 AM.

This panel of trailblazers will discuss the role Princeton has played in their post-graduation life, how being an Asian or Asian American has affected their work and life choices, and the opportunities and challenges they have encountered.





Toshio Hara '60

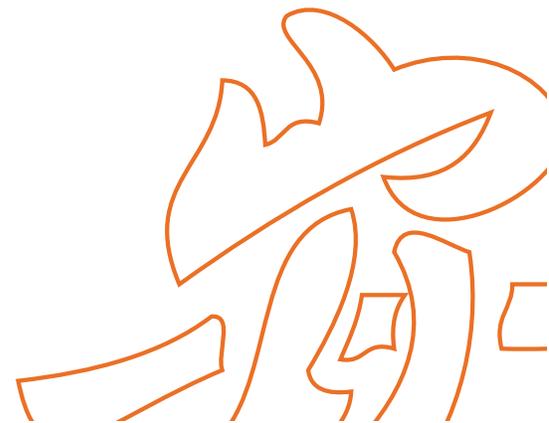
Founder, Director, and president of the
Hara Museum of Contemporary Art

Toshio Hara Comments, Princeton 2010

Having been raised within the Japanese educational system, I was unfamiliar with America and thus had a great interest in the American way of life. This was perhaps the main reason behind my desire to study at Princeton. And so it was my great fortune to be chosen as the single recipient of the scholarship provided by Princeton alumni.

It was at Princeton that I discovered a larger world, one that made me think about new possibilities for my future. I also learned different ways of thinking about and dealing with life, ways that would have been impossible to imagine if I had remained within my old environment. I came to believe that endless possibilities await those who are willing to take on new challenges, and that myriad opportunities exist to achieve them. Bolstered by this belief, I decided to establish a museum of contemporary art, which I suppose was a vision few would have expected of a person with a business background.

A few years after I returned to Japan, I opened the Hara Museum of Contemporary Art which was essentially the first museum in Japan to specialize in contemporary art, as well as the first one that has remained active until today. In those days, the museums that the public went to were basically reservoirs of dusty old artifacts, all of which seemed to be at least 500 years old. These places evoked no sense of connection with the people or life of generations long past. So it was thrilling to see the Hara Museum become a showcase of contemporary artists who reflect the life and times of our own modern era, and that its message continues to generate the same level of excitement and feeling of relevance that it did when it was first started.





Arka Mukherjee *95

Founder & CEO, Global IDs, Inc

Dr. Arka Mukherjee is the Founder and CEO of Global IDs Inc., a data management software company based in New York City. The company provides software and services for solving complex data analysis and integration problems in global companies. Global IDs' vision is to create a common global identity for core business objects, enabling organizations to function seamlessly in a globalized business environment.

Dr. Mukherjee is also a co-founder of Sarala, a non-profit microfinance organization in India. The organization empowers ~100,000 women, by providing micro-loans, and encouraging these individuals to form their own small businesses. Microfinance has been shown to be effective in improving the lives of poor people round the world, by providing a path towards self-sustenance.

Dr. Mukherjee brings leadership experience from IBM, Accenture and KPMG. He holds an M.S. from the Indian Institute of Technology and a Ph.D. from Princeton University.





Shaifali Puri '95

Executive Director of Scientists Without Borders

In February of 2009, Shaifali Puri was named Executive Director of Scientists Without Borders, a global public/private partnership conceived of by the New York Academy of Sciences in conjunction with the United Nations Millennium Project and the Earth Institute. Scientists Without Borders provides a novel web portal to connect users from across the globe who are developing and accelerating science and technology-based solutions that have the power to improve quality of life in the world's poorest communities. Through the Scientists Without Borders portal, a diverse array of multi-sector users – from community health workers in the field to CEOs, policy-makers and academic researchers – can find each other, collaborate on initiatives, develop innovative solutions to global development challenges, and share their resources and expertise. Scientists Without Border's supporters and partners include some of the world's leading NGOs, research institutions, and multinational corporations, including the International Aids Vaccine Initiative, Institute Pasteur, United Nations Development Programme, the Forum for Agricultural Research in Africa, Merck, Johnson & Johnson, PepsiCo. and many others.

Shaifali grew up in Atlanta, Georgia, where her parents settled after immigrating to the United States from India to pursue their graduate degrees in engineering and medicine respectively. While Shaifali doesn't have an accent, growing up in the South left her with an abiding love of all things fried and an undying admiration for the way in which her parents embraced their adopted country – in an atmosphere not always hospitable – and sought to improve the communities in which they lived. Shaifali's father has spent his whole career designing public transportation systems, and her mother left the comforts of private practice to devote herself full-time to community mental health for poor youth.

While Shaifali loves and admires her parents greatly, that love did not extend to embracing math, so she is a proud alum of Princeton's Politics Department where she obtained her degree cum laude and was named Kenneth Christopher Harris Class of 1965 Memorial Scholar when she graduated. Upon graduating from Princeton, her career has spanned the worlds of media, law, government, and business with its unifying theme being a passion for trying new things, social change, and public service. Prior to being named Executive Director of Scientists Without Borders, Shaifali was the top deputy to the President of the Empire State Development Corporation – New York State's economic development arm. In that capacity, she helped to supervise the operations of the 550-employee agency with a \$50 million annual operating budget and \$500 million program and capital budget, to devise and direct strategy for major development projects in the state, and she worked closely with the Governor of New York, other elected officials, and multiple non-governmental stakeholders to develop economic development policy and to design public/private partnerships in furtherance of those policies and projects.

Shaifali began her post-Princeton working life as a journalist at Fortune magazine where she covered race and business, tobacco litigation and Wall Street. While at Fortune she was named one of the 30 top business journalists under the age of 30. After a few years at Fortune, Shaifali was itching to go back to graduate school so she left to pursue a law degree at Stanford University. After graduating from Stanford, Shaifali clerked for the Hon. Amalya L. Kearsse on the United States Court of Appeals for the Second Circuit for a year before joining the New York State Attorney General's office as Assistant Solicitor General under Attorney General Eliot Spitzer. As an Assistant Solicitor General, Shaifali was lead counsel on many significant appellate cases in the State and federal courts of appeal, including a landmark New York State case defending from First Amendment challenge a New York law mandating that employer-provided drug plans cover prescription contraception.



Steven Sashihara '80

Founder & CEO, Princeton Consultants, Inc.

Steve Sashihara is the founder and CEO of Princeton Consultants Inc (www.princeton.com <<http://www.princeton.com>>), a firm with offices in Princeton, NJ and New York City that specializes in Information Technology and Management Consulting. Princeton Consultants applies software techniques to improving business practices in transportation/supply-chain, financial services, and healthcare/life sciences industries.

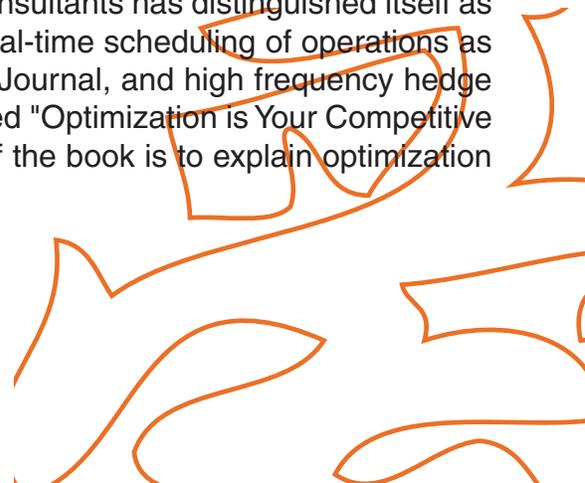
Consulting Magazine has written "when consulting firms say they hire only the best and brightest, they are usually engaging in a bit of hyperbole. Not so with Princeton Consultants." Princeton's project work has been called "revolutionary" in the Wall Street Journal.

Steve was born and raised in Wilmington, Delaware. Steve's father, Tom Sashihara, earned a Ph.D. in Chemical Engineering from Ohio State University and worked his entire career at the Dupont Company. Tom was born in California, but moved eastward after WW II, where he and his family had been interred into the Heart Mountain Relocation Center with many other U.S. citizens of Japanese descent. Tom served as a company commander in the Korean War, and was awarded the Bronze Star. Steve's mother, Janet Sashihara, was born and raised on the Big Island of Hawaii, and earned degrees in Psychology at the University of Hawaii and Ohio State.

Steve graduated in 1980 from Princeton University with an A.B. in Philosophy. His undergraduate thesis was "The Legal Protection of Computer Software Property" - showing his early interest in studying the intersection of I.T. and business. After graduation, he stayed in the Princeton, NJ area and founded "Princeton Consultants Inc." growing the firm from 1 to 80 full-time employees.

After 29 years in the business, Steve is an enthusiastic supporter of Management Consulting as a career. In 2009 Steve was elected to co-Chairman of the Association of Management Consulting Firms (www.AMCF.org <<http://www.AMCF.org>>), its highest elected post, along with Peggy Vaughn of IBM. The AMCF is the leading organization for the global management consulting industry. Steve also serves on the Executive Committee and the Board of Directors.

Steve is especially active in his firm's Optimization practice - the use of math programming to create computer programs that give recommendations for action. Princeton Consultants has distinguished itself as a leader in this field, with its optimization software managing the real-time scheduling of operations as diverse as Rail networks, the global NetJets fleet, The Wall Street Journal, and high frequency hedge funds. Steve is under contract with McGraw Hill to write a book called "Optimization is Your Competitive Advantage" due to be published in the fall of 2010. The objective of the book is to explain optimization to business executives.





Lucy Yang '85

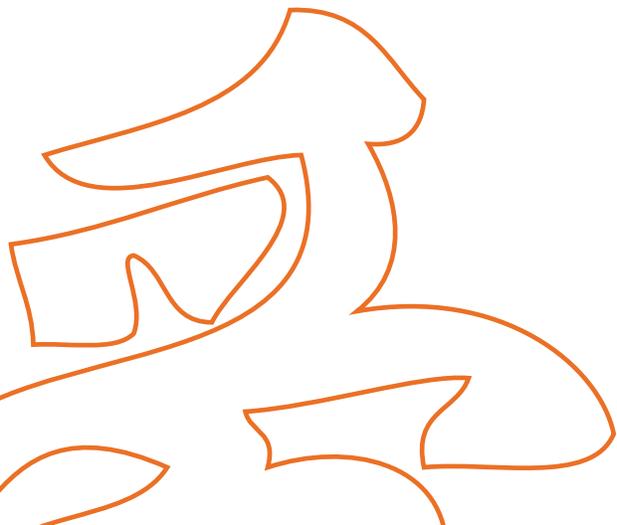
Reporter, ABC7 Eyewitness News

Lucy Yang-Dzina '85 S85 - (born 1963) is a Taiwanese-American journalist. Lucy is currently a mainstream reporter (and fill in anchor) for WABC-TV, in New York City, reporting for the station's 5, 6 and 11 PM broadcasts. She joined the Eyewitness News <http://en.wikipedia.org/wiki/Eyewitness_News> team in the fall of 1993 as a general assignment reporter.

Upon Lucy's arrival in New York, she has become a favorite of the media capital. In the fourteen years that Lucy has reported for WABC-TV, she has covered such important events as 9/11, the passings of Jackie O, John Kennedy Jr, Richard Nixon and Jimmy Stewart. She has covered Princess Diana in London and many other world realignments.

Prior to joining WABC-TV, Lucy had become a well known and respected reporter for WPVI-TV's Action News. Before that, she was a reporter/weekend anchor for News 12 Long Island and a reporter for The Long Island Report in Long Island, New York. Lucy's journalism career began at the then WNEW-TV Metromedia's 10 O'clock News (now WNYW-TV Fox News in New York City). Lucy resides in New York with her family. Lucy loves her job and enjoys reporting in the city she loves most.

Lucy graduated from Princeton University with a degree in Sociology in 1985. Prior to attending Princeton, she studied to become a concert pianist. When not working, Lucy spends her time with her family.





Rika Nakazawa '95

Senior Director, Strategic Accounts at Live Gamer

With 14 years of international professional experience, Rika brings to Live Gamer global expertise in the converging entertainment, content development and technology industries. Rika joined Live Gamer from NVIDIA, where she owned strategic relationships with top tier game publishers, driving the adoption of new features and media technologies into best selling titles. At

Live Gamer, she will leverage her creative leadership, technical versatility, evangelism skills and strategic insight to expose new solutions, secure broader opportunities and forge key account management best practices.

Prior to Live Gamer, Rika applied her passion for content technology together with her multilingualism to execute global initiatives within the strategic marketing group at Accenture, specializing in global market development strategy for Accenture's Communications, High Tech and Media & Entertainment clients. Previous to Accenture, Rika cultivated her skills and business insight through strategic alliance marketing and marketing consulting with Sony Online and chinadotcom.

Special Section

Honorary A4P Member

Paula K. Chow



Born and schooled in China, Paula K. Chow graduated from the University of Wisconsin and received a Master's degree in Social Service Administration from the University of Chicago. She worked in

casework agencies in Chicago and Boston; at Princeton she was in private practice and consulted for Princeton Regional Schools. In 1974 as a faculty wife Ms. Chow co-founded the volunteer International Center at Princeton and was named its founding director by the University in 1978.

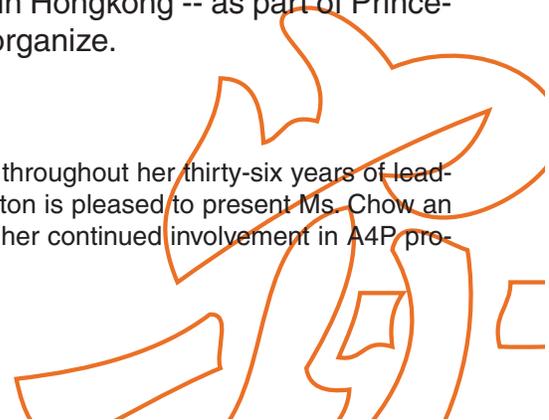
As Director of the Center, Ms. Chow works extensively with Princeton's international and cosmopolitan-minded students, scholars and staff, voicing their issues and concerns, and initiating campus and community-wide programs. She has been involved in a number of committees and initiatives to promote cross-cultural appreciation, and to facilitate campus wide understanding on issues concerning racial, ethnic and national identity, receiving the first Service Award from Princeton's Princetonians of Color Network.

Ms. Chow has served on the Boards of a variety of local and state-wide organizations. They include the NJ Council on Humanities; the University affiliated Princeton-in-Asia, Princeton-in-Africa, and McCarter Theater; and the Arts Council at Princeton. She was on the Advisory Boards of Mercer County Hispanic Association, New Jersey Network's Committee on Program Diversity, Princeton Regional Scholarship Foundation and the Newark Museum. She served on the Executive Board of Princeton Task Force on Ethics, and as President of, and later an Advisor to, Princeton Chinese Language School.

Ms. Chow is recipient of the 1999 Humanitarian Award of Greater Princeton Area's National Conference for Community and Justice. She became an honorary member of Princeton's Rotary Club and Princeton Middle East Society in 2010.

With her husband, Princeton's Professor of Economics Gregory C. Chow, Ms. Chow co-edited "Asia in the 21st Century: economic, socio-political and diplomatic issues". Published in 1997, this book includes papers presented by notable Princetonians at a 1996 conference held in Hongkong -- as part of Princeton's 250th Anniversary celebration -- which she initiated and helped organize.

In recognition of Ms. Chow's dedication to and support of the University community throughout her thirty-six years of leadership at the International Center, the Asian American Alumni Association of Princeton is pleased to present Ms. Chow an honorary membership on May 29, 2010. With this membership, we look forward to her continued involvement in A4P programs and activities.



NOMINEES for **ASIAN TRAILBLAZERS** at **REUNIONS2010**

A4P is proud to recognize the following Asian and Asian American alumni who were nominated by their peers for this year's panel. Thank you all for your leadership and passion in the spirit of service.

Dr. John H.S. Chang '60 *67 P87 P94	Engineer, Scientist, and Teacher
Dr. Lennig W. Chang '60 P84	Leading Internist and Rheumatologist
Mr. Toshio Hara '60	President and Director, Hara Museum of Contemporary Art
Prof. Gordon H. Chang '70	Asian American Studies Department, Stanford University
Mr. William K. Fung '70	Group Managing Director, LiFung (Trading) Ltd.
Mr. Heng-Pin Kiang '70	International Business Consultant, Telecommunications Expert
Dr. Tsu-Koon Koh '70 P06 P11	President, Gerakan Party, formerly 3rd Chief Minister of Penang
Mr. Daniel S.W. Kwoh '70 P04 P08	Entrepreneur & Inventor of the DVD
Mrs. Sue-Jean Lee-Suettinger '70 S70	President of Asian American Alumni Association of Princeton (A4P)
Dr. James Tang '70 P11	Leading Plastic Surgeon & Community Volunteer
The Hon. Denny Chin '75 S75 P06	U.S. District Judge, Southern District of New York (B. Madoff Trial)
Mrs. Kathy Hirata Chin '75 S75 P06	Partner, Cadwalader, Wickersham & Taft LLP
Ms. Sho-Ping Chin '75 *77	Architect, Payette Associates
Mr. Ronald D. Lee, Esq. '80	Partner, Arnold & Porter LLP
Mr. Toyonari Sasaki *80	Director General, Ministry of Finance - Japan
Mr. Stephen Sashihara '80	Co-Founder and CEO, Princeton Consultants, Inc.
Mrs. Y. Ping Sun '85	Counsel, Yetter & Warden, LLP and First Lady of Rice University
Prof. Anne A. Cheng '85 E	Professor of Humanities, Princeton University
Mrs. Lucy Yang Dzina '85 S85	News Reporter and Fill-In Anchor, WABC-TV Channel 7 in NYC
Ms Regina S. Lee '85	Senior Counsel, Law Group, Royal Bank of Canada
Ms. Shaifali Puri '95	Executive Director, Scientists Without Borders
Dr. Arka Mukherjee *95	Chief Executive Officer, Global IDS, Inc.
Mr. Minh Quang Vu *95	Director-General, Ministry of Foreign Affairs, Vietnam
Mr. Raj M. Shah '00	F-16 Fighter Pilot, U.S. Air Force Reserve

Our Special Thanks
to the

Annual Reunions Alumni Panel Planning & Production Committee:

Sue-Jean Lee Suettinger '70

Mo Chen '80

Joyce Chen Shueh '96 S'97

André C. Liu '91

Qui Vuong '84

Jessica Wey '07

(Panel Moderator)

Rika Nakazawa '95





Asian American
Alumni Association
of Princeton

We hope you enjoyed today's event.

For more information on A4P, please go to:

<http://a4princeton.org/>

See you next year!