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MICHAEL BLOOM - NEW NWCC PRESIDENT HAS MUCH TO OFFER



Michael Bloom is President and founder of Offshore Solutions, an offshore manufacturing company with offices in Beaverton, Oregon and the cities of Shenzhen, Shanghai and Tianjin China. Offshore Solutions manufactures custom engineered components, assemblies and finished products.

Michael has been working in China for nearly 25 years and has published numerous articles and technical papers on issues related to successful outsourcing of manufacturing processes. Michael has a B.S. in Electrical Engineering from the City College of the City University of New York, an M.S. in Counseling from CW Post Div. of Long Island University, and doctoral work in Educational Administration from Hofstra University. Besides publications relating to China he has published nearly 100 articles on leading edge technologies for publications such as EETimes, Electronic Design, High Performance Systems and others. He has been featured in Oregonian articles about quality problems with Chinese products.

During this period he has had many opportunities to travel to China and become familiar with its people and culture. Working with a manufacturing company, the challenges for the Chinese people have become very apparent. Studying these challenges and learning better ways to communicate between the United States and China has become a main focus for his company as well as himself personally. He has seen first hand many problems that can arise as the new generation reaches forward toward the future while hoping not lose touch with its rich history.

In the past year, he has helped set up our 'Dinner and a Movie' program that has become a great success. Having connections with PCC as well as PSU, Michael has plans to widen NWCC's connections with these schools as well as other learning institutions in Oregon., bringing many new members, new ideas and new enthusiasm.

Michael is a teacher, inventor, an entrepreneur, world traveler as well as a highly respected businessmen in both the United States and overseas. As such, he brings a wealth of experience and knowledge to the NWCC. As he shares his skills and experience with us in the coming months, lets all give him our support and enthusiasm.

CHINA COUNCIL 2008 ANNUAL MEETING NOVEMBER 12

Please join fellow members for an enriching evening at the 2008 Annual Meeting. Michael Bloom, NWCC Board President, will open the evening with an update on the state of the Council while a traditional multi-course Chinese dinner is being served. Following dinner, our guest speaker, **Mel Gurtov**, Professor Emeritus of Political Science, PSU and currently Visiting Professor at the University of Oregon, will discuss "China and the United States: Responsible Stakeholder or Emerging Threat?" According to Gurtov, "China's global search for energy, its policies toward authoritarian governments, its closeness with Russia, and its increasing military spending, have led some analysts and public officials to question Beijing's motives and project China as a major challenger of the United States in the coming years. Yet the United States and China have many common interests that require cooperative relations. Can China be a "responsible stakeholder" alongside the US on major global issues? Or are the two countries destined to lock horns over Taiwan, Japan, Iran, human rights, and other matters?"



There will be time for "questions and answers" on this fascinating and timely topic to be directed to this former president of the NWCC.

When: Wednesday, November 12
Where: Hi Hat Restaurant, 11530 SW Pacific Hwy, Portland
Cost: \$30 Members \$35 General \$20 Students
Time: **6-6:45 pm** No host cocktails- cash **only** bar
6:45 pm Opening remarks by Michael Bloom, NWCC president

7:00 pm Multi-course dinner:
Appetizer Plate: assorted meats, jelly fish, pickled vegetables
Snow flower Seafood Soup
Honey Walnut Prawns
Abalone Mushrooms on bed of Chinese Mustard Greens
Crispy Chicken
Dry Sautéed Green Beans
Seafood in Taro Basket
White rice & tea

7:45 pm: Keynote Speaker **Mel Gurtov**

Entertainment will be provided by a lively Cantonese band: **Yat Sing Music Club**, recipients of the 2003 Flying Horse Award. The **Yat Sing Music Club** was founded in 1941



1941 by Chinese immigrants who used their musical talents to raise money for China's defense against the Japanese. After the war, the group continued to meet and many of its original members still play with

the group. This groups rich history and background will add much to our evening.

THE CHINA BUSINESS NETWORK

For half a dozen years, the China Council's *China Business Network*, has hosted mostly monthly luncheon seminars on a wide range of topics of interest to people with business in China.

The sessions are well attended, from 40 to almost 100. The attendees are diverse, ranging from professionals such as bankers, attorney's and accountants, to consultants, corporate execs, and entrepreneurs. There is usually a healthy contingent from the Master's of International Management Program at PSU. There is always a surprising number who are not in business, just interested in keeping up with what is going on in China's booming economy and rapidly changing society.



We have learned about changes in law, in finance and banking, in regulations. We have looked at the adventurous world of modern Chinese Architecture. Individual companies present their experiences, successes and frustrations.

A new Council member, Dr. Tao Yun, Ph.D (photo), outlined the venture capital and private equity investment climate in China's burgeoning economy. Most recently, we heard about Oregon's agricultural trade with China from a panel composed of representatives from the State Department of Agriculture and the seed and nursery stock industries..

Along with a tasty Chinese lunch, the group has an opportunity to network and meet people who share their interest in doing business in China. The Q & A sessions that follow the presentation are as interesting as the presentations themselves, as attendees share with the presenters and the group their experiences and difficulties negotiating the Chinese system.

As the Northwest China Council moves into a new era of leadership and expanded programs, the CBN will remain an important service provided to Oregon's Pacific Rim business community.

NWCC Chinese Language Classes Provide Excellent Opportunities

Mandarin Chinese is spoken by more than 1-billion people. Yet just a few years ago, it wasn't even an afterthought in U.S. schools. A national survey in 2000 by the American Council on the Teaching of Foreign Languages estimated that 5,000 students were learning Chinese — barely a blip compared to the 4.8-million learning Spanish. Today, an informed guess pegs the figure at 50,000, making Chinese far and away the fastest-growing language taught.

"The growth has been substantial," said Steve Ackley, spokesman for the Foreign Languages Council. "Everyone realizes this is a country with whom we are going to have to deal on a business and social and cultural level in the future."

The China Council fall language classes have gotten off to a good start. We have many retuning students, at different levels. The Language class for Business and Travel that was started this summer has generated much enthusiasm.

During the summer, the Chinese language instructor, Willow Zheng, took training courses at PSU and Suzhou University on Teaching Chinese as a second language. She comments, "It has improved my teaching skills and helped me to update the Language classes with newer techniques and new information".



Photo: Willow Zheng teaches the art of Chinese calligraphy

The classes in the History of Chinese Language and Chinese Customs have helped build a knowledge base, enabling her to teach students the cultural aspects related to the language. After 9 years teaching Chinese as a second language at China Council, she has gained a tremendous amount of experience. Coupled with her love of teaching, makes her classes interesting and practical.

We want to encourage anyone who is interested in China to consider taking advantage of this opportunity to learn from native speaker Willow Zheng.

**NWCC 'S 'DINNER AND A MOVIE'
GENERATES ENTHUSIASM!**

For the past 5 months the North West China Council has offered to its members and the public a unique opportunity. On the last Thursday of each month we have offered a full length movie of Chinese origination along with a Chinese banquet at the House of Louie, here in Portland. Each movie is followed by audience discussion of the subject considered. This program has had good success. Growing from 10 in May to 28 this past August.

Each of the movies offered have been outstanding in performance as well as the value of their content for discussion. Films such as the sobering movie, **The Blue Kite**, which follows individual members of a family during the 50's and 60's as political upheavals and the cultural revolution swept through their lives, outlining the terrible cost to the community and its people. Another movie viewed was lighter, but no less controversial. **Saving Face** deals with a different kind of revolution, the sexual revolution. We follow 2 women, a mother and her daughter as they learn to accept and come to terms with the changes of the modern age.

These are just a couple of samplings of the movies we have viewed. The varied subjects considered in this program, have stimulated much discussion and are helping to contribute to understanding of China and its people, past and present. We have heard many positive comments from attendees.

The Movie committee is working hard to continue to provide excellent selections for this program. We encourage everyone to not miss these special evenings. Make sure and mark your calendars for the last Thursday of each month. Come, bring a guest and have 'Dinner and a Movie!

October's film will be "**Lost in Beijing**" a gritty tale of life in Beijing's growing underclass. Originally banned, and eventually released in China, it is a newer (2007) film whose plot line includes sex, rape, dubious parenthood, blackmail, and murder among the owners and denizens of a massage parlor in the new Beijing. For all its seriousness, it is not without it's lighter moments.

The Movie Night Committee welcomes suggestions for films and venues. Contact Paul Millius at 503-287-6754, or Paul @ChinaConsultantsNW.com

Look to the NWCC web site and email messages for additional films, schedules and reviews.

**NEW BOARD MEMBERS
ADD MUCH TO NWCC**

Two new board members have joined us this month. **Denise Vitterlein** and **Jeff Millard**. Both bring to us a wealth of experience and enthusiasm.

Denise has a broad understanding of Asian Art and culture having studied at the Taipei Language Institute in Taipei, Taiwan. She has served on the Asian Art Council Board at the Portland Art Museum as well as working as the Editor for the Asian Art Council Newsletter. We know she will be a fine asset to the NWCC and look forward to working with her.

Jeff lived in China and Taiwan for many years and is deeply interested in helping NWCC work with PSU on a variety of programs. He currently serves as the Director of the Master of International Management Program at PSU.

We want to welcome of both Denise and Jeff to the board and look forward to working side by side with them.

We are looking for Volunteers who would like to help assist the different committees as we plan for the future! There is much work that can be accomplished with many willing hands! Let us know if you are willing to lend the Council your time and enthusiasm!

Did you know?

China produces 66% of the world's garlic, 13 billion pounds in 2002. Next are South Korea (5%), India (5%), and the U.S. (3%).

The kite, a Chinese invention, has been praised as the forerunner of the modern airplane. In the pavilion of aircraft of the National Aeronautics and Space Museum in Washington a plaque says, "the earliest aircraft are the kites and missiles of China".

Save the Date... **February 21, 2009**
Chinese New Year Dinner Auction
Year of the Ox!



MAJOR CONTRIBUTORS TO THE NORTHWEST CHINA COUNCIL

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For Northwest China Council membership information, visit www.nwchina.org or call (503) 973-5451

Northwest China Council Members receive invitations to China Council events, a subscription to the quarterly newsletter and discounts on admissions fees and books.

Name: _____

Address: _____

I would like to volunteer to help the China Council with:

_____ Assisting at events

_____ Publicity

City _____ State _____ Zip _____

Phone #1: _____ Phone #2: _____

Home/Work/Cell

Home/Work/Cell

_____ Hosting/Escorting speakers/Chinese

students/visitors

Email: _____

_____ Office Work

Occupation: _____

_____ Fund-raising

_____ Recruiting Members

Special Interest in China: _____

_____ Research

Membership category - Please check the category you wish:

Individual: _____ \$40

Major Donor: _____ \$250+

Family: _____ \$45

Patron: _____ \$500+

Full-time Student: _____ \$15

Phoenix Circle: _____ \$1000+

Sponsor: _____ \$125+

Dragon Circle: _____ \$5000+

Please detach and return with a check payable to Northwest China Council (127 NW 3rd Ave, Portland, OR 97207).

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The Northwest China Council is a non-profit, non-partisan organization primarily supported by its members. Our mission is to increase understanding of Chinese culture, contemporary affairs and business in "Greater China", i.e. China, Taiwan, Hong Kong SAR, and the Chinese Diaspora.