

Dear Potential Board Member,

Thank you for taking an interest in the San Diego Asian Film Foundation (SDAFF). We appreciate your desire to help us lead this young and dynamic organization into a new decade. Serving as a board member is an exciting and rewarding experience. It also comes with many responsibilities.

This packet is designed to educate you about our organization, programs, and staff. It also outlines the roles, responsibilities, and expectations of board members. Please use this packet to guide you through the process of becoming a board member.

We hope you find this packet helpful in determining your interest in joining our team. SDAFF is continuously growing and developing as an organization, and we need passionate, professional, and dedicated individuals to help us sustain our mission.

If you should have any questions along the way, please feel free to contact us. We hope that we will soon welcome you as the newest member of the SDAFF family!

Sincerely,

Stephen Chin
Board Chair

Lee Ann Kim
Executive Director

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Transforming lives through cinema

ABOUT SDAFF

Vision

To live in a compassionate and cultured society

SDAFF Mission

To connect audiences with the human experience through the Pan Asian media arts

Goals:

- To present unique, culturally-enriching programs that would otherwise be inaccessible to the public
- Engage the public in meaningful discourse and positive social change through quality programs
- Promote artistic excellence, innovation and the independent voice
- Strengthen San Diego as an arts destination.

Background:

The San Diego Asian Film Festival first began in 2000 as 3-day event premiering nearly 60 films and videos at the University of San Diego. The festival's founder, Lee Ann Kim, had no prior film festival or fundraising experience, but came up with the film festival concept while serving as president of the San Diego Asian American Journalists Association. Her vision was to give the public access to culturally enriching stories and independent artists that had no outlet in Hollywood. That first year, more than 3,500 people attended the festival proving a demand for such films by a community that is underrepresented and often stereotyped in mainstream media.

The second film festival moved into a commercial theatre venue (Hazard Center in Mission Valley) and took place in September 2001, two weeks after the 9/11 tragedy. Coincidentally, the opening night film was *American Chai*, a film set in New York City about an Indian American teenager confronting racism and cultural identity issues. One of 80 films which premiered the second year, the Festival helped the audience heal from 9/11 through stories that promoted tolerance and intercultural understanding. It was after this second festival, Lee Ann decided to expand the festival to become its own nonprofit - San Diego Asian Film Foundation (SDAFF), established in 2002.

Since then, the SDAFF has expanded to year-round programming supported by grants, corporate funders, and Memberships.

The Festival remains to be SDAFF's largest annual platform, having premiered more than 1,300 films and videos from around the world, serving more than 120,000 patrons. As one of the largest festivals of its kind in North America, it has helped position the San Diego Asian Film Foundation as a "Center of Influence" for its quality programming and commitment to transforming the community through the universal language of film.

PROGRAMS



Film Festival

Our most exciting and high profile event of the year, the annual Asian Film festival takes place in October at the Hazard Center UltraStar Cinemas in Mission Valley, typically premiering more than 150+ films from around the world. The SDAFF works with more than 100 community, business, and student groups to co-present a diverse range of films that celebrate the art of storytelling. Along with films, patrons get the chance to meet filmmakers, actors and industry guests to enhance their festival experience. During the festival, there are usually receptions each night, along with special events such as Blowfish, our live music showcase, a star-studded Gala Awards dinner, and workshops/panels.

Reel Voices High School Filmmaking Program

As part of our efforts to give youth a voice through the media arts, the SDAFF offers an annual program to train local high school students in digital storytelling. Reel Voices is an intense summer program during which students learn to appreciate and create documentaries on the topic of identity. These films premiere at the film festival then travel to other film festivals around the world, and are seen by thousands online.

Quarterly Screenings

we offer quarterly film screenings in February, May, August, and December.

On-Demand Films

Anyone in San Diego County with Digital Time Warner Cable can access films and panel discussions via for free ON-Demand, on TWC channel 144. Simply search for the "Asian Film" tab and scroll through the many options.

Community & Outdoor Screenings

Throughout the year, we work with businesses, groups, schools, and community organizations to curate and present energetic video programs and discussion. Examples of community film screenings could be an outdoor film screening event at a shopping mall (*pictured*), free monthly senior citizen screenings, and family movie nights in City Heights' Teralta Park.

FOUNDATION STAFF



The SDAFF employs five full-time, two part-time workers, plus several dozen contractors throughout the year. The organization is also sustained by more than 200 volunteers

Lee Ann Kim – Founder/Executive Director

Lee Ann Kim is the founding executive director of the SDAFF. A graduate from the University of Maryland, College Park with a degree in Journalism, Lee Ann worked in television and radio for more than 16 years. While anchoring and reporting for KGTV, she founded the San Diego Asian Film Festival in 2000. Since then, she has grown the film festival into a nonprofit foundation. She has served on a media arts grant nominating committee for the Rockefeller Foundation, juried film festival grants for the National Endowment for the Arts, and served as a juror at the EBS International Documentary Festival in Seoul, South Korea. KPBS selected Lee Ann in 2010 as a *Local Hero* for the month of May, *San Diego Magazine* selected Lee Ann as 2009 “50 People to Watch.” She also received The San Diego Business Journal’s “Women Who Mean Business” award, as well as a Director of Excellence award at the 2008 International Film Festival Summit in Las Vegas.

Brian Hu – Artistic Director

Brian Hu is a film critic, teacher, and scholar, with an interest in Chinese cinema, Asian American media, and cross-cultural reception. He completed his PhD in Cinema and Media Studies at UCLA, and did his dissertation research in Hong Kong under a Fulbright fellowship. He is the author of hundreds of articles on film and the arts, and his writing has appeared in books and journals, as well as in the online magazine *Asia Pacific Arts*, which he co-edited from 2006-2011. Brian has served on film festival juries in Taipei and Los Angeles, and is a member of NETPAC (the Network for the Promotion of Asian

FOUNDATION STAFF (CONTINUED)

(Brian Hu – Artistic Director)

Cinema). While an undergraduate at UC Berkeley, he coordinated two classes on Taiwanese cinema, and has since taught undergraduate courses at California State University Fullerton and has lectured on cinema throughout the United States and Asia.

Phil Luque – Managing Director

Phillip Luque is responsible for managing the daily operations of the SDAFF, overseeing our internship program, video editing suites, and all aspects of exhibition. He began his media arts career as a Theater Operations Manager for the San Diego Latino Film Festival then joined SDAFF in 2007. A U.S. Navy veteran, fluent in Spanish, and a classically trained actor, Phillip is extremely versatile when dealing with the community. He also has his own production company called Bold Measures Films.

Daniel Matthews – Marketing & Public Relations Director

Daniel Matthews is a cutting edge social marketing guru who built SDAFF's Facebook, Twitter, and Youtube audiences from the ground up. He also consults other nonprofit organizations on how to build their social media networks. A graduate of San Diego State University, Daniel first joined the San Diego Asian Film Foundation in 2007 as the Street Team Coordinator, and was hired as the Foundation's first full-time Marketing Coordinator the following year. Along with his nonprofit work, Daniel is the lead singer and manager of an indie band, "After School Special."

Lina Park – Membership Director

Lina Lee Park brings to San Diego Asian Film Foundation (SDAFF) 15 years of experience in both communications and development. As the membership director, Lina oversees and manages SDAFF's membership program, which includes broadening individual and corporate memberships, major gifts initiatives and database management. Prior to joining SDAFF, Lina served as the communications director and development coordinator at The Cambridge School. She also served as a senior executive at Edelman Public Relations, one of the top three largest international public relations firms, where she provided strategic counsel and implementation on image building, product awareness and executive positioning strategies to Fortune 500 companies. She graduated with a BA in English from Emory University in Atlanta and a masters degree in Nonprofit Leadership and Management from the University of San Diego.

Elgin Aguilar – Executive Assistant

A certified event and meeting planner, Elgin Aguilar supports the organization in many areas including special events, community relations, sponsorship and business development, and administration. He is also an award-winning photography editor.

BOARD OF DIRECTORS EXECUTIVE COMMITTEE

STEPHEN CHIN, CHAIRMAN

Stephen oversees strategic initiatives in sales, marketing and community development as Project Manager at Sharp Health Plan. Stephen also serves as a community leader in variety of community organizations, including: Access to Independence; Emerging Practitioners in Philanthropy; San Diego Community College District; and Second Chance. He joined the board in 2007.

AMETHYST GRIFFITH, SECRETARY

Amethyst is VP of Matador Enterprises, assisting with ongoing real estate investments as well as serving as a managing member of Nlco's Steak and Chop House, a steak and chop house in the Otay Ranch Town Center. Amethyst is a graduate of SDSU and specializes in integrated marketing. She joined the SDAFF board in 2009.

STEVEN HONG, TREASURER

Steven has more than fifteen years of Banking and Finance/Strategic Planning experience as well as a MBA from USC. He most recently worked for Mizuho Corporate Bank's US division in New York. He joined the SDAFF board in 2010.

DAN HOM, CHAIRMAN EMERITUS

Dan Hom is president of Focuscom Inc., a PR and public affairs firm. Dan also serves on the Asian Business Assoc. advisory board; SDG&E Community Advisory Committee; SD County Lincoln Club; and the Southwestern College Foundation. He joined the SDAFF board in 2006.

DIRECTORS AT LARGE

HARLEN BAYHA

Harlen calls himself a "motivational technologist" and supports all national Regional Sales and Marketing teams at Wells Fargo as Marketing Program Director. He joined the SDAFF board in 2011.

ANDY HOANG

Andy is the Director of Media Relations at the Salk Institute, responsible for leading the media relations team and communications for the world's leading biological research institution. He previously worked for 7 years as the Communications & Marketing Manager for Palomar Pomerado Health.

SHEILA KANOYA

Sheila is a special events manager at the Port of San Diego. She has also served as the working chair of SDAFF's annual gala dinner since 2001. Sheila joined the board in 2010.

JEFFREY KREBS

Dr. Jeffrey Krebs is a physician with Kaiser Permanente. He is also a former competitive skater, an aspiring actor and filmmaker, and runs his own production company, Atomic Phizz Productions. Dr. Krebs joined the SDAFF board in 2010.

BENJAMIN LEE

After his involvement in the telecom startup industry, Mr. Lee is a senior mortgage consultant for Metlife Home Loans. He previously worked at Bank of America and Countrywide Home Loans. Benjamin joined the SDAFF board in 2006.

JOE MENDOZA

Joe Mendoza has been involved in real estate and sales for over a decade as a Real Estate Broker, Investor, Consultant, Advisor, Mentor, Managing Partner, Acquisitions Manager, Developer, and Nationwide Coach. He has been ranked in the Top 1 percent of Real Estate Agents nationwide. Joe has served on the SDAFF board since 2007.

STEVE PEACE

Former State Senator, Steve is now a senior advisor of JMI Realty working with Padres owner John Moores. He was also the producer and actor in the 1970s cult classic Attack of the Killer Tomatoes. Steve has served on the SDAFF board since 2007.

ARTURO RIVERA

Arturo Rivera is a Senior VP at Fusion Marketing Solutions. He is a community development and grants management professional with over twenty years of experience in philanthropy, relationship management, community relations, public affairs, CRA, finance and investment. Arturo joined the SDAFF board in 2008.

LOUIS SONG

A founding board member, Mr. Song is currently the CEO of Proven, Inc, a professional staffing firm in San Diego. He has been in the staffing industry since 1996. Louis has served on the board since 2002.

GARY WONG

Gary is a life-long San Diegan with 30 years experience in the mortgage banking industry. He recently retired a Senior VP at Union Bank. He also holds a Film Degree from San Diego State University.

BENEFITS OF BOARD SERVICE



Full house on festival's opening night



Board member Joe Mendoza & former board member Ed Lee

- **Great networking opportunity** with other business and community leaders in San Diego
- **Help shape the future** of a dynamic, successful organization with potential to grow into one of the most high-profile destination events in our region
- **Enrich your life** with unique, culturally enriching film programs
- **Make a difference** in the lives of artists, students, and the community



Left: Board Members on closing night of the 2010 Festival | Right: Vice Chair Lani Lutar and Chairman Stephen Chin



BOARD MEETING SCHEDULE

Board meetings are scheduled once every other month during lunch, and typically last 90 minutes. Board Sub-Committees meet once a month as well.

TERMS

All Board members serve a two-year term but are eligible to serve additional terms.

BOARD RESPONSIBILITIES

1. Know and understand SDAFF's Mission, which should be the basis of all decisions and board-related tasks.
2. Must be a paid member of the SDAFF at the minimum \$100 level
3. Carefully prepare for, regularly attend, and actively participate in board meetings and committee assignments.
4. Attend one-day annual board retreat, usually in May or June.
5. Commit to filling one full table at gala awards dinner (give or get)
6. Participate in key events of the Foundation by attending, and inviting others to attend

GIVE OR GET POLICY

Board Members are asked to make SDAFF a priority in their personal giving. Board Members are expected to be involved in fundraising by using their personal and business contacts when appropriate, by soliciting funds when appropriate, by serving on fundraising committees, and by attending fundraising events.

1. Every Board member is required to be a paid member at the minimum \$100 level
2. Every Board member solicits individual gifts, obtains gifts from their company, participates in fundraisers, and/or actively supports grant applications, recruits new members, or provide leads that result in a minimum of \$2,500 additional support for SDAFF.
3. If a Board member does not meet criteria #1 and #2, he/she must be willing to support the organization in ways other than as a board member.
4. Compliance is monitored, reported , and enforced by the Board Affairs Committee

BOARD MEMBER JOB DESCRIPTION

- Planning; particularly strategic, visionary long term organizational planning
- Executive support for the organization's Executive Director
- Recruitment and orientation of new board members
- Financial Management through fiscal oversight and ensuring effective resource management
- Review the Executive Director's performance on a yearly basis
- Review and protect the organization's mission.
- Serve as ambassadors and spokespersons for the organization to enhance the organization's image
- Navigate challenges – evaluate board effectiveness, strengths and weaknesses
- Choose the Executive Director, should the position become vacant
- Ethics- ensures legal and ethical integrity and maintains accountability

BOARD COMMITTEES & WORKING GROUPS

Each board member is strongly encouraged to participate in at least one committee or working group. These committees and working groups are made up of trustees, non-board members, and staff. Committees and working groups change each year depending on the needs of the organization. The following represent some of the current committees:

FUNDRAISING COMMITTEE

Objectives:

- Oversees development and implementation of the annual Fundraising Plan
- Ensures organization meets or exceeds annual fund raising goals through appropriate strategies and tactics.
- Oversee the successful completion of all SDAFF fundraising events

BOARD AFFAIRS

Objectives:

- Ensure proper development of the board
- Self-evaluation of the board
- Identify, recruit, and orient new board members
- Ensure proper governance and update by-laws as needed.

APPLICATION PROCESS

We prefer anyone interested in joining the board to be a current Member and have attended one of our key events (e.g. Festival or Gala). While we do accept non-solicited applications, we prefer candidates to be nominated by current members of the board. **Applications are accepted June – December 15. New board members are inducted in January.**

- Step 1:** Prospective board member reviews Board Member Recruitment Packet
- Step 2:** Prospective board member emails resume, list of previous/current boards served and statement explaining interest in joining the board to Louis Song at: LSong1@gmail.com
- Step 3:** Interview is scheduled with Executive Director and/or Board Governance Committee member
- Step 4:** Board Affairs Committee makes recommendation to move candidate forward to the nomination process
- Step 5:** Candidate presented to full board for vote
- Step 6:** If approved, candidate is contacted by Executive Director and Board Chair
- Step 7:** Board Member undergoes Orientation Process ... and gets to work!

QUESTIONS? Feel free to contact executive director, Lee Ann Kim directly at: leeann@sdaff.org or 619.400.5905