

Southern California-China Tourism Business Opportunity Conference 2010 Presenters



Mr. Bryan Zhuang
President
Century Vacation Corp., USA

Mr. Bryan Zhuang began his career in the Hospitality Industry as a meeting planner in 1997 while servicing large corporate incentive events with Century Holiday International Travel Service Shenzhen Co., Ltd.

Ranked number one tour operator in Shenzhen, Century Holiday International Travel Service serves over 180,000 foreign visitors annually in China.

Century Holiday International Travel Service has over 1000 staff stationed throughout Shenzhen headquarters, and branch offices in Beijing, Shanghai, Guangzhou,

Shuhai, Guilin, Marcau, Hong Kong and Singapore.

Mr. Byran Zhuang established Century Vacation Corp. in Jan. 2008 as an expansion project to better service affluent Chinese travelers to the United States. Mr. Zhuang's background as one of the top-100 award winning meeting planners in China afforded him the reputation as a trustworthy tour operator who specializes in offering quality US programs.



SHERRY CHAI
Inbound Tour Manager
China Travel Service (U.S.A.) Inc

Graduated in Master Degree from the University of Liaoning of China in 1990

Began travel career from 2002, specifically working at the inbound tour business from China and

Operate over thousand groups and served with over 10 thousands peoples.

CTS (China Travel Service) is the brand name in China, it is the largest official travel company in this country. With its head office in Beijing, CTS networking include hotels, bus companies, 20 overseas branches in the world and 300 domestic branches all of China. Being one of its overseas branches, USCTS which we are, was incorporated in Southern California in 1982.

To serve international meeting planners, a MICE department was set up under each CTS branch. Because of their long time focus on the single destination, the professionals in this department could provide the clients with adequate destination management information and solutions for meeting planners, providing handy and seamless supports. In other words, once you build up your contact with USCTS, you have actually build up your connections with the over 300 local CTS offices with their localized knowledge and supports. That's why CTS has become the leading destination management company (DMC) for China. We are structured to provide maximum flexibility for servicing different needs.

SPECIAL FOCUS PROGRAMS

- ❖ 2004, the Promotion Event held by Shanghai Tourism Administration in Los Angeles, CA
- ❖ 2006, the Promotion Event "China Night" jointly held by China National Tourism Administration and Beijing Tourism Administration

- ❖ 2007, "Beijing Olympic Dancing in Hollywood" Parade and big show in Universal City held by Beijing Tourism Administration
- ❖ 2007, the MICE group of 500 people from Beijing Hyundai in Las Vegas
- ❖ 2008, the celebration of "Beijing-Los Angeles" Olympic 60-year anniversary of Beijing Television
- ❖ 2008, the Promotion Event of Beijing Olympic Games in Universal City
- ❖ 2008, the Promotion Event of BOCOG in Rose Parade and the dinner for the celebration of Chinese New Year
- ❖ 2009, the incentive group of 1200 top sales from China AMWAY
- ❖ 2009, the training group of CISCO with Berkeley University
- ❖ 2009, the training group of CKGSB with Columbia University
- ❖ 2009, the training group of CEIBS with Chicago University
- ❖ 2009, Center Organization Dept of CPC training group with George Town University

AWARDS

Top sales achievement for 2007 and 2008 awarded by CTSHK

Specials

From years back and forth between US and China have lot of contact with Government, NTA of PRC and many Chinese Media etc.

From work with all the special Chinese groups and travel all the major city in the US, have sense where they like stay and what they like dinning and what they want to see.



SHERMAN LIU

Director

US-China Business Matchmaking Council

US-China Business Training Center

www.uschinabmc.org

EXPERIENCE

1992-2010

PRESIDENT

US-CHINA BUSINESS MATCHMAKING COUNCIL

Trade Missions, Trade Shows, Business Matchmaking Events

PRESIDENT

US-CHINA BUSINESS TRAINING CENTER

China's National Government Certified Training Program Provider

PRESIDENT

DTE TRAVEL

NTA Approved China Inbound Program Operator

PRESIDENT

USHOTELWHOLESALE.COM

Biggest Hotel Wholesaler For China Inbound Program

Operators

2009-2010

SUPERVISING DIRECTOR

US-CHINA TRAVEL ASSOCIATION

Travel Association of China Inbound Program Operators

1982-1988

COORDINATOR

UNITED NATIONS' WORLD HEALTH ORGANIZATION

AMERICAN MEDICAL ASSOCIATION & CHINESE MEDICAL ASSOCIATION

People-to-People Program, Conferences Planning, Physicians' Training & Recruitment

EDUCATION

1989-1993

MBA BUSINESS & HEALTH ADMINISTRATION

California State University, Los Angeles

1988-1989

MASTER PROGRAM

British & American Literature, Columbia University

American Literature, Ohio State University

1977-1982

BACHELOR

British & American Language & Literature, Central China Normal University



ANN GALLAUGHER
Vice President
Tourism Development for the Anaheim/Orange
County Visitor and Convention Bureau

Ann Gallagher is Vice President, Tourism Development for the Anaheim/Orange County Visitor and Convention Bureau. She joined the organization in 1983. Previous positions included Manager, and then Director, Tourism Development. Ann received her bachelor's degree in business administration and marketing from California State University, Fullerton.

Ann and her full time staff of four are responsible for marketing the destination of Anaheim/Orange County to international and domestic travel professionals. The AOCVCB Tourism Department works in partnership with bureau members to promote the destination to wholesalers, tour operators, airlines, online travel agencies and AAA. Programs include: fam tours, client events, product launches, sales missions, trade shows,

and e-marketing efforts.

Ann is co-founder of the California Tourism Safety & Security Association. She serves on the California Travel Industry Association (CALTIA) Board of Directors and CALTIA Education Committee, Cal State Fullerton's Center for Entertainment & Tourism Advisory Board and Honors Networking Program, the Cypress College Hospitality/Travel Careers Advisory Council, and the planning committees for the California Tourism Safety & Security Conference and the Southern California Visitor Industry Outlook Conference. She also serves as the U.S. Commercial Service Orange County District Export Council's tourism specialist. She served as a board member of the Southern California Travel and Tourism Marketing Association (TTMA) from 1993-1997. Ann was nominated for a "Women in Business" award by the Orange County Business Journal in 2001 and 2006.



John Lu
President
Best of USA Marketing

John Lu is a special event and celebrity event specialist who also has comprehensive experience in international tourism marketing and promotion.

Born in Taiwan, Lu went to high school in Hawaii and after graduation, to the University of Denver on a national scholarship for fine arts. Lu furthered his education at Cambridge University in the UK where he studied under noted English painters and worked alongside accomplished European artists at the John Constable Field Study Center for International Artists.

The combination of arts and politics (Lu minor in Political Science while majoring in Fine Art) prompted Lu to visit historical cities throughout Europe, including the, then, DDR. Surrounded by European arts and culture, Lu got to learn the inner workings of international relations first-

hand as he traveled from country to country.

Lu's Hawaii summer job of tour guiding turned into a 25-year career in the international tourism industry. In 1989, while on a China tour assignment, Lu was able to negotiate for food, shelter, and transportation; and was able to successfully extract a group of sixteen American tourists from China during the Tien-An-Men Square incident.

In 1997, Lu launched Best of USA Marketing, a full service company focusing on representing US cities' efforts to market tourism to Asia and Russia and also offering unique opportunities for foreign clients to interact with US celebrities via exclusive events.

Lu was hired to produce the first US-Russian Petroleum Conference featuring 475 Russian oil executives and Mayor of Moscow in 1997.

Lu's unique approach to events and conventions did not go unnoticed by US corporations. In summer of 2000, Lu put on the most effective branding convention that the toy industry has ever witnessed on



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behalf of 21st Century Toys, Inc., and has since been producing conventions and events for firms with specific agendas.

While firms hid and remained passive after the 911 tragedy in 2001, Lu moved ahead with the first annual A Weekend of Heroes in Spring 2002. The largest military action figure toy convention in North America, A Weekend of Heroes provides a platform for the next generation to gain a sense of military history and honors military heroes of yesteryears via a fun and energetic environment.

In 2002, Lu launched North America's largest war game simulation titled "Operation Lion Claws Military Simulation Series" (O.L.C.M.S.S.) featuring retired US Army Ranger Col. Danny McKnight of "Black Hawk Down" fame, among many other well-known military personalities. This war game series assists US military in Recruitment & Retention in addition to benefiting military charities with portions of its proceeds.

Lu produced a revolutionary tourism marketing DVD for Southern California in 2008 featuring a Chinese-speaking Anglo American targeting the Chinese Elite market.

2009 Presenters



GLORIA LAN
President
Tour America, Inc

Gloria Lan, born and raised in Hong Kong, immigrated to U.S.A. in 1987 with her husband.

She started her travel Industry career in 1979 as the Manager of Cardinal Hotel Booking Service, representing hotels in the Asia Pacific and pioneering the prepaid hotel voucher system in the markets of Hong Kong, Philippines, Taiwan and Singapore. After moving to Los Angeles, she joined Jetour USA Inc. as the manager in charge for all inbound groups & F.I.T. from Hong Kong and also the purchasing manager for Jetour USA group. In 1997, she left Jetour USA Inc. and started Tour America Inc. Focusing on all Asia Pacific markets including: Greater China (China, Hong Kong & Taiwan), Philippines, Thailand, Singapore, Malaysia, Indonesia, Brunei & Vietnam.

She started her Chinese market in 1994 dealing predominantly the Trade Exhibitions from China Import & Export Trade Fair, Technical visit & Business Exchange, Conventions and Incentive groups & events.



NICKY TANG
Asia Pacific Sales Director
Disney Destinations

Nicky Tang serves as Disney Destinations' Asia Pacific Sales Director, overseeing a core team of sales managers in Anaheim and Orlando. She leads the development and execution of sales strategies to increase visitation to Disney Parks from the Asia Pacific Region, with an emphasis on China and Taiwan to Disneyland Resort and Walt Disney World.

Nicky spent 25 years with United Airlines, which included roles involved in Sales, Marketing & Advertising Communications, Public Relations, New Business Development and Strategic Planning. She is fluent in Mandarin, Taiwanese, Cantonese and Shanghainese.

After United Airlines and just prior to joining Disney, Nicky served as the Director of Business Development, China with American Tours International in Los Angeles where she successfully built the China Department for inbound and outbound travel operations.

She is based at the Disney Destinations offices in Anaheim, California, but travels extensively throughout the Asia Pacific Region to develop business for Disney Parks, working closely with the U.S. government's Commerce Department and other tourism associations to promote visitation to the U.S. Tang may be reached at the Disneyland Resort Center, 1150 West Magic Way, Anaheim, California, 92802.



DANIEL SHEN
President
Los Angeles based RTO Lion Tours USA, Inc.

For over 30 years, Lion Tours USA provides service for groups and Facilitated Individual Travel (FIT) tours from Southeast Asia and mainland China. Daniel is in charge of the Airlines FIT packages such as China Airlines-Dynasty Tours, Philippines Airlines-Swing Around, Korean Airlines-Joyful Holidays, and Singapore Airlines.

Daniel specializes in designing tailor made itineraries and programs for technical visiting, meeting, and VIP groups. The representative offices are located in San Francisco, Las Vegas, Washington D.C., New York, and Orlando. Overseas representative offices are located in Taipei, Bangkok, Kuala Lumpur, Manila, Shanghai, and Beijing.

Daniel was the board director of TIA from 2004 to 2006. He also owns the Shanghai based East West Marketing Corp. for over 11 years. During the time, Daniel served as

the destination marketing organization and supplier representative in China. He is currently cooperating with San Francisco Convention & Visitor Bureau. Every year, Daniel organizes a sales mission group to visit Asia. The group is formed by professionals serving in the industries of tourism suppliers, hospitality, attractions, theme parks, shopping malls, restaurants, and transportations. Daniel has led the contingent of California delegates to 2008 China International Travel Mart and hosted a sales presentation.



JOSEPH CHI
President
Shine Tours, Inc.

In 1987, Joseph Chi joined Shine Tours, Inc. as one of the junior associates of the burgeoning tour agency. After 22 years, Joseph owns and operates Shine Tours, Inc. as an experienced and reliable partner in the tourism industry. Shine Tours, Inc. handles inbound tours from various parts of Asia, such as China, Indonesia, Malaysia, Singapore, and Taiwan. Under Joseph's leadership, the company specializes in MICE (Meeting, Incentive, Convention, and Education) groups who experience the United States and Canada through entertainment, education, or simply a relaxing vacation arranged by Shine Tours. Each experience requires the company's motto: Confidence, Consideration, Care, and Determination.

Joseph has cultivated a strong emphasis in the level of quality travelers experience through North America and condones a safe environment for the entire tourism industry. He has had the privilege to work with large companies such as, Samsung, Amway, Sunriders and Sony.... Joseph currently resides in Los Angeles with his wife, and two daughters.



PATTIE DAVIDSON
Executive Director
Buena Park Conference & Visitors Bureau

Pattie is a 32-year veteran of the travel industry. She began her career as a travel agent and has worked for the convention and visitors bureaus of Lake Charles, Louisiana; Houston, Texas; and Long Beach, California. In 1990 she formed Pattie Davidson and Associates, Inc. to specialize in executing marketing projects for the travel industry, and she worked on behalf of several travel industry associations and private businesses. In 1994 the City of Buena Park awarded her company the management contract for the Buena Park Convention and Visitors Office. She holds the title of Executive Director and is responsible for the day-to-day operations of the office as well as developing and executing the collective strategic promotional vision of tourism-related businesses in Buena Park. The CVB's marketing and

promotional activities include participation in trade shows, cooperative advertising programs, media promotions, and sales efforts directed to tour operators and meeting planners.

Davidson was instructor of travel and tourism at Cal State Long Beach from 1985 until 1998, and has been active in many local industry associations. She is currently a member of the Board of Directors of the Orange County Tourism Council. She is a graduate of the University of Houston.

A resident of Long Beach, her husband Marc is an architect and her two sons Aaron and Drew are students at Long Beach City College and San Diego City College respectively, where Drew plays on the baseball team. In her spare time she is a member of Second Wind, a musical trio that performs at local venues and for charity event.



Robert Sun
Entrepreneur
President, Chinese CEO Organization

Robert Sun combines impressive diplomatic, executive and management achievements in US and China government relations, high level business joint ventures and medical device industry. Robert Sun received his BA from Zhejiang University in China in 1977 and MBA from the University of California at Riverside in 1986. He started his career as a diplomat and official interpreter for the Chinese government. Later he worked as a bilingual project manager for a joint venture hotel construction in Guilin, China with an Australian firm. He also served as an assistant to the President of Guangxi University before coming to the U.S. in the early 80s.

Robert Sun came to the U.S. as a graduate student to study Business Administration and after graduation he worked for two companies, one in international trade as General Manager and the other in the medical device industry as Director of Strategic Sourcing.

Since 1989 Robert Sun has built several of his own companies including SJS International, Inc. in international trade, Discovery Medical, Inc. in marketing its own branded Infrared Touch less Dispensers Line for Hand Hygiene into many Fortune 500 companies including Hilton Hotel Chain, Exxon Mobile, General Motor, FedEx in USA and Europe and build 3 JV factories in China in designing and manufacturing tapes, gloves, automatic faucets and propitiatory touchless dispensers and cartridges.

In 1996 he and other 4 Chinese business friends from China initiated and found the Chinese CEO Organization in the U.S. He served as the board of director for 3 terms and as president for 2 terms. In 2005 Robert Sun founded a new association called American-Chinese CEO Society (www.american-chineseceo.org) and has been elected the first and second term President and membership open to all company CEOs who are engaged in doing business between USA and China in all circles. Over the last 10 years, he has built a strong network of international, government, business and academic contacts. He is widely respected in government and business circles, and has been invited to give guest lectures to many academic, government, and business conferences.



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Robert Sun has been nominated as Economic Advisor to Many provinces and cities in China including Liaoning, Dalian, Yingkou, Shandong, Jinan, Jilin, Zhejiang, and Ningbo, Jiangxi and so on. Robert Sun has also been nominated to the Asian American Congressional Advisory Committee to Linda Sanchez. As he is highly regarded by the Chinese Government at all levels, Robert Sun has been invited to the State Grand celebration and meet with top State leaders at the National Day Celebration. As President of Chinese CEO Organization and American-Chinese CEO Society, Robert Sun led US CEO delegation to China several times for official visits and met with China State Leaders, Ministers, Provincial Governors, City Mayors and business leaders.

In 2006, Robert Sun was invited by the White House to the U.S. President Welcome Ceremony for the visiting President of China Hu Jing Tao and his official delegation at the White House.

Through all these years, Robert Sun has maintained high level contacts and friendship with many leaders in China, both government and business. His contact includes China's top leaders in the state government, People's Congress, and CEO's of many of the largest corporations in China. Robert Sun is well respected in China's elite circle, and has been invited to give lectures to Chinese officials, and business schools. Robert Sun has been interviewed by some China well-know magazines and news media when he returned to China many times.



MEI MEI HUFF
Sr. Vice President
Pacific Palms Resort

After completing an MBA from St. John's University in New York, Mei Mei obtained her CPA license in California and worked for Arthur Anderson as an auditor and tax consultant. Her clients included utilities, hospitalities, hospitals, banks, and real estate companies. After staying with Arthur Anderson for five years, she started and ran her own CPA accounting firm for 10 years, then tailored her services to specialize in business development, marketing and consulting through her company, Mei Mei Ho & Associates. Mei Mei has served as the Director of Foreign Trade for Industry Manufacturers Council, and for the Marketing for Pacific Palms Resorts in the City of Industry.

Mei Mei has also managed numerous local and states election campaigns, including that of her husband,

Assembly member Bob Huff. With her accounting, business and political background, as well as being fluent in Mandarin, Cantonese, and English, Mei Mei is a highly sought after consultant. Mei Mei has served on the board of numerous non-profit and community organizations, including Inter-Community Hospital, Diamond Bar Sister City Association, Soochow University Alumni Association, Pacific Rim MBA Association, Southern California Chinese Computer Association, Walnut Family Festival, Hacienda Heights Lions Club, Mt. San Antonio College Foundation, and Walnut-San Dimas Sheriff Advisory Board.



David Yu

**Manager, Inbound Department, Los Angeles
Shanghai Spring International Travel Service USA,
Inc.**

**Manager, Inbound Department, Los Angeles, USA
Shanghai Spring International Travel Service USA, Inc., July
2008 to Present**

- Designing and developing U.S. bound tour marketing strategies and promotion packages, and booking procedures, business plans budgets and objectives for the department's operation in US.
 - Directing and managing all aspects of the sales, operation and function of the U.S. bound tours (marketing; tour group orientation; dispatching; and customer service and claim handling).
 - Directing and controlling the performance of sub-agents and sales teams at various subsidiaries, branches and offices of the Company to the compliance with the rules and procedures of the Company and the quality and integrity of Company's brand name and service.
- Analyzing various kinds of reports, records of operations and inspections of facilities to determine the effectiveness of existing methods and procedures and physical condition of facilities and equipment for a better service.

Manager, American Dept, Shanghai, China

Shanghai Spring International Travel Service, July 2006 to July 2008

- Designing and developing U.S. bound tour marketing strategies and promotion packages, and booking procedures, business plans budgets and objectives for the department's operation in China.
- Directing and managing all aspects of the sales, operation and function of the U.S. bound tours (marketing; tour group orientation; dispatching; and customer service and claim handling).
- Directing and controlling the performance of sub-agents and sales teams at various subsidiaries, branches and offices of the Company to the compliance with the rules and procedures of the Company and the quality and integrity of Company's brand name and service.

Operator, American Dept, Shanghai, China

Shanghai Spring International Travel Service, July 2004 to July 2006

- Operating daily groups and coordinating with hotels, bus companies, suppliers and restaurants.
- Working out-group travel quotation & bidding for daily projects.



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- Backing office data collection & customer relationship maintaining.
- Handling the customer complaints regarding sales and services.