



Ventura County Chinese American Association VCCAA



Newsletter

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VCCAA

www.vccaa.org

Language School

<https://vccls.wikispaces.com>

Historical Society

www.vccaahs.org

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VCCAA Newsletter

P.O. Box 806

Camarillo, CA 93011

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Greetings from the President

Dear Friends,

Gongxi Facai! As we rush into 2018, let me also wish you all happiness and prosperity in the Year of the Dog!

As usual at this time, many of us are hard at work preparing for the Chinese New Year celebration at the Camarillo Library. This year, we will have a few new features. Some may be a surprise, I'll tell you about a couple here. As usual, I am confident that Shuqin Zhao's stellar musicians, Yuling Lu's exquisite dancers, and Sifu Ling's amazing Lion dancers will put in an appearance.

We will be doing an indoor and outdoor performance. The program will begin with a great green performance on the Library lawn followed by an in-door performance in the Rancho Campana Auditorium. The good news is that this spectacular facility will allow for our performers to gain professional stage management experience, and great acoustics. The bad news is that the auditorium has only 700 seats, and admission will require a ticket so we don't violate safety regulations. The tickets for the auditorium performance will be free, and will be available on a first-come, first-served basis once the event starts at noon.

The Library is also joining us in offering some film showings during the week before the March 24th session. Our own Sifu Ling has agreed to introduce a showing of Bruce Lee's biopic, and a group from the Historical Society will be introducing our own Courage and Contribution and Bill SooHoo documentaries so please come and enjoy those events if you are interested. And don't miss the great display that Grace Leo put up this year, as well as Yun Chao's magnificent kites which are flying around in the Library.

Our good friends from CCCA across the Conejo Grade are having their CNY celebration at the TO Civic Arts Plaza on February 17th, and were kind enough to invite me to attend. I have also sent their Board a Chinese New Year greeting and invited them to attend our Camarillo Library event.

We had a very nice Chinese School Christmas event with parents, students, teachers and a number of Board members. As a community, we VCCAA members are continuing to work on ways to support and strengthen the Chinese School for the future, so please feel free to offer up your best ideas.

We have mostly completed distribution of our 2018 VCCAA Membership Directory. If you have not received one, it may be that there was a problem with your address or that your dues are not up to date, so please contact any Board member if you are still looking for a Directory.

I look forward to seeing you all at the Chinese New Year Celebration later this month!

Best wishes for the New Year,
Angus Simmons

Christmas Party *by Lee-May Little*

The 2017 VCCAA Christmas Party took place on Saturday December 9th, 2017 at Rancho Rosal School's multi-purpose room in Camarillo. We were happy to see more than 150 members, their families and friends in attendance.

Luckily the board approved a bigger budget for the event so that we could arrange for a local magician Mr. Paul Dwork, to perform 45 minutes of magic for our young audience, which included a lot of interaction with the performer. It was a big surprise to all. Dr Ling's big screen presentation and colorful photos explained the story of the birth of Jesus,



which added more meaning to this Christmas Party. Many, many delicious pot luck dishes warmed up everyone's tummy.

We watched Yu-Ling Lu's dance group performing three beautiful dances, the Flag Dance, Ribbon Dance, and Fan Dance. Beside the dances, she 史新跃, a flute player dressed in a traditional Chinese outfit, played the famous song GuShu Walk 姑苏行, which was very unusual. Also thanks to Shuqin Zhao who led the Thousand Oaks Chinese Music Ensemble in performing two beautiful songs.

And a very big thanks to Emcee Sarah Lu. She made us proud, and her first-time

volunteer work was great. A job well done, Sarah. Finally, Santa Claus came on stage and gave bags of toys to all the girls and boys.

Approximately 250 photos by Lloyd Ho, may be viewed online at www.vccaa.org. Click on Christmas Party pictures. Thanks to dance performers: Judy Nomi, Lesley Smarinsky, Jayme Smarinsky, Kelly Tebbe, and Grace Coulter. Thanks to all who helped with the set up beforehand and cleaning up afterwards.



Upcoming Events!

Chinese New Year Celebration!



2018
Year of the Dog
Chinese New Year

presented by the
City of Camarillo Public Library
 and the
Ventura County Chinese American Association

Saturday, Feb. 24 from 11am - 4pm
Rain or shine!

Bring your entire family for a picnic lunch, bring a blanket or lawn chairs and enjoy this FREE Celebration featuring:
 Traditional Chinese Dance - Chinese Lion Dance - Music - Films - Vocal Performances - Tai Chi - Calligraphy - Crafts - PAWS Dogs Storytime - Food Trucks and more...

Two Performances:
Camarillo Library Lawn Stage from 12:00 - 1:00 PM
***Rancho Campana Stage from 2:00 - 3:00 PM**

* Space is limited for the 2nd show - tickets available at the ticket booth on the day of the event.
 For more information call (805)388-5222 or email us at: askus@camarillolibrary.org.

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    Mon - Thurs: 10am - 9pm
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vccaa.org

Chinese New Year Film Festival!



presented by the City of Camarillo Public Library and the Ventura County Chinese American Association

Chinese New Year 2018 Film Festival

Free film screenings in the Community Room



Tuesday, Feb. 20, at 2pm

I am Bruce Lee (No Rating - Documentary)

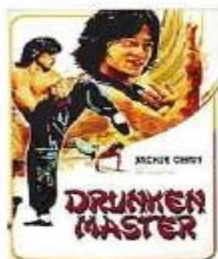
(2012) I Am Bruce Lee tells the amazing story of one of the most iconic human beings ever to enter the public consciousness. Bruce Lee's often revolutionary and sometimes controversial thinking on a multitude of planes has become a source of inspiration and debate for a generation of philosophers, actors, filmmakers and athletes. The film is a compelling and visually stunning uncovering of Bruce's life, his enormous impact, and his ever-expanding legacy in the world of martial arts, entertainment, and beyond—despite his tragic and sudden death at the age of 32.



Wednesday, Feb. 21, at 6pm

Courage and Contribution: Courage and Contribution (No Rating - Documentary - The Chinese in Ventura County)

The Ventura County Chinese American Historical Society captures the history of the Chinese in Ventura from 1865-1970, and the dedication of the China Alley Memorial mural commemorating Chinese American history in Ventura. Often the rich history of the Chinese in Ventura County cannot be easily found. Their vital contribution is key in understanding their part in the development of the state of California.



Thursday, Feb. 22 at 2pm

Drunken Master [PG-13] (Jackie Chan)

One of the earliest major films starring Jackie Chan, this 1978 Hong Kong offering highlights the relationship between a student and his martial arts master. This theme would dominate the American martial arts genre for years to come, as evidenced by The Karate Kid and many films to follow. Drunken Master finds Wong in his early years as a troublesome youth who is sent to receive discipline and martial arts instruction from his uncle (Siu Tien Yuen), the hard-drinking title character. Wong runs away, but runs afoul of some local villains. Beaten badly, he returns to his uncle, who trains him in "drunken-style" kung fu.



Friday, Feb. 23 at 2pm

Enter the Dragon [R] (Bruce Lee)

(1973) Bruce Lee plays a martial-arts expert determined to help capture the narcotics dealer whose gang was responsible for the death of his sister. Lee enters a kung fu competition in an attempt to fight his way to the dealer's headquarters with the help of some friends.



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vccaa.org

Scholarships: Attention High School Seniors! by Louise Dilger, Chair

MARCH 31st IS JUST AROUND THE CORNER

Attention High School seniors. Don't forget to download the official VCCAA Scholarship Application (www.vccaa.org) and apply for the seven scholarships that are available. It takes time to send and receive the official transcripts, so don't wait until the last minute! All applications must be received NO LATER THAN MARCH 31st.



Easter Egg Hunt! *by Lesley Ling*

When: Saturday, March 24th 2018, 12pm - 3pm

Where: Ling Ranch, Somis

Contact: Lesley Ling, (805) 407-7765, Hillary Ling, (805) 386-4188

Our Annual Easter Egg Hunt is on! Join us at the Ling Ranch for food, games and the hunt.

For each child participating, please bring:

- 1 Easter basket and
- 2 dozen filled plastic Easter eggs.



When you arrive, please bring your filled eggs to Lesley so the Easter Bunny will have time to hide everything well before the hunt starts. We will be providing a simple lunch for all and games for the kids. We look forward to seeing all of you then!



In Memory of Those Who Passed On Recently

Our deepest condolences to our friends and families whose unwavering support and contributions to VCCAA will be remembered by all.

Dr. Chun Lang Cheng 鄭俊郎醫師, friend, Passed on October 6, 2017, at age 77.

Mrs. Patricia Lowe 刘家慧女士, first charter member, passed, January 9, 2018 on her 96th birthday.

Mrs. Josephine Fu 傅袁羨芬女士, former Board member, passed on February 2, 2018 at age 84.



More Pictures from the Christmas Party



What drives Chinese Millennial Consumption? *by Jing Daily*

Chinese millennials are known to be big spenders. They are not afraid to make a large purchase in a heartbeat, whether it is driving a Maserati home with a single swipe of a credit card, or clicking on a mobile app to buy a million dollar overseas property. Many may wonder what exactly gives young shoppers this confidence to make jaw-dropping purchases.

A report by Credit Suisse Research Institute explored this question by breaking down differences between affluent millennials in the West and in China. Referred to as "the unlucky generation," the report says that millennials in the West face many roadblocks to wealth compared with other generations. They are hit early by the repercussions of the global financial crisis, alongside mounting student debt, tighter credit, and rising income inequality.

While China's overall economic development is still healthy, that is not to say similar problems don't exist. However, compared to their Western counterparts, millennials in China don't have as many financial burdens to bear, thanks to a more family-oriented culture.

Born between the ages of 19 and 35, Chinese millennials are part of the one-child generation; being the only child means they were the centre of attention in their families. Without other children, parents were more willing to make financial sacrifices to ensure a bright future for their kids.

From the perspective of Chinese parents, supporting their children's education financially is an investment for the family as well. As we reported before, investing in children's education has a potentially higher return than pure luxury purchases because it can be leveraged as a chance of changing social status for a middle-class family. Oftentimes, parents fully pay for education, and even cover expensive tuition fees at foreign universities. While many Chinese international students enjoy the benefits of not worrying about student loans, they are under enormous pressure to maintain good academic standing to meet their parents' expectations. Moreover, the idea of borrowing money and taking on debt is considered risky by many Chinese. Most wealthy families are unwilling to put their kids under the pressure of paying off student loans or mortgages over the years. According to Forbes, 90 percent of Chinese families own their own home, and 80 percent of these homes are owned outright.

Without the burden of student loans and mortgages, Chinese millennials enjoy great financial freedom and have more disposable income to spend on luxury products, but their attitudes on luxury purchases are not the same as the status-seeking previous generation. By understanding their unique socioeconomic background, it's easier to understand how luxury brands should approach them.

Growing up under a heavy burden to succeed and being the only child in the family, Chinese millennials often relieve stress through purchasing high-priced goods, or seeking meaningful connections with the products they consume. That is also why over-the-top brand experiences are considered "luxury." Furthermore, their preference for unique purchases is an expression of their individuality; an extension of their experience of being the centre of attention in the family and means to stand out among their peers.

What's a good way to cater to these new luxury consumers? Rather than simply pandering to them, brands should take the initiative to attract them. Avoid emphasizing the concept of "youth," but instead focus on what makes a brand grow over time – their own unique philosophy.

Support the businesses that support the VCCAA



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Attorney At Law

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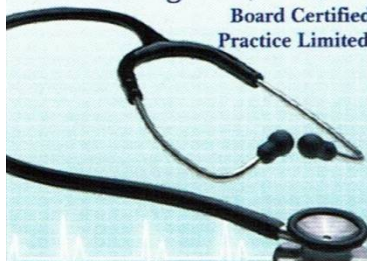
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The Ventura County Chinese American Association

Dance Troupe

is currently welcoming new dancers!



All classes are currently open

Sunday 9:30am - 11:00am
(Intermediate & Advanced)

Monday 4:30pm - 6:00pm
(Beginner)

Dancers must be at least 5 years of age.
No experience needed. All dancers welcome.

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Upcoming Events



| WHAT | WHEN | WHERE | Point of Contact |
|-------------------------------------|---|--|-------------------------------|
| Chinese New Year Celebration | Saturday, February 24, 2018 from 11am - 4pm | Camarillo Public Library 4101 Las Posas Road Camarillo, CA 93010 | Grace Leo: (805)304-5466 |
| Easter Egg Hunt | Saturday, March 24, 2018 from 12pm - 3pm | Ling Ranch, Somis | Lesley Ling: (805)407-7765 |



Year of the Dog
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