



Dallas County
Community College District



Richland College
DALLAS COUNTY COMMUNITY COLLEGES



Organizer of the Plano Asian Heritage Festival
AsiaFest 2007

Press Release

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FOR IMMEDIATE RELEASE
9 A.M. CDT, January 16, 2007

**DCCCD and Celebrating Asian American Heritage Foundation
Announces First Speaker for the 2007 Asian-American Seminar
Series**

Date: Saturday January 27, 2007

Time: 9-11 AM

Cost: Free

Location: Richland College, Room E070, 12800 Abrams Road,
Dallas, Texas

**The Asian American Connection: Demystifying Communication and
Improving Business Relationships**

Increase your effectiveness in dealing with customers and
suppliers. Cynthia Brink of Cross Culture Communications will

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address key communication and work style difficulties that often plague Asian-American business relationships. This short seminar provides insight into U.S. American business culture and is useful for both Asian-born and U.S. born people of Asian descent. If you are second or third generation Asian-American, this seminar will also shed light on your own cultural patterns and roots.

Cross Culture Communications provides professional training to government and multi-national corporations, including Aetna, EDS, J.C. Penney, Nokia, PriceWaterhouseCoopers, U.S. Commerce Department, and U.S. Small Business Administration.

Cynthia Brink is a bilingual intercultural trainer with a background in marketing and operations. She was Senior Account Executive for the Filipino-owned Business Horizons magazine. Cynthia has trained hundreds of foreign-born businesspeople in best practices and problem solving when working in the U.S. She holds a CIS in Intercultural Studies from the University of British Columbia, Canada.

Cross Culture Communications

<http://crossculturecommunications.com>

Dallas County Community College District

<http://dccc.edu>

Celebrating Asian American Heritage Foundation supports
education, arts, and cultural activities.

<http://asianamericanheritage.org>

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