

August 2024 | Volume 3, Issue 3

# MN Biz Vision: Asian Kaleidoscope



## **Features:**

Khoo Consulting –  
Poh Lin Khoo

Survey Findings on  
Physical Activity and  
Supportive Measures

**This monthly E-Magazine is published by the Asian American Business Resilience Network to highlight Asian American small businesses' accomplishments.**

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## Asian American Business Resilience Network

### VISION

Envision a new reality that addressing historic inequities, and enhancing culturally/linguistically appropriate ways to thrive through resilience, sustainability, and inclusive growth for all members and the communities where they learn, live, play, and work.

### MISSION

AABRN radically accelerates the pace of change by disrupting the status quo; providing resources, training, and support; building bridges across diverse ecosystems; and bringing together public health and business networks, in order to achieve sustainable growth along with an equitable future.

### PROGRAMS

- Community Engagement and Translation Assistance, especially public health in nature
- Navigate local, state and national resources
- Access digital tools in advancing members' wellbeing
- Provide training to retain a healthy workforce
- Provide technical assistance in business operation and IT needs



## **KHOO CONSULTING** **POH LIN KHOO**

*Interviewed By Meejoo Choi*



### **Poh Lin: From Malaysia to the American Dream**

Poh Lin's journey from her early life as one of nine children in Kuala Lumpur, Malaysia, to becoming a successful entrepreneur in America is a compelling story of perseverance and determination. From a young age, she saw America as a land of opportunity where hard work could pave the way for a brighter future. She earned the American Field Service award, which led to her education in the U.S. at the age of 17 as an exchange student in Andover, Massachusetts. Determined to pursue her education, she raised her own funds for college by seeking scholarships and teaching languages in the evenings, demonstrating the resourcefulness that would later define her success. Today, her thriving business, Khoo Consulting, is a testament not only to her entrepreneurial spirit but also to the deep-rooted values of hard work and self-reliance that have guided her every step of the way.

### **Khoo Consulting: Bridging Gaps with Equity and Inclusion**

In 2020, after twenty years of working in marketing and communications within corporate and nonprofit organizations, she founded Khoo Consulting with a mission centered on equity and inclusion. Specializing in marketing, communications, community engagement, and diversity initiatives, Khoo Consulting helps organizations create environments where people from all backgrounds feel valued and respected. The company is particularly dedicated to supporting low-income communities, especially immigrants, refugees, and Asian Americans, by connecting them with essential resources to lead productive lives. At its core, Khoo Consulting operates on the belief that everyone, regardless of their background, deserves the opportunity to thrive.

## Overcoming and Navigating Challenges to Launch Khoo Consulting

Starting Khoo Consulting was no easy feat for Poh Lin, despite her 20-plus years of experience in both the U.S. and international markets. One of her biggest challenges was navigating the complex systems and networks needed to establish a business. Even with her extensive background, she struggled with finding work opportunities, responding to proposals, and tapping into networks that could help her succeed. The situation was further complicated by the fact that she launched her company during the COVID-19 pandemic, when everything was at a standstill. The networks she had spent years building suddenly felt out of reach, and she was left wondering where to find the resources needed to keep her business afloat. Despite these hurdles, her determination and resilience guided her through the uncertainty, allowing her to eventually build a strong foundation for Khoo Consulting.

A turning point for Poh Lin came when she connected with the Department of Procurement, which played a crucial role in helping her overcome the challenges of starting Khoo Consulting. The department provided her with essential resources and guided her through the complex process of building a business system from the ground up. With their help, she was able to learn about certification, and now her company holds numerous certifications, such as Disadvantaged Business Enterprise (DBE), Community Emergency Response Team (CERT), and Women-Owned Small Business (WOSB). Additionally, she wasn't afraid to seek mentorship, investing time in connecting with experienced professionals who could offer guidance. She kept an open mind, understanding that not every networking effort would yield results, but she remained persistent. Whether reaching out to contacts in New York, Hawaii, or even other countries, she approached each interaction with authenticity and respect. Her genuine and prepared approach allowed her to build meaningful connections, helping her navigate the complexities of establishing a successful business.



**Poh Lin’s Advice on Mindset, Goals, and Mentorship**

For those looking to start a business in marketing and communications, and diversity, equity, and inclusion (DEI), Poh Lin emphasizes the importance of cultivating a healthy mindset. She believes that when starting out, it’s not just about what you know or who you know but about your ability to be resilient. While there will always be someone who doubts your readiness, she advises against letting negative comments hold you back. Instead, she encourages entrepreneurs to assess the validity of criticism and use it as a stepping stone for continuous self-improvement. Additionally, she stresses the importance of having a clear goal—knowing exactly what services or products you offer and understanding why you are the best in the industry. It’s essential to communicate the unique value your work brings to clients and customers. Lastly, she recommends surrounding yourself with mentors and peers who have more experience and knowledge. Learning from those who have faced failure and grown from it can provide invaluable insights for navigating your own entrepreneurial journey.

**Small Acts, Big Impact: Uplifting and Empowering Others**

Her belief in the power of small, meaningful actions is central to her long-term goal of positively influencing others and helping them become advocates. She recalls mentoring a young woman with a Ph.D. who was struggling to find a job while supporting her family as a single mother. Despite her busy schedule, Poh Lin dedicated 15-20 hours to guiding her through interview etiquette and cultural differences. This support helped the woman secure a job, enabling her to assist others with what she learned. Her approach focuses on empowering individuals to become self-sufficient and advocates for others. She pushes back against the misconception that money is the only way to help, emphasizing that people often need someone to listen and provide guidance. Whether mentoring youth to build resilience or offering small acts of kindness, Poh Lin believes in the power of uplifting others.

For more information, please visit their website at <https://khooconsulting.com/> or their Facebook page <https://www.facebook.com/khooconsulting>.





**Preface:** The Asian American Business Resilience Network has teamed up with Asian Media Access to co-develop the St. Paul Sears Site, we will publicize a series of articles to highlight our progress.

**Series of SEARS Redevelopment - Article #8**

## **FROM BARRIERS TO SOLUTIONS: SURVEY FINDINGS ON PHYSICAL ACTIVITY AND SUPPORTIVE MEASURES**

Asian Media Access (AMA) and the Asian American Business Resilience Network (AABRN) conducted a physical activity survey during several community events, including the Asian Street Food Market, the Juneteenth Outreach event, the Imagine Rondo event, and others throughout June and July. In this article, we highlight the meaningful insights gained from the community's participation in the survey.

### **Demographic Insights and Activity Trends from the Survey**

The survey conducted during the events saw an impressive turnout, with a total of 140 community members participating. These participants represented a diverse cross-section of the community, varying in age, race, gender, and background. The age distribution was notably varied, with 24.6% of participants aged 25-34, 19.6% aged 35-44, and 13% aged 18-24. Gender representation was quite balanced, with 57.5% female and 41% male participants. The cultural affiliations of the respondents

were broad, with more than 47 unique representations, including Hmong, Jamaican, Vietnamese, Korean, Mixed Asian, Hispanic, Taiwanese, and African American backgrounds.

Additionally, the participants came from a wide geographic area, with 35 unique zip codes collected, indicating engagement from both within and outside Minneapolis. This diversity underscores the inclusive nature of the events and the wide-reaching interest in the Sears redevelopment project. In terms of physical activity, 41.7% of participants indicated that they engage in physical activity 3-4 times per week, while 28.1% reported participating 1-2 times per week. This suggests that the group surveyed is relatively active, highlighting the community's interest in maintaining a healthy lifestyle.



**ST. PAUL SEARS REDEVELOPMENT  
WORLD CULTURAL  
HERITAGE CORRIDOR**

### **Understanding Community Barriers to Staying Active**

The first key finding from our survey aimed to uncover the obstacles community members face in maintaining physical activity. Identifying these barriers is crucial for developing effective solutions to promote a healthier community. When asked, "Which of the following barriers do you find most challenging when it comes to physical activity?", the most significant challenge reported was a lack of motivation, cited by 46.3% (63 respondents). The second major barrier was a lack of time, mentioned by 44.9% (61 respondents), with many participants indicating that busy schedules or limited time for physical activities hindered their ability to stay active. The third most cited factor was the high cost of programs or facilities, noted by 22.8% (31 respondents), suggesting that financial constraints are a significant obstacle for many. These insights highlight the need for targeted interventions that address motivation, time management, and affordability to foster a more physically active community.





## Analyzing Community Preferences for Physical Activities

The second key finding from our survey revealed the community's preferred physical activities and their interests when they have the opportunity to engage in physical exercise. When asked, "What types of physical activities are you most interested in?", the top preference was walking or jogging, chosen by 77.7% (108 respondents). The second most popular activities were outdoor pursuits such as hiking and gardening, selected by 54% (75 respondents). Biking followed as the third favorite, with 46% (64 respondents) expressing interest. While these activities can be influenced by weather conditions, it's clear that community members have a strong affinity for outdoor activities. This preference underscores the importance of creating and maintaining accessible outdoor spaces that encourage physical activity year-round.

## Community-Driven Suggestions for Improving Physical Engagement

To enhance community engagement in physical activity, the survey explored potential improvements by asking, "What changes would encourage you to participate in physical activity more frequently?" A key finding was that 54.3% of respondents believe the addition of more parks and green spaces would significantly boost their physical activity levels. This indicates a strong community preference for accessible outdoor environments where they can exercise and enjoy their surroundings. The second most frequently cited improvement, chosen by 44.9% of participants, was the availability of more affordable programs and facilities, which points to a financial barrier that needs addressing. Additionally, 42.8% of respondents highlighted the value of organized community events and activities, suggesting that structured and engaging opportunities play a crucial role in encouraging active participation. These responses collectively underscore the need for expanded green spaces, affordable options, and community-driven events to support a healthier and more active community.

In conclusion, the survey revealed key insights into the community's engagement with physical activity and the barriers they face. The findings highlighted a strong preference for outdoor activities and a clear need for more parks and affordable exercise options. Addressing challenges such as lack of motivation, time, and financial constraints will be crucial for enhancing physical activity. Overall, these insights underscore the importance of creating supportive environments and opportunities to foster a healthier, more active community.



Check out the original article at: <https://www.joelwong.net/2024/07/20/the-china-challenge-youtube/>

by Joel Wong

July 20, 2024

## THE CHINA CHALLENGE – ASPEN INSTITUTE

The Aspen Institute is a global nonprofit organization whose purpose is to ignite human potential to build understanding and create new possibilities for a better world. Founded in 1949, the Institute drives change through dialogue, leadership, and action to help solve society's greatest challenges. It is headquartered in Washington, DC and has a campus in Aspen, Colorado, as well as an international network of partners.

The speakers are:

- Stephen Biegun, Senior Vice President, The Boeing Company; Former U.S. Deputy Secretary of State
- Alan F. Estevez, Under Secretary of Industry and Security, U.S. Department of Commerce
- Anja Manuel, Executive Director, Aspen Strategy Group and Aspen Security Forum
- Eric Schmidt, Chair, Special Competitive Studies Project; Former CEO of Google
- Moderator: Demetri Sevastopulo, U.S.-China Correspondent, Financial Times

**The discussion revolves around the current state of U.S.-China business relations and the concept of “de-risking” versus “decoupling.” Here are the key points:**

- 1. Robust Commercial Relationship:** Despite challenges, the U.S.-China commercial relationship remains strong, particularly in agriculture and consumer products. For example, China imports significant amounts of agricultural products from the U.S.
- 2. Sector-Specific Dynamics:**
  - **Agriculture:** China imports a lot of food from the U.S. due to its own production limitations.
  - **Consumer Products:** No major security concerns; brands like Starbucks and McDonald's are thriving.
  - **Entertainment:** Facing challenges due to censorship, but cultural connections are important.
  - **Financial Services:** Initially welcomed, but now facing reduced exposure and challenges.
  - **Technology:** The most affected by de-risking and decoupling efforts.
- 3. De-risking vs. Decoupling:** Companies struggle with de-risking due to the unpredictable nature of risks, often leading to a complete decoupling. Clear rules and certainty are crucial for businesses to manage risks effectively.
- 4. Strategic vs. Non-Strategic Industries:** There is a push to clearly define what constitutes strategic industries (e.g., high-end tech) versus non-strategic ones to maintain necessary trade and exchanges while protecting national security.
- 5. U.S.-China Relationship:** Currently, the relationship is cautious, with China observing U.S. political dynamics. The U.S. policy should balance deterrence, competition, and engagement to manage risks and maintain interdependence.

**The overall sentiment is that while certain sectors face significant challenges, maintaining a balanced and clear approach to U.S.-China relations is crucial for both economic and strategic reasons.**



July 14

## IMAGINE FROGTOWN AND RONDO

We have organized and collaborated with our partner - Asian Media Access to support the Imagine Frogtown and Rondo event with the Sears Redevelopment Interactive Demo. Featuring an interactive 3D model of the Sears site, these events allowed over 100 diverse participants to express their hopes for the redevelopment by rearranging 3D elements.



July 31

## DIVERSITY DAY CELEBRATION

We participated in the Diversity Day Celebration event hosted by the Minnesota Twins for networking and to unite around our individual and collective power to create positive change.



August 2

# AAPI HAPPY HOUR



August 6

## SAINT PAUL'S NATIONAL NIGHT OUT

We have organized and collaborated with our partner - Frogtown Rondo Black Church Alliance to support St. Paul National Night Out at the Sears Parking lot. We collected SEARS surveys and provided an opportunity for local residents to get out in the community and meet neighbors.



August 17 ~ 18

## 2024 ROCHESTER CAMBODIAN TEMPLE CELEBRATION

Celebrations the foundation construction of the Buddhist Pagoda in Rochester with wonderful food, blessings by the monks, inspiring speeches and beautiful dance made this day shine, despite a few drops of rain.





August 17 ~ 18

# ASIAN STREET FOOD NIGHT MARKET

We have co-hosted another Asian Street Food Night Market at the old historic Sears St. Paul parking lot. This event features live entertainment, a talented DJ, and performances by local artists showcasing cultural dances and music.



## MENTAL HEALTH AWARENESS FLYERS

Asian Media Access has created a set of mental health heritage story cards. If you are in need of crisis support contact the text line by texting MN to 741741.





**Grants and loans helping disadvantaged businesses reach their full potential.  
APPLY NOW!**

## WHAT IS THE MN PROMISE ACT?

The Providing Resources & Opportunity & Maximizing Investments in Striving Entrepreneurs (PROMISE) Act is a new small business revitalization program that will provide grants and loans to disadvantaged businesses located in certain areas of Minneapolis, Saint Paul and greater-Minnesota.

## PROMISE ACT GRANT PROGRAM

The Minnesota Department of Employment and Economic Development (DEED) will oversee the Providing Resources & Opportunity & Maximizing Investments in Striving Entrepreneurs (PROMISE) Act approved by the Minnesota State Legislature and signed into law by Gov. Tim Walz.

This program, through a series of statewide partner organizations, will award grants to eligible businesses in specific communities. A total of \$86,480,000 million will be awarded as grants in multiple rounds.

Grant funds can be used for working capital to support payroll expenses, rent or mortgage payments, utility bills, equipment, and other similar expenses that occur in the regular course of business. [Learn More](#)



## METRO BLUE LINE EXTENSION PRELIMINARY DESIGN PLANS - MUNICIPAL CONSENT PROCESS

Minnesota law requires the Metropolitan Council to seek local review and approval of the METRO Blue Line Extension Preliminary Design Plans. This process is known as municipal consent. During municipal consent, the public can also review the plans and provide comments directly to local governments or to the Metropolitan Council. The Metropolitan Council, the Hennepin County Regional Railroad Authority (HCRRA), Hennepin County and the cities along the METRO Blue Line Extension route (Brooklyn Park, Crystal, Robbinsdale, and Minneapolis) will hold public hearings and receive comments on preliminary design plans during the municipal consent process, as set out in [Minnesota Statutes Sec. 473.3994](#).

After reviewing the plans and receiving comments, Hennepin County and the city governments will vote to approve or disapprove the revised plans by October 10, 2024. These revised preliminary design plans show the general dimensions and location of the light rail tracks, stations, and other components. The revised plans are available in printed form or as electronic documents.

Learn more about the Municipal Consent process and how you can participate: <https://metrocouncil.org/Transportation/Projects/Light-Rail-Projects/METRO-Blue-Line-Extension/Design-Engineering/Municipal-Consent.aspx>

## MUNICIPAL CONSENT GUIDE



**METRO BLUE LINE EXTENSION**  
BROOKLYN PARK • CRYSTAL • ROBBINSDALE • MINNEAPOLIS

### Municipal Consent Guide

Minnesota law requires the Metropolitan Council to seek local review and approval of the METRO Blue Line Extension project plans. This process is known as municipal consent. During municipal consent, the public can also review the plans and provide comments directly to local governments or to the Metropolitan Council.

During the municipal consent process, expected to begin summer of 2024, the following entities will hold public hearings and receive comments on design plans:

- Metropolitan Council
- Hennepin County
- Hennepin County Regional Railroad Authority
- Brooklyn Park
- Crystal
- Robbinsdale
- Minneapolis

These revised preliminary design plans show the general dimensions and location of the light rail tracks, stations, and other components.

After reviewing the plans and receiving comments, Hennepin County and the city governments will vote to approve or disapprove the preliminary design plans after the 45-day Municipal Consent approval period expected to be from August to October 2024.

The plans are available in printed form or as electronic documents on the Blue Line Extension project website.

### PUBLIC HEARINGS

Monday, August 26, 2024  
NorthPoint Health & Wellness Conference Center  
1256 Penn Ave N Suite 5200  
Minneapolis, MN 55411  
Public Hearing: 6 - 8 p.m.

Joint public hearing by the Metropolitan Council, Hennepin County Board of Commissioners and Hennepin County Regional Railroad Authority (HCRRA) on the physical design component of the preliminary design plans for the METRO Blue Line Extension Project.

August, September, October 2024

Cities will hold separate public hearings before October 10, 2024. For more information, contact your city government.

More information on public hearings will be posted on the Blue Line Extension website at [www.BlueLineExt.org](http://www.BlueLineExt.org)



See following pages to find out:

- How to read the municipal consent plans
- Where to obtain copies of the plans
- How to submit written comments

### How to Read the Preliminary Design Plans

The design plans are divided into **segments** by city. There is a plan set for each city along the proposed Blue Line Extension route. The official Municipal Consent Preliminary Design Plans are presented in a roll plot format. Please refer to the table below with key area descriptions to find the specific roll plot you are interested in reviewing.

**Step 1:** Find the **SEGMENT** that interests you in the table below. A detailed map is provided at the beginning of each plan (as shown at the bottom of this page).

City	Area Description	Stations	Layout
Minneapolis	On West Broadway from County Rd 81 to Lyndale Ave; several connections between West Broadway and Target Field Station	Lowry Avenue James Avenue Lyndale Avenue Plymouth Avenue Target Field	1-6
Robbinsdale	In freight rail corridor from North of Golden Valley Road to 46th Ave N	Downtown Robbinsdale	6-9
Crystal	On Bottineau Blvd from County Rd 81 and West Broadway from 63rd Ave to Downtown Robbinsdale	63rd Avenue Bass Lake Road	9-12
Brooklyn Park	On West Broadway Ave from Oak Grove Pkwy to 73rd Ave; Bottineau Blvd from 73rd Ave to County Rd 81 and West Broadway Ave	Oak Grove Parkway 93rd Avenue 85th Avenue Brooklyn Boulevard	12-23



1. Determine which Segment:

**Minneapolis:** Layouts 1-6  
**Robbinsdale:** Layouts 6-9

**Crystal:** Layouts 9-12

**Brooklyn Park:** Layouts 12-23

2. Review Key Map for specific layout number you want to review within each discipline.

3. Once at layout for review, refer to the legend for identifying design elements.

For those reviewing physical copies of the Municipal Consent plans and those unable to open the roll plot, please refer to the provided Display Exhibits. These will provide an opportunity for all to review the full Municipal Consent designs in a smaller, simpler format for reviewing.

### How to Read the Display Exhibits

**LEGEND**

LEFT TRACK AREA	CONCRETE BEARING SURFACE	EXISTING SIGNALIZED INTERSECTION	RAISED OR UNRAISED CROSSWALK
PLATFORM	BRIDGE	PROPOSED SIGNALIZED INTERSECTION	EXISTING PROPERTY LINE
PAVED ROADWAY	BUILDING REMOVAL	PROPOSED SIGNALIZED INTERSECTION	EXISTING RIGHT OF WAY
CURB, MEDIAN & TRUCK APRON	RETAINING WALL	PROPOSED DIRECTIONAL LANE USE	CONCEPTUAL RIGHT OF WAY LINE
SEWER/STORM	PROPOSED SIDEWALK	EXISTING BUS STOP	CONCEPTUAL RIGHT OF WAY LINE
TRAIL	PROPOSED GUARDRAIL	APPROX. LOCATIONS OF MULTILANED TRANSVERSE BUS STOP LOCATIONS	DRAINAGE AND UTILITY EQUIPMENT
POTENTIAL HYDROSPHERE INTERFERENCE LOCATIONS			BIWAY

**BLUE LINE EXTENSION**  
CITY OF BROOKLYN PARK  
MUNICIPAL CONSENT DISPLAY EXHIBIT - PLAN VIEW

63 OF 96  
07/20/2024  
R00

### How to Comment

Printed copies of the full preliminary design plans will be available for public review at the following locations starting July 26, 2024.

#### Complete Plan Sets (all cities)

Minneapolis Central Library, 300 Nicollet Mall, (second floor), Minneapolis, MN 55401

MnDOT Transportation Library, 395 John Ireland Blvd., St. Paul, MN 55155

Blue Line Extension Project Office, 6465 Wayzata Blvd., Suite 600, St. Louis Park, MN 55426

Metropolitan Council Library, 390 N. Robert St., St. Paul, MN 55101

Minnesota Legislative Library, 100 Rev. Dr. Martin Luther King Jr. Blvd., St. Paul, MN 55155

North Regional Library, 1315 Lowry Ave. N., Minneapolis, MN 55411

Brookdale Library, 6125 Shingle Creek Pkwy., Brooklyn Center, MN 55430

#### Brooklyn Park Plans

Brooklyn Park City Hall, 5200 85th Ave. N., Brooklyn Park, MN 55445

Brooklyn Park Library, 8500 West Broadway Ave., Brooklyn Park, MN 55445

#### Crystal Plans

Crystal City Hall, 4141 Douglas Dr. N., Minneapolis, MN 55422

Rockford Road Library, 6401 N. 42nd Ave., Crystal, MN 55427

#### Robbinsdale Plans

Robbinsdale City Hall, 4100 Lakeview Ave. N., Robbinsdale, MN 55422

Rockford Road Library, 6401 N. 42nd Ave., Crystal, MN 55427

#### Minneapolis Plans

Minneapolis Service Center, 505 South 4th Ave - Room 220 Minneapolis, MN 55415

North Regional Library, 1315 Lowry Ave. N., Minneapolis, MN 55411

Minneapolis Park and Recreation Board, 2117 West River Rd., Minneapolis, MN 55411

All design plans can be downloaded from the Metropolitan Council's METRO Blue Line Extension Project website:  
[www.BlueLineExt.org](http://www.BlueLineExt.org)

Submit written comments focused on the technical details of the design plans to your city, county and Metropolitan Council contacts listed below:

**Hennepin County:**  
Shahin Khazrajafari, METRO Blue Line Extension Deputy Project Director  
METRO Blue Line Extension Project Office  
6465 Wayzata Blvd., Suite 600  
St. Louis Park, MN 55426  
BLE.Comments@hennepin.us

**City of Brooklyn Park:**  
Paul Mogush, Planning Manager  
5200 85th Ave. N., Brooklyn Park, MN 55443  
planning@brooklynpark.org

**City of Crystal:**  
John Sutter, Community Development Director  
4141 Douglas Dr. N., Crystal, MN 55422  
john.sutter@crystalmn.gov

**City of Robbinsdale:**  
Tim Sandvik, City Manager  
4100 Lakeview Ave. N., Robbinsdale, MN 55422  
tsandvik@ci.robbinsdale.mn.us

**City of Minneapolis:**  
Menna Schukking, Transportation Planner  
505 4th Ave. S., Room 410, Minneapolis, MN 55415  
bluelinecomment@minneapolismn.gov

**Metropolitan Council:**  
Nkongo Cigolo, Manager of Public Involvement  
METRO Blue Line Extension Project Office  
6465 Wayzata Blvd., Suite 600,  
St. Louis Park, MN 55426  
Nkongo.Cigolo@metrotransit.org  
612-373-3825

### Stay Connected!

There will be many opportunities for the public to participate in all of these next steps. For project questions or to invite us to an event, contact:

**Brooklyn Park/Crystal:**  
Joanna Ocasio-Maisonet - [Joanna.Ocasio-Maisonet@metrotransit.org](mailto:Joanna.Ocasio-Maisonet@metrotransit.org)

**Robbinsdale:**  
James Mockovciak - [James.Mockovciak@metrotransit.org](mailto:James.Mockovciak@metrotransit.org)

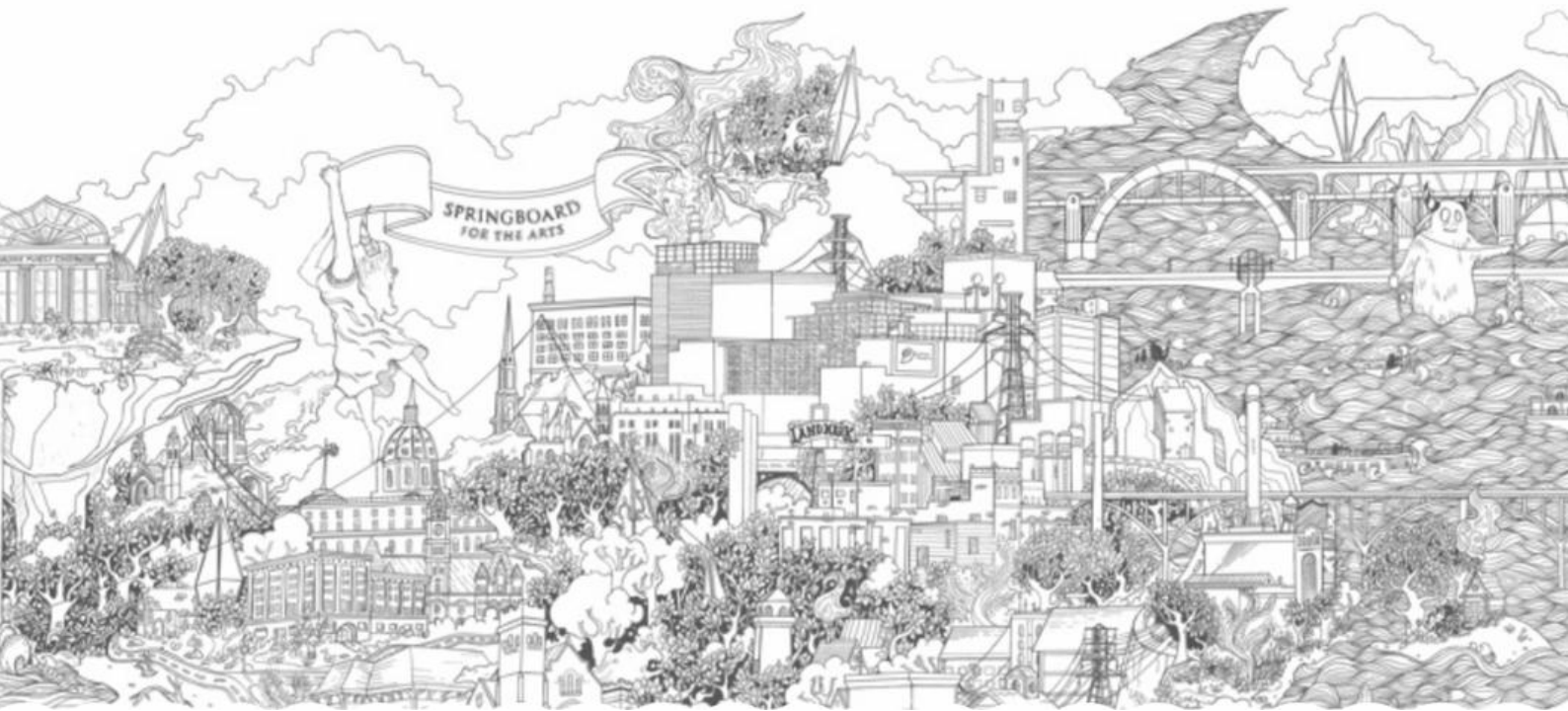
**Minneapolis:**  
Kaja Yang - [Kaja.Yang@metrotransit.org](mailto:Kaja.Yang@metrotransit.org)

Join the conversation at: [YourBlueLine.org](http://YourBlueLine.org)



Visit [BlueLineExt.org](http://BlueLineExt.org) for more information, to sign-up for the project newsletter, and share your comments/questions on our interactive map.

[@BlueLineExt](https://www.facebook.com/METROBlueLineExtension) [@Blue\\_Line\\_Extension](https://www.facebook.com/METROBlueLineExtension)  
[@METROBlueLineExtension](https://www.facebook.com/METROBlueLineExtension)



### Springboard for the Arts Calendar of Events - Professional Development

- August 22, 2024 3:00 pm to 5:00 pm - Stitch-in with Kandace Creel Falcón (Fergus Falls, MN)
- September 6, 2024 5:30 pm to 8:00 pm - Work of Art: Portfolio Kit – Art of the Lakes (Battle Lake, MN)
- September 7, 2024 10:00 am to 12:30 pm - Work of Art: Grant Writing- Art of the Lakes (Battle Lake, MN)
- September 7, 2024 1:30 pm to 4:00 pm - Work of Art: Funding- Art of the Lakes (Battle Lake, MN)
- September 10, 2024 1:00 pm to 3:00 pm - Art-Train Individual Artist Training
- September 11, 2024 5:00 pm to 7:00 pm - Photographing Your Artwork (Westonka, MN)
- September 14, 2024 1:00 pm to 3:30 pm - Work of Art: Career Planning
- September 18, 2024 6:00 pm to 8:30 pm - e-Commerce 1: Getting Started
- September 21, 2024 1:00 pm to 3:30 pm - Work of Art: Time Management

Learn more and register at: <https://springboardforthearts.org/events/>

### Tax Tips from the IRS



- [Here's what taxpayers need to know about business related travel deductions](#)
- [Companies who promise to eliminate tax debt sometimes leave taxpayers high and dry.](#)
- [Get an Identity Protection PIN.](#)
- [Tax Resources for Members of the Military.](#)



AUG  
**21**  
2pm~3pm

## Steps for Starting a Small Business

Business Webinar

[LEARN MORE >>](#)

AUG  
**22**  
11am~12pm

## Launch Your Business with Customer Focused Marketing

Business Webinar

[LEARN MORE >>](#)

AUG  
**28**  
11am~130pm

## 2024 Fall M&A Bootcamp

Business Webinar

[LEARN MORE >>](#)

AUG  
**30**  
9am~4pm

## Boots to Business Reboot

Business Webinar

[LEARN MORE >>](#)



SEP

6

2pm~3pm

## Risk Demystified: What Entrepreneurs Need to Know

Business Webinar

[LEARN MORE >>](#)

SEP

11

12pm~1pm

## Nasdaq Entrepreneurial Center Open House

Business Webinar

[LEARN MORE >>](#)

SEP

17

11am~12pm

## GTM Success in an Unpredictable Market Landscape

Business Webinar

[LEARN MORE >>](#)

SEP

19

3pm~4pm

## Operational Efficiency for Revenue Growth

In-Person Business Event

[LEARN MORE >>](#)



Visit Our Website for More Upcoming Events

[OFFICIAL WEBSITE >>](#)





## CEO Cohort Consortium Networking Event at Hmong Village Mall

Join the CEO Cohort Consortium networking event on Thursday, August 22, 2024, from 11:00 AM to 1:00 PM. This event promises to be a fantastic opportunity for business leaders to connect, share insights, and build valuable relationships.

CEP Cohort Consortium is thrilled to announce that Shongleng Yang, President of Hmong Village Mall, will host the event. Hmong Village Mall, one of the country's largest Asian malls, spans 105,000 square feet and attracts customers from both domestic and international markets.

**[REGISTER HERE >>](#)**



Friday, September 13  
9:30 am - 1 pm

Small  
Business  
Resource Fair  
for Immigrants

## Small Business Resource Fair for Immigrants

Hear from a panel of experienced immigrant business owners/founders who understand both the challenges and joys of running a business. You'll also have the chance to network and dive into business topics during expert-led workshops.

\*\* Registration is free, but required for this event:

<https://www.brownpapertickets.com/event/6364684>

# Contact Us

## Email

aabrn@amamedia.org

## Telephone

(612) 376-7715

## Address

2418 Plymouth Ave N, Room 105,  
Minneapolis, MN 55411



Partnering with



Asian Media Access



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Asian American Business Resilience Network