

**This is the Bay Area Chinese Genealogy Group's  
March 2020 Digital Town Hall Meeting  
Presenter: Ron Chan**

**Slide 1: Title Page ( 31 sec)**

Welcome, this is Ron Chan, Executive Director of the Bay Area Chinese Genealogy Group.

With concern for your health and safety, we are holding our March 2020 meeting as our first ever, virtual town hall.

There are 12 slides in this presentation, running 12 minutes in length.

The March seminar by Richard Le is deferred to a future date.

**Slide 2: Agenda (42 sec)**

There are five topics we will discuss today.

1. Membership Drive Results, where you voted with your hearts and wallets to support this group
2. New Logo Execution, where we will show you how we put the logo in play
3. Website Traffic Report, so you how bacgg.org evolved to be our primary communication vehicle
4. Community Service Opportunities, and how you can give back to the Chinese American community to honor our forefathers
5. Upcoming Meeting topics for May and July 2020 - Save the date.

**Slide 3: Thank You For Your Support (1min 1 sec)**

It is through your generous contributions that we will be able to deliver on our mission ... to educate and share family history.

From our last survey 91% voted to support BACGG with dues, and you even chose the membership amount. I am please, and humbled, that 71 of you believed in what we do and voted with your wallet. From myself, and from the Planning Committee, thank you.

Know your contributions are strictly managed and audited. Not only by from our Treasurer and Planning Committee, but a volunteer from your own ranks, who performs an external audit.

Now we have funding, we can truly build the infrastructure and organization you want. Coming up is a planning meeting to see how we can best reinvest into the BACGG.

Here are some of the ways we already have leveraged funding, and our new logo ...

#### **Slide 4: We Are Proud of What We Have Become (20 sec)**

This logo, featuring creatively a family tree with fingerprints to reflect our core genealogy interest, was designed by a volunteer. The first step we did was to trademark our logo, to hold and maintain our identity.

#### **Slide 5: Logo Execution (40 sec)**

Created was my business card.

- A stack of these cards are at the front desk of the Family History Center. They are given out as a membership recruitment tool. Also as a resource for anyone who needs advise in their research. Additionally, I hand them out at Family History Center presentations I do. All this is to pay forward as thanks to the Family History Center for the free use of their facilities.

- Cards are also passed out at events like the Chinese Genealogy Workshop, at the Chinese Historical Society and others, for awareness and build partnerships with our group.

#### **Slide 6: Table Signage and Branding (28 seconds)**

We designed and purchased an 8' registration table cloth. When you check into the next meeting ... look for our bright red logo across the other side the library!

Another use is for future events. For example we were invited to the Bok Kai festival, but had no signage to promote our group ... now we do.

#### **Slide 7: Web Site Launch (13 seconds)**

Our new website has the logo branded on the masthead. It gives our forum a nice clean look and continuity for our identity.

#### **Slide 8: Web Site Metrics (1 min 54 seconds)**

Bacgg.org was launched as our primary communications tool. It provides the latest news, events, and resource tips. It also is the vehicle to ask questions and leave comments.

In the three month window since we launched the forum,

- We have had over 1000 login's
- 2500 pages were viewed
- and the average time you spent on the site was over 3 minutes to catch up on the latest news

By keeping our content fresh, we found that not only are people coming to the site, but NEW people are coming on for the first time.

- 34% of our site are brand new viewers for the first time
- 66% are returning visitors

We just started up a Facebook page, Bay Area Chinese Genealogy Group, and we got 130 sessions from Facebook. Promote our group by adding a post to your own Facebook page.

And yes, you are as bad as your kids with your nose stuck on the phone. For 52% of you the preferred viewing choice is your phone.

Where did you surf? On our home page / news, the About section to sign up for membership and check out what we are all about, the events section where we posted 54 classes, festivals, or screenings from Jan - April, and then downloads of David Lei's masterful seminar in January.

In ensure we build the information vehicle that meet your needs, a small amount of funds was used to subscribe to a web metrics software package, so we can gather information like this.

### **Slide 9: Save the Date - May 20 (2:06)**

Critical to our immigrant forefathers integration and introduction to American society, were the Family Associations, Six Companies and other Chinese support groups. Now as American born Chinese, this once critical resource is faded from our lives ... or has it?

This will be an exciting double speaker presentation where David Lei will give a historical look at Associations, and Dan Lee Ding-Bong, will speak on the present day Association. Dan is the concurrent president of the Lee Family Association, the TaiShan District Association, and with the Chinese Consolidated Benevolent Association.

Save the date, May 20.

The Chan Special Interest has met several times. After discussion with David, he will look at the possibility of opening the doors of the Chan Family Association with a field trip. This is an opportunity to learn first hand surname history, and what family history research treasures hide behind their doors. If there are are other surname groups who wish to visit their Associations, email me at [bacgg.ron@gmail.com](mailto:bacgg.ron@gmail.com).

If you have not used "findagrave.com", it is an invaluable resource. Findagrave.com is a free, massive database which allows you to find a headstone. Often times, the headstone contain genealogical clues like the Chinese characters of a name, village of birth, and birth / death dates. All critical to our research.

But alas, Chinese tombstones are not well documented. David is looking for volunteers to help photograph headstones at the local Chinese cemeteries. Contact Gail with your name, email and phone if you wish to help take headstone pictures to build Chinese specific content.

### **Slide 10: Save the Date - July 15 (1:10)**

Our session topics have been wide and varied. We talked about Chinese tradition, research techniques, and even death. Your survey feedback voiced you had interest in Chinese American history. So we found a lighter, fun topic of, "East Meets West: Chinatown Nighclubs". Yes, it is hard to believe that at one time your parents were the same age as your kids! In the mid-1930's, Prohibition was repealed, and the Great Depression was waning. With a global conflict on the rise, people were out to drink, dine and dance to forget their woes. So what did they do for date night? In the 30's and 40's, in many nightclubs, Chinese were not welcome. So up sprang nightclub ran by Chinese, for Chinese. We have the great fortune to hear from one of our own members, Calvin Fong, a Bay Area nightclub owner's son. He will explore an entire of generation of Chinese American entertainers and treat us to a dazzling night on the town.

**Slide 11: Volunteer for the San Francisco Chinese American WWII Congressional Gold Medal Event (1:41)**

The CGM was authorized by Congress and the President. This medal is awarded to Chinese American WWII Vets for their service and sacrifice.

As you may know, the Washington DC ceremony on April 29, has been indefinitely postponed. However, I am pleased to announce, we are planning a local San Francisco event. Save the date - September 19, a Saturday, at the War Memorial Veterans Building.

Know that this San Francisco event is 100% volunteer driven. It is 100% funded by donations. There is no government support. It is up to us to recognize the contribution of our fathers who fought for freedom.

We have grown from a handful of friends having a mutual interest in my living room, to a powerful collective of Chinese American historians. We have a critical mass as a group to give back to the Chinese American community. If you wish to serve, those who served, please email Gail Chong to volunteer to help in San Francisco. Let us know what you wish to do, providing your name, phone and email.

I would also like to get a list of you who enrolled your parents in the CGM, as there are several program options I wish to share and get feedback. My email is [bacgg.ron@gmail.com](mailto:bacgg.ron@gmail.com)

**Slide 12: Thank You (47 sec)**

BACGG is a resilient community. Our resilience is rooted from our China forefathers desperate to find a better life. Coming as laborers to America they toiled for a dollar a day in the sweltering Sacramento Delta farmland, and built foot-by-foot railroad tracks spanning a half a country. This is the resilient stock you descended from.

These are trying times with this pandemic. We wish you continued good health.

Please feel free to post comments on our forum. Hope to see you May 20<sup>th</sup>, as the situation permits.

Thank you for your time and attention.

Be well

ron