



celebrAsian 2012

FESTIVAL REPORT



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SAVE THE DATE

Join us as we mark a new decade
of celebrAsians on

SATURDAY, MAY 11, 2013

from 10 a.m. to 8 p.m. at the East Campus
of the Iowa State Capitol Complex.

Honoring traditions while embracing fresh
elements at celebrAsian 2013: the Eleventh
Annual Asian Heritage Festival.



IOWA ASIAN ALLIANCE BOARD OF DIRECTORS

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Cooking Center Demonstrations

Sulochana Gurung - Nepal
Sylvana Levesque - Japan
Neha Jain - India
Shirley Burke - China
Joy Stachura & Ly Foster - Philippines
Wanna Fredericksen - Thai
Pon Thipyothin - Lao

Martial Arts Demonstrations

Valley High School Lion Dance Team
Eagle Claw Kung Fu
Two Rivers Martial Arts
Chinese Martial Arts
Kapatiran Suntukan Martial Arts
Tai Chi School
Des Moines Wing Chun
Black Eagle Martial Arts
Cyclone Martial Arts Club
Masa Katsu Dojo
Des Moines Hapkido

Health & Wellness Village

Adio Chiropractic
Employee and Family Resources
Iowa Diabetes and Endocrinology Research Center
Mercy Medical Center
Wellmark Blue Cross Blue Shield
Disability Rights Iowa
Family Planning Council of Iowa
Maximized Living
Primary Health Care

Health & Wellness Stage Demonstrations

Body Energy
Gateway Dance Theatre
Tai Chi School
Coepeira
Farrell's

Next SensAsian Participants

Mikey Brown
Ruth Phaviset
Rosie Cam
Raelyn Lund

Food Vendors

Filipino Store
India Star
Jasmine Thai Cuisine
Kabab House
Panda Express
Rolling Wok Cafe
Taste of Thai

For Profit Vendors

Bath Fitter
Community CPA & Associates, Inc.
Petite Lynn
U.S. Cellular
Urban Pet Hospital
Walmart
Yumei's Boutique

Non Profit Organizations

AARP
Gateway Dance Theater
Greater Des Moines Sister Cities Commission
Henry B. Tippie College of Business, The University of Iowa
Immigrant Entrepreneurs Summit
International Student Exchange (ISE)
Iowa Finance Authority
Polk County Democratic Party
Polk County GOP
Sathya Sai Center of Des Moines
State of Iowa
Visiting Nurse Services of Iowa

IAA Partners

Bankers Trust
Citibank
John Deere
Nationwide Insurance
Pioneer Hi-Bred International
Principal Financial Group
Wells Fargo

IAA Investors

American Family Insurance
Aviva
Des Moines Radio Group
Hy-Vee
Mediacom
Prarie Meadows
Wellmark Blue Cross Blue Shield
Yash Technologies

10,547
The number of families
with householders who
reported their race as
Asian in 2010

DEMOGRAPHIC DATA SOURCE: STATE DATA CENTER OF IOWA
AND THE OFFICE OF ASIAN AND PACIFIC ISLANDER AFFAIRS,
IOWA DEPARTMENT OF HUMAN RIGHTS

I. MESSAGE FROM BOARD OF DIRECTORS

On behalf of the Board of Directors of Iowa Asian Alliance (IAA), I would like to congratulate the celebrAsian 2012 leadership team and the fourteen community associations for a successful celebrAsian 2012: The Tenth Annual Asian Heritage Festival. Their contribution to both the operations and outcomes of the event was immeasurable but evident as everyone moved seamlessly among the many activities and displays in all areas of the festival. I would also like to extend a special expression of gratitude to the generous sponsors who supported this event so that we are able to continue our commitment to provide free admission while maintaining a high quality, well-run celebrAsian of which all Iowans can be proud.

Since the conclusion of this year's event, we have received much positive feedback about the festival and its impact on the cultural landscape of Central Iowa from many who attended the day's festivities. In addition to being a family-friendly fun-filled day, celebrAsian also deepened the knowledge and understanding of the most diverse minority group in Iowa as we work to bring voice and visibility to a community of people often still "missing in history."

IAA exists to support the aspirations of the Asian Pacific Islander (API) community. To this end, IAA is focused on investing in and creating value for our communities and our members. CelebrAsian provides a vehicle by which we are able to accomplish these outcomes. The purpose of celebrAsian is to increase public awareness of the cultural and economic contributions of Asian Americans in Iowa. It also serves to bring all the Asian American communities together as a critical mass in a single, unified event that showcases the traditional heritage and contemporary contributions of Asian communities in Iowa through art, music, food, demonstrations, and hands-on activities.

We have prepared this report to document the day's events, capture feedback from our stakeholders, and share with members, volunteers, sponsors, friends, and supporters of celebrAsian 2012. We hope it will provide you with substantive information that you will find both interesting and of value.

Last but not least, please mark your calendar for May 11, 2013 and plan to spend the day with us at celebrAsian 2013: The Eleventh Annual Asian Heritage Festival. As we begin a new decade of celebrAsians, we will continue to honor traditions and embrace innovation in order to bring you the best in cultural heritage and contemporary contributions and lifestyle of the Asian Pacific Islander communities in Iowa.

Sincerely,



Anthony Nguyen
Chairman, Iowa Asian Alliance



II. ABOUT THE IOWA ASIAN ALLIANCE

Founded in 2002, Iowa Asian Alliance (IAA) is a non-profit organization established by Asian American businesses, communities and civic leaders for the purpose of forging cultural understanding and growth within the state of Iowa. IAA's mission is to grow Iowa through a united Asian American community, and its vision is that Asian Americans in Iowa are an integral part of a vibrant and prosperous community of diverse people.



53,094
 The number of Iowa residents in the 2010 Census who say they are Asian or Asian in combination with one or more other races. This group comprises 1.7 percent of Iowa's total population.

IX. SPONSORS

Once again, generous support from our sponsors has allowed us to continue to offer free admission to the festival while ensuring the quality and innovation that all have come to expect from celebrAsian and the Iowa Asian Alliance.

CHAMPIONS

- Des Moines Radio Group
- Mediacom
- The Des Moines Register

LEADERS

- John Deere
- Nationwide Insurance
- Pioneer HI-Bred International
- Prairie Meadows
- Principal Financial Group
- Wellmark Blue Cross Blue Shield

SUPPORTERS

- American Family Insurance
- Aviva
- Bankers Trust
- BRAVO Greater Des Moines
- Citibank
- Des Moines Area Community College
- Divine Flowers by Saley
- Faegre Baker Daniels LLP
- Hummel's Nissan
- Hy-Vee
- Lakeside Hotel Casino
- Polk County Board of Supervisors
- VisualHouse
- Wells Fargo
- YASH Technologies

FRIENDS

- Hon. Christopher McDonald
- CDS Global
- Classic Events & Parties
- Davis Brown Law Firm
- Des Moines University
- General Mills
- San Wong
- Iowa Department of Public Health
- Iowa National Guard
- Meredith
- Red China Bistro

AMBASSADORS

- Som Baccam
- Boualay Barker
- Suresh Basnet
- Rona Berinobis
- Roel F. Campos
- Nu Huynh
- Mano Mannochahr
- Anthony Nguyen
- Souvanna Southammavong
- Dean Vaidya

15,528
 The numeric change in the Asian population from 2000 to 2010. This is a 41.3 percent increase for the period.

X. ACKNOWLEDGEMENTS

In addition to the generous financial support of our sponsors, countless other individuals and organizations provided support to the Iowa Asian Alliance and/or participated in celebrAsian to bring festival attendees a depth and breadth of experience that resulted in outcomes and benefits beyond the festival to the regional community and state. We would like to especially thank the following individuals and organizations for their support and/or participation:

CELEBRASIAN LEADERSHIP TEAM

- CelebrAsian Chairs: Thai Burke, Rose International; Souvanna Southammavong, Nationwide Insurance; San Wong, Iowa Department of Human Rights; Na Pan, West Des Moines Community Schools
- Asian Affinities Chair: Kelly Tang, Wells Fargo
- Asian Affinities Vice Chair: Pon Thipyothin, Principal Financial Group
- lowAsia/VIP Chair: Shirley Burke, Principal Financial Group
- lowAsia/VIP Vice Chair: Amie Stevens, Citibank
- Entertainment Chair: Elida Ikeljic, Kum N Go
- Entertainment Vice-Chair: Bo Schroeder, Meredith Corporation
- Marketing & PR Chair: Tim Greene, Wellmark Blue Cross Blue Shield
- Marketing & PR Vice-Chairs: Rachel Johnson, MECCA; Hiromi Umeda
- Education Outreach: Dennis Michener
- Operations Chair: Phone Imbouathong-Johnson, Wellmark Blue Cross Blue Shield
- Operations Vice-Chair: Linh Nguyen Westman, Wells Fargo
- Fundraising Chair: Michelle Henderson, Wellmark Blue Cross Blue Shield
- Volunteer Chair: Smita Volz, Wells Fargo
- Volunteer Vice-Chair: Sravan Mandumula, Nationwide Insurance
- Village Chair: Boualay Barker, Wellmark Blue Cross Blue Shield
- Village Vice-Chair: Michelle Bui, Iowa State University
- Creative Design Co-Chairs: Donny Chen, Iowa State University; Lindsey Croghan, Iowa State University; Mollie Naig, Iowa State University; Leah Willadsen, Iowa State University

"The tenth anniversary of the Asian Heritage Festival was an excellent celebration of the contributions of Asians and Asian Americans to the social, cultural and economic vitality of Iowa. How fitting that this takes place on Iowa's capitol grounds. It was fantastic to be around so many Iowans of every race and ethnicity, every walk of life, all there to immerse themselves in the proud traditions and contributions of Asians to our communities, state and nation."

THE HONORABLE TERRY E. BRANSTAD, GOVERNOR, STATE OF IOWA

VIII. IOWASIA BUSINESS SUMMIT

For the past two years, the lowAsia Business Summit has been held at the West Campus of Des Moines Area Community College. Presented in conjunction with celebrAsian 2012, the Summit brought together strategic partners to help facilitate business and investment opportunities between Iowa and Asia. Consul Generals and/or their economic teams from Indonesia, Korea, Japan and Taiwan connected during 44 individual meetings with 26 Iowa businesses interested in exploring, establishing or expanding business relationships in these respective countries.

These foreign dignitaries and Iowa business leaders also had the opportunity to visit with Governor Terry Branstad about current and potential state resources that can enhance the already strong ties between Iowa and Asia. The event concluded with a networking reception where community leaders from the Asian community associations participating in celebrAsian 2012 were invited to attend. Most of the delegations then spent the remainder of the evening with Iowans from their respective countries and stayed in town that night to attend the VIP brunch at celebrAsian 2012 the next morning.

Business leaders who attended the event expressed tremendous enthusiasm about their participation and all indicated their desire to attend the event again next year. Likewise, foreign dignitaries were pleased with the connections they were able to make with Iowa businesses interested in fostering business relations in their countries. The continued success of lowAsia this year has solidified its position as the signature preamble to the celebrAsian Heritage Festival for years to come.

2,834
The number of
Asian-owned firms
in Iowa in 2007.

III. ABOUT CELEBRASIAN: THE ANNUAL ASIAN HERITAGE FESTIVAL

Each year, Iowa Asian Alliance commemorates Asian Heritage Month with celebrAsian: The Annual Asian Heritage Festival. Asian ethnic communities in Iowa come together under the IAA umbrella to kick off the year's outdoor festivals with the largest Asian American event in Iowa. The inaugural celebrAsian in 2003 which featured eleven Asian communities commanded an attendance of 10,000 people and exceeded the venue's capacity. With tremendous corporate and community support, the event has since become an Iowa tradition that draws its participants from across the Midwest. A full day and evening of authentic Asian food, sports, martial arts, games, and entertainment delight, educate, and entertain the crowd.

CelebrAsian provides businesses and other organizations a vehicle with which to connect to the most diverse minority group in Iowa. It is also an opportunity for young Asian Americans to connect with their heritage by performing or enjoying the entertainment in the audience. Additionally, smaller and underserved Asian communities with distinct language, food and culture have an opportunity to preserve and cultivate knowledge and pride about their heritage within their community and to a larger audience.

The goals of celebrAsian are:

1. To nurture the cultural identity of Asians in Iowa while strengthening connections to the wider community.
2. The preservation, promotion, and enhancement of the distinct and diverse cultural heritages of all Asians in Iowa.
3. To keep Asian cultural heritage accessible as a living part of Iowa's cultural and economic landscape.
4. To preserve, affirm, and promote relevant and authentic expressions of Asian American contemporary contributions and lifestyle.

41,383

The number of Iowa residents in 2010 who were born in Asia. Asian-born residents comprise 29.7 percent of the state's total foreign-born population.



IV. EXECUTIVE SUMMARY

The Iowa Asian Alliance and fourteen Asian community associations invited all Iowans to *A Decade of celebrAsian* on Saturday, May 12, 2012. The perfect spring weather brought almost 60,000 people to the East Campus of the Iowa State Capitol grounds to experience Asia in Iowa. In a showcase of the finest in Asian heritage and culture, food, entertainment, and a myriad of activities thrilled the five senses of all who attended.

CelebrAsian is a vehicle for our communities to reflect and promote a connected, informed, and diverse Iowa. Organized around fourteen Asian villages representing Asian communities who live in Iowa, celebrAsian 2012 presented festival participants the opportunity to savor the many flavors of Asian culture. With our head in the future and our soul in the past, we commemorate *A Decade of celebrAsian* that culminates each year in the largest Asian American event in Iowa.

Participants of all ages enjoyed a wide array of activities, including live performances by musicians, vocalists, dance artists, Pan-Asian cuisine, multi cultural marketplace, interactive demonstrations, martial arts performances and competitions, cooking demonstrations, and exhibits of traditional and contemporary Asian crafts. Each village showcased the food, culture, history, arts, and crafts indigenous to their culture while contributing to the rest of the festival which include:

- Takraw, volleyball & martial arts
- Health and wellness village
- Children's activities
- Entertainment
- Cooking demonstrations

Entertainment scheduled for the entire day and evening of the festival began with an opening ceremony featuring the Tai Dam community. This was followed by ten hours of live entertainment. Representatives from Asian villages participating in celebrAsian presented cultural performances that showcased their heritage while national headliner Legaci brought contemporary Asian flair to the entertainment.

Asian delicacies, some of which were only available in Iowa on this one day each year, tempted the palate with the diverse, distinctive and delectable flavors of Asia. The menu spanned a wide range from classic Chinese stir-fry to exotic curries from Thailand, India and Nepal. Participants could also have their names written in Asian languages, learn to cook unique cuisines, get free health screenings, and shop for traditional and exotic gifts and crafts.

Each village was judged on the degree to which they provided substantive cultural interactions through activities and presentations that invite guests to enjoy and experience the pulse of contemporary lifestyle of Asian Americans in Iowa as well as the rich and diverse heritage they represent. In addition to sharing knowledge and culture with the larger community, this opportunity to focus on and celebrate culture also nurtures, maintains, and protects cultural traditions and practices.

Over 200 volunteers provided efficient and effective support in all areas of the festival to ensure that festival attendees, sponsors, vendors, and dignitaries had the best possible experience of Asia in Iowa.

For the second year, celebrAsian was preceded on Friday, May 11, 2012 by the lowAsia Business Summit. Iowa businesses that currently or would like to expand their business in Asia were connected with foreign consulate delegations to discuss opportunities and challenges. More than four times as many businesses participated in this year's event as compared to the inaugural event last year.

INDIAN VILLAGE

The Indian village was hosted by the Indo-American Association of Iowa. Started in October 1973 with about 7-8 families (about 30 people) of Asian Indian origin, the Indo-American Association of Des Moines first met for a picnic at Union Park in Des Moines. The main objective of this organization was to have some social interaction among the families and to provide an opportunity for their young children to learn about their cultural background and give expression to their talents. Since that time, the association grew into the hundreds and its members decided to honor all major festivals in India.

One of the major events in which the Indo-American Association of Iowa participates each year is celebrAsian: the Annual Asian Heritage Festival. This year, the Indian village impressed judges with a variety of cuisine, activities and displays that highlighted the pluralistic, multilingual and multiethnic society of Asian Indians. Besides the traditional Indian food offered by different vendors, visitors to the village were also able to adorn themselves with traditional temporary tattoo (mehndi) and have their name written in different Indian languages. Various posters, videos, decorative pieces in the Indian Association tent displaying India's rich cultural heritage rounded off the offerings at the Indian Village.

“The Asian Heritage Festival involves lots of hard work and months of preparation so that for this one day, we celebrate who we are as Asians and connect and share our culture and contributions with the rest of Iowa.”

KIYO MATSUYAMA, PRESIDENT, JAPAN AMERICA SOCIETY OF IOWA

JAPANESE VILLAGE

Each year, the Japan America Society of Iowa (JASI) organizes the activities in the Japanese village. JASI is a 501(c)3 non-profit organization that spreads awareness and teaches the community about Japanese culture. JASI holds monthly meetings to share cultural topics and group activities/projects such as Taiko drumming, Japanese tea ceremony, teahouse restoration project and Japanese language class for Japanese children. JASI members also visit local communities and schools to share information about various aspects of the Japanese culture.

JASI has participated in celebrAsian; the Asian Heritage Festival since the Iowa Asian Alliance first organized the event back in 2003. Visitors to the Japanese village this year learned about the JASI Taiko Club and the Japanese Tea House Project. Hungry guests could purchase a variety of authentic Japanese cuisine including onigiri, temaki, sushi, gyoza, miso soup, and the unique Japanese soft drink, Ramure from the food tent. Also, this year JASI joined the celebration of the 100th anniversary of Japan's gift of cherry blossom trees to Washington D.C. by planting 20 cherry blossom trees on the Capitol ground during celebrAsian.

VIETNAMESE VILLAGE

The Vietnamese American Community in Iowa is a non-profit association that was established in 2002 after several associations within the Vietnamese community that were combined to form one organization serving the entire Vietnamese community. Its main focus is the preservation and promotion of Vietnamese culture, language, and customs. In September of 2011, the association acquired a community center in Des Moines, Iowa that would give Vietnamese Americans a place to gather. The association also holds monthly meetings, sponsors a New Year festival (Tết Nguyên Đán) each year at the Iowa State Fair grounds and will continue to participate in cultural events in the larger community.

Each year, the association works with community members to bring more artifacts from Vietnam to display at celebrAsian as well as traditional clothing that was available for purchase. As was the case in years past, the authentic Vietnamese food like beef on a stick, fried rice, spring rolls and curry chicken kept people coming back to the Vietnamese Village although one could also easily spot many people wearing the distinctive cone shaped traditional straw hat (Non La) they purchased at the gift tent. All these and more contributed to the energetic atmosphere that continued to draw visitors to the village all day long.



VII. FESTIVAL SHOWCASE COMMUNITIES

“CelebrAsian is the one event in the whole year where all of us within the Nepalese Community get together and work together as one team. Many people in the Midwest do not have a good idea of the various Asian communities and this is a perfect opportunity to promote our culture and experience the food from all the communities.”

ROSHAN PRADHAN, COMMUNITY LEADER, NEPALESE ASSOCIATION OF IOWA

- Angkor Wat Friendship Association
- Association of Malaysian Students at ISU
- Chinese Association of Iowa
- Filipino-American Association of Iowa
- Indo-American Association of Iowa
- Indonesian Community of Iowa
- Iowa Hmong Coalition
- Japan America Society of Iowa
- Korean American Society of Iowa
- Lao-American Association of Iowa
- Nepalese Association of Iowa
- Taidam Community
- Thai Association of Iowa
- Vietnamese-American Community in Iowa

50.1

The percentage of Asians in 2010, age 25 and over, who have a bachelor's or higher degree education. Asians have the highest proportion of college graduates of any race or ethnic group in the state.

Congratulations to the following winners of the village contest:

FIRST: INDIA SECOND: JAPAN THIRD: VIETNAM

V. MEDIA INVENTORY

PRINT

Print PR

Juice
The Des Moines Register Weekend Planner
The Des Moines Register Iowa Life
The Des Moines Register Metro & Iowa Datebook

Sponsored Print Media

5 Newsprint Advertisements
2 Half Page to and 1 - 2-Page Spreads
The Des Moines Register, Datebook, Juice

Placed Print Media

Iowa State University Uhuru Magazine
Local Flyers

Calendars of Events

DesMoinesRegister.com
Des Moines Metromix
SeeDesMoines.com
DowntownDesMoines.com
IowaPublicRadio.org
Travellowa.com
ChannelAPA.com
Lite 104.1, KIOA, Star 102.5, Lazer 103.3, KRNT 1350, Praise 940
Storm Lake Times
Creston News Advertiser
YPCDSM.com

BROADCAST

Television

Mediacom Sponsored
2 - 30-second commercials played 1,152 on Mediacom stations
Live interviews
WHO 13
ABC 5
KCWI 23

Radio

Des Moines Radio Group Sponsored
84 Live Liners, commercials and e-mail features with Lite 104.1, KIOA, Star 102.5, Lazer 103.3, KRNT 1350, Praise 940
Onsite Presence
Live Interviews
Van and Bonnie WHO 1040
Miller and Brinson KXNO 1460
Information Iowa

SIDEWALK STENCILS

12 Downtown Locations

ONLINE & SOCIAL MEDIA

The Des Moines Register

375,474 webpage impression with 1,204 hits

Twitter @celebrAsian

838 Followers
862 Tweets

YouTube

62 Videos
18,031 Video Views

Facebook

1,577 Likes
Over 1,800 Photos

LinkedIn

Iowa Asian Alliance Group
61 Members

11,904

The number Asian and Pacific Islanders enrolled in the state's elementary and high schools during the 2011-2012 school year.





VI. HIGHLIGHTS

“The celebrAsian event again exceeded expectations as it provided a fun atmosphere for a variety of cultures to interact and learn from each other. I also appreciated the opportunity for my kids to expand their perspective, and experience a broad diversity of cultures including food, languages and even games and entertainment.”
RANDY BACHMAN, ASSISTANT VICE PRESIDENT - PRODUCT MANAGEMENT, PRINCIPAL FINANCIAL GROUP

The theme this year, *A Decade of celebrAsian* was more than an acknowledgment of the tenth year of the event. It also served to promote a global experience of the festival instead of a series of single events. Through a spectacular celebration of traditional culture and contemporary lifestyle, the unique and diverse array of activities and displays invited observation and participation by the larger community into the small but diverse Asian Pacific Islander community. It also provided a glimpse into the cultural and economic contributions of the API.

- In each of these fourteen ethnic villages, a wealth of Pan-Asian cuisine from down home to delicacy, basic to bizarre, traditional to trendy delighted food enthusiasts. Additionally, those with an appetite for cultural learning were treated to impressive exhibits of the Pan-Asian communities in Iowa as they showcased the roots that ground and bind to their culture and their community as well as the wings that fuel their aspirations and achievements.
- The Diplomacy Village was the site of the VIP brunch that provided the opportunity for Iowa’s top corporate and community leaders to connect with one another as well as foreign dignitaries, local, state and national appointed and elected officials. Representatives from each of the Asian Villages at the festival were in attendance as well. Also featured in the diplomacy village were government and non-profit organizations dedicated to connecting Iowa to the world and promoting international relations with Asia.



3.46
Iowa’s Asian Population: 2010 The average family size for those who reported their race as Asian in 2010. The average family size in the state of Iowa is 2.97.

- The Sports Village hosted teams that competed for cash prizes in the volleyball and takraw competitions. Spectators marveled at the unique skills of the takraw competitors and the more familiar volleyball players. Warrior spirit was unleashed at the Marital Arts demonstrations and competition.
- The celebrAsian marketing committee teamed up with two local choreographers from Express Yourself Performing Edge dance studios to create the first ever celebrAsian flash mob. The three-minute dance incorporated a traditional dance move from each of the 14 villages and set to the music of a popular song. By combining tradition with an American pop-culture event, participants were able to express themselves in a fun and interactive way while onlookers enjoyed an entertaining show. The instructional dance video collected 700 views and approximately 40 people danced in the inaugural CelebrAsian flash mob.
- The Iowa Asian Alliance and the celebrAsian Heritage Festival is officially in the world record books! A total of 2,196 people helped set the world record for the most people simultaneously eating a fortune cookie. The record attempt was kicked off by Governor Terry Branstad and Lieutenant Governor Kim Reynolds and was officially confirmed by The World Records Academy. Out of the over 2,000 cookies handed out, 20 contained prize-winning fortunes. Prizes were donated by area organizations and individuals in support of celebrAsian and the Iowa Asian Alliance’s mission to unite Iowa’s diverse Asian and Asian-American communities for the purpose of fostering economic growth and community development within the state of Iowa.
- Beginning in February of 2012, the Education Outreach Program presented seventeen workshops to about 1400 participants in the Greater Des Moines area schools and nonprofit organizations about Iowa’s Asian Pacific Islander community in general and the celebrAsian Heritage Festival in particular. Some of the students who attended the workshop also created calligraphy and wrote essays that became part of the My Story project at celebrAsian.
- Featuring both emerging and established entertainers, local and national performing artists demonstrated the diverse talents of Asian Americans in Iowa. In line with the theme of *A Decade of celebrAsian*, the entertainment committee brought back the most popular acts of the last ten years. Next SensAsian was an avenue for aspiring artists to get experience performing in front of an audience.
- The Children’s Activities Village where almost 1000 children of all ages engaged in interactive activities and crafts under the watchful eyes of parents, staff and volunteers in the children play zone that was filled with inflatables for a fun and safe experience.
- The Health and Wellness Village continues to provide life saving information and health screenings to all who visit. In collaboration with both corporate and nonprofit organizations dedicated to health and wellness of Iowans, the planning committee convened a wide array of health screenings, activities, presentations and displays that enhance the health and wellness of all Iowans.

