



American Society for Quality (www.asq.org) – Washington D.C. and Maryland Metro, Section 509 (www.asq509.org)

Biomed/Biotech Special Interest Group (SIG) Meeting

“Power Networking through Effective Communications”

To be presented by

Dottie T. Li (dottie@trapac.net)

Managing Director, TransPacific Communications

&

The Voice & Voice Coach of

Rosetta Stone’s Mandarin Products

Thursday, March 29, 2012

6:00 – 6:20 PM – Networking; Pizza/drink

6:20 – 8:30 PM – Program

8:30 – 8:45 PM – Door-prizes drawing; Networking

Online Registration site: <http://www.asq509.org/ht/d/DoSurvey/i/35817>

Open to Public - \$5 for non-ASQ members to cover pizza/drink cost;

Free: ASQ Members, veterans, students, local interns, residents, postdocs, FDA Commissioner’s Fellows, and current job-seekers

Location: Kelly’s Deli Conference Center, 7519 Standish Place, Rockville, MD 20855

Registration Deadline: Please register by **Thursday noon, March 29, 2012.**

Question: Please contact Dr. C.J. George Chang, Chair of Biomed/Biotech SIG, ASQ509; gchang2008@yahoo.com or 240-793-8425 (cell).

Driving directions: **By Car:** From I-270 (N or S bound): Take Exit 9A and exit from the FIRST right exit; turn left (east) onto Shady Grove Dr.; turn right (south) onto Rockville Pike (**Route 355**); turn left (east) onto East Gude Dr.; turn left (north) immediately onto Crabb’s Branch Dr.; turn left (west) immediately onto Standish Place. The first building on your right side is 7519 Standish Place; open parking). **The venue is on the first floor with its entrance opposite to the left side of building main entrance.** **By Metro train:** Off from Red Line **Shady Grove Station**, and take RideOn **Route 59 TOWARD ROCKVILLE** and get off from “**Calhoun Place**” stop. Standish Place is next to the Bus stop. Our venue is within 2 min of walking distance from the stop.

Summary: *How to improve your ability to communicate effectively across cultural barriers and understand cultural differences ?*

The strategy: Learn to interpret cultural differences, behaviors, and languages to minimize conflict. Build collaboration in today's team-oriented, multi-cultural and multi-ethnic settings through enhanced communications techniques and networking skills.

The goal: Eliminate day-to-day cultural and communication barriers between you and your staff/teams.

This training workshop helps you learn communications techniques; layered with understanding and respect for the diverse cultures we come into contact with every day. This is designed for those who interact with individuals from other cultures as well as those who wish to communicate more effectively. In 2012, simply knowing how to shake hands is not enough. In fact, research shows 75% of people do not know how to shake hands properly. Are you in the 25% or the 75%?

Learn to be more successful in professional settings and personal life. Some of America's top scientists, researchers, and doctors are not native-born, and many more immigrants are taking on roles as executives, managers, and highly skilled technical professionals. But many of our most talented foreign-born professionals struggle to overcome cultural and communication barriers which hinder their goal achievement. That is one reason we see relatively few non-native professionals in top management roles.

How do we change that? During this training workshop, Dottie Li of TransPacific Communications (herself a non-native professional) will enhance your understanding of cross-cultural interactions and improve your ability to practically implement such knowledge.

Presenter's Bio: Dottie T. Li

As **managing director** of TransPacific Communications, Dottie brings passion and over 20 years of communications experience to her work. She designs and provides media training and cross-cultural communication training for Americans working with Asia/China and for foreign-born professionals in the U.S. She is very active in the Asian American community and has conducted numerous seminars, workshops, and presentations for government agencies, corporations, associations, and non-profit organizations. A **sought-after speaker** on media, communication and diversity, she frequently is called upon by various federal agencies and conferences. Her work was recently profiled in Asian Fortune, the prominent Asian American newspaper in the DC metro area (http://www.asianfortunenews.com/site/article_0810.php?article_id=13). She is also the **Voice and Voice Coach** of Rosetta Stone's Mandarin products, and teaches people to speak the perfect Mandarin.

The National Journal called her one of "Washington's Movers and Shakers" in 1996. Dottie was born and raised in China. She was a **newspaper reporter** before moving to the United States in the late 1980's. Her professional background includes work as a **broadcaster** at Voice of America and five years as a **producer** at C-SPAN, the national public affairs television network. She served as a **corporate spokesperson** for Inova Health Systems, a leading non-profit healthcare provider. Dottie has also worked as a **public relations agency executive** and as a **communications director** for several national and international nonprofit organizations. From 1997 to 2001, she handled **media advance assignments** for The White House, traveling domestically and overseas for the President, the Vice President, and the First Lady.

Dottie is a graduate of the University of Mobile, Alabama, and Hefei University in her native China. She is a member of the Asian American Journalists Association (AAJA).