



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

“Effective Communication through Accent Reduction and Modification”

To be presented by

Dottie T. Li (dottie@trapac.net)

Managing Director, TransPacific Communications

&

The Voice & Voice Coach, Rosetta Stone’s Mandarin Products

Thursday, May 17, 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, senior citizens, 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, May 17, 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:

Effective Communication through Accent Reduction & Modification

*Is your accents often misunderstood by your co-workers and others?
Do you find it challenging to effectively communicate at work and in life?*

- If you're answering is "yes," then this presentation is for you!

A large number of American leaders, top scientists, researchers, doctors, lawyers, business executives, and consultants are not native born, and many more immigrants are taking on roles as executives, managers, and highly skilled technical professionals. However, many struggle to overcome the day-to-day cultural and communication barriers standing between them and their career goals. It's one of the critical reasons we don't see as many foreign-born professionals in management as we should.

This interactive presentation helps foreign-born professionals to **reduce and modify accents**, while **developing effective methods of delivering messages to the most important audiences**. This presentation will also help us **understand cross-cultural interactions and improve our or our colleagues' ability to successfully deal with those issues**.

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).

<http://ijnet.org/blog/use-tech-get-around-unhelpful-pr-people-ex-journalist-says>