

80-20 Initiative



www.80-20initiative.net

80-20's Top 10 Accomplishments

Politics & Sausage:

It is better not to see either being made

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Stopping “Daisy” TV Ad In 1 day

◎ What is “Daisy” TV ad?

- Small girl pulling petals off a daisy; a voice counts down 3, 2, 1, 0; then flash & nuclear mushroom cloud.
- first used by LBJ vs. Goldwater to fan fear of nuclear war & Goldwater.
- Ad was pulled in 3 days under public criticism.

◎ In 2000, Republicans aired a similar “Daisy” TV ad

- the voice-over changed to “Clinton & Gore sent high tech to China to get campaign donation”. The small girl, daisy, count-down, flash and nuclear mushroom cloud followed. This ad fanned **yellow peril**.

◎ S. B. Woo called RNC Chair demanding stoppage

- The TV ad was pulled the very next day (**Oct. 27, 2000**).
- Other Asian Am. Nat’l orgs. were invited to act together. They declined.

80-20 dares to go where others back off.

Inducing A&F To Pull Its T-shirts In 3 hours

- ◎ In 2002, Abercrombie & Fitch produced 4 T-shirts denigrating Asian Ams.
 - Example: Caricatured faces with slanted eyes and rice-paddy hats, with these words: "Wong Brothers Laundry Service - Two Wongs Can Make it White."
- ◎ Outraged AsAm. students requested 80-20's help
 - On 4/17, S. B. Woo called A&F CEO to suggest creating a win-win situation, or else
 - 3 hours later A&F COO Seth Johnson called Woo back agreeing to announce pulling the t-shirts in a press conference that afternoon.
 - 80-20 announced its satisfaction & praised A&F.
- ◎ Some student groups continued their protests
 - RESULTS? Unknown.

Our First Bloc Vote Brought the First AsAm Cabinet Secretary

- ◎ In May 2000, Gore committed to 80-20 to help Asian Americans, but Bush didn't.
 - Hence, 80-20 PAC delivered a bloc vote for Gore, **but Bush won!**
 - Many AsAms feared that 80-20 had “put all the eggs in one basket”, thereby losing political appointments for the community.
- ◎ Results? Just the opposite!
 - Bush appointed the historic first **Full** AsAm Cabinet Members – Norman Mineta (Dem) and Elaine Chao (Rep). Before then, there was only an AsAm **Acting** Secretary under Clinton.
- ◎ Is that a contribution by 80-20 PAC???
 - **YES!!!** 80-20 always knew that once our community could deliver a bloc vote, BOTH political parties would court us, because our bloc vote can help either win the NEXT election. 80-20 has unique knowledge of politics.

Stopping Racist Attack on AsAm Political Candidates for Good

- ⦿ Racist attack on Asian Am. political candidates used to be very common in every election cycle.
- ⦿ On **5/1/2002**, 80-20 announced to America's political establishment that it'll do all within its power to
 - defeat any politicians who mount such attacks against Asian Am. candidates in either the current or **future** elections, and
 - drive the political consultants who usually design such attacks **out of the consulting business**.
- ⦿ No such attacks have occurred in 4 election cycles, except anonymous ones or where the guilty candidate was immediately stripped of his/her candidate status by his/her own party.

An Ad Cracking the Glass Ceilings for AsAms.

- By 1965, we've talked about glass ceiling over Asian Ams. for **decades**.
- Did AsAm orgs. have comprehensive data to prove it? **NO!**
- Did AsAm orgs. have the federal government working to remove it for us? **NO!**
- 80-20 was the **first** org. to gather this data; make it understandable; get EEOC to vouch for it; & publicize it.
 - 1st, bought full-page ads in all major AsAm newspapers
 - 2nd, bought a full page ad in Washington Post
http://www.80-20initiative.net/action/equalopp_washingtonpost.asp
 - 3rd, sent electronic copies of that ad to all presidential candidates and ask these candidates to promise to remove the glass ceiling for us, and **got their commitments** (except those of Bush and McCain).

RESULT? Pres. Obama's Labor Dept. is systematically removing this glass ceiling for us for the first time in the US history.

A 2006 Bloc Vote that Truly Rewarded & Punished

- Extreme Disappointment with the Bush Administration
 - Bush refused to answer 80-20 questionnaires in 2000 & 2004
 - His Labor Sec. Elaine Chao refused to enforce an existing law, E.O. 11246, to help Asian Ams. gain equal opportunity in workplaces
- A 2006 decision to make extra effort to reward D & punish R
 - For the first time, 80-20 entered an off-year election & endorsed all Democrats, except 2 proven GOP friends.
- 80-20 Achieved rewarding D & punishing R !!!
 - A Democrat, Jim Webb, won VA senate seat by **7,231** votes
 - According to CNN poll figure:
 - 70,926 votes were cast by Asian Americans in that election
 - Asian Americans voted 68:30 for Webb, or a 35 pt. advantage. This amounts to a (70926×0.35) or **29,824** vote advantage, i.e. without 80-20's bloc vote, Webb might not win.
- With Webb, Democrats had 51 senators & took over the Senate leadership from the Republicans, lasting to this day
- Some Republicans got the message. Serious Republican State-wide candidates began to answer 80-20's questionnaires

The Source of **Your** Power - 3 Bloc Votes

- Since 80-20's formation in 1998 and its first endorsement of a Presidential candidate in 2000, Asian Americans have gone from voting in roughly even proportion between Republicans and Democrats to voting by 27 percentage points more for 80-20's endorsed candidate, according to the New York Times exit polls.

An AsAm voting trend since 80-20's founding:

1996	2000	2004	2008
Clinton/Dole/others	Gore/Bush/others	Kerry/Bush/others	Obama/McCain/others
43 / 48 / 8	54/ 41 / 4	56 / 44 / 0	62 / 35 / 3
80-20 not yet in existence	Gore picked: +13	Kerry picked: +12	Obama picked: +27

Pres. Obama's Signed Reply to 80-20 with All Yeses

Barack Obama

January 31, 2008

S.B. Woo
President
80-20 Educational Foundation

80-20 Educational Foundation Presidential Candidate Questionnaire for Barack Obama

(1) If elected, will you direct the Labor Secretary to hold public hearings regarding the validity of the huge amount of statistical data strongly suggesting discriminatory practices against Asian Americans in workplaces today?

YES

(2) If the data were shown valid, will you issue a directive to the Labor Department asking it to focus on enforcing Executive Order 11246 on behalf of Asian Americans, since in the past similar efforts have already been made on behalf of women and other minorities?

YES

(3) Two years after you have issued the directive described in item 2, will you meet with a group of Asian American national organizations, put together by 80-20 and the Labor Department, to review the progress in extending equal opportunity to Asian Americans?

YES

(4) If elected, will you make it a top priority of your Administration to nominate qualified Asian Americans to serve as Article III life-tenured District Court federal judges, whenever such vacancies are available?

YES

(5) If elected, will you make it a top priority of your Administration to nominate qualified Asian Americans to serve as Article III Circuit Judges, whenever there are vacancies in those positions?

YES

(6) If elected, will you consider nominating a qualified Asian American to the Supreme Court, when a vacancy occurs? Two years upon your taking the office, will you meet with a group of Asian American leaders, put together jointly by 80-20 and other Asian American national organizations to review the progress in adding Asian American Federal judges?

YES

Signature: _____



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Doubling the Number of AsAm Federal Judges in 4 years

- ◉ In 2006, when 80-20 started to push for more Asian Am. federal judges, there were only **6** of them, all at district court level.
- ◉ Today, less than 5 years later, & only two years after Pres. Obama's inauguration, we have **13 + 2**. The 13 are at the district court level (one to be confirmed) and the 2 are at appellate court level (one to be confirmed).
- ◉ 80-20 is fighting hard and getting **results** for you and your children. Equally important, Pres. Obama is fulfilling his commitment to YOU, through 80-20, and shown in 80-20's 3rd Top Accomplishment.

Equality Before Law (E.O. 11246) for AsAms, Finally!

- President Obama is fulfilling his commitment to give Asian Americans equal opportunity in the workplace.
 - OFCCP Director Patricia Shiu's reply to 80-20 on 2/10/2010:
"OFCCP intends to enforce Executive Order 11246 on behalf of all protected persons, including, but not limited to, Asian Americans and Pacific Islanders (AAPI). OFCCP will broaden its enforcement efforts and focus on identifying and resolving both systemic and individual discrimination cases."
- **Stars are aligned** that the enforcement of EO 11246 for Asian Americans seems assured.
 - Hilda Solis is the Labor Secretary
 - Patricia Shiu is the Director, OFCCP, DOL who has written 80-20 to assure us the 11246 will be enforced for us. (Elaine Chao was not willing)
 - Betsy Kim is the White House liaison stationed at the DOL
 - Chris Lu is the White House Cabinet Secretary, same pay as the Chief of Staff.
 - Meeting with Pres. Obama early next year - an election year - to review progress in equal opportunity
- 80-20 knows what matters and how to **get results.**