b. better +

Asian American Pacific Islander Heritage Month



History

diversity and promoting the value of unique perspectives and skills. Join us as we celebrate Asian American Pacific Islander (AAPI) Heritage Month. The history of a federally recognized AAPI holiday goes back to 1977 when Congress proposed

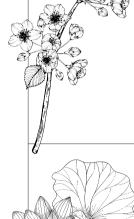
At Team b. Strategy + one of our core values is Inclusion. To us, inclusion means embracing

five joint resolutions to create a week to commemorate the accomplishments of Asian and Pacific Islander Americans. Fast forward to 1992, the week-long celebration was extended to the entire month of May. Why May? The month of May recognizes two significant AAPI events. May 7, 1834, is when the first Japanese immigrants arrived in the United States. May 10, 1869, honors the completion of

the U.S. transcontinental railroad, built by over 20,000 Chinese workers.

Flowers have profound cultural meanings, traditions, and beliefs within Asian and Pacific Island(s) geographic regions.

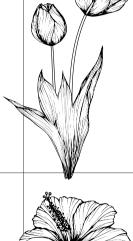
Discover



The cherry blossom is closely associated with East Asian

EAST ASIA

culture and is celebrated in art, literature, and poetry. Cherry blossoms have a brief period of bloom, signifying the beauty of nature and life.



Central Asia region and

CENTRAL ASIA

were often used as motifs by local artisans to create carpets, jewelry, and pottery.

Tulips are native to the

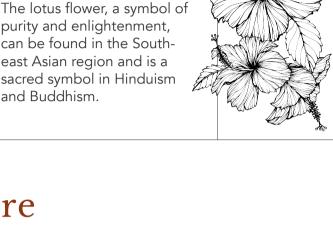


purity and enlightenment, can be found in the South-

SOUTHEAST &

SOUTH ASIA

east Asian region and is a sacred symbol in Hinduism and Buddhism.



the Hawaiian state flower, symbolizes

The yellow hibiscus,

PACIFIC ISLANDS

NATIVE HAWAIIANS &

delicate beauty.

Inspire



about it. Girls Who Code aims to close the gender gap in Tech.

RESHMA SAUJANI

Founder, Girls Who Code

WONG TSU Commercial Aviation Engineer, Boeing Wong graduated from the new aeronautical program at MIT before landing

a job at Boeing as its first aeronautical engineer from 1916-1917. Because of his work, Boeing was able to create the Boeing Model C plane; its first military plane which also carried mail and was the precursor for Boeing's first

Reshma Saujani is an attorney, activist, and the first Indian-American woman to run for U.S. Congress in 2009. Saujani founded Girls Who Code after seeing gender disparity among coding classes and vowed to do something

passenger plane, the Model 40A. After his time in the U.S., Wong became a founding father of Chinese Aviation. **ISABELLA AIONA ABBOTT** Ethnobotanist Isabella Aiona Abbott was the first native Hawaiian woman to earn a

doctoral degree in Science with a Ph.D. in botany. She was also the first



minority full-time professor at Stanford University's Hopkins Marine Station and went on to accept an ethnobotany position at the University of Hawai'i. Abbott is credited with being the world's expert on Hawaiian seaweed,

books, and wrote over 50 papers!

Limu. She discovered over 200 species of Pacific algae, published eight

Read



U.S. to bring empathy and visibility to the resilience of refugees.

and non-fiction using his

Vietnamese refugee in the

experiences as a young

References

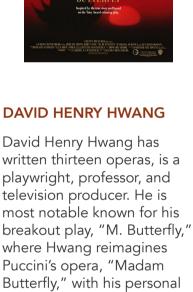


gender, and tradition. Figiel

continues to write poetry in

Samoa and is known for her

performance poetry.



Butterfly" was the first Asian American play on Broadway and paved the way for other

Asian American writers.

experiences with love. "M.

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www.teambstrategy.com | info@teambstrategy.com

What is [b.] better?

b. better is a campaign that we developed in 2018 to share small - and sometimes big - ways that businesses and individuals can be better.

Check out our b. better guides, and follow us on social media to learn more about how our team embodies the b. better message by contributing to social causes that are near and dear to our hearts.

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