



MARTY SHIH

The author Mr. Marty Shih was born in 1954 with Peiping ancestry. He graduated from the Soochow University with a BS in Business Mathematics. He is currently the chairman of the board of the Asian Business Connection.

Mr. Shih possesses the characters of anti-secular world, anti-tradition and acting according to his own way. In order to be detached from the traditional Chinese society, he came to the new mainland: America with broad sky and sea in 1979. Newly arriving at a foreign country pennilessly, he and his third sister, Mr. Helen Shih, have started as a street flower vendor in downtown LA. Then, in a few years, he has developed *She's Flowers* to a franchise with sixteen stores throughout southern California and been strategic partner with current CEO, Bob Johnson, who established more than one thousand flower booths in the east coast. In 1986 he received the award of *American excellent business with rapid growth* and the personal congratulating letter from President Reagan. He also became the honorary board member of the FLOARAFAX. In 1987, he built the computer on-line network in Texas cooperating with the American Airlines and established the *Direct Marketing Center* (DMC). His business has grown rapidly, which is quite extraordinary in the field of business.

Mr. Shih returned to California in November 1989, summoned quite a few high-tech professionals and established the now famous *Asian Business Connection* (777-CLUB). It is aimed at collaborating the purchase power of Asian Businesses in America via a toll-free number (1-800-777-CLUB), utilizing the most advanced computer on-line network and fiber optic line operating together, by way of cooperative buying to request for the most beneficial discount from the mainstream American businesses. Right now, Asian Business Connection has become one of the largest buying groups in the world. So far, there have been approximately 6500 Asian businesses joining this cooperative buying force including the following items: long distance telephone (Sprint), fast delivery (DHL), credit card (American Express), flowers and gifts, travel service, business loan, and employee insurance etc... It has helped Asian businesses in America save approximately \$7 million per year, counting only the long distance telephone saving plan.

In 1990, Mr. Shih, in order to contribute to society, established a nonprofit free *Asian 411 Directory Service* in corporation with the Chinese Daily News and Asia System Media, Inc., which provides free 411 services two hundreds of people each day in the languages of mandarin, Taiwanese, Cantonese, English, Korean and Japanese, 24 hours per day. In the next year, Mr. Shih, in order to enhance Asian American youths' political awareness and patriotism, established Asian American Youth Political Scholarship, and selected more than ten Asian students each year to participate in the summer internship program of the City Government.

In 1992, Mr. Shih established the *Asian Survey Research Center* and a TV educational program: "*The Time of Asian Business Information*" endeavored to provide quality and swift information service. It is hoped that through these channels, the American mainstream society can recognize the Asian culture, as well as the achievement of Asian Americans.

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In January 1993, Mr. Shih founded the *Asian American Association* together with the Sprint long distance company, in charge of marketing the residential phone service to the Asian American market. In this joint venture, Sprint also entrusts Asian American Association with all the marketing strategy.

Mr. Shih is irreligious so far in his life, but has his own belief system. He abhors deeply the traditional moral bondage, but can face himself prolongedly. He abandons the often limited view of science and *Intelligentsia* without worry and fear. With a broad vision and open mind, he often says: "***Business is great, people are wonderful and life is a miracle***".

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