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Chinese Chamber of Commerce of Tampa Bay

天帕灣中華總商會

## Letter from President Sunny Duann



Dear Valued Members and Friends,

As we bid farewell to the long, warm summer, we now step into one of the most joyful and festive times of the year-the Thanksgiving and Christmas season. I would like to take this opportunity to extend my warmest wishes to each of you for a season filled with happiness, good health, and meaningful connections.

In recent weeks, our Chamber successfully hosted two meaningful events:

- 📌 September 26 - We visited the manufacturing facility of Innovation Cabinetry, where CEO John Huang personally welcomed us and led an insightful tour through the production lines and warehouse. It was inspiring to witness how raw materials are transformed into beautiful cabinets, all built under the strong commitment to "Made in USA." John's vision and dedication truly impressed us and highlighted the strength of local entrepreneurship.
- 📌 October 3 - We launched our first "Lunch & Learn" session, where our senior board member and organizational psychology expert, Peter Simons, shared practical strategies on "How to Hire the Right People and Avoid Costly Mistakes." His insights were both inspiring and actionable, offering valuable takeaways for business owners and managers.

We are also delighted to welcome two new board members, Tracy Lesh and Jill Xiong, both accomplished professionals with extensive corporate and business experience. Their expertise and enthusiasm will bring fresh energy and perspectives to our Chamber.

## Letter continues

Our official website ([www.chinesechambertb.org](http://www.chinesechambertb.org)) has been upgraded under the leadership of board member Andrew Lien, now featuring richer content and more functions. We encourage you to make good use of this platform to promote your businesses, services, and professional profiles. This is not just a website, it's a growing hub for business visibility and networking opportunities.

✨ Looking ahead, the Chamber will continue to focus on business growth, partnership development, and resource sharing. With the economic landscape evolving and new market opportunities emerging in areas like e-commerce, sustainable products, and cross-cultural collaborations, this is the perfect time to strengthen connections and build strategic partnerships.

We welcome your suggestions and feedback on the programs and services you would like to see in the coming year. Chinese Chamber of Commerce of Tampa Bay remains committed to supporting your business success and helping our community thrive together.

Thank you for your continued trust and support. Let's make the upcoming holiday season and new year a time of growth, prosperity, and shared achievements.

Warm regards,  
Sunny Duann  
President

Chinese Chamber of Commerce of Tampa Bay

## Lunch N Learn Highlights



### Hiring Smart: Insights from Dr. Peter Simmons on Employee Selection

At a recent Chamber event, Board Member Dr. Peter Simmons shared valuable insights on why hiring decisions are among the most important and costly choices a business makes. His presentation offered three clear takeaways for business owners and managers.

#### ◆ 1. The Cost of a Wrong Hire

- Hiring the wrong person can be expensive.
- ◆ Research suggests that the true cost of a poor hire can range from 30 percent of the employee's salary to as much as 200 percent, when factoring in turnover, re-advertising, re-evaluating candidates, and retraining. Dr. Simmons reminded members that using proven, evidence-based hiring methods pays off in the long run.

#### 2. Understand the Job Before Hiring

Reducing mistakes starts with Job Analysis—understanding what the role requires and how it fits within the organization. Beyond specific tasks, job analysis helps identify the skills, personal traits, and characteristics that contribute to success in the position. The clearer the job profile, the better the match between employer and employee.

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## Lunch N Learn continues

### 3. Use Research to Strengthen Teams

Organizational psychology offers practical tools to help employers make better hiring choices. Applying these research-based principles increases the likelihood of selecting the right person, improving team cohesion, and enhancing overall organizational effectiveness.

#### **\*\* Takeaway for Members \*\***

Hiring the right person is not a matter of luck; it is the result of preparation and strategy. Businesses that invest time in understanding their positions and applying proven selection techniques build stronger, more successful teams.



#### CCCTB Fall 2025 Newsletter



**Content Editor - Tracy Lesh**

tracy.lesh@chinesechambertb.org

**Layout Editor - Andrew Lien**

andrew.lien@chinesechambertb.org



www.chinesechambertb.org



facebook.com/ChineseChamberTB

## CCCTB Business Tour Highlights



### Innovation Cabinetry Opens Its Doors to Chamber Members

Chamber members recently enjoyed an inside look at Innovation Cabinetry, a leading Tampa Bay manufacturer known for blending craftsmanship with cutting-edge technology. Founded in 2005 by owner and president John Huang, the company has built its reputation on combining timeless design with modern materials and processes.

During the tour, members saw firsthand how Huang's team stays ahead of cabinet design trends through research, development, and advanced manufacturing. The company has invested in automated equipment and software integration to improve precision and efficiency while responding to growing demand for durable, stylish cabinetry.

Innovation Cabinetry's latest expansion to a 128,000-square-foot facility and the launch of its HDPE outdoor cabinet line demonstrate Huang's forward-thinking approach. By embracing new materials and technology, he continues to position the company as a leader in both indoor and outdoor cabinetry innovation—offering a model of growth and adaptability for businesses across the region.



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\*The above list is subject to changes anytime without notice



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## Growing with Purpose

The Chinese Chamber of Commerce of Tampa Bay, established in 2005 as a 501(c)(6), is taking an important step forward by transitioning to a 501(c)(3) organization. This change reflects our evolving mission which will be focusing more on philanthropy, education, and community service. By becoming a 501(c)(3), the Chamber will be eligible for grants, allow tax-deductible donations, and expand its community impact. Our paperwork has already been submitted to the IRS as we continue growing with purpose and service.

## Moving Toward a Paperless Future

The Chamber is transitioning to a cloud-based filing system designed to simplify recordkeeping and ensure a smooth handoff for future board members. With the help of intern Emily Fung and IT specialist Andrew Lien, we've developed a secure, centralized platform for storing and managing Chamber documents.

The new system enhances accessibility, allowing board members to easily view, share, and edit files from any location. It also safeguards important records and eliminates the risk of misplaced papers or lost information.

As we continue converting existing paper files, this digital migration marks an important step toward greater efficiency, transparency, and sustainability in Chamber operations.

## Tampa Bay Rising as Florida's Innovation Coast



Tampa Bay is rapidly emerging as Florida's Innovation Coast—a place where technology, entrepreneurship, and fresh talent are shaping the state's future.

At the recent Florida Tech & Innovation Summit, leaders highlighted the region's growing reputation as a hub for innovation and opportunity. With the launch of CyberBay, a partnership between local businesses, government, and USF's new Bellini College of AI, Cybersecurity & Computing, Tampa Bay is being positioned as a national leader in artificial intelligence and cybersecurity.

Ranked among the nation's top 10 cities for digital nomads, Tampa Bay continues to attract young professionals and start-ups drawn to its creativity, collaboration, and coastal quality of life. We're proud to live, contribute, and grow here!



## Celebrating One of Our Own



CCCTB board members gathered at the China Yuan restaurant to celebrate a milestone in Jill Xiong's career. She was recently recognized by New York Life Insurance as one of the company's top performing agents!





**Sunny Duann** - P.A. Realtor, GRI  
**727-656-9988** 段小泓  
sduann@gmail.com • blakerealestate.com  
2695 Sunset Point Rd. • Clearwater, FL 33759

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## Collaboration Takes Flight as Tampa Chambers Celebrate New Airport and Airline Leaders

On September 11, the Board of the Chinese Chamber of Commerce of Tampa Bay (CCCTB) was invited by the PFC Black Chamber of Tampa Bay to attend a special welcome reception honoring Michael Stevens, the new CEO of Tampa International Airport, and Gregory Carter III, General Manager of American Airlines.

CCCTB President Sunny Duann, Vice President James Oldham, and Board Member Jill Xiong represented the Chamber at the evening event. They had the opportunity to meet both distinguished leaders in the airport and airline industries, as well as Sandra Pruitt, Executive Director of the PFC Black Chamber, along with many business professionals from across the Tampa Bay area.

This reception was a valuable outreach opportunity to build connections with the local Black Chamber and to hear Michael and Gregory share their vision for the future of business and transportation in the region.



## CCCTB Launches New Website - Connecting, Growing and Empowering Members



The CCCTB website has been fully refreshed with four key sections: Events, Directory, Membership, and Newsletter. Our new Events Calendar features upcoming activities from CCCTB and other Asian American organizations, plus an archive of past gatherings.

A Business Directory is coming soon, where members can showcase their companies and advertisements. To help build this resource, a CCCTB intern will contact members in the coming weeks to gather details. Membership is now easier than ever—just join or renew online and pay dues securely through PayPal or any major credit card. You can also browse past newsletters in the Newsletter Archive.

With these digital upgrades complete, we're now inviting sponsors to help us continue growing. Sponsor logos will appear prominently on the website's front page, and contributions will support new initiatives such as video-recorded Lunch & Learns, Coffee & Learn podcasts, and the CCCTB Tech Corner with Andrew.

Join us in empowering Tampa Bay's Asian business community. Your sponsorship helps our members thrive!

-Andrew Lien



**Justin Andrews**  
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**Zitong "Jill" Xiong**  
FINANCIAL SERVICES PROFESSIONAL

m (312) 714-7554 o (813) 281-0100  
zxiong01@ft.newyorklife.com

3000 Bayport Drive Suite 1100  
Tampa, FL 33607

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