

# JAAP WORKS

July 2017

JA Asia Pacific  
A Member of JA Worldwide

## Message from Vivian Lau, President of JA Asia Pacific

How can a strategy help an organization to excel, to stay relevant and to achieve its true mission? July 2017 sees the kick-off of the first JA Asia Pacific strategy formulation with all Asia Pacific members. The objective of the JA AP strategy is to position JA Asia Pacific as a meaningful and significant stakeholder in “Activating Youth for the Future of Jobs” with a high degree of relevance to the culture and operating environment of the countries / locations in which we operate in the region. Once again, we thank P.G. Raghuraman and Sanjeeth Surnella from Accenture for leading us on the formulation of the first regional strategy for JA Asia Pacific.

On back of the JA Asia Pacific strategy kick-off meeting was the JA Worldwide Board meeting in Brussels, Germany, where I had the opportunity to attend the JA Europe Company of the Year event. Over 200 students gathered in Brussels to celebrate the top companies across Europe. Congratulations to Festera, a student company from Estonia for winning the JA Europe Company of the Year Competition 2017.



My highlight for July is definitely the long awaited 2017 Global Leadership Conference (GLC) in Atlanta, Georgia. I was thrilled to meet colleagues, alumni, and all the inspirational speakers from around the JA global network. More than 20 senior JA leaders and alumni from the Asia Pacific region attended the conference this year. In this issue of JA AP WORKS, we will be featuring the 2017 GLC through the lens of JA Asia Pacific senior leaders and alumni. Moreover, we will be featuring interviews with our lifetime achievement finalist and some of the long service awardees at the GLC. We thank our members who have dedicated years and decades to inspiring and empowering youth. They are the true heroes of our organization.

Let's continue to work together to activate youth for the future of jobs. Look forward to seeing many of you at the ITC regional finals in Singapore very soon!

# JAAP WORKS

July 2017

JAAsiaPacific  
A Member of JA Worldwide

## Feature Story

### 2017 JA Global Leadership Conference



One JA | Atlanta, GA, USA  
July 17-20, 2017

The 2017 GLC was successfully held from July 17-20 in Atlanta, Georgia USA. JA leaders from around the world came together to celebrate, network with colleagues, and learn from each other and industry experts. JA employees from different regions were given the opportunities to align with the current strategic priorities and prepare for the upcoming JA Centennial events. Moreover, participants were able to join breakout discussions to receive practical information that will enhance their operational effectiveness and professional development from globally recognized speakers.

Let's take a moment to learn more about the impact of 2017 GLC and experience from some of the participating JA leaders and alumni from Asia Pacific - through their words and favorite photos.

#### GLC in the eyes of some of our JA AP Senior leaders...

##### Moonhwan Yuh. COO, JA Korea

I am so pleased to attend the very successful conference. I appreciate the support from JAAsia Pacific and JA Worldwide teams to JA Korea; the strong leadership is inevitable to making One JA possible!

On the personal development front, I would like to learn more of the astonishing innovation and transformation leadership from the many outstanding awardees at the GLC, especially Jack Harris, President and CEO of JA Georgia.



Moonhwan's favorite photo

##### Krishna Alejandrino. Executive Director, JA Philippines



Krishna's favorite photo

It was such a great experience to meet other JA member countries and to learn best practices from each other. The best part of this event is the opportunity to make new friends and mentors. Thanks JA Worldwide for this experience! It was simply amazing to visit the enormous A Biz town in Atlanta, the state-of-the-art facilities, makes me prouder than ever - JA is indeed the most trusted youth development organization in the world.

# JAAP WORKS

July 2017

JA Asia Pacific  
A Member of JA Worldwide

## Hau Yee Ng, Executive Director, JA Singapore

What inspired me the most were the panelists in the sessions led by Mark Thompson (in the panelists photo). All great sharing. What I remembered the most was the session with Marshall Goldsmith with his questions “Have you ever asked feedback from your customers? Have you try to change based on your customers’ feedback? Have you ever asked your spouse/partner this question? Now text your spouse / partner “What can I do to be a better spouse/partner?” This was very memorable especially the responses received from spouses/partner - “uh?”, “What?”, “Are you still jetlag?”, “What are you talking about?”



Hau Yee's favorite inspirational JAAP leaders – Vivian Lau and Linda Rimer

Hau Yee's favorite photo

## Ayna Bayramova, Executive Director, JA Turkmenistan

We liked the great organization of the Conference, inspiring speakers and session topics. We have learned a lot from the 100 years of experience from JA USA, their learning management system and JA University. Working with alumni since 2006, we were happy to communicate with alumni from all regions. We were very happy to see our JAAP colleagues, and thankful to the JA Asia Pacific leadership of Vivian in driving the JA Asia Pacific planning sessions at the GLC.



Ayna's favorite photo

## GLC experience in the eyes of JA Asia Pacific Alumni

### Christopher Wong, JA Hong Kong Alumnus

It was an honor to be invited to GLC 2017, to hear from JA senior leaders and learn from their strategies and insights towards youth development. A common theme I picked up was the importance of global communication and collaboration - how it takes partnerships and concerted efforts with an open innovative approach to tackle this huge challenge.

As Marshall Goldsmith pointed out: "The world isn't better off by us learning. It would be by us doing." Sharing about one's setbacks is not a weakness but a strength - to help the community grow together and for us to serve with humility.

Youth empowerment has never been easy, but hard things and right things are often the same. I am grateful to be surrounded by countless dedicated individuals in JA whom I can learn from, and I am excited to be part of the team unleashing the power of our alumni to take our impact even further!



Christopher's favorite photos

### Jack Lee, JA Hong Kong Alumnus



Jack's Favorite photos



I like to make friends and get connected with teenagers from around the world at the GLC. We share the same belief and are willing to contribute our hearts and time for the next generation – We are JA.

One of the speakers talked about what's the biggest achievement in his career. The answer was not about the projects that were completed, but rather the decision to contribute back to the community - and that was the most important decision in his life. I feel very fortunate to have the opportunities to contribute back to the community in the past, today, and into the future.

## 2017 JA Global Leadership Conference Awards and Recognitions

### 2017 GLC Awards Book

[https://www.dropbox.com/s/rksmb9l1cmxxhnm/2017 GLC Service Award Book.pdf?dl=0](https://www.dropbox.com/s/rksmb9l1cmxxhnm/2017%20GLC%20Service%20Award%20Book.pdf?dl=0)

### JA Lifetime Achievement Award

The JA Lifetime Achievement Award is a recognition of a chief executive of a member country who has contributed significantly to the growth and impact of JA programs in his or her country.

It is our pleasure to interview Ayna Bayramova, Executive Director for JA Turkmenistan and Asia Pacific finalist nominated for the JA Lifetime Achievement Award!

### Get to know Ayna Bayramova, Executive Director for JA Turkmenistan

JA AP: Describe your favorite hobby outside of work and why you like it



Ayna: I am real fortunate when my hobby becomes my favorite work. I studied in the times of a planned economy, and my acquaintance with JA programs related to the fundamentals of a market economy was very useful for me. I have found it very interesting to apply the JA methodology and develop contests and competitions for students when I was working as a university teacher. Since then, JA has become an important part of my life. I love what I do in JA and it brings me joy, confidence and self-assertion in life.

If I had not work at JA, I would open a coffee shop in the garden, because I love to learn the peculiarities of coffee flavors and garden flowers. I have a collection of 73 turtles from different countries, made of nettle tree, ceramics, glass, amber, cast iron and other materials. I hope I can supplement the collection with turtles from all JA countries.

JA AP: Share your most memorable moment in your JA journey

Ayna: There were just too many different events and occurrences during my 21-year experience with JA. However, perhaps, the most exciting moment was the victory of our youth company at the first-ever JA Asia Pacific Company of the Year Competition in Hong Kong in 2011. I was so proud of our talented youth, of their creativity and team spirit. It was really great to see that the long way and efforts of JA Turkmenistan team were recognized at an international level. We rejoice at success of every participant of the JA programs.

JA AP: What is your aspiration for JA Turkmenistan

Ayna: JA Worldwide is one of a few international organizations in Turkmenistan driving programs that help youth to improve their knowledge in the areas of economics, business, and tourism. Today, JA Turkmenistan had adapted 14 JA programs that aim at equipping young people with the knowledge and skills necessary to increase their competitiveness in the modern labor market.

We are extremely thankful to USAID for continuous support of our work. We are proud of our alumni and our country product, and grateful to international and local partners in the community to help us promote JA programs in Turkmenistan.

We aspire to make the JA programs in Turkmenistan stable and sustainable, ensuring our ability and connections to activate youth for the future of jobs. At the 2017 GLC, we could see the strategic vision of JA Worldwide and will strive to keep up with JA's fixed, flexible, and freestyle framework model. Thanks to JA Worldwide and JA Asia Pacific leadership team for their everyday support and strategic advice for our work on the ground!

JA AP: Please describe yourself in a few words

Ayna: I'm a daughter, a mother, and a teacher

# JA AP WORKS

July 2017

JAAsiaPacific  
A Member of JA Worldwide

## JA Service Awards

The JA Service Awards honor the people who have reached notable milestones in years of dedicated service with JA. Congratulations to all the JA Long Service Awardees from the Asia Pacific region!

### 15 Years

Yuh Moonhwan      Chief Operating Officer, JA Korea

### 10 Years

Huang Lin      Director, Program & Development, JA China

Yuan Zi Neng      Manager, Technology, JA China

Ng Hau Yee      Executive Director, JA Singapore

Jabar Florentina      Program Manager, JA Indonesia

### 5 Years

Liu Qian Qian      Manager, Program & Development, JA China

Zhuang Xiao Li      Manager, Program & Development, JA China

Hon Mavis      Assistant Program Manager, JA Hong Kong

Pereira Jude      Associate Manager - Chennai, JA India

Singh Vanita      Manager - Delhi NCR, JA India

Melyaev Artyom      Resource Center Assistant, JA Turkmenistan

# JAAP WORKS

July 2017

JAAsiaPacific  
A Member of JA Worldwide

It is our pleasure to interview some of the Asia Pacific Long Service awardees that were recognized at GLC event this year.

## 15 Years of Service

### Get to know Moonhwan Yuh, COO of JA Korea



**JA AP:** Describe your favorite hobby outside of work and why you like it

**Moonhwan:** I think like an artist. I love painting and taking photos. Image is much more powerful than text. I would like to express invisible things through my camera lens - such as collective memory, mind-sets and national sentiments. In recent years, I have studied collective memories on war in China, Japan and Korea. I love to stroll around museums and galleries and enjoy taking photos along the way.

**JA AP:** Share your most memorable moment in your JA journey

**Moonhwan:** The establishment of UJAT (University JA Tutors) in 2006 was my most memorable moment in my JA life. Since its establishment in the fall of 2002, I have enjoyed the rapid growth of JA Korea. To meet the demand of volunteers, I have launched the first college students' volunteer group - UJAT in 2006. Since then, UJAT has successfully expanded to eleven cities nationwide and the number of annual volunteers is now over 10,000 students.

Earlier in May, one UJAT couple got married under my wedding conduct. The couple met through JA volunteer activities and have started making monthly donation to JA Korea with continued engagements in JA activities. I am sure that their children will do JA programs and become JA alumni. JA is truly making history!

**JA AP:** Where do you see yourself in the next 15 years?

**Moonhwan:** Firstly, I will have to prepare my speech for the 30 years' service award ceremony of JA. Second and more importantly, is to ensure the sustainable development of JA Korea. My focus lies on the happiness of my staff. I firmly believe that their development means the growth of JA. Their dedication and effort is eminent to JA Korea's success.

**JA AP:** Please describe yourself in a few words

**Moonhwan:** A Disruptive Creator



## 10 Years of Service

### Get to know Hau Yee Ng. Executive Director, JA Singapore



**JA AP:** Describe your favorite hobby outside of work and why you like it i.e. travel, photography

**Hau Yee:** Outside of work, I am extremely active in my alumni clubs and activities for both my undergraduate and graduate schools. I have been on these clubs' executive committees where I organized events to bring alumni together not only for networking purposes, but also to contribute back to the society through fundraising and volunteering. This is how I brought JA into Singapore! A real hobby that I do have, although haven't done it for a few years, is cross stitch.

**JA AP:** Share your most memorable moment in your JA journey

**Hau Yee:** My most memorable moment in my JA journey was when I decided to take on the Executive Director role of JA Singapore. When I brought JA into Singapore, I had no intentions of running the organization, in fact, I was searching for an ED. However, during the JA Asia Pacific Conference in March 2008, I was so inspired by all the achievements and experience sharing by the various JA EDs from other countries that I decided to take the plunge and run JA Singapore myself.

**JA AP:** Where do you see yourself in the next 10 years?

**Hau Yee:** I will be semi-retired. Summer in the U.S. and winter in Singapore while travelling and doing cross stitch in between.

**JA AP:** Please describe yourself in a few words

**Hau Yee:** Organized, always busy, "sure – can do"

# JAAP WORKS

July 2017

JAAsiaPacific  
A Member of JA Worldwide

## 5 Years of Service

### Get to know Liu Qian Qian (Jessie). Manager, Program and Development, JA China

JA AP: Describe your favorite hobby outside of work and why you like it

Jessie: I like dancing, going to the gym, hiking, etc. which keep me fit and refresh from heavy workloads.

JA AP: Share your most memorable moment in your JA journey

Jessie: There were just too many! I always feel touched by JA volunteers, students and teachers. Earlier in April this year, we were revamping the JA Company Program curriculum, I gathered 6 volunteers to do the revamp work with me, we had late night conference calls due to their busy work day schedules, their dedication was simply impressive. Furthermore, they all finished their assignment on time and provided lots of useful input. It was a lot of hard work, all for the benefits of our students and program upgrading.

JA AP: Where do you see yourself in the next 5 years

Jessie: Still staying with JA, trying my best to inspire and prepare youth in China with the appropriate attitude and skills to succeed in the global economy.

JA AP: Please describe yourself in a few words

Jessie: Responsible, Humorous, Willing to learn



## 2017 GLC Awards Book

[https://www.dropbox.com/s/rksmb9l1cmxxhnm/2017 GLC Service Award Book.pdf?dl=0](https://www.dropbox.com/s/rksmb9l1cmxxhnm/2017%20GLC%20Service%20Award%20Book.pdf?dl=0)

## Regional Initiatives, Programs, and Events

### Supporting tGELF to develop 100 Million Ethical Leaders

Prior to attending the 2017 GLC in Atlanta, Georgia - Vivian Lau, President of JA Asia Pacific joined Asheesh Advani, JA Worldwide President and CEO, at a Fundraiser event in New York to support tGELF to develop 100 Million Ethical Leaders.



### JA More than Money Revised Global Program Roll out



The revised JA More than Money program was launched at the 2017 GLC, thanks to the support from HSBC. The ROC will be working with members and HSBC to localize and roll-out the updated program regionally in the coming months.

### FedEx Express/JA ITC regional finals is just 3 weeks away!



FedEx Express / JA  
**International Trade Challenge**  
Asia Pacific Finals

Working very closely with our host member JA Singapore, the 2017 FedEx Express/JA ITC regional finals event is just 3 weeks away! Please visit the official FedEx/JA ITC Facebook page and follow #FedExJAITC2017 to see the actions at local rounds of competitions in the 10 participating markets.  
<https://www.facebook.com/AsiaPacificITC/>