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## ASIAN WOMEN GAIN Foothold IN THE BOARDROOM

BEHIND EACH GREAT MAN stands a great woman, the old saying goes. Now, it seems that behind many great companies stand great Asian women.

*The Wall Street Journal's* recent "Top 50 Women to Watch" list recognized 11 Asian and Asian American women who have achieved notable success in business over the past year.

Andrea Jung, chair of Avon Products Inc., was ranked third in the list of leaders, while Old Navy president Jenny Ming ranked 16 on a list of women in line to move up in the coming years. Jung transformed Avon after taking over as CEO in 1999, expanding its overseas markets and product lines and increasing advertising.

Ming, who was appointed Old Navy's president in 1999, spearheaded Old Navy's phenomenal growth and found ways to attract male customers to the Old Navy brand.

Other Asian women on the list were Xie Qihua, chairwoman of China's Shanghai Baosteel Group; Indra Nooyi, president and CEO of PepsiCo in India; and Fumiko Hayashi, president of BMW Tokyo.

While only eight CEOs of Fortune 500 companies are women, the number of Asians on the Top 50 list may be a sign of a growing movement of women of color taking control in the boardroom. Twenty percent of all female business owners are women of color, and that group is growing at six times the rate of U.S. businesses, according to a 2004 study by the Center for Women's Business Research.

The same study also found that among women business owners, Asians were least likely to say they feel respected by other business owners in their local communities. Only 53 percent felt respected most of the time, compared to 67 percent of white women business owners and 60 percent of Latina and African American women business owners. —*Lisa Wong Macabasco*

## WIPING RACISM OFF THE MAP

COMMUNITY MEMBERS and officials have reached another milestone in the push to rename streets and landmarks across the United States that have racist names.

After learning of Nigger Jim Hammock Bridge in Hendry County, FL, state Senator Steven A. Geller initiated Bill 444, Abrogating Offensive Place Names. The bill passed unanimously last May and went into effect July 1. Names of places that include racist or religiously intolerant language are now required by the Florida Department of State to be changed. Jap Rock is now called Yamato Rock. Other locations with new names include Squash Blossom Trail (formerly Squaw Place), Horseshoe Island (formerly Negro Island) and Cotton Run Canal (formerly Slave Canal).

In Texas, Jefferson County voted in July to rename a local street originally called Jap Road. In December, the Longmont, Colorado City Council voted to rename a street named after Col. John Chivington who led a massacre of 150 Native Americans in 1864. Oregon is struggling to change more than 170 land and water bodies with the word "squaw" in them.

Geller, who said "it is vital to preserve our history and that we not allow political correctness to run wild," pressed the Florida Legislature and Gov. Jeb Bush to "remove names that are hurtful and offensive to the majority of Floridians."

"These are names that are relics of a darker past," added his legislative assistant John Reid.

While they rid themselves of this history, Floridians are also discovering a new one. Yamato Rock is named after a pineapple farming colony that Jo Sakai founded in northern Boca Raton. Home to the Morikami Museum and Japanese Gardens, the new name came just in time for the colony's 100th anniversary. —*Andrew LaVallee*

