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Dear CEO,

After the most difficult year that many of us can recall, and one that was especially traumatic for minority communities, we believe that 2021 is a chance to pivot toward rebuilding, regrowth and restoration.

Unfortunately, for Asian Americans, the Lunar New Year of the Ox was ushered in with ugly reminders of racial stigmatism, with attacks in January of elderly from Thailand, Vietnam and the Philippines, in California and New York City. Stop AAPI Hate has recorded up to 2,800 incidents of hate crimes against Asian Americans since the start of the COVID-19 pandemic in March 2020.

We applaud the work done by advocacy groups such as Stop AAPI Hate, and the growing number of Asian American celebrities to raise awareness of this issue, and even to offer cash rewards to apprehend the perpetrators.

But we believe that the longest-lasting impact will come from the institutions that influence the largest proportion of our lives – corporate employers. We also believe that minority communities have a role to play in stamping out these targeted attacks – by speaking up for each other in good times and in bad, and by taking the attitude that an attack against one group is an attack against all of us.

As a CEO, you occupy a unique position to influence and impact change. The 2021 Edelman Trust Barometer found that 86% of respondents are looking for CEOs to lead on such issues as the pandemic's impact, joblessness due to automation and broader societal issues, like climate change and the continuing struggle for racial justice.

We call on all employers with the leadership of their CEOs to make racial equity and hate crimes against all minorities a top agenda item. We encourage the senior leadership of companies to have "hearing sessions" to address concerns of their minority employees and to speak up (by way of verbal or written statements to their employees) condemning the racial violence.

The Asian American Business Development Center has raised our voice in 2020 and this year against these waves of hate crimes. Recently, we used our connections with corporate Chief Diversity Officers and their links to Employee Resource Groups (ERGs) to recommend some actions. We encouraged CDOs and ERGs to:

- Check in with your Asian American employees on how they are doing, especially if they are still working from home, and see if they need any support or advice
- Have your Asian American Employee Resource Group actively monitor the wellbeing of their membership and be alert as an empathetic "safe space" to listen to concerns
- Consider encouraging your ERGs (Asian, Black, Hispanic) to rally together in support of safety for all minorities, and to mutually assist each other

We are open to a dialogue on how to accomplish this. We hope to host webinars that will have a representation of the three key minority groups, led by CEOs, who can openly discuss their own

journeys, offer inspiration and encouragement and outline what their companies have done to combat this issue.

Sincerely,

Asian American Business  
Development Center

A handwritten signature in blue ink, appearing to read "Jodi Heng".

U.S. Black Chambers

A handwritten signature in blue ink, appearing to be the letters "DBA" with a stylized flourish.

U.S. Hispanic Chamber of  
Commerce

A handwritten signature in blue ink, appearing to read "Ramon Lopez".