







LUNAR NEW YEAR  
2019  
YEAR OF THE PIG



Welcome to the Beverly Hills Chamber of Commerce Asian Business Connection 4th Annual Celebration of the Lunar New Year presented by Rolls-Royce Motor Cars and McLaren of Beverly Hills.

The purpose of the Asian Business Connection is to empower businesses to thrive in Beverly Hills as it relates to Asian-based businesses with Beverly Hills business interests or locally based businesses with Asian business interests.

We would also like to commend the members of the Beverly Hills Chamber of Commerce Chairman's Circle. You and your business affiliations with the Chamber are the core of this organization, and our team is absolutely delighted to have the opportunity to partner with each of you to fulfill our mission.

We are honored to have you with us here tonight to celebrate the Year of the Pig and encourage you to sip and taste your way through Asia, explore the exotic displays, and soak in the truly one-of-a-kind experiences we have here for you this evening.

Sincerely,



Vicky Mense  
Chair, Asian Business Connection  
President, Xi'an Restaurant



Todd Johnson  
President & CEO,  
Beverly Hills Chamber of Commerce

# Welcoming 2019 Year of the Earth Pig

The Pig is the twelfth of all zodiac animals. According to one myth, the Jade Emperor said the order would be decided by the order in which they arrived to his party. Pig was late because he overslept. Another story says that a wolf destroyed his house. He had to rebuild his home before he could set off. In Chinese culture, pigs are the symbol of wealth and fortune with their chubby faces and big ears.

As we end this 12-year cycle, this is the perfect time for an in-depth review of past years and build the energy reserves that are needed for the new cycle that starts on January 25, 2020, the Year of the Metal Rat.

This past Year of the Dog wasn't so great for the Pig as he was constantly distracted by all of his projects, but in 2019, he can finally emerge and reap with delight the fruits of his labor and good fortune. In his wake, however, he is likely to attract all kinds of parasites and leeches... He must have the lucidity to make the difference between those precious friendships and those more opportunistic. Watch out for the Snake!

## What sign are you?



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# Did you know...

No Chinese New year celebration is complete without the traditional lion dance. According to traditional Chinese beliefs, the lion is a symbol of courage, stability, and superiority. The lion's dance is primarily performed at the beginning of the Lunar Year to drive negative and evil spirits away from the household.

The head of the lion and its movement of the eyelids are known to bring vitality and longevity, while the tail of the lion sweeps away bad fortune. Often, when new businesses open or a new home is purchased, the lion dance is performed in the hopes to expel bad luck and usher in good fortune.

The legend of Chinese New Year is that it begins with the battle against the mythical beast called the Nian, who would come on New Year's Day to eat children, livestock, and crops. In protection, villagers put food in front of their doors in hopes that the creature will eat the food instead. The Nian was also afraid of the color red and firecrackers, hence the tradition of hanging red lanterns and setting off firecrackers.

Other Chinese New Year traditions...

Opening every door and window on New Year's Eve-- out with the old and in with the new. Packing the knives away as they will "cut off" all of the good luck in the coming year. Day 3 should be spent at home. Dubbed as the day of the red mouth, it is not a good day to socialize, and you may find yourself quarreling with family and friends. Day 5 is the day of wealth-- large banquets and fireworks to draw the attention of the God of Wealth. Day 7 is a birthday for everyone! Known as the celebration of Renri, or birthday of all humans, the goddess Nuwa created human beings from yellow clay on the seventh day. Fresh flowers are placed around the houses symbolizing rebirth and growth, the plum blossom for courage and hope, and the water narcissus for good luck and prosperity.

Although New Year rituals may vary across the Asian countries, Malaysia, Singapore, Korea, Japan, and Thailand welcome the Lunar New Year with equal fervor. The lion and dragon dances, parades, food, and family reunions are all there to usher in good luck and well being.





# Happy Lunar New Year

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# The Signs Revealed



## THE PIG

Pig people are honest, kind, generous and funny. They have a great sense of humor and love to wallow in the mud. They love their homes and are quite content keeping house. They are steady, patient, and great at organizing both their jobs, money, and family life. Trustworthy and warm, they enjoy a good friend, good food, good sex, a good book, good everything. Their day is their play pen!



## THE RAT

Charming and sociable, but a cool cookie. The Rat is comfortable within groups of people, and work well with the public. They are creative and quite smart. They grasp situations quickly and pay attention to details. They take advantage of opportunity, and move towards their mark, but since they cannot resist the chance to move quickly; sometimes they can overstep their boundaries and take on too much at one time. They are passionate lovers; and their feelings are true. They are dedicated to their friends and give heartfelt advice and comfort.



## THE OX

The Ox is steady and plows the fields alone. They are independent workers and dedicated for the long haul. They can be loners. Social gatherings are more dutiful than needed. Family structure is important to the Ox. They cherish their private lives and homestead. They enjoy their leisure time after the long day working in their yards away from the crowds. Not the most romantic, but very faithful.



## THE TIGER

Tigers are passionate, strong, swift, and courageous. They love their freedom and do not do well when stripped of their independence. They are quite dominant, and need to feel powerful, and not afraid of meeting a situation head-on. They are restless, and need challenges to keep them happy and healthy. They make excellent friends and long lasting relationships if given their freedom. They are flirts, but committed to their partners. Parenting is a privilege.



## THE RABBIT

The peaceful little bunny. Usually keeping out of the fight, and at times turning a blind eye to dispute. Diplomatic, gentle, emotional and sentimental. They can, at times, seem rather selfish as they enjoy their own garden. However, they are very sensitive and can be hurt easily. The Rabbit can assess a situation and usually come up with the best strategy. They are innovative and shrewd. Emotionally based they make tender partners, and seek out a match that offers the same.



## THE DRAGON

The Dragon is an exceptional sign. Proud, assertive, intelligent, and strong. However, the other side can be pushy, impulsive, and intolerant. They breath fire in every direction; for both good and bad. They attract the positive and the attention, and stir up energy!! They make the point, and make it well, but sometimes lack consultation when needed. Dedicated workers, and companions for the long haul!

### THE SNAKE

This sign can remain still for a long time before it strikes. They know what they want and when they want it. They proceed at their own pace, which can be misunderstood. They often shed their skins taking and venturing onto something completely new. They are great at showing off their social side, but tend to enjoy being left alone to evaluate the situation. Elegant, refined, passionate, sleek, sexy, but can be jealous and possessive if their rock is overturned one too many times.



### THE HORSE

These people are usually popular, mentally alert, good workers, straightforward and honest. They seek the challenge; strive for success; in search for freedom. They can gallop off in search of these things. They do not tire easily, but can shy away if they feel they are being put in their pen too often, and then the open field is too tempting to not run towards. When they find a partner they are dedicated, and at times can lose their heads in the way of romance, making mistakes while finding the right partner.



### THE SHEEP

The sheep (also called the Goat) go at their own pace. They do not like being rushed or put on the spot. They are charming, yet hold back their emotions. Lovers of nature and the arts. They appreciate and need stability and prefer to have people oriented professions. Well mannered and a bit shy, but readily will lend an ear to a friend. The Sheep can be easily hurt and can become upset if deceived. Dedicated to marriage and a friend!



### THE MONKEY

Witty, clever, inventive, and crafty; and can be a bit of a tease. These people adapt well with situations and are quick on their feet. They have the “gift of gab”, are original and lively. Many people feel that the Monkey is intimidating and may shy away, but soon the attraction is made. The Monkey has many interests which allows them to fit in anywhere. Not the 9-5 type person though; the Monkey needs freedom and a partner that keeps them stimulated.



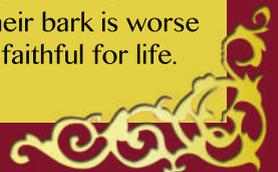
### THE ROOSTER

These people like to strut their feathers. They are flamboyant, and have no hesitation in speaking up when they feel like it. They are dedicated hard workers, but not fond of repetition. They enjoy social gatherings and love to put on their best show, as they enjoy being the center of attraction, and their style and charm usually makes that quite possible. They usually attract a wide variety of mates before settling down with just one; but once they find that perfect match they are dedicated to their partners and make great parents.



### THE DOG

The happy cheerful pup...dedicated and honest. These people have a great sense of justice and fair play. They are loyal and always on alert. Being that they usually have a watchful eye, many are prone to worry too much. When hurt or deceived they tend to gnaw at the details. But, eventually they pull it together and move forward with a playful gait. They can have a bit of a temper, but their bark is worse than their bite. They are dedicated to companionship and are faithful for life.



# 五行

## Wu Xing: The Five Elements

The five-element phase theory runs deep in Chinese philosophy. It roots itself as the main schematic behind an array of how the world and its elements interact and what happens in each type of relationship. It is employed in many fields of the Chinese culture-- cosmic cycles, internal medicine, political regimes, music, military strategy, and martial arts to name a few.

To help in understanding the order of the phases: Wood feeds Fire, Fire creates Earth (ash), Earth bears Metal, Metal collects Water, Water nourishes Wood (tree). These are noted as Generating Phases, where each element generates the existence of the next. These are not the most intricate and complex of the phases. Next comes the Overcoming Phases (represented in the 'star' formation below): Wood parts Earth (roots prevent soil erosion), Earth dams (muddles) Water, Water extinguishes Fire, Fire melts Metal, Metal chops Wood. There is interpromoting, interacting, overacting, and counteracting cycles that will either generate or create, or overcome and destruct.

Feng Shui is a prominent practice that assesses a particular directional energy flow from one phase to the next and will apply a certain 'cure' by rearranging energy for a more fluid and expansive flow versus an outcome more destructive and exhaustive.

The lucky colors to wear in 2019 run in the red tones, representing the Fire element (Fire reinforces Earth), as the coming year will be globally deficient of Fire and Metal. Hence, wearing white and gold tones will represent Metal (Metal feeds on Earth). You may also indulge in some sunbathing to avoid Vitamin D deficiency and eat more fruits and vegetables for that extra dose of iron!





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# Eat. Prosper. Eat. Repeat.

The Lunar New Year is paramount in the union of food and family, and there is much symbolism surrounding particular dishes that should always make the feasting table. Chinese families celebrate for 15 days to ensure that the migrant working culture will have enough time to make it back to the feasting table for family bonding and red envelopes full of cash and promise to the younger generation.

Some New Year dishes that wish for prosperity, fortune, and longevity:

Nian Gao, or rice cake, celebrates the beginning of the rice harvest in the spring and is a tradition that dates back 3,000 years. It wishes you prosperity year to year.

Yu, or fish, is a Chinese word that, when spoken, sounds like another Chinese word that means prosperity. It is typically served as a whole fish to represent unity. And you always want leftovers so that prosperity will always overflow.

Tang Yuan, or sweet rice balls, are usually served on the 15th day as its white round shape represents the first night of the full moon in the new lunar year. It signifies a circle of harmony and unity within the family.

Jiao Zhi, or dumplings, are purposely shaped like the gold ingots from as far back as the Ming and Qing Dynasties. The more you eat, the more fortune you will have.

Chun Juan, or spring roll, also represents wealth. The gold color represents gold bars. Spring rolls are one of the most popular dim sum dishes around.

Mian Tiao, or long noodles, represent, no surprise, longevity and long life. They are served uncut and usually served in a stewed broth. Also a popular birthday dish.

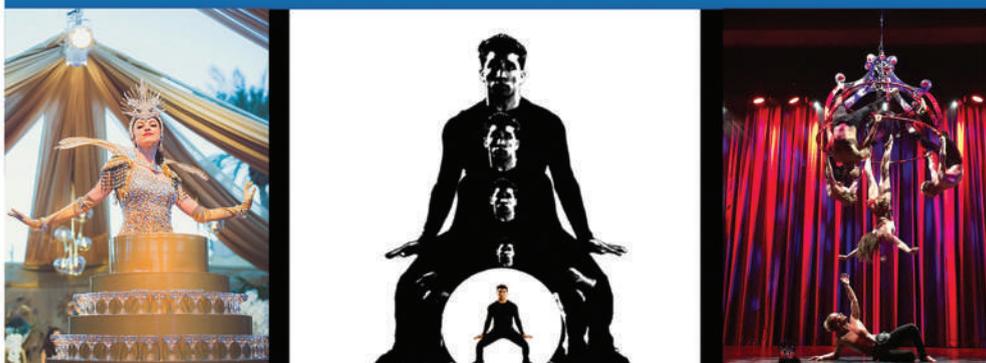
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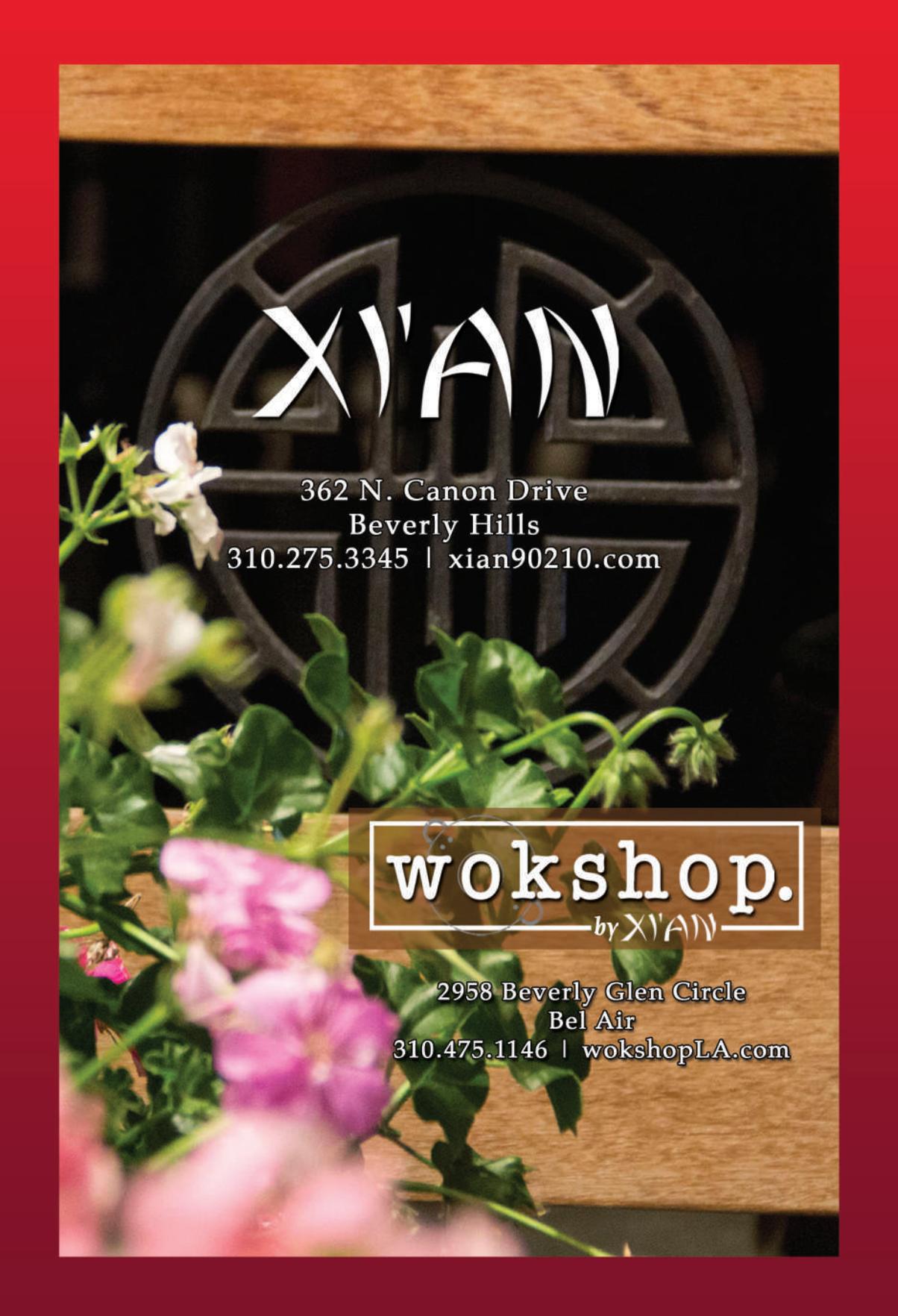


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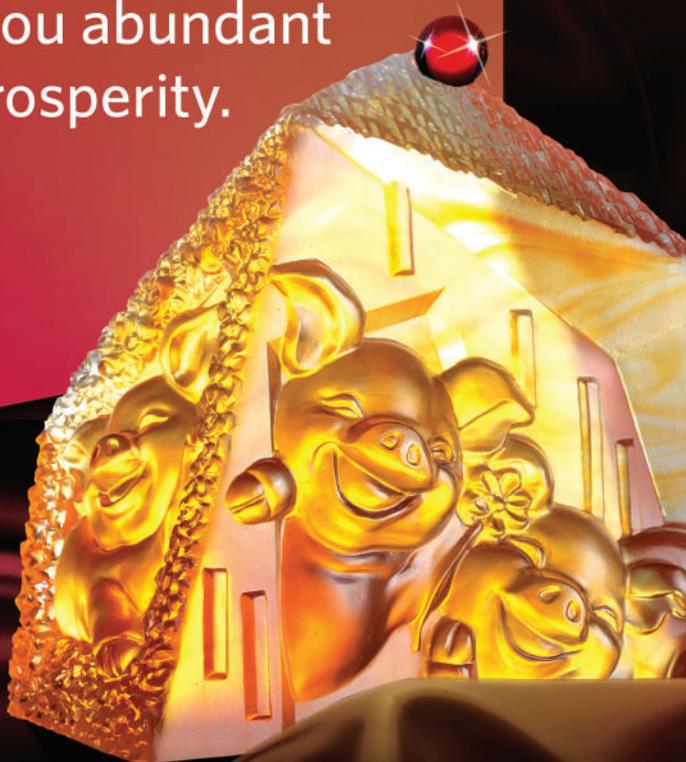
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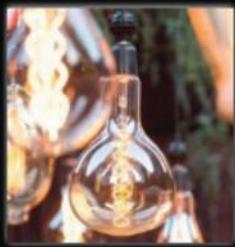
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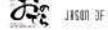
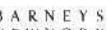
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Ariana Escalante  
— Host - Emcee - Speaker —



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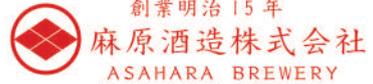
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## SPECIAL THANKS TO

Vicky Mense, Owner of Xi'an Restaurant & Chair of the Asian Business Connection

Erick Weiss & Douglas Johnson for bringing this amazing event to life through your production & entertainment expertise

Llewyn Jobe, Jessica Moerbe, Natasha Overin, Rhys Edwards, Nacole Gray, and the incredible team at Rolls-Royce Motor Cars

Mr. Cabbeen and the visionaries at McLaren Automotive

Cece Tsou for preserving the essence of Lunar New Year through this keepsake program

Ariana Escalante for hosting this incredible evening

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**NICOLE JOHNSON**  
Executive Assistant & Receptionist

**DANIEL BERMUDEZ**  
Program Coordinator

A red pig silhouette filled with intricate floral patterns, set against a solid red background. The pig is facing right. The floral patterns consist of large, stylized flowers with multiple petals and smaller, simpler flowers scattered throughout.

GONG XI FA CAI

A red outline of a pig, facing right, positioned below the main pig silhouette. It is a simple, clean outline without any internal details.

恭賀新禧