

Mark Tsuneishi - Bio

Mark Tsuneishi has a diverse background of over 35 years of executive experience in starting successful businesses, non-profits assisting youth athletic programs as well as community-based and political organizations.



He owns several local businesses, is a member of the Torrance Chamber of Commerce and various community and professional business associations.

For the past two decades he helped create and run one of the largest Fall basketball programs for children in California and is Board member for the non-profit – **South Bay Youth Basketball** – which provides a sports program for children in grades 1-9 with over 2,400 children. He has worked with the LA



Sparks, Clippers, Lakers on a number of clinics, tournaments and coordinated the 2012 Asian Pacific Heritage night at Staples Center.



Mark has also served in the inner cities as a business mentor for at-risk foster youth with the non-profit Straight-ways organization. <http://www.straight-ways.org/>

He is currently an Advisory board member for Fostering Hope Los Angeles (FHLA) which works with at-risk, foster youth.

He is the founder, promoter and organizer for **UNIFYLA** held on June 2015 at the Staples Center. This came about as a response to the nationwide civil unrest in Baltimore, Ferguson and other U.S. cities. (**UNIFYLA.COM**).

He worked with local community leaders to bring about peace in our Black, Hispanic and Asian communities in wake of nationwide violence.

This project was the first major event in Los Angeles to unify the community in wake of civil unrest in our nation. Mark conceived, financed, planned and hired talent, singers, musicians and produced the event which was widely received in the community and by our political leaders.





He retained international motivational speaker – **Nick Vujicic** – who was born with no arms and legs and has spoken in over 50 countries to be the headliner for the event.

He also brought in Matthew Barnett – who is president of the Dream Center in Hollywood which helps the poor and drug addicted families, youth in Southern California.



<https://www.facebook.com/UnifyLA/?ref=bookmarks>

Mark has worked with a number of civic and business leaders to bring about a positive change in our cities and communities by empowering our young people. He also helps **New Challenge ministries**, one of the largest food banks in Los Angeles with their fundraising events.

Mark also has been active consulting and serving as a campaign manager for Dr. Ken Wright, Congressional candidate and George Chen, local city council candidate. He formed the largest Asian American political group with over 1100 members nationwide to help more minorities run for elected offices.



His past decades of service and his involvement in community, business and political events gives him a unique insight on how to effectively grow and managed business growth as well as being an involved partner and community supporter of charitable events/groups.

In business, he has served on several national committees and spoke at numerous events/panels with the topics ranging from how to successfully do business in Multicultural communities to how to sell in the Asian community. He is a noted speaker at events for increasing sales to **multi-cultural businesses** in St.

Paul MN, New York and California.

He developed the first Insurance program specifically designed for Japanese Businesses in the U.S. the **Japanese Restaurant Insurance Program** with Great American Insurance.

Later, he developed a similar product to attract Asian businesses call the **“Multi-Cultural Business Insurance program”** with Reliance National insurance.

At present, he is servicing as a traffic commissioner in the City of Torrance, Member of the AD66 Republican Central Committee, Japanese American Optimists and the Republican party of Los Angeles County (RPLAC)

Thank you.

Respectfully submitted,

Mark Tsuneishi

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UNIFY LA: www.unifyla.com

Tsuneishi Insurance Agency, Inc. :<http://tsu-insurance.com/>

Youtube Video: https://www.youtube.com/watch?v=GHGdX9jTv_Q

<https://www.youtube.com/watch?v=FAXG9Ejp2ro> <https://www.youtube.com/watch?v=2n-U554INDo>