

YBA GUEST

Eve Yen



INTRODUCTION

- My name is Eve Yen and I was born in 1955 on an island called Taiwan.
(raise your hand if you've heard of Taiwan)
- I am a 1st generation immigrant to the U.S. and raised my family in California.
- I am the founder, president & CEO of Diamond Wipes International.
- We specialize in manufacturing wet wipes and contract packaging in the U.S.

(let me share some samples with the class)



A Look Into Diamond Wipes



Diamond Wipes various products



<http://youtu.be/qeco2jri6Yg>

The Early Years...



I was born and raised in Taiwan.
My Father escaped from China to Taiwan by himself in 1948 when he was just 17 years old.
He then met my Mother, got married and had 4 children – me being the oldest.

I looked like a very serious kid back then, but I promise I'm a lot more fun now!



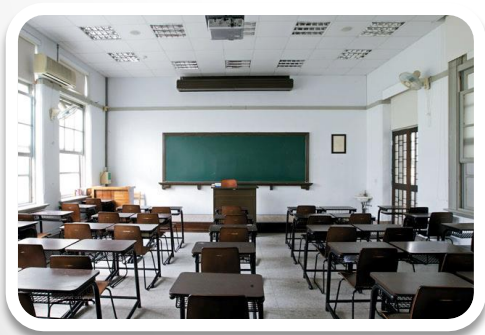
Typical School Days in Taiwan

- **Elementary School**

- Every kid's focus was to STUDY, STUDY, STUDY
- I didn't have much time for breaks or extracurricular activities since moving on to Jr. High & High School in Taiwan was extremely competitive

- **Jr. High & High School**

- Still maintained a focus on studying but I also did extracurricular activities
- My favorite activities included:
 - Girl Scouts, Class President, summer camps and winter camps, rock climbing, wilderness survival, swim team, CPR certification, horseback riding and.... Parachuting training!
- Even though some activities didn't directly relate to school work, they helped me to:
 - Gain confidence
 - Find my bold sense of adventure
 - Be passionate about trying new things
- Those qualities really helped me become an entrepreneur!



High School

Confession...I did not enjoy things in high school - math, taking tests, and after school tutoring

I HATE MATH!

So I made sure to strengthen the things I enjoyed in high school – **reading, English and getting involved in other activities rather than just studying**



Thankful For . . .

My parents encouraging me to read!

- My house was always full of books and magazines
- In our house, reading was crucial and we did it daily
- I read a variety of Chinese books and English books
- **Goal was to read 50 books every year**

To this day, I still manage to read 50 books a year and watch roughly 100 movies a year. It helps me to educate myself while strengthening my writing skills

College life in Taiwan

- Odds to get into higher education schooling was 1 out of 10,000
- It was even more competitive to get into a top school
- I was expected to study all through school and get a 9-5 government job
- Maintained involvement in Girl Scouts, campus clubs and activities
- I worked part-time selling newspapers
- But . . . I also traveled and had some fun!



College life in USA

- I spent 3 semesters and finished with my Master's Degree
- I graduated with an M.S. in Computer Science at New York Institute of Technology
- Just because I didn't pursue a career in computer science doesn't mean the skills I learned weren't useful in running a business!



NYIT
NEW YORK INSTITUTE
OF TECHNOLOGY



Career

Some challenges I had to overcome in my career

- Pressure to have a government job
- Competitive educational path
- Relocating from Taiwan to USA
- Communication barrier
- Concept that women are seen as inferior to men

How I overcame challenges

- Maintained a passion for entrepreneurship and worked towards my own goals
- Educated myself and spent a lot of time researching things - things I was unfamiliar with
- Taught myself English and practiced at it
- Worked harder for achievement, not just money

How I got here today

Over 20 Years Ago

- Brought my daughters to the U.S. for a better education
- Desire to start my own business and be an entrepreneur

20 Years Ago

- Saw market for hand towelettes
- Bought first machine
- Sold door-to-door

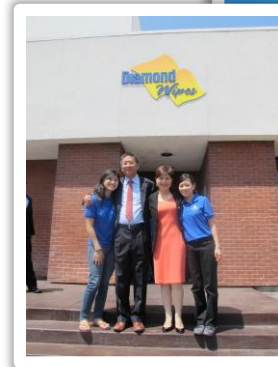
Last 20 Years

- Expand DWI team equipment and facility
- Innovation to offer more to customers

First Facility



Early Trade Show Days



Present Day - Chino, CA Headquarters



CURRENT ROLE



Think about, what's next for DWI?



Bring in the right talent



Give back to the community

May 2014, 20th Anniversary BBQ

20th Anniversary BBQ



- This year has been a very special year for me as I celebrated the 20th anniversary milestone with my DWI family!
- Yes, I put in a lot of hard work and took a lot of risks to start the company, but I also cultivated a strong team to help me and the company succeed in growth.
- It's important to appreciate the people around you and learn from them.

A Special Day!



2014 EY Entrepreneur Of The Year in Orange County for Manufacturing

More Awards We Have Won!



Tips & Advice

- Find your passion and stick with it
- It's okay to occasionally fail and make mistakes as long as you learn from them
- Keep a log or journal and write in it constantly. You can use this for your goals and to track your progress
- If I can do it, so can you! Don't let anyone tell you that you cannot make your dreams come true

QUESTION AND ANSWER

