

The Epoch Times

Chinese-American Company Recognized as One of the Fastest Growing Companies in America



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Inc. Magazine released its Inc.5000 list recently on the 5000 fastest growing companies in America. There are 15 Asian-owned companies on the list, of which nine are Chinese-American owned, four are Korean-American-owned, and two are Vietnamese-American-owned. On August 24th, our reporter interviewed Ronald W. Wong, the President and CEO of Imprinta Communications Group, one of the nine Chinese-American-owned companies on the list.

Founded in 2001, Imprinta is an award-winning public affairs, campaign and ethnic marketing firm which specializes in reaching diverse audiences. Ronald, who participated in the political campaign of Gary Locke, John Chiang and Betty Yee, said that running a political campaign is similar to marketing. Also, as the top two fastest growing ethnic groups in America, the Latino and Asian population are now changing the economic and political environment of the country, which brings opportunities for companies like Imprinta.

Imprinta reports \$19.4 million in revenue in 2014, and ranks no. 413 among an elite group of companies with over 10 times of growth in the past three years. Inc. 5000 is an exclusive ranking of the nation's fastest-growing private companies and represents the most comprehensive look at the most important segment of the economy – America's independent entrepreneurs. Companies such as Yelp, Pandora, Timberland, Dell, Domino's Pizza, LinkedIn, Zillow, Vizio, Fuhu, and many other well-known companies gained early exposure as members of the elite Inc. 5000.

Wong's family is originally from Guangdong Province, China. As a third-generation immigrant, he grew up here in Southern California. Ronald said that although Chinese Americans are not interested in politics, it is actually essential to participate in politics in order to achieve the American Dream. The same goes for those new immigrants. Since politics influence all aspects of life – going to school, buying houses or cars, or even finding a job, the Chinese-American community is in need of political advocacy. In addition, politicians should also hear the voices of Chinese Americans. And that's why Chinese media exist here in America.

As a marketing agency, Imprinta Communications Group maintains a close relationship with various Chinese media outlets. Ronald said that although there are a variety of Chinese news publications, TV stations and radio outlets here in Southern California, those smaller ones will soon find themselves hard to survive in the market, and the bigger ones will, in adverse, get more attention. He also mentioned that a successful Chinese media outlet should be able to focus both on the America society and the Chinese society, since most Chinese Americans still care about what happens in China.

Imprenta's clients include Pacific Gas and Electric Company, Southern California Gas Company, Covered California, California Professional Firefighters, California Department of Insurance, California Community Colleges, Energy Upgrade California, Resources Legacy Fund, North East Medical Services, and many other candidates, issues and causes.

Ronald hoped that one day Imprenta could achieve success outside California, and work closely with national organizations like American Heart Association, if they have a marketing plan for the Asian-American population.

