



NEWSLETTER Fall 2026

Looking Ahead to Fall at the House of China

As summer winds down, there is a lot to be excited about at the House of China. We've been busy behind the scenes making updates at the cottage, refreshing our displays, and finding new ways to make the House of China an even more welcoming and engaging place to visit.

A special thank you to our staff, volunteers, and members who have kept our doors open throughout the summer, and to everyone who stopped by even during some of those very warm Balboa Park weekends! Your dedication and support keep the House of China active, welcoming, and connected to our community.

I also want to extend our heartfelt thanks to Sally Wong Avery as she steps down from the House of China Board after many years of dedicated service. Sally's commitment to the House of China and the broader community has made a lasting impact. We are deeply grateful for the leadership, time, and heart she has given to the organization over the years.

We're also making important improvements behind the scenes, including updating our membership database so we can better communicate with and serve our members. If you haven't renewed your membership recently, this is a great time to do so. And if you're not yet a member, we'd love to have you join us and become part of what's ahead.

One of the highlights of the season will be our Moon Festival Celebration on September 26. We're planning a wonderful evening of food, entertainment, friendship, and community, and I hope you'll join us. If you haven't purchased your tickets yet, please don't wait! Bring your family and friends and help us make this year's celebration a great success. Proceeds will support our House of China Queen and Knight programs, helping us continue this special tradition and engage the next generation in our community.

As the temperatures cool, I encourage you to stop by the cottage and see some of the changes taking place. There's more to come, and I'm excited about the energy and new ideas we're bringing to the House of China while honoring the history and traditions that have made it such a special part of San Diego for more than 90 years.

I look forward to seeing you this fall and to all that we'll continue to accomplish together.

Warmly,
Jacinta Wong, President, House of China

Wood Block Print - The HOC

by David Seid, Executive Director

Summer went by so fast. The House of China now turns attention to the Fall season. This brings to mind famed Tang Dynasty poet Li Bai (701 to 762) and a new wood block print activity for members and visitors at Open House.

Li Bai wrote 'Quiet Night Thoughts'. It is a short, simple, and powerful verse about looking at the bright moon and feeling homesick. Almost every child in China learns this four-line poem in elementary school.

Approximately 1,000 to 1,100 poems written by Li Bai survive today. Because he lived over 1,200 years ago, historians do not have an exact original count of every piece he composed.

Thanks goes to Robin Liang who helped us remember Li Bai and made the print set available



Quiet Night Thoughts

by Li Bai

*Moonlight at the foot of my bed,
Or... could this be frost on the ground?
Lifting my head, I gaze at the moon,
Looking down, one thinks of home.*

Join the list of new House of China members: Welcome new members: Angela and Neil Bartolome; Paul and Delphine Chao and JINGInstitute.com. See page 4 and complete the membership form now if you are not currently a member.

Chasing the American Dream: A Story about Asian American Small Business Owners

This summer, Team Doufu, a youth group from Westview High School set out to learn more about Asian-American owned businesses in San Diego. Every entrepreneur had a different story, but they all carried the same theme: Opportunity, and hard work.

After spotting a business opportunity, William Lee gave up his career in law to pour his heart and soul into a wholesale venture. For 35 years, he worked grueling hours from 7:30 am to 7:30 pm, day in, day out, putting customer service first. While his efforts paid off initially, later on, rising competition from online retail and supermarket chains have made it more difficult to remain profitable. So, in 2019, William leased out his store and retired to San Diego, writing TOEFL study books and enjoying a well-deserved retirement. His advice for aspiring entrepreneurs is to be willing to work hard, actively participate in trade shows, and to choose high-traffic locations.

Hoan Troung, an entrepreneur of Vietnamese-Chinese descent, grew up in poverty before immigrating to the U.S. After graduating from college and working in the IT sector, he grew weary of the corporate environment and decided to strike out on his own. After facing setbacks in security surveillance and a venture promoting Chinese jianbing (savory crepes), he noticed the popularity of steamed dumplings served by other stalls. He subsequently founded "House of Bao," a chain of farmers' market food stalls in San Diego specializing in steamed buns and dumplings designed to appeal to mainstream tastes.

His business flourished thanks to a flexible operating model, a streamlined menu, and social media promotion. Today, Hoan has stepped back from day-to-day operations to focus on philanthropy. Hoan Troung views food as a cultural bridge, using his steamed buns to share traditional Chinese culinary culture with the public.

Through these interviews, we tried to learn from that same spirit and give back to our own AAPI community. We've hand-drawn these stories to appeal to a broader audience, and we have raised money for the House of China. In the future, we hope not only to continue telling these stories, but to create stories of our own at <https://sites.google.com/view/teamdoufu/home>.



L to R: Leon Chen, Jason Pu, Valen Miao, Yibin Cai



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HOUSE OF CHINA | 中國館

MEMBERSHIP APPLICATION | 會員申請表

History • Culture • Friendship | 歷史 • 文化 • 友誼

Cottage location / 會館地址: Balboa Park • 668 Pan American Road, San Diego, CA 92101

Founded in Balboa Park, San Diego in 1935, the House of China works to bring Chinese history and culture to life while building friendship, understanding, and connection across our community. Your membership helps preserve this legacy and supports signature programs including weekend cultural open houses, Chinese New Year and Moon Festival celebrations, the annual youth essay contest, and school presentations.

聖地牙哥中華之家於 1935 年在 Balboa Park, San Diego 成立，致力於讓中華歷史與文化生動呈現，並在社區中促進友誼、理解與聯繫。您的會員支持有助於延續這份珍貴傳承，並支持我們的重要活動，包括週末文化開放日、農曆新年和中秋節慶祝活動、年度青少年徵文比賽，以及校園文化推廣活動。

CHOOSE YOUR MEMBERSHIP | 選擇會籍

☐ Regular Member 一般會員 — \$20

☐ Family Membership 家庭會員 — \$30

☐ Friend of HOC 中國館之友 — \$100

☐ Supporter 支持會員 — \$250

☐ Patron 贊助會員 — \$500

☐ Lifetime Member 終身會員 — \$1,000

☐ New 新會員

☐ Renewal 續會

Additional Donation 額外捐款: \$ _____

MEMBER INFORMATION | 會員資料

Full name / 英文姓名

Chinese name / 中文姓名

Preferred name / 常用姓名

Phone / 電話

Email / 電子郵件

Street address / 地址

City / 城市

State & ZIP / 州及郵遞區號

Additional household member name(s) / 家庭會員其他成員姓名

STAY CONNECTED | 保持聯絡與參與

Preferred updates / 接收資訊

☐ Email 電郵

☐ Mail 郵寄

☐ Both 兩者

Interests / 有興趣參與

☐ Open houses 開放日

☐ Events 活動

☐ Youth 青少年

☐ Outreach 推廣

Recognition / 會員名單

☐ List my name 可列姓名

☐ Keep anonymous 請保密

Other interests or comments / 其他興趣或意見:

PAYMENT INFORMATION | 付款資料

Payment method / 付款方式:

☐ Check enclosed 附支票

☐ Paid in person 現場付款

Checks payable to: House of China

Payment details / 付款資料:

Amount 金額: \$ _____

Date 日期: _____

Mailing Address / 郵寄地址: House of China, c/o David Seid, 12052 Rue Des Amis, San Diego, CA 92131

Questions / 如有問題: contact@houseofchinasd.com • (858) 699-1900 • www.houseofchinasd.com

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