

## RICHER SAN

Richer San was a founding member and former Board of Director of Golden Coast Bank, the first Cambodian chartered bank in the U.S. He is President & CEO of Golden Shore Co. Ltd. in Phnom Penh where he has advised on business and economic development efforts in Cambodia.

His escape from the Khmer Rouge regime as a teenager has shaped his passion and commitment to improve the lives of Cambodians here and abroad. With other key CT board members, he was instrumental in establishing Cambodia Town in the City of Long Beach as a Business and Cultural District along the Anaheim corridor. He has been a board member of Cambodia Town since 2006. Mr. San has been a leader in the growth of the Annual Cambodian New Year Parade since it began in 2005 and the Culture Festival in 2009. Mr. San is an active Board member of several other community-based organizations including the Cambodian-Coordinating Councils, Long Beach-Phnom Penh Sister Cities, and the Long Beach Sister Cities Inc. He is co-chair of the Los Angeles Department of Mental Health's AAPIs Underserved Cultural Communities. He has received numerous awards and recognition from municipal, state and national levels for his community services.

Mr. San holds a B.S. in Business Administration from Cal State University of Dominguez Hills. From 2018 to the present, he works for Pacific Asian Counseling Services as their Prevention and Early Intervention (PEI) Outreach Coordinator. His main responsibility is to outreach to underserved communities through culturally appropriate mental health promotion and education services. His team has been instrumental in their outreach and education to the Cambodian and Filipino communities during COVID-19 including the distribution of thousands of Personal Protective Equipment.