

# HELEN SHIH



Helen Shih is the CEO of 800-777-CLUB.

Born and raised in Taiwan, Ms. Shih immigrated to the United States in 1975, the same year she received her bachelor degree in biochemistry from National Chung Hsing University. She continued her studies at Occidental College in Los Angeles, earning a master's degree also in biochemistry.

Ms. Shih and her brother, Marty Shih, opened a flower stand in a closet –sized space in downtown Los Angeles in 1979. After seven years of hard work, long hours and much perseverance, that little stand miraculously blossomed into She's Flowers, Inc., a totally computerized full-service floral franchise operation.

Through her own experiences, Ms. Shih understood the difficulties and challenges facing the first generation Asian immigrants in America. To help make these new immigrants transition to a new country and culture easier, Ms. Shih established Asian Financial & Insurance Service, a general insurance agency which caters to their financial & insurance needs.

## **800-777-CLUB, INC.**

“ Life continues the way it should no matter where people are,” said Shih. As such, Ms. Shih is committed to providing

services of mainstream importance, coupled with an understanding of the uniqueness of the Asian American community.

In 1998, Ms. Shih was appointed CEO of the organization by the Board of 800-777-CLUB. Under her leadership, she reorganized the company and diversified services from telecommunications, financial and insurance service to database marketing. Ms. Shih will lead 800-777-CLUB , the first Asian American membership database marketing organization, into the 21st century.

**800-777-CLUB, Inc.**

9550 Flair Drive, El Monte, CA 91731, 800-777-CLUB x5001, 626-823-3998

Fax 626-452-2197, Email [hshih@800777CLUB.com](mailto:hshih@800777CLUB.com)