



BLACK LEADERSHIP
ADVISORY COUNCIL

Black Leadership Advisory Council: Kevin Asato

Name: Kevin Asato

Title: Portfolio Manager

Location: Tustin, California

Date of Hire: October 2018



Why did you choose to participate in BLAC?

I saw this as a remarkable platform to facilitate awareness and education to improve racial equality. This subject is a personal passion of mine, so the opportunity to enable positive change in my workplace was exhilarating. I have mentored professionals and I'm an active participant in the NAACP, but there's no greater passion/joy than to help my children navigate life (socially, academically and professionally) as persons of color. My motivation to participate in this council is to support a larger audience in a similar fashion. I'm proud to be a part of this organization and proud enough to have one of my sons work here as well. I believe I can assist with making it even better.

What do you hope to accomplish as a member of BLAC?

I would like to help lead the transformation within RNDC and Young's to be a model for inclusion and an anti-racist organization in the consumer goods industry. The hallmark of success would be to have behavior changes learned at RNDC and Young's that are exercised beyond the workplace.

What is your vision for current and future Black professionals?

My vision is to instill the confidence in all professionals that our character and the quality of our work are the pillars to our growth. Focusing on these pillars will reshape the unconscious bias to a more positive perspective.

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Why does representation matter to you?

As a Black and Mexican person raised in a Japanese culture, I have been exposed to various racial atrocities realized by my own family. Whether it be from my Japanese grandmother, aunts and uncles being interned at Manzanar or my Mexican grandfather, aunts, uncles and mom being forced to work the fields in extremely harsh and dangerous conditions to earn their citizenship through the Bracero Program, or my own experience as a Black man living with the modern day fear of whether a routine traffic stop could escalate to something life threatening, the motivation to change the landscape for future generations is strong. There is no doubt in my mind that had there been adequate representation to educate policy makers and decision makers that people of different race, color or origin are not threats or lesser than, then these atrocities might have been prevented. And while we cannot change the past, we can influence whether future generations need to be subjected to such poor choices.

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