



Business

Business Leadership Series

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Thank you to our executive sponsor!

**WELLS
FARGO**



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Susan Au Allen

**National President & CEO
USPAACC**

- Born in China and grew up in Hong Kong
- Came to the US through an invite from the White House
- Began practicing immigration law in 1983
- Founded USPAACC in 1984
- Became the full time National President & CEO in 2001



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History of USPAACC



- Founded in 1984 to address lack of support for growing Asian American demographic
- Began certification program in 1998 to promote Supplier Diversity benefits for Asian American- owned businesses
- Annual conference began to showcase Asian American contributions in business, science & technology, art, sports, and public/community service
- First regional chapter established 1009 in West Coast due to growing demand of services



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USPAACC Today



- Covers East to West, North to South and Midwest regions
- Certification program carries gold standard & accepted by Fortune corporations
- Celebrating the 30th anniversary during national annual conference in June
- *CelebrAsian* Procurement Conference is largest B2B procurement event convened by Asian Americans
- Innovative programs well-known in corporate supplier diversity & government small business programs & been replicated by similar organizations

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Highlights from Current Programs



- Business Leadership Series with GWU School of Business
- One-on-one matchmaking
- Annual Asia Trade Mission
- National Fastest Growing Asian American Business Awards
 - combined one year revenue \$4.2 billion
- *Business Express: ReadySetGrow* Executive Coaching Program
- Micro Grant Program
- Chief Procurement Officer's Forum
- Asian American Director's Awards



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Future of USPAACC

- Ideas Marketplace: *What's your Pitch?*
- Expansion of Asia Trade Mission trips to more countries
- Work with start-ups and the new generation game-changers
- Regional chapters to cover major metropolitan cities with high Asian American population



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Three Key Challenges

- 
1. Lack of resources
 2. Shy away from business networking events
 3. Different Business Culture (Asian American vs. Other American)

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First Challenge

Lack of resources:

- **Capital**
- **Talent**
- **Information**

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Second Challenge

**Shy away from business
networking events**

A decorative graphic at the bottom of the slide featuring several overlapping, wavy bands of light pink and white, resembling a stylized rainbow or a series of hills.

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Third Challenge

Different Business Culture (Asian American vs Other American)

- Personality: quiet vs. outspoken
- Profile: low vs. high
- Problem sharing: resistant vs. open to discussing
- Competitiveness: debilitating vs. facilitative
- Collaboration w/ others: poor vs. good

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Upcoming Business Development Events:

Next Webinar: April 16, 2015

The Entrepreneurial Market: Asian American and the Minority Business Community

More information:

www.uspaacc.com/programs/business-leadership-series



SAVE THE DATE

USPAACC
US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

JUNE 3 - 5, 2015
BETHESDA NORTH MARRIOTT HOTEL
AND CONFERENCE CENTER
BETHESDA, MARYLAND

30th Anniversary
CELEBRASIAN 2015
PROCUREMENT CONFERENCE

THE COUNTRY'S LARGEST B2B CONFERENCE CONVENED BY PAN ASIAN AMERICAN BUSINESSES
TO CONNECT WITH SMALL, MEDIUM AND LARGE ENTERPRISES

WWW.CELEBRASIANCONFERENCE.COM

WWW.USPAACC.COM

June 3-5, 2015

Bethesda, Maryland

Bethesda North Marriott Hotel & Conference Center

More information:

www.celebrasianconference.com

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THANK YOU!

For attending our webinar series. We invite you to take a brief 5-question survey immediately following this webinar.

Visit us at www.uspaacc.com

And once again,

THANK YOU!

To our sponsor

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