

SA Webinar Presentation – BUSINESS LEADERSHIP SERIES

USPAACC: Past, Present, & Future

(Approximately 17 minutes)

SLIDE #1: TITLE/OPENING SLIDE

SLIDE #2: (2 minutes)

- Welcome to the first of 16 webinars of USPAACC's Business Leadership Series.
- I am Susan Au Allen, National President and CEO.
- When I graduated from high school in Hong Kong, I wasn't going to college because my father's modest government paycheck couldn't afford it.
- I saw an announcement in the English newspaper looking for volunteers for a world conference for people with disabilities.
- I volunteered and was lucky to meet delegates from the White House and the United Nations -- important people -- who liked my hard work and can-do attitude.

And I was invited to visit the United States and the United Nations.

- That opened the doors to a college education and two law degrees and a career in law, immigration, international trade and investment
- In 1984, I helped to found the US Pan Asian American Chamber of Commerce and later the Education Foundation, with business and community leaders from California, Maryland, Virginia and Washington, DC -- to bring the very diverse Pan Asian American business together as one united voice.
- At that time, there were two civil rights groups, the Japanese American Citizens League and the Organization of Chinese Americans, but no organization, national or regional, especially in business and the professions that represented the entire diverse group of Asian Americans.
- It was a daunting task. The journey would be arduous, with little short-term gains but abundant in long-term pains.

- We rolled up our sleeves and went to work. We worked after our regular day job. We knocked on Government doors; we walked the halls of Congress, and called on major corporations.
- It took quite a while to persuade them to answer our calls, open the doors to see us, and listen to our stories -- the Asian American story.
- We have come a long way -- From coming to America as indentured servants to building the Transcontinental Railroad, to building Silicon Valley, to scaling the skies in our rockets, and growing manufacturing enterprises like Vizio, USPAACC tirelessly told the Asian American success stories to decision makers and influencers.
- We also told them about Asian American contributions in government, from the first Asian American Senator, Senator Hiram Fong of Hawaii (R) to the first Governor Gary Locke (OR-D) and Cabinet members Elaine Chao (Labor Secretary), Energy Secretary Steven Chu (D), and then the national 50 fast-growing Asian American businesses.

- Until USPAACC began to travel around the country and tirelessly tell these real life stories of achievements of national impact and present them at USPAACC's annual conferences, few Americans knew who Asian Americans were and our contributions to the vitality and prosperity of the country.

SLIDE #3: (2 minutes)

- USPAACC was founded in 1984 to fill a need: a unified voice with a strong message for the disparate Asian American subgroups in business and the professions
- The Asian American demographic landscape consists of a mosaic of 30 countries of origin, in which the 6 major groups are: Chinese, Filipino, Asian Indian, Vietnamese, Korean, and Japanese.
- [Plus we have other Southeast Asian (Cambodia, Thailand, Myanmar, Singapore, Malaysia, Indonesia, etc.) South Asian (Bangladesh, Pakistan, Sri Lanka) and Pacific Islander Group (Guam, Northern Mariana,

American Samoa)]

- Each group having their own language and dialects, unique pathway to America, anchored by their own culture, history, perceptions and expectations
- We also saw the need for a substantial support for the growing Asian American demographic in business
- We began our certification program to facilitate entry of Asian American-owned businesses in corporate and government marketplace
- During our annual national flagship conference (CelebrAsian) we also presented Asian American contributions in business, science and technology, art, sports, and public and community service
- The demand for our services in the West Coast led to the creation of our first regional chapter in Southern California in 1994
- Then came the Midwest chapter, the Southwest, the Southeast, and the Northeast chapters. The latest was

the New England chapter.

- Through these chapters, we have established an effective network that reaches the states with the largest Asian American population in the continental U.S.
- All this work and programs educated a new generation of Asian American businesses about the efficacy and benefits of standing up to be counted as a small and minority business that compete on their own merits in the mainstream.
- Corporations and government buyers who had the vision to engage with us and gave our members a chance received good value for their time and resources, and they came through winning.

SLIDE #4: (2 minutes)

- So where is USPAACC today?
- Our branches reach as far as all who would respond; our roots grow deep and firm through programs that

cater to the needs and interests of Asian Americans would tell us - over 10,000 of them.

- Today's USPAACC reaches from the east to the west, the north to the south, and the midwest.
- Our certification carries the gold standard.
- Our business development ideas and programs are studied and replicated in other organizations with similar missions but different constituencies. That is the biggest compliment we could earn.
- From B2B, B2Government, B2C, small start-ups, mid-stage, to multibillion Asian American businesses – we have been and continue to serve them.
- Since 1989, we hold the largest gathering of some of the best and brightest Asian Americans in business, science and technology, the arts, education, sports, public and community services. They brought thought leadership, results-oriented business development ideas, real life experience and stories of success that transcend trials and tribulations, lessons learned from

mistakes made, best practices from errors and resets.

- Fortune corporations and federal agencies and large non-profits also liked us and gave their unwavering support. And that is the prize we aspire to win for America - contributing to America's economic vitality, job growth and economic parity.
- In 2 months, we celebrate our 30th anniversary in Bethesda, Maryland
- It is called CelebrAsian Procurement Conference and it has become the country's largest B2B procurement event convened by Asian Americans to connect with large, medium and small enterprises
- With over 700 participants every year from all industries from across the country -- it is a busy marketplace of ideas, negotiations, and deal-making
- Top-caliber Asian American suppliers, industry leaders and visionaries, C-Suite: CEOs, COOs, CFOs will be in attendance—looking for new innovations, business

opportunities, the best performing suppliers and business intelligence

- For years, this Conference has been the talk of the town and the country because of its creativity and cutting-edge ideas that are born there.

SLIDE #5: (2 minutes)

- Here are the highlights of our current programs
- This Business Leadership Series is part of 16 bi-monthly webinars brought to you in partnership with the George Washington University School of Business and Wells Fargo
- Our Chief Procurement Officers' Forum is the highest level discussion from Fortune 500 powerhouses about the what, where and when they buy in the global marketplace
- Our signature pre-scheduled one-on-one business matchmaking meetings that we brought to the market in 1998, has become one of the most popular events at

our national conference from which countless success stories have sprung

- Our annual Asia Trade Mission, which we started in 2005, to build bilateral working partnerships with business in Asia, and to promote American products and services, as well as to bring investment to the U.S.
- To date, we have visited and re-visited over 13 fast-growing cities in China, Taiwan and India [Beijing, Chengdu, Chongqing, Dalian, Guangzhou, Hong Kong, Qingdao, Shanghai, Tianjin, and Xi'an, Taipei, Hyderabad and New Delhi]
- Our National Fastest-Growing Asian American Business Awards identify successful enterprises that grow, create jobs, and provide the essential tax base for the community and the country.
- These companies have succeeded despite the economy.
- [In one year, our fast-growing businesses had a combined annual revenue of \$4.2 billion, with

companies achieving a growth rate of up to 300%]

- Our Business Express: ReadySetGrow Executive Coaching Program puts small and minority businesses on the fast track to business growth
- [Each year, we hold our executive coaching program in various parts of the country and is well-attended – not only by Asian American business owners but also other ethnic groups from small and minority businesses who want to quickly grow their business]
- We just started our Micro-Grant program and awarded four (4) local chambers of commerce in Texas, Georgia, and Pennsylvania who successfully competed for the cash award to build their existing business development programs
- [This year, I am proud to announce that we have already 12 CPOs confirmed]
- [They are all from major Fortune 500 corporations such as: AT&T, Wells Fargo, PepsiCo, UPS, TIAA-CREF,

Duke Energy, Capital One, Marriott International, Hilton Worldwide, Caesars Entertainment, InterPublic Group and Ingersoll Rand]

- We also have our Asian American Directors' Awards where we shine the spotlight on the accomplishments of members of the Board of Directors of Fortune 500 corporations — a rare and laudable achievement among Asian Americans in corporate governance
- [In the past few years, we have given the award to members of the board of directors of companies such as Altria Group, Best Buy, ConAgra Foods, Dolby Laboratories, Edison International, Export-Import Bank, Pacific Life, SABMiller, Tyco, Walt Disney, Wells Fargo, and Western Union, to name a few]
- This year, [mention participants]

SLIDE #6: (1 minute)

- And now, I am excited to share with you our future plans.
- A new program at our annual national conference in June, entitled “Ideas Marketplace: What’s your Pitch?”
- Select innovators will pitch their ideas on products and services to potential investors, buyers and other business gurus. It will be dynamic and fun but result-oriented
- Our Asia Trade Mission will extend to more emerging countries such as Korea and the Philippines. Our past 10 years of Trade Mission experience has taught us how to help American businesses sell in Asia.
- We will expand our partnership and collaborate with promising start-ups and the new generation of game-changers through programs such as our Under 40 Millionaire Entrepreneurs.
- And of course, our Regional Chapters will continue their good work reaching out to Asian American and other small businesses to promote equal opportunity for all.

SLIDE #7: (1 minute)

- You might already know that Asian Americans are the fastest-growing ethnic group in the United States today, according to U.S. Census and Pew Research reports
- This growth is attributed to an increase in legal immigration, the reports say.
- Asian Americans have the highest-income and are the best-educated compared to other ethnic groups
- More important, there are 1.5 million Asian American-owned firms with nearly \$670 billion in revenue and with 2.8 jobs created
- And their buying power will be \$1 trillion by 2019, according to The Selig Center for Economic Growth
- But with all these successes, there are still Asian Americans who encounter barriers to opportunity and growth

- Three Key Challenges
 1. Lack of resources
 2. Propensity to stay away from business networking events
 3. Different Business Culture (Asian American vs. Other American)

SLIDE #8: (2 minutes)

- The First Challenge -- Lack of Resources: that is capital, talent and information
- Access to capital is actually a Catch-22 to most business owners – even to other ethnic groups
- Most financial institutions look at past performance or equity or collateral before they even provide a loan or extend a line of credit to a new business
- But how can a new business build on performance and capacity without getting an infusion of much-needed capital to begin with?

- That is why some business owners turn to friends, relatives, or within their ethnic enclaves to borrow money – sometimes at an exorbitant interest
- And more often than not, the capital infusion is spent to pay employees instead of expanding business. And when clients don't pay on time, it is another challenge
- The second challenge – Talent: how do you find and retain talent?
- In business, money is king, and employee loyalty is tested if one receives a better offer from another company
- Good employees who contribute to business growth are hard to find and retain. When they leave, new ones will take time and re-train and that takes capital.
- Information is power
- Take a marketing firm, for example. A directory of clients, is securely guarded. Because they lead to the market and target segment – and therefore business.

- Or you get new information that could improve your product or service and making it more cost-effective, efficient, appealing or user-friendly, etc.
- Or specific information on what buyers want?
- So where do you get these information?
- That is where USPAACC enters. This is what we do best. For suppliers, we do our homework and provide you with the relevant information. We connect buyers to suppliers. In other words, we open doors to opportunities for each of them.
- We're not only the gateway to quality Asian American suppliers, we're also the gateway to information on Asian Americans and on the dynamic markets in the Asia-Pacific region

SLIDE #9: (1 minute + 30 seconds)

- The Second Challenge: The propensity for Asian Americans to shy away from business networking events
- I believe this is more cultural than anything else
- The mostly older generation of Asian Americans are taught humility since childhood. It's the Asian way, as many say.
- So these networking events go against every grain they have learned as children – because this is an event where you are supposed to sing praises about yourself, tell a room full of strangers what you are best at, what your core competencies are – we have to become extroverts, similar to others in the animal kingdom, where you puff your chest and show your brightest colors to attract business partners or clients
- For the younger generation, they tend to stay away from these networking events perhaps because they think they can connect and interact using their smart and on-line devices

- I think this puts them at a disadvantage, because there is no substitute for the value of a face-to-face meeting and the power of an actual handshake
- Asian Americans do business with those they trust
- You won't gain trust if they have not met you at least once, so take advantage of every opportunity to connect with your prospective business partners and leverage the value of a face-to-face encounter and the power of a firm handshake

SLIDE #10: (2 minutes + 30 seconds)

- The Third Challenge -- Difference in Culture
- As I said before, there are perceived differences between the Asian American way of doing business versus the other American way or Western way
- There are many stereotypes, like Asian Americans are perceived to be meek especially in the presence of authority – that's cultural

- We are supposed to respect our elders – this includes people in more senior levels like your boss
- In Buddhist principles, you maintain harmony, and that is only achieved when there is consensus
- In India, JRD Tata, the respected late leader of the House of Tata conglomerate, used to say: "I have always felt that in running any enterprise, I would rather have a team of dedicated second-raters fully behind me, than a group of semi-geniuses fighting each other."
- In short, he says that everyone wants to be the general and nobody wants to be the soldier
- That is why we are sometimes torn in the workplace and in the business environment: do we stay quiet and maintain harmony or be outspoken and elicit discord or dissension?
- What profile do we take? A low profile where we disappear in the background or a high profile where we take credit for ourselves?

- Within the Western business culture, do we blend with the bigger group or take on a more prominent leadership role?
- How about sharing our problems? Are we a closed book who are resistant to sharing any information about our life or business, or are we open to discussing our problems to anybody who cares to listen?
- Are we competitive enough to survive in the mainstream? Or do we shrink at the very first signs of competition?
- Do Asians view competition as undesirable or as encouraging renewed sense of cooperation? I think it is the latter
- Collaboration comes out of a shared desire to achieve a common goal. In Asia, everything is collaboration. In U.S. culture, with its emphasis on originality and individuality, we place less emphasis on collective collaboration

- [In Asian culture, where some Buddhist principles are oftentimes the foundation of a good work ethic, discipline and harmony are a must-have to succeed]
- [I believe that Asians are good in collaborating with others because teamwork and cooperation create positive reinforcement that eventually lead to group harmony]
- And that is the difference between cultures: the quiet versus the vocal

SLIDE #11: (50 seconds)

- In closing, I would like to remind our webinar guests that on April 16 we will have our second webinar presentation on the Entrepreneurial Market: Asian American and the Minority Business Community
- Please visit our website. You can get more information at the link here
- And please mark your calendar June 3-5 for CelebrAsian Procurement Conference, the country's

largest B2B conference convened by Asian American businesses to connect with large, medium and small enterprises in Bethesda, Maryland

- Thank you to GWU School of Business and of course, Wells Fargo, who has been such a steadfast supporter of USPAACC and Asian American businesses for the last decade.
- And for all our webinar guests, thank you for your kind attention
- Have a good afternoon!

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