

# REPORT

## USPAACC Holds 15th Annual CelebrAsian 2003: "Access & Growth" in Washington, DC

Three-Day Conference Draws Over 1,000 Participants

The US Pan Asian American Chamber of Commerce (USPAACC) held its 15th Annual CelebrAsian 2003 in Washington, DC on May 5-7. This year's theme, "Access and Growth," built on the foundation of CelebrAsian 2002 which was held in New York City last year. Over 1,000 participated in the three-day event which was expected to help establish business connections, build strong business relations and expand growth in business and career.

CelebrAsian 2003, with Microsoft Corporation as Corporate Chair, and Federal Express, Mercedes-Benz, USA and Verizon as Co-Chairs, kicked off with a Celebrity Golf Tournament, an 18-hole game at the Bull Run Golf Club in Haymarket, Virginia. Concurrently, an Executive Leadership Institute was also held at the Hyatt Regency on Capitol Hill, where small Asian American-owned firms honed their skills on how to market and grow their businesses.

On the nation's Capitol Hill, woman corporate trailblazers and entrepreneurs spoke about their experiences on their way to success at the *Woman Pioneers Symposium: Audacious, Bright & Competent*. A Capitol Hill Reception followed

that offered participants opportunities to meet the nation's legislators from the United States Congress.

At the *Guanxi\** Breakfast and Plenary Session, Fortune 500 company executives talked about procurement opportunities. (*Guanxi is a commonly used Chinese term meaning "relationship" or "contacts."*) Then a day-long *Guanxi\** "One-on-One" Suppliers Opportunity Fair began that featured valuable pre-scheduled quality one-on-one meetings set up between buyers from Fortune 500 companies and federal agencies, and suppliers. At the *Guanxi\** Suppliers Opportunity Luncheon, a Memorandum of Understanding was signed between USPAACC and the Small Business Administration (related story on page 3).

The finale of CelebrAsian 2003 was the *Excellence Awards & Scholarships Dinner*. It celebrated *Asian Pacific American Heritage Month* by honoring distinguished Asian American achievers in business, science & technology, the arts and education, and awarded college scholarships to the next generation of achievers.

More CelebrAsian 2003 highlights inside.

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Women of influence at the CelebrAsian 2003 Excellence Awards & Scholarships Dinner: from left, PepsiCo President & CFO Indra Nooyi (Honoree), Labor Secretary Elaine Chao (Keynote Speaker) and USPAACC National President & CEO Susan Au Allen.

## USPAACC: An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce (USPAACC) is an 18-year old, national, non-profit business organization representing ALL Asian Americans and Asian American-related groups in business. We promote, nurture and propel economic growth by opening doors of contract, educational and other opportunities for Asian Americans and their business partners in corporate America and government agencies.

## 2003 CALENDAR OF EVENTS

Business Colloquy  
Chicago, Illinois September 9

Opportunities Conference sponsored by the Department of Labor (DOL), Housing and Urban Development (HUD), and the Small Business Administration (SBA)  
Washington, DC September 23-24

Business Colloquy  
Atlanta, GA October 13

Little Saigon Expo  
Orange County, CA November 7

Business Colloquy  
Tyson's Corner, VA December 8

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## President's Message

*On behalf of the USPAACC regional chapter presidents and the national staff, I would like to thank our supporters from the Fortune 500 companies, government agencies, corporate members, Asian American business owners and all who made the 15th Annual CelebrAsian 2003 held in Washington, DC a resounding success!*

*Now we look forward to the numerous activities lined up for the next 12 months. The First Asian American Business Expo in the Southwest was recently held in Dallas in July. In November, we will hold the 2nd Annual Little Saigon Expo in Orange County, California. More business colloquies will be held in Atlanta, New York City, Boston, Chicago and in California. And we eagerly anticipate working even more closely with the Small Business Administration, the U.S. Department of Energy and the Minority Business Development Agency (MBDA) of the U.S. Department of Commerce, to expand growth and business opportunities.*

*So stay tuned and here's hoping to see you soon at one of USPAACC's events!*



Susan Au Allen  
National President & CEO

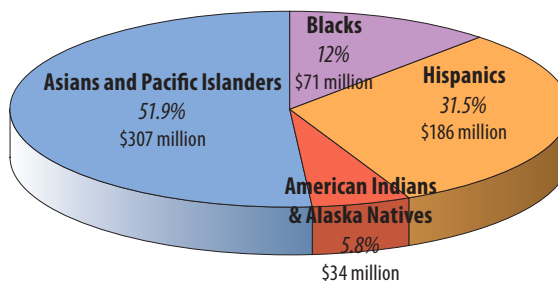
## Welcome Aboard!

### USPAACC Proudly Welcomes Its New Corporate Members

- Eastman Kodak
- Hilton Hotels
- Merrill Lynch
- Morgan Stanley
- Nextel Communications
- Raytheon
- United Parcel Service
- Verizon Wireless
- Volvo Cars of North America
- Wachovia Bank
- Wyndham International

## By the Numbers

### Business Ownership by Minority Group\*: Sales and Receipt



\* U.S. Census Bureau, 1997 Economic Census

Note: Detail in this graph does not add to total because of duplication of some firms.

## Distinctions



### Regional Minority Small Business Advocate of the Year (Region 3 and District)

The U.S. Small Business Administration presented USPAACC National President & CEO Susan Au Allen the SBA Minority Small Business Advocate of the Year Award for extraordinary efforts in promoting small business programs through membership and high level constituencies.

www.uspaacc.com



## House OKs Proposal on Association Health Plans (AHPs) as Support Gains Momentum

USPAACC backs proposed legislation that would make health plans for small businesses more affordable

*Association Health Plans or AHPs were one step closer to becoming a reality when the U.S. House of Representatives recently passed a legislation that allows for its creation. This development comes on the heels of Congressional meetings chaired by Senator Olympia Snowe (R-Maine) and Representative Sam Johnson (R-Texas) where discussions were held on the merits of the AHP legislation that aims to considerably broaden access to health coverage.*

The primary benefactors to this bipartisan bill, should it pass in the Senate, will be the more than 41 million Americans who are currently uninsured. Of equal importance is its impact on an estimated 60 percent, or 24 million of those uninsured who work in small businesses.

Advocates of this legislation, including USPAACC, and representatives from the small business community, have, for nearly two years, rallied around the AHP legislation as a means for more employers to offer health insurance to their workers by giving them the

*"The AHP is an essential piece of legislation aimed at making health care plans for small businesses, including minority-owned businesses, more affordable."*

*—USPAACC National President & CEO  
Susan Au Allen  
on the AHP provision*

buying power similar to that of large companies.

Specifically, small businesses would be able to join together and pay lower premiums by spreading the cost of insurance across a much

*Continues on page 15*

*"Small businesses—often trumped by their larger competitors of greater resources to fill huge contracts—ask for a chance to bid on contracts on a more reasonable playing field."*

*—USPAACC National President & CEO Susan Au Allen  
on contract bundling*

## USPAACC Participates in Senate Roundtable on Contract Bundling

*The Senate Small Business and Entrepreneurship Committee held a roundtable last March 18 to discuss the detrimental impact that contract bundling was having on small businesses. Senator Olympia Snowe (R-Maine), the committee's chairperson, presided over the session where federal officials, small business representatives, including USPAACC National President & CEO Susan Au Allen, participated in the discussion.*

Under contract bundling, agencies consolidate multiple projects into one huge deal. While proponents of contract bundling view this practice as a way to streamline the procurement process, critics say it prevents small businesses with less resources from competing against large companies.

"Small businesses are often trumped by their larger competitors of greater resources to fill huge contracts," USPAACC's Allen said. "We will work with federal agencies so that minority business owners, including Asian Americans, are given a chance to bid on contracts on a more reasonable playing field."

Small businesses often cite bundling as the major barrier to gain access to the federal marketplace. The practice has become more pervasive in the past decade, where bundled contracts are unlikely to be won by a small business because it is often not large enough to handle the requirements of size, number of commodities and services, and the geographic reach. In some cases, as small businesses stated during the roundtable, large companies have listed smaller ones as potential subcontractors in order to meet federal goals for

*Continues on page 15*

## Memorandum of Understanding to Help Asian American Small Businesses Signed by USPAACC and SBA

*USPAACC entered into a new partnership with the U.S. Small Business Administration with the signing of a Memorandum of Understanding stating their commitment to work together to provide information and resources to Asian American small businesses across the country. USPAACC National President & CEO Susan Au Allen and SBA Administrator Hector Barreto signed the agreement on May 7, during the Guanxi\* Opportunity Luncheon at CelebrAsian 2003 in Washington, DC.*

"This partnership revitalizes our mutual commitment to maximize opportunities for Asian American small businesses," USPAACC National President & CEO Susan Allen said. Under this partnership, the SBA and USPAACC will collaborate to increase access to capital, technical assistance and procurement and international trade opportunities for Asian American small businesses.

"By partnering with USPAACC, we're going to do all we can to share resources and information with the Asian American small business community so that they can continue to grow, flourish and be a

*Continues on page 15*



*USPAACC National President & CEO Susan Au Allen and the Administrator of the Small Business Administration, the Hon. Hector Barreto, sign a Memorandum of Understanding as four USPAACC Regional Chapter Presidents and distinguished guests look on.*

## USPAACC Participates in Telecom Industry Roundtable

Telecommunications giants AT&T and Verizon Communications held meetings with minority-owned businesses, the National Minority Supplier Development Council, Inc. (NMSDC) and USPAACC last March in New York City to discuss the industry's desire to see increased participation from small and minority-owned businesses.

High on the agenda were the barriers to entry and other issues affecting small businesses in their pursuit to become independent and long-term players in the telecommunications market. These stumbling blocks have reportedly been more severe for members of minority groups

and for women, mainly because of the difficulties in obtaining the necessary capital.

In 2002, the Telecommunications Industry Association (TIA) reported that the U.S. telecom industry capital expenditure was valued in excess of \$681 billion (up 3.5% over 2001, while the total U.S. telecom market is

"We would like to help ensure that minority businesses, including Asian American-owned small businesses, are on equal footing with large companies in the telecom industry."

—USPAACC National President & CEO Susan Au Allen

expected to rebound in 2003 with a projected growth of 8% to \$736 billion). But despite its sheer size and scope, the industry door remains hard to crack by minority businesses. "What was once a high barrier for small and minority-owned businesses have now become increasingly insurmountable," USPAACC National President & CEO Susan Au Allen said.

Although Allen lauds the telecom industry's attempt to reach out to minority-owned businesses, she notes that suppliers should do their homework. In order for them to effectively compete in the telecom industry, they would have to provide value-added features by studying the company they wish to sell to and reducing the cost or increasing revenue for the company. "We would like to help ensure that minority businesses, including Asian American-owned businesses, are on equal footing with large companies in the telecom industry," Allen added. ●



## Kudos to Stephanie Bates of AT&T

Our thanks to Stephanie Bates of AT&T for a fantastic job during USPAACC's 15th Annual Excellence Awards & Scholarships Dinner. She oversaw the excellent design of the stage that evening (see photo below), the artistic lighting, the well-placed table setting and decorations. Behind the

stage, her guidance ensured a smooth movement by scholarship presenters and the recipients on- and off-stage. Because of her creative efforts, that evening was definitely one for the books! ●



## National President & CEO Susan Au Allen Speaks Before Philippine Alumni Group

USPAACC National President & CEO Susan Au Allen spoke at the 4th World Congress of the De La Salle Alumni Association held in late May in Washington, DC.

Speaking in the business segment of the plenary session, Allen highlighted the successful relationship between the US Pan Asian American Chamber of Commerce and Asian American-owned businesses, how USPAACC's advocacy efforts successfully bridged this emerging business community with big corporations, including the Fortune 500 companies, and the government agencies.

Participants to the 4th World Congress of the De La Salle Alumni Association came from all over the United States and Canada, as well as from other countries. ●



"I enjoyed the informative business segment of the Plenary Session, especially the motivational speech by USPAACC President & CEO Susan Allen."

—Senen Glorioso  
De La Salle Alumni Association  
delegate from Manila, Philippines

## SBA and HUD Meet with USPAACC of Dallas

USPAACC National President & CEO Susan Au Allen and Southwest Regional Chapter Board Member Anson Chan attended a luncheon hosted by the Hon. Hector Barreto, Administrator of the Small Business Administration (SBA) in March.

At the meeting, Administrator Barreto announced SBA's latest outreach program and upcoming celebration of the 50th anniversary of the SBA and the Small Business Week to be held in September.

USPAACC's Allen and Chan also paid a visit to Housing and Urban Development (HUD) Deputy Secretary Alphonso Jackson to discuss programs that would ensure more home ownership and educate new homeowners on home maintenance, etc. As the nation's hous-

ing agency, HUD is developing new initiatives in response to the Bush Administration's directive, committing HUD's resources to increasing homeownership, particularly among minorities, by breaking down regulatory barriers that impede the production of affordable housing.

To further address this issue, USPAACC and other Asian American groups are holding exploratory talks on mortgage and real estate committees with Fannie Mae and other mortgage companies as participants. ●



### Spreading the Word About USPAACC in the East Coast

As USPAACC East Coast Regional Chapter President, Howard Li has been invited to numerous speaking engagements to represent the chamber, as well as to spread the word about USPAACC activities in the East Coast region covering New York, Connecticut, New Jersey and Philadelphia.

At the Asian Pacific American Heritage Month luncheon held in New York in May, Labor Secretary Elaine Chao was the guest speaker and prominent Asian Americans were invited, including Li and Susan Ralston, White House Executive Assistant to the Senior Advisor to the President, who is of Filipino heritage.

In early July, Li was a featured speaker, along with the Consul General and Economic and Commercial Consul from the Chinese Embassy, at a New Jersey conference dubbed "Partnership for Prosperity" celebrating

over twenty years of U.S.- China trade relations.

Speaking before an audience of more than 200 people, Li characterized China as arguably the largest factory in the world because of her large labor resources and low shipping cost. "China should maintain a mutual interdependence with the U.S. to ensure a future of prosperous economic trade between the two countries," Li said.

For more information on the USPAACC East Coast Regional Chapter activities, contact Howard Li at (212) 764-8989 or (212) 768-2113. ●

### Preparations Underway for West Coast Regional Chapter's Little Saigon EXPO 2003

The Second Annual Little Saigon EXPO 2003, hosted by the USPAACC West Coast Regional Chapter, will be held in mid-November in Orange County, California.

Widely known as the "crown jewel" of Little Saigon, the venue for business-to-business opportunities between Asian American companies and large corporations will build on last year's EXPO and more.

USPAACC West Coast Regional Chapter President Frank Jao, also known as "Mr. Saigon," said the EXPO will feature a job fair for companies looking for prospective employees, vendor and corporate business booths, and an automotive exhibit showcasing the latest models on the market.

This EXPO will surely be a time for Asian American businesses on the West Coast to gain profitable connections. This is also the occasion for companies to reach out to the Asian American community to promote their brands.

The venue for the EXPO prides itself for having the largest Vietnamese community outside Vietnam. In Little Saigon alone, there are over 3,500 Asian-owned and operated businesses.



The "crown jewel" of Little Saigon, venue of the 2003 EXPO in the West Coast

www.uspaacc.com

For more information on the Little Saigon EXPO and the activities of the USPAACC West Coast Regional Chapter, contact Frank Jao at (714) 842-8038 or fax (714) 842-7332. ●

### The First Asian American Business EXPO Hosted by Southwest Regional Chapter in Dallas

The US Pan Asian American Chamber of Commerce's Southwest Regional Chapter presented the first ever Asian American Business EXPO on July 15, 2003, at the Adams Mark Hotel in Dallas, Texas.

Grace McDermott, USPAACC Southwest Regional Chapter President, with assistance from the USPAACC National Office, organized the event. Verizon and Verizon Wireless were the Signature Sponsors of the EXPO and Steve Banta, Group President of Verizon Northwest & Southwest Regions, was the luncheon keynote speaker.

The EXPO featured an Asian American Woman Business Symposium presented by USPAACC's Asian American Woman Suppliers Diversity Council. JP Morgan Chase was the Title Sponsor of the symposium. The EXPO also featured Guanxi\* booths and Business-to-Business Procurement exhibits. All programs were designed to match Asian suppliers, including Asian woman suppliers, with buyers from the corporate sectors and government agencies.

Corporate participation came from Fortune companies such as Verizon Communications, Verizon Wireless, Coca-Cola, Volvo Cars of North America, American Airlines, Guaranty Bank, JP Morgan Chase, JCPenney, Applied Data Resources, Global Star Mortgage and Asian Business News. Government agencies, Asian and Asian American woman-owned businesses all supported this EXPO.

Highlights of the EXPO will be presented in the next East West Report.

For more information on the activities of USPAACC Southwest Regional Chapter, contact Grace McDermott at (817) 543-4299 or (817) 261-7389. ●

The First Asian American Business EXPO was designed to match Asian suppliers with buyers from the corporate sectors & government agencies.

### Midwest Regional Chapter to Host Chicago Roundtable Forum in September

In June of last year, an organizational meeting was called to brainstorm and discuss the future presence of USPAACC in the Midwest territory.

Susan Au Allen, USPAACC National President & CEO, was present, along with individuals from Exelon, Empress Casinos, and other corporations. After a year's time of planning and organizing, USPAACC is excited to begin its work formally in the Midwest.

Headed by Varghese Chacko, the USPAACC Midwest Regional Chapter will hold a business colloquy on September 9, 2003

in Chicago, Illinois. Representatives from different government agencies and decision makers from several corporations will be participating. It's all about business connections.

For more information on the USPAACC Midwest Regional Chapter's Business Colloquy in September or its future activities, contact Varghese Chacko at (773) 626-3100 or (773) 626-5541. ●



# CelebrAsian 2003

**M**ay is designated as Asian Pacific American Heritage Month. To celebrate, USPAACC has, for the 15th year, brought Asian Americans and professionals together to build relations with buyers from Fortune 500 companies and federal government agencies to make Guanxi (connections and relationships) so that they could grow their businesses. In this venue, USPAACC also recognized outstanding Asian Americans for their contributions to our country, as well as corporate America and the federal government for their commitment to Asian American suppliers. College scholarships were also awarded to students from across the country.

## USPAACC's Celebrity Golf Tournament

Was a fun-filled networking event for 60 golf enthusiasts that raised scholarship funds for college-bound students.



Putting for eagle, birdie, or par?



Pep talk from USPAACC National President & CEO Susan Au Allen



At the Bull Run Golf Club, Haymarket, VA



Volvo provided the hole-in-one prize



Fore!

Onlookers

## Executive Leadership Seminar

The Asian American business executive program trained small Asian American-owned firms and all other 7(j) eligibles to conduct and expand their businesses with more confidence and success, thereby creating more jobs and bringing prosperity to the community in which they live and do business.



From left, Wayne Chen, Donald Chu and Charles Chen



"It was my pleasure being part of the Executive Leadership Institute during CelebrAsian 2003. This was a triple-A event. You and your team are true professionals."

—Fernando Hernandez  
AT&T Supplier Diversity Director



Jennifer Li, Andrea Roane, Jeannie Diefenderfer chat with a participant



Prasad Alapati enjoys the center of attention



USPAACC Nat'l Pres. & CEO Susan Allen



Monica Woo



Shinae Chun of the Department of Labor



Ted Teng of Wyndham International



Regina Liang Muehlhauser, President of Bank of America, San Francisco



USPAACC Pres. Susan Au Allen, Joe Johnson of Mercedes-Benz, USA & Edmund Moy of the White House



Ann Marr of Worldwide Technologies



Andrea Roane of WUSA



David Gonzales of PepsiCo



Jeannie Diefenderfer of Verizon



Speakers at the Woman Pioneers Symposium and Capitol Hill Reception



National President Susan Allen with Department of Labor's Shinae Chun



Speaker and entrepreneur confer



From left: Gwen Wilson of Verizon Wireless, USPAACC's Len Babji and Marsha Gambles of Verizon Communications



Betty Chao of Westech International



Nancy Lewin of Johnson & Johnson



Jennifer Li of the Dallas Police Department

## Woman Pioneers Symposium and Capitol Hill Reception

In partnership with the U.S. Department of Labor Women's Bureau, this event brought together some of the most outstanding women in business, corporate America and government executive services of diverse ethnic backgrounds. They shared experiences on their journey to the top, including their trials and tribulations, challenges and rewards, and precious lessons learned.

The Capitol Hill Reception provided the participants the opportunity to meet with the nation's lawmakers and have one-on-one meetings with the distinguished speakers.

"I particularly enjoyed hearing success stories of the very impressive women who presented at the Woman Pioneers Symposium."

—Debbera Hayward,  
Senior Director,  
Corporate Diversity,  
American Red Cross



## White House Briefing

To celebrate Asian Pacific American contributions to the nation, the U.S. Congress has designated the month of May each year as *Asian Pacific Heritage Month*. This year, when President George W. Bush proclaimed May 2003 *Asian Pacific American Heritage Month*, he called upon all citizens to "learn more about the history of Asian Pacific Americans and how they contributed so much to our national history and culture."



President George W. Bush welcomes Asian Americans as Cabinet Secretaries Gale Norton, Elaine Chao and Norman Mineta look on.

Chief of Staff to the President, Secretary Andrew Card



Cynthia Williams of the White House

Commerce Secretary Donald Evans shares his experience starting up a small business with George W. Bush over 20 years ago.



Susan Ralston, Exec. Assistant to the Senior Advisor to the President, Karl Rove



Edmund Moy, Special Assistant to the President



Supplier attendance was in full force at the Guanxi Fair



"The USPAACC Conference was outstanding and afforded us an opportunity to meet with several members of the White House staff to discuss issues critical to our business. My calendar is already marked for next year."

—Joe J. Johnson, Corporate Development & Transformation Officer, Mercedes-Benz, USA



Tronex's Poyee Tai and Donald Chu



Dominic Pangborn of Pangborn Designs, Jana Goldenman and Paul Schipmann of General Mills

## Guanxi\* Breakfast & Plenary Session, Guanxi\* "One-on-One" Suppliers Opportunity Fair & Luncheon

This program of the Asian American Suppliers Council (AASC) increases contacts and sales among Asian Americans. Corporate and public sector purchasers join AASC to diversify their supplier and customer base. AASC is a unique national one-stop shop designed to nurture and develop mutually beneficial business relationships between purchasers from corporate America and the public sector and Asian American suppliers.

\*Guanxi is a commonly used Chinese term meaning "relationships" or "connections."



Anson Chan with Hector Barreto and Susan Allen

**BRAVO! USPAACC** has once again successfully choreographed and executed one of the most effective forums between the Asian American supplier community & corporate America. We were thoroughly impressed with the caliber of suppliers we met & are eager to begin exploring business opportunities with many of them.

—Larry P. Brody  
Director,  
Strategic Sourcing &  
Travel Management  
CBS Broadcasting



SBA Administrator Hector Barreto and Microsoft's G. Winston Smith



D.K. Singh of IBM



Ronald Langston of the U.S. Dept. of Commerce



Tim Wu and Bob Gonzalez of PepsiCo

"We did very well at the Guanxi Fair. We made several high potential contacts that looked good. Thank you!"

—Cynthia Terry,  
Director,  
Corporate Diversity  
& Community  
Relations,  
Giant Food, Inc.

"Kudos to USPAACC for—again—another successful event. The White House, the symposium and the Capitol Hill reception were all wonderful. The trade fair was again very well organized. The awards dinner and scholarship were excellent!"

—Jana Goldenman, General Mills,  
Minneapolis, MN



PepsiCo's David Gonzales, Pam Thomas & USPAACC President Susan Au Allen

"I attended a trade fair a week before I went to CelebrAsian 2003 and swore that I'd never go to another trade fair. But you convinced me I should go to yours. I did and it changed my mind about trade fairs."

—Victor Edozien,  
Asaba Group,  
Natick, MA



USPAACC's Cherie Chiong with CyberTechnology's Norman Chan



SBA Administrator Hector Barreto is in high demand



Ronald Langston of MBDA and James Qin of Q&C Int'l.



# CelebrAsian 2003 Excellence Awards & Scholarships Dinner



Labor Secretary Elaine Chao



Sachi Koto of CNN Headline News was once again the consummate mistress of ceremonies

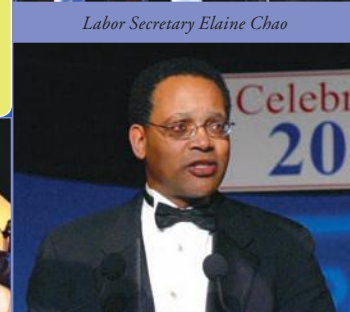


Sansanee Suwaratana speaking on behalf of the other scholarship recipients

The Excellence Award was established in 1989 to honor Asian Americans for their achievements and contributions to the United States in the fields of education, business, science & technology, the arts, sports, and public & community service. Also, since 1989, over a hundred college scholarships have been presented to students from across the country. This year, the tradition continues.



Frank Jao greets Labor Secretary Elaine Chao



G. Winston Smith, Director of Supplier Diversity, Microsoft Corporation



Verizon won the 2003 Corporation of the Year Award; Keiko Harvey, Senior Vice President, accepting the award from USPAACC National President & CEO Susan Au Allen



"You have everything. You own everything. You are such a powerful group. I'm amazed!"

—James Hong, Actor & Honoree



PepsiCo President & CFO Indra Nooyi accepting the Woman Pioneer Award



Astronaut Sunita Williams accepting an award on behalf of the late astronaut Kalpana Chawla



"The President's Own" U.S. Marine Band

"Great job. Great event. Great moment to be."

—Jin Jin, IS LLC  
Vienna, VA



Robert Faithful III receives the Government Agency of the Year Award on behalf of the U.S. Department of Interior

"USPAACC communicated very clearly the accomplishments and contributions of Asian Americans to the United States. You have contributed much to the Asian American community which has contributed much to all of us who are Americans."

—Leo Lawless, Arlington, VA

"The best event ever! I have never been so impressed, motivated, inspired and proud to have taken part in the CelebrAsian and to be Asian American."

—Dominic Pangborn, Pangborn Design, Detroit, MI



NASA Astronauts honored: From left, Labor Secretary Elaine Chao, Astronaut Polansky, Microsoft's Smith, NASA Director O'Keefe, Astronaut Chao, Astronaut Williams, USPAACC President Susan Allen



Actor James Hong accepting the Excellence Award from Labor Secretary Elaine Chao



# CelebrAsian 2003 Excellence Awards & Scholarships Dinner

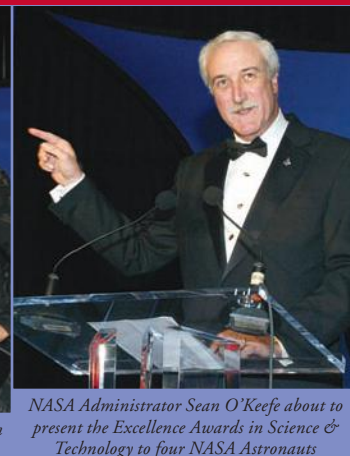


Labor Secretary Elaine Chao (far right) meeting guests before the awards ceremony

"We started as a small acorn. Now, we are a small oak tree. Ten thousand thanks to all!"  
—USPAACC President & CEO Susan Au Allen



PepsiCo President & CFO Indra Nooyi with Susan Au Allen after giving her acceptance speech



NASA Administrator Sean O'Keefe about to present the Excellence Awards in Science & Technology to four NASA Astronauts



Bruce Perkins of Merrill Lynch plays good host



At the receiving line with (second from left) NASA Administrator Sean O'Keefe, Labor Secretary Elaine Chao, Microsoft's G. Winston Smith, USPAACC National President & CEO Susan Au Allen, and AXA's George Dang



Joseph Yang of CBS, USPAACC East Coast Chapter President Howard Li and Coca-Cola's Rengen Li



USPAACC West Coast Pres. Frank Jao, Amb. Sichan Siv, White House's Edmund Moy



Albert Chen of Telamon and Joseph Anderson of Verizon



General Mills' Paul Schupmann and AT&T's Fernando Hernandez



Volvo President Vic Doolan with USPAACC National President & CEO Susan Au Allen and Telamon's Albert Chen



Paul Jhin, Marianne Brackney, Honoree Jeannie Park (second from right) with her parents



Shinae Chun & Mary Ling share an idea



Verizon Wireless sponsored the VIP reception

"I am amazed at the elaborate and first-rate conference you all put together. It was unbelievable to me that your small team assembled such star-studded and meaty events, and pulled them off smoothly."  
—Christine Young, SummaLegal, Chicago, IL



Actor & honoree James Hong between Jana Goldenman and Paul Oliver of General Mills

"It's hard to imagine that it would get better each year—but it does!"  
—Martha & Ambassador Sichan Siv, center, with guests



Betty Chao explains her growing business



Cyndi & George Dang



Conrad Lee, Gary Ong, Edmund Moy, Mary Ling and Jhoon Rhee



CNN's Sacha Koto reconnects with Karen & Edmund Moy



"Well organized and high profile! My colleagues were raving about it all the time and they want the honor of Volvo sponsoring and hosting USPAACC's next annual event."  
—Dai Min Barclay, Volvo Cars of North America, Irvine, CA



## Scholarship Recipients

**AT CELEBRASIAN 2003,** *USPAACC's 15th Annual Excellence Awards & Scholarships*  
*Dinner, scholarships were awarded to deserving students at the Hyatt Regency Washington on Capitol Hill*  
*in Washington, DC on May 7, 2003.*

*Here are some of the recipients' words*  
*about the event:*

### Ruth Mu-Lan Chu & James S.C. Chao Scholarship

*Grace Eugenie Ko*  
 West Springfield High School  
 Springfield, Virginia



"Never before have I been in a room with so many prestigious people. It definitely took me a while to work up the courage to approach them, but I am incredibly glad that I did. I met and shook hands with Secretary of Labor Elaine Chao, talked to students just like me, made a career connection, and most of all, became even prouder to be an Asian American in this era of great growth."

### PepsiCo Scholarship

*Tien Thuy Nguyen*  
 Central High School  
 Beaumont, Texas



"I was able to meet awe-inspiring individuals who are my age and who have touched my life in ways that are indescribable. This trip to Washington, DC is like a good night's dream that happened too quickly, yet it has left a lasting imprint in my heart."

### Verizon Communications Scholarship

*Manjing Wang*  
 Cardozo Senior High School  
 Washington, DC



"The outstanding speeches delivered by the award honorees and the other scholarship recipients moved me. Their stories of how they overcame various difficulties on their way to success immensely encouraged me to pursue and accomplish my dreams."

### Drs. Poh Shien & Judy Young Scholarship

*Raphael Dong-Kyun Kang*  
 Palos Verdes Peninsula High School  
 Rancho Palos Verdes, California



"Receiving the scholarship, interacting with other talented scholars, meeting shrewd businessmen/women, and speaking with Asian Americans who have made their mark in our country, were among the most inspiring experiences I've had in my life. I am deeply grateful to USPAACC for providing me this opportunity."



### Federal Express Scholarship

*Jihye Kim*  
 Central High School  
 Cheyenne, Wyoming



"I have a lot of dreams and goals in life. I thank USPAACC and Federal Express who gave me this wonderful opportunity to learn more about life and experience the new world. I will do my best to help all Asian Americans and to be the Asian American businesswoman to make our country economically stronger and more successful."

### Cary C. & Debra Y.C. Wu Scholarship

*Manish Suresh Noticewala*  
 Stuyvesant High School  
 Brooklyn, New York



"CelebrAsian 2003 made me realize that USPAACC recognizes and furthers the success of minority small businesses. Furthermore, I enjoyed meeting and speaking with government officials, business people, and astronauts. I will make sure that there is a positive return on USPAACC's investment on me."

### General Mills Scholarship

*Chanvatha Maryen Sea*  
 Ingraham High School  
 Mountlake Terrace, WA



"This scholarship will make a difference in my life. It is the difference between having a dream and obtaining a dream, because college has always been my dream. I will treasure these memories for a lifetime and I will go into life knowing that you have made my dream possible. Thank you all for the lasting memories."

### Jackie Chan Scholarship

*Chun Henry Chan*  
 William Cullen Bryant High School  
 Elmhurst, New York



"Thank you for the generous support given me in my pursuit of higher education. It provided me with the encouragement and the recognition of my academic and leadership achievements. Most importantly, it celebrated my Asian heritage. Someday, I hope I will be able to likewise help other young people with their education."



## Scholarship Recipients

**E**STABLISHED IN 1989, THE ASIAN AMERICAN SCHOLARSHIP FUND PROVIDES FINANCIAL ASSISTANCE to outstanding Asian American high school seniors pursuing post-secondary education. These scholarships are funded by the Bruce Lee estate, Jackie Chan, Yue-Sai Kan, Bernadette Wong Yu, Drs. Poh Shien & Judy Young, Ruth Mu-Lan Chu & James S.C. Chao (endowed by their daughter, Elaine L. Chao), Cary C. & Debra Y.C. Wu (endowed by their daughters, Betty and Susan Wu), Telamon, Crystal Window and several USPAACC corporate members.

### Volvo For Life Scholarship

*Eric Lu Gabaldon*  
Nathan Hale High School  
Seattle, Washington



"Receiving the scholarship was a great honor for me and my family. This gift will not only provide me with a means to receive a higher education, but it will also allow me to pursue my dreams of exploring the universe. I am very grateful to USPAACC and to everyone who made this occasion possible."

### McDonald's Scholarship

*Vi Luat Nhan*  
Sammamish High School  
Bellevue, Washington



"I received more than just monetary value from USPAACC and my scholarship sponsor: I gained a once in a lifetime chance to visit Washington, DC, made new friends and I was able to meet the first woman Asian cabinet member. But most of all, I walked away from this experience with a new-found sense of self-confidence."

### CBS Broadcasting Scholarship

*Jane Hak Kim*  
John F. Kennedy High School  
Silver Spring, Maryland



"I greatly appreciate USPAACC for the generosity in providing educational support to students who are in need. USPAACC not only supports me financially, but more importantly, teaches me that there are people who care about me and have faith in me to become successful in the future."

### Crystal Window Scholarship

*Angel Lee*  
William Cullen Bryant High School  
Woodside, New York



"This event created a goal for me: I will always try my best to endure hardship and achieve the American dream without neglecting my Asian roots. I will never forget the encouragement you gave me and I will pass this on to others like a chain linking the bottom to reach the top."



### Telamon Scholarship

*David Vu Le*  
Nathan High School  
Seattle, Washington

"I felt privileged to be a part of a conference where people could learn, share ideas, work and grow together as a whole. It was really an eye-opener for me. Through this experience, I have taken in many valuable lessons and words of wisdom that will stay with me for the rest of my life."



### Yue Sai-Kan Scholarship

*Yan Ling (Winnie) Wang*  
Lafayette High School  
Brooklyn, New York

"I realized that I was not the only one facing obstacles in my life. I also learned how obstacles help one grow. After spending time with all the successful Asian Americans, I could see that I am one step closer to my own American dream, which is being successful, because I am inspired to work even harder."



### Bruce Lee Scholarship

*Brenda Rochelle Knowlton*  
Robert McQueen High School  
Verdi, Nevada

"Thank you for not judging me for what I look like. You looked at who I am, the obstacles I've overcome, and the potential that I have. Thank you for giving me the opportunity to be what I want to be. You have opened a new door in my life, and I am very excited to walk through this door and head on to college. CelebrAsian 2003 celebrates who we are. We are Asian American. I am Japanese and I am American. And I am proud of who I am."



### Bernadette Wong Yu Scholarship

*Sansanee L. Suwaratana*  
Higher Ground Homeschool Academy  
Rockville, Maryland

"Whenever I am confronted with hurdles in life, I know that I just have to reach back to my memories of those three wonderful days in Washington, DC and I would be again confident to reach my goals. Who knows? Someday, somewhere, maybe I'll be able to give back a little of what USPAACC has given me."



### Washington Post Scholarship

*Shan-Shan Tse*  
Woodrow Wilson High School  
Washington, DC

"It was a wonderful experience. I had the chance to meet many business leaders and important people who have created successful careers. They have given me good advice as to my future career and in life. With this scholarship, I will be able to attend college and continue my education."





# USPAACC Helps Member Get CBS Broadcasting Deal

*Shortly after joining USPAACC, Norman Chan's computer company, Cyber Computer Technology Inc., successfully landed a deal with CBS Broadcasting. Although this news gives the Framingham, Massachusetts-based company enough reason to celebrate, Chan cautiously views this recent transaction, facilitated by USPAACC, as a means to open more opportunities for his relatively young company.*

"It's a good start," Chan said, beaming with pride. But he also knows all too well the barriers to entry which a small business has to endure to make its mark in the computer industry. Nonetheless, Chan is thankful to USPAACC for putting his company on the radar screen of the broadcasting giant, adding: "USPAACC truly represents small business interests like ours, especially in these tough times."

**"USPAACC truly represents small business interests like ours, especially in these tough times."**

*—Norman Chan of Cyber Computer Technology, Inc.*

Established in 1996, Cyber Computer Technology Inc. is an information technology solution provider that specializes in intranet/internet technology, software applications and custom-made computer products. Before Chan learned about USPAACC at a business colloquy held in Boston last year, Cyber Computer Technology Inc. was drudging through a maze of requirements in order to secure deals with the federal government—encountering hurdles at every turn when dealing with the U.S. General Services Administration (GSA).

But what Chan views as a major stumbling block for small businesses like his, is the government's apparent propensity to implement

blanket agreements with big firms.

Case in point: A little over a year ago, Cyber Computer Technology Inc. placed a successful bid on a contract as a supplier of computer equipment to an Air Force base in the Southwest region of the country. He was actually the winning bidder with the

lowest cost, but to his disbelief, the contract was revoked soon after it was awarded to his company. According to the procurement officer from the Air Force base, his decision was over-ridden by a superior who rendered the transaction with Cyber Computer Technology Inc. null and void.

Chan later learned that the Air Force base eventually awarded the contract to a bigger, well-established computer company—with a much higher bid price attached—because it had a blanket purchase agreement with it. Chan has full documentation of this transaction anomaly and plans to take this matter up with the proper congressional authorities who would hear his case.

With mounting frustration in dealing with the federal government for the past two years

*Chan in his Massachusetts-based office.*



and without gaining much ground, Chan has sought the help of USPAACC. "I'm very grateful that we got connected with USPAACC and have the opportunity to raise our voices and concerns about the difficulties facing small minority-owned businesses doing transactions with the federal government and big corporations," Chan said.

Chan is realistic about being a small business entity, so he is not going after huge contracts. "I'm just looking for a fair chance to perform on a fair share," he explained. Chan participated in *CelebrAsian* 2003 in May. While at the conference, Chan made new business contacts for his company.

*If you have stories for future issues of the East West Report, contact [susanallen@uspaacc.com](mailto:susanallen@uspaacc.com).* ☛

## Quick Stats

Company Name:	Cyber Computer Technology
Business:	Information Technology
Key Service:	Intranet/Internet technology, software applications & custom-made computer products
Headquarters:	Framingham, Massachusetts
Year Established:	1996

## FYI: Asian Demographics

**Geographic Distribution:** According to the U.S. Census Bureau's May 2003 Report, 12.5 million Asians and Pacific Islanders live in the United States, representing 4.4% of the country's population, one-half of which live in the West.

**Family Income:** In 2001, 40% of all Asian and Pacific Islander families had incomes of \$75,000 or more, at least 5% higher than non-Hispanic White families.

**Ethnic Origins:** The term "Asian" refers to those having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippines, Thailand and Vietnam. "Pacific Islander" refers to those having origins in Hawaii, Guam, Samoa, or other Pacific Islands.

**Source:** *The Asian and Pacific Islander Population in the United States: March 2002*, by the U.S. Department of Commerce, Economic and Statistics Administration, U.S. Census Bureau. Issued in May 2003.

**Note:** This report was based on the *Annual Demographic Supplement to the March 2002 Current Population Survey* issued by the U.S. Census Bureau of the U.S. Department of Commerce.



## Magazine Publisher Makes Good Contacts at CelebrAsian's Guanxi\* Fair

*One of the unique features of USPAACC's Annual CelebrAsian event is the Guanxi\* Fair where participants get to meet personally and mingle with top representatives from Fortune 500 companies and federal agencies, and suppliers.*

A recent testament to the success of the Guanxi\* Fair is Robert Owens Jr., Publisher of Corporate Corridors magazine and President of Arete Enterprises, Inc. Owens was among the participants to last year's CelebrAsian held in New York City. During the event, he met Joe J. Johnson, Corporate Development and Transformation Officer of Mercedes-Benz USA. As a result of their fruitful meeting, Mercedes-Benz USA has become a customer of Corporate Corridors, USPAACC recently learned.

"CelebrAsian is one of the very few events where you actually get to meet people who are the real decision makers," Owens said, noting that this feature is lacking in other business and trade events where only the lower echelon of big corporations attend. "It's like a breath of fresh air," he added.

Arete Enterprises, Inc. is a certified Minority Business Enterprise (MBE) full service value added information technology company

"CelebrAsian is one of the very few events where you actually get to meet people who are the real decision makers—it's like a breath of fresh air."

—Robert Owens Jr., Publisher,  
Corporate Corridors Magazine



Robert Owens Jr.

with a 14-year record providing information technology and publishing solutions to educational, corporate, state, local and federal government clients. Their publication, Corporate Corridors, targets minority-owned companies, the Fortune 1000, business owners, technology companies, emerging and growing businesses, the financial, legal and accounting professionals serving those businesses. Owens disclosed that his company is branching out with an information technology division that aims to do business with the federal government.

Not surprisingly, Owens wants to further raise his company's visibility in the business world and the federal marketplace, and CelebrAsian is one of his favorite venues.

*If you know of any other Guanxi\* success stories for future issues of the East West Report, e-mail: [susanallen@uspaacc.com](mailto:susanallen@uspaacc.com)*

*\*Guanxi is a commonly used Chinese term meaning "relationships" or "connections."*

## USPAACC Links Member Tronex Company with American Red Cross Procurement

**T**ronex Company, a USPAACC-certified member based in Denville, New Jersey, has been tapped by the American Red Cross (ARC) as one of its suppliers. Tronex is a high quality manufacturer and marketer of disposable products focusing on the healthcare segment. As the organization expanded, Tronex broadened their product base to include a full range of body protection products and equipment.

And when they wanted to expand to other clients, they approached USPAACC for more exposure to federal agencies and its corporate members. "Thank you for bridging Tronex with quality customers like the American Red Cross," Donald Chu, President & CEO of Tronex Company, wrote in his e-mail to USPAACC.

Initially, Tronex's experience with ARC may be characterized as not as smooth sailing as expected. Like most new vendors, Tronex experienced traditional obstacles in dealing with big companies. The door of opportunity was "politely closed" when late last summer, Tronex contacted ARC national headquarters in Falls Church, Virginia, and was told that the latter was satisfied with its current suppli-

"Thank you to USPAACC for bridging Tronex with quality customers."

—Donald Chu, President & CEO,  
Tronex Company

ers. Tronex was given the boilerplate response: "Send us your catalog and information and we will keep it on file."

At another meeting with ARC, Tronex gained access to more contacts and was soon asked to provide samples and pricing for disposable lab coats to the ARC National Histocompatibility Lab in Baltimore. Samples were approved and Tronex's pricing was competitive. But their hopes at securing ARC as a major client were once more dashed when the buyer decided to purchase from an existing approved vendor.

Tronex did not give up easily as it was aware of the potentials of having a big client such as the American Red Cross. So Tronex kept on knocking on the organization's door and their persistence paid off when they met additional contacts at the American Red Cross' National Purchasing Office in Char-

lotte, NC. They are now in discussions as potential business partners.

Meanwhile, over at the ARC's Baltimore Lab, the lab coats they ordered from the pre-approved vendor arrived and when they compared the items with the samples Tronex provided, they found that the Tronex lab coats were far superior in fit, size and appearance. An agreement was then reached for Tronex to supply the next order for lab coats.

With USPAACC's help, Tronex continues to hold talks with other potential clients, including corporate members in the Fortune 500 roster.

*If you know of other success stories for future issues of the East West Report, e-mail: [susanallen@uspaacc.com](mailto:susanallen@uspaacc.com)*

### Quick Stats

**Company Name:** Tronex Company  
**Business:** Manufacturing and distribution  
**Key Products:** Disposable and body protection products  
**Headquarters:** Denville, New Jersey  
**Year Established:** 1989





## Commitment



JCF-Maroon Desk Clock & Letter Holder



OIC-Office Depot Paperclips



JCF-Globe

## Focus



OIC-Translucent Panel Wall Clips

## Making Diversity a Priority in Business

Office Depot's commitment to the success of Minority-Owned Businesses may be exemplified by sponsoring the East-West Report, but our dedication runs far deeper.

By partnering with such organizations as The U.S. Pan-Asian American Chamber of Commerce, we join in their mission to enhance opportunities for minority business enterprises in America's major business markets, and we share in their goal to foster diversity in the world of commerce.

As the world's leading seller of office products, we recognize that strengthening our focus on diversity and equal opportunity will allow us to continue offering the highest quality products and services. Office Depot fully supports Vendor Diversity, and proudly encourages business partnerships with enterprises owned by minorities, women, and disabled veterans.

If you are interested in learning about opportunities for your business through our Vendor Diversity Process, email us at [vendordiversity@officedepot.com](mailto:vendordiversity@officedepot.com). For more information, visit the Vendor Diversity section at [www.officedepot.com](http://www.officedepot.com), where you can find FAQs, a Calendar of Events, a Vendor Diversity Survey, an MWBE database application, and much more.



## Memorandum of Understanding... *From page 3*

vital and dynamic part of the U.S. economy," Administrator Barreto said.

USPAACC and SBA have also agreed at the national and local levels to undertake steps to increase awareness among USPAACC members about the programs and services the SBA provides. The SBA and the USPAACC will also exchange promotional and program materials and link their respective Web pages.

The SBA's Office of Advocacy reports that 30 percent of all minority-owned businesses in the country are owned by Asian Americans. The office reports that in 2000, Asians were 3.6 percent of the population and owned 4.4 percent of firms.

The memorandum of understanding will remain in effect through Dec. 31, 2004. ●

**"Our partnership with SBA revitalizes our mutual commitment to maximize opportunities for Asian American small businesses."**

*—USPAACC National President & CEO Susan Allen on the signing of a Memorandum of Understanding between USPAACC and SBA*

## Contract Bundling... *From page 3*

subcontracting to smaller firms, but no task orders are sent their way.

According to the Office of Management and Budget (OMB) contract bundling report submitted last October, for every 100 bundled contracts, 106 individual contracts are no longer available to small businesses; and for every \$100 awarded on a bundled contract, there is a \$33 decrease to small businesses. Moreover, OMB found the number of small business contractors receiving new contract awards declined from a high of 26,506 in fiscal 1991, to a low of 11,651 in fiscal 2000.

In response to President George W. Bush's directive last year, the OMB began reviewing contract bundling activities in

the federal government. However, nearly half of federal departments and agencies have not yet provided the White House with information on their efforts to reduce contract bundling, according to Administration officials. This prompted the Senate Small Business and Entrepreneurship Committee to hold the round table on contract bundling.

Recognizing the financial toll contract bundling takes on small businesses, USPAACC aims to promote contracting opportunities to minority-owned businesses by working with agencies toward the reduction of bundling and to mitigate its effects.

*If bundling affects your business, please e-mail USPAACC at [susanallen@uspaacc.com](mailto:susanallen@uspaacc.com).* ●

## AHP... *From page 3*

larger employee base. In addition, under the proposed plan, health coverage currently regulated by state laws will be exempt from expensive state benefit mandates.

"The AHP is an essential piece of legislation aimed at making health care plans for small businesses, including minority-owned businesses, more affordable," USPAACC National President & CEO Susan Au Allen said. "In the current state of economy, AHP is more important than ever to provide another sense of security that millions of Americans need." ●

## On-line

### USPAACC's Supplier Gateway Launched

**T**he USPAACC Supplier Gateway, an e-portal launched with help from Microsoft, is now open and available as an entry point to over 4,500 Asian American businesses across the country and in different areas, including, high-technology, bio-tech, transportation, construction, engineering, architecture, marketing and advertising, etc.

USPAACC's Supplier Gateway is positioned to become the premier e-portal that will enable Asian American businesses to win new contracts and for corporations and federal agencies to find Asian American suppliers. For Asian American businesses, USPAACC's Supplier Gateway provides the essential tools necessary for members to access hundreds of billions of dollars in contract opportunities. It also increases the member-companies' visibility through the internet.

For corporations and government agencies, USPAACC's Supplier Gateway serves as a one-stop interactive site to diversify their supplier base and reach thousands of qualified Asian American businesses in practically every industry—all via the internet.

For a limited time, USPAACC's Supplier Gateway is offered free to those who sign up during the introductory period. Click on [www.uspaacc.com](http://www.uspaacc.com) and register today! ●



[www.suppliergateway.com/uspaacc](http://www.suppliergateway.com/uspaacc)

**The USPAACC  
Supplier Gateway®  
Your e-portal to  
Asian American businesses.**



**US Pan Asian American Chamber of Commerce  
1329 18th Street NW, Washington, DC 20036  
[www.uspaacc.com](http://www.uspaacc.com)**

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## Membership Application

Send completed application to

**USPAACC, 1329 18th Street, NW, Washington, DC 20036**

Telephone 202.296.5221 | Fax 202.296.5225

E-mail: [administrator@uspaacc.com](mailto:administrator@uspaacc.com) | Website: [www.uspaacc.com](http://www.uspaacc.com)

Annual dues are pro-rated.

☐ Yes, I/We would like to become a member of the US Pan Asian American Chamber of Commerce.

☐ Enclosed is \$10,000 for annual Corporate Gold membership.

☐ Enclosed is \$5,000 for annual Corporate membership.

☐ Enclosed is \$2,500 for Government/Non-profit membership.

☐ Enclosed is \$300 for annual Individual membership and application for certification.

☐ Enclosed is \$250 for annual Individual membership.

☐ Enclosed is \$10 for annual Student membership.

☐ Yes, I/We would like to make a contribution in the amount of \$ \_\_\_\_\_ to the Asian American Scholarship Fund.  
Contributions are tax-deductible under IRS Code 501(c)(3).

☐ Yes, please send me/us information on how to join the Asian American Suppliers Council (AASC).

\_\_\_\_\_  
Name of Company/Individual

\_\_\_\_\_  
Name and Title of Corporate Officer

\_\_\_\_\_  
Street/P.O. Box Number

\_\_\_\_\_  
City/State/ZIP

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Website Address

\_\_\_\_\_  
Signature of Individual/Corporate Officer

## USPAACC: Your Connection to Economic Growth

### Why Become Involved with USPAACC?

**Business Colloquies.** We present issues of importance not only to Asian Americans, but also to those who want to do business with Asian Americans and in Asia. Our colloquies often receive media coverage and have covered such topics as Technology Transfer, Race Relations, Asian Americans and Political Fund Raising, How to Market to Asian Americans, and How to Market to Corporations and Government.

**USPAACC means business.** We represent Asian and non-Asian American businesses and professionals. Companies that join us and become involved in our programs reap profits. In just one business luncheon session, the RTC, with the assistance of a local banking member, pulled in over \$1 million in new business.

**Asian American Suppliers Council (AASC) and**

**Certification.** We certify Asian American-owned business, and provide a unique one-stop shop for corporate America, government agencies, and Asian American businesses to nurture and develop mutually beneficial business relationships. Asian American suppliers join AASC to increase their contacts and sales. Corporate and government purchasers join AASC to diversify their supplier base.

**Diversity Seminar.** In partnership with major corporations and government agencies, we produce educational seminars for executives and managers on the dynamics of living, working and doing business in a multi-cultural and multi-ethnic environment, America.

**USPAACC means getting to know the Asian American community better.** Reach Asian American organizations all over

the United States. Our National Directory of Asian American Organizations & Resource Guide is the only one of its kind. Organizations and professionals affiliated with USPAACC receive our newsletter, East West Report.

**USPAACC means reaching outstanding employees.** We perform specialized and tailored searches for corporate diversity recruitment outreach projects.

**USPAACC means bridging the cultural gap when doing business in Pacific Rim countries.** The World Bank estimated that Asia would account for half the expansion in global trade. We have unique trade liaisons with China, Hong Kong, Korea, Taiwan, Japan, India, the Philippines and Pakistan that help our members achieve their objectives with a high degree of trust and security. ●



**US Pan Asian American  
Chamber of Commerce**  
1329 18th Street NW  
Washington, DC 20036  
[www.uspaacc.com](http://www.uspaacc.com)