

eastwest

US Pan Asian American Chamber of Commerce

REPORT

USPAACC Holds Annual National Asian American Business Conference in Irvine, California

CelebrAsian 2004: "Build Vital Connections" Draws 1,000 Participants

For the first time since its inception, the US Pan Asian American Chamber of Commerce (USPAACC) journeyed west for its Annual National Asian American Business Conference held on May 5-7, 2004 in Irvine, California. This year's theme, **CelebrAsian 2004: Build Vital Connections**, provided a forum where corporate and government buyers, as well as Asian American suppliers, met, conducted business and marketed to each other. **OPEN: The Small Business Network from American Express was the Corporate Chair** of the largest Asian American business conference in the United States and the only national conference designed for the Asian American business community.

"We are delighted to have taken *CelebrAsian* 2004 to California, home to the largest and fastest growing Asian American community," USPAACC National President & CEO Susan

Au Allen said. "The economic strength of Asian Americans—albeit underutilized—is evident in their purchasing power and their ability to create jobs. For nearly two decades, USPAACC has been opening doors of contract and other professional opportunities to Asian American entrepreneurs and their business partners in corporate America and the federal government," Allen added.

CelebrAsian 2004, with **FedEx and Verizon as Corporate Co-Chairs**, drew nearly 1,000 participants—several of whom came from China, India, South Korea and Vietnam. The majority, however, were from all over the United States which included Asian American entrepreneurs, senior corporate executives and managers, White House and high-level government officials, head of the U.S. Small Business Administration, and a Cabinet Secretary.

The three-day business conference, held
(Continued on Page 5)

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From left, U.S. Small Business Administrator Hector Barreto, Excellence Award recipients Janie and Victor Tsao of Linksys, and USPAACC National President & CEO Susan Au Allen. More *CelebrAsian* 2004 highlights inside.

USPAACC: An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce (USPAACC) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. We promote, nurture and propel economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the federal government, and the minority business community.

2004 EVENTS CALENDAR

20th Anniversary Committee Meeting
Washington, DC August 3

Southwest Region
Asian American Business EXPO
Dallas, Texas August 19

National Capital Region
Procurement Connections
Silver Spring, MD September 13

Southeast Region
Procurement Connections
Atlanta, GA September 30

USPAACC/U.S. Department of Labor
Opportunity Conference
Washington, DC October 12

Northeast Region
Procurement Connections
New York, NY November 19

Midwest Region
Procurement Connections
Chicago, IL December 9

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US Pan Asian American Chamber of Commerce
National Headquarters at
1329 18th Street NW, Washington, DC 20036
Phone 202.296.5221 | Fax 202.296.5225
E-mail: administrator@uspaacc.com
www.uspaacc.com

USPAACC NATIONAL STAFF

Susan Au Allen

Len Babijes | Cherie Chiong | Rozalin Davoodnia
Morgan Motto | Archibald Williams

EDITOR JP Torres

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President's Message

USPAACC has turned another leaf with another first—we have brought to the Golden State our Annual National Asian American business conference on May 5-7. This three-day business conference, *CelebrAsian 2004: Build Vital Connections*, held in Irvine, California, brought in nearly 1,000 participants—even from as far as China, South Korea, India and Vietnam—widening doors of opportunities for Asian Americans and their business partners in corporate America and government agencies.

Our special thanks go to U.S. Secretary of Labor Elaine L. Chao, U.S. Small Business Administrator Hector Barreto, and Special Assistant to President Bush for Presidential Personnel Edmund Moy, who all flew in from Washington, D.C. to address the Conference.

With your help, we delivered. To Asian American entrepreneurs, we ushered in great possibilities for growth by building on the vital connections they make at *CelebrAsian* events. We gave them concrete tools and resources to achieve their vision of a successful future. We showed corporate and government procurement executives and specialists, the myriad capabilities and resources in the Asian American business community.

In celebration of Asian Pacific American Heritage Month, we paid tribute to seven outstanding Asian Americans for their individual achievements in science, technology, the arts, business, public and community service. Their personal stories and lessons in life touched our hearts and souls. We also presented 17 college scholarships to high school seniors from across the country—they are our future.

Now, we look to *CelebrAsian 2005* that will commemorate USPAACC's 20th Anniversary next May, in Washington, DC. Meanwhile, we will continue to open the doors of contract, professional, and educational opportunities to Asian Americans and our business partners in corporate America as well as government agencies, through our regional chapters in California, New York, Texas, Illinois, Georgia and the National Capital Area.

Once again, we are grateful for your continued support in the journey toward opportunities and growth. We look forward to breaking new grounds with you on board. Let's do more business!

Susan Au Allen
National President & CEO

By the Numbers

Population: 10.4 million Asian Americans live in the United States today, comprising 4% of the total U.S. population. By Year 2050, they are expected to reach 10% of the entire population.

Residence & Family: 95% of Asian Americans live in metropolitan areas, more likely to have family households (73% in 2002), and with 53.2% owning their homes.

Education: 44.1% of Asian Americans hold a B.A. degree or higher (compared to 24.4% of the general U.S. population).

Income: 40% of Asian Americans had incomes of \$75,000 or more (2001).

Purchasing Power: By Year 2008, Asian Americans will have a buying power of over \$526 billion.

Sources: 2003 U.S. Bureau of Census, 1997 Economic Census of Minority & Women-Owned Business, Selig Center for Economic Growth, 2003.

Welcome Aboard!

USPAACC Proudly Welcomes Its New Corporate Members

American Express Company



Bank of America



BellSouth



Corporate Express



Georgia-Pacific



Hyatt Hotels Corporation



Wal-Mart Stores, Inc.



Walt Disney World Co.



Asian American Leaders Meet With Senate Majority Leader and U.S. Labor Secretary to Discuss Issues Affecting APA Community

USPAACC President & CEO Susan Au Allen led a contingent of eight Asian American leaders from across the country to meet with Senate Majority Leader Bill Frist and U.S. Labor Secretary Elaine Chao on May 18 at the U.S. Capitol. The purpose of the meeting was to bring issues affecting the Asian American community to the Majority Leader.

Among the Asian American leaders who participated at the dinner-meeting were Wen Chang, USPAACC Southern California Regional President and incumbent Mayor of the City of Diamond Bar, California, Grant Ujifusa, founding editor of the Almanac of American Politics and Founder of ThickEnvelope.com, Matt Fong, former California State Treasurer, Viet Dinh, former Assistant Attorney General for the Office of Legal Policy, and Michelle Steel of Los Angeles. ●

USPAACC Welcomes Dr. Nguyen Van Thanh to Advisory Board

USPAACC is pleased to announce that Dr. Nguyen Van Thanh has joined its Advisory Board. He is President and CEO of NVT Technologies, Inc., a Virginia-based company providing operation and maintenance support and other engineering services to government agencies such as the General Services Administration, the Department of Homeland Security, the Department of Defense and the Department of Transportation, among others.

His experience, entrepreneurship, and commitment to civic service will be a true asset to the organization as USPAACC continues to widen its reach into the Asian American business community.

A native of Vietnam, Dr. Nguyen came to the U.S. in 1975. He has thirty-two years of experience in research, engineering services and project management. Dr. Nguyen received his PhD in Engineering (1975) and Bachelor of Engineering (1971) degrees from the University of Auckland in New Zealand. ●



Above: The contingent of Asian American leaders led by USPAACC National President & CEO Susan Au Allen discussed issues affecting the Asian American community with Senate Majority Leader Bill Frist and U.S. Labor Secretary Elaine Chao. Top right: Senator Frist with Grant Ujifusa. Above right: USPAACC Southern California President Wen Chang and Senator Frist.

USPAACC Gains Presence in Southeast and Northern California Regions

USPAACC has strengthened its regional reach through the establishment of two additional Chapters in the Southeast and Northern California regions—bringing a total of seven Regional Chapters and the National Headquarters in Washington, DC.

“Our growth is reflective of the increasing strength that Asian Americans contribute as an economic force in the United States,” USPAACC National President & CEO Susan Au Allen said. “Our presence in these growth areas proves USPAACC’s strong commitment to providing the vital link between Asian American entrepreneurs and Corporate America and the federal government on a nationwide basis.”

P.I. Joy is President of the USPAACC Southeast Regional Chapter in Atlanta, Georgia. He is a 20-year veteran in launching successful business ventures in the U.S., Asia and Europe in the information technology, financial services, retail, travel and automotive industries. P.I. also works closely with key

members of the international communities to strengthen business relations and investments in Atlanta and in the region.

The USPAACC Northern California Regional Chapter in San Jose is led by Timothy Wu. He is a financial advisor at Morgan Stanley in Cupertino, California. He was the founder and CEO of Alps Technology, Inc., a software application startup in Silicon Valley and was also the Chairman of Integrated Systems Consulting Corporation, a software consulting firm working with China-based software development companies. Prior to this, he worked in senior management capacities at Apple, Intel, Philips Semiconductors and other hi-tech companies in the Bay Area for more than 20 years. ●



P.I. Joy

Timothy Wu



A Whirlwind Tour: USPAACC President Speaks on Asian American Issues Across the Country During Asian Pacific American Heritage Month

A hectic speaking engagement tour promptly followed the successful business conference, *CelebrAsian* 2004 in Irvine, California, for USPAACC President & CEO Susan Au Allen, as she was off and running all over the country as advocate and speaker on Asian American issues.

On May 13, barely a week after returning home to Washington, DC from California, Allen flew to Dallas, Texas to speak on "Staying Ahead: The Diversity Advantage" at Black Enterprise's 9th Annual Black Enterprise/General Motors Entrepreneurs Conference. She lectured on how entrepreneurs could grow their enterprises by hiring and doing business with Asian Americans and other minority groups.

The following day was a trip to Phoenix, Arizona to speak at the Phoenix City Global Links Business Outlook Luncheon. The event sought to provide insight into the state of the world's economy and future prospects for international trade and economic development in the State of Arizona. Particular emphasis was placed on areas where Phoenix has sister cities. Allen spoke on a panel that gave a global economic forecast for the year, and discussed how this might impact the Arizona business community. She

spoke on Asia and the Pacific region to an audience composed of local and international entrepreneurs, economic developers, economists, trade specialists and local government officials.

May 25 was spent at the Northwestern University in Chicago before Sodexho's managers and professional staff conference. Then back to the East Coast in Maryland to speak at the Governor's Asian Pacific American Commission public meeting. On both occasions, she discussed leadership development, business and economic trends, and major Asian American achievements.

A day later, it was off to Florida as the Keynote Speaker at Tropicana's celebration of Asian Pacific American Heritage Month, on the emergence of the Asian American community and how consumer products companies are addressing the rapidly changing demographics through marketing, supplier diversity and employment.

Asked if she ever considered a much-deserved break, the indefatigable Allen replied, "I have discovered a new calling. Through USPAACC, I get to do things I love—help to give Asian Americans a stronger voice, especially on matters affecting economic development in

their business community. I'll do all I could to move the ball a few yards toward the end zone."

Spoken like a true quarterback. 🏈

“ I have discovered
a new calling...
help to give Asian Americans
a stronger voice,
especially on matters
affecting economic development
in their business community. ”

—USPAACC National President &
CEO Susan Au Allen

FYI: Asian Demographics

Ethnic Composition: According to the latest Census Bureau Report, the top five Asian American groups in terms of numbers are Chinese, Filipinos, Asian Indians, Vietnamese and Koreans.

Younger Age: Asian Americans have a lower median age than the total United States population.

Bilingual Capability: Almost 80% speak at least one other language other than English at home.

Occupation: Asians are more likely to be in management, professional, and related occupations (about 45%), than the total U.S. population (34%).

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.

Sources: *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.

OPEN: The Small Business NetworkSM from American Express Introduces Unmatched Savings Program

Provides Small Business Owners with Automatic Savings on Supplies and Services

OPEN: The Small Business NetworkSM from American Express has launched a new and unmatched savings program that provides small business owners with combinable and trackable savings on business purchases from partners including AT&T, FedEx, Hertz, Staples and others when they use their American Express Business Cards.

Unlike other small business credit card savings programs, OPEN SavingsSM eliminates the need for codes, coupons or program enrollment and provides automatic savings to business owners. In addition, the savings provided by the new program are combinable with other marketplace offers or volume discount pricing that an individual business may already receive from program partners.

OPEN Savings program partners include AT&T, FedEx, Hertz, Staples, 1-800-FLOWERS.COM, USA TODAY, and ExpensAble.

"Our customers told us that they want easy-to-redeem savings at industry-leading companies that can be combined with other offers or discounts and tracked on an ongoing basis, and OPEN Savings delivers just that," said Ed Vittoria, vice president, OPEN: The Small

Business Network from American Express. "By upgrading our technology capabilities and working with a great set of partners, we've been able to create a program that raises the bar for business savings programs and further establishes the OPEN Network's leadership in meeting the needs of small businesses."

When American Express Business Cardmembers use their cards at program partners, they will now be able to track their OPEN Savings on their monthly statements or when they view their accounts online. OPEN Savings discounts are calculated on the full transaction amount, including any taxes and surcharges. Terms and conditions apply.

For complete information, visit www.open.americanexpress.com/savings. ●



OPEN: The Small Business Network from American Express was the Corporate Chair of CelebrAsian 2004

CelebrAsian 2004 (From Page 1)

annually in celebration of *Asian Pacific American Heritage Month*, kicked off with a Golf Tournament at the Oak Creek Golf Club, while the Executive Leadership Institute (ELI) at the Hyatt Regency Irvine taught how to scale up business operations to compete for larger contracts. Concurrently, the Woman Pioneers Symposium (WPS) featured successful woman executives in government, corporate America and businesses who shared their experiences on their way to success, followed by Break Cultural Barriers to Succeed, and Flex-

Options for Women. The Welcome Reception in the evening, with U.S. Labor Secretary Elaine Chao, was a full house.

The second day featured Doing Business With Homeland Security, Corporate Executives Talk Buying Strategies, and the Import/Export Series. The Supplier Diversity Managers' Exchange was the first-of-its-kind interactive program where managers shared best practices and advice on pressing issues facing Corporate Supplier Diversity programs. The Mentor-Protégé Programs, sponsored by the National Aeronautics

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Introducing
the new and improved
**USPAACC
E-PORTALTM**



**You're just one click away
from your next business partner**



USPAACC
We open doors to contract, educational
& professional opportunities

On-Line

USPAACC E-Portal: Your Gateway to Suppliers & Buyers

The USPAACC E-Portal will serve 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.

The USPAACC E-Portal is positioned to become the premier gateway 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 E-Portal 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 E-Portal 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 E-Portal is offered free to those who sign up during the introductory period. Click on www.uspaacc.com and register today! ●

CelebrAsian 2004



"The unique products and innovative services I encountered were a refreshing change of pace. I met several viable companies that could grow into business opportunities."

Shari Francis
Office Depot

"A great success and a necessity for both the MBE and corporate America. There were many brilliant entrepreneurs who attended this conference—they exposed us to new technology that could potentially enhance our products and to give us a competitive advantage."

Gwen Wilson
Verizon Wireless



"Fantastic Event!!! CelebrAsian provided major corporations a great opportunity to meet with Asian suppliers face-to-face and to develop them as business partners."

Mark Liu, Coca-Cola Enterprises



CelebrAsian 2004 Excellence Awards & Scholarships Dinner



"Congratulations on a job well done! The conference was an unequivocal success as it enabled participants to be informed and to build and expand on their business relationships."

Robin Chiu, Director General
Federation of Hong Kong Industries

*"Another fantastic
USPAACC Conference!"*

Christopher Myers
Federal Express



CelebrAsian 2004 was a great, splendid success because it delivered on its theme: Build Vital Connections. Both Asian American suppliers and buyers from major corporations and the federal government got real business done—no going through the motions and thinking about the flight home."

Grant Ujifusa, Founding Editor of the Almanac of
American Politics and Founder of ThickEnvelope.com



I was impressed by the quality of vendors that we met. The matching of suppliers to corporate buyers enabled us to focus on fulfilling our needs as never before—only made possible by USPAACC's matching process."

Fred Lona, AT&T



Scholarship Recipients

CelebrAsian 2004

The Annual Excellence Awards & Scholarships Dinner awarded scholarships to deserving students at the Hyatt Regency in Irvine, California on May 7, 2004. Here are some of the recipients' words about the event:



CLASS of 2004: Scholarship recipients (first row) pose with Excellence Award honorees and USPAACC Officials

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

(Endowed by their daughter Elaine L.Chao)

Harkirat Kaur Sohi

Lynnwood High School
Lynnwood, Washington



"I was so fortunate to be at CelebrAsian 2004 with the best of the best Asian Americans in the country. Few high school students have this opportunity presented to them. And I am thankful that I was granted with this opportunity. A long road of education lies ahead of me, but I assure you that this scholarship will help in making me a great scientist one day."

PepsiCo Scholarship

Lie Vu

Sacramento High School
Sacramento, California



"Unforgettable! I got the chance to meet people like USPAACC National President & CEO Susan Au Allen, author Adeline Yen Mah, Matt Fong, Sachi Koto and many more. I was starstruck!"

Verizon Communications Scholarship

Anne Young Kim

North Hollywood High School
Los Angeles, California



"The outstanding speeches delivered by the award honorees and the other scholarship recipients not only moved me but also encouraged me to work hard to pursue my dreams in life."

Drs. Poh Shien & Judy Young Scholarship

Ouqi Jiang

Richard Montgomery High School
Rockville, Maryland



"CelebrAsian 2004 reflects a diversity that is a testament to how far the Asian business community has reached and how well they have integrated into the larger world of commerce. The Asian community is investing in me through this scholarship—an investment that I intend to return with interest."

Federal Express Scholarship

Christine Heayoung Joo

Grover Cleveland High School
Maspeth, New York



"Thank you to Federal Express and the USPAACC. Being amidst this highly prestigious group was an honor. The valuable words of wisdom spoken by these outstanding men and women contributed to this unforgettable experience that I will remember for the rest of my life."

BridgeCreek Scholarship

Michelle Chan

Fairmont Preparatory Academy
Anaheim, California



"CelebrAsian 2004 allowed me to meet so many people of great diversity. As a senior high school student soon going off to the real world, I am fortunate that USPAACC has shown me that the friends and people we meet along the way are very important in our future aspirations."

General Mills Scholarship

Sabane Thach

Furness High School
Philadelphia, Pennsylvania



"Thanks to USPAACC and the many businesses for making this great event happen. It was the most memorable time of my life; this night will stay with me forever. I will put this scholarship to good use, and will never put limitations on my dreams, my goals and my life."

Bernadette Wong Yu Scholarship

Vivian Kim Tran

Mount Pleasant High School
San Jose, California



"CelebrAsian 2004 made me feel special as it made me realize that working hard and keeping up my determination would guide me to success. I have also realized that the connections I have made and those I will make with other people along the path of my life will help me in the future."

Scholarship Recipients

ESTABLISHED 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, Bernadette Wong Yu, Drs. Poh Shien & Judy Young, Ruth Mu-Lan Chu & James S.C. Chao (endowed by their daughter, Elaine L. Chao), Telamon, and several USPAACC corporate members.

Volvo For Life Scholarship

Roger Ray Lee
Clarkstown High School North
Congers, New York

"It is refreshing to see how an organization like USPAACC promotes the involvement of Asian Americans in the mainstream. I am honored to be among such distinguished professionals at *CelebrAsian* 2004—it further encourages me to stay determined and inspired throughout college and beyond."



McDonald's Scholarship

Saila Sarmin Moni
Townsend Harris High School
Elmhurst, New York

"My parents have worked extremely hard for my education and I literally saw the happiness and pride in their eyes when my name was called. I will never forget this moment as I felt that my parents' hard work for my benefit has not gone in vain."



CBS Broadcasting Scholarship

Annie Ni Guo
John F. Kennedy High School
Littleton, Colorado

"I have never been prouder to be an Asian American. I thank you for this opportunity that I will never forget. My future will be more successful from this experience and I hope to one day return this generosity by providing a scholarship to a deserving student at a future *CelebrAsian*!"



Asian American Scholarship

Hugh Trung Le
Smoky Hill High School
Aurora, Colorado

"Amazing! That is the one word that can describe my experience at *CelebrAsian* 2004. The event represented a gamut of Asian Americans who are connected by common goals of bettering themselves, their businesses, and their community."



Telamon Scholarship

Puneet Kulhari
McArthur High School
Pembroke Pines, Florida



"*CelebrAsian* 2004 was a phenomenal experience that would be in my memories throughout my life. Meeting these great people was inspirational. With your support and encouragement, I will be able to pursue my dreams and achieve my academic goals: to have a career that balances community service with my passion for learning."

Jackie Chan Scholarship

Frank Yu Chou
Arlington High School
Arlington, Texas



"It was absolutely exhilarating, by simply being around so many magnificent people. *CelebrAsian* 2004 was a tremendous experience for me. I had the opportunity to meet some very influential people, to hear speakers of all backgrounds united by culture, and to build relationships with an outstanding group of young people."

Jackie Chan Scholarship

Jessica Samantha Yu
The Bronx High School of Science
Bronx, New York



"Until tonight, I never really understood what being 'Asian' meant. As a little girl, I grew up in a predominantly Caucasian neighborhood where there were only two Asian faces—one was mine, the other my sister's. All I wanted back then was to fit in. *CelebrAsian* 2004 leaves me with a feeling of calm and strength. Now I know what being 'Asian' means."

Bruce Lee Scholarship

Manty Balla Koroma
Francis L. Cardozo Senior High School
Washington, DC



"I would like to thank USPAACC for providing me with such a wonderful opportunity. *CelebrAsian* 2004 was a great experience for me as I met students from different parts of the country and made great new friends. The experience was also exceptional because I met prominent businessmen and women—an opportunity of a lifetime!"

Sodexo Scholarship

Sharada Atkuru
University of Illinois at Chicago
Chicago, Illinois



"Perhaps the most important aspect of the whole affair for me was the theme that resonated the entire evening: that there is no limit to what you can achieve. Just look around and learn from the experience of these leaders at USPAACC."

USPAACC/Wells Fargo Asian Business Award

USPAACC and Wells Fargo Create Leadership Award

WELLS
FARGO

A new national alliance between Wells Fargo & Company and USPAACC was created to help promote increased access to capital and financial resources among Asian business owners nationwide. Together, the organizations have created the USPAACC/Wells Fargo Asian Business Leadership Award to honor the nation's leading Asian Business Owners.

The new relationship between USPAACC, the national nonprofit Asian business advocacy group and Wells Fargo, one of the nation's leading lenders to small businesses, celebrates the second anniversary of Wells Fargo's Asian Business Services program, established in 2002 to create new relationships with Asian business owners.

"We are excited that Wells Fargo shares our vision of nurturing, sustaining, and promoting the economic growth of Asian business owners," said Susan Au Allen, USPAACC National President & CEO. "This alliance will further USPAACC's mission to strengthen small Asian American businesses in every sector of the U.S. economy."

"It is a great pleasure to honor the accomplishments, successes and innovations of Asian entrepreneurs—our winners exemplify the spirit of progress and entrepreneurship that has supported the significant growth in the Asian business market," said Iris Chan, Executive Vice President and National Spokesperson for Wells Fargo's Asian Business Services Program. "Wells Fargo is committed to supporting the enduring values and entrepreneurial spirit of the Asian business community, and we are proud of our new national alliance with USPAACC."

The new award recognizes the business accomplishments and community involvement of leading Asian business owners nationwide. The first Asian Business Leadership Award went to a Tucson, Arizona-based The Architecture Company. In partnership with USPAACC, Wells Fargo presented a \$5,000 cash award to The Architecture Company at *CelebrAsian 2004*, USPAACC's Annual National Asian American Business Conference in Irvine, California (see related story below). ●



The Architecture Company Wins Leadership Award

Company (owned by Richard Fe Tom and Nancy Tom) has been in business for 22 years. It offers architecture, planning and construction management, and is known for innovative architecture that is functional, structurally sound, and beautifully designed, striving to create buildings that enhances the community's visual and functional experience.

The Toms attribute their company's success to a commitment to excellence, customer advocacy, supportive relationships, and community involvement. "We believe that integrity, optimism and the expectation

of change are key principles that create a successful business and a successful life," said Richard Fe Tom. "It is a great honor for us to receive this award on behalf of Asian business owners everywhere."

The two finalists honored at the Conference were: Vu Thanh Thuy and Duong Phuc, owners of Houston-based Radio Saigon Houston KREH 900 AM, a Vietnamese language radio station established in 1997 as a source of daily, local news and information to the 150,000 Vietnamese living in Houston, as well as listeners in Dallas, Texas, Orange County and San Jose, California via syndication. ●

The Award recipient and two finalists were selected from applicants across the country who were evaluated on business innovation, success, and legacy of community service. This year's recipient, The Architecture

CelebrAsian (From Page 5)

& Space Administration (NASA), taught small disadvantaged businesses and minority-serving educational institutions (Protégés) skills on obtaining subcontracts with major corporations (Mentors). The day concluded with the Volvo-sponsored networking reception with live music entertainment.

On the final day, at the Guanxi* Breakfast & Plenary Session and the Guanxi* Suppliers Opportunity Fair (*Guanxi is a commonly used Chinese business term meaning "connections" or "relationships"), participants increased contacts, contracts and business opportunities with Fortune companies and federal agencies on pre-scheduled "one-on-one" meetings. The USPAACC/Wells Fargo Asian Business Leadership Award Luncheon was packed and needed an overflow room

to accommodate all. *CelebrAsian 2004's* finalé, The Annual Excellence Awards & Scholarships Dinner, provided 17 college scholarships to high school seniors and paid tribute to outstanding Asian Americans: biotechnology venture capitalist Kenneth Fong, Ph.D., NASA scientist George Chen, author and medical doctor Adeline Yen Mah, Linksys co-founders Victor and Janie Tsao, U.S. Navy scientist Anh Duong, and philanthropist Myung "Mike" Hong, for their individual achievements in science, technology, the arts, business, public and community service, respectively. U.S. Small Business Administrator Hector Barreto was the keynote speaker.

Next year, *CelebrAsian 2005* will commemorate USPAACC's 20th Anniversary and will be held in May in Washington, DC. ●



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. For more information, visit the Vendor Diversity section at www.officedepot.com, where you can find FAQs, a Calendar of Events, a Vendor Diversity Survey, an MWBE database application, and much more.



Membership Application

Send completed application to
USPAACC 1329 18th Street NW, Washington, DC 20036
Telephone 1.800.696.7818 | 202.296.5221 | Fax 202.296.5225
E-mail: administrator@uspaacc.com | Website: 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, send me/us information on 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

Procurement Connections. 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 Procurement Connections, a forum where these issues are discussed, also offer opportunities to meet with corporate and government procurement representatives. Topics covered include 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.

Get to know the Asian American community better. Reach Asian American organiza-

tions 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*.

Reach outstanding employees. We perform specialized and tailored searches for corporate diversity recruitment outreach projects.

Bridge 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