Largest Asian American business conference in the United States held in Washington, DC

CelebAsian 2005: "Diversity Means Business" culminates USPAACC 20th Anniversary milestone

The US Pan Asian American Chamber of Commerce (USPAACC) culminated a year-long 20th Anniversary celebration at the largest national Asian American business conference in the United States—CelebAsian 2005: Diversity Means Business—on May, 4 - 6, 2005 in Washington, DC. It is the only national conference designed for Asian American businesses.

CelebAsian 2005, held during Asian Pacific American Heritage Month, opened doors to all who do business or would like to do business with Asian American suppliers, importers/exporters in the Asia-Pacific region, Fortune 500 companies, the federal government and the minority business community.

The three-day conference drew close to 1,000 participants. It was led by Federal Express, Cendant, Verizon and Wells Fargo as corporate chairs, at the Omni Shoreham Hotel and the U.S. Department of Commerce.

U.S. Secretary of Commerce Carlos M. Gutierrez, U.S. Secretary of Labor Elaine L. Chao, U.S. Treasurer Anna Escobedo Cabral and U.S. Small Business Administrator Hector V. Barreto gave keynote speeches. They all stayed to mingle with delighted guests.

“This is an important milestone. We are humbled to be the vital conduit between the thriving Asian American business community and their business partners in corporate America, the federal government, and the minority business community,” USPAACC National President and CEO Susan Au Allen said. “Our commitment to our constituency is steadfast. We make connections for opportunities and open doors to places where they could compete and succeed.”

Founded in 1984, USPAACC is the voice for the Asian American and minority business community. From an acorn, it is now a small oak tree that continues to grow to serve the needs and (Continued on Page 5)
Dear Friends,

Thank you for helping us make our 20th Anniversary CelebrAsian 2005: Diversity Means Business another one for the books!

We achieved many “firsts” at our national business conference: we had the largest gathering of some of the most powerful and influential Asian Americans in the United States, as well as the participation of some of the best and brightest suppliers from the Asian American business community. Our Excellence Honorees for 2005, our Excellence Awards Alumni and our Ten Most Influential Asian Americans in Business have brought so much pride to our community. They not only enhance our prestige, but also inspire the next generation of achievers.

We also pulled off a major coup with U.S. Commerce Secretary Carlos M. Gutierrez, U.S. Labor Secretary Elaine L. Chao, U.S. Treasurer Anna Escobedo Cabral, and U.S. Small Business Administrator Hector V. Barreto—they spoke at our conference and met with our participants. It was truly an unprecedented gathering of top government officials who directly affect the business community.

In addition, we gave out a record 21 academic scholarships through our corporate and private sponsors. This is an important investment in our future leaders.

As with any anniversary, we must look back and reminisce about the accomplishments and challenges of the past, and marvel at how far we have come. We have grown from simple beginnings to become the preeminent Asian American organization with a presence that continues to expand to serve an even broader Asian American constituency. We could not have achieved this without your help.

This milestone is only the beginning. It has prepared us well to meet the profoundly exciting challenges that await us in the next decades and beyond. It has provided us with an excellent foundation upon which to build for the future.

We now approach another season of growth for USPAACC with much enthusiasm and steadfast dedication.

Thank you again for your continued support. See you at the next USPAACC event!

Susan Au Allen
National President & CEO
USPAACC honored four prominent Asian Americans with the Excellence Awards at the Annual Excellence Awards and Scholarships Dinner on May 5, 2005 at the Omni Shoreham Hotel in Washington, DC.

The black-tie gala was held as part of USPAACC’s 20th Anniversary CelebrAsian 2005: Diversity Means Business. The honorable U.S. Secretary of Commerce Carlos M. Gutierrez delivered the keynote speech at the awards dinner and praised Asian Americans for their talents, family values and contributions to the country.

The Excellence Award in Business was given to Abid Abedi, Chairman and CEO of Adea Solutions, Inc. Abedi founded the Dallas, Texas-based company in 1996 and has led the organization to above industry-average revenue and profit performance while funding it organically. Under his leadership, Adea Solutions has won a number of prestigious growth awards, including top rankings in the Inc. 500 for two consecutive years and was ranked as one of the largest minority-owned companies in America by Minority Business News magazine two years in a row.

The Excellence Award in Economic Development went to Frank Jao, Chairman and CEO of the full-service real estate company, BridgeCreek Group, Inc. The Vietnam-born Jao has been called by the California mainstream media as “Mr. Little Saigon” for his groundbreaking work in building the city in Orange County, California, with the largest Vietnamese population in the United States. His company provides services in property acquisition, land development, re-development, management, leasing, asset management, and management consulting that cover 1.5 million square feet of real property in the country.

The Excellence Award in the Arts was given to prolific landscape architect and urban planner Jeff S. Lee. The Korean-born architect became the architect of record for the Pentagon Memorial, a two-acre park located at the site of the 9/11 tragedy. Shortly thereafter, a local jury chose his firm’s original design for a three-acre 9/11 Memorial Grove on Kingman Island in the Anacostia River. Lee’s imprint on the Washington metropolitan area include the Ronald Reagan Building, the new streetscape in historic Georgetown, Capitol Hill’s Barracks Row (connecting the Navy Yard to Eastern Market), the Bonsai Garden at the U.S. National Arboretum, and numerous parks and playgrounds.

The Excellence Award in Manufacturing went to Walter Wang, Outstanding Asian Americans Honored by USPAACC with Excellence Awards

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The Excellence Award in Manufacturing went to Walter Wang,

U.S. Secretary of Commerce Carlos M. Gutierrez gave the keynote address during the gala event and presented the plaque of recognition to those who made the elite group.

“These inspiring, astonishingly talented and world-class Asian Americans have made their indelible marks in the industry in which they work, and all exemplify the very best of Asian America.”

—USPAACC National President & CEO Susan Au Allen

The selection committee, composed of representatives from the media, public and private sectors, was chaired by Grant Ujifusa, founding editor of the Almanac of American Politics and founder of ThickEnvelope.com. Three months were spent on research and deliberation until the committee met and agreed unanimously on ten people that it regarded as the most outstanding. “By spotlighting these outstanding business people, we hope to make the wider public more aware of the talent and influence of Asian Americans in today’s marketplace,” Ujifusa said.

While it is gratifying to acknowledge the many contributions and achievements of Asian Americans in the United States, I think it is just as important to recognize that we are Americans; no hyphenation, just Americans.

We are all Americans.

—Indra Nooyi, President and CFO, PepsiCo, Inc. and one of USPAACC’s Ten Most Influential Asian Americans in Business, on accepting the honor

The Honorable Carlos M. Gutierrez, U.S. Secretary of Commerce, with PepsiCo President & CFO Indra Nooyi

The Honorable Carlos M. Gutierrez, U.S. Secretary of Commerce (at left), with Linksys Founder Victor Tsao, a 2004 Excellence Awardee, as well as one of the Ten Most Influential Asian Americans in Business, and USPAACC National President & CEO Susan Au Allen

The USPAACC 2005 Ten Most Influential Asian Americans in Business (in alphabetical order): 1) John Chen, Chairman, President & CEO of Sybase, Inc.; 2) Raj Gupta, Chairman, President & CEO of Rohm and Haas Company; 3) Keiko Harvey, Senior Vice President, Video Network Services, Verizon Communications; 4) Andrea Jung, Chairman & CEO of Avon Products, Inc.; 5) Jeong Kim, President of Bell Labs, Lucent Technologies; 6) Indra Nooyi, President and Chief Financial Officer of PepsiCo, Inc.; 7) Christine Poon, Vice Chairman of Johnson & Johnson; 8) Victor and Janie Tsao, Founders of Linksys, now a division of Cisco Systems, Inc.; 9) Vera Wang, Founder and President of Vera Wang Bridal House; and 10) Jerry Yang, Co-Founder and Chief Director of Yahoo! Inc.
To celebrate its 20th anniversary milestone, USPAACC held a tree-planting ceremony on the Capitol Hill grounds on May 25. The Chairman of the House Committee on Small Business, Congressman Donald Manzullo and USPAACC President & CEO Susan Au Allen presided over the planting of the oak sapling, known as the USPAACC "Prosperity Tree." USPAACC Regional Presidents, Asian American business leaders and long-time USPAACC supporters from the private and public sectors also participated in the ceremony.

Just as the tree planting ceremony commenced, the overcast and rainy sky suddenly opened with the sun shining. What a message!

The “Prosperity Tree” takes root near the corner of Independence Avenue and First Street SW across from the botanic gardens located on the Capitol Square. The ceremony was symbolic of USPAACC’s years of dedicated service and assiduous work on behalf of the Asian American business community. It also signified the celebration of Asian Pacific American Heritage Month, which is annually proclaimed since 1989 by incumbent Presidents each May.

USPAACC has often used the analogy of an oak tree to describe its growth from an acorn twenty years ago to become the preeminent Asian American business organization it is today. The "Prosperity Tree" symbolizes USPAACC’s commitment to fostering a healthy and vibrant Asian American business community.

Dr. Jeong Kim (at far right), President of Bell Labs, Lucent Technologies and one of USPAACC’s Ten Most Influential Asian Americans at the reception with his family. Sherry and Walter Wang (above left), USPAACC Excellence Awardnee; Right photo: Narinder Kapany, the father of fiber-optics and Excellence Alumnus, talks to Paul Shearman Allen and Susan Au Allen.

Top photo: The Honorable Donald A. Manzullo (second from right), Chairman of the House Small Business Committee, U.S. Congress, presides over the tree planting ceremony. Above: USPAACC staff, regional presidents and supporters participate in the ceremony.
Outstanding Asian Americans (From Page 3)

President and CEO of the world’s largest plastic pipe manufacturer, J-M Manufacturing Company, Inc. Wang’s company, headquartered in Livingston, New Jersey, is a subsidiary of the Formosa Plastics Group, a $28 billion international conglomerate that employs over 71,000 people worldwide. His entrepreneurial efforts and dedication to community are built on a strong foundation since he first joined Formosa Plastics in Taiwan as a factory machinery operator. He moved up the ranks and under Wang’s leadership, the company grew from having $220 million in annual sales to over $1 billion in 2004—while keeping its employee headcount constant. Wang recently opened one of the largest fiberglass door manufacturing facilities in the world.
Cendant and USPAACC Hold Franchising Seminar to Benefit Asian American Business Community

Cendant, a diversified global provider of business and consumer services, and USPAACC held a franchising seminar on May 6 at the 20th Anniversary CelebrAsian 2005: Diversity Means Business in Washington, DC.

“We are glad to have presented an educational franchising seminar at CelebrAsian 2005, the country’s premier event for the Asian American business community,” said Scott Welsh, Cendant’s Director of Supplier Diversity. “Participants met face-to-face with franchising executives at every investment level, and brought home valuable insights on the large variety of franchise opportunities for different pocket books.”

“The seminar offered a goldmine of knowledge to Asian American entrepreneurs who were looking for new and additional opportunities,” said Wen Chang, USPAACC Southern California Chapter President, Mayor of Diamond Bar, and CEO of Trade Union Inc. “Participants acquired first-rate skills, new knowledge about franchising, and how to apply successful and tested business concepts to remain competitive in today’s marketplace.”

In-depth examinations of the different franchise relationships and how they affect potential franchisees were presented at the seminar, including practical, legal, strategic and financial issues involved, and how to avoid the potential pitfalls. Participants also learned the challenges and rewards of launching a new franchise, the latest on franchise rules, regulations and cutting edge techniques from the collective perspectives of top professionals in the industry.

Participants acquired first-rate skills, new knowledge about franchising, and how to apply successful and tested business concepts to remain competitive in today’s marketplace.

—Wen Chang, USPAACC Southern California Chapter President, Mayor of Diamond Bar, and CEO of Trade Union Inc.

Cendant and USPAACC Hold Franchising Seminar to Benefit Asian American Business Community

Cendant’s Hospitality Services units include the Hotel Group (Amerihost Inn, Days Inn, Howard Johnson, Knights Inn, Ramada Inn, Super 8, Travelodge, and Wingate Inn); Vacation Exchange Group (RCI); Vacation Rental Group (Cendant Mobility); Timeshare Resort Group (Fairfield Resorts, Trendwest Resorts and Trip Rewards).

Cendant’s Vehicle Services units include Car Rental (Avis and Budget).

Cendant also has business units in marketing services and travel distribution services.

As the franchising seminar (clockwise, from top left): Nicole Johnson-Reece, Vice President, Diversity and Community Involvement, Cendant; Doug Wong, National Director of Franchise Development, Denny’s Inc.; and Jose Perez, Senior Vice President, Real Estate, Franchise Group, Cendant

For exemplary efforts in giving equal opportunities to the Asian American business community—USPAACC presented the Corporation of the Year and Government Agency of the Year awards to Verizon and the U.S. Department of Interior, respectively.

USPAACC’s annual scholarships program awards each year, over $100,000 in educational benefits to talented and hardworking college-bound youth. A record 21 scholarships were awarded this year during CelebrAsian (See photos on Pages 10-11).

To top it all off, an Oak Tree called the Prosperity Tree, was planted on the grounds of the U.S. Capitol to commemorate USPAACC’s 20th anniversary. Chairman of the House Small Business Committee, The Honorable Donald Manzullo, presided over the ceremony (Story on Page 5).
“Everything was well organized—thanks for all your efforts.”
Yusuf Tadia of VES International

“The panel discussions with corporations and government agencies prior to the suppliers opportunity fair were very helpful in providing specifics.”
—Richard Fe Tom of The Architecture Company, Tucson, Arizona

“Very impressed with the entire conference, especially the number of businesses and government agencies who came.”
—Sherry Wang of Pyramid Systems

USPAACC Charity Golf Tournament to kick off CelebrAsian 2005 in Washington, D.C.

Breaking the Glass Ceiling: Speakers at the Woman Pioneers Symposium held at the U.S. Department of Commerce

The Honorable Anna Escobedo Cabral, U.S. Treasurer, speaking at the Woman Pioneers Symposium

The Honorable Hector V. Barreto, U.S. Small Business Administrator, speaking at the Breakfast Plenary
Father of fiber-optics Dr. Narinder Kapany

U.S. Ambassador Sichan Siv

The Honorable Carlos M. Gutierrez, U.S. Secretary of Commerce

U.S. Ambassador Elaine L. Chao, U.S. Secretary of Labor

“A beautiful and inspiring Awards Dinner. Excellent guest speakers.”
—Susan Sparks of SC Johnson

“The awards ceremony and testimonials were fantastic... All truly WINNERS!!!”
—Jaymie Michell of Bank of America

Keiko Harvey, Senior Vice President of Verizon receives the recognition from U.S. Commerce Secretary Carlos M. Gutierrez

Dr. Jeong Kim, President of Bell Labs, Lucent Technologies

Father of fiber-optics Dr. Narinder Kapany

The U.S. Department of Interior won the Government Agency of the Year Award

“USPAACC has introduced me to other business leaders and government representatives who have helped expand our business throughout the United States.”
—Victor Tsao, Senior Vice President and Co-Founder of Linksys, a division of Cisco Systems

Congressman David Wu (second from right) with Howard Li, Donald Chu, Sherry & Walter Wang

USPAACC Officials (from left): Grace McDermott of Southwest Chapter; Varghese Chacko of Midwest Chapter; Susan Au Allen, National President & CEO; Wen Chang and Lily Kuo of Southern California Chapter; and Tim Wu of Northern California Chapter

Photos by: ROGER CHIN  Professional Photographer | www.roger@teqimage.com

www.uspaacc.com
Established in 1989, the Asian American Scholarship Fund provides financial assistance to outstanding Asian American high school seniors pursuing post-secondary education. Funded by private and corporate sponsors, a record 21 scholarships were awarded this year.

Scholarship Recipients

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

*Endowed by their daughter Elaine L. Chao*

*Catherine Tsai*

Piedmont High School • San Jose, California

“CelebrAsian was such a wonderful experience. I was drawn into stories of prominent Asian Americans—feeling their hardships and rejoicing in their successes. The night was filled with cheers as we stood on stage and presented to the audience as the future leaders of America.”

**Federal Express Scholarship**

*Hungyen Le Nguyen*

Forest Park High School • Forest Park, Georgia

“CelebrAsian made me realize the impact Asian Americans have in this country. The statistics that were presented were amazing—the Asian American economy, to the growth of this country. CelebrAsian has made me a proud Asian American.”

**PepsiCo Scholarship**

*Phuong-Nam Ngoc Gian*

Thomas Jefferson High School for Science & Technology • Springfield, Virginia

“I take pride in my Asian heritage as I listened to stories of struggle, failures, and finally success. I am proud to be part of a community that reaches farther than I could ever imagine. CelebrAsian was not only a testament of the widening reach of the Asian community but also a symbol of globalization.”

**Verizon Communications Scholarship**

*Jae Won Lee Hammert*

Thomas Jefferson High School for Science & Technology • Springfield, Virginia

“CelebrAsian was simply amazing! USPAACC has given me such a wonderful opportunity that I will remember for many years to come.”

**Telamon Scholarship**

*Anson Wai Tsui*

James Logan High School • Union City, California

“The Excellence Award alumni have inspired me and taught me that Asian Americans can really make a difference even though we are in the minority. With this new sense of motivation, CelebrAsian has given me an immense desire to become an accomplished bioengineer in the hopes of one day receiving an Excellence Award from USPAACC.”

**Dr. Poh Shien & Judy Young Scholarship**

*Bronson Ngo*

Dixie Hollins High School • Pinellas Park, Florida

“CelebrAsian was a wonderful event that expressed the accomplishments of Asian Americans. I am grateful to have been a part of a gathering of such powerful, wealthy and successful individuals. I hope to become one of those individuals in the future.”

**Bernadette Wong Yu Scholarship**

*Ling Ean Cheung*

Mark Sheehan High School • Wallingford, Connecticut

“USPAACC is doing a wonderful job in helping the future generation of Asian Americans. I am convinced that USPAACC’s mission of promoting, nurturing and propelling economic growth by opening doors of contract, educational and professional opportunities for Asian Americans is going to succeed.”

**Bloomberg Scholarship**

*Xin Yi Rong*

Seward High School • New York, New York

“At CelebrAsian, I heard a lot of impressive speeches. The speakers shared their successful experiences with us. Most have overcome countless obstacles before achieving their goals. I learned unforgettable lessons. My heart was filled with confidence and courage to face challenges ahead.”

**BridgeCreek Scholarship**

*Grace Eunhae Park*

La Canada High School • Pasadena, California

“CelebrAsian was not only a testament of the widening reach of the Asian community but also a symbol of globalization. Many came from humble beginnings. I felt proud to be Asian American, because I realized that behind every one of these success stories was a spirit that refused to give up.”

**Mercedes-Benz Scholarship**

*Alexander Cortez Tan*

J. Logan High School • Union City, California

“Thank you for giving me the opportunity to meet the Asian American leaders of our nation. USPAACC has given scholarship recipients like me a chance to truly reach our potential and be the stars of our generation.”
Volvo For Life Scholarship

Christine Nguyen
Venice High School • Culver City, California

“At CelebrAsian, I had the privilege of meeting brilliant, inspiring and renowned honorees who made their dreams a reality. My faith in the American Dream has been revitalized, amazed at being surrounded by immeasurable talent that was worthy of emulation.”

Volvo For Life Scholarship

Alexander Thanh Nguyen
Westminster High School • Westminster, California

“Thank you for helping me reach my dreams of becoming a doctor and one day helping others in developing countries. I want to leave a legacy of hope in the hearts of people I have helped and to inspire and motivate them. This scholarship is one significant step in the flight of stairs that I have to climb in life.”

McDonald’s Scholarship

Chengying Sayaovang
West Bend High School • West Bend, Wisconsin

“At CelebrAsian, we shared our experiences and the Excellence Awardees—past and present—gave me hope, motivation, encouragement and determination to pursue my education, and to strive further for bigger dreams.”

CBS Broadcasting Scholarship

Lisa Pin
Prince Edward County High School • Farmville, Virginia

“I have never seen so many powerful Asian Americans together under one roof! At CelebrAsian I met many outstanding Asian Americans and got a true sense of the term “Asian Power.” Thank you to USPAACC for a great and memorable experience!”

UPS Scholarship

Tejas Odedara
Covington High School • Covington, Virginia

“It was a great honor to meet some of the most accomplished and world famous men and women in our nation. I marveled at their expertise in various fields. It was also a great source of pride to see all that Asian Americans have accomplished for our nation.”

UPS Scholarship

Jennifer Evans
Oaks Christian High School • Oak Park, California

“At CelebrAsian was an extraordinary event celebrating the accomplishments of various Asian Americans. Their trials and successes were an inspiration and will stay in the hearts of many. The diversity of the guests painted a glorious picture of what hard work and determination can accomplish.”

Jackie Chan Scholarship

Michael Harrison Joshi
James Logan High School • Union City, California

“USPAACC has certainly assembled an amazingly qualified group of scholarship recipients. They were not only scholastically accomplished, but also with admirable ambitions. CelebrAsian had fascinating backgrounds and was an overall rewarding experience for me!”

Jackie Chan Scholarship

Justine Chia Shih
Westwood High School • Austin, Texas

“At CelebrAsian, I met distinguished Asian Americans of high status in this country. I have listened to them as they shared their knowledge and skills in their successful careers. I know I will always fondly remember this event.”

MCI Scholarship

Cathleen Cher Chen
James W. Robinson Jr. Secondary School • Oakton, Virginia

“Through CelebrAsian, I finally realized the true meaning of the phrase “Asian pride.” The life stories of the honorees—the adverse conditions they have endured and the amazing successes they have accomplished—were an inspiration to me. Meeting them in person was an experience that I won’t soon forget.”

Bruce Lee Scholarship

Travis Joseph Bryant
John E. Kennedy High School • Denver, Colorado

“CelebrAsian has opened my eyes to the hardships and challenges Asian Americans have had to face and how they have embodied the true definition of perseverance. Many who participated in this conference have overcome adversity and have grown to become some of the most successful people in the world. Thank you to USPAACC for allowing me to become part of this!”

Sodexho Scholarship

Andy Yuji Hata
Syracuse University

“At CelebrAsian was a true revelation of the national and global accomplishments of Asian Americans. Diversity and the celebration of the Asian cultures have always been a big part of my life and I felt honored to be a part of this national event and a momentous occasion.”
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.

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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).

**USPAACC: Your Connection to Economic Growth**

**Why Become Involved with USPAACC**

**Procurement Connections.** We present issues of importance to Asian Americans, and 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 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.

**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.