

# REPORT

## Nation's largest annual Asian American business conference goes to Chicago

CelebrASIAN 2006: "Partnering For Growth" to feature new programs to further help Asian American businesses succeed in today's marketplace

For the first time in its 21-year history, the US Pan Asian American Chamber of Commerce (USPAACC) will head to the midwest to bring CelebrASIAN 2006: "Partnering For Growth." To be held in Chicago on May 15-17 at the Hyatt Regency O'Hare hotel, CelebrASIAN is the nation's largest annual Asian American business conference and the only event designed to help the Asian American business community become more competitive in today's marketplace.

This year's conference will feature additional programs that give unique business opportunities to Asian American sellers and contract/supplier diversity managers from Fortune corporations, the government and other minority enterprises. For three days—and under

one roof—hundreds of participants will establish and strengthen strategic connections through one-on-one prescheduled meetings, get the latest at the summit programs, and create long-term partnerships from the networking activities that could lead to real, lucrative business ventures.

"At every CelebrASIAN, we open doors to a myriad of business opportunities," USPAACC National President & CEO Susan Au Allen said. "We are here to help guide our conference participants through the right door that could bring home the gold."

CelebrASIAN will also welcome 35 Asian CEOs—a conference first—to explore onshore and offshore business opportunities. At the invitation-only forum, participants will find out

*(Continued on Page 3)*

**This Issue** vol. XVII, No. 4

- CEO's Message 2
- Upcoming Events 2
- Business Opportunities 2
- CelebrASIAN 2006 3
- USPAACC in Action 4
- Success Story 5
- Why Join USPAACC 8



*An auspicious start to the Year of the Dog: Participants of the USPAACC-sponsored US-China Small Business Forum at the Chinese Embassy included USPAACC Southern California Chapter President Wen Chang, US Congressman Donald Manzullo, USPAACC National President & CEO Susan Au Allen, Export-Import Bank Chairman James Lambright, and Chinese Ambassador to the US Zhou Wenzhong (Story on page 4).*

## 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.

### 2006 UPCOMING EVENTS

#### CelebrASIAN 2006

Chicago, Illinois May 15 ~ 17

#### Southeast Chapter

Procurement Connections  
Home Depot HQ  
Atlanta, Georgia June 7

#### Southwest Chapter

ASIAN BUSINESS EXPO  
Arlington, Texas August 15

#### Northeast Chapter

Procurement Connections  
TBD September

#### Southern California Chapter

Procurement Connections  
TBD October

#### Northern California Chapter

Procurement Connections  
TBD November

#### Midwest Chapter

Procurement Connections  
TBD December

eastwest REPORT is published by the US Pan Asian American Chamber of Commerce National Headquarters at 1329 18th Street NW, Washington, DC 20036 Phone 1 (800) 696.7818 | (202) 296.5221 Fax (202) 296.5225 E-mail: administrator@uspaacc.com www.uspaacc.com

#### USPAACC NATIONAL STAFF

Susan Au Allen  
Tatsuya Aoyagi | Cherie Chiong | Nick Nadal  
Archibald Williams | Richard Zhang

EDITOR JP Torres

© 2006 USPAACC All Rights Reserved

## CEO's Message

Dear Friends,

With great pleasure, I invite you to CelebrASIAN 2006: Partnering for Growth. This will be our first time to hold the national conference in the midwest—an important region with a fast-growing Asian American business community. We will bring together some of the most resourceful, efficient and cost-effective Asian American entrepreneurs from all over the nation and connect them to contract and supplier diversity managers—actual decision-makers—from Fortune corporations and government agencies.

Every aspect of CelebrASIAN 2006 is designed to bring value to you, Asian American entrepreneurs, corporate and government buyers, professionally and personally. The programs are customized to help you make significant strides in your own business. You will have golden opportunities to make new or strengthen old business partnerships, time to interact directly with speakers experienced in the cutting-edge of business and strategies, and network with 35 Asian CEOs, Fortune corporation executives, government officials and other successful entrepreneurs like yourself.

CelebrASIAN also celebrates Asian Pacific American Heritage Month, nurtures future leaders through the Scholarship Awards and recognizes entrepreneurial successes with the USPAACC-Wells Fargo Asian Business Leadership Awards recipients. And we should not forget the talk-of-the-town gala Excellence Awards Dinner where we will honor some of the best Asian American achievers in the country, and unveil “The Most Influential Asian Americans in Public Service.”

Of course, we will bring Chicago to you at the International Ballroom with the political and economic leadership of Illinois and Chicago as our special guests. They will help to draw the precious vacation package door prizes for you.

So save the date and make your plans now to attend. See you in Chicago!

Susan Au Allen  
National President & CEO



## In the News

### US Secretary of Labor and USPAACC National President to Speak at Diversity Summit

US Secretary of Labor Elaine L. Chao and USPAACC National President & CEO Susan Au Allen will be the Featured Speaker and the Special Guest Speaker, respectively at the Association of Chinese American Professionals (ACAP) Diversity Summit on April 28 in Sugar Land, Texas. The Summit will discuss inclusiveness, globalization and innovation, among other issues affecting today's professionals.

Allen will also speak at the Diversity Moving Beyond Inclusion to Competitive Advantage—2006 Business Growth Summit at the FedEx Institute of Technology in Memphis, Tennessee, The University of Memphis, in May. ●

## Business Opportunities

The following business opportunities are currently available for Asian American and other minority suppliers:

- 1) National chain store seeks minority fish manufacturer supplier
- 2) Business opportunity for Avian Flu prevention products and services

Interested parties, email administrator@uspaacc.com or contact USPAACC at Tel 1 (800) 696.7818 or (202) 296.5221

## CelebrASIAN 2006 Conference Highlights

On May 15-17 at the Hyatt Regency O'Hare in Chicago, CelebrASIAN 2006 will help you build strategic relationships at this gathering of prominent and proven business leaders, minority and small business owners, and decision-makers from Fortune corporations and government agencies from across the nation. Here are some program highlights:

**PROCUREMENT CONNECTIONS PLENARY** Challenged by outsourcing and contract bundling? Need to build capacity and add value to your proposal with the right teaming partner? Need agreements to protect your assets? How important is certification? What to watch for in joint ventures with large corporations and 8(a) firms? Industry leaders will tell you how to become a strategic supplier to sell successfully to corporations, government and associations.

**GUANXI\* BUSINESS OPPORTUNITY TRADE FAIR & ONE-ON-ONE MEETINGS** This is where Asian American and other minority suppliers meet with corporate and government buyers on prescheduled "one-on-one" meetings. In previous conferences—over 1,000 meetings—suppliers shared their capabilities with corporate and government buyers. Minority suppliers who understand the power of "face-time" will seize this opportunity to meet actual decision-makers.

**PREPARE TO WIN BUSINESS** Get smart. Get known. Get business! For suppliers by suppliers, a must-attend if you want to grow your business. Develop effective marketing skills. Learn the secrets of "elevator pitches" and fresh networking ideas. Experts will answer your burning questions so you can apply what you learn on Monday to win business on Tuesday!

### USPAACC/WELLS FARGO ASIAN BUSINESS LEADERSHIP AWARDS LUNCHEON

What does it take to succeed in business? There is more to being resilient, persistent and willing to put in the long hours. Three Asian Americans will tell their secrets for success. Last year, we had standing ovations. This year will be no less.

### SUMMIT OF SUPPLIER DIVERSITY DIRECTORS/MANAGERS & BUYERS—

**BREAKING BUSINESS CULTURAL BARRIERS** We are our own culture. Suppliers come to gain better understanding of various corporate cultures and procurement processes. Supplier Diversity

#### MAJOR CORPORATE SPONSORS



Participants at the Guanxi\* Business Opportunity Trade Fair gain the all-important "face-time" through prescheduled one-on-one meetings

Directors/Managers and Buyers come to address cultural challenges they face in negotiating and partnering with diverse Asian American entrepreneurs.

**WOMAN PIONEERS SUMMIT** Woman pathfinders in corporate, small business and government will share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top. A motivational experience—up close and personal—you will remember for a long time!

**EXCELLENCE AWARDS RECEPTION & GALA DINNER** The talk-of-the-town black-tie gala to connect with customers in an upbeat and inspirational event; meet some of the best minds and talents in Asian America, 2006 Excellence Award honorees, Corporation of the Year, Government Agency of the Year, Supplier Diversity Manager of the Year. It will be a night to remember! ●

\*Guanxi is a commonly used Chinese business term meaning "connections" or "relationship"

#### CORPORATE CHAIRS

FedEx



WELLS FARGO

(CelebrASIAN 2006, Continued from Page 1)

how to sell to and buy from affluent consumer markets in China, India and other Pacific countries.

As in the past, CelebrASIAN brings innovative Asian American suppliers closer to Fortune corporations that buy \$80 billion of goods and services from minority businesses and to the Federal agencies that want to buy \$15 billion—to meet their annual supplier diversity goal. They will find out how to: build competitive edge; acquire new ventures in growth areas; develop winning strategies; and form strategic networks with Tier I

contractors and Tier II subcontractors to bid for large business opportunities, such as the Gulf Coast (Katrina) reconstruction, Transportation projects; and much more.

Corporate Chairs are FedEx, Verizon and Wells Fargo. Victor Tsao, Co-Founder of Linksys (now a division of Cisco Systems, Inc.), is Conference Chair. Varghese Chacko, USPAACC Midwest Regional Chapter President and Founder & Chairman of All American Bank, is the Conference Host. ●

For more information on CelebrASIAN 2006, visit [www.uspaacc.com](http://www.uspaacc.com)

*US-China Small Business Forum:*

**USPAACC organizes US-China Small Business Assistance Initiative**

The strong interest in greater trade with China was the main topic for American small business owners, US government officials and Chinese diplomats at the US-China Small Business Forum, that USPAACC organized at the Embassy of People's Republic of China last February.

Chinese Ambassador to the US, Zhou Wenzhong, co-chair of the event said in his opening remarks: "Like in the US, the Chinese small and medium enterprises are the economic engines and they are ready to do business with American SMEs."

"We know that the Chinese want to buy American products," said Congressman Donald A. Manzullo, Chairman of the US-China Interparliamentary Exchange and US House Committee on Small Business and co-chair of the Forum, "but we are making it harder for them to buy from us."

Business leaders shared their experiences and concerns over severe visa restrictions the US imposes that have made it difficult for their Chinese counterparts to come and buy from American companies, raised questions about due diligence, and the need to assist in finding appropriate Chinese partners with whom to do business.

In response to concerns over the lack of intellectual property protection and consistent government regulations and procedures in China, Wang Zhongnan, First Secretary, Commercial Section at the Chinese Embassy, said, "But, we are doing better. The Chinese government has set up the institutional framework for doing business in China on a national level. The next step is to



*From left: USPAACC Southern California Chapter President & Diamond Bar, California Mayor Wen Chang; US Congressman Donald A. Manzullo; Chinese Ambassador to the US Zhou Wenzhong; and USPAACC National President & CEO Susan Au Allen*

address the implementation of the institutional framework in the local level."

In response to the well-articulated and widespread need, USPAACC has set up a US-China Small Business Assistance Initiative to help and link American and Chinese small and medium enterprises to facilitate market access and on-time delivery for both American and Chinese companies.

"USPAACC has a unique understanding of both the American and Chinese business cultures and is perfectly positioned to bridge the cultural gap and build the necessary business relationships that would facilitate trade between the two countries," said Susan Au Allen, USPAACC National President and CEO

**CEOs from Asia to explore joint venture opportunities at CelebrASIAN 2006**

USPAACC will welcome 35 CEOs of small and medium enterprises from China, India and Korea in talks on joint venture opportunities and take advantage of the unprecedented double-digit business growth in the Asia Pacific region.

"We are opening more doors to more opportunities here and abroad," Dai Min Barclay, Committee Chair of the International CEO Forum said. "American small and medium enterprise CEOs will have the chance to explore markets and make vital connections that would augur well for both suppliers and buyers from both sides of the Pacific."

The "invitation only" forum will be held on May 15 at the Hyatt Regency O'Hare hotel on the first day of the CelebrASIAN 2006 business conference. For more information, contact USPAACC or visit [www.uspaacc.com/internationalceoforum](http://www.uspaacc.com/internationalceoforum)

**USPAACC receives record number of scholarship applications**

A record number of scholarship applications—over 1,500 eligible—were received by USPAACC for the coming academic year. A total of 16 scholarships will be awarded through private sponsors, such as Ruth Mu-Lan Chu and James S.C. Chao (endowed by their daughter US Labor Secretary Elaine L. Chao), the estate of Bruce Lee, Dr. Poh Shien and Judy Young, Telamon, Jao Foundation, and hallmark scholarships named after corporate sponsors, such as CBS, Darden Restaurants, FedEx, McDonald's, PepsiCo, UPS, Verizon, etc.

"The quality of this year's applicants was very impressive," said Anthony Yu, Chairman of the Scholarship Selection Committee. "The selection process was especially difficult, yet satisfying, as we know we are investing in our future leaders."

Robert Faithful of the US Department of Interior and Scholarship Selection Committee member concurred: "The diversity of the students, their accomplishments, and their amazing stories of how they overcame adversity were truly inspiring."

The 16 scholars will be invited to the special Scholarship Awards luncheon and the Excellence Awards dinner during CelebrASIAN 2006 business conference in Chicago.

## From Importing Oak Vanities to Building a Multi-Million Dollar Construction Company

When biologist Joan Yang eventually decided to take a different path and establish a construction company, many were probably hard-pressed to find a common ground between these two rather disparate careers. Yet for her, she knew it would be an easy transition, as she would simply apply the mantra of a biologist to her new business: nurture to achieve growth.

So in 1985, Yang, who holds a PhD in Biology and an MBA from the State University at Buffalo, and a BS in Plant Pathology from National Taiwan University, entered the general construction business and founded Rand & Jones Enterprises Co., Inc. (R&J) in Buffalo, New York.

As CEO, President & Founder of R&J, Yang grew a fledgling firm into a \$15 million-company over two decades by implementing sagacious management and accounting systems. She ran a team of a dozen managers and oversaw all aspects of the company's operation—from business development strategies to marketing and the successful execution and completion of all construction projects.

In some ways, Yang's career in construction was a far cry from her first business venture of importing oak vanities, which then progressed to ownership of a factory that produced cultured marble on

Buffalo's East Side. By the time R&J was established and started to gain a foothold in the industry, she knew she had to quickly address her lack of knowledge in this area. So she enrolled in Erie Community College to obtain the construction education and management skills she needed to succeed in the business.

Akin to the natural source of the oak vanities she had been importing early in her career, R&J quickly grew roots and started to branch out. It won numerous bids in the Buffalo area and received several awards.

To grow further, Yang knew she needed opportunities for her company. And she thought that the US Pan Asian American Chamber of Commerce (USPAACC) might be the venue to help her connect with bigger clients. So she attended USPAACC's annual national Celebr<sup>ASIAN</sup> business conference in Washington, DC. There she met US Department of Labor officials, as well as those from federal agencies and executives from Fortune corporations. Soon she was learning the inner workings of the procurement process, requirements and how to bid strategically. Little by little, she got leads that led to business

While Yang credits USPAACC for "planting the seed" that led to many opportunities for her company, she knows it is important to continue to nurture those relationships that have arisen from USPAACC events.



Joan Yang and the façade of the Rand & Jones Enterprises building in Buffalo, New York

that would not have been possible had she not met the decision-makers "face-to-face" at Celebr<sup>ASIAN</sup>.

While Yang credits USPAACC for "planting the seed" that led to many opportunities for her company, she knows it is important to continue to nurture those relationships that have arisen from USPAACC events.

Today, R&J operates from a restored landmark building in downtown Buffalo with multi-million-dollar projects and several joint ventures. It is in the process of expanding its presence in the West Coast.

Now that R&J has successfully proven its mettle in numerous projects for federal, state and local government agencies, Yang has set her sights on bigger things. "I want to play with the big boys," she said with confidence. She is hoping to be taken under the wing of large construction firms such as Hensel Phelps Construction or Bovis Construction, much like how she has taken other smaller businesses through a mentor-protégé arrangement.

Despite her many successes in the male-dominated construction industry, Yang continues to work long hours without sacrificing time for her family. She cautions everyone to have some balance in life. She speaks with authority on this matter, having successfully raised her two sons while building her business. She offers more advice: "Work hard and do the best you can, as there is no substitute for working hard. Be daring to think out of the box and challenge the status quo."

Clearly, Yang has proven that she can meet every challenge head on. But more importantly, she has shown that the path she took mid-career may have been different, yet still shared a common ground in the incongruous areas of construction, biology, and raising a family—all need proper nurturing to grow. ●

To learn more about Rand & Jones Enterprises Company, Inc., go to: [randjones.com](http://randjones.com). If you have other USPAACC success stories, contact us or email: [administrator@uspaacc.com](mailto:administrator@uspaacc.com)

# REGISTRATION FORM

**CelebrASIAN 2006 Partnering For Growth**  
May 15-17, 2006. Hyatt Regency O'Hare

**FAX THIS PAGE TO USPAACC BY APRIL 21  
TO RECEIVE EARLY BIRD RATE**

Every year, **Fortune corporations buy \$80 billion of goods and services from minority businesses** and the **Federal government wants to buy \$15 billion**—to meet their supplier diversity goal. They also **want to buy** from **Asian American businesses**.

Show them what you can offer—at the largest national Asian American business conference designed to:

- Connect corporations and government buyers to Asian Americans
- Connect Asian American businesses to corporations and government buyers
- Meet the business development needs of Asian Americans

At CelebrASIAN 2006, organized by US Pan Asian American Chamber of Commerce (USPAACC), we will bring sellers and buyers together, for three days, and under one roof!

This conference will help you grow your business through one-on-one prescheduled meetings, valuable connections, prized information, partnership and teamwork—a strategic relationship that could lead to real, lucrative business opportunities!

Go to [www.uspaacc.com](http://www.uspaacc.com) or call 1-800-696-7818. **REGISTER TODAY!**

## CORPORATIONS AND GOVERNMENT AGENCIES ATTENDING

Ahold (Stop and Shop/Giant) • Altria Group (Philip Morris & Kraft) • American Express • American Airlines • American Red Cross • Amtrak • Avis • Burger King • CBS Broadcasting • Cendant Group • Cisco Systems • Citigroup • CNA Insurance • The Coca-Cola Company • Coca-Cola Enterprises, Inc • Delta Air Lines • Darden Restaurants • Enterprise Rent-A-Car • ExxonMobil • FedEx • General Mills • Hilton Hotels • Home Depot • Hyatt Hotels • IBM • Kellogg's • McDonald's • Marriott • Mercedes-Benz • Merck • Motorola • Nissan • PepsiCo • Procter & Gamble • Raytheon • Sprint-Nextel • Time Warner • Turner Construction • United Airlines • UPS • Verizon • Verizon Wireless • Wal-Mart • Walt Disney • Washington Mutual • Wells Fargo • Wendy's • Yum! Brands

Environmental Protection Agency • Federal Deposit Insurance Corporation • General Services Administration • Lawrence Berkeley Lab • Missile Defense Agency • National Aeronautics and Space Administration • U.S. Dept of Agriculture • U.S. Dept of Education • U.S. Dept of Energy • U.S. Dept of Commerce • U.S. Dept of Health and Human Services • U.S. Dept of Homeland Security • U.S. Dept of Housing & Urban Development • U.S. Dept of Interior • U.S. Dept of Labor • U.S. Social Security Administration • U.S. Dept of State • U.S. Dept of Transportation • U.S. Dept of Treasury • U.S. Dept of Veteran Affairs • U.S. Postal Service • and many more!

## Goods and Services Needed

Advertising • Agencies (Creative/Professional) • Architectural & Engineering • Audiovisual • Auditing & Accounting • Building Materials • Cable Supplies • Capital Equipment • Catering & Packaged Food • Computer Hardware, Software & Supplies • Construction • Chemical Processing Equipment • Chemical Raw Materials • Direct Mail Fulfillment • Electrical Supplies • Electronic Equipment • Engineering • Environmental • Exhibits • Food Manufacturing • Fuels and Utilities • Graphic Design/Creative Services • Hand-held Computers • Lab Casework, Equipment, Furnishing & Supplies • Landscaping • Light Fixtures • Kitchen Appliances • Maintenance & Repair • Market & Media Research • Multicultural Marketing • Medical Supplies & Equipment • Office Supplies • Packing & Consumables • Public Relations & Marketing • Premiums & Promotions • Paper, Printing & Publishing • Real Property Leasing & Management • Security • Shipping • Telecommunication & Technology • Transportation & Freight • Travel • Uniform Rental • Logistic, Warehouse & Distribution • and many more!

To register or for more information, fax this completed form to (202) 296.5225, call 1 (800) 696.7818 or visit [www.uspaacc.com](http://www.uspaacc.com).



YES! Please register me     Please send me a brochure

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email \_\_\_\_\_

## RATES (Check one. Payable in US funds only) BEST VALUE EARLY BIRD FULL CONFERENCE RATES!

- Corporate individual \$525
- Government individual \$475
- Asian American/Minority – Member \$395
- Asian American/Minority – Non-Member \$450

Payment must be received **by April 21** or REGULAR rates apply:

Corporate individual \$600

Government individual \$550

Asian American/Minority – Member \$475

Asian American/Minority – Non-Member \$575

*Conference registration fees do not include booth/exhibit or table top rental fees. Go to the website for rates.*

## METHOD OF PAYMENT (Check One)

Check     MasterCard     Amex     Visa

Card No: \_\_\_\_\_


Expires: \_\_\_\_\_

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_

## FOR USPAACC USE ONLY

REGISTRATION CODE:



Your business is small.  
Your ambitions aren't.

WHAT CAN BROWN DO FOR YOU?\*

You never stop working to grow your business. And UPS® never stops helping you. For instance, we make it easy to access our international, overnight and ground services, no matter where your day takes you. We give you business support at The UPS Store® (with over 3,800 locations, chances are there's one close by). We

even help you anticipate your customers' shipping questions with automatic e-mails. And because sometimes your business needs capital to grow, we make financing available through UPS Capital<sup>SM</sup>. How far can your business go with UPS? As far as your ambition can take it. **UPS.com® 1-800-PICK-UPS®**



© 2005 United Parcel Service of America, Inc. UPS, the UPS brandmark, and the color brown are registered trademarks of United Parcel Service of America, Inc. All rights reserved.

## 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 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 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