

USPAACC Holds Successful CelebrASIAN 2006 in Chicago

New business opportunities on the local, national and international levels reach new heights at the Asian American business conference's 21st Anniversary

Hundreds of Asian American entrepreneurs from across the country and decision-makers from Fortune 500 corporations, the federal government, the state of Illinois, and the city of Chicago, came together at the US Pan Asian American Chamber of Commerce (USPAACC) annual national Asian American business conference, CelebrASIAN 2006: "Partnering for Growth," held May 15-17 at the Hyatt Regency O'Hare in Chicago, Illinois.

For its 21st anniversary, USPAACC brought to the Midwest region the only national event designed to help the Asian American business community become more competitive in today's marketplace.

U.S. Labor Secretary Elaine L. Chao, U.S. Congressman (R-Illinois) and Chairman of the House Committee on Small Business Donald A. Manzullo, Illinois State Treasurer

Judy Baar Topinka, Illinois State Senator Dan Rutherford, Cook County Treasurer Maria Pappas, Chief Procurement Officer of the Department of Procurement Services of Chicago Barbara Lumpkin, and Director of the Illinois Department of Central Management Services Paul Campbell, were among the top-level guest speakers at the national conference.

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

"Our corporate members said this was the best business conference they have ever attended and where they met Asian American suppliers they could use," USPAACC National President

(Continued on Page 5)

This Issue

vol. XVII, No. 5

President's Message	2
Upcoming Events	2
Business Opportunities	2
USPAACC News	3
USPAACC Honors	4
USPAACC in Action	7
Corporate Member In Focus: FedEx	8
CelebrASIAN 2006 Highlights	9
Scholarship Recipients	12
Why Join USPAACC	16



At CelebrASIAN 2006: USPAACC National President & CEO Susan Au Allen (center), with Congressman Donald A. Manzullo, Chairman of the U.S. House Committee on Small Business (to her left) and Illinois State Senator Dan Rutherford (to her right), USPAACC officials, corporate members, and Asian American suppliers.

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.

UPCOMING EVENTS

Midwest Region

USPAACC Midwest Chapter
Procurement Connections:
Roundtable Forum
Kellogg's Auditorium
Battle Creek, Michigan August 21

Northeast Region

USPAACC Northeast Chapter
Procurement Connections
New York City, New York September

Southeast Region

USPAACC Southeast Chapter
Procurement Connections
Georgia Power's Headquarters
Atlanta, Georgia October 6

Northern California

USPAACC Northern CA Chapter
Procurement Connections
San Jose, California October 18

Southern California

USPAACC Southern CA Chapter
Procurement Connections
Omni Hotel
Los Angeles, California October 19

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President's Message

Dear Friends,

Thank you for making our annual national business conference an overwhelming success! With your help and support, we were able to build enduring relationships between Asian American entrepreneurs and their partners in corporate America, the federal, state and local governments, and the minority business community.

This was our first national conference in the Midwest—and certainly, won't be our last. Our presence in the region, through our Midwest Chapter in Chicago, is proof-positive of our deep commitment to the thriving Asian American business community there.

We have taken this growth potential to a new level when we brought together some of the most efficient and cost-effective Asian American entrepreneurs from across the country, and connected them to contract and supplier diversity managers from Fortune 500 corporations and government agencies. This is what we set out to do and accomplished at CelebrASIAN 2006.

We introduced new programs at the largest annual national Asian American business conference in the country, including the International CEO Forum, where we explored exciting business opportunities in the Asia-Pacific region. Political and business leaders from Washington, DC, the city of Chicago, the states of Illinois, California, Florida, Georgia, Maryland, Massachusetts, Minnesota, New Jersey, New Mexico, New York, Ohio, Pennsylvania, Tennessee, Texas, and Wisconsin, came as well.

In celebration of Asian Pacific American Heritage Month, we invested in our future leaders by awarding 16 scholarships, through Asian American and corporate sponsors, to college-bound students who have shown consistent academic excellence, who were active in community service, and have financial need. We recognized three Asian American business owners for their entrepreneurial successes through the USPAACC-Wells Fargo Asian Business Leadership Awards; honored four Asian American achievers, and unveiled our "Ten Most Influential Asian Pacific Americans in Public Service" at the talk-of-the-town gala Excellence Awards Dinner.

In the coming months, we look forward to seeing you at our regional events that are designed to help you establish new business relationships, strengthen existing ones, and chart new growth for your business by opening more doors to opportunities for the Asian American community and our partners in corporate America, the federal government and the minority business community.

Have a good summer!

Susan Au Allen
National President & CEO



Business Opportunities

In order to participate in Verizon's competitively-bid procurement process, suppliers should register with Verizon's Supplier Diversity Program. To position your company for favorable consideration, you must have the following qualities: competitive and "value-added" capabilities; proven 3-year track record and references; good financial standing; quality processes (ISO 9000, TL 9000 or equivalent); electronic data interchange (EDI) or E-commerce (such as "Ariba compliant") for product purchases & payments; understanding of Verizon's business; ability to market their company aggressively; ability to provide multiple services and serve multiple companies; technological capabilities (hardware & software); and compliance with OSHA safety standards for products and services; third-party MW/DV BE certification, such as USPAACC, if registering as a Minority/Women/Vietnam Era Veteran & Persons with Disability Business Enterprise. Verizon reserves the right to select suppliers who will participate in its procurement process. It cannot and will not promise to transact business with all suppliers. For more information, visit www.uspaacc.com

New Business Opportunities in Asia Explored at USPAACC's International CEO Forum

Executives from major U.S. corporations and Asian American businesses gathered at the USPAACC International CEO Forum to discuss strategies to successfully penetrate the Asian markets. Joining in the talks were top trade representatives from China, who were among those who shared joint venture opportunities and an insider's perspective on how to take advantage of the unprecedented double-digit business growth in China, India and other countries in the Asia-Pacific region.

The Honorable Weiping Shen, Vice Chairman of the China Association of International Friendly Contact flew in from Beijing to address the forum. Other panelists included: China expert Savio S. Chan, President of US-China Partners; Hilton Smith Sr., Vice President of Turner Construction; Bob Erwine of the International Trade Center of the University of Georgia; and Michael Legamaro, an international tax attorney.

"By creating this forum, we have opened new doors to more business opportunities here and abroad," USPAACC National President & CEO

(Continued on Page 15)



At the International CEO Forum: The Honorable Weiping Shen, Vice Chairman of the China Association of International Friendly Contact (2nd from left) discusses new business ventures with Illinois State Senator Dan Rutherford (3rd from left), as USPAACC National President & CEO Susan Au Allen joins in the discussion.

USPAACC-Southwest Hosts 5th Anniversary Asian American Business Expo

The USPAACC-Southwest Regional Chapter (USPAACC-SW) presented its 5th Anniversary Asian American Business EXPO "Building Wealth Through Supplier Diversity" at the Arlington Convention Center in Arlington, Texas on August 15.

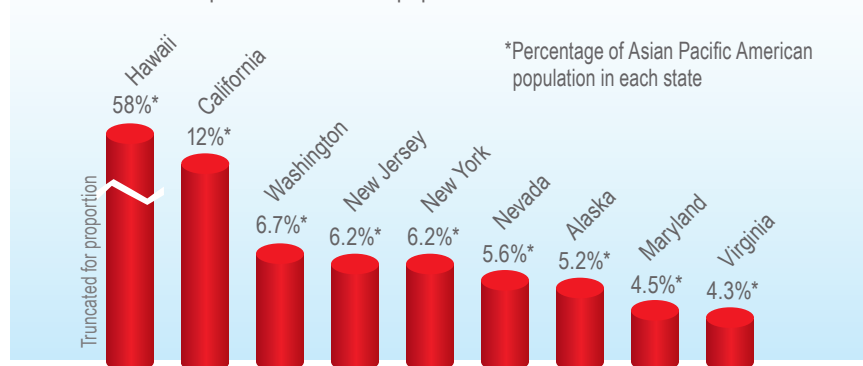
The EXPO, chaired by Gwen Wilson, Verizon Wireless' Director of Supplier Diversity, brought together Asian American suppliers, major corporations, and government agencies under one roof for business-to-business match-making opportunities and to discuss critical issues, such as access to capital, securing contracts for business start-ups and how to grow and do business successfully with corporate America.

"The EXPO provided a value-added venue for corporations to reach out to the largely untapped Asian consumer market," USPAACC-SW Regional Chapter President Grace McDermott said. "Asian Americans are a powerful force with over \$240 billion dollars in purchasing power, and tapping into

(Continued on Page 15)

By the Numbers

The Asian Pacific American population that exceeds the U.S. national average of 4.2 percent of the total population are found in nine states:



Source: U.S. Census Report 2000 (Issued 2002)

Advocacy

USPAACC National President & CEO Continues to Give Stronger Voice to Asian American Business Community During Nationwide Speaking Tour

In celebration of *Asian Pacific American Heritage Month*, USPAACC National President & CEO Susan Au Allen kicked off yet another nationwide speaking tour, giving a stronger voice to issues affecting the Asian American business community.

Allen's whirlwind speaking engagement began in Houston, Texas on April 28, where she spoke at the Association of Chinese American Professionals 2006 Diversity Summit. She addressed the importance of diversity, the challenges facing the Asian American business community and how best to sustain their competitive advantage in a rapidly changing economy.

On May 3, she spoke at the "Grow Fast, Grow Right" 2006 Business Growth Summit at the FedEx Institute of Technology, University of Memphis in Memphis, Tennessee. At this Summit, Allen stressed the importance of workplace and leadership diversity in achieving strategic business goals.

Allen then addressed the Premier Automotive Group (Aston Martin, Jaguar, Land Rover and Volvo) in Irvine, California on May 18, and in Rockleigh, New Jersey on June 6. ●

USPAACC and Wells Fargo Present Three Asian American-Owned Small Businesses with 3rd Annual Asian Business Leadership Award

\$5,000 Cash Grant Awarded to Each Winner

In recognition of the continuing growth and success of Asian small business owners across the country, USPAACC and Wells Fargo presented the third annual Asian Business Leadership Awards at CelebrASIAN 2006 in Chicago.

Three recipients of the USPAACC/Wells Fargo Asian Business Leadership Award were selected from a nationwide pool of applicants and were evaluated based on their business innovation, the success of their company, and their approach to community service. Each winner received \$5,000 as cash prize.

The 2006 winners include: Julie Azuma of the New York-based Different Roads to Learning, Inc.; Chareonsri Srisangnam and Vinod Padhye of the Minnesota-based S&P Marketing, Inc.; and Vu Thanh Thuy of the Texas-based Radio Saigon Houston.

"We are honored to partner with Wells Fargo in recognizing these very special Asian business owners—not only for their business success, but also for their contributions to their communities," said Susan Au Allen, USPAACC National President & CEO. "As Asian-owned businesses continue to grow at an unprecedented rate, we are confident that the future will bring great success to this thriving community of entrepreneurs."



Above: Winners of the 3rd Annual Asian Business Leadership Award pose with U.S. Labor Secretary Elaine L. Chao (third from right) and USPAACC National President & CEO Susan Au Allen (third from left); At right: Iris Chan, Head of Commercial Banking at Wells Fargo and National Spokesperson for the Asian Business Services Program.



"This year's winners reflect the critical role Asian-owned businesses play in driving the US economy, and are a great testament to the strength, diversity, and character of this growing market," said Iris Chan, Head of Commercial Banking at Wells Fargo and National Spokesperson for the Asian Business Services program. "Asian business owners continue to succeed and thrive all across the country, and we are excited and honored to continue the tradition of recognizing and celebrating their tremendous achievements."

Wells Fargo launched the Asian Business Services program in 2002 to provide outreach, education and increased capital to Asian business owners. The program focuses on forming community alliances, investing in primary research and key events in the diverse communities where Asian business owners live and work.

(Continued on Page 14)



Mariafe Caballero



Carol Chin



Sam Pitroda



Eileen Konopacki-Sulit

Outstanding Asian Americans Honored with Excellence Awards

Excellence in Manufacturing, Franchising, Telecommunications, and Public Service Presented During CelebrASIAN 2006 Gala Dinner

Four outstanding Asian Americans were honored with the Excellence Award during the gala dinner of CelebrASIAN 2006, held on May 17, at the Hyatt Regency O'Hare in Chicago, Illinois.

Mariafe "Faye" Caballero, President & CEO of Black River Plastics, received the 2006 Excellence Award in Manufacturing. Since she became owner and CEO of the Michigan-based tier one automotive supplier company in 2000,

Caballero has led the consistent growth of Black River Plastics with increased revenue, expanded product line, quadrupled company size, and ensured top-notch customer service.

Carol Chin, McDonald's Franchise Owner/Operator, received the 2006 Excellence Award in Franchising. A respected entrepreneur in the franchising industry, Chin has been a restaurant franchise owner/operator since 1990, when

she and her husband Vern opened their first store in Boston's Chinatown. Today, they successfully operate 7 McDonald's restaurants in the Boston area.

Sam Pitroda, Founder & Chairman of WorldTel, received the 2006 Excellence Award in Telecommunications. He is known as the "Father of the Indian Telecom Revolution," being credited for connecting India—helping to provide

(Continued on Page 5)

Ten Most Influential Asian Pacific Americans in Public Service Named by USPAACC

The USPAACC “*Ten Most Influential Asian Pacific Americans in Public Service*” were named during CelebrASIAN 2006 held in Chicago, Illinois in May. The ten were chosen from a select group of outstanding Asian Pacific Americans for their exemplary leadership, integrity and proven track record in public service.

The USPAACC “*Ten Most Influential Asian Pacific Americans in Public Service*” are: U.S. Secretary of Labor Elaine L. Chao; U.S. Under Secretary of Defense for Personnel and Readiness David S.C. Chu, Ph.D.; San Francisco Police Department Chief of Police Heather Fong; U.S. Congressman Mike Honda (D-California); U.S. Senator Daniel Inouye (D-Hawaii); U.S. Congressman Bobby Jindal (R-Louisiana); Forensic scientist Henry Lee, Ph.D.; U.S. Secretary of Transportation Norman Y. Mineta; Special Assistant to the President for Presidential Personnel Edmund C. Moy; and U.S. Congressman David Wu (D-Oregon).

The Selection Committee was composed of distinguished Asian



Elaine L. Chao
U.S. Secretary of Labor



David S.C. Chu
U.S. Under Secretary of
Defense for Personnel
& Readiness



Heather Fong
Chief of Police
San Francisco Police
Department



Mike Honda
U.S. Congressman
(D-California)



Daniel Inouye
U.S. Senator
(D-Hawaii)



Bobby Jindal
U.S. Congressman
(R-Louisiana)



Dr. Henry Lee
Forensic Scientist



Norman Y. Mineta
U.S. Secretary of
Transportation



Edmund C. Moy
Special Assistant
to the President for
Presidential Personnel



David Wu
U.S. Congressman
(D-Oregon)

Pacific Americans from across the country: Praveen Chaudhari, Ph.D., Director of the Brookhaven National Laboratory Office of Science, U.S. Department of Energy; Sho Dozono, CEO of Azumano Travel and President of Premier Gateway, Inc.; Bill Erickson, Vice President for Finance and Administration at the CATO Institute; Matt Fong, Former California State Treasurer and currently practicing transactional law and governmental relations at the Sheppard Mullin law firm; Y.W. Kan, M.D., Louis K. Diamond Chair in Hematology and Professor of Laboratory Medicine at the University of California at San Francisco;

Narinder Kapany, Ph.D., “Father of Fiber Optics” and Founder and Chairman of K2 Optronics, Inc.; Hasumukh Shah, Editor-in-Chief and Publisher of Business Times; George Takei, Film, Television and Theater Actor, and Community Activist; and Joanne Yamauchi, Ph.D., Professor Emeritus at the School of Communication, American University.

The publication of the USPAACC “*Ten Most Influential Asian Pacific Americans in Public Service*” was made possible by Wal-Mart. For your complimentary copy or for more information about this publication, contact USPAACC. ●

(Excellence Awards, from Page 4)

phone access to a billion people and building a foundation for the country’s information industry. His company also helps establish and improve the telecom infrastructure in other developing countries.

Eileen Konopacki-Sulit, Master Sergeant (Warrant Officer Candidate) ILARNG HQ 108th Sustainment Brigade, received the 2006 Excellence Award in Public Service. As a federal technician for the U.S. Department of Defense for over 11 years, she manages two Field Maintenance Shops that are responsible for ensuring equipment readiness for the Army National Guard units. She recently spent 14 months in Afghanistan in support of Operation Enduring Freedom. ●

(CelebrASIAN, from Page 1)

& CEO Susan Au Allen said. “The overwhelming kudos and words of encouragement we received from the conference participants told us that we hit a home run in Chicago. We are privileged to be part of a dynamic Asian American business community and to help open doors to a myriad of business opportunities for them.”

For three days—and under one roof—participants established and strengthened strategic connections through informal and one-on-one prescheduled meetings, as well as encounters in the conference lobby and hallways, and created long-term partnership relationships for new business ventures.

At the invitation-only International CEO Forum, members and guests explored onshore and offshore business opportunities, particularly in the affluent consumer markets in China, India and other Pacific countries. The Procurement Connections seminars where buyers

(Continued on Page 14)

USPAACC Leads Farewell Reception for SBA's Hector V. Barreto

USPAACC led a packed Gold Room of well-wishers to honor the former Administrator of the U.S. Small Business Administration (SBA), Hector V. Barreto, at an evening reception held on July 13, in the Rayburn House Office Building in Washington, DC.

U.S. Labor Secretary Elaine L. Chao, U.S. Congressman (R-Illinois) and Chairman of the U.S. House Committee on Small Business Donald A. Manzullo, U.S. Treasurer Ana Escobedo Cabral, and U.S. Department of Commerce/MBDA National Director Ronald Langston were among the 250 guests who came to extend their best wishes to Barreto, the 21st Administrator of the SBA (2001-2006).

USPAACC brought together 17 national trade associations that champion the cause of the nation's small businesses to give a warm send-off to Barreto. Quoting author Ernest Hemingway, USPAACC National President & CEO Susan Au Allen described the manner in which Barreto met the unprecedented challenges posed by Katrina to small businesses as "grace under pressure."

Among the many comments received from the guests were: "The trade organizations really came together and honored Hector Barreto;" "Now *that* was a classy event;" and "That's what a reception on the Hill should look like." A framed painting and a poster-size card signed by the guests were presented to Barreto at the reception.



Top photo (from left): Former SBA Deputy Administrator Melanie Sabelhaus; U.S. Labor Secretary Elaine L. Chao; SBA Administrator Hector V. Barreto; U.S. Treasurer Ana Escobedo Cabral; and USPAACC National President & CEO Susan Au Allen. Top right: Barreto with U.S. Congressman Donald A. Manzullo, Chairman of the U.S. House Committee on Small Business. Above: Barreto with well-wishers from national trade associations and the federal government.

Under Barreto's leadership, the SBA successfully increased the financial and business development resources to the country's entrepreneurs. It is estimated that SBA's current business loan portfolio of roughly 219,000 loans is worth more than \$45 billion—making the SBA the nation's largest single financial backer of small business. He will join The Latino Coalition, a non-profit organization based in Washington, DC, as its National Chairman.

The Barreto Farewell Reception Host Committee were: Steven C. Anderson, President & CEO of the National Restaurant Association; Susan Phillips Bari, President of the Women's Business Enterprise National Council; Michael Barrera, President & CEO of the U.S. Hispanic Chamber of Commerce; Fred R. Becker, Jr., President & CEO of the National Association of Federal Credit Unions; Roger A. Campos, President of the Minority Business RoundTable; Daniel A. Mica, President & CEO of the Credit Union National Association; Marsha Firestone, Ph.D., Founder & President of the Women Presidents' Organization; Sharon G. Hadary, Ph.D., Executive Director of the Center for Women's Business Research; Karen Kerrigan, President & CEO of the Small Business & Entrepreneurship Council; Todd McCracken, President & CEO of the National Small Business Association; Joseph McInerney, President of the American Hotel and Lodging Association; Lee Mercer, President of the National Association of Small Business Investment Companies; Ronald Newlan, Chairman of the HUBZone Contractors National Council; Matt Shay, President of the International Franchise Association; Ann Sullivan of the Women Impacting Public Policy, Inc.; Don Wilson, President & CEO of the Association of Small Business Development Centers; and Susan Au Allen, National President & CEO of the US Pan Asian American Chamber of Commerce (USPAACC). ●



FedEx Delivers on Commitment to Work with Asian American Small Businesses

by JP Torres

In today's corporate world, supplier diversity has become an integral component to cutting costs, promoting innovation, and establishing vital connections with customers. This initiative has clearly become beneficial to corporations that seek to increase their competitive advantage. But as more companies incorporate their own supplier diversity programs, this initiative no longer becomes a source of competitive advantage—rather, it has become a competitive imperative.

FedEx is an example of an industry leader that has shown foresight in this respect—creating a supplier diversity program that has essentially become the linchpin in the process of successfully integrating minority businesses into their supply chain. FedEx was among corporations that immediately saw a direct and positive relationship of doing business with minority and small businesses to the company's bottom line—committing resources to establish viable supplier diversity programs early on—while others were just beginning to take qualified and tentative steps to undertake initiatives in this area.

“We seek to create business partnerships that enhance our customer service, sustain economic vitality and better the communities we serve,” said David J. Bronczek, President and CEO of FedEx Express. “In order to improve diverse suppliers' access to FedEx, we take an active role in national and local organizations specifically aimed at providing opportunities to network with diverse suppliers.”

Since the company's founding in 1971, FedEx has grown into a \$32-billion global transportation and logistics company, and has continued to strengthen its lead in the industry. The top management of FedEx knows that its diversity supplier program stands the most chance of success if it is accompanied by strong senior corporate management commitment. Today, the FedEx organization is reflective of the community it serves.

Within the business community, FedEx believes that minority and small businesses

can be a true strategic resource. This is key to their company's goal, since in recent years, the small and minority business community has shown a dramatic growth, including the Asian American business segment. The latest Census report shows that minority groups are increasing their business ownership at rates higher than the national average. While the number of U.S. businesses increased by 10% since the last economic census, Asian business ownership grew more—by 24%—increasing its role in job creation and economic growth.

“The Asian American entrepreneurs, together with other small and minority business owners, are at the cornerstone of sustainable economic growth,” said Susan Au Allen, USPAACC National President and CEO. “We are glad that FedEx recognizes this—and we will work closely with them to ensure that this process of guiding Asian American businesses into the economic mainstream results in meaningful transactions and robust growth.”

FedEx has a deep and longstanding commitment to facilitating and expanding competitive business opportunities with minority and small businesses, including Asian American entrepreneurs. Their efforts, driven by the diversity of the communities in which they serve, also provide greater value, innovative thinking and improve the availability of competitive goods and services.

The continuing relationship between FedEx and the US Pan Asian American Chamber of Commerce (USPAACC) is testament to a commitment to working together for mutual benefits: the Asian American small business community continues to succeed in today's mainstream marketplace; FedEx continues to deliver its services to this vibrant community of entrepreneurs. Over the years, FedEx has steadfastly supported various USPAACC activities—including the CelebrASIAN annual



At CelebrASIAN 2006: A FedEx representative (above left) with USPAACC National President & CEO Susan Au Allen and Illinois Congressman Donald A. Manzullo; Ken Hisamoto, FedEx International Sales Director, speaking at the Procurement Connections Plenary

national Asian American business conference—where FedEx has been the corporate chair since 2003.

For its part, USPAACC has strongly embraced supplier development—working diligently and collaboratively with Asian American entrepreneurs—to develop and sustain a resourceful and competitive talent pool of suppliers to serve Fortune companies, federal agencies and the minority business community.

“Diversity at FedEx is not an option; it is a business necessity,” said Mary McDaniel, Vice President of Material & Corporate Sourcing at FedEx. “We have a diverse workforce, supplier base and supporting culture that enable us to better serve our customers and compete more effectively in the global marketplace.”

Recently, FedEx launched its FedEx Supplier Contact Management (FSCM) website, specifically aimed to assist historically underutilized companies by including them in the database of potential suppliers. FedEx worked with AECSoft, an Asian American-owned company that was the sole contractor for site development and training. AECSoft was the recipient of the USPAACC/Wells Fargo Asian Business Leadership Award in 2005.

FedEx knows that the growth of existing diverse suppliers and employee programs are key to their success—as they continue to reach out to forward-thinking, diverse suppliers and strengthen their business relationships. Moreover, it is in knowing that providing equal opportunity, increasing minority business participation in the supply chain, and maintaining the entire organization's support—from top to bottom—that lead them to gaining a competitive advantage over their competitors. Engaging the Asian American business community is one such way.

This commitment to work with minority and small businesses—including Asian American entrepreneurs—is a clear indicator of their sagacious business strategy. At the end of the day, it is a “win-win” situation for both FedEx and its diverse suppliers, as it positively affects the bottom line. Indeed, FedEx knows that minority and small business *means* big business. ●

For information on contract opportunities at FedEx, other corporations, and the federal government, visit www.uspaacc.com

CelebrASIAN 2006



"We loved the one-on-ones,
great speakers, great
meetings."
— Jana Goldenman, General Mills



"The conference was really great.
The CEO Forum was beyond
reproach. It was different but
outstanding. To have met the
Chinese delegation was a joy."
— Hilton Smith, Turner Construction



CelebrASIAN 2006



Illinois Congressman Donald A. Manzullo, Chairman of the U.S. House Committee on Small Business (far right) talks to a FedEx scholar



USPAACC Midwest President Varghese Chacko (center) in serious talks with other conference participants



Cook County Treasurer Maria Pappas with Chacko Kurian (left) and guest



Illinois State Senator Dan Rutherford with USPAACC National President & CEO Susan Au Allen



Illinois State Treasurer Judy Baar Topinka receiving the Excellence Award in Public Service

"I got so much out of the CelebrASIAN 2006 Conference and will definitely keep you updated on the results of the leads we got from this event."

— Jonathan Tsui, Duratech



"CelebrASIAN was an outstanding event!"

— Sheila Hill, Kraft Foods

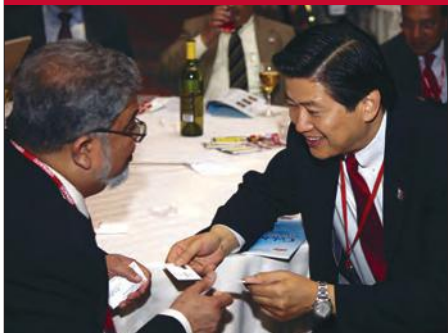


"I thoroughly enjoyed this year's conference and look forward to 2007. The Asian Supplier Summit must be repeated next year."

— Jackie LaJoie, Merck



CelebrASIAN 2006



Conference Chair Victor Tsao (right) making vital connections U.S. Labor Secretary Elaine L. Chao and USPAACC's Susan Au Allen with 2006 scholarship recipients



Illinois Congressman Donald A. Manzullo, Chairman of the U.S. House Committee on Small Business



"Great conference with excellent follow-up and follow through! We presented a challenge and USPAACC's professionalism was well received and appreciated from beginning to end."

— Gerry King, Harrah's Entertainment

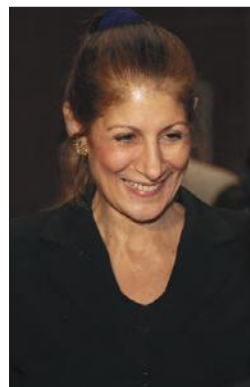


Charles Woo, Co-Founder & CEO of Megatoys and featured speaker at Business Leaders Scholarship Luncheon



"Supplier diversity workshops were great!"

—Emily Martinez-Stein, Cisco Systems



CelebrASIAN 2006



Victor Tsao, Conference Chair and Co-Founder of Linksys (now a division of Cisco Systems, Inc.)



Dinner Keynote Speaker, Forensic Scientist Dr. Henry Lee



Mistress of Ceremonies Sachi Koto



Wells Fargo's Doug Case

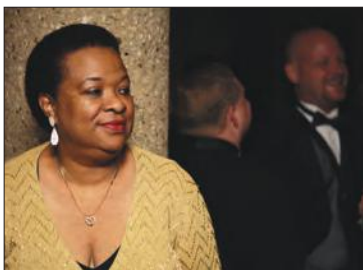


"Let's capture the momentum created by this extraordinary and impressive event!"
— Chacko Kurian, JPN Associates



"Congratulations on orchestrating another valuable conference!"

— Baldwin Tom, The Baldwin Group



Scholarship Recipients

Established in 1989, the Asian American Scholarship Fund provides financial assistance to outstanding Asian American high school seniors pursuing post-secondary education. Funded by Asian American and corporate sponsors, 16 scholarships were awarded this year.

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

*(Endowed by their daughter,
U.S. Labor Secretary Elaine L. Chao)*

Ngoc-Diem Thi Hoang
Los Gatos, California

"My entire trip to Chicago seemed surreal. Something so amazing, to happen to me, could only occur in my dreams. But I know that it was for real and CelebrASIAN's Excellence Awards Dinner definitely made the biggest impact on me. I am grateful to USPAACC and my scholarship sponsor for giving me this once-in-a-lifetime opportunity."



Bruce Lee Scholarship

Danielle Ashleen Suli
Portland, Oregon

"CelebrASIAN opened my eyes to the economic strength of Asian Americans. I was especially impressed by the large number of women participating in the conference—CEOs, Directors and Vice Presidents of large national organizations, as well as successful business owners. USPAACC has inspired me to use my education as a stepping-stone to improve the world we live in."



Telamon Scholarship

Jeanny Tanhnavong
Rockport, Texas

"CelebrASIAN was such an astonishing event for me. I met so many important people—some of the brightest and most sincere group of people ever. Thank you to Telamon for the scholarship and to USPAACC for giving me such a special opportunity to meet such wonderful people and for believing in my future."



CBS Scholarship

Lisa Diana Doyle
Gulf Breeze, Florida

"The people I met encouraged me to work hard to attain my goal of becoming a broadcast journalist. Their presence made me realize how far Asian American groups have come over the past 22 years because of USPAACC's involvement. I can't wait for the day when I will be able to help the next generation of scholarship recipients, just as USPAACC has done for me."



FedEx Scholarship

Samitha Chamara Kulathunga
Rockville, Maryland

"I am deeply humbled by this experience as I learned that there are individuals who are willing to give up quite a lot in order to make sure that other less fortunate people are able to achieve their dreams and aspirations. I was also extremely impressed with how some of these people achieved their successes; their determination motivates me to achieve my own goals."



Ken & Pam Fong Scholarship

Jennifer May Wong
Danville, California

"I felt especially privileged to have been given the opportunity to hear gifted Asian men and women speak of their passions and life stories. I think one of the most impressive aspects of the CelebrASIAN business conference was in knowing about the huge number of successful small businesses owned by Asian Americans in this country. The conference opened my eyes to the great opportunities that await us all."



Paul Shearman Allen & Associates Scholarship

Hai Yan Li
Torrance, California

"My experience at CelebrASIAN was simply amazing! It was a great pleasure to receive such an honor and support for my education. Due to the help of many generous hearts, I will definitely work diligently so as not to disappoint these people. And I promise to one day pay back this generosity."



Drs. Poh Shien & Judy Young Scholarship

Esther Cho
Clackamas, Oregon

"My preconceived notion that Asian Americans had little impact on the business community was immediately dispelled at CelebrASIAN. I felt incredibly proud to be an Asian American in the midst of all the successful business leaders."



Darden Scholarship

Khoa Dang Chu
Lincoln, Nebraska

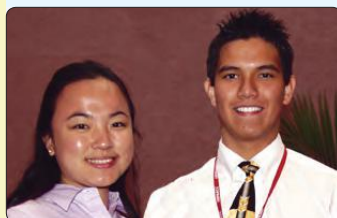
"It was an honor to meet outstanding Asian American business leaders and learn about their successes. It was also interesting to learn that many Asian American businesses are rapidly growing all over the country. USPAACC really knows how to throw the biggest business conference for all the Asian American businessmen and women from across the United States!"



FedEx Scholarship

Michael Walter Sauls
Coeur D'Alene, Idaho

"It was encouraging to find many major corporations that were supportive of the Asian American community. Now that I know how thousands of Asian Americans positively impact society, I have a strong feeling that I will eventually live up to the dream, and become very successful in life."



Scholarship Recipients

The 2006 Scholarship Selection Committee: Anthony Yu, Embassy Travel (Chair); Bob Faithful, U.S. Department of Interior; James Hendrickson, Federal National Services, Inc.; Ly Hom, Fortune IT; Sherry Hwang, Pyramid Systems, Inc.; Anthony Leo Lawless, B Cube, Ltd.; Astrid Szeto, FDA; Pauline Ting, Consultant; and JP Torres, Atelier Media Group.

McDonald's Scholarship

Duyen Ngoc Ho
Manvel, Texas

"CelebrAsian gave me a rare opportunity to meet successful people who cared about my goals and ambitions. They shared with me inspiring stories about their journeys and showed me the correct path to take toward success. Thank you to USPAACC and McDonald's!"



PepsiCo Scholarship

Shraddha Kiritkumar Patel
Newton, North Carolina

"CelebrAsian was a once-in-a-lifetime experience that I will cherish for the rest of my life. At the conference, I learned that being successful has nothing to do with where you come from, but everything to do with who you are. I also learned that I should not only focus on my career, but should also give back to my community."



UPS Scholarship

Dieu My Truong
Houston, Texas

"My family's financial situation was about to jeopardize the future of my education. USPAACC and UPS not only helped me overcome these barriers, but also gave me the confidence and motivation to pursue my dreams of becoming a biochemist. They have also given me the most valuable gift—seeing the pride in my parents' eyes when I was awarded the scholarship."



PepsiCo Scholarship

Tuong-Vi Vivian Mai-Tran
Houston, Texas

"I had a wonderful time and would come back any year to help out. I met important business and political leaders, mingled with my scholarship sponsor, and listened to the inspiring speeches at the conference. Thank you to USPAACC and PepsiCo for making my dreams come true."



UPS Scholarship

Chiao-Yang Hsiao
Gaithersburg, Maryland

"CelebrAsian was amazing! I felt enormous pride just by being in the same room with hundreds of successful business owners and high-ranking executives from big companies, such as UPS. I want to become one of them in the future. I thank USPAACC for building a bridge that connects me to the world of prominent leaders in America."



Verizon Communications Scholarship

Jian Zheng
Washington, DC

"At CelebrAsian, I met outstanding Asian American achievers and learned about their accomplishments. Their stories inspired and motivated me to work hard to achieve my goals in life. I hope that one day, I would come back as an Excellence Award honoree and be given the opportunity to help the next generation of youth leaders."



Class of 2006: Asian American and corporate sponsors pose with scholarship recipients.

(CelebrASIAN, from Page 5)

shared their procurement needs and strategies to win these contracts, and “Prepare to Win Business” seminar, where entrepreneurs learned how to develop fresh and effective marketing skills earned high marks. From the corporate side, the Summit of Supplier Diversity Directors/Managers and Buyers (Breaking Business Cultural Barriers) addressed cultural issues in negotiating and partnering with diverse Asian American entrepreneurs.

At the *Guanxi** Business Opportunity Trade Fair, Asian American and other minority suppliers met with corporate and government buyers on prescheduled “one-on-one” meetings. Suppliers promoted their capabilities with corporate and government buyers. Business-savvy minority suppliers who understood the power of “face-time” seized this rare opportunity to meet the actual decision-makers. (**Guanxi* is a commonly used Chinese business term meaning “connections” or “relationship.”)

At the USPAACC/Wells Fargo Asian Business Leadership Awards Luncheon, three exemplary Asian American business owners each received a \$5,000 cash award and a beautiful crystal. They were selected after a nationwide search for their successful business venture, vision, and community contributions. (See related story on page 4.)

The Woman Pioneers Summit featured woman pathfinders in corporate, small business and government who moved and motivated participants with their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top.

Through corporate and Asian American sponsors, USPAACC awarded 16

scholarships to college-bound students from across the country. They were all brought to Chicago to experience first-hand a major business conference that showcased Asian American businesses. The students—most of whom came with their families—were clearly inspired and awed as they mingled with successful entrepreneurs, watched them negotiate and heard successful stories and personal struggles.

At the talk-of-the-town black-tie gala, the Excellence Awards Reception and Dinner, members and guests dressed up to connect anew with clients in an upbeat and inspirational event. World-renowned forensic scientist Dr. Henry Lee, the keynote speaker, regaled the audience with his wit and humor. The spotlight was also trained on some of the best minds, warm hearts, and cool talents in Asian America, as four outstanding honorees received the 2006 Excellence Award (See related story on page 4) and as the USPAACC Ten Most Influential Asian Pacific Americans in Public Service was announced (See related story on page 5).

USPAACC also recognized the support of corporate America and the federal government to the Asian American business community. “The Corporation of the Year” award went to The Coca-Cola Company, the “Government Agency of the Year” award was given to the U.S. Department of Veterans Affairs, and the “Supplier Diversity Manager of the Year” awards were presented to Jackie LaJoie of Merck and Rengen Li of The Coca-Cola Company for their sustained interest and efforts in promoting opportunities for Asian American businesses. ●



(USPAACC/Wells Fargo, from Page 4)

Different Roads to Learning, Inc. is a New York-based online and mail order catalog that sells learning materials to specifically address the educational needs of children diagnosed with autism. Owner Julie Azuma started the company after her seven year-old daughter was diagnosed with autism. By understanding the struggle customers face in educating developmentally challenged children, the company prides itself on offering the right products, services and advice to help parents, educators, and most important, children with autism.

S&P Marketing, Inc., owned by Chareonsri Srisangnam and Vinod Padhye, is a Minneapolis-based technical marketing company specializing in fruit-based products including fruit pulp, dried fruits and fruit blend products. Under the unique ownership of both Thailand and India natives, S&P, founded in 1985, conducts business in the U.S. and abroad with more than 50% of its business involving countries such as Indonesia, the Philippines, China, South Korea and Thailand. An integral part of S&P is its commitment to community and, in 1992, the company founded the Young Scientist Roundtable, a community support program for K-12 students.

Radio Saigon Houston of Mass Media Inc. was founded in 1999, and has since become a leading Asian radio station that provides daily local news and information to the Houston metropolitan area. As the only full-time, full-service Asian broadcast station in the area, Radio Saigon Houston not only provides a source of information, but also connects the Vietnamese community to mainstream America. Operated by Vu Thanh Thuy, Radio Saigon Houston focuses on understanding the needs of its listeners as they assimilate to American culture.

To learn more about the USPAACC/Wells Fargo Asian Business Leadership Award, visit uspaacc.com ●



AfricanAmerican AsianAmerican HispanicAmerican NativeAmerican AmericanAirlines®

We believe success comes from diversity. At American, we take pride in working with companies who offer quality products and services through our Diversified Supplier Program. If you are a diversified supplier and would like to explore opportunities with us, we'd like to hear from you. Send information on your product or services and a copy of your minority/women-owned or small business certification to American Airlines, Inc., P.O. Box 619616, MD 5223, DFW Airport, TX 75261-9616. Visit our Web site at www.aa.com/supplierdiversity, or e-mail Luis Gomez, Manager of our Diversified Supplier Program at supplierdiversity@aa.com.



Dedicated to the growth of minority/women-owned and small businesses.
AmericanAirlines, American Eagle and We know why you fly are marks of American Airlines, Inc. American Eagle is American's regional partner.

(Int'l CEO Forum, from Page 3)

Susan Au Allen said. "American small and medium enterprise CEOs will soon 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 was held on May 15 at the Hyatt Regency O'Hare on the first day of the CelebrASIAN 2006 business conference. ●

www.uspaacc.com

(Southwest EXPO, from Page 3)

this market as well as their entrepreneurial spirit, becomes essential to making the region another economic hub for Asian American businesses."

USPAACC-SW celebrated its 5th Anniversary with its signature Award Luncheon, where corporate supplier diversity advocates, Asian American businesses were honored. In addition, the much-acclaimed CHASE Women Business Symposium, designed to inspire Asian American women to expand their influence in the business arena, featured outstanding and motivational speakers.

Partnership Sponsors were Verizon and Verizon Wireless; Title Sponsors were Jaguar and Land Rover; and Signature Sponsors were American Airlines, Chase, and Lockheed Martin. For more information, visit uspaacc.com ●



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

Nationwide Presence Reach over 8,000 Asian American-owned businesses through our Regional Chapters in Northern and Southern California in the West Coast, Texas in the Southwest, Chicago in the Midwest, Georgia in the Southeast, New York in the Northeast, and Washington, DC in the National Capital Area.

Asian American Suppliers Council (AASC) Develop mutually beneficial business relationships in our one-stop shop with corporate America, government agencies, and Asian American-owned businesses.

USPAACC E-Portal® Connect with some of the most innovative, resourceful, efficient and cost-effective Asian American suppliers and market to corporate and government buyers in this dynamic e-portal.

Procurement Connections Learn how to increase your business profits through these high-level networking discussions held throughout the country.

International CEO Forum CEOs of small and medium-sized companies from China, India and other Asia-Pacific countries discuss joint venture opportunities and how your company can take advantage of the phenomenal double-digit business growth in Asia.

Guanxi* Supplier Opportunity Fair Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" meetings with purchasers from corporate America and the federal government, and meet Asian American suppliers.

*Guanxi (pronounced goo-wan-shee), a commonly used Chinese business term meaning "connections" or "relationships," is also a widely used concept in the pan Asian business community.

Summit of Supplier Diversity Directors/Managers & Buyers—Breaking Business Cultural Barriers We are our own culture. Supplier Diversity Directors/Managers and Buyers address cultural challenges they face in negotiating and partnering with diverse Asian American entrepreneurs. Suppliers gain better understanding of various corporate cultures and procurement processes.

Woman Pioneers Summit Features outstanding woman pathfinders in corporate, small business, and government who 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!

Legislative Briefings Meet and discuss with the nation's lawmakers, issues that impact your business.

Participate in the largest annual national Asian American business conference and the only business conference designed for the Asian American community—**CelebrASIAN!**

Reach out to Asian Americans in various professions through our **National Directory of Asian American Organizations & Resource Guide**, the **E-News** and our newsletter, the **East West Report**. And more!

USPAACC

We open doors to contract,
professional & educational opportunities



US Pan Asian American Chamber of Commerce

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