

USPAACC Holds Nationwide Procurement Connections

More doors opened to contract opportunities for Asian American business community and their partners in corporate America, the local and federal government, and the minority business community

The US Pan Asian American Chamber of Commerce (USPAACC) held nationwide Procurement Connections to open more doors to contract opportunities for Asian American businesses. This is part of USPAACC's proactive effort to propel business growth among its constituents. Following are the highlights:

The USPAACC Southwest Regional Chapter held its 5th Asian Business Expo on August 15 at the Arlington Convention Center in Arlington, Texas. The Asian Business Expo, the largest in the region, was chaired by Gwen Wilson, Director of Supplier Diversity of Verizon Wireless.

"The meteoric growth of the Asian population in the Dallas area and in the Southwest in the last decade provides vast—albeit relatively untapped—economic opportunities for the region," Grace McDermott, USPAACC South-

west President said. "Tapping into the Asian entrepreneurial spirit is therefore essential to making this region another economic hub for Asian American businesses."

On August 21, USPAACC Midwest Regional Chapter went to Michigan to hold the Midwest Procurement Connections at the Kellogg's Headquarters in Battle Creek. Asian American businesses learned new strategies to effectively compete in procurement processes. At the networking session that followed, Asian American entrepreneurs established business relationships that could be long-lasting in the region.

On October 6, the USPAACC Southeast Chapter held the Southeast Procurement Connections at Georgia Power headquarters in Atlanta, Georgia. Dr. Jianli Li of We Connect 2 China, LLC led the session on *How to Overcome*

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COAST TO COAST: USPAACC held a record number of Procurement Connections seminars across the country in 2006 to help the Asian American business community effectively compete in today's rapidly changing marketplace

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

US-China Executive Forum
The University Club of New York
New York City, New York January 18

National Headquarters
Seminar: How Does SBA's
New Recertification Rule Affect You?
Hamilton Crowne Plaza Hotel
Washington, DC January 30

CelebrAsian 2007
The Westin St. Francis Hotel
San Francisco, California May 9 - 11

For more updates on our Calendar of Events,
visit USPAACC website at uspaacc.com

Welcome Aboard

USPAACC welcomes its new corporate members:

ConAgra Foods

STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

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President's Message

Dear Friends,

As the year draws to a close, it is time to look back at what we have accomplished during the year.

Throughout 2006, we successfully held Procurement Connections in key cities nationwide and continued to reaffirm our broad framework for helping Asian American entrepreneurs grow and succeed in business. We also continued to strengthen our voice in the nation's capital, on behalf of the Asian American business community. We have approached top-level management in large corporations to discuss the challenges Asian American suppliers face and we have made significant headway in creating a more level playing field for our constituents. We have also begun to lay out the foundation for the new "silk road" between the local markets in the United States and in the markets in China, India and the Asia Pacific region.

Our collective challenge for 2007 is to build on the critical mass we have achieved in the past and to create new contract opportunities for our members. Most important, as the marketplace rapidly changes, the Asian American business community's business strategy must also change to meet the challenges. The community needs an informed, articulate, and active voice on these issues like never before, and we have to ensure that the dream, promise and potential of the Asian American entrepreneur are realized. As the nation's foremost Asian American business organization, USPAACC is uniquely positioned to be that vital voice. But we need your support to add substance and weight to our voice.

To our partners all these years, we thank you for your continued support. And to those who have just begun to work with us, we look forward to strengthening our partnership in the coming year.

See you at CelebrAsian 2007 in San Francisco in May—if not earlier, at one of our Procurement Connections across the country.

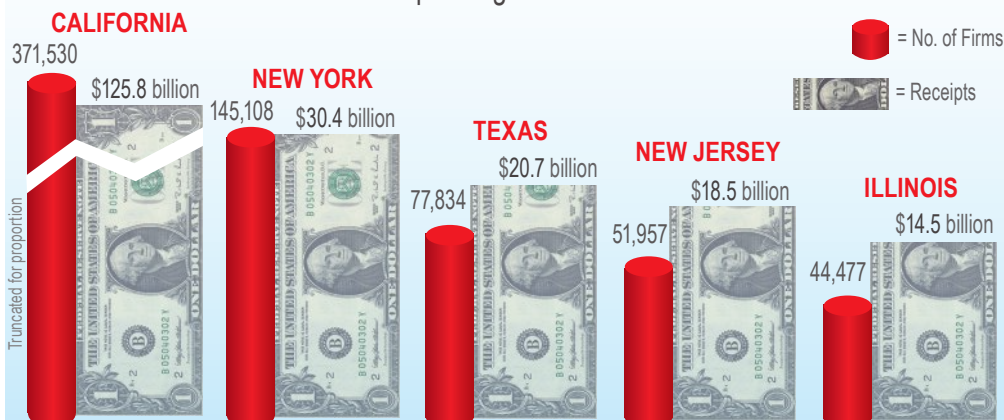
Happy Holidays and a Prosperous New Year to all!

Susan Au Allen
National President & CEO



By the Numbers

Top States with the Largest Number of Asian American-Owned Firms and Corresponding Business Revenues



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

USPAACC National President & CEO Susan Au Allen Appointed Member of the National Women's Business Council

USPAACC National President and CEO Susan Au Allen has been appointed member of the National Women's Business Council, a federal advisory council that renders advice and policy recommendations to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to woman business owners.

"Congratulations, Susan, for wearing another hat and bearing more burdens on your shoulders," wrote Wen Chang of Trade Union International, Mayor of Diamond Bar in California, and USPAACC Southern California Regional Chapter President, in his congratulatory email. "We know that women business owners will benefit from your advice." ●



Ralph Thomas III

Ralph Thomas III Appointed Chair of USPAACC Government Contracting Committee

Ralph C. Thomas, III, Special Counsel to the Government Contracts Group in the Washington, DC office of Buchanan Ingersoll PC, has been appointed Chair of the USPAACC Government Contracting Committee.

Ralph's current practice focuses on legal issues affecting small businesses in the federal government contracts arena, particularly teaming arrangements, such as joint ventures, prime and subcontracting relationships and mentor-protégé agreements.

Prior to joining Buchanan Ingersoll, Ralph was the Associate Administrator for Small and Disadvantaged Business Utilization at the National Aeronautics and Space Administration (NASA) in Washington, DC. He was a member of NASA's senior management team.

(Continued on Page 10)

Savio Chan is New USPAACC Northeast Regional Chapter President

In his capacity as the new USPAACC Northeast Regional Chapter President, Savio S. Chan will be responsible for the regional activities of USPAACC in the Northeast region, in close coordination with the USPAACC National Headquarters in Washington, DC.

Savio is President and Chief Executive Officer of US China Partners Inc., a privately held business development firm specializing in Market Entry, Strategic Sourcing and Marketing Development in China for U.S. companies. He also facilitates local and cross-border joint ventures among leading Chinese multinationals, as well as manufacturers.



Savio Chan

(Continued on Page 10)



Indra Nooyi, USPAACC Excellence Honoree, is New CEO of PepsiCo

We are proud that Indra Nooyi, recipient of USPAACC's *Woman Pioneer Award* in 2003 and one of USPAACC's *Ten Most Influential Asian Americans in Business* in 2005, assumed her new role as PepsiCo's Chief Executive Officer in October 2006.

In her previous role as President and Chief Financial Officer of PepsiCo, Indra played a key role in the company's multi-million dollar acquisition of Quaker Oats and Tropicana.

She was named the world's fourth most powerful woman by *Forbes Magazine* and the most powerful woman in business by *Fortune Magazine* in 2006.

A graduate of the Yale School of Management, Indra was an executive at Asea Brown Boveri, Motorola, and Boston Consulting Group before joining PepsiCo.

Congratulations, Indra. The only thing we could add is we knew a winner when we saw one. We reached out to you, you extended your hand, and we are friends. ●

At left: USPAACC National President & CEO Susan Au Allen with USPAACC Excellence Honoree Indra Nooyi during the CelebrAsian 2005 national business conference in Washington, DC

(Procurement Connections, from Page 1)

Cultural Differences, Henry Yu of SunTrust led the session on *Financing Global Business Expansion*, and Thomas W. Shinick, Chairman of US China Partners, led the session on *Strategies to Start Doing Business with Asia*.

Georgia Minority Supplier Development Council, Georgia Indo-American Chamber of Commerce, Chinese Business Association of Atlanta, and Georgia-China Alliance, among other advocacy groups, helped in organizing the event.

On October 18, USPAACC Northern California Chapter held its Procurement Connections at the San Mateo Marriott hotel, in California. Co-sponsored by Citibank and Verizon, the event featured topics such as *How Business Owners Get Access to Capital*, presented by George Chow, Community Relations Director of Citibank. A panel discussion on *How to Do Business with Corporations and Government* was presented by Dave Vergara, Supplier Diversity Manager of Network Appliance Inc.; Melanie Shelby, Supplier Diversity Director of Pacific Gas & Electric Co.; Emily Martinez Stein, Supplier Diversity Manager of Cisco Systems; and Michael Elkin, Assistant District Director of the U.S. Small Business Administration.

"I truly enjoyed the USPAACC event and had made good contacts there," said Christine Lee, Chief Executive Officer of Greentech. "I look forward to attending your next event in San Francisco."

The Southern California Procurement Connections, co-sponsored by Verizon and Wells Fargo, was held at the San Gabriel Hilton Hotel in California on November 9. It concentrated on Building Business through



From top photo, clockwise: At the ribbon-cutting ceremony to open the USPAACC Asian Business Expo in Arlington, Texas; At the Northeast Procurement Connections in New York City; and Howard Richman, Executive Director for Global Procurement for Merck & Co. at the Northeast Procurement Connections

Supplier Diversity, Expanding Market Share in the Public Sector, Expanding Market Share from the Private Sector, Expanding Business through International Markets, among other issues.

The Northeast Procurement Connections, co-sponsored by Merck & Co., was held at the Harvard Club in New York City on November 21. Howard Richman, Executive Director for Global Procurement for Merck & Co. delivered the keynote address.

Panel speakers for the event included Robert Wong, Regional Director of KeySpan Energy, Jackie LaJoie, Manager of Supplier Diversity for Merck & Co. and Chairman of the Board for USPAACC Northeast Region and Malinda Chen from the

(Continued on facing page)



Top left photo: At the Northern California Procurement Connections; Above photo (fifth from left): Verizon's Monica Heredia, USPAACC's Susan Au Allen, California Board of Equalization Member-elect Judy Chu and Wells Fargo's Rick Lam

Christine Lee, winner of the best "Elevator Speech" receives gift with big smiles at the USPAACC Northern California Procurement Connections

(Continued from facing page)

U.S. Small Business Administration. Thomas Shinick, Chairman of the Advisory Board for Adelphi University, was the moderator.

"I learned a great deal of information from all the panelists on how to

“
I truly enjoyed the USPAACC event and had made good contacts there. I look forward to attending your next event in San Francisco.”

— Christine Lee
Chief Executive Officer of Greentech

do get contracts from both the Fortune 500 corporations as well as government agencies,” Kaiser Lu, President of Esawtech Ltd. said.

“New York metro has one of the highest concentrations of Asian American businesses in the United States, and I got many positive feedbacks from attendees that this type of event really helped them deepen their understanding of getting contracts from corporate America and the federal government,” said Savio Chan, President of USPAACC Northeast Regional Chapter. “We plan to do more events next year to help Asian American businesses gain a competitive edge in this fast-changing global economy.” ●

For more updates on Procurement Connections for 2007, contact USPAACC or visit www.uspaacc.com



Top photo (from left): USPAACC National President & CEO Susan Au Allen, Arlington Mayor Robert Cluck, and USPAACC Southwest Regional Chapter President Grace McDermott at the USPAACC Asian Business Expo; Middle photo: At the Northern California Procurement Connections; Above: Mayling Liang of the Norland Group between Citibank officials at the Northern California Procurement Connections

CelebrAsian Heads to San Francisco in May 2007

USPAACC will hold CelebrAsian '07—the largest annual national Asian American business conference—on May 9-11, 2007 at The Westin St. Francis hotel in San Francisco, California.

“We are delighted to bring our 2007 national conference to San Francisco—a vibrant business hub with unique advantages as the country’s Pacific gateway,” USPAACC National President & CEO Susan Au Allen said. “It is renowned for its diversity, and home to numerous For-

tune 500 firms and over 60,000 thriving small businesses which fuel our country’s economic vitality.”

As in the past, CelebrAsian '07 will be designed for the Asian American business community and their business partners. The conference will bring together hundreds of talented, innovative and cost-effective Asian American entrepreneurs and suppliers from across the country to do business with key decision-makers, supplier diversity directors and managers

(Continued on Page 6)

Top photo: At the Northern California Procurement Connections; Middle photo: At the Southern California Procurement Connections; Above: The reception area of USPAACC Southern California's November 9th Procurement Connections at the Hilton San Gabriel



Photos courtesy of NASA

Suited up and ready to go (from top right, clockwise): Mission Commander Mark Polansky; NASA Flight Engineer Sunita Williams; Space Shuttle Discovery lit up the night sky as it lifted off from the Kennedy Space Center in Florida



At CelebrAsian 2003 in Washington, DC (above, from left): U.S. Labor Secretary Elaine L. Chao; Astronaut and Excellence Honoree Mark Polansky (he also accepted the posthumous award for Astronaut Kalpana Chawla who died in the February 2003 Space Shuttle Columbia disaster); Microsoft Supplier Diversity Director G. Winston Smith; then NASA Administrator Sean O'Keefe; Astronaut and Excellence Honoree Leroy Chiao; Astronaut and Excellence Honoree Sunita Williams; and USPAACC National President & CEO Susan Au Allen

USPAACC Excellence Honorees Polansky and Williams Off to Space

NASA Astronauts Mark Polansky and Sunita Williams, USPAACC's CelebrAsian 2003 Excellence Honorees for Science & Technology, had a successful night launch on the Space Shuttle Discovery last December 9. The mission STS-116 orbiter launched at 8:47 pm. It was Discovery's 33rd mission and the first night launch since 2002.

Led by Commander Polansky, the seven-member crew rewired the space station and dropped off astronaut/flight engineer Sunita Williams for a six-month stay at the space lab.

She replaced German astronaut Thomas Reiter of the European Space Agency.

On December 22, the orbiter touched down at Florida's Kennedy Space Center at 5:32 pm. It completed a complex and challenging 13-day mission that included four spacewalks and installation of a 2-ton addition to the international space station.

We congratulate USPAACC Excellence Honorees Mark Polansky and Sunita Williams, and the rest of the Space Shuttle Discovery crew for their accomplishments. 🌟

CelebrAsian 2006 Awardees



(CelebrAsian '07, from Page 5)

from Fortune corporations, the local and federal governments, and the minority business community.

For three days and under one roof, participants will establish and strengthen strategic connections through informal and one-on-one prescheduled meetings, and create long-term partnerships for new business ventures. As one participant from last year's CelebrAsian put it, "USPAACC helped me meet with industry and government contacts that I would never have been able to do on my own."

Following last year's successful introduction of the International CEO Forum, par-

Winners all (from top left): Johnnie Booker, Director of Supplier Diversity for The Coca-Cola Company, accepts "The Corporation of the Year" award from USPAACC National President & CEO Susan Au Allen; Rengen Li, Supplier Diversity Manager at The Coca-Cola Company and Jackie LaJoie, Supplier Diversity Manager at Merck & Co. both won the "Diversity Manager of the Year" awards. Donald Chu, Founder, President & CEO of Tronex Company helped to present the awards

ticipants will once again have the chance to explore onshore and offshore business opportunities, particularly in the affluent consumer markets in China, India and other Asia Pacific countries. In addition, at the Procurement Connections seminars, buyers will share their procurement needs and strategies to win contracts. There will be a workshop where entrepreneurs could learn how to develop fresh, cutting-edge and effective marketing skills. From the corporate side, the Summit of Sup-

(Continued on Page 10)

US Pan Asian American Chamber of Commerce

The largest annual Asian American business conference in the United States is coming your way—save the date!

CelebrASIAN '07

May 9 - 11, 2007
The Westin St. Francis
San Francisco, California

www.uspaacc.com

USPAACC to Hold Seminar in Washington, DC on New SBA Recertification Rule

Will new rules dramatically affect the way federal agencies and big companies contract with small businesses?

The U.S. Small Business Administration (SBA) recently unveiled new regulations to ensure that contract awards remain fair and get in the hands of small business owners. Starting in June 2007, federal rules will tighten guidelines for how companies can use a small business designation to win government contracts and how agencies can use it to earn credit toward procurement goals.

USPAACC will hold a seminar on January 30 at the Hamilton Crowne Plaza hotel in Washington, DC to explain how these new regulations affect small businesses. Ralph C. Thomas, III, Chair of the USPAACC Government Contracting Committee and Special Counsel to the Government Contracts Group in the Washington, DC office of Buchanan Ingersoll PC, will be the featured speaker.

The new rules, which have been generally viewed as a win for small businesses, have the potential to dramatically affect the way federal agencies and big companies contract with small businesses. It will also affect large businesses that acquire, mentor, subcontract or team with small businesses.

Currently, a company that wins business either through small business preference programs or other types of competition can keep that designation for the life of the contract. However, with the growing use of long-term contracts—which often range up to 20 years—the process does not accurately reflect any changes that the small businesses undergo during the lifetime of the contract.

Under the new rules, contract-holders that are registered as “small” would have to recertify their size status any time they are acquired by a company, buy another company, or merge. Recertification will also be required after five years of a long-term contract.

If you sell or plan to sell to the federal government, you should get familiar with this rule. For more information or to register for this seminar, contact USPAACC or email: info@uspaacc.com ●

US-China Executive Forum to be held in New York City

The US-China Executive Forum, sponsored by USPAACC and US China Partners, will be held in New York City on January 18 to facilitate business opportunities among leading businesses between the United State and China.

The Honorable Vice-Governor Limin Wang from the People's Government of Heilongjiang Province and his delegation from China will be the guests of honor at this invitational event. This is the Vice-Governor's first visit to New York City.

Heilongjiang Province has a population of 38 million and is the latest region in China to experience rapid economic growth.

The Chinese delegation will also include the Deputy Chief and Deputy Director-General of Small & Medium Enterprises Bureau of Heilongjiang Province. They are eager to meet senior executives of American corporations. For more information, contact USPAACC. ●

Charting USPAACC's Future Course

Annual Presidential Retreat Held in Atlanta

The USPAACC Annual Presidential Retreat was held in Atlanta, Georgia on December 6-7, 2006. Led by USPAACC National President & CEO Susan Au Allen, the high-level meeting consisted of Varghese Chacko, President of the Midwest Regional Chapter, Grace McDermott, President of the Southwest Regional Chapter; Wen Chang, President of the Southern California Regional Chapter; Savio Chan, President of the Northeast Regional Chapter; Rengen Li, Chairman of the Board, Southeast Regional Chapter; Mark Liu, Vice Chairman, Southeast Regional Chapter; Krisna Ross, California Regional Supplier Development Manager; Cherie Chiong, USPAACC Program Director; and Dawne Lo, USPAACC Staff Member. Kurt Nguyen of Qnexis, Inc., served as facilitator. ●

Media Appearance

USPAACC National President & CEO Susan Au Allen appeared on *To The Contrary*, an all-female news analysis series on PBS, on November 24-25 and December 14 with host Bonnie Erbe. They discussed economic, social and political issues, from a variety of women's perspectives. The show was aired on over 251 PBS stations nationwide and internationally on Worldnet Television. ●

www.uspaacc.com



At the USPAACC Annual Presidential Retreat in Atlanta: Participants in this high-level meeting included the USPAACC National President & CEO, Regional Presidents, Board Members and key members of the USPAACC National Team

American Express: Steadfastly Committed to Supplier Diversity

With over 150 years of a long and varied history, American Express is among today's leading providers of charge and credit cards to consumers, small businesses and corporations. It is also one of the world's largest travel agencies offering travel and related consulting services to individuals and corporations on a global scale.

Established in New York in 1850, American Express became one of the country's first express delivery businesses. It transported correspondence, parcels, freight, gold and currency on horseback and stagecoaches—serving as a lifeline for a nation that was undergoing a rapid expansion on the Western frontier.

While American Express was not a financial services company in its early inception, its largest and most consistent clients were banks—de-

livering the banks' financial instruments (stock certificates, notes, currency and other small parcels). These became considerably more profitable than transporting larger freight, so American Express scaled down its delivery business in favor of creating and selling its own financial products.

Today, American Express is a global financial services giant. It maintains its corporate headquarters in New York City and has over 65,800 employees and revenues of \$24.267 billion (2005 figures).

At the core of American Express' business philosophy is the belief that diversity strengthens its position in the global business environment. To win in the marketplace, American Express must attract the most talented and diverse people, because people of character, competence and integrity come from all backgrounds. It is these varying perspectives that create an understanding of diverse customers'

needs and that will ultimately allow the company to stay ahead in the marketplace.

Like any other company that wants to effectively compete in the marketplace, American Express seeks only the best quality, value and service, at the best cost, from all of its suppliers. A financial institution the size and scope of American Express buys a broad range of goods and services, and desires suppliers who deliver the best overall value—including those with competitive pricing, technological foresight, and continuous and proactive support of

products and services.

One important aspect of this purchasing process for minorities such as Asian American suppliers is that validation of a supplier's diverse status is required for participation in the American

Express Supplier Diversity Program. Certification documents from qualified agencies or organizations, such as USPAACC, are needed. American Express has a broad array of buying needs with requirements that can vary greatly depending on location, operation and business. A sampling of goods and services currently procured are: Equipment; Facilities; Marketing; Office Supplies; Operational Services; Printing; Professional Services; Staffing; Technologies; and Telecommunications. Second Tier relationships are also encouraged.

To further strengthen their commitment to supplier diversity, American Express Purchasing Services manages the Supplier Diversity Program, whose priority is to provide more opportunities for businesses owned by minorities, women, physically challenged, veterans, lesbian/gay/bisexual and transgendered, and small businesses. These suppliers are



At the American Express booth during CelebrAsian 2006 in Chicago. From left: Gladys Lopez, Manager, Supplier Diversity at American Express Company; Susan Au Allen, USPAACC National President & CEO; and Tanya DeVaughn, Account Executive of Howland PR, Inc.

held to the same performance standards, described above, as majority suppliers.

It is through establishing partnerships with organizations like USPAACC and participation in various national business conferences like CelebrAsian, where American Express is able to actively seek diverse suppliers to obtain the highest quality products and services, at the lowest cost, in a timely manner, and with the best service.

As it has throughout its rich history, American Express continues to evolve and deliver valuable and innovative services to its customers worldwide. Underlying this innovation are the suppliers who share American Express' commitment to quality and customer service that allow the company to compete in today's rapidly changing marketplace.

American Express believes that in order to win in the marketplace, it must attract the most talented and diverse people because people of character, competence and integrity come from all backgrounds. ●

Quick Links

To learn more about the American Express Supplier Diversity Program, contact:

Supplier Diversity Manager
American Express TRS Co., Inc.
2512 W. Dunlap Avenue, Phoenix, AZ 85021
M/S 40-02-04
E-mail: supplier-diversity@aexp.com

American Express believes that in order to win in the marketplace, it must attract the most talented and diverse people, because people of character, competence and integrity come from all backgrounds.

How Teamwork and Persistence Lead to Success

by JP Torres



The Norland Group®



Mayling Liang

When the “dot-com bubble” burst in 2000, The Norland Group LLC was only in its fourth year of operation. The ripple effect of the crash devastated many businesses, virtually wiping out fledgling and relatively established companies. The Norland Group, a small start-up business owned by Mayling Liang, was spared. But it barely managed to stay afloat for the next few years as it struggled to get its feet back on the ground.

Three years later and without much improvement, Mayling knew that, for her company to survive, she had to quickly embark on a new direction. In many respects, Mayling’s background in Information Technology (IT) helped her in envisioning her company as part of the bigger picture. Of course, it also helped that she used to work for ADECCO, one of the world’s largest placement services firms (now a client of The Norland Group), until she left to start her own company in 1996. Her IT training made it easier for her to chart her course akin to IT’s use of technology in managing and processing information, especially in large organizations.

Mayling also knew that the first step she had to take to revitalize her company was to join the right business organization that would put her on the fast track to gaining more clients and winning contracts. After doing research, she found that the US Pan Asian American Chamber of Commerce (USPAACC) was the best fit for her company’s growth potential.

So in 2004, Mayling attended her first USPAACC-sponsored Procurement Connections event. She was so impressed by what she experienced that she signed up to become a USPAACC member. It was a decision she will never regret. She found USPAACC efficient and effective. She was also amazed at how sincere USPAACC

was in looking after the growth of Asian American businesses like hers.

Mayling also attended the CelebrAsian conferences in Irvine, California in 2004 and Washington, DC in 2005. There she made vital connections, and established valuable face-time with top supplier diversity managers from Fortune corporations, the federal government and the minority business community.

Soon, things began to change for the better. The Norland Group won a contract with PG&E

(Pacific Gas and Electric Company) in 2004. Mayling met PG&E clients at a USPAACC event in Northern California. Through USPAACC, she

also won a contract with IBM as a second-tier supplier.

Now entering its 11th year, The Norland Group is well-positioned for more growth. The company’s roster of clients now includes Cisco Systems, PG&E, IBM, Raytheon, Johnson & Johnson and Coca-Cola, to name a few. The Norland Group continues to offer IT services, including software engineering, systems integration, client/server application development, and network support. It has been awarded the GSA 8(a) STAR GWAC, GSA TAPS, and GSA IT-70. As a woman minority business enterprise (WMBE), The Norland Group offers services under the GSA Information Technology Schedule contract and holds a “Secret Clearance” for its facility in California.

To remain competitive in the marketplace, The Norland Group is focused on the goal of providing its clients with the highest quality services and innovative technology in workforce solutions, administrative support, information technology and engineering service, and logistics program management.

Mayling is confident that her company has a sound business model that could withstand another test. She has led her team through some difficult times and she knows the challenges associated with growth pains. “It takes patience,” she said. “You have to be persistent, work hard, and most important, deliver on your promise.”

That promise is vital to The Norland Group as it capitalizes on referral services. Mayling understands the axiom that if they do a good job, clients will come back and talk about the quality of their work to others. “Of course,” she quickly adds, “reasonable cost is also essential to the equation.”

Looking at the bigger picture, Mayling pushes for increased teamwork among Asian American businesses. Whenever opportunity arises, she strongly advocates for Asian American businesses to work closely together, not to compete against each other. “As a team, we will have more strength and leverage,” she said. “It will be a win-win situation for everyone.”

A decade from now, Mayling envisions The Norland Group to be undertaking more ventures, acquiring new skill sets, and working as Tier One support to major clients. She also plans to position her company to deal with government contracts.

As with every growth, however, it comes with more financial challenges, among other issues. “Sometimes you begin to question whether you want to take the company in that direction, as it comes with more challenges,” she said. But Mayling knows that, with USPAACC on her side, her company has an ally; together they could withstand any challenge and emerge from it with flying colors. ●

“You have to be persistent, work hard, and most important, deliver on your promise.”

— Mayling Liang
The Norland Group

**WELLS
FARGO**

USPAACC/Wells Fargo Asian Business Leadership Awards

3 Winners Will Each Receive A \$5,000 Cash Grant

A nationwide search is under way for three exemplary Asian American small business owners to receive the *USPAACC/Wells Fargo Asian Business Leadership Award*. Each winner will receive a \$5,000 cash grant and will be honored at the 2007 *CelebrAsian* national business conference on May 11, 2007 at The Westin St. Francis in San Francisco, California.

Now in its fourth year, the *USPAACC/Wells Fargo Asian Business Leadership Award* honors the nation's leading Asian American business owners for their vision, success, and community contributions.

Deadline for nominations is March 12, 2007. For more information or to download the nomination form, visit: uspaacc.com ●



The 3 winners pose with U.S. Labor Secretary Elaine L. Chao (3rd from right) and USPAACC National President & CEO Susan Au Allen at the CelebrAsian 2006 national business conference in Chicago

(CelebrAsian '07, from Page 5)

plier Diversity Directors/Managers and Buyers (Breaking Business Cultural Barriers) will address the important cultural issues in negotiating and partnering with diverse Asian American entrepreneurs.

At the *Guanxi** Supplier Opportunity Trade Fair, Asian American and other minority suppliers will meet with corporate and government buyers on prescheduled "one-on-one" meetings. Suppliers could promote their capabilities with corporate and government buyers. Business-savvy minority suppliers would want to participate in this fair because of the power of "face-time," where they could seize the rare opportunity to meet the actual decision-makers through whom they wish to sell their products and services. (**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 will each receive a \$5,000 cash award

(Continued on facing page)

USPAACC Staff Accepted to Top Law Schools

We'd like to believe that USPAACC brings luck to those who join the organization. Case in point is USPAACC staff member Dawne Lo, who recently learned that she had been accepted to the law school programs at Duke University, Harvard University, New York University, and UC-Berkeley. While she is still awaiting more acceptance notices from other schools, it is clear that she'll have a tough time deciding where to study. Wherever she ends up going, we congratulate her and wish her all the best! ●



Dawne Lo

(Ralph Thomas, from Page 3)

A graduate of Harvard Law School and with an undergraduate degree (with honors) from the University of California at Berkeley, Ralph has written more than 60 articles on small and minority business issues and has testified in Congress on more than 30 occasions. He is a frequent speaker in the U.S. and has given numerous presentations all over the world on model supplier diversity programs for government agencies and private industry.

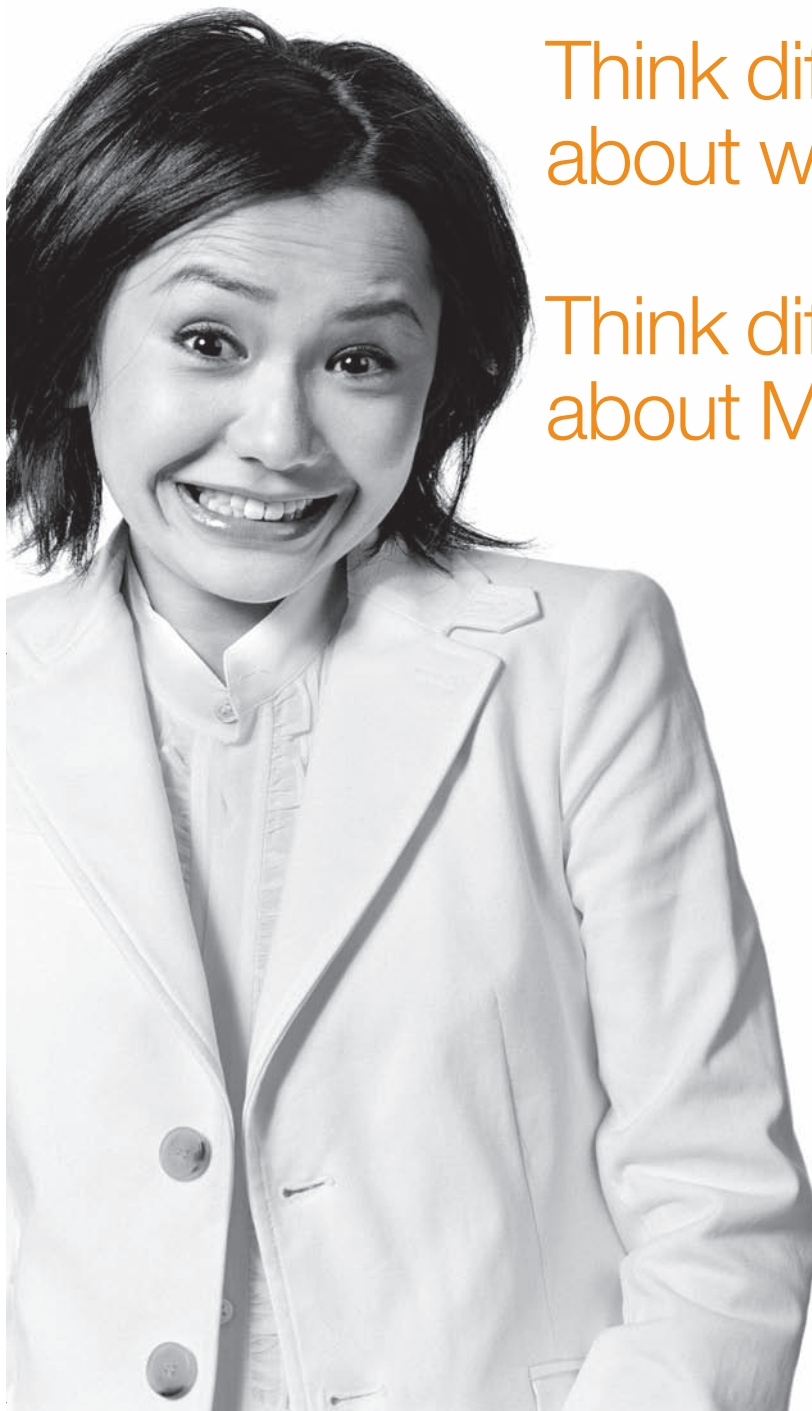
The small business program he ran at NASA was presented the "Government Agency of the Year Award" by USPAACC in 2000 and 2001. ●

(Savio Chan, from Page 3)

Previously, he served as Chairman and Chief Executive Officer for Technology Training Solutions (TTS) and oversaw the daily and long-term operations of the company he established in 1996.

Savio is a frequent keynote speaker and panelist at various business and technology events, including the American Express Minority Small Business Seminars, Microsoft technology conferences and the e-Business Conference and Expo. Savio also received the "40 Under 40" Business Leader Award from *Long Island Business News*, Hofstra University and the Bank of New York. *Newsday* named him one of the *Top 10 Movers and Shakers* on Long Island. Recently, he was the organizer for the first e-Commerce Summit convened by the Small Business Administration in New York City.

A graduate of Baruch College with a major in International Marketing, Savio serves on the boards of several trade and civic associations, including the Executive Council of New York, Asian American Business Development Center, Association of Commerce, Industry and Technology (ACIT), and National Minority Business Council. ●



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(CelebrAsian '07, from facing page)

and honored at a special luncheon on May 11, 2007. The winners will be selected through a nationwide search based on their successful business venture, vision, and community contributions. (See related story on page 10.)

USPAACC will also award college scholarships, through corporate and Asian American sponsors, to deserving students from across the country at a special luncheon in their honor. There, the students will tell their inspiring personal struggles and success stories.

At the talk-of-the-town black-tie gala, the Excellence Awards Reception and Dinner, dressed-up members and guests will connect anew with clients in an upbeat and inspirational event. The spotlight will be trained on some of the best minds, and

inspiring leaders from the Asian American business community, as select honorees will receive the 2007 Excellence Award. The "Supplier Diversity Manager of the Year" award will be presented to the person who has sustained interest and efforts in promoting opportunities for Asian American businesses. Also to be presented will be "The Corporation of the Year" and "Government Agency of the Year" awards to recognize corporate America and federal government commitment to the Asian American business community. ●

For more information and sponsorship opportunities, contact USPAACC or visit uspaacc.com



Membership Application

Send completed application to
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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.
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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!**

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