

eastwest

US Pan Asian American Chamber of Commerce

REPORT

USPAACC Holds Successful Pan Asian American Business Conference in San Francisco

New business opportunities on the local, national and international levels reach new heights at the country's largest annual Asian American business conference

The US Pan Asian American Chamber of Commerce (USPAACC) celebrated the continued success of Asian American business owners as it hosted its 22nd Anniversary CelebrAsian '07 Business Opportunity Conference at the Westin St. Francis hotel in San Francisco, California on May 9 to 11.

The largest annual national pan Asian American business conference in the United States attracted hundreds of Asian American entrepreneurs and suppliers from all over the country to connect with buyers from Fortune 500 corporations, the federal government, and the minority business community.

Fortinet, Verizon and Wells Fargo were the Corporate Co-Chairs. Among the major Conference sponsors were American Express,

Citigroup, Macy's, PG&E, Harrah's Entertainment and UPS. Three summits, two forums and two plenary sessions provided tools, strategies and opportunities for all to become more competitive in today's marketplace: Prepare to Win Business, The International CEO Forum, The Do's and Don'ts of Selling to Corporations, The 7 Habits of Successful Small Government Contractors, Summit of Supply Diversity Directors/Managers and Buyers, Suppliers Summit, and Joint Business Summit.

Speakers included California State Secretary Debra Bowen, State Assembly member Fiona Ma who is also the "Majority Whip," and California Controller John Chiang.

At a special luncheon sponsored by Wells Fargo, three Asian American entrepreneurs were

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Agents of growth and prosperity: At the ribbon-cutting ceremony of the Guanxi Business Opportunity Fair sponsored by American Express and Macy's, during the CelebrAsian '07 Business Opportunity Conference held at the Westin St. Francis in San Francisco, California in May.

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

USPAACC Southwest Chapter
6th Annual Asian Business EXPO
Sponsored by Verizon
Arlington Convention Center
Arlington, Texas August 23

USPAACC Southeast Chapter
Procurement Connections
Sponsored by Michelin Tires
Greenville, South Carolina August 29

USPAACC Midwest Chapter
Procurement Connections
Sponsored by Kellogg Company
Battle Creek, Michigan September 20

USPAACC Northeast Chapter
Procurement Connections
Sponsored by Verizon
New York, New York September 28

USPAACC Northern California Chapter
Procurement Connections
Sponsored by Citigroup
San Jose, California October 25

For more details on the upcoming events, visit www.uspaacc.com

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

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President's Message



Dear Friends,

Thank you for making our 22nd Anniversary CelebrAsian '07 Business Opportunity Conference a huge success! It was the first time we held the conference in San Francisco and the turnout was outstanding!

This conference would not have been possible without the support of our conference chairs—Fortinet, Verizon and Wells Fargo—as well as our corporate sponsors and partner organizations.

I hope the summits and programs were professionally rewarding for you, and the Conference provided you with the golden opportunities for personal enrichment, intellectual exchange and the making and renewing of long-term business relationships. The success of the Conference reinforced my conviction that we serve the worthwhile purpose for which USPAACC was founded: to provide a forum for the sharing of information and experiences, that will ultimately assist us in our efforts to help Asian Americans and their business partners become successful in today's increasingly competitive marketplace.

On a final note, I would like to thank everyone who helped us to organize this conference: for their commitment and hard work to ensure it was delivered at a high standard and that our participants had a most enjoyable and productive experience.

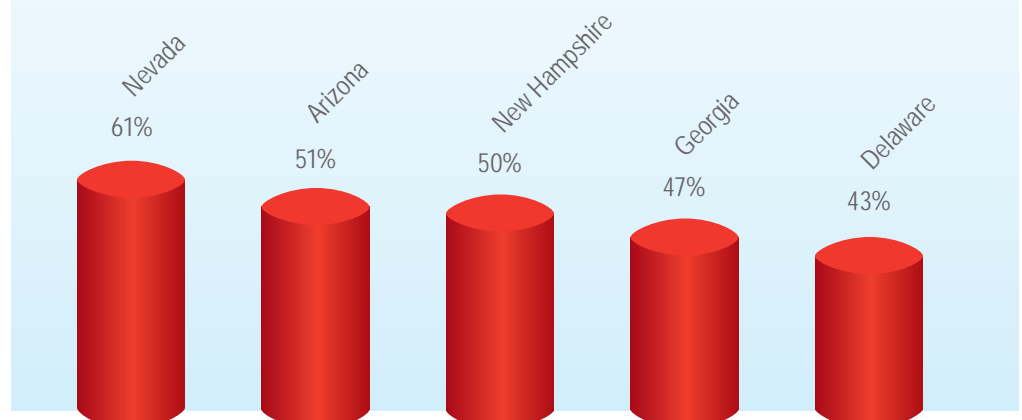
Have a great summer and I hope you will all plan to join us for our 23rd Anniversary CelebrAsian Business Opportunity in Washington in 2008!

Susan Au Allen
National President & CEO

By the Numbers

WHERE THE GROWTH IS:
Top Five States with Largest Percentage Change
in Asian Pacific American Population
(versus per state's total population)

Booming State: Nevada, with a total population of 2.5 million, is the top state with double-digit percentage growth across all ethnic groups



Source: U.S. Census Estimates 2007

www.uspaacc.com

USPAACC National President & CEO Named Among America's Top Diversity Advocates

USPAACC National President & CEO Susan Au Allen has been named among the honoree list for "America's Top Diversity Advocates," announced by *DiversityBusiness* magazine in their inaugural issue.

Allen joins a distinguished group of Americans recognized for their outstanding achievements in various diversity initiatives. Leading the list were such names as former U.S. Presidents Bill Clinton and Jimmy Carter who, collectively, have been champions of inclusion for decades. The other distinguished honorees included Oprah Winfrey, who founded the *Oprah Winfrey Leadership Academy for Girls* near Johannesburg in South Africa in January of 2007.

According to *DiversityBusiness* magazine, the Top Diversity Advocates represent individuals who have demonstrated a commitment to solutions in diversity issues on a global and national scale, and who have made a significant impact on diversity issues in education, procurement, housing and employment.

"America should be proud of the results produced by the 'Top Advocates,'" said Kenton Clarke, CEO of *DiversityBusiness*. "They are most deserving of this recognition and they continue to make our country the greatest place on earth to live."

"I am deeply honored to be included in this elite roster of top diversity advocates," said Allen, who was also installed into the *Minority Business Hall of Fame* at the Harvard Club in New York City in January 2005. "Becoming a part of this veritable list of 'who's who' in the arena of diversity will be a constant reminder for me to continue to make a difference in society—by positively impacting people's lives, and improving the economic conditions for their families and communities." ●



Susan Au Allen

6th Annual Asian Business EXPO to be Held in Arlington, Texas

The USPAACC Southwest Regional Chapter, headed by Grace McDermott, will host the *6th Annual Asian Business EXPO* on August 23, at the Arlington Convention Center in Arlington, Texas.

The EXPO will bring together Asian American suppliers, Fortune 500 corporations and government agencies for business-to-business matching opportunities.

For more information, call (817) 272.0258 | email peichih@uspaacc-sw.org

Verizon and Wells Fargo are the leading sponsors of this regional conference.

This EXPO will provide an excellent opportunity for business networking, will also feature Women in Business Symposium, Business Exposition, Economic Development Summit, Business-to-Business Roundtable, and US-China CEO Forum. ●

Back on Terra Firma: USPAACC Excellence Honoree Sets Records in Space

Congratulations to U.S. Astronaut and flight engineer Sunita "Suni" Williams, USPAACC Excellence Honoree in 2003, on completing a successful mission aboard the international space station.

On her return to earth last June 22, Suni set a record for the longest single spaceflight by any woman. Williams, who has lived at the space station since December, flew a total of 195 days in space.

In February, Williams set another record for the most time spent spacewalking by a woman. She began her record-setting flight when she launched with the crew of STS-116 in December 2006. The Mas-

(Continued on Page 14)



Above: Excellence Honoree Sunita Williams (2nd from right) with fellow Astronauts and U.S. Labor Secretary Elaine L. Chao (extreme left) at the 2003 Excellence Awards Dinner in Washington, DC; At right: Suited up and ready to go!

www.uspaacc.com



Major Corporations Sponsor CelebrAsian '07 Events

USPAACC thanks the following corporate sponsors who helped make the Conference a huge success:

Conference Co-Chairs (*Fortinet, Verizon, and Wells Fargo*)

Welcome Reception (*PG&E*)

Streets of San Francisco Reception (*Citigroup and The Westin St. Francis*)

Supply Diversity Directors/Managers and Buyers Summit; Suppliers Summit; Joint Business Summit (*Merck & Co. and PepsiCo*)

Business Leaders & Scholarship Awards Luncheon (*UPS*)

Procurement Connections Plenaries: Break Business Cultural Barriers—*The Do's and Don'ts of Selling to Corporations* and *7 Habits of Highly Successful Small Government Contractors* (*Verizon and Merck & Co.*)

Guanxi* Opportunity Fair & One-on-One Meetings (*American Express and Macy's*)

USPAACC/Wells Fargo Asian Business Leadership Awards Luncheon (*Wells Fargo*)

Excellence Awards Dinner (*Harrah's Entertainment*)

Continental Breakfast (*TCCS Security*)

Conference Bag (*PepsiCo*)

College Scholarship Sponsors (*see pages 12-13*)

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

Sandeep Gauba Elected New USPAACC Southeast Chapter President

Sandeep Gauba is the newly elected President of the USPAACC Southeast Regional Chapter. Based in Georgia, he will be in charge of USPAACC's presence and activities in the nation's southeast region, in close coordination with the USPAACC national headquarters in Washington, DC.

Sandeep is President and CEO of Metasys Technologies, Inc., a Duluth-based consultancy firm and a leading provider of Business and Technology solutions. The company specializes in Supply Chain solutions, Business Process Outsourcing, and Professional Staffing solutions. Metasys has been on *Atlanta Business Chronicle's* list of "A+ Employers—Best Places to Work in Atlanta" for two consecutive years.

"I am enthusiastic about creating and promoting opportunities for diversity suppliers," Sandeep said. "I especially would like to make significant impact on how diversity suppliers could provide value to corporations in the increasingly competitive global marketplace." ●



Sandeep Gauba

2007 Opportunity Conference

USPAACC will be one of four national co-sponsors of the U.S. Department of Labor's 2007 Opportunity Conference on September 18 at the Grand Hyatt Hotel in Washington, DC.

In 2003, USPAACC played a major role to help to spearhead DOL's first National Opportunity Conference, bringing the financial resource to defray the cost of the conference, and its expertise in developing business opportunities for small and medium-sized Asian and other minority enterprises.

In 2004, USPAACC continued the same support of DOL's second National Opportunity Conference. Both were held in Washington, DC.

The September 18 event will be DOL's third National Opportunity Conference. It will focus on economic opportunities for the Asian Pacific, Hispanic and African American communities, including small business development.

To register or for more information, visit www.uspaacc.com ●

Dreams Realized at Business Leaders and Scholarship Luncheon

Twenty college scholarships were presented at a special luncheon, sponsored by UPS, during the CelebrAsian '07 Business Opportunity Conference in San Francisco. The high school seniors, who all excelled in school, performed community service and have demonstrated financial need, were selected from thousands of applicants nationwide. The scholarships were provided by corporate and private Asian American sponsors.

Featured speaker UPS Corporate Vice President of Domestic Security Ken Lee shared his experiences in overcoming obstacles and rising to the top tier of the corporate ladder. He gave the 2007 class of scholars these words of wisdom, "Be more, do more, and you'll accomplish more."

The scholars were all flown to San Francisco to experience, for three days at the national landmark hotel, a national business conference with the magnitude described in this issue. (See more photos on pages 12-13) ●



Above left: Ken Lee, UPS Corporate Vice President, Domestic Security, shares inspiring words with the scholars at the Business Leaders and Scholarship Luncheon; Above right: UPS officials present one of the two UPS scholarships to Deborah You of Fairfax, Virginia

Sports and Business Find a Common Ground

Houston Rockets Center Yao Ming Surprises—and Inspires Business Conference Participants

Successful world-class athletes are oftentimes role models who provide invaluable lessons emulated by many—including those in the business world. Case in point: Houston Rockets Center Yao Ming. Yao is a strong team player who stays focused, calm under pressure and has a good grasp of the fundamentals of the game. These are prime requisites to be successful in business—and in life. But perhaps the most important lesson that Yao has demonstrated is that with sheer determination, anyone can compete on the world stage.

Towering at 7 feet and 6 inches, the National Basketball Association's star import especially flew into San Francisco to lend his support to CelebrAsian '07 Business Opportunity Conference and to inspire scholarship recipients and conference participants. He was USPAACC's special guest at the Excellence Awards Dinner, and with USPAACC National President & CEO Susan Au Allen, USPAACC regional officials and this year's Excellence Honorees, Yao entered the grand ballroom of the Westin St. Francis hotel to eager and resounding applause from the gala crowd.

At the special ceremony, USPAACC presented Yao Ming with a special award to honor his positive contributions to the field of sports and for his active involvement in community service. Later, he sat with the scholarship recipients and shared stories with them throughout the dinner.

Earlier that day, Yao held an invitation-only press conference at the State Suite of the Westin St. Francis hotel and shared with the media his experiences in community service. Yao also disclosed that he was excited to join



Towering figures meet: USPAACC National President & CEO Susan Au Allen and special guest Houston Rockets Center Yao Ming

the Chinese national team in the upcoming Summer Olympics which will be held in his homeland of China in 2008.

Yao certainly keeps a busy schedule on and off the basketball court. Notwithstanding his success, this No. 1 pick in the NBA's 2002 draft and voted an All-Star in his first two seasons, remains focused and always tries to keep his eye on the ball. ●

Now in Production

USPAACC to Publish National Directory of Asian American Business & Resource Guide

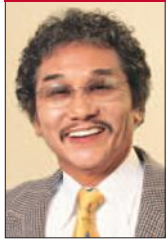
The *USPAACC National Directory of Asian American Business and Resource Guide* is a unique publication that connects thousands of Asian American businesses to Fortune 1000 corporations, the federal government and the minority business community.

- The only publication that offers the most updated, comprehensive national listing of Asian American businesses; will also contain a Resource Guide section with listings of embassies, consulates and other Asian American resources and organizations; *plus* several insightful articles on how to successfully do business with the Asian American community
- To be published in Fall 2007 with 50,000 copies printed (initial run)
- Distribution through the USPAACC national & regional members, advertisers, corporate and government agencies members, Government agencies (OSBDU offices), Fortune 1000 companies' supply diversity offices, 50 Governors' offices (Offices of business development), Mayors of major cities with high percentage of Asian American population, Major universities with Asian study programs, and more!

For more information or for listing/advertising opportunities, contact USPAACC or visit www.uspaacc.com ●



Yao Ming with the USPAACC National Team, after the press conference held at the State Suite of the Westin St. Francis.



Rocky Aoki



Aron Govil



Heng Wang



Padmasree Warrior

Outstanding Asian Americans Honored with Excellence Awards

Excellence Awards in Business, Technology, and Community Service Presented at Black-Tie Dinner

Four Asian Americans were honored with the Excellence Award, for their outstanding accomplishments, at the black-tie gala dinner during *CelebrAsian 2007*, held on May 11, at the Westin St. Francis in San Francisco, California.

The honorees were: Rocky Aoki, Founder of the Benihana chain of “Japanese Steakhouse” restaurants; Aron Govil, Chairman & CEO of Ducon Group of companies; Heng Wang, MD, PhD, Medical Director, Physician and Researcher at DDC Clinic for Special Needs Children; and Padmasree Warrior, Executive Vice President & Chief Technology Officer of Motorola.

As a master innovator, Rocky Aoki began popularizing Japanese food in the United States in 1964 by juggling it in the air. By 1979, his restaurant “Benihana” was a multi-million-dollar company with locations across the world, and Aoki was on the cover of *Newsweek*, a prime example of immigrant success.

As an industrialist with worldwide holdings in environmental systems, industrial controls and media entertainment, Aron Govil, started his own company in 1983 to sell environmental control equipment to power plants. Later on, he purchased Ducon, which was established since 1938, and merged the two companies. Subsequently, he completed several more acquisitions in related fields to expand his global business.

Heng Wang, MD, PhD decided to forego the relatively lucrative medical practice in American big cities in 2002 and headed to the rural farmlands in Ohio to join a non-profit, pediatric outpatient facility. Since then, he has made thousands of house calls, provided quality care to his patients, given support to their families, and diagnosed several rare and difficult ailments—contributing to the medical field an increased knowledge of genetic and metabolic disorders.

As Motorola’s Chief Technology Officer, Padmasree Warrior, is recognized internationally for having led the industry vision of “seamless mobility” for next generation communications. Warrior is also credited with crafting much of Motorola’s strategy around this concept and is

responsible for the company’s \$3.7 billion research and development investment, directs several units including Motorola Labs, and leads the company’s global team of 26,000 engineers.

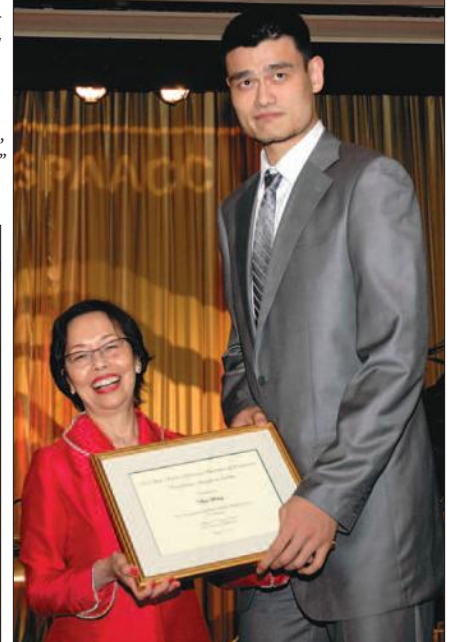
At the gala affair, the honorees shared their experiences on their journey to the top. Special awards were also given to Jackie LaJoie of Merck (*Supply Diversity Manager of the Year*), Verizon (*Corporation of the Year*), and FDIC (*Government Agency of the Year*).

Special guests included California State Controller John Chiang, Chair of the Board of Equalization Betty Yee, Former California State Treasurer and Excellence Award alumnus Matt Fong, and Houston Rockets Center Yao Ming.

Harrah’s Entertainment sponsored the Dinner and San Francisco’s Public Defender Jeff Adachi served as the host. For more information on this year’s honorees, visit uspaacc.com

Winners’ Circle

Clockwise, from right: Basketball star Yao Ming receives a Special Award from USPAACC National President & CEO Susan Au Allen; Jackie LaJoie of Merck receives the Diversity Manager of the Year Award from USPAACC Presidents; and The Honorable Fiona Ma, California Assembly member and “Majority Whip” presents a special proclamation to honor USPAACC.



USPAACC and Wells Fargo Present Three Asian American-Owned Small Businesses with Asian Business Leadership Awards

\$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 three Asian American small businesses with the *4th Annual Asian Business Leadership Awards* at the CelebrAsian '07 Business Opportunity in San Francisco.

Each winner received a \$5,000 cash award in recognition of their vision, success and community contributions as leading Asian American businesses.

"Some large corporate representatives have told me Asian Americans are not qualified to do business with their corporations," said Susan Au Allen, National President & CEO of USPAACC. "Well, we proved them wrong."

Selected from a nationwide pool of applicants, the three award recipients were:

Leniwata Siker, an Indonesian American owner of Arizona-based Cascade Springs LLC; California's Sugar Bowl Bakery, owned by Vietnamese immigrant

Andrew Ly and Ly Brothers Corporation; and Harlan Lee, a Chinese American consultant in Virginia.

"I read every one of the applications and frankly, sometimes, I had tears in my eyes seeing all the hard work, dedication, and more importantly, the determination to be successful to drive their American Dream and fulfill their financial success," said Iris Chan, Head of Wells Fargo's Commercial



The three winners of the 4th Annual Asian Business Leadership Award flanked by Iris Chan, Head of Commercial Banking at Wells Fargo and National Spokesperson for the Asian Business Services Program (at left) and Susan Au Allen, USPAACC National President & CEO

Banking and the national spokesperson for its Asian Business Services.

In 2002, Wells Fargo set a goal of lending \$3 billion to Asian American businesses by 2012. In 2007, according to Chan, the bank has already lent \$2 billion of that goal.

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

Summits and Plenary Sessions Held to Make Asian American Businesses Become More Competitive

In an effort to help make Asian American businesses become more competitive in today's marketplace, USPAACC presented five informative sessions at its annual national business opportunity conference held in San Francisco in May. The sessions also provided creative and fresh ideas that would bring win-win solutions and enhancements to buyer-supplier relationships and the procurement process.

Sponsored by Merck & Co., PepsiCo and Verizon, the well-attended sessions included the *Supply Diversity Directors/Managers and Buyers Summit*, *Suppliers Summit* and the *Joint Business Summit*. The Procurement Connections Plenary sessions included *Break Business Cultural Barriers—The Do's and Don'ts of Selling to Corporations*; and *7 Habits of Highly Successful Small Government Contractors*. ●



Featured speakers and organizers of the International CEO Forum in San Francisco

www.uspaacc.com

International CEO Forum Provides New Access to Asia-Pacific Region

Building on last year's success in Chicago, USPAACC hosted another filled-to-capacity International CEO Forum, this time in San Francisco. The forum jumpstarted the three-day business opportunity conference, CelebrAsian '07.

Featured speakers were CEOs of Asian companies, who flew in from China and India. They engaged corporate executives and entrepreneurs in lively discussions on how best to penetrate and take advantage of the double-digit economic growth in one of the most dynamic areas in the world today. ●

CelebrAsian '07 Business Opportunity Conference



*The Honorable Secretary of State
Debra Bowen at the Welcome Reception*



"I was impressed by how organized the conference was from simply the seating to timing and participants in the sessions... The topics at the sessions were of high strategic level... with lively participation."

*Randy Chun, Wells Fargo
San Francisco, California*



"I made some promising new business contacts at CelebrAsian '07 which I anticipate will lead to future government contracting opportunities."

*Harlan Lee, Harlan Lee & Associates
Fairfax, Virginia*



CelebrAsian '07 Business Opportunity Conference



"The event was well put together and very helpful for those attending. You could not have picked a better city to host the event."

*Angela Williams
Dept of Homeland Security,
Washington, DC*



"High energy, fast paced and well organized. Thoughtful programs, great speakers and above all, wonderful receptions on the top of the Westin St. Francis."

Tom Trent, AsianWeek, San Francisco, California



CelebrAsian '07 Business Opportunity Conference

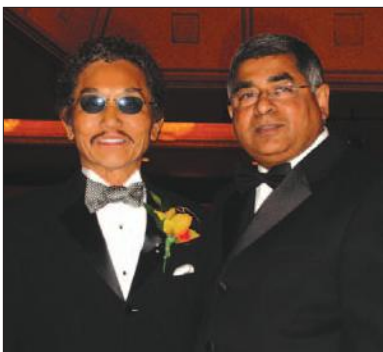


"The atmosphere of the conference was raised another notch with the Westin St. Francis hotel and city you chose. The networking environment was priceless and the supplier diversity directors I met were all extremely helpful."

*Jonathan Tsui, Duratech Group
Carlstadt, New Jersey*



CelebrAsian '07 Business Opportunity Conference



"Thank you for all your efforts in bringing CelebrAsian Conference to San Francisco. What a success!"

*Genny Den Shu
U.S. Small Business Administration
San Francisco, California*



2007 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, 20 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)*

Meng Yuan He

Oakland, California

"CelebrAsian '07 was my best experience of the year—not only did I make friends with excellent scholarship winners from all over the country, but I was also inspired by many successful Asian American leaders. I now have more confidence and I want to take advantage of every opportunity out there to enrich myself, and give back to society, just like what USPAACC is doing."



Bruce Lee Scholarship

Edward Wen Hsyeh

Lenexa, Kansas

"CelebrAsian '07 was flabbergasting! It gave me great hope as an Asian American that I am not alone in this trek to reach my dream; that there are others willing to support me along the way. I was able to see the workings of prominent business members of our society. These are the people, who just happen to be Asian, who help make our country and world run."



Telamon Scholarship

Robert Kuan

Flushing, New York

"CelebrAsian '07 was life-changing—one of those momentous experiences that extends your dreams and inflames your passions. It was exciting to have had the opportunity to dialogue with leaders in the Asian American community. These conversations both helped me to enrich my knowledge and stir up my ambitions."



Timothy Wu Scholarship

Channchi Chau

Las Vegas, Nevada

"CelebrAsian '07 truly inspired me to continue to work hard and to devote my life to community service. I will continue to give back to my community whenever possible by volunteering my time and effort doing what I believe in and doing what I love. I plan to return to USPAACC one day and offer this opportunity to another scholar of the younger generation."



Subrahmanyam Chandrasekhar Scholarship

Adil Mehdi

Carrollton, Texas

"I was surprised to see such a high population of Asian Americans. It gave me a sense of pride and helped me understand what it means to be an Asian American. The overall experience was amazing, especially seeing how much the Asian Americans have achieved in the world of commerce, while still keeping their bonds with their Asian heritage."



Ken & Pam Fong Scholarship

An Tran

Santa Ana, California

"I am very grateful for the opportunity to discover that Asians are such big contributors to the US economy. Their stories were very inspirational. Most of them immigrated to this country and had so little to begin with, but are now big successes through perseverance and a bright, unique idea. These success stories truly demonstrate people's capacity to succeed despite adversity."



Paul Shearman Allen & Associates Scholarship

Maisee Yang

St. Paul, Minnesota

"I met successful Asian Americans at CelebrAsian '07 and they have inspired me to do my best and work hard. By seeing how they have overcome their obstacles and succeeded, it has really taught me more about myself as a person who has capabilities and potential."



Drs. Poh Shien & Judy Young Scholarship

Enkhee Tuvshintogs

Albany, California

"I was amazed by the sheer force of USPAACC. It provides a strong bridge for successful Asian American entrepreneurs and brings together passionate and hardworking minds from all professions who have inspired me to be equally successful."



Timothy Wu Scholarship

Jason Ceralde

Bremerton, Washington

"This experience was particularly useful for me because we were able to meet certain individuals who have already made it. We could learn from them and view them as role models. At first I thought USPAACC was a means by which my education would be sponsored, but it is so much more than that."



Ellison Onizuka Scholarship

Cindy Mai Dinh

Houston, Texas

"CelebrAsian '07 was an introduction and an eye-opening experience for us to connect with some of the best and brightest leaders, innovators, entrepreneurs in the Asian American community. So much talent is overlooked in mainstream America, but the talent still exists amongst the Asian community. It was here that I realized how far we have come as a group."



2007 Scholarship Recipients

The 2007 Scholarship Selection Committee: Anthony Yu, Embassy Travel (Chair); Anh Duong, Naval Service Warfare Center; Ly Hom, Fortune IT; Wai Hom, IBM; Jin Ah Jin; Leo Lawless, B Cube, Ltd.; Amerasia Liu, Awards Inc.; and JP Torres, Atelier Media Group

Kalpana Chawla Scholarship

Parampreet Gill
Houston, Texas

"This was an opportunity of a lifetime that allowed me to explore new avenues, build lasting relationships, and discover new and wonderful ideas. It was an inspirational event because it allowed me to meet some of the most influential and successful people in the world. I realized that with hard work and dedication, anything is possible."



Darden Scholarship

Jane Kim
Miami, Florida

"At the CelebrAsian '07 Business Opportunity Conference, our schedules were packed and our opportunities were endless. I got business cards, future job offers, advice, and the beginning frameworks for business connections. I even got to sit next to and talk to the one, the only, Yao Ming (I kept his table napkin)!"



PepsiCo Scholarship

Anne Wei
San Francisco, California

"The conference made me focus on our strengths, our accomplishments and to acknowledge the journey we took to overcome those hardships. We are the next generation to represent the Asian population in this country, and we will definitely break Asian stereotypes and show everyone what we are capable of."



UPS Scholarship

Deborah You
Fairfax, Virginia

"At the conference, I was able to meet many wonderful successful Asian American entrepreneurs who have paved the way for others. I was able to meet the people who have been my inspiration and motivation—those who were able to go above and beyond their adversities and achieve their dreams. They have significantly inspired me to take challenges in my life."



Volvo-For-Life Scholarship

Johnny Siu
Los Angeles, California

"My experience at CelebrAsian '07 was very memorable and one that I will never forget. The best part of my experience was that I had the chance to make many new friends who were from all over the country. Thanks to Volvo and USPAACC!"



CBS Broadcasting Scholarship

Lorie Anne Acio
Ewa Beach, Hawaii

"USPAACC and our scholarship sponsors have constructed an invisible force to unite us. They have exposed us to the limitless power—that which we could acquire if we continue to strive for excellence. I vow to create a bridge of communication for not just Asian Americans, but for the entire world."



McDonald's Scholarship

Kenny Yiu
Shoreline, Washington

"USPAACC gave me a scholarship award and a great learning experience, but they also provided me with the opportunity to meet with some of the future Asian American leaders in society, the other 19 scholars. CelebrAsian '07 has provided me with yet another example of the positive association between hard work and success."



Philip Morris USA Scholarship

Nelly Chao
Rosemead, California

"I was amazed at how much detailed work was required in putting together this event. My entire experience will surely be one that I will never forget. I met a lot of businesspeople whom I hope to become one day. I am extremely grateful to USPAACC for allowing me to participate in this amazing event."



UPS Scholarship

Sukhdip Kaur
Easton, Pennsylvania

"I never felt as important in my life as I did in these three days. I also enjoyed meeting great successful business leaders of today. Learning how they have struggled and to have come to the point where they are now was very inspiring. Everything was organized so perfectly. It was unbelievable. I am really glad I came to this conference. I learned so much. Thank you!"



Wal-Mart Scholarship

Ngoc Bao Bui
San Lorenzo, California

"Having the opportunity to attend such an important event to business leaders across the country and being awarded as a Scholar at the same time was an amazing experience. The individuals that I met have inspired me to continue to work hard and aspire to reach all my goals."





"You have never held any event in San Francisco before and yet all these people came for this conference?"

James Feng, BART, San Francisco, California

"Thank you for inviting me to be a panelist at CelebrAsian '07 in San Francisco. It was truly one of the most wonderful conferences I have attended—refreshing, substantive and productive."

Ralph Thomas III, Buchanan Ingersoll PC, Washington, DC

(From Page 1, *CelebrAsian '07*)

honored with the 4th Annual USPAACC/ Wells Fargo Asian Business Leadership Award. Each winner, selected from a nationwide pool of applicants, received a \$5,000 cash prize. (See related story on Page 7).

At the Excellence Awards Dinner sponsored by Harrah's Entertainment, outstanding Asian Americans were honored for their achievements. They were Rocky Aoki, Founder of Benihana "Japanese Steakhouse" restaurants; Aron Govil, President and CEO of the Ducon Group of Companies; Dr. Heng Wang, Medical Director, Physician and Researcher at the DDC Clinic for Special Needs Children; and Padmasree Warrior, Executive Vice president and Chief Technology Officer of Motorola.

Special recognition was also given to those who have demonstrated consistent efforts in collaboration and cooperation with USPAACC, in supporting, developing and implementing programs that bring Asian American businesses into the main-

stream procurement marketplace through education and training, information sharing, and with contract opportunities. The *Corporation of the Year* award was presented to Verizon, *Supplier Diversity Manager of the Year* award went to Jackie LaJoie of Merck, and the *Government Agency of the Year* award was won by the Federal Deposit Insurance Corporation (See Page 6).

Yao Ming, the 7'6"-tall NBA Center of the Houston Rockets, also especially flew into San Francisco as a special guest for the occasion.

At a special luncheon sponsored by UPS, 20 college scholarships were presented to high school seniors who have excelled in school, performed community service and have demonstrated financial need (See photos on Page 12).

Next year, USPAACC's 23rd Anniversary CelebrAsian '08 Business Opportunity Conference will be held in Washington, DC. ●

For more information, updates or sponsorship opportunities, visit www.uspaacc.com



"The USPAACC conference provided an excellent forum for a corporation like AT&T to connect with many of its current and potential diverse suppliers, and we could continue to and begin the dialogue on creating mutually beneficial partnerships. We appreciate USPAACC facilitating that process by bringing us together."

David Lin, AT&T, New York City, New York

(From Page 3, *Back on Terra Firma*)

sachusetts native remained onboard the station as a member of the Expedition 14 crew and then joined the Expedition 15 crew in April. Her spaceflight ended when she returned to Earth aboard Space Shuttle Atlantis with the STS-117 crew on June 22 at the Edwards Air Force Base in California.

Williams also became the record-holder for most hours outside a spacecraft by

a female, by completing four spacewalks during Expedition 14 with a total time of 29 hours, 17 minutes.

During her stay on orbit, Williams has worked with experiments across a wide variety of fields, including human life sciences, physical sciences and Earth observation, as well as education and technology demonstrations—all aimed to help mankind survive in future ventures in space. ●



Our customers are some of the most diverse in the world. Our employees, too.

We've been recognized by *DiversityInc*, *HISPANIC Magazine* and *ESSENCE*. And we've been ranked among the Top Companies for Minorities by The Diversity Network and *FORTUNE Magazine*. But a commitment to workforce diversity is nothing new here. It's part of our culture. And, considering the diversity of our customers, a big reason for our success.



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Membership Application

Send completed application to
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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).

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Name and Title of Corporate Officer

Street/P.O. Box Number

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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 the Maryland-Virginia-Washington, DC area in the National Capital Region.

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 innovative, resourceful, and cost-effective Asian American suppliers, and market to corporate and government buyers through this dynamic e-portal.

Procurement Connections Increase your business profits through these high-level networking events 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 buyers from corporate America and the federal government, and meet Asian American suppliers.

*Guanxi (pronounced goo-wan-shee), a commonly used business term meaning "connections" or "relationships"

Summit of Supply Diversity Directors/Managers & Buyers—Break 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 opportunity conference and the only business conference designed for the Asian American community—CelebrateAsian!

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

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