

# eastwest

US Pan Asian American Chamber of Commerce EF

# REPORT

## Largest Asian American Business Opportunity Conference in the Country held by USPAACC-EF in Washington, DC

CelebrAsian '08 serves as forum to help Asian American suppliers with sustainable tools to become more competitive in today's marketplace

In its continuing effort to address the challenges small and minority businesses face in an increasingly seamless global marketplace, the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) held its 23rd Anniversary CelebrAsian Business Opportunity Conference '08 on May 27-29, at the Hilton Washington hotel in Washington, DC. This year's theme was "Business Beyond Boundaries: Here & Abroad."

PepsiCo Chairman and CEO Indra Nooyi who served as the Conference Chair, U.S. Labor Secretary Elaine Chao, U.S. Commerce Secretary Carlos Gutierrez, U.S. Homeland Security Under Secretary for Management (Procurement) Elaine Duke, and ASIMCO Technologies Chairman and CEO Jack Perkowski, were among the featured speakers.

At a private event in the White House and at the Excellence Awards Gala Dinner, CEOs from USPAACC-EF's "50 Fast-Growing Asian American Businesses" who, together, generated \$4.9 billion in revenues in 2007, came to Washington, DC for the unveiling and awards ceremonies.

In all, 65 Fortune corporations and 20 Federal government agencies participated as buying organizations at the Conference. Over 700 participated in the three-day Conference.

CelebrAsian—the largest of its kind in the United States—connects hundreds of top-caliber Asian American suppliers and small business owners annually with buyers from Fortune corporations, the Federal government, and the small/minority business community, through pre-scheduled one-on-one business meetings,

*(Continued on Page 15)*

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Pioneers connect with industry leaders at CelebrAsian Business Opportunity Conference '08 in Washington, DC. Seated from left: PepsiCo Chairman & CEO Indra Nooyi; U.S. Labor Secretary Elaine L. Chao; and USPAACC-EF National President & CEO Susan Au Allen. Standing from left: Executive Vice President & Head of Wells Fargo's Small Business Segment Rebecca Macieira-Kaufmann; Sprint Nextel Director of Corporate Social Responsibility Jon Munoz; PepsiCo Vice President of Corporate Development & Diversity Maurice Cox; and PepsiCo Vice President of Global Diversity David Gonzales. (More photos inside)

## USPAACC-EF: An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) 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

#### Southeast Regional Chapter

Central Florida Asian American Business Opportunity Conference  
sponsored by Walt Disney World  
Orlando, Florida August 22

#### Northern California Chapter

Asian & Minority Business Contracting Opportunity Expo  
sponsored by Wells Fargo & Verizon  
San Francisco, California September 16

#### National HQ

Happy Hour Networking w/ Government Agencies & Corporations  
Washington, DC September 19

#### Southern California Chapter

Asian & Minority Business Contracting Opportunity Fair  
sponsored by Wells Fargo & Verizon  
San Gabriel, California October 7

#### U.S. Dept. of Transportation-USPAACC-EF SBTRC Matchmaking

San Diego, California October 15

#### Northeast Regional Chapter

Procurement Connections  
"How to Close the Deal & Get Contracts with Fortune 500 Companies"  
sponsored by Merck, Verizon & Pfizer  
New York, New York October 17

#### Southeast Regional Chapter

Fourth Annual Regional Conference  
hosted by General Electric Company  
Atlanta, Georgia November 14

For more details on the upcoming events, visit  
[www.uspaacc.com](http://www.uspaacc.com)

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## President's Message



Dear Friends,

*Thank you for helping us score another home run with our 23rd Anniversary CelebrAsian Business Opportunity Conference '08—the largest annual national Asian American business conference in the United States!*

*At our annual flagship event held on May 27–29, 2008 in our nation's capital, we successfully connected innovative suppliers and serious buyers from Fortune corporations and the Federal government. We also celebrated the achievements of top-caliber Asian American businesses and forged ahead with plans for a promising future, guided by our Conference theme "Business Beyond Boundaries: Here and Abroad." Our special programs highlighted new ways to help businesses increase revenue, productivity, value, as well as enhance and expand innovation.*

*We were fortunate to have had renowned and distinguished speakers address our Conference, including U.S. Labor Secretary Elaine L. Chao, PepsiCo Chairman and CEO Indra Nooyi, who also served as our Conference Chair, U.S. Department of Homeland Security's Deputy Under Secretary for Management Elaine Duke, and ASIMCO Chairman and CEO Jack Perkowski, who flew in from Beijing, China to be with us.*

*Your strong support and participation no doubt brought invaluable benefits to our national Conference. Together we offered golden opportunities and sustainable tools that our participants can leverage to accelerate the pace of their business growth.*

*Next year, save the date and join us once again at our 24th Anniversary Conference in Brooklyn, New York on May 20-22, 2009, where we will present proven strategies and resources to help you continue shaping your future—in better ways—to achieve success. Let's make this another "win-win" situation for all our participants! Your continuing involvement is essential for a mutually successful future.*

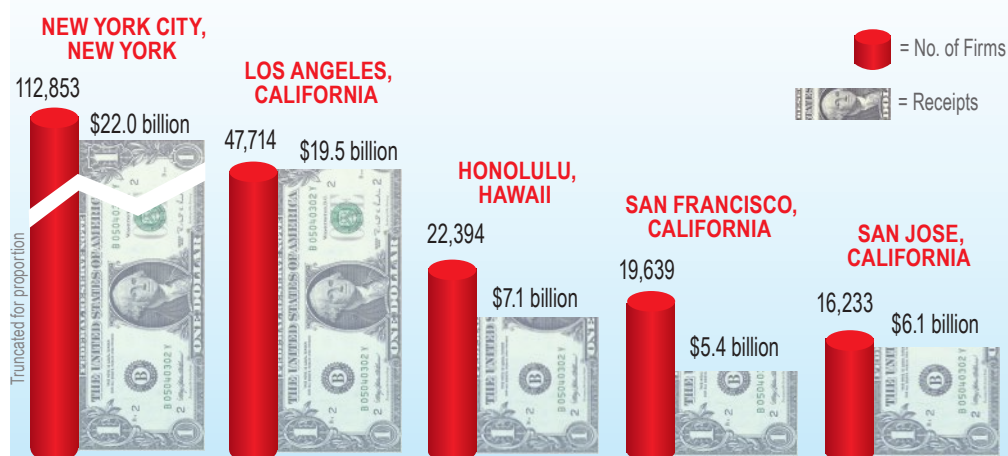
*In the meantime, we have other exciting programs and events lined up and designed especially for you for the rest of the year, so I hope we see each other there.*

*Let's do business and prosper!*

Susan Au Allen  
National President & CEO

## By the Numbers

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



March 2008 Census Bureau Data

[www.uspaacc.com](http://www.uspaacc.com)

## CelebrAsian Business Opportunity Conference '09 Heads to the Big Apple on May 20-22, 2009

Save the Date: The Big Apple will be the next venue of the largest annual national Asian American business opportunity conference in the United States—USPAACC-EF's 24th Anniversary CelebrAsian Business Opportunity Conference '09. It will be held on May 20-22 at the New York Marriott at the Brooklyn Bridge in Brooklyn, New York.

CelebrAsian '09 will bring together Asian American suppliers and buyers from Fortune Corporations and the Federal government—for three days, and under one roof. The national conference will help businesses grow through one-on-one prescheduled meetings, valuable connections, prized information, partnership and teamwork—strategic relationships that could lead to real, business opportunities. Truly a unique results-oriented experience that takes businesses to the next level! ●



US PAN ASIAN AMERICAN  
CHAMBER OF COMMERCE  
EDUCATION FOUNDATION

24TH ANNIVERSARY

**SAVE THE DATE**  
**MAY 20 ~ 22, 2009**

### CelebrAsian '09

## BUSINESS OPPORTUNITY CONFERENCE






The Largest Annual National Asian American Business Conference  
in the United States Heads to the Big Apple



NEW YORK MARRIOTT AT THE BROOKLYN BRIDGE • BROOKLYN • NEW YORK

FOR UPDATES AND SPONSORSHIP OPPORTUNITIES, VISIT  
[www.uspaacc.com](http://www.uspaacc.com) TEL (800) 696.7818 or (202) 296.5221

CelebrAsian is a must-attend conference for small to mid-size business owners and entrepreneurs who are passionate about growing their business

*For updates & sponsorship opportunities, visit [www.uspaacc.com](http://www.uspaacc.com) or call USPAACC-EF at Tel 1 (800) 696.7818 or (202) 296.5221*

## USPAACC-EF Southwest Chapter Holds 7th Annual Asian Business EXPO in Texas

USPAACC-EF Southwest, led by Chapter President Grace McDermott, presented another sold-out event during the 7th Annual Asian Business EXPO on August 13, 2008 in Arlington, Texas.



Participating corporations reported that this year's EXPO provided them with new opportunities for their supply chain development. The session "Meet the Buyers - One on One" was also successful on both sides—Corporate buyers and Asian American suppliers. The Women Business Zone featured "Woman Executives Coaches" from Burlington Northern Santa Fe Rail Road and The Finance Director of the City of the Colony, Texas.

At the Awards Luncheon, the keynotes were given by Doug Hawthorne, CEO of Texas Health Resources, the largest healthcare provider in Texas and Eric Fox, Vice President, Legislative and Government, Lockheed Martin.

Over 700 attendees attended the day's event. We want to thank the Asian business community in the Southwest region for their support and to all of our corporate sponsors who came out in full force! ●



*USPAACC-EF SW Regional Chapter President Grace McDermott with the movers and shakers of the Southwest Chapter's 7-year effort to introduce the Supplier Diversity and minority contract programs to Asian American businesses in Texas. Before this extended effort, few Asian Americans knew of the myriad opportunities that were available to them.*

# **\$4.9 billion generated by 50 Asian American businesses in 2007**

*CelebrAsian '08 highlights unprecedented growth of Asian American-owned businesses*



USPAACC-EF reported that over \$4.9 billion in sales were generated by 50 Asian American businesses in 2007.

The sales were the cumulative revenue of USPAACC-EF's "50 Fastest-Growing Asian American Businesses," officially revealed during the 23rd Anniversary CelebrAsian Business Opportunity Conference '08, on May 27-29 at the Hilton Washington hotel in Washington, DC.

PepsiCo Chairman and CEO Indra Nooyi, who also served as the Conference Chair, and U.S. Labor Secretary Elaine Chao, helped in the presentation of the Top 10 fastest-growing businesses during the Excellence Awards Gala Dinner at the Hilton Washington on May 28. A special presentation of the 50 fastest-growing Asian American businesses also took place at The White House earlier that day with U.S. Commerce Secretary Carlos Gutierrez.

"The continued robust growth of Asian American-owned businesses—even during challenging economic times—is testament to the enduring quality of Asian Americans who, through innovation, hard work and ingenuity, remain at the forefront as engines of growth in our national economy," said USPAACC-EF National President & CEO Susan Au Allen.

To qualify for the ranking, companies must be owned by one or more Asian Americans (at least 51% ownership). Based on percentage revenue growth over three years, pre-selection was determined through direct applications, nominations and third-party lists.

All finalists were independently verified by BDO Seidman, LLP, an accounting and consulting firm with 35 offices and more than 300 independent alliance locations nationwide. ●



*The top 10 fastest-growing Asian American businesses presented during CelebrAsian Business Opportunity Conference '08 with U.S. Labor Secretary Elaine Chao, USPAACC-EF National President & CEO Susan Au Allen, and PepsiCo Chairman & CEO Indra Nooyi, who was Chairman of CelebrAsian Business Opportunity Conference '08.*

## **Contractors Meeting on Certification Held by USPAACC-EF and the Small Business Transportation Resource Center in California**

USPAACC-EF and the Small Business Transportation Resource Center Southwest Region (SBTRC-SW) it operates, hosted a contractors meeting on certification at the Home Depot PRO in Colma, California on August 19. Representatives from the San Francisco Municipal Transportation Agency (MUNI) and the San Mateo County Transit District (SamTrans) met with businesses to about how to work with their organizations.

SBTRC-SW serves the southwest region of the U.S. (California, Arizona, Nevada, Utah and Hawaii) to reach out to transportation-related small businesses (owned by African,

Hispanic, and Asian Americans, women, veterans, disabled veterans, and businesses located in the HUBZones) in the region. It helps small businesses network with prime contractors and subcontractors and also serves as an information center for access to business training, technical assistance, marketing assistance, and information related to transportation business opportunities to small and disadvantaged businesses. Through the Short Term Lending Program (STLP) of participating banks and other lending institutions, SBTRC-SW also provides financial assistance information to the businesses in the region. ●

## USPAACC-EF National President & CEO Embarks on Site Visits in the Midwest

On August 14, USPAACC-EF National President & CEO Susan Au Allen and her team visited HTC Global Services, one of the recipients of the "50 Fastest-Growing Asian American Businesses" Award, at its headquarters in Troy, Michigan. HTC President & CEO Madhava Reddy, Vice President James Joseph, Accounting/Finance Manager Laurie Maria, and other key staff welcomed the USPAACC-EF team.

For over two hours, USPAACC-EF and HTC discussed ways to further develop and enhance their mutually beneficial relationship. As a result, HTC has committed to be active with USPAACC-EF as a certified member and USPAACC-EF will introduce and promote HTC as a potential Asian American Supplier to Corporate and Government buyers, as well as contractors. HTC also committed to assisting USPAACC-EF in strengthening its Midwest chapter's presence in the region.

(Continued on Page 15)



**Senator Obama Campaigns in Ohio.** Officials of Grand Aire, the Swanton, Ohio-based air charter management company and recipient of the 2008 USPAACC-EF/Wells Fargo Asian Business Leadership Award, hosted Democratic Presidential candidate and Illinois Senator Barack Obama when his plane landed in Ohio in late August. It was the first stop for Senator Obama immediately following his acceptance speech at the Democratic National Convention in Denver. Pictured above (from left): Grand Aire CEO Zachary Cheema, COO Tehmeena Cheema, Senator Barack Obama, Grand Aire Sales Executive Tina Nowak, and Director of Sales & Marketing Jim Renda. ●

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

*Winners announced at CelebrAsian Business Opportunity Conference '08*

USPAACC-EF and Wells Fargo once more celebrated the continued success of Asian American business owners at a special luncheon held on May 28 during CelebrAsian Business Opportunity Conference '08 in Washington, DC.

Three Asian American businesses were honored with the 5th Annual USPAACC-EF/Wells Fargo Asian Business Leadership Award. Each winner received a \$5,000 cash prize.

The awardees were selected from a nationwide pool of applicants and evaluated based on their innovation, financial success, and community service.

This year's winners are Beverly Hills, California-based Jimmy Au's For Men 5'8" and Under, Inc. – James Y.C. Au; Swanton, Ohio-based Grand Aire, Inc. – Tehmeena and Zachary Cheema; and Los Angeles, California-based teamCFO, Inc. – Laura Yamanaka and Carrie Tsang-Hidding.

"The dedication, innovation and success demonstrated by these business owners is truly inspiring," said Iris Chan, head of Commercial Banking at Wells Fargo and national spokesperson for Wells Fargo's Asian Business Services. "This year's winners uphold and embody the spirit of this award. They're leaders in business and in their communities."

"USPAACC-EF is honored, with Wells Fargo, to recognize these outstanding Asian business owners, as they truly reflect the strength and diversity within the Asian-owned business segment," said Susan Au Allen, national president and CEO of USPAACC-EF. "Asian-owned businesses continue to prosper across the country, and we're excited and honored to continue the tradition of recognizing and celebrating their tremendous achievements." ●

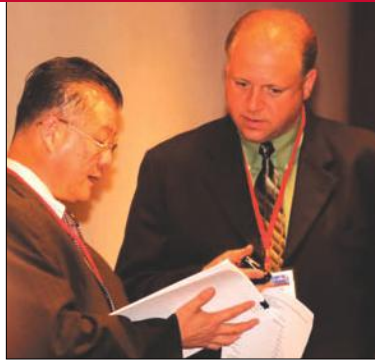


*From left: Sandeep Gauba, USPAACC-EF Southeast Regional Chapter President; Rebecca Macieira-Kaufmann, Executive Vice President & Head of Wells Fargo's Small Business Segment; Zachary and Tehmeena Cheema of Grand Aire, Inc.; James Y.C. Au and Alan Au, of Jimmy Au's For Men 5'8" and Under, Inc.; Carrie Tsang-Hidding and Laura Yamanaka of teamCFO, Inc.; and Susan Au Allen, USPAACC-EF National President & CEO.*

## CelebrAsian Business Opportunity Conference '08



Sue Chen of Nova Ortho-Med Inc. and Andrew Ly of Sugar Bowl Bakery



Jack Perkowski, ASIMCO Chairman & CEO, and best-selling author of "Managing the Dragon: How I'm Building a Billion-Dollar Business in China"



**"Hats off to Susan Allen and her magnificent team.  
Job well done! Congratulations!"**

Aziz Ahmad, CEO, UTC Associates, Inc.  
Program Co-Chair, USPAACC-EF CelebrAsian '08



Ram Karrupusamy of Lancesoft Inc.

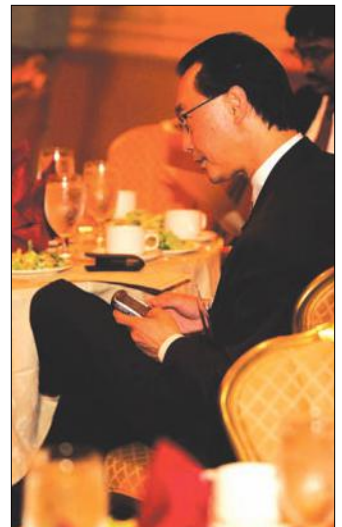


Kappana Ramanandan of Hydrox Laboratories

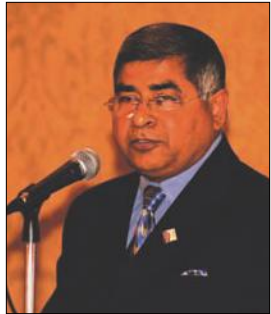
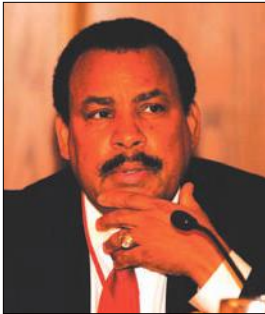


**"CelebrAsian '08 was  
very well coordinated  
with top of the line  
speakers."**

Raj Verma  
Strategy Team, Metasys



## CelebrAsian Business Opportunity Conference '08



**"This was the greatest USPAACC-EF conference ever. I always think you can't top the one from the year before, but you always do!"**

Sonny Aguilin  
PERI Software Solutions, Inc.



**"The conference was phenomenal! The networking was good and I got some good leads out of it."**

Diane Denish  
Advantage Mailing Inc

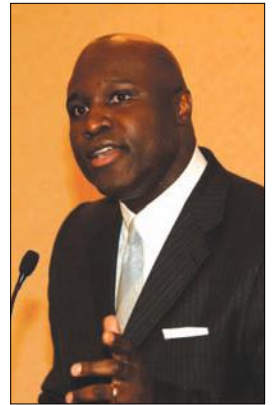


# CelebrAsian Business Opportunity Conference '08



**"Excellent timing and agenda."**

Eduardo Correia, Eastman Kodak



**"I traveled coast to coast for this event. I thought it was excellent and well worth the travel. The forums and speakers were well prepared. The networking throughout the event was excellent."**

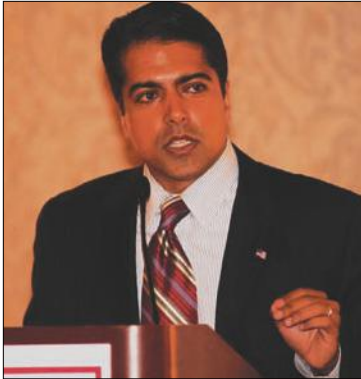
Brian Hadding  
Director of Sales  
Select Source International



# CelebrAsian Business Opportunity Conference '08



U.S. Department of Homeland Security's Deputy Under Secretary for Procurement Management Elaine Duke



**"I see success written all over this group! I'm proud of the representation we had at CelebrAsian and look forward to working with you to make next year's conference the best yet!"**

Jackie La Joie  
Associate Director, Supplier Diversity  
Merck & Co., Inc.



**"I found the conference to be one of the best I've attended in quite some time. I look forward to attending the event next year!"**

Traci S. Jackson  
Vice President, Sourcing & Procurement Services  
JP Morgan Chase



## CelebrAsian Business Opportunity Conference '08



*PepsiCo Chairman & CEO Indra Nooyi, U.S. Labor Secretary Elaine Chao, and USPAACC-EF National President & CEO Susan Au Allen*

**"Thank you for designing the special programs with our needs in mind. Awarding us with the 'Top Ten Fastest-Growing Asian American Business' will surely motivate us to reach greater heights for our business in the future!**

**The conference absolutely exceeded our expectations—we'll be back next year with our full support!"**

Sarav Periasamy  
President,  
PERI Software Solutions, Inc.



*Mr. & Mrs. Jimmy Au of For Men 5'8" and Under, Inc.*

**"Inspirational and practical for helping to grow members' businesses."**

Nick Covelli, VP of Sales  
VXI Global Solutions



*Madhava Reddy of HTC Global Inc.*



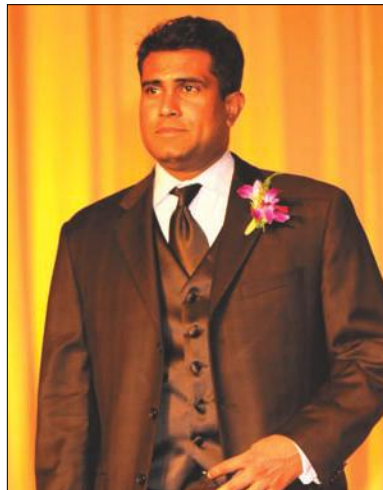
*Vasanthi Illagovan of VIVA USA, Inc.*



*CNN's Veronica de la Cruz*



*PepsiCo's Ernest McFadden, Dahlia Sterling & Fred Canady*



*Sarav Periasamy of Peri Software Solutions, Inc.*



*Donald Chu of Tronex Int'l*



*Sandeep Gauba of Metasys Technologies*



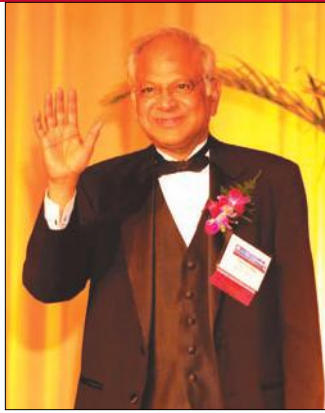
*The USPAACC-EF Team*



## CelebrAsian Business Opportunity Conference '08



*Sue Chen of Nova Ortho-Med, Inc.*



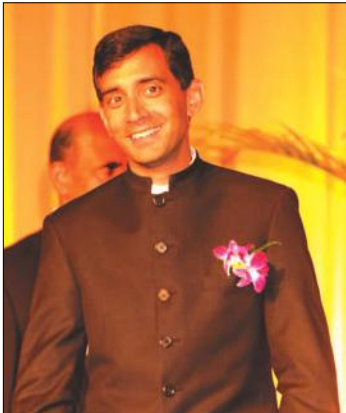
*T. R. Rao of Market Probe*



*USPAACC-EF National President & CEO  
Susan Au Allen*



*PepsiCo Chairman & CEO Indra Nooyi*



*Bappa Mukherjee of Guy Brown Products*



*David Zhao of VXI Global Solutions*



*Jon Munoz of Sprint Nextel Corporation*



*Sunny Park of General Building Maintenance*



*Charles Chang of Topline Products*



*Hetal Mehta of Northbound LLC*



*The "50 Fastest-Growing Asian American Businesses" with U.S. Labor Secretary Elaine Chao, PepsiCo Chairman & CEO Indra Nooyi, and USPAACC-EF's Susan Au Allen*

## Scholarship Recipients

Established in 1989, the Asian American Scholarship Fund provides financial assistance to outstanding Asian American students who want to pursue post-secondary education. These scholarships are presented to students who have demonstrated academic excellence, financial need and community service. Funded by Asian American and corporate sponsors, 17 scholarships were awarded this year.

The 2008 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Inc. (Chair); Nessie Cumur, USPAACC-EF; Ly Hom, Fortune IT; Wai Hom, IBM; Jesse Jang, USPAACC-EF; Rashmi Sharma, USPAACC-EF; Annette Stevenson, SAS Institute; Pattie Tom, Federal Aviation Administration; and JP Torres, Atelier Media Group.

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

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

Joanna Lim

Spokane, Washington



"Thank you for a wonderful opportunity!

I am lucky to have made such wonderful friends and I have to say that without USPAACC-EF, I would not have met some of the most outstanding peers I have ever met in my entire life. Thank you once again for allowing me to meet some of the most amazing students."

### Bruce Lee Scholarship

Thai Hoang Do

San Diego, California



"CelebrAsian '08 was an exhilarating experience! The conference was also an eye-opening experience for me to witness first-hand the success of countless Asian Americans from across the country. The opportunity to interact with successful people inspired me and made me realize the potential and importance of hard work and good networking."

### Lee & Papa & Associates Scholarship

(In honor of Dr. & Mrs. In Sung Lee)

Ngan Kim Dam

Cambridge, Massachusetts



"Thank you for the opportunity to share my enthusiasm for building international partnerships. My scholarship sponsor's recognition of the importance for immigrants to foster ties with their native countries is truly timely. I am proud to be a part of their vision and hope that Asian Americans will continue to travel back to their ancestral homes and re-connect with their roots."

### Telamon Scholarship

Stephanie Claire Cu

Delano, California



"I will never forget my CelebrAsian '08 experience. In just three days, I was able to learn, be inspired, and be touched by many people. This Conference truly gave me a chance to know more about the importance of a united organization like USPAACC-EF. I have found a new whole confidence and inspiration in life."



### Ken & Pam Fong Scholarship

Jerry Cheng

Edison, New Jersey

"At CelebrAsian '08, I met top-caliber and very intelligent people—qualities

I admire and emulate. I am amazed that these executives all took time out of their impossibly busy schedules to attend the Conference and interact with each other. In the future, I will likewise make time to give back to the community and to help others in their careers."



### Paul Shearman Allen & Associates Scholarship

(In honor of Michael Maggio)

Hien Thi Ho

Westminster, California

"It was an honor to be among the USPAACC-EF scholarship recipients. I had the chance to meet and see the people who have made it so far in life and have made the Asian American community so strong and powerful today. It was extremely inspiring to have seen the 50 fastest-growing companies and their CEOs, and being in the same room with them was an honor."



### Drs. Poh Shien & Judy Young Scholarship

Pei-Hsuan Tsai

Sugar Land, Texas

"I am very grateful to have attended CelebrAsian '08 as a scholarship recipient. It was the most fantastic experience I have ever had. It was a great opportunity for me to meet successful people and to learn from them. It helped open my eyes and I learned that the world is full of opportunities."



### Asian American Scholarship

Thongphat Gordon Chen

Cornelius, Oregon

"I am glad to have been a part of CelebrAsian '08 and to have received the scholarship, as it helped me network with many different people. I was able to make many new friends and meet many important people. It was a very fun experience. Thank you to USPAACC-EF and to my scholarship sponsor."

# Scholarship Recipients

## Asian American Scholarship

Samuel Jang  
Glendale, Wisconsin

"CelebrAsian '08 was an eye-opening experience. Meeting and interacting with the CEOs of renowned companies reminded me that I must be a part of a universal endeavor to improve lives. It was reassuring that a strong organization like USPAACC-EF thinks of the future leaders like us."



## Darden Restaurants Scholarship

Richard Zhu  
Medford, Oregon

"Humility is a common characteristic among Asian Americans. Rather than being amazed by their own accomplishments, they see it as a stepping-stone toward their ultimate goal. CelebrAsian '08 was a once-in-a-lifetime experience. I will always remember the lessons I learned here and I will work tirelessly to uphold the Asian American tradition of excellence."



## PepsiCo Foundation Scholarship

Ahmar Sajjad  
Houston, Texas

"CelebrAsian '08 was an experience that I will remember for the rest of my life. It introduced me to the outside world, taught me how to interact and it gave me the opportunity to meet some of the most successful people of our community. Thank you for giving us this wonderful opportunity to take our first step into the world that will define our future."



## Philip Morris USA Scholarship

Andy Tang  
Seattle, Washington

"I met so many distinguished individuals at CelebrAsian '08. They have broken barriers and stereotypes that society has created for minorities. They have inspired me to continue my dreams and never give up just because of certain barriers or obstacles in my life."



## UPS Scholarship

Angel Feng  
Philadelphia, Pennsylvania

"Thank you to USPAACC-EF and to my scholarship sponsor. At the conference, I was able to meet many wonderful successful Asian American entrepreneurs and corporate executives—they have truly inspired me to work hard to achieve my dreams in life."



## CBS Broadcasting Scholarship

Sharon Huang  
Arcadia, California



"From the bottom of my heart, I would like to thank USPAACC-EF for providing me the experience that very few individuals would be able to encounter in their entire lives. I am honored to have received this generous scholarship from CBS Broadcasting. This will propel me to achieve my dream of going to college and to succeed in life."

## Home Depot Scholarship

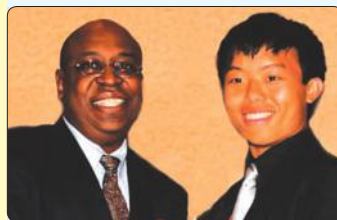
Khai-Hoan Huynh  
Westminster, California



"I felt extremely privileged to have been among my college-bound peers and in the same room with big corporate leaders. CelebrAsian '08 was the best week of my life. To live, to learn, to lead—this experience has allowed me to strive to become the person that I've always wanted to be: a confident and successful Asian American who will impact the world."

## PepsiCo Foundation Scholarship

Joulehmong Vang  
Milwaukee, Wisconsin



"Asian Americans have all come a long way from the stereotypes of working in rice fields and sweatshops to making billion dollar deals and decisions affecting millions of people. CelebrAsian '08 pried open the door that unleashes better opportunities for those in need and those with a drive to succeed."

## UPS Scholarship

Vina Vo  
Garden Grove, California



"I will never forget the meaningful lessons learned and beautiful relationships made at CelebrAsian '08. The business owners and innovators have instilled in me the passion and motivation for my own future. I have often doubted my own capabilities as a minority. However, after hearing their success stories, I now know that I am capable of endless of opportunities."

For private sponsors and corporations who want to help our future leaders, please contact USPAACC-EF at  
Tel 1.800.696.7818 | 202.296.5221 | Fax 202.296.5225  
E-mail: [info@uspaacc.com](mailto:info@uspaacc.com) or visit [www.uspaacc.com](http://www.uspaacc.com)

# Transformation to Next Generation Networks



PCCW Global provides connectivity to every corner of the world - throughout the Middle East, Americas, Asia, Europe and Africa. Our Next Generation Networks (NGN) portfolio offers a wide range of solution to satisfy every requirement for quality, value, security and reliability - anywhere, anytime.

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## Service Excellence

- Quality services, network management executed using world-class processes

## Technological Foresight

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Email: [us.pccwglobal@pccw.com](mailto:us.pccwglobal@pccw.com)

(Continued from Page 5, Site Visits)

Later that day, USPAACC-EF visited Computech Corporation, one of the active Asian American high-tech companies in Bingham Farms, Michigan. They were welcomed by Ram Kancharla, President and CEO, and Gregory Cheesewright, President of Global Operations. Computech committed to put more time and effort in facilitating USPAACC-EF's programs and connecting Asian American businesses with Corporate America in the Midwest region.

(Continued from Page 1)

strategic summits, best practices workshops, and networking sessions.

"USPAACC Foundation has been at the forefront of educating, training and nurturing Asian American suppliers and small business owners since 1984, and CelebrAsian, our flagship event, is designed to help participants stay informed on procurement trends, best practices, contract opportunities, and other strategic tools necessary for sustained growth and competitive in today's challenging global marketplace," said USPAACC-EF National President & CEO Susan Au Allen.

The spotlight was also placed on specific successes and achievements of Asian American businesses, through the USPAACC-EF/Wells Fargo Asian Business Leadership Awards and the Business Leaders and Scholarship Awards Luncheon; and the International CEO Forum that featured Jack Perkowski, ASIMCO Technologies Chairman & CEO and best-selling author of "Managing the Dragon: How I'm Building a Billion-Dol-

The USPAACC-EF team also had dinner with several Asian American entrepreneurs, including Madhava Reddy and James Joseph of HTC, Dominic Pangborn, artist and CEO of Pangborn Design, and Jenny Jiang, President of Oakland Living Corporation.

The following day, the USPAACC-EF team left for Chicago for the Med-Week Regional Annual conference. ●

lar Business in China," who shared his experiences in building a billion-dollar empire in China.

This year's Program Co-Chairs were Gladys Lopez, Supplier Diversity Manager of American Express, and Aziz Ahmad, CEO of UTC Associates.

The Conference Program also included: China Trade Mission Success Stories, Summit of Supply Diversity Directors/Managers & Buyers, Suppliers Summit, Selling to the Federal Government, Guanxi\* Suppliers Opportunity Trade Fair and One-on-One Meetings (\*Guanxi is a commonly used business term meaning "connections" or "relationship"), the presentation of the 50 Fastest-Growing Asian American Businesses, Excellence Awards Reception and Dinner, Business Leaders and Scholarship Luncheon, and other programs designed for Asian American businesses and their partners in Corporate America, in the federal, state and local government, and in the small and minority business community. ●



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## Membership Application

Send completed application to

USPAACC-EF 1329 18th Street NW, Washington, DC 20036

Telephone 1.800.696.7818 | 202.296.5221 | Fax 202.296.5225

E-mail: [info@uspaacc.com](mailto:info@uspaacc.com) | Website: [www.uspaacc.com](http://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 Education Foundation.
- ☐ Enclosed is \$15,000 for annual Corporate Platinum membership.
- ☐ 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.
- ☐ 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-EF: Your Connection to Economic Growth

### Why Become Involved with USPAACC-EF

**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—**CelebrAsian!**

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!

## USPAACC-EF

The ultimate solution  
to the right connections



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