

# REPORT

## Largest Asian American Business Opportunity Conference in the United States heads to New York on May 20 ~ 22

CelebrAsian '09 to provide roadmap to procurement opportunities, growth areas, best practices, and strategic solutions for small and minority businesses in today's challenging marketplace

In their continuing effort to boost economic growth and turn challenges facing small and minority businesses into opportunities, the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC Education Foundation) will hold its 24th Anniversary CelebrAsian Business Opportunity Conference '09 on May 20 - 22 at the New York Marriott at The Brooklyn Bridge in Brooklyn, New York.

The Conference theme, "Business beyond Boundaries: Turning Challenges into Opportunities—Follow the Money," highlights how businesses could thrive in an economic downturn, where to find opportunities in the Federal initiative on "green" energy, and strategy to win a piece of the Obama Administration's \$787 billion Economic Stimulus package.

Wells Fargo and PepsiCo are the Corporate Co-Chairs; Merck and The Coca-Cola Company are the Program Co-Chairs.

CelebrAsian—the oldest and largest pan Asian American business opportunity conference in the

United States—connects hundreds of top-caliber Asian American suppliers and business owners with buyers from Fortune 500 corporations, the Federal government, and the small and minority business community, through pre-scheduled one-on-one matchmaking meetings, informative summits, workshops, and networking events.

"USPAACC Education Foundation has been at the forefront of educating, training and nurturing Asian American suppliers and business owners since 1984, and CelebrAsian, our flagship event, provides valuable access, puts the spotlight on innovation, and sharpens their competitive edge to sustain growth in today's challenging times," said Susan Au Allen, National President & CEO of USPAACC Education Foundation.

Featured speakers include Vice Chairman and CEO of PepsiCo International Michael White, who will be the keynote speaker at the Excellence Awards Gala Dinner on May 21; Commissioner of New York

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At the Closing Bell: USPAACC National President & CEO Susan Au Allen (in red) and other members of the President's Advisory Council on Financial Literacy ring the bell to signify the end of the trading session at the New York Stock Exchange.

## USPAACC Education Foundation An Advocate for Economic Growth

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

**China Trade Mission '09**  
Nanjing, Shanghai, Guangzhou  
China February 21-28, 2009

**SBTRC-SW's Transportation Business Opportunity Conference**  
Phoenix, Arizona March 2009

**SBTRC-SW's Transportation Business Opportunity Conference**  
Los Angeles, California April 7-9, 2009

**Southeast Regional Chapter**  
"Economic Outlook with the New Government"  
The Coca-Cola Company headquarters  
Atlanta, Georgia April 30, 2009

**Midwest Regional Chapter**  
Business Roundtable  
Battle Creek, Michigan May 11, 2009

**24th Anniversary CelebrAsian Business Opportunity Conference '09**  
Brooklyn, New York May 20-22, 2009

**Southwest Regional Chapter**  
8th Annual Asian Business Expo  
Arlington, Texas August 2009

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

## President's Message

Dear Friends,

Spring has arrived and USPAACC Education Foundation is in full swing as we welcome the coming months with optimism and vigor! We hit the ground running at the start of the New Year and charted our course for the rest of 2009 with growth-related opportunities for our members. After all, this is the "Year of the Ox." The ox symbolizes calm, hard work, resolve and tenacity—characteristics that we will need in these arduous times.

We have a full plate this year. In February, we led a delegation on a successful China Trade Mission to the robust markets of Nanjing, Shanghai and Guangzhou—providing our delegates with promising business leads and prospects. In May, we will hold our flagship event, CelebrAsian Business Opportunity Conference '09, in New York. At the Conference, we will connect suppliers to buyers, discuss issues, offer solutions, and provide contract opportunities for our participants. We will also present the "USPAACC Education Foundation/Wells Fargo Asian Business Leadership Awards" and our "Fast 50 Asian American Businesses"—a strong testament to the enduring resilience of Asian American businesses. In the coming months, we will also hold Procurement Connections, Expos and specifically-tailored seminars nationwide—providing quality access, new strategies, and sustainable tools to help our members meet their current needs, grow their business and become well-positioned for the future.

Today's economic landscape may have led to pared budgets and a tightening of the collective belt among our buyers—clearly a challenging and defining moment for our suppliers. It has therefore become imperative that we continue our unwavering focus to seize opportunities, make the right decisions, and strengthen alliances in this increasingly interdependent marketplace.

The near-term will not be easy as we embark on this journey back to economic recovery. But I am confident that the scale of the challenges we face is matched by the strength of optimism we have to meet them. We are a nation with the ability to recover from economic downturns—we have proven that, time and again. As in the past, small and minority businesses will operate on all cylinders and become engines of growth and innovation. And we will, in 2009 and beyond, show the world the qualities we are made of—as we rebuild our nation that is much stronger and more prosperous tomorrow—starting today.

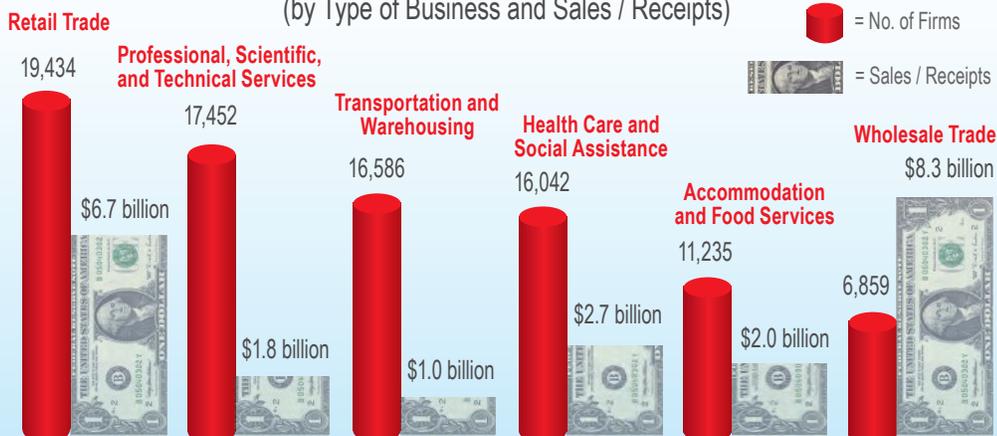
I wish everyone a year filled with promise, opportunities, and growth!



Susan Au Allen  
National President & CEO

### By the Numbers

#### Top Asian American-Owned Firms in New York (by Type of Business and Sales / Receipts)



Source: August 2006 figures based on 2002 Survey of Business Owners, Census Bureau

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## Asian American Trailblazers: USPAACC Education Foundation Congratulates New Cabinet Secretaries

USPAACC Education Foundation congratulates Secretaries Chu, Locke, and Shinseki for becoming the latest Asian Americans appointed by President Obama and confirmed by the U.S. Senate to key Cabinet-level positions. Their current designations mark another milestone for the broader Asian American community in our quest for inclusion and more active participation in the political process. It is also a testament to the Obama Administration's commitment to building a team that is reflective of our nation's diversity, with highly effective people working to help to move our nation forward.



The Honorable  
Steven Chu  
Secretary of Energy



The Honorable  
Gary Locke  
Secretary of Commerce



The Honorable  
Eric Shinseki  
Secretary of Veterans Affairs

### Secretary Steven Chu, U.S. Department of Energy

Steven Chu, Ph.D. is the 12th United States Secretary of Energy. A physicist, he is the first Nobel laureate to serve in a presidential cabinet. Secretary Chu is known for his research in the cooling and trapping of atoms with laser light, which won him the Nobel Prize in Physics in 1997. At the time of his appointment as Energy Secretary, he was a professor of physics and molecular and cellular biology at the University of California, Berkeley and the Director of the Lawrence Berkeley National Laboratory, a strong advocate of biofuels and solar energy research. Secretary Chu, a Chinese American, was born in St. Louis, Missouri.

### Secretary Gary Locke, U.S. Department of Commerce

Gary Locke is the 36th United States Secretary of Commerce. Locke became the first Asian American governor in the continental United States, and the nation's first Chinese American governor, when he was elected to office in Washington State in 1996, and served two terms. After he left office, he became a partner at the Seattle-based law firm, Davis Wright Tremaine, where he focused on China practice, energy, governmental relations, and corporate diversity counseling. Born in Seattle, Washington, Secretary Locke's personal story is compelling—described as how the grandson of a teenage Chinese immigrant, who worked as a houseboy one mile from the governor's mansion, moved into *that* mansion a century later.

### Secretary Eric Ken Shinseki, U.S. Department of Veterans Affairs

Eric Ken Shinseki is the 7th United States Secretary of Veterans Affairs. Previously, he served as a four-star general in the United States Army and as the 34th Chief of Staff of the Army. He is a decorated veteran who fought and was injured in Vietnam. A graduate of the United States Military Academy in 1965 with a Bachelor of Science degree and a commission as a second lieutenant, he earned his Master of Arts degree in English Literature from Duke University. Secretary Shinseki is the first Asian American four-star general in United States history. He was born in Lihue, Kauai in the then Territory of Hawaii, to a Japanese American family. ●

## President Obama's New Plan to Help Small Businesses Lauded by USPAACC Education Foundation

USPAACC Education Foundation praised President Obama's latest plan to provide billions of dollars in federal lending aid for floundering small business owners.

"We welcome this initiative that could significantly jump-start struggling small businesses and positively impact the broader economy. It demonstrates the Obama Administration's commitment to helping to revive our country's vital engines for job production, innovation and growth," said Susan Au Allen, National President & CEO of USPAACC Education Foundation, after meeting President Obama at a White House ceremony with Members of Congress on the occasion of this announcement.

The plan's centerpiece involves boosting the credit markets with up to \$15 billion and freeing up capital for new loans—crucial to the sustainability and expansion of small businesses. It also reduces small business lending fees, ease the tax burden, and increase government guarantee on certain Small Business Administration loans. In the last decade, small businesses have created approximately 70 percent of new jobs in the United States.

"Small businesses thrive in an environment that encourages them to be competitive, allows them to drive innovation, and creates jobs—hallmark qualities that expedite a robust economic recovery," Allen said. ●

## USPAACC Education Foundation Nat'l President & CEO Meets with U.S. Treasury Department Officials to Discuss Economic Stimulus Plan

USPAACC Education Foundation National President & CEO Susan Au Allen, representing the Asian American business community, met with U.S. Department of Treasury officials on March 30 to discuss The American Recovery and Reinvestment Act of 2009 and how it would affect the small and minority businesses. The meeting highlighted opportunities that will arise from the Economic Stimulus package, which aims to jump-start federal infrastructure projects, create jobs and fuel economic growth. Alternative-energy initiatives, tax cuts, education programs and aid to small businesses are also included in the stimulus plan.

"This is an encouraging milestone especially for small and minority businesses who are currently struggling in this economic downturn. The stimulus plan will help revive businesses, create jobs, boost sales and restore confidence in the marketplace," Allen said after the meeting. ●

## USPAACC Education Foundation, SBTRC-SW Join GSA to Present Regional Conference in Los Angeles

A Regional Conference that explored federal business opportunities was jointly presented by USPAACC Education Foundation, Small Business Transportation Resource Center - Southwest Chapter (SBTRC-SW) and the U.S. General Services Administration (GSA) at the Century Plaza Hyatt Regency in Los Angeles, California on April 7-9, 2009.

As the originating and active partner of this Conference, USPAACC Education Foundation contributed ideas in structure, budget, and program, and brought in the U.S. Department of Transportation as a federal agency participant. Other federal agency partners came from regional offices of the U.S. Small Business Administration, U.S. Department of Human and Health Services, and U.S. Department of Veterans Affairs, who participated as speakers and exhibitors. Non-Federal partners also included LAWA (Los Angeles world airport), Minority Business Opportunity Center Los Angeles (MBOC-LA) and Los Angeles Metro. ●

### IN BRIEF

USPAACC Education Foundation National President & CEO Susan Au Allen spoke on behalf of Asian American businesses at the roundtable of the National Telecommunications and Information Administration (NTIA), the Executive Branch agency principally responsible for advising the President on telecommunications and information policies, on March 24, to discuss business opportunities for small and minority businesses. ●

*(Continued from Page 1)*

City's Department of Small Business Services Robert Walsh, who will also speak at the Gala event; and Steve Tappin, co-author of the bestselling book "The Secrets of CEOs," who will be the featured speaker at the International CEO Forum on May 20, where he will share his unique insights based on his personal interviews with 150 global CEOs, and many more exciting speakers.

Sessions include Follow the Money: Expand through the Stimulus Plan; Successful Marketing; Strategy for Growth; Guanxi\* Business Opportunity Fair and One-on-One Matchmaking Meetings; Go Green: Opportunities for Green Suppliers, and How to Become a Green Supplier; Access to Capital; Strategic Alliances with Corporations and the Federal Government; International CEO Forum; China Trade Mission Success Stories; Supplier Diversity Professionals' Summit; and other programs that educate participants on procurement trends and new requirements, valuable information on lucrative contract opportunities, best practices, and other strategic tools necessary for sustainable growth (\**Guanxi is a commonly used business term meaning "connections" or "relationship"*).

The spotlight will also be placed on the success and achievements of outstanding Asian American businesses, through several special events during the Conference, including the USPAACC Education Foundation/Wells Fargo Asian Business Leadership Awards, the Business Leaders and Scholarship Awards Luncheon, and The Excellence Awards Gala Dinner presenting the "Fast 50 Asian American Businesses."

For more information about *CelebrAsian*, visit [www.uspaacc.com](http://www.uspaacc.com) ●

## PROCUREMENT 101: Understanding RFPs



In the Corporate and Federal Government procurement arena, understanding a Request for Proposal (RFP) is an important first step. The RFP is a solicitation process in which vendors are asked to submit sealed bids and a proposal on a specific commodity or service.

The RFP specifies what the buyer (Corporation or Government organization) needs, how the buyer is going to evaluate the bids, and the terms and conditions related to the subsequent contract. The procurement process is designed to get the best price and the highest quality for every dollar spent in a fair, open, and competitive manner.

A typical RFP involves more than a request for the price. Other requested information may include basic company information and history, financial information (to find out if the company can deliver without risk of financial insolvency), technical capability, product information (e.g., stock availability and estimated completion period), and customer references to determine a company's suitability.

When crafting your proposal, outline your qualifications, your understanding of your prospective client's needs, and how you intend to meet those needs. RFPs are often vague, so keep in mind that when working on your proposal, you may want to pitch ideas or plans that go beyond what the RFP is asking for.

Where do you find RFPs? Most buyers today use the power and efficacy of the internet and place their RFPs online. If you know that your products or services are suited to a particular government branch, look on that agency's web site. You could start from the U.S. government's FirstGov site. You could also do research on web sites of your city, county, and state governments. Most agencies are required by law to make RFPs available to the public, and the majority of them do so by publishing their RFPs online.

To learn which RFPs are issued by corporations, it helps if you are affiliated with organizations like USPAACC Education Foundation—your veritable gateway to the world of Supplier Diversity. Corporations often send out RFPs only to those they have previously worked with or those who have been referred to them, so you usually need to have some sort of inside information to know the RFP is out there. Becoming a member of USPAACC Education Foundation will give you that competitive edge.

To learn more about RFPs, where to find them, and other information about the Procurement process, visit [www.uspaacc.com](http://www.uspaacc.com) ●

## USPAACC-Southeast Chapter holds Roundtable and Networking Session at The Coca-Cola Company Headquarters in Atlanta

The USPAACC-Southeast Chapter (USPAACC-SE) held a roundtable discussion and networking luncheon event on February 6 at The Coca-Cola Company headquarters in Atlanta, Georgia, under the stewardship of Satish Anand, President of USPAACC-SE and President of Project Services at Primus Software Corporation, and Rengen Li, USPAACC-SE Chair and Supplier Diversity Manager at The Coca-Cola Company.

Participants included small and minority business owners from the region. The USPAACC-SE Advisory Council was also formed during the event. ●

## Booming Businesses and Bright Spots in a Dismal Economy

While the current recession is largely a story of bank failures, business closures, workforce retrenchment, and consumer frugality, there remain sturdy enterprises that run counter to the economic cycle and prosper in these challenging conditions. Successful companies know that in this economy, building strong business relationships has become more important than ever—and two USPAACC Education Foundation members, Ampcus and Vision-X Global Solutions, are cases in point. By aligning themselves with USPAACC Education Foundation, these companies fortified a clear competitive advantage and doors to large contract opportunities have been opened to them—resulting in a windfall for their businesses and enabling them to further thrive in this tough economic landscape.

### AMPCUS: How Connections, Expertise and Persistence Led to a Multi-Million Dollar Deal with Verizon

Certified by USPAACC Education Foundation as a minority-owned vendor, Ampcus, Inc. is a global provider of a broad range of consulting services—business, information technology, engineering, and quality consulting—in a host of industries from finance, healthcare, retail, oil and gas to telecommunications and government. Ampcus is also certified by the Commonwealth of Virginia as a SWAM (Small Women and Minority) vendor. Their direct client roster includes Experian, NRTC, DST Health Solutions, NEW Corp., to name a few.

Headquartered in Chantilly, Virginia with offices nationwide, Ampcus is also ISO 9001:2000 certified and Six Sigma initiated. To date, it has implemented some of the most complex projects for Fortune 2000 Corporations, providing a unique combination of services that result in reduced cost and time-to-market for their clients.

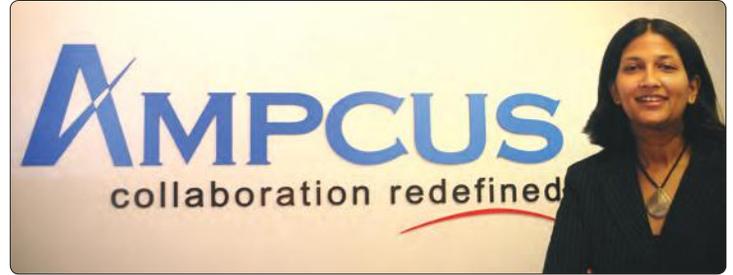
Ampcus knows the value of “face-time” and the power of a handshake—critical components to establishing and strengthening a lasting business relationship. That is why it has been an active participant at every CelebrAsian Business Opportunity Conference for the last three years—successfully extending the company’s client reach by making vital business connections at every USPAACC

Education Foundation-sponsored event.

“USPAACC Education Foundation is a very good organization that helps us meet our goals and brings companies together—they help us connect with the ‘who’s who’ in industry circles,” said Anjali “Ann” Ram, Director of Ampcus, Inc.

Ampcus has every reason to be elated these days, especially as it continues to grow—impervious to the adverse effects of today’s marketplace. Thanks to introductory efforts by USPAACC Education Foundation that led to a sustained multi-million-dollar deal with Verizon, Ampcus is now a preferred direct vendor (Tier 1) to the telecommunications giant. Ann admits that it was not an overnight success; breaking into the account was a grueling process, but Ampcus’ persistence paid off. “Never give up,” she added.

Ann also credits the Verizon team led by Tanya Penny, VP of Procurement and Sourcing Operations. “They were amazing,” she said. “Verizon was very helpful and worked with us at every step of the way—they regularly updated



Anjali “Ann” Ram, Director of Ampcus, Inc.

us, gave us important feedback and frequently conducted training sessions for their vendors.”

Ann believes that the formula to every successful business lies in knowing their core competencies, effectively demonstrating them, having a clear focus on a niche area, and always finding ways to add value to their product or service offerings. In Ampcus’ case, “quality, innovation, and providing the best service at the best rate are the keys to our success,” Ann added.

At the end of the day, despite a seemingly protracted and bleak national economy, the outlook is bright for Ampcus. Soon, they plan to expand their nationwide presence, increase their capabilities, and move their headquarters to a much larger office area—strong indicators that things are indeed looking up for Ampcus in this challenging and dynamic marketplace. ●

For more information about Ampcus, visit [ampcus.com](http://ampcus.com)

### VISION-X GLOBAL SOLUTIONS Forms a Strategic Venture that Unites the World with Technology

The continued success of Vision-X Global Solutions, Inc. (VXI)—a contact and technology outsourcing company, and a certified member of USPAACC Education Foundation—validates the business adage that big partnerships begin with a face-to-face meeting.

For VXI, it auspiciously began with a warm handshake and an exchange of business cards during USPAACC Education Foundation’s CelebrAsian Business Opportunity Conference ‘08, held in May last year, in Washington, DC. There, VXI officials met executives from PCCW Global, the second largest telecommunications company in China, with several offices in the U.S. It was a perfect match: a strategic partnership was put into motion and has gained momentum since then.

An award-winning Minority-owned Business Enterprise (MBE), VXI is a \$100-million company—and growing—with headquarters in the U.S. and 10 contact or technology centers worldwide. Founded in Los Angeles in 1998, VXI today has over 5,000 seats across call centers in the



U.S., China, and the Philippines. PCCW Global, VXI’s partner, offers a wide portfolio of products and services with leading-edge technology in international data and voice solutions. Their extensive worldwide network coverage provides high speed solutions to more than 70 countries.

Over the past several years, technology has become more complex with digital convergence, evolution of e-commerce, mobile telephony, etc. Demand has grown exponentially and strategic partnerships that bring to the table enhanced product portfolio and access to untapped markets have become essential.

VXI’s partnership with PCCW has resulted in a more efficient infrastructure for VXI. Whereas before, the call that originates from Shanghai to the Philippines, for example, was routed to the U.S. mainland then back to Manila. With this partnership, the call from Shanghai office will go

through fiber optic cables in the South China Sea directly into Manila. There are more advantages for VXI: while PCCW is not as large as the other telecommunications giants based in the U.S., VXI sees a faster turnaround, more personalized dealings, and other positives, including cost-efficient measures from PCCW. This partnership is already expected to be a long-standing venture that will open more doors to opportunities for both companies. “We want to continue to do business with vendors we know,” Dennis Yang, VP of VXI said.

Indeed, the future is very promising for VXI as it continues to expand its operations and coverage to bring quality software development and testing directly to North American companies. It has already helped over 30 Fortune 500 Corporations with their award-winning technology and custom-programmed software applications. And more efficient, robust, and reliable enterprise-wide IT solutions and services will be deployed soon. ●

For more information about Vision-X Global Solutions, Inc. (VXI), visit [vxiusa.com](http://vxiusa.com)

## An Economic Silver Lining: The Upside of a Downturn

Proof-positive that as businesses struggle in a contracting economic landscape, there will be innovators who will buck the downward trend, turn challenges into opportunities, and thrive. Here are just a few of the many American companies—now household names and industry giants—that were born during economic downturns:

**Procter & Gamble** — Household products company Procter & Gamble was founded during The Panic of 1837. William Procter, a candle maker, joined forces with his brother-in-law James Gamble, a soap maker, and started a small household-goods business in Cincinnati—just when the bank failures and high unemployment were just the beginning. P&G survived the five-year depression and went on to win lucrative contracts to supply necessities to the Union Army during the Civil War. Today, P&G remains strong with a portfolio of some of the most recognizable household brands in the country. In 2008, P&G had \$83.5 billion in revenue.

**General Electric** — Multinational American technology and services conglomerate General Electric (GE) was a result of the Panic of 1873. While the nation was still reeling from the economic collapse, American inventor and businessman Thomas Edison opened his laboratory in Menlo Park in New Jersey in 1876, invented the first light bulb three years later, and founded Edison General Electric Company in 1896. Since then, GE has become the world's tenth largest company in terms of market capitalization (2008) and has continued extending its global leadership with new technology breakthroughs and partnerships with 25 countries. In 2008, GE had \$183 billion in revenue.

**IBM** — Multinational computer technology and consulting corporation IBM, aka “Big Blue,” was founded during The Long Depression of 1873-1896. During this period, U.S. banks collapsed twice, causing the Panic of 1873 and the Panic of 1893. Three startups—Tabulating Machine Company, International Time Recording Company, and Computing Scale Corporation—developed technologies during the Depression that were in demand despite the bad economy, including: a time clock that recorded workers' hours vital to industrial production and a tabulating machine needed to tally the expanding population from the wave of immigration. In 1911, the three companies merged as the Computing-Tabulating-Recording Company; later changing its name to IBM. In 2008, it recorded \$103.6 billion in revenue.

**FedEx** — Global courier services company FedEx was founded in 1971 when entrepreneur Frederick W. Smith saw a need for an expedited shipping service. But it did not begin its operations until two years later, during the onset of the Oil Crisis of 1973. On its first night out of Memphis International Airport, FedEx shipped 186 packages to 25 U.S. cities. Reliant on its petroleum-fueled transportation system, FedEx survived the oil embargo from several Arab countries and became profitable when oil prices stabilized in 1975. In 2008, FedEx recorded \$38 billion in revenue.

## Prospects for Small/Minority Businesses in Stimulus Plan Identified

The American Recovery and Reinvestment Act contains approximately \$308 billion for appropriations, \$267 billion in direct spending, and \$212 billion in tax relief for individuals and businesses.

With a total of \$787 billion, the stimulus package also seeks to save or create about 3.5 million jobs, while modernizing and improving the nation's infrastructure through “shovel-ready” projects in transportation, road-building, power grid, and renewable energy installations.

Among the stimulus bill's measures to help small and minority businesses include: Emergency bridge loans and

reduced fees for certain SBA-backed loans; tax incentives for equipment

expenditures by small companies; hiring incentives; breaks on capital-gains taxes for individuals investing in small businesses; and allocation of additional \$6 million to fund microloans up to \$35,000, among other provisions. Contact USPAACC Education Foundation to learn more about the available opportunities.



## Re-Powering America with Energy-Efficient Business Opportunities



A bright spot in the economic front involves the Obama Administration's \$787 billion stimulus package that will provide billions of dollars for the development of “green” industries and alternative sources of energy. The initiative includes \$6 billion for a loan guarantee program to encourage banks to finance green investments; \$5 billion to help people weatherize their homes, potentially saving them money on their utility bills; and \$500 million for a “green job” training program to be run by the U.S. Department of Labor.

Going “green” means using renewable energy that is reliable and clean—domestic sources of energy that cut green-

house gas emissions, build energy security, reduce energy costs, improve public health, save water, and protect the local environment, among other benefits. Sectors that have opportunities to improve energy performance exist in vehicle technologies, building technologies, energy storage, and renewable energy technologies—wind, geothermal, solar, and biomass (organic matter), and other recycling efforts.

The community of small and minority business owners, innovators, entrepreneurs, and investors should view this green initiative as part of a fast-growing industry with significant opportunities that would jump-start the economic recovery and lay the foundations for robust business growth. Becoming green has now become viable—accelerated by the Obama Administration's commitment to a policy centered on energy-efficiency.

## Weigh-in on the Debate: Understanding the Employee Free Choice Act

The Employee Free Choice Act (EFCA)—better known as the “Card Check bill”—was introduced in both the House and Senate in early March. The proposal makes it easier for unions to organize employees by having them sign a card indicating support for the union. Once they have achieved 50% plus one of the workers, the union is officially recognized as the bargaining unit. Under existing law, an NLRB secret ballot election can be requested if 30% of employees sign cards supporting union representation.

Beyond the 50% plus one provision, the bill also calls for mandatory government arbitration if the employer and the union cannot reach a contract agreement in a set period of time. If the arbitrator is invoked, the contract is written by the third party and imposed upon both the employer and union employees for a period of two years. Additional employer fines are also included as a part of the Act.

Proponents believe that the change in labor law is necessary to “level the playing field” between workers and the employers during the organizing process. Opponents believe that the law will expose workers to coercion and intimidation during the union drive, as well as the introduction of a government appointed third party into businesses if arbitration became necessary. Recently, the Senate sponsor, Tom Harkin of Iowa indicated that the lack of support in the Senate may result in the card check provision being removed while other reforms may be considered for inclusion in the final legislation for consideration in the Senate. Timing for either House or Senate debate has yet to be determined.

Do you support the Card Check bill? Let us know what you think. Visit [www.uspaacc.com](http://www.uspaacc.com) for more information and to take our survey.



## Building Bridges: China Trade Mission '09 Highlights Food, Beverage, Health and Safety Industries as USPAACC Education Foundation Widens Passage to High-Growth Markets

USPAACC Education Foundation led a delegation of industry leaders, business owners and corporate executives on its 2009 China Trade Mission to Nanjing, Shanghai and Guangzhou February 21 to 28. The Mission focused on the food, beverage, health, and safety industries that found growth markets, best practices, and real opportunities with buyers, suppliers and trade partners.



“We built on the momentum from our previous trade missions to China—one of the world’s fastest-growing economies—which has once again yielded good results, new business opportunities and enabled us to open more doors to high-level decision makers at several of the country’s dynamic companies,” said Susan Au Allen, National President & CEO of USPAACC Education Foundation.

Food and beverage company PepsiCo, which has a significant presence in China, was a major part of the delegation of top-level executives from more than 17 U.S.-based companies from 12 states. Other companies

that participated were FedEx, ConAgra Foods, ICG Commerce, KHS USA, Kraft Foods, Campbell Soup Trading, and other small and medium-sized Asian American business enterprises from the consumer goods, manufacturing, transportation equipment, and IT sectors. Companies with operations in China who hosted the delegation included Heat and Control, Rockwell Automation, Sidel, and Tech-Long Packaging Machinery Limited.

A significant part of the delegation’s schedule included the International CEO Forum, USPAACC Education Foundation’s signature One-on-One Business Meetings with Chinese executives, and plant tours of food processing equipment and distribution companies. U.S. Consuls General in Shanghai and Guangzhou also hosted meetings and evening receptions where key officials from the U.S. Consulates, and the U.S. Departments of Agriculture, Commerce, and Food & Drug Administration were in attendance.

“I made many new friends—all successful business people—and learned about their outstanding operation at their production

facilities that are very valuable to me as they could be used to enhance our own business,” delegate Wen Chang, CEO and President of Trade Union International from California.

“This is my second China Trade Mission with USPAACC; the plant tour was an eye-opener; many doors are now open to MSL; and I’m happy to bring back home many valuable ideas,” said delegate Chester Tong, CEO and President of MSL Express from New Jersey.

“Through our China Trade Mission, we will continue to open new avenues that hold great promise for our members, and create new business opportunities that will create jobs and improve the lives of the peoples of our two great nations,” Allen said.

For more photos, visit [www.uspaacc.com](http://www.uspaacc.com)



U.S. Consul General Beatrice Camp (Shanghai) addresses the China Trade Mission participants





**US PAN ASIAN AMERICAN  
CHAMBER OF COMMERCE  
EDUCATION FOUNDATION**

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## USPAACC Education Foundation: Your Connection to Economic Growth

### Why Become Involved with USPAACC Education Foundation

**Nationwide Presence** Reach over 12,000 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, Federal, State and Local 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 alliances and joint venture opportunities and how your company can take advantage of the phenomenal economic 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, State, and Local Government, and meet Asian American and other minority 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 Businesses & Resource Guide**, the **E-News**, and our newsletter, the **East West Report**. And more!

USPAACC EDUCATION FOUNDATION

The ultimate solution  
to make the right connections

### Membership Application

Send completed application to  
USPAACC Education Foundation 1329 18th Street NW, Washington, DC 20036  
Telephone 1.800.696.7818 | 202.296.5221 | Fax 202.296.5225  
E-mail: info@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 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 more information on Asian American Certification.

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Name of Company/Individual

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Name and Title of Corporate Officer

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Street/P.O. Box Number

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City/State/ZIP

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Phone

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Fax

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E-mail

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Website Address

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Signature of Individual/Corporate Officer