

REPORT

Procurement Opportunities Explored at Nation's Largest Asian American Business Opportunity Conference

USPAACC Education Foundation's CelebrAsian '09 provides small and minority businesses strategic access and solutions to sustain growth in tough economy

Over 600 participants came from all over the country to participate in USPAACC Education Foundation's 24th Anniversary flagship event, CelebrAsian Business Opportunity Conference '09, held on May 20-22 at the New York Marriott at The Brooklyn Bridge in Brooklyn, New York. CelebrAsian '09 was part of USPAACC-EF's continuing effort to boost economic growth by turning challenges facing small and minority businesses into opportunities.

The Conference theme "Business beyond Boundaries: Turning Challenges into Opportunities—Follow the Money" highlighted 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 were the Corporate Co-Chairs; Merck and The Coca-Cola Company were 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 business 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 especially in today's challenging times," said Susan Au Allen, National President & CEO of USPAACC Education Foundation.

Featured speakers included PepsiCo International Chief Executive Officer and PepsiCo Vice Chairman Michael White; New York City's Small Business Services Commissioner Robert Walsh; Author of the best-selling book *The Secrets of CEOs* Steve Tappin;

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The Nation's Top 50: Some of the CEOs and Presidents of the "Fast 50 Asian American Businesses" at the CelebrAsian Business Opportunity Conference '09 in New York with Corporate Co-Chair PepsiCo International CEO and PepsiCo Vice Chairman Michael White and USPAACC-EF National President & CEO Susan Au Allen.

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

Southwest Regional Chapter
8th Annual Asian Business Expo
Arlington, Texas August 20, 2009

SBTRC-SW's Transportation Business Opportunity Conference
San Francisco, California September 28, 2009

SBTRC-SW's Transportation Business Opportunity Conference
San Gabriel, California September 30, 2009

Southeast Regional Chapter
Annual Awards Dinner
Atlanta, Georgia November 2009

Midwest Regional Chapter
Business Roundtable
TBD TBD 2009

25th Anniversary CelebrAsian Business Opportunity Conference 2010
Washington, DC May 25 - 27, 2010

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

President's Message



Dear Friends,

We scored another home run at our CelebrAsian Business Opportunity Conference '09 in New York! Indeed, it was a remarkable feat for our annual flagship event, especially amidst the economic doldrums—as hundreds of participants came in full force and rallied to connect and create business opportunities in a tough marketplace. Thank you to all those who made our Conference memorable, meaningful and another one for the books!

Next year is a very special and exciting time for USPAACC-EF as we will reach an important milestone: our Silver Anniversary! We will celebrate a quarter of a century of supporting and nurturing Asian American suppliers and entrepreneurs. We will also honor the achievements of those who have passed through our doors, leaving unique, indelible and inspiring lessons for us all. We will look back at our colorful history in the past 25 years and look to the future with optimism and renewed vigor. We have already started our preparations for this special event and we hope that you partner with us again as we build critical mass going into CelebrAsian 2010.

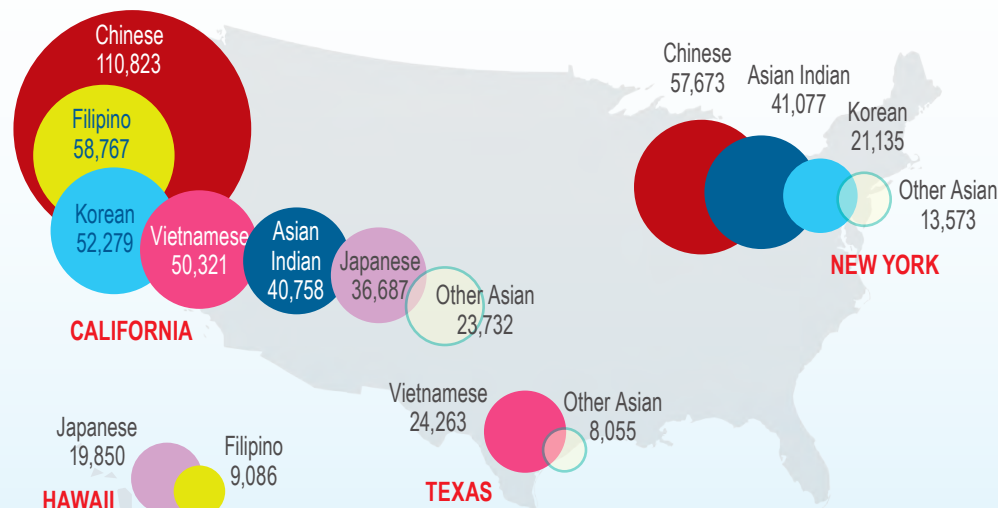
In the meantime, we have more programs lined up for our members for the rest of the year. Our Procurement Connections across the country will continue to bring together suppliers and buyers to realize prized contract opportunities, cultivate strategic partnerships, and grow robustly. We have started working on an unprecedented study of Asian American businesses, courtesy of a study grant from Wells Fargo, and we have begun our preparations for our next Trade Mission to Asia and to attend the World Expo in Shanghai, China. So stay tuned for more updates.

Once again, thank you for making CelebrAsian '09 the premier conference and the largest of its kind in the United States. I wish you continued success in your business endeavors and I look forward to seeing you soon at one of our events!

Susan Au Allen
National President & CEO

By the Numbers

States with the Largest Number of Asian-Owned Firms by Detailed Group



Source: U.S. Census Bureau, 2002 Survey of Business Owners (Released in May 2006)

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Turning 25: USPAACC-EF to Celebrate Silver Anniversary in 2010

Save the Date—CelebrAsian Business Opportunity Conference to be held in Washington, DC on May 25-27, 2010

Preparations are underway for USPAACC-EF's flagship event—The 25th Anniversary CelebrAsian Business Opportunity Conference—to take place in Washington, DC on May 25-27, 2010. The national conference promises to be the largest business opportunity event of the year—with commitments already pouring in from industry leaders and visionaries, top executives from Fortune 500 Corporations, high-level officials from the Local, State and Federal Government, politicians, successful Asian American business owners, and supporters from the small and minority business community.

CelebrAsian is the oldest and largest pan Asian American business opportunity conference in the United States. Every year, it connects hundreds of top-caliber Asian American suppliers and business owners with buyers from

Fortune Corporations, the Federal government, and the small and minority business community, through pre-scheduled one-on-one business matchmaking meetings, informative summits, workshops, and networking events. As in the past, specially-designed sessions at CelebrAsian 2010 will provide a roadmap to procurement opportunities, growth areas, best practices, and strategic solutions for small and minority businesses in the challenging marketplace.

The spotlight will also be placed on the success and achievements of outstanding Asian American businesses, through first-rate and well-attended 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 Din-



U.S. Senator Daniel Akaka (D-Hawaii) receives USPAACC-EF National President and CEO Susan Au Allen to discuss the organization's 25th Anniversary celebration on Capitol Hill in 2010

ner where the “Fast 50 Asian American Businesses” will be presented. ●
For sponsorship opportunities, contact USPAACC-EF at (202) 296.5221

Wells Fargo awards USPAACC-EF \$208,000 study grant on Asian American businesses

Unprecedented research to examine Asian community's business practices within mainstream America

USPAACC Education Foundation announced that it has been awarded a \$208,000 grant from Wells Fargo to conduct a national research study on the characteristics and interests among business owners in the six largest Asian American ethnic groups: Chinese, Asian Indian, Filipino, Korean, Vietnamese and Japanese. The results will help the Foundation develop educational initiatives for Asian American entrepreneurs and to train and develop the Foundation's leadership.

“There has never been a study focused on business practices as conducted by any organization in America,” said Susan Au Allen, National President and CEO of the USPAACC Education Foundation. “This investment from Wells Fargo will help us better understand Asian entrepreneurs in the United States and better serve this fast-growing and dynamic community.”

“For many years, Wells Fargo has enjoyed a supportive relationship with the USPAACC Education Foundation,” said Patrick Yalung, Regional President for the company's Washington region and National Spokesperson for Wells Fargo's Asian Business Services. “This investment again shows our support for and commitment to the Asian business community across America.” ●

8th Annual Asian Business Expo to be held in Arlington, Texas

The USPAACC-Southwest Chapter, led by President Grace McDermott, will host the largest Asian Business Expo in the region on August 20 to bring together Asian American suppliers, Government agencies and major Corporations under one roof for business-to-business match-making opportunities. The Expo will be held from 9:00 a.m. to 4:00 p.m. at the Arlington Convention Center in Arlington, Texas.

The Expo's Award Luncheon keynote speakers are Texas Attorney General Greg Abbott and Verizon's Senior President Global Planning Jeannie Diefenderfer. Verizon is once again the Premier Title Sponsor and Lockheed Martin Aeronautics and Texas Health Resources will serve as Corporate Co-Chairs. American Airlines is the official carrier for this Expo and Enterprise Rent-A-Car is the official rental car company. Verizon's Supplier Diversity Director Gwen Wilson, who serves as the USPAACC-SW Corporate Advisory Board's Chairwoman Emeritus, will also be on hand to welcome EXPO participants during the opening ceremony and Award Luncheon.

The 2009 EXPO will feature major Corporations, including Verizon, Lockheed Martin Aeronautics Company, American Airlines, Guaranty Bank, Atmos Energy, Wells Fargo, Nationwide Insurance, and Citibank. In addition, many city and state government agencies such as Arlington Convention and Visitors Bureau, Texas Health Resources, Army and Air Force Exchange, Burlington Northern Santa Fe Railways, University of Texas at Arlington, will also be at the EXPO to meet with small business owners.

For more information or to register, call (682) 367-1393 | email: Peichih@uspaacc-sw.org or visit our website: www.uspaacc-sw.org ●

Now Available: National Directory of Asian American Businesses & Resource Guide

The USPAACC-EF National Directory of Asian American Business & Resource Guide is a unique publication that offers a comprehensive, updated national listing of Asian American businesses, arranged by industry and location.

Contact USPAACC-EF to order your copy today!

Members: \$99 Non-Members: \$199 (Plus shipping/handling fee)

FEDERAL CONTRACTING 101: GSA SCHEDULE

Becoming a federal contractor involves a process with several unique requirements which are different from contractual relationships in the private sector. The U.S. General Services Administration (GSA) is viewed as the federal government's business manager and buyer, real estate developer, telecom manager, and IT solutions provider. GSA offers large and small businesses the opportunity to sell billions of dollars' worth of products and services to federal agencies through contract vehicles.

The GSA Schedule is a streamlined buying process that the federal government uses to buy products and services through registered vendors at pre-negotiated prices. In total, there are 43 schedules. For example, there is a Schedule for all IT-related products and services, another Schedule for all financial-related products and services, etc.

Most GSA contracts are for standard services and "commercial off-the-shelf" (COTS) products and equipment in three major areas: 1) General-purpose supplies, equipment, and services; 2) Building construction, repair, and maintenance; and 3) Information technology and network services. GSA also buys or leases office space and other real estate; and vehicles for all federal agencies. To learn more, visit uspaacc.com

UNDERSTANDING THE RECOVERY ACT



The over-arching purpose of the American Recovery and Reinvestment Act of 2009 (commonly referred to as "The Recovery Act" or "ARRA") is to jumpstart the economy by creating and saving more than 3.5 million jobs over the next two years, and to build the foundation for long-term economic growth. The Recovery Act includes measures to modernize the nation's infrastructure (with over \$150 billion in investment), enhance America's energy independence, expand educational opportunities, increase access to health care, and provide tax relief.

A large portion of the Recovery Act fund is being disbursed to states, territories and tribes, which in turn are distributing these funds through grants, contracts, subsidies, and loan programs. In addition, The Recovery Act provides access to Federal contracts and procurement opportunities for women- and minority-owned businesses.

To learn more about federal government contracting opportunities that exceed \$25,000, visit FedBizOpps.gov. The site lists all major solicitations, contract awards, subcontracting opportunities, surplus property sales and foreign business opportunities. For actions related to funds made available by the Recovery Act, use the Search Recovery Actions option on FedBizOpps.gov.

For more information and related links, go to uspaacc.com

NEWS IN BRIEF



- USPAACC-EF Nat'l President & CEO Susan Au Allen with Steve Forbes (at right), Editor-in-Chief of business magazine Forbes, President & CEO of Forbes, Inc. and former Republican candidate (U.S. Presidential primaries), at a meeting on the nation's economy in Las Vegas, July 11.
- On June 12, Allen was a guest on the television program "To the Contrary" where she discussed issues affecting the Asian American business community.
- On May 28, Allen was the speaker at the Billion-Dollar Roundtable Summit in Washington, DC where she discussed value chain diversity issues and the unique characteristics of the Asian American business owners. The Summit, jointly sponsored by the Tuck School of Business at Dartmouth, explored new directions to help M/WBEs thrive in these challenging times.
- On May 14, Allen was a speaker at the 5th Annual Spelman College Leadership Conference 2009 on Women, Leadership and Economic Development. She shared her thoughts on how leadership among various community sectors could be leveraged for economic development, among other issues affecting women.
- USPAACC-EF held a Press Conference on May 13 at One Time Warner Center in New York City to discuss CelebrAsian '09 (photos at right). The venue was courtesy of USPAACC-EF Corporate member and long-time supporter Time Warner, Inc.

B2B CORNER: Procurement Opportunities

Flatiron seeks Subcontractors on BART Oakland Airport, CA Connector Project
Request for CUCP-Certified Disadvantaged Business Enterprises (DBE) Subcontractors and Suppliers: CAS/Roadside Signs, Sawcutting, Clear/Grub, Grading/Earthwork, Erosion Control, Landscaping, AC Paving, Underground Utilities, Piledriving, Bridge Painting, Building Demolition, Fencing, Roadway Concrete Barrier, etc. | **Bids Due: September 3**

Request for Subcontractor Bids from UDBE Subcontractors and Suppliers—Merced County, CA

Project Detail: Highway project; work involved includes but is not limited to: Aggregate; Clear & Grub; Conc Pumping; Consult – Full QC; Consult – Enviro Comply; Consult – Safety Hygen; Cont Supply – Gen; Const Sup – BR Bearing; Core & Saw; Demo Bridge; Demo Minor; Earthwork & Base Trucking High/Low Haul; Underground Drainage, etc. | **Bids Due: September 2**

San Diego Airport seeking Marketing Firm for RFP

Promotional & Marketing for Small Business Outreach for The Green Build Program
Type of Bid: RFP, Service (Base Years: 3 | Option Years: 1)
Estimate Bid Value: \$100,000 | **Bids Due: September 2**

For more information and additional listings, visit uspaacc.com



Three Asian American-owned Businesses Presented with the 6th Annual USPAACC-EF/Wells Fargo Asian Business Leadership Award

AppleSeed Montessori Inc., Lori S. C. Yokoyama & Associates P.C., and Topline Products Company Inc. were honored for their business vision, success, and community contributions; each awarded \$5,000 cash prize and trophy

Three successful Asian American-owned businesses were honored by USPAACC-EF and Wells Fargo with the 6th Annual USPAACC-EF/Wells Fargo Asian Business Leadership Award, presented during CelebrAsian '09 Business Opportunity Conference in New York. Each winner received a \$5,000 cash prize and trophy.

Selected from a nationwide pool of applicants/nominees and evaluated based on their business vision, success and community contributions, this year's winners are:

AppleSeed Montessori Inc., based in Sunnyvale, California, oversees the operation of six schools in California offering programs inspired by the Montessori philosophy. Founded in 1996, the schools foster a thoughtful, open-minded student body focused on qualitative reasoning, social acumen, and multi-cultural awareness. The schools' founders, siblings Lynda Brown (Executive Director), Diane Chen Hsu (School Administrator) and Alice Huang (Chief Financial Officer) were honored.

Lori S. C. Yokoyama & Associates P.C., based in Chicago, is a full-service law firm specializing in corporate transactions and civil litigation. Founded in 2000 and solely-owned by Yokoyama, the firm consists of eight Asian Americans and has successfully represented clients ranging from Fortune 500 companies to individuals on a pro bono basis. Principal Lori S. Yokoyama was honored.

Topline Products Company Inc., based in Wayne, New Jersey, supplies cosmetics, fragrances and packaging products to the cosmetics and fragrances industries. Established in 1975, the company's services range from providing product packaging to full turnkey services to its customers. The company, which was ranked as New Jersey's seventh-fastest growing company in 2008 by New Jersey Busi-

ness Journal, established a Packaging Innovation Competition Award for college students. President Charles T. Chang was honored.

"We proudly honor this year's winners who have had positive impact in their communities," said Susan Au Allen, USPAACC-EF National President & CEO. "They are exemplars of outstanding achievement and extraordinary commitment to service—truly worthy of emulation."

"The winners of this year's Asian Business Leadership award exemplify the spirit of the award," said Patrick Yalung, Regional President for the company's Washington region and National Spokesperson for Wells Fargo's Asian Business Services. "Their businesses provide different types of products and services and represent the wide range of contributions Asian business owners make to the U.S. economy."

In celebration of Asian Pacific American Heritage Month, Wells Fargo Asian Business Services also announced at CelebrAsian '09 that it has reached its 10-year goal to lend \$3 billion to Asian business owners nationwide—three years ahead of schedule. The goal was established at the program's inception in 2002. The company also announced they have expanded the goal to \$5 billion by the end of 2013. Wells Fargo's Asian Business Services program works closely with key community alliances to provide education and outreach to Asian businesses.

Long-time USPAACC-EF supporter Iris Chen, former Wells Fargo Executive Vice President, Group Head of Commercial Banking and Asian Business Services Spokesperson, who retired in May this year, was honored with the Woman Pioneer Award during CelebrAsian '09 Excellence Awards Gala Dinner. ●

Visit uspaacc.com to learn more about next year's call for nominations.



Winners of the USPAACC-EF/Wells Fargo Asian Business Leadership Award flanked by Iris Chen, Wells Fargo Executive Vice President (recently retired); Patrick Yalung, Wells Fargo Regional President for Washington region and National Spokesperson for Asian Business Services; and USPAACC-EF National President & CEO Susan Au Allen.

Top 50 Asian American Businesses Register 75% Average Growth in Revenue

Elite group bucks downward trend to post impressive growth amidst a slow economy

USPAACC Education Foundation's "Fast 50 Asian American Businesses" program reported that over a billion in sales were generated by 50 Asian American businesses in FYE 2008, with individual companies generating as much as 400 percent growth rate within a three-year period.

The revenue and growth rates were cumulated at the final ranking and were officially revealed during the 24th Anniversary CelebrAsian Business Opportunity Conference '09, on May 20 - 22, at the New York Marriott at The Brooklyn Bridge in Brooklyn, New York.

CEOs and Presidents of the "Fast 50 Asian American Businesses" were awarded plaques of recognition during the black-tie Excellence Awards gala dinner on the second day of the Conference.

"The robust growth shown by Asian American-owned businesses—a rare feat in these economic times—is a proud 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 Susan Au Allen, USPAACC Education Foundation National President & CEO.

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

Finalists were independently verified by the New York-based accounting and consulting firm of Holtz Rubenstein Reminick LLP in New York. ●



Ms. Yamamoto and guest, on behalf of PEMCO Ltd., receive the Fast 50 Asian American Businesses plaque of recognition from PepsiCo International CEO Michael White and USPAACC-EF National President & CEO Susan Au Allen during CelebrAsian '09 in New York

USPAACC-EF Fast 50 Asian American Businesses

2020 Company, LLC • Absolutdata Technologies, LLC • Alorica, Inc. • Amer Technology, Inc. • Artech Information Systems, LLC • Astir IT Solutions, Inc. • Bexco Enterprises, Inc. dba Million Dollar Baby • Binary Group, Inc. • CE2 Corporation • DGBS, Inc. • Glispa, LLC • Guy Brown Products, LLC • Image Solutions, Inc. • Infinity Tech Group, Inc. • InfoZen, Inc. • iTech US, Inc. • Market Probe, Inc. • Medgluv, Inc. • MSL Express, Inc. • Neocom Solutions, Inc. • Nexage Technologies USA, Inc. • Northbound, LLC • Nova Ortho-Med, Inc. • PEMCO, Ltd. • Planned Systems International, Inc. • Primus Software Corporation • RCI Technologies, Inc. • Renovo Data, Inc. • SAI Systems International, Inc. • SDB Trade International, LP • Shaw-Lundquist Associates, Inc. • Simon Computing, Inc. • Software Paradigms International, Inc. • SP Systems, Inc. • SVAM International, Inc. • SyAPPS, LLC • TEOCO Corporation • Topline Products Company, Inc. • Tronex International, Inc. • Urooj, LLC • US Tech Solutions, Inc. • Virpie, Inc. • Xylo Technologies, Inc. ●

Top Ten Fast 50 Asian American Businesses

Rank	Company	% Growth*
1	PEMCO, Ltd.	400%
2	Glispa, LLC	323%
3	DGBS, Inc.	311%
4	Renovo Data, Inc.	275%
5	Syapps LLC	224%
6	Virpie, Inc.	121%
7	SDB Trade International LP	90%
8	Artech Information Systems LLC	82%
9	InfoZen	78%
10	Urooj LLC	75%

*Percentage growth in 3-year period from FYE 2006 - 2008

(Continued from Page 1)

and several supplier diversity executives from Fortune 500 Corporations, officials from Federal Government Agencies, and successful minority business owners.

Sessions included Follow the Money: Expand through the Stimulus Plan; Successful Marketing; Strategy for Growth; *Guansxi** 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 informed participants on procurement trends and new requirements, valuable information on lucrative contract opportunities, best practices, and other strategic tools necessary for sustainable growth (**Guansxi* is a commonly used business term meaning "connections" or "relationship").

The spotlight was also 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 where the "Fast 50 Asian American Businesses" were presented. For more information about CelebrAsian, visit www.uspaacc.com ●



MSL Express: Soaring to Greater Heights and Robust Growth

It was a prized opportunity that Chester Tong did not want to pass up. As President and CEO of MSL Express, a global air freight forwarding company, Chester was in China at his Shanghai office when the auspicious phone call came. It was from PepsiCo and the propitious conversation set things in motion for Chester and MSL Express.

The call, Chester learned, involved some logistical issues in Nanjing—a two-hour drive away. Confident that he could offer a solution, Chester arrived in the Southern capital and met with decision-makers from the U.S. and Australian offices of Heat and Control, a company that supplies equipment to PepsiCo's food and beverage operations in China. The problem was solved, and a three-way strategic partnership was born.

Connections Lead to Opportunities

While Chester views the genesis of this venture as “a matter of luck,” he is also cognizant of the requisite components to be a successful supplier: to offer quality products or service; to be cost-effective; and most important, to be able to provide innovative solutions. Chester recalls that when it came down to “here's an opportunity: can you do something about it?” the solution he brought to the table proved to be his value-added advantage.

Flashback to 2007 when Chester first met Jim Costa, Vice President - Capital, MRO PepsiCo Global Procurement, during USPAACC Education Foundation's CelebrAsian Business Opportunity Conference in San Francisco. Jim, a long-time supporter of USPAACC-EF, was a featured speaker at a special session on doing business in China. During the break, Chester introduced himself to Jim and the two exchanged business cards. Three weeks later, Chester received the consequential phone call.

Indeed, CelebrAsian became the venue where Chester met key decision-makers and leveraged his company's strengths and core competencies. “Eventually, it is not just about our know-how, but also who we know,” he said. And looking back on that promising day, Chester believes that it was the right time and the right place. Since then, he has become a regular participant at USPAACC-EF activities, and as a result, his network has grown. Moreover, MSL Express has continued to win numerous contract opportunities globally, including in the U.K. and Austria.

From Humble Beginnings to Steady Growth

Like most businesses that have reached a certain level of success, the path to growth can often be arduous and daunting—even to the most optimistic of entrepreneurs. Chester experienced these growing pains first-hand when he migrated to the U.S. and started his business in Los Angeles in 1985, only to return to Hong Kong when his venture struggled to take off.

Three years later, persistent and wiser, Chester was back in the U.S.—this time in New York—and started MSL Express with three employees. His freight forwarding business focused on U.S. imports from Hong Kong and China. It was a natural fit for him: his family was based in China and he capitalized on his expertise in the Chinese market. Soon, Fortune Corporations like Xerox, Bristol-Myers Squibb, and Westinghouse became his clients. And his profit margin soared due to fewer competitors at the time.

Today, despite stiff competition from other businesses, MSL Group has grown to over 150 staff with 4 affiliated companies, including offices in New York, Beijing and Shanghai. The company has 18 employees in New York and 9 branches worldwide. MSL Express continues to be owner-operated in each country and every office works with



Chester Tong, President & CEO of MSL Express, receives USPAACC-EF's Fast 50 Asian American Businesses plaque of recognition from PepsiCo International CEO Michael White and USPAACC-EF National President & CEO Susan Au Allen during CelebrAsian '09 in New York

agents overseas to ensure that quality service extends across a network of medium-sized businesses.

Best Practices and Proven Strategies

Given today's fast-paced and competitive global marketplace, Chester believes that businesses—big and small—must make smarter operational decisions to survive. Case in point: The decline in demand for freight shipment mirrors the shift in consumer spending nationwide. Before the recession, customers shipped three times a week; during the downturn, shipment orders come only once a week or on a monthly basis. “The current economic landscape is affecting us in a very big way,” Chester admitted. “Consumers are not buying, therefore shipment is limited.” As a service provider, he had to make operational adjustments.

While the economic ripple effect is being felt across the board, MSL Express continues to apply best practices, building on the company's strengths to be well-positioned for the upturn. Chester also values his long-term clients as much as he appreciates teamwork and his employees' loyalty—30 of whom have been with him for over a decade. “It's a two-way street,” Chester emphasized. “Treat your team right and they will treat you well.”

Looking toward a Bright Future

As the economy teeters between recession and recovery, Chester remains optimistic on MSL Express and the rest of the industry. “Our focus is to continue to provide competitive price, superb personalized service, and global coverage,” he said. And like many small to mid-sized businesses, MSL Express has the advantage of being nimble in these tough times by improving service, applying new strategies, and adjusting to shifts in client demands.

As President and CEO, Chester is definitely not slowing down anytime soon. His hectic schedule still involves shuttling back and forth from his company in New York, then across the Pacific to visit his companies in China, where his 33-year old son Ray is in the export side of the business. For Chester, balancing work and family life can sometimes be challenging, yet rewarding at the same time. Perhaps it is in knowing how to prioritize—or keeping one's cell phone nearby, just in case that next important phone call comes with another golden opportunity. ●

CelebrAsian '09: Educational Sessions Full of Gems



"I have never witnessed this level and magnitude of involvement from the government and the private sector in a transparent process where, over the next few years, the Asian American participants will make millions of dollars doing business in federal contracting."

Myles M. Matthews, New York, New York

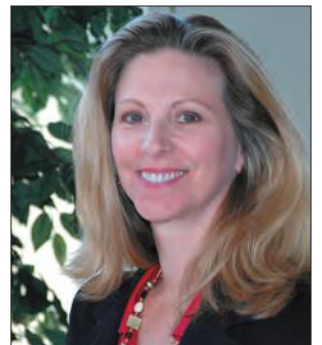


"I met many accomplished and unique people from the minority vendor side and from the multinational sponsors. I learned so much from the seminars and the participants."

Jessica Tu, New York, New York



CelebrAsian '09: Asian American Suppliers Turn Out in Droves



CelebrAsian '09: Strengthening Business Partnerships



"Thank you for creating the conference. Your team was warm and welcoming. Thanks for your dedication & hard work."

Annie Kwan, Los Angeles, California



CelebrAsian '09: Our Invention "One-on-One Business Meetings" was a Success



"We look forward to participating in next year's conference, as well as our continued relationship with USPAACC-EF."

Melanie Gunn, Time Warner Inc. New York, New York



CelebrAsian '09: Some of Our Best and Brightest



“This was an excellent conference. The programs flowed perfectly and the attendance was wonderful. The USPAACC-EF team did an outstanding job once AGAIN. Merck’s appointments with suppliers were more promising than ever.”

Jackie La Joie, Merck, New Jersey



CelebrAsian '09: Guanxi (Connections & Relations) at Work



Keynote speaker PepsiCo International CEO & PepsiCo Vice Chairman Michael White with USPAACC-EF Nat'l President & CEO Susan Au Allen; (Left photo) Iris Chen, former Wells Fargo Executive Vice President was honored with the Woman Pioneer Award



2009 College 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, 15 scholarships were awarded this year.

Bruce Lee Scholarship

Thanh Lu

Marin City, California

"The participants at the Conference inspired me with their powerful speeches and I also got to see things from a different perspective after meeting and talking to the other scholarship recipients. Thank you so much for providing me with this opportunity."



Drs. Poh Shien & Judy Young Scholarship

Mariya Ilyas

Alexandria, Virginia

"CelebrAsian '09 was a memorable experience for me and I learned lots of things that I will surely use in the future—including what makes a good leader of a company, how to ensure a business is run effectively despite the economic hardships, how to plan strategically, and how to make the most of available resources."



Planned Systems Int'l Scholarship

Yufen Zhao

Louisville, Kentucky

"Thank you for giving me this opportunity to pursue my dream of getting a better education. The Conference gave me more confidence to try to do anything. It was my first experience to fully appreciate how the business world worked and the participants have inspired me to become like them in the future."



USPAACC-NE Scholarship

Christopher Zou

Bayside, New York

"I am honored to receive this scholarship. I will strive to become an influential Asian American filmmaker, breaking stereotypes and raising awareness for our community that I am so proud to be a part of."



Ken & Pam Fong Scholarship

Deven Deepak Bhatt

Elmhurst, New York



"CelebrAsian '09 taught me the values of partnership and teamwork in order to succeed in the business industry. I also learned to take the challenges of my life and turn them into opportunities for the future. Now I understand how cultural ties influence our business community for the better."

Paul Shearman Allen & Associates Scholarship

Xiao Fu

Pittsburgh, Pennsylvania



"CelebrAsian '09 was enriching for me as I gained a lot of new information about the current state of our economy and how we should deal with it. My understanding of the business world was taken to a whole new level. My sincerest thanks to USPAACC-EF for helping me fulfill my dream of attending Harvard to study economics and for making my experience at the Conference unforgettable."

McDonald's Scholarship

Elizabeth George

Brooklyn, New York



"The experience was altogether one of the best in my life. I met business people that I probably would never have met had I not attended this conference. I also met students from different areas of the United States and made friendships that will last."

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2009 College Scholarship Recipients

The 2009 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Washington, DC (Chair); Joon Cho, Citi Smith Barney, Washington, DC; Nessie Cumur, USPAACC-EF, Maryland; Minh Huynh, New Editions Consulting, Inc., Virginia; Kurt Nguyen, Qnexis, Inc., Virginia; Ann Ram, Ampcus Inc., Virginia; Annette Stevenson, SAS Institute, Inc., North Carolina; Pattie Tom, Federal Aviation Administration, Virginia; and JP Torres, Atelier Media Group, Massachusetts

USPAACC–Northeast CUNY Scholarship

Michael Chan

New York City, New York

“CelebrAsian ‘09 gave me a unique insight into how success is achieved, how networking is essential to business growth, and how strong ambition is needed to succeed.”



Burger King Scholarship

Colleen Nguyen

Hampton, Virginia

“The friends I have made and the people I have encountered were amazing. Their stories, their background, and experiences were touching and to even be compared to them was beyond my belief.”



Telamon Scholarship

Jade Luo

Carmel, Indiana

“I found an inspiring life lesson in the midst of the USPAACC-EF Conference. It showed me a glimpse of the business world, but it also taught me to serve humbly and not give up because of adversity.”



Home Depot Scholarship

Amy Zhao

Ridgewood, New York

“Thank you to USPAACC-EF for your generosity. I never thought that I would be able to have a future, where I could go to college and pursue my future career as a doctor. I promise to give back to my community.”



PepsiCo Foundation Scholarship

Linh Boi Tran

Boise, Idaho

“Thank you for providing me with this wonderful experience. I have become stronger and more confident. I will not step back from opportunities; instead, I will try my best to seize them. I will let people see that as an Asian American, I will not give up easily when facing obstacles.”



PepsiCo Foundation Scholarship

Christian Ou

Flushing, New York

“CelebrAsian ‘09 was a wonderful experience and has widened my horizon, changed my way of seeing things, and opened another phase of my life. I will use this scholarship to achieve my goals and to contribute to my community.”



UPS Scholarship

Shwuyi Liu Ma

Brooklyn, New York

“CelebrAsian ‘09 has been a very rewarding experience for me. The most enjoyable aspect was the ability to take part and to see a conference being organized and run. More specifically, I cherished the experience of working with the speakers, assisting guests, and helping with the stage set up for the Gala dinner.”



UPS Scholarship

Hewett Chiu

Brooklyn, New York

“Networking opportunities and contacts to help one achieve his dreams would not be possible without CelebrAsian—an event which truly epitomizes our current times. The Conference provided chances for growth and for struggling businesses to flourish. The Conference provided advice that can lead to big achievements.”





**US PAN ASIAN AMERICAN
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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.

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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.

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Annual dues are pro-rated.

- Yes, I/We would like to become a member of the US Pan Asian American Chamber of Commerce 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.
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- Yes, send me/us more information on Asian American Certification.

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