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US Pan Asian American Chamber of Commerce EF

REPORT

USPAACC Celebrates 25th Anniversary Milestone and Helps to Revitalize Small/Minority-owned Businesses Nationwide

Strategic access, tools and solutions provided to spur robust economic growth

USPAACC continued to strengthen its position as the preeminent national organization that seeks viable solutions to the challenges that Asian American-owned businesses face in the mainstream as it celebrated in the nation's capital its 25th Anniversary CelebrAsian Business Opportunity Conference, held May 25-27 at The United States Capitol, Omni Shoreham hotel, and The Ritz-Carlton Washington DC.

USPAACC has remained at the forefront of educating, training and nurturing Asian American suppliers and business owners since 1984, and the Conference theme, "25th Anniversary: The Best is Yet to Come" is indicative of its long-term mission to provide valuable access, put the spotlight on innovation, and to sharpen members' competitive edge and sustain economic growth.

PepsiCo Chairman and CEO Indra Nooyi was the Conference Chair. PepsiCo and Wells Fargo were the Corporate Co-Chairs; Alorica, Inc. was the Asian American Business Co-Chair. Over 50 Fortune corporations, 25 Federal Agencies, 15 Asian American-owned businesses and several media partners sponsored the Conference. In all, over 750 from all over the country came to the Conference.

Highlights of the three-day Conference included USPAACC's "Fast 50 Asian American Businesses" who represented a wide range of industries and reported over \$4 billion in combined sales in FYE 2009. Several companies generated as much as 500% growth over the previous three-year period.

The three USPAACC/Wells Fargo Asian Business Leadership Award winners were introduced at a special luncheon that recognized their unique business model, success and community spirit. Delegates from across the country participated in the tree-planting ceremony in the U.S. Capitol Hill grounds to kick-off the Conference and met with several U.S. lawmakers to discuss issues and challenges in the current economy. A Congressional Reception was also held at The Cannon House Office Building Caucus Room on Capitol Hill with several legislators in attendance. The Pinnacle Award was presented to two senior-ranking members of the U.S. Senate, Senator Daniel Akaka and Senator Daniel Inouye—to thank

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The Nation's Top 50: CEOs and Presidents of the "Fast 50 Asian American Businesses" at the 25th Anniversary CelebrAsian Business Opportunity Conference in Washington, DC with Conference Chair PepsiCo Chairman & CEO Indra Nooyi and USPAACC National President & CEO Susan Au Allen.

USPAACC An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. USPAACC promotes, nurtures and propels economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the federal, state and local government, and the small and minority business community in the U.S. and Asia.

UPCOMING EVENTS

California Regional Chapter Business Roundtable

San Francisco, California October 14, 2010

Southeast Regional Chapter

Conference and Top 10 Asian American Businesses

Atlanta, Georgia October 29, 2010

Small Business Workshop/Training

Tyson's Corner, Virginia December 2010

Northeast Regional Chapter

Business Roundtable

TBD December 2010

CelebrAsian Business Opportunity Conference 2011

Los Angeles, California May 23 - 25, 2011

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

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President's Message



Dear Friends,

We celebrated our 25th birthday in Washington, DC in May and, thanks to you, we hit it out of the ballpark once again! The success of our 25th Anniversary CelebrAsian—the largest of its kind in the United States—is an affirmation of what we have been assiduously working toward for the past quarter-century: to pave the way for Asian American suppliers and business owners to gain access, connect and do business with buyers from Fortune 1000 corporations, the Federal, State and Local governments, and the small/minority business community in the U.S. and Asia.

We have set the bar high for ourselves for this special anniversary and I am proud to share the good news that by all accounts we have received, the verdict is that we have overwhelmingly met—even surpassed—most expectations. The Asian American business community came in full force and I am confident that they were able to establish new and vital business connections, as well as strengthened existing ones.

Our Conference theme, "25th Anniversary: The Best is Yet to Come," spoke volumes about what our organization has accomplished—amidst triumphs and tribulations—and where we are headed. Indeed, we stand on the shoulders of giants who have laid the groundwork for Asian Americans to be successful in the mainstream, and we will honor and continue their legacy by opening more doors to opportunities that lead to greater success.

We were honored to have had PepsiCo Chairman and CEO Indra Nooyi as our Conference Chair. PepsiCo and Wells Fargo were the Corporate Co-Chairs; Alorica, Inc. was our Asian American Business Co-Chair. In all, we had over 50 Fortune corporations, 25 Federal Agencies, 15 Asian American-owned businesses and several media partners that sponsored the Conference.

Our "Fast 50 Asian American Businesses," which represented a wide range of industries, reported over \$4 billion in combined sales in FYE 2009, with individual companies generating as much as 500% growth rate within the previous three-year period—true testament to their strength and innovative spirit. And our three USPAACC/Wells Fargo Asian Business Leadership Award winners epitomized the resilience, ingenuity, compassion and hardworking trademark of our community's entrepreneurs.

We took Capitol Hill by storm and met with several lawmakers to discuss our unique issues and challenges in this economy. We also presented The Pinnacle Award to two senior-ranking members of the U.S. Senate, Senator Daniel Akaka and Senator Daniel Inouye—to thank them for their steadfast support of our community and for helping to keep our nation safe so we could continue to conduct business in peace.

We have continued to explore new business opportunities in one of the most dynamic markets today—in the rapidly-growing Asia-Pacific region—and ventured across the Pacific Ocean on September 10-22 for our 5th Asia Trade Mission (ATM) to Taipei, Taiwan and to Chongqing, Shanghai and Beijing, China. Highlights of our mission included a private meeting with Taiwan Vice President Vincent Siew, visits to U.S.-based company's research and development plants and the World Expo, and pre-scheduled one-on-one business matchmaking meetings between our U.S.-based delegates and their counterparts in Taiwan and China.

Of course, our regional chapters in California, Texas, New York, Illinois, Maryland-Virginia-Washington, DC held their own educational and business networking events as well.

USPAACC has always taken great pride in recognizing and showcasing the continued robust growth of Asian American-owned businesses across industries—even during tough economic times. And thanks to your continued support, USPAACC—the once metaphorical acorn—has now grown into a sturdy oak tree with stronger roots and wider branches to reaches more Asian American-owned enterprises nationwide. But all this could not have been possible without the collaboration of our corporate members, government partners, and certainly our capable Asian American business owners. Thank you from the bottom of my heart.

With this track record, our best is yet to come. Here's to the next 25 years!

Susan Au Allen
National President & CEO

SAVE THE DATE: May 23-25, 2011 CelebrAsian Heads to Los Angeles, California

Preparations are underway for USPAACC's flagship national event, CelebrAsian Business Opportunity Conference, May 23-25, 2011. It promises to be the largest business opportunity event of the year for the Asian American business community.

The Conference venue, iconic Millennium Biltmore Hotel in Los Angeles, California, is an historic, luxury hotel and the premier choice for celebrities and presidents for over 85 years.

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 1000 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 will provide a roadmap to procurement and contract opportunities, growth areas, best practices, and strategic solutions for small and minority businesses in this 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 Asian Business Leadership Awards, the Business Leaders and Scholarship Awards Luncheon, and The Excellence Awards Gala Dinner where the "Fast 50 Asian American Businesses" will be introduced.

Commitments have already started to come in from industry leaders and visionaries, top executives from Fortune 1000 Corporations, high-level officials from the Local, State and Federal Government, elected officials, successful Asian American business owners, and supporters from the small and minority business community. For sponsorship opportunities, visit www.uspaacc.com or call (202) 296.5221



USPAACC Delegates at the United States Capitol steps before meetings with lawmakers in the U.S. Congress to discuss equal opportunities and level playing field for Asian American businesses. The pre-scheduled visits and meetings with legislators kicked off the 25th Anniversary CelebrAsian Business Opportunity Conference held in the nation's capital in May 2010.

NMSDC's Harriet Michel Receives Woman Pioneer Award at USPAACC's 25th Anniversary Conference

Harriet Michel, former president of the National Minority Supplier Development Council (NMSDC), a private non-profit organization that expands business opportunities for minority-owned companies of all sizes, was the recipient of USPAACC's *Woman Pioneer Award*.

The award ceremony, held on May 26 during the black-tie Excellence Awards and Recognition Gala Dinner at The Ritz-Carlton Washington DC, was part of the highlight of the 25th Anniversary CelebrAsian Business Opportunity Conference.

Previous Award recipients include PepsiCo Chairman & CEO Indra Nooyi, U.S.

Secretary of Labor Elaine Chao, and Wells Fargo Executive Iris Chan.

"The Woman Pioneer Award is only conferred when the occasion arises, to ensure that the recipients truly embody the pioneering spirit, enriched by the extent of their achievements to effect positive change," said Susan Au Allen, USPAACC National President & CEO. "In the 25-year history of our organization, there have only been three recipients for this Award. Harriet, a noted administrator and public policy expert on minority issues, has worked for over 30 years in the public sector to address major social concerns—is very much deserving of this Award."



NMSDC's Harriet Michel (right) receives the Woman Pioneer Award from USPAACC National President & CEO Susan Au Allen

Over \$4 billion generated by 50 Asian American businesses in FYE 2009, USPAACC reports

Companies represented a wide range of industries and generated as much as 500% growth rate

USPAACC reported that over \$4 billion in combined sales were generated by 50 Asian American Businesses in FYE 2009, with individual companies generating as much as 500% growth rate within the previous three-year period.

The revenues and growth rates were cumulated at the final ranking of USPAACC's "Fast 50 Asian American Businesses," officially revealed during the 25th Anniversary CelebrAsian Business Opportunity Conference on May 26 at the black-tie Gala Reception and Dinner at The Ritz-Carlton Washington DC.

"We are proud to recognize the unabating growth shown by Asian American-owned businesses across industries—even during tough economic times," said Susan Au Allen, USPAACC National President & CEO. "The significant revenue figures bear witness to the enduring

quality found in Asian Americans who, through innovation, ingenuity, and perseverance, remain at the forefront as sparks to revitalize our national economy."

This year's "Fast 50 Asian American Businesses" represented a wide range of industries—supply chain management, food wholesale, information technology, environmental and green companies, etc.

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, KPMG performed the independent verification which produced the Fast 50, the Top 10, and the fastest-growing Asian American businesses. ●

For 2011 nominations and applications, contact USPAACC.

Three Successful Asian American-Owned Enterprises Honored with Business Leadership Award

Winners each received a \$5,000 cash prize and honored at the 25th Anniversary CelebrAsian Conference

USPAACC and Wells Fargo honored three Asian business owners with the 7th annual USPAACC/Wells Fargo Asian Business Leadership Award, recognizing their vision, success and contributions to the community. The winners each received a \$5,000 cash prize and publicly recognized at the 25th Anniversary CelebrAsian Business Opportunity Conference in Washington, DC in May.

The 2010 winners, selected from across the nation and evaluated based on their innovation, financial success, and community service, are: California-based MBN Group Architects, Inc.; New Jersey-based Tronex International Inc.; and California-based VNSM.

MBN Group Architects, Inc., based in San Diego, provides architectural engineering services from feasibility study and planning to construction support. Established in 2004, the company brings the practical and personal side of architecture to the industry through quality work and understanding the needs of their clients. President Minh T. Nguyen, who immigrated to the United States in 1975 as a Vietnam War refugee and went on to graduate from the University of California at Berkeley with an architecture degree, received the award.

Tronex International, Inc., based in Parsippany, is a national and international marketing company and leading provider of qual-

ity cross-contamination control and infection prevention solutions for healthcare, foodservice, hospitality, manufacturing, janitorial/sanitary and government industries. Established in 1989, it has received numerous awards for its outstanding performance and sound business practices. President and CEO Donald Chu received the award.

VNSM, based in Carson, is an established sheet metal subcontractor providing sheet metal services for medium and large scale commercial, industrial and infrastructure projects. Established in 1934, the company's success is driven by a reputation built on quality, integrity and responsibility. Owner Lilly Chang, who introduced modern management tools and techniques into the family-owned business and identified new paths to growth, received the award.

"Our three winners are proof of the dedication, innovation and perseverance that propel entrepreneurs to achieve business success and realize their American Dream," said USPAACC National President & CEO Susan Au Allen. "In recognizing their vision, accomplishments and contributions to the community, we send a powerful message that resonates in the wider public that as business leaders, our winners set the bar high for themselves and for other to emulate." ●

For 2011 nominations and applications, contact USPAACC.



This year's USPAACC/Wells Fargo Asian Business Leadership Award winners, with previous winners and Wells Fargo executives

USPAACC's Asia Trade Mission to Taiwan and China a Huge Success!

USPAACC led a delegation of industry leaders, business owners and corporate executives on its 2010 Asia Trade Mission (ATM) to Taipei, Chongqing, Shanghai and Beijing, from September 10 to 22.

The Mission's theme "Global Strategy for Sustainability: Conserve, Recycle and Renew" focused on sustainable and renewable products, services and processes in these growth markets, best practices, and real opportunities with buyers, suppliers and trade partners between U.S.-based companies and businesses in Taiwan and China.

The ATM highlight included a private meeting with Taiwan Vice President Vincent Siew at the Presidential Hall. The Vice President briefed delegates on a landmark bilateral trade agreement with China, which came into effect only several days prior to the delegation's visit. The delegates also had a high-level meeting with officials of the Bureau of Export and Trade of Taiwan on business opportunities in the country.

In Chongqing, China, the delegates visited the Hewlett Packard (HP China) research plant and learned from the success stories shared by executives from GE, Hisense, Tech-Long and PepsiCo. In Shanghai, the delegates received VIP passes to the World Expo, including visits to the U.S., China and Taiwan pavilions; The delegates met with U.S. Foreign Commercial Service officials, who briefed the group on how small and foreign-based businesses have thrived and succeeded in China. Successful companies such as SIPA, SIDEL, and ICG Commerce participated in the International CEO Forum and shared their best practices with the delegates.

In Beijing, ATM delegates were warmly received by U.S. Embassy Deputy Chief of Mission Robert Goldberg and his wife Sally at a reception in their residence. Economic and trade officers from the U.S. Embassy, Chinese middlemen who help foreign businesses penetrate the Chinese market, were among the guests.

"The purpose of our 2010 ATM was to 'plant' the flag and brand U.S.-based businesses as a major player in increased global trade and commerce," said USPAACC National President & CEO Susan Au Allen. "We also wanted to highlight this region's burgeoning market and USPAACC's role in establishing and strengthening strategic business relationships necessary to create a gateway for increased access to myriad business opportunities in these dynamic markets."

Food and beverage company PepsiCo, with a significant presence in China and Taiwan, was a major part of the delegation, which also included a select group of procurement executives and business owners from more than 18 U.S.-based companies. The rest of the delegation was composed of businesses from diverse sectors, such as: shipping, packaging, IT, engineering, environmental consulting, and telecommunications, among others. Global companies with operations in Taipei and China, which hosted the delegation, included



Taiwan Vice President Vincent Siew receiving the USPAACC Asia Trade Mission delegation at the Presidential Hall on September 15, 2010. From left: Chester Tong, Jim Costa, Susan Au Allen, Vice President Vincent Siew, Wen Chang

"It was incredible to watch USPAACC's Trade Mission mature over the years; the quality of suppliers/potential customers, technology, business and networking opportunities, member capabilities, and the ability to shift focus on sustainability—renewable energy, water conservation and environmental protection—a priority in China. USPAACC understands that partnership with Asia is not an option but a business solution and produced their programs to meet the new challenges and opportunities—building bridges between North America and Asia through their Global contacts."

— James Costa, V.P. Global Procurement Capital, MRO, PepsiCo

PepsiCo, Hisense, SIPA, MSL Express, Topline, ICG Commerce, and Alibaba.com. Other participating corporations in Asia included Cisco, ConAgra Foods, Dase-Sing Group, GE, Hewlett Packard (HP China) and Microsoft.

ATM participants had ample opportunities to meet with local businesses, merchants and counterparts in Taiwan and China. The one-on-one business matchmaking sessions—held in each city and prearranged between the Asian Business delegates and Taiwanese and Chinese suppliers—created increased access to local resources and connections, while establishing and strengthening strategic business relationships.

"Having such familiarity and established business connections with Taiwan and China were integral elements for USPAACC to seek and explore more business opportunities in these countries," added Allen. "The mission was successful because it had USPAACC members' support through their resources in China."

China recently passed Japan to become the world's 2nd largest economy behind only the United States. With 9.5% average annual GDP growth, China is transforming itself from "Factory of the world" to the "Market of the world" with its 1.3 billion consumer market—offering unlimited opportunities for business expansion. Meanwhile, Taiwan, a significant global player in the information technology and consumer electronics, is poised to become the next major business hub in the region. ●



USPAACC's 2010 Asia Trade Mission visited Taipei, Chongqing, Shanghai and Beijing

International CEO Forum: China Expert Shares Secrets and New Insight on How to Enter and Succeed in China's Market

China expert Dr. Robert Lawrence Kuhn was the featured speaker at the International CEO Forum: What You Need to Know to Enter and Succeed in China's Market, held on May 25 at the Cannon Caucus Room, House Cannon Office Building in Washington, DC.

Dr. Kuhn is an international investment banker, corporate strategist and world-renowned author of 25 books, including his recent works *How China's Leaders Think: The Inside Story of China's Reform and What This Means for the Future* and *The Man Who Changed China: The Life and Legacy of Jiang Zemin*.

"In the global economy, that China is a key player is increasingly difficult to ignore," said Susan Au Allen, USPAACC National President & CEO. "If you want to do business in China and succeed, this Forum serves as your roadmap to understanding the secret to effectively enter this burgeoning—yet complex—multi-billion-dollar market. You will also get to know China on a deeper level by getting unprecedented insight into the minds of China's leaders through Kuhn's in-depth interviews and exclusive access to internal materials." ●

Green Jobs: New market demand for more sustainable and renewable products and services was focus of symposium

Green jobs and related sustainable business opportunities were the focus of "Where are the Opportunities for Sustainability and How to Access Them" session held on May 26, 2010 in Washington, DC.

Industry experts and insiders from General Electric (GE), National Grid, Siemens, and the U.S. Department of Energy shared their insight and outlook on jobs and contract opportunities, among other green-related issues. They were joined by Asian American business Ampcus, Inc. of Virginia, a company that is involved in energy-related work for the U.S. Environmental Protection Agency.

According to panelist Steve Taub, GE Energy Financial Services Senior Vice President, Investment Strategy, state mandates are driving renewable energy growth and that government programs are now focused on developing new technology, deploying smart grids, and manufacturing—amidst a rise in global competition, especially from China.

"There is now a new market demand for more sustainable and renewable products and services," said Susan Au Allen, USPAACC National President & CEO. "While there is a learning curve that suppliers need to overcome, going green is poised to become a multi-billion-dollar industry." ●

NEWS BRIEF

USPAACC National President & CEO Susan Au Allen Named "Best of the Decade" by MBN USA Magazine

Congratulations to USPAACC National President & CEO Susan Au Allen for having been named one of MBN USA magazine's "Best of the Decade" for her commitment to supplier diversity. She was recognized as part of a special feature of MBN USA magazine's Platinum edition.

The MBN USA magazine's editorial board chose individuals whose contributions have made a difference in the progression of supplier diversity and who have changed and will continue to positively change and impact minority economic development.

USPAACC Southwest Regional Chapter's 9th Annual Asian Business EXPO in Texas Draws Huge Crowd

USPAACC's Southwest Regional Chapter held its 9th Annual Asian Business Expo in Austin, Texas on August 18 to resounding success.

Led by Southwest Chapter President Grace McDermott, the well-attended event—with over 600 participants—showcased Asian American-owned businesses and over 30 Corporations who want to connect and do business with each other.

Held at the Arlington Convention Center, the Expo's theme was "Building Business Success in the New Economy." Verizon was the Premier Title Sponsor; Lockheed Martin and Texas Health Resources were the Expo Corporate Co-Chairs.

(Continued from Page 1)

them for their steadfast support of the Asian American community. "USPAACC has always taken great pride in recognizing and showcasing the continued accelerated growth shown by Asian American-owned businesses across industries—even during challenging economic times," said Susan Au Allen, USPAACC National President & CEO. "Thanks to the continued generous support of our sponsors and members, USPAACC—the metaphorical acorn—has now grown into a sturdy oak tree which today reaches out to over 15,000 business-to-business Asian American-owned enterprises nationwide to help them achieve parity and business growth in the mainstream."

CelebrAsian—USPAACC's flagship event and the largest of its kind in the United States—annually connects hundreds of top-caliber Asian American suppliers and small business owners with buyers from Fortune 500 corporations, the Federal government, and the small/minority business community. The Conference Program included wealth-creating sessions and turned the spotlight on outstanding achievements, such as: The International CEO Forum: What You Need to Know to Enter and Succeed in China's Market; Congressional Reception; How We Built a \$120 Million Business through Corporate Contracting (in 12 Years); How I Built a \$300 Million Business Through Federal Contracting (in 12 Years); Doing Business with Corporations 101; Summit on the Future of Corporate Supplier Diversity and Federal Small Business Programs; Where are the Opportunities for Sustainability and How to Access Them; USPAACC/Wells Fargo Asian Business Leadership Award Luncheon; 25th Anniversary Awards & Recognition Gala; Guanxi* Supplier Opportunity Fair; One-on-One Prescheduled Business Matchmaking Meetings; Business Leaders & Scholarship Luncheon where 20 college scholarships were awarded; among other special events (*business term meaning "connections" or "relationship") For more information about CelebrAsian, visit www.uspaacc.com ●

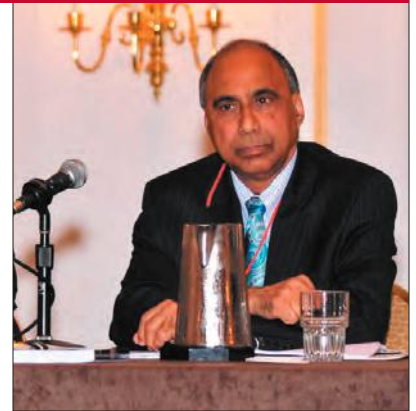
Entrepreneur Shares Secrets on How He Built a \$300 Million Business through Federal Contracting

Successful entrepreneur and investor Frank F. Islam, currently Chairman and Chief Executive Officer of FI Investment Group LLC, was the featured speaker at “How I Built a \$300 Million Business through Federal Contracting” session held on May 26, 2010 at the Omni Shoreham Hotel in Washington, DC.

Islam was the Founder, Chairman and Chief Executive Officer of QSS Group, Inc., an Information Technology company which generated \$300 Million in annual revenue, then sold to Perot Systems for \$250 Million cash in 2007.

Other speakers at the session included successful federal contractors Rose Wang, President and Chief Executive Officer of Binary Group, and Betty Chao, President and Chief Executive Officer of Westech International, Inc.

Ralph Thomas III, the moderator, is a partner with the law firm of Barton, Baker, Thomas & Tolle, LLP and expert on legal issues affecting small businesses in federal contracts. He is the former Associate Administrator for Small and Disadvantaged Business Utilization at the National Aeronautics and Space Administration (NASA) when the agency won high praises for utilizing minority businesses. ●



FI Investment Group's Frank Islam

Secrets to Building Multi-Million Business Through Corporate Contracting Unveiled at CelebrAsian

Successful Corporate contractors shared their secrets and experiences at “How We Built a \$120 Million Business through Corporate Contracting,” held on May 26 at the Omni Shoreham hotel in Washington, DC.

David Zhou, Chief Operating Officer of VXI Global Solutions, a company that specializes in application development outsourcing and call center solutions, was the featured speaker. He was joined by Charles Chang, President of Topline Products, and Andrew Ly, President & CEO of Sugar Bowl Bakery.

Rengen Li, Global Manager of Supplier Diversity at The Coca-Cola Company, moderated the panel of speakers who shared their ex-



VXI Global Solution's David Zhou



The Coca-Cola Company's Rengen Li

periences in building a successful business through corporate contracting, addressed the challenges and offered forward-looking solutions related to procurement and supplier-related issues. ●

20 Asian American college-bound students receive scholarships through USPAACC and sponsors

Twenty scholarships were awarded to Asian American college-bound students who have excelled in school, performed community service and demonstrated financial need, at the Business Leaders and Scholarship Awards luncheon held on May 27 at the Omni Shoreham hotel in Washington, DC. The special event, sponsored by AARP, Freddie Mac and Sprint, was part of the 25th Anniversary CelebrAsian Business Opportunity Conference.

This year's scholarship sponsors include: Fannie Mae (with 8 scholarships); PepsiCo Foundation (5); UPS (2); Macy's; Estate of

Bruce Lee; Drs. Poh Shien and Judy Young; Paul Shearman Allen & Associates; and Planned Systems International.

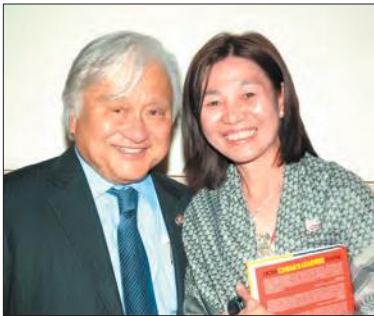
David Hinson, the National Director of the Minority Business Development Agency of the U.S. Department of Commerce, addressed the luncheon.

Since 1989, USPAACC—through corporate and private sponsors—has been providing financial assistance of \$100,000 annually to outstanding Asian American high school seniors who want to pursue a college education. ●



The class of 2010 with their scholarship sponsors

25th Anniversary CelebrAsian 2010



25th Anniversary CelebrAsian 2010

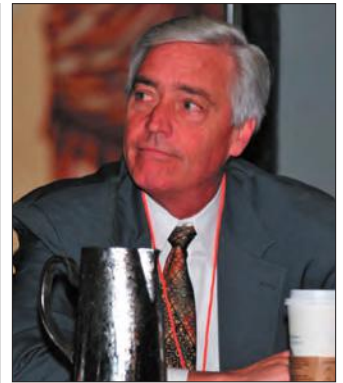


25th Anniversary CelebrAsian 2010



"This is one of the best Conferences I have ever attended. The programs flowed perfectly and the attendance was great. Congratulations to you and your team on an outstanding job!"

Patrick Yalung
Regional President, Washington Region, Wells Fargo, Washington



"Congratulations on a successful 25th anniversary event. Thank you for the invitation to participate. It was a well-coordinated and great event. I look forward to supporting and working with USPAACC in the future."

Dean S. Yonemoto
Boeing Enterprise Mentor-Protégé Program Manager



25th Anniversary CelebrAsian 2010



"Congratulations to USPAACC on a job very well done!! I am so glad that you called upon me and "encouraged" me to attend. This event will be in my budget for years to come!"

Ronald Tutundji
Small Business/Supplier Diversity Manager
DuPont



25th Anniversary CelebrAsian 2010



"This is one of the best Conferences that I have attended, with great people and an excellent program. I met with five out of eight U.S. Federal Asian American lawmakers. This is unprecedented."

Andy Lee, Chairman & CEO, Alorica, Inc., California

"We are very happy to be a member and repeat sponsor of USPAACC through whom we have been very successful in meeting and building long-term relationships with large corporations. We will continue to give back to the community, inspire ABEs to come forward, participate at USPAACC and grow business among ABEs and corporations."

Anjali (Ann) Ramakumaran, CEO, Ampcus, Inc., Virginia



2010 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, 20 scholarships were awarded this year.

Bruce Lee Scholarship

Liyu Lei
Chicago, Illinois

"There were many inspiring success stories from the speakers at the Conference. I learned that behind those successful people, there were also adversities they had to overcome. I know that if I work hard enough, I will someday achieve the same level of success like they did."



Drs. Poh Shien & Judy Young Scholarship

Thien Thanh Nguyen
Annandale, Virginia

"This scholarship will definitely have a huge impact on my future. USPAACC has opened a new door and has given me the opportunity to further explore my own capabilities. From the bottom of my heart, I thank USPAACC and my scholarship sponsor; I promise that I will give back to the next generation."



Macy's Scholarship

Amirul Amirudin
Westland, Michigan

"At CelebrAsian 2010, I learned about the lives of very successful people and their road to success. The achievements of these business leaders were astounding. They are great inspirations to young people like me. Thank you to USPAACC and to my scholarship sponsor for making this a huge milestone in my life!"



PepsiCo Foundation Scholarship

Waleed Shamsi
San Antonio, Texas

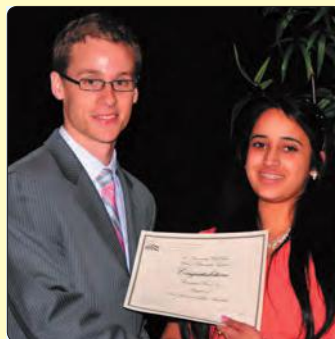
"My experience at CelebrAsian 2010 is something that I will never forget. I learned a lot as I make plans for my future. I hope to become a great success someday."



Paul Shearman Allen & Associates Scholarship

Rasnapreet Kaur Suri
Bakersfield, California

"Thank you for helping me to make my dreams a reality. USPAACC has exposed me to some of the most successful and influential Asian Americans. CelebrAsian 2010 was a truly once-in-a-lifetime trip for me and it surpassed all my expectations. Indeed, the best is yet to come!"



Planned Systems Int'l Scholarship

Lauren Buangan
Twentynine Palms, California

"Although I had no idea what to expect, I somehow knew that the experience at CelebrAsian 2010 was going to be monumental for me. I was right! I met with some of the most influential Asian American business leaders and learned a lot on how to become successful in business and in life. Thank you to USPAACC for an experience I will remember forever."



PepsiCo Foundation Scholarship

Phuong Nguyen
Joliet, Illinois

"CelebrAsian 2010 has presented me with so many huge opportunities to grow and to learn from very respectable figures in business. Their success was admirable and it made me strive to be like them even more. I learned from them that regardless of how many obstacles in life I may face, I will strive to reach my goal. Thank you for the unforgettable memories!"



2010 Scholarship Recipients

The 2010 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Washington, DC (Chair); Ann Ram, Ampcus Inc., Virginia; Kurt Nguyen, Qnexis, Inc., Virginia; Leo Lawless, B Cube Ltd, Virginia; Annette Stevenson, SAS Institute, Inc., North Carolina; JP Torres, Atelier Media Group, Massachusetts; Pabuna Sharma-Laden, USPAACC Education Foundation, Washington, DC; Anna Strzala, USPAACC Education Foundation, Washington, DC; and Donna Wong, USPAACC Education Foundation, Washington, DC.

PepsiCo Foundation Scholarship

Farrah Bui

Fort Mill, South Carolina

"At this conference, I met people who were once in my shoes—those who had nothing and yet they did not let their background determine their future. I was so lucky to have been given the chance to meet such successful and driven Asian American business leaders. I learned from them that it is important to have a vision and a goal, and that there is not a dream that is too difficult to try and achieve."



PepsiCo Foundation Scholarship

Lauren Tang

Alhambra, California

"This Conference is probably the best experience of my life! I was able to gain important skills like networking which is necessary for success in the future. USPAACC has given me this once-in-a-lifetime opportunity! I learned a lot from participating in this Conference and thank you for this priceless experience!"



UPS Scholarship

Lauren Romillo

Norfolk, Virginia

"This Conference has given me hope—and most important, it gave me confidence in myself. I arrived in Washington, DC with an eager spirit and an open mind. Even before any of the events started, I never expected the experience to be as life-changing as it was. I had the opportunity and privilege of meeting some of the most successful business people from all over the country. Thank you for helping me to make my dreams come true."



PepsiCo Foundation Scholarship

Son Doan Boi

Fort Worth, Texas

"It has been a great honor to participate in CelebriAsian 2010. At this Conference, I met numerous individuals who inspired me to continue to strive for success. They helped me to realize that the road to success is filled with challenges. But if one perseveres and maintains self-confidence, we can always overcome these obstacles."



UPS Scholarship

Aaron Hsu

Fremont, California

"I am very grateful to USPAACC for the opportunity it has given me. The Conference was wonderful on so many levels and was very inspiring. I learned how to network and how to strive for new goals in life. I will treasure these memories forever. Thank you so much!"

Fannie Mae Scholarships

Special thanks and acknowledgment go to Fannie Mae for providing 8 scholarships:

Yue Xiang Chen *Baldwin Park, California*

Camille Dias Cucjen *Shreveport, Louisiana*

Thuong (Emily) Nguyen Dinh *Houston, Texas*

Summer Luu *Beaverton, Oregon*

Angelyn Nicole Reyes *Chicago, Illinois*

Elsa M. Tran *Houston, Texas*

Muu Quang Vong *Los Angeles, California*

Dan Zhao *Elmhurst, New York*

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Congratulations to US Pan Asian American Chamber of Commerce for an extremely successful 25th Anniversary CelebrAsian Business Opportunity Conference. Asians and Asian-owned businesses have built a strong community to support each other in joining the mainstream economy with great vision and ideas.

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USPAACC: Your Connection to Economic Growth

Why Become Involved with USPAACC

Nationwide Presence Reach over 15,000 Asian American-owned businesses through our Regional Chapters in California, Texas, Chicago, Georgia, New York, and the Maryland-Virginia-Washington, DC National Capital Region.

Legislative Briefings Meet and discuss with Federal lawmakers, issues that impact your business.

Asian American Suppliers Council (AASC) Develop mutually beneficial business relationships in our one-stop shop with Corporate America, Federal, State and Local Government agencies, Asian American and other small and minority-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 electronic database.

Procurement Connections Increase your business profits through these high-level networking events held throughout the country.

CelebrAsian! Participate in the largest annual national Asian American Business Opportunity Conference and the only business conference designed for the Asian American community during Asian Pacific American Heritage Month in May.

Our annual **"Fast 50 Asian American Businesses"** Program puts the spotlight on the outstanding achievements of Asian American-owned businesses, showcase their continued robust growth despite tough economic times—as testament to the enduring quality of the Asian American business community who, through innovation, hard work and ingenuity, remain at the forefront as engines of growth in our national economy.

Our **Excellence Awards** and **Most Influential Asian Americans** publications present, since 1988, the best and brightest Asian Americans in Business, Education, Science & Technology, the Arts, Sports, Public and Community Services.

Guanxi* Supplier Opportunity Fair Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" business matchmaking meetings with buyers from Corporate America and the Federal, State, and Local Governments, and meet Asian American and other minority suppliers. **Guanxi is a commonly used business term meaning "connections" or "relationships."*

Summit of Supplier Diversity Directors/Managers and Buyers – Break Business Cultural Barriers We are our own culture. Supplier Diversity Directors/Managers/Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian American entrepreneurs.

Woman Pioneers Summit Outstanding woman pathfinders in Corporations, small business, and Government 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!

Asia Trade Missions Since 2005, USPAACC has been leading successful Trade Missions to the burgeoning Asian market—designed to extend friendship, establish strategic connections, strengthen existing relations, promote American products and services, explore opportunities for joint ventures, and source potential suppliers.

International CEO Forum CEOs of U.S. small- and medium-sized companies and from China, India and other Asia-Pacific countries discuss alliances and joint venture opportunities in the region with the highest economic growth in business and industries.

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

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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 will contribute \$_____ 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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