

eastwest

US Pan Asian American Chamber of Commerce EF

REPORT

Business Opportunities and Job Growth Explored at USPAACC Flagship CelebrAsian Conference

Pre-scheduled one-on-one business matchmaking meetings, informative summits, and high-level networking events held to gain wider access to challenging market

US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) held its annual flagship event CelebrAsian Business Opportunity Conference 2011 on May 23-25 at the iconic Millennium Biltmore hotel in Los Angeles, California. This year's theme was "Together We're Better."

Corporate Co-Chairs were Hyatt Hotels and Resorts, PepsiCo, Verizon and Wells Fargo. Asian American Business Co-Chairs were Collabera, Fortinet, Inc., and VIZIO, and three Brain Trusts representing Corporations, Government and Asian American businesses provided unprecedented financial support and thought leadership.

Featured speakers and guests included Los Angeles Mayor Antonio Villaraigosa; Olympic Medalist for Speed skating Apolo Ohno; California Assembly Member and Speaker Pro Tempore Fiona Ma; California State Controller John Chiang; Alorica Founder & CEO Andy Lee; VIZIO Founder & CEO William Wang; Fortinet Founder & CEO Ken Xie; Collabera

Founder & CEO Hiten Patel; PepsiCo Senior Vice President & Chief Procurement Officer Grace Puma; American Red Cross Vice President & Chief Procurement Officer Jill Bossi; Hyatt Hotels & Resorts Vice President, Global Diversity & Inclusion Salvador Mendoza; and Wells Fargo Washington Regional President & Seattle Federal Reserve Board Member Patrick Yalung. Irvine Mayor Sukhee Kang and Monterey Park Mayor Pro Tempore David Lau also came and welcomed participants to the Conference.

CelebrAsian 2011 had over 80 Corporate and Asian American Business sponsors, and more than 60 participating Fortune Corporations, 30 Government Agencies, 4 Media partners, and over 45 different types of commodities that needed to be purchased across industries.

Among the highlights of the Conference was the presentation of USPAACC's Fast 50 Asian American Businesses, whose collective revenue for last year was over \$3.8 billion.

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Where big opportunities begin: At the CelebrAsian 2011 ribbon-cutting ceremony to officially open the Supplier Trade Fair and USPAACC's signature pre-scheduled one-on-one business matchmaking sessions (Millennium Biltmore Hotel, Los Angeles, California)

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

Asia Trade Mission 2012

Qingdao & Xi'an, China

Hyderabad & Delhi, India Feb. 8 - 22, 2012

USPAACC Southeast Regional Chapter

Procurement Connections

Raleigh, North Carolina March 2012

USPAACC Western Regional Chapter

Procurement Connections

Los Angeles, California March 2012

USPAACC Northeast Regional Chapter

Procurement Connections

and Top 10 Asian American Businesses

New York City, New York April 2012

CelebrAsian Business Opportunity

Conference 2012

Bethesda, Maryland June 4 - 6, 2012

USPAACC Southwest Regional Chapter

Asian Business Expo

Arlington, Texas August 2012

Visit www.uspaacc.com for details

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President's Message



Dear Friends,

It was another grand slam for our 26th Anniversary CelebrAsian Business Opportunity Conference, held at the iconic Millennium Biltmore Hotel in Los Angeles on May 23-25, 2011. We had over 80 Corporate and Asian American Business sponsors, more than 60 participating Fortune Corporations, 30 Government Agencies, 4 Media partners, and over 45 different types of commodities that needed to be purchased across industries. In all, 800 Conference participants came in full force!

Our theme, "Together We're Better" spoke volumes about our reaching a new level of growth and success by working together. Corporate Co-Chairs Hyatt Hotels and Resorts, PepsiCo, Verizon and Wells Fargo; Asian American Business Co-Chairs Collabera, Fortinet, Inc., and VIZIO; and our three Conference Brain Trusts representing Corporations, Government and Asian American businesses, provided the unprecedented financial support and thought leadership. Thus, the success it was!

We kicked off the Conference with four young entrepreneurs—who made their first millions even before reaching the age of 30—who shared their secrets to success. We also showcased our seasoned entrepreneurs, like our Asian American business co-chairs William Wang, Ken Xie and Hiten Patel; and our Fast 50 Asian American Businesses who keep on bucking the trend by posting enormous growth rates and a collective \$3.8 billion annual revenue amidst a challenging economy. We tip our hats to them for their inspirational and aspirational success stories—and I am certain more success stories will spring from this Conference!

Three California Mayors: Antonio Villaraigosa of Los Angeles; Sukhee Kang of Irvine; and David Lau of Monterey Park came to welcome us. We were also honored by the participation of California State Controller John Chiang, Assembly Member and Speaker Pro Tempore Fiona Ma, and top procurement executives from Fortune Corporations and the Federal Agencies.

We had an industry-first, where four Procurement Managers from the major National Laboratories who are prime contractors for the U.S. Department of Energy, came to the Conference to share their expertise and growth opportunities.

Seven Directors of the Federal Offices of Small and Disadvantaged Business Utilization in Homeland Security, Health and Human Services, Interior, State, US Agency for International Development, General Services Administration, and US Postal Service traveled from Washington, DC to participate in our Federal Contracting Town Hall Meeting, with the San Francisco District Counsel of the Small Business Administration.

International CEO Forum with Chief Procurement Officers Grace Puma of PepsiCo, Jill Bossi of American Red Cross, and \$3-billion enterprise VIZIO Founder William Wang, \$600-million enterprise Alorica Founder Andy Lee, \$300-million enterprise Collabera Co-Founder Hiten Patel, were extraordinarily candid, eye-opening and helpful to making strategic plans to succeed in the coming years.

At the USPAACC/Wells Fargo special luncheon, we launched our Business Express: Ready Set Grow program designed to put Asian American businesses on the accelerated track to growth. And who would have thought a men's fashion show could be so popular!

We celebrated six California Trailblazers, presented 15 college scholarship awards selected from over 2,000 applications, once again held a standing room only Doing Business with Corporations 101, and matched over 500 one-on-one business meetings based on a specific list of over 45 products and services for which there will be contract opportunities.

It was indeed a very memorable three days of special events. Rest assured that in 2012, we will continue to work hard to reach more of our 15,000 Asian American-owned businesses—from coast to coast and north to south—and bring them to the forefront of supplier diversity, share their success stories to a wider public, and continue to be the unified voice and strong platform for our respective robust growth in the mainstream.

Thank you once again for your continued support and I wish you all success and prosperity in the new year. I look forward to seeing you at one or more of our Regional events this year or in Washington, DC in 2012!

Susan Au Allen
National President & CEO

Enormous Growth Rate of "Fast 50 Asian American Businesses" Heralded at USPAACC's CelebrAsian Business Opportunity Conference in Los Angeles

Over \$3.8 billion—with as much as 500% growth rate—generated by companies across industries

USPAACC officially unveiled its 2011 list of Fast 50 Asian American Businesses at the Excellence Awards Gala, at USPAACC's flagship CelebrAsian Business Opportunity Conference, on May 24 at the Millennium Biltmore hotel in Los Angeles. Their Founders, CEOs, COOs and Presidents flew in from all over the country for the black-tie event.

Over \$3.8 billion sales were generated by USPAACC's 50 Asian American businesses in 2010. They represent a wide range of industries nationwide—supply chain management, healthcare, professional staffing, food wholesale, IT, environmental, green energy, media, etc.—in at least eight ethnic groups: Chinese, Filipino, Indian, Japanese, Korean, Malaysian, Taiwanese and Vietnamese.

The top spot went to Care.com of Waltham, Massachusetts, with a recorded growth rate of over 500% in the past three years, with an average revenue of \$3.9 million for the same period.

SearchPros of Citrus Heights, California, came in second, with 390% growth rate and an average revenue of \$6.4 million for the last three years.

The growth rates were verified, ranked and officially revealed by Ernst and Young at the Gala Dinner.

"USPAACC has been proud to recognize and showcase the continued robust growth shown by Asian American-owned businesses across industries—even during challenging economic times," said Susan Au

Allen, USPAACC National President & CEO. "We congratulate our Fast 50 Asian American Businesses—proof positive that through innovation, hard work, and ingenuity, Asian Americans can effectively compete in the mainstream and remain at the forefront as catalysts to the revitalization of our national economy."

"Our Fast 50 Asian American Businesses are proof positive that through innovation, hard work, and ingenuity, Asian Americans can effectively compete in the mainstream and remain at the forefront as catalysts to the revitalization of our national economy."

— Susan Au Allen, USPAACC 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 global professional services firm of Ernst and Young. ●

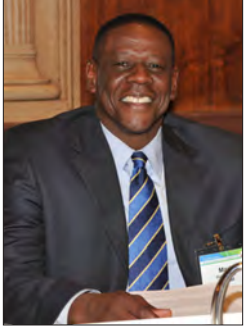


Honoring USPAACC's Fast 50 Top Awardees (above left photo, from right): PepsiCo CPO Grace Puma, Olympic Gold Medalist Apolo Ohno, Care.com Founder & CEO Sheila Marcelo, USPAACC National President & CEO Susan Au Allen and California 12th District Assemblywoman Fiona Ma; (Above right photo, from right): Hyatt's VP for Int'l Diversity & Inclusion Salvador Mendoza, PepsiCo CPO Grace Puma, Olympic Gold Medalist Apolo Ohno, PEMCO CEO John Yamamoto, SearchPros Founder & CEO Myla Ramos, and USPAACC National President & CEO Susan Au Allen.



Pride of the Asian American business community: USPAACC's Fast 50 Asian American Businesses gather on stage.

CelebrAsian 2011 Highlights



**“Congratulations to USPAACC!
The networking was outstanding.
Please count on Hyatt’s support
for years to come!”**

— Salvador Mendoza, Vice President Global Diversity
& Inclusion, Hyatt Hotels and Resorts



CelebrAsian 2011 Highlights



"Thank you for what you do on behalf of all Asian Americans. It was an honor to be involved and I look forward to being involved in the future."

— Michael Wong, Verizon Wireless Business Sales Manager, Los Angeles Region



"On behalf of WBENC, thank you for facilitating our participation in CelebrAsian. This was an excellent event, with plentiful opportunities for the many business owners and corporate representatives in attendance. Your program was engaging and inspiring! I look forward to working with USPAACC again."

— Allison Gibson, Women's Business Enterprise National Council



CelebrAsian 2011 Highlights



"What a fantastic event!!! I met with quite a few new suppliers with whom we are now working to further assess their capabilities and opportunities. You can count on AT&T in the future for more participation and funding for 2012 and beyond!"

**— Marianne Strobel, Executive Director
Supplier Diversity, AT&T Services**



"Thank you again for allowing me the opportunity to participate in this year's conference. I had a wonderful time and found it extremely helpful (and hopefully the attendees did, too!). It's always nice to be around other entrepreneurs, hear what they go through and educate others who are seeking advice. I look forward to keeping in touch and hopefully participating in more events in the future."

— Greg Lam, Co-Founder of Kneon, Inc.



CelebrAsian 2011 Highlights



"I go to many conferences and am always impressed with CelebrAsian. For a large conference, it is more intimate and conducive for building relationships. I always meet and make new friends. This has so much to do with the planning and attention to detail. It is always my pleasure attending."

— Matt Thursam, Walt Disney World



Advocacy on Capitol Hill: Sending a Powerful Message in a Unified Voice

USPAACC National President & CEO Testifies Before U.S. Senate Committee on Small Business and Entrepreneurship

USPAACC National President & CEO Susan Au Allen testified on small and minority business issues in March 2011 before the U.S. Senate Committee on Small Business and Entrepreneurship.

The hearing, entitled "Closing the Gap: Exploring Minority Access to Capital and Contracting Opportunities" was chaired by Senator Mary Landrieu (D-Louisiana). The Committee also included Ranking Member Senator Olympia Snowe (R-Maine) and 17 U.S. Senators.

In her oral and written testimony, Allen discussed the salient issues that USPAACC 8(a) members currently face, including: difficulties in accessing capital, restrictive contract bundling and related issues, hurdles in business development, RFP standardization, past performance request, adverse effects of insourcing and parity in the mentor-protégé program. She recommended creating better programs for small and minority businesses to level the playing field.

"I am honored and privileged to have had the opportunity to speak to the esteemed U.S. Senate Committee on the challenges our members face as they strive to sustain, grow and compete in the main-

stream," said Allen after her testimony. "I am also honored to have lent a voice on behalf of our members, and believe the Committee has heard us—loud and clear—as we go beyond the rhetoric and bring viable solutions that truly help our constituency."

The Committee Chairperson, Senator Landrieu, praised Allen's testimony as "powerful" and Ranking Member Senator Snowe's Staff Director said it was a "home run."

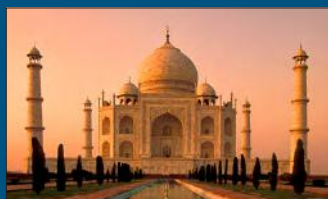
The other panelists included: Dr. Robert Fairlie, Professor of Economics at the University of California at Santa Cruz; Mark Morial, Chief Executive Officer of the National Urban League; Doyle Mitchell, Chairman of the National Bankers Association; and Martha Montoya, Procurement Chair of the U.S. Hispanic Chamber of Commerce.

To read the entire testimony, go to www.uspaacc.com



Asia Trade Mission 2012 Heads to China and India

Join U.S.-based companies in February 8-22, 2012 as they explore business opportunities, create and strengthen strategic partnerships at two of the world's most dynamic and largest markets—China and India.



Highlights include: Business Programs, CEO Forum, and pre-scheduled one-on-one business matchmaking meetings at each city to be visited, plus guided plant tours of major local and global companies, official dinners with top government officials and local business associations. There will also be planned visits to world-famous sites like the Ter-

racotta Army Museum in China, and the Ramoji Film City Studio, Falaknuma Palace, and Taj Mahal Palace in India.

China and India have a growing affluent consumer market that will buy American products and services. Delegates will be able to choose from several packages that include airfare from Qingdao to Xi'an, China and to Hyderabad and Delhi, India, plus hotel ac-



commodations, local ground transportation, meals, fees for one-on-one business matchmaking meetings, and all activities and events for each country itinerary.



SAVE THE DATE: JUNE 4 ~ 6, 2012

CelebrAsian Business Opportunity Conference to be held in Bethesda, Maryland

Preparations are underway for USPAACC's flagship national event, CelebrAsian Business Opportunity Conference, June 4 ~ 6, 2012 in Bethesda, Maryland.

To be held at the Marriott Bethesda North Hotel & Conference Center in Bethesda, Maryland, CelebrAsian 2012 promises to be the largest business opportunity event of the year for the Asian American business community and their business partners in corporate America, government agencies, and the minority 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 1000 Corporations, the local, state and federal governments, and the small and minority business community, through pre-scheduled one-on-one business matchmaking meetings, informative summits, workshops, and networking events.

In 2011, over 800 Conference participants came to the various sessions and events, which included 80 Corporate and Asian American Business sponsors, more than 60 participating Fortune Corporations, 30 Government Agencies, 4 Media partners, and over 45 different types of commodities that needed to be purchased across industries.

CelebrAsian 2012 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. *For sponsorship opportunities call (202) 296.5221*



USPAACC and Wells Fargo Present “Business Express: Ready Set Grow®”

New Program to Fill Information Gap, Leverage Resources, and Place Asian American Businesses on Accelerated Track to Growth Opportunities

The much-anticipated small business development program called *Business Express: Ready Set Grow®* was officially unveiled at the CelebrAsian Business Opportunity Conference in Los Angeles in May 2011.

The announcement was made by Patrick Yalung, Wells Fargo Regional President in the state of Washington, at a special luncheon during the 3-day Business Conference.

The educational program, a joint effort by USPAACC and program founding partner Wells Fargo, will enable Asian American business owners to gain firsthand insight into the tools, best practices and concepts needed for businesses growth.

“We are pleased to partner with Wells Fargo in offering this unique program to help Asian American businesses fill the information gap, leverage resources, and place them on an accelerated track to more business opportunities,” said Susan Au Allen, USPAACC National President and CEO.

The specially-designed workshops will explore topics including: Maximizing profitability through financial planning; developing busi-

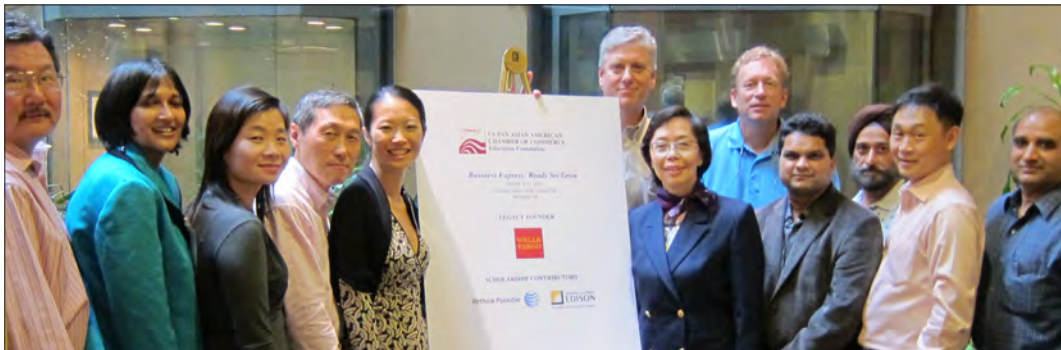
ness plans; marketing and brand building; and improving operational functions to lower costs, etc.

The first workshop, facilitated by Tim Fulton, Chair of Vistage International, was held on October 9 – 11, 2011 at the Embassy Suites in Crystal City, Virginia. It focused on how to acquire new customers, build capacity, enhance the brand, maximize HR performance and increase profits, among other topics.

Legacy founder Wells Fargo and sponsors AT&T and Southern California Edison were on hand to lend valuable support to the event.

Participants included top-level executives of Asian American-owned businesses: Ann Ram of Ampcus, Inc. characterized the workshop as “Informative, well planned, good topics covered, interactive.” Al Yoon of Lattice Group wrote: “The course was comprehensive and it should be a must for all small business owners.”

“This was a great workshop that helped me learn how I should think and act about my business. It was a great networking and learning opportunity. I would recommend it to others,” said Narayan Swamy of The InterConnect Group, Inc. ●



Participants of the first workshop to help small- and medium-sized Asian and other minority businesses get on the express track to robust growth and prosperity.

USPAACC Conducts Asian American Business Focus Groups Nationwide as Part of a Pioneering Study to Address Issues and Challenges within the Community

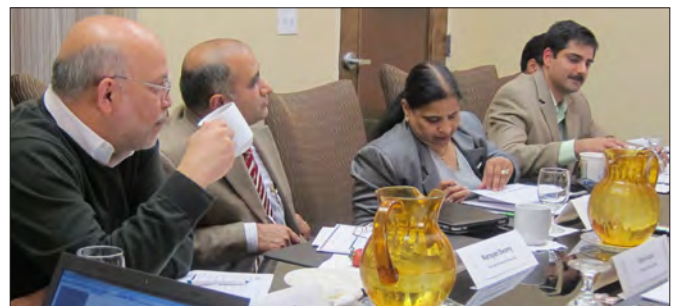
Participants Share Personal Experiences, Challenges and Aspirations in pursuit of The American Dream

USPAACC National, with the assistance of USPAACC Southeast Regional Chapter conducted a focus group of South Asian American businesses in Insurance, Manufacturing, Media, Legal Services, Web Services, Information Technology, Supply Chain Management, and Natural Resource Conservation.

Held on November 2, 2011 in Atlanta, this was one of 13 meetings held nationwide as part of a pioneering study of Asian American businesses in the six largest Asian American ethnic groups in the country: Chinese, Filipino, Asian Indian, Japanese, Korean and Vietnamese. It is intended to provide a better understanding of the challenges, needs,

anticipations, expectations and aspirations of the Asian American business community.

USPAACC conducted a series of focus groups nationwide throughout 2011, for its pioneering Asian Business Study. Seven focus groups were held from August to November: Chinese in New York City, Vietnamese in Houston, Chinese in San Francisco, Asian Indian in San Jose, Korean in Los Angeles, Asian Indian in



Focus Group participants in Atlanta discussing their business issues, needs and challenges in the current economy.

Atlanta, and Japanese in Los Angeles. Highlights of the study's findings will be revealed at CelebrAsian 2012. ●

An Industry First: Major National Laboratories, Prime Contractors for the U.S. Department of Energy, Convene at USPAACC National Conference

In an industry-first, Procurement Managers from 4 major National Laboratories which are prime contractors for the U.S. Department of Energy, participated in a panel at CelebrAsian 2011 in Los Angeles, to share their expertise and growth opportunities in the booming energy-related sector.

Sponsored by Bank of America, the session "Green and Renewable Energy: Where are the Opportunities and How to Access Them?" was moderated by Hanh Le, Small Business Specialist, Lawrence Berkeley National Laboratory. Other panelists included: David Chen, Deputy Procurement Manager,

Lawrence Berkeley National Laboratory; Keith Joy, Manager, Small Business Programs, Oakridge National Laboratory; Moe Zamora, Small Business Advocate, Los Alamos National Laboratory; and a representative from Sandia National Laboratory. ●

Roadmap to Successful Federal Contracting Unveiled at USPAACC Town Hall Meeting

Seven Directors of the Federal Offices of Small and Disadvantaged Business Utilization in Homeland Security, Health and Human Services, Interior, State, US Agency for International Development, General Services Administration, and US Postal Service traveled from Washington, DC to participate in USPAACC's Federal Contracting Town Hall Meeting, with the San Francisco District Counsel of the Small Business Administration, during CelebrAsian Business Opportunity Conference held in May 2011 in Los Angeles.

The Town Hall Meeting, sponsored by iTech, presented participants with a full briefing on where the money and opportunities

are to be found. The panel, moderated by Kevin Boshears, Director of OSDDBU, US Department of Homeland Security, included: Debbie Ridgely, Director at the US Department of Health and Human Services; Mark Oliver, Director, US Department of Interior; Mauricio Vera, Director, USAID; Teresa Lewis, Director, US Department of Treasury; Jiyoung Park, Director, General Services Administration; Robert Elcan, Chief, Minority and Women Outreach Program Section of the FDIC; Shapleigh Drisko, Director, US Depart-

ment of State; and Edwin Joe, Staff Counsel and Special Assistant U.S. Attorney, SBA San Francisco District Office. ●



Directors of the Federal Offices of Small & Disadvantaged Business Utilization (OSDBU) participate in the Town Hall Meeting on federal contracting opportunities.

Teaming Opportunities in IT Arena Explored at General Dynamics Networking Event



Ludmilla Parnell of General Dynamics (above left) and the networking participants in Arlington, Virginia.

USPAACC National and General Dynamics hosted a networking reception and dinner for small and minority IT-related businesses on January 9, 2012 in Arlington, Virginia.

The event explored teaming and contract opportunities with General Dynamics Information Technology (GDIT).

Ludmilla Parnell, Director of Business Development Small Business Partnership at General Dynamics Information Technology made a presentation on how to effectively do business with GDIT.

GDIT, a Fortune 100 company, provides information technology, systems engineering,

professional services and simulation and training to customers in the defense, intelligence, homeland security, health, federal civilian government, state and local government and commercial sectors.

For more information on contract opportunities with GDIT, contact USPAACC. ●



USPAACC West Honorees: David Chen, Deputy Procurement Manager, Lawrence Berkeley National Laboratory; Dean Yonemoto, Mentor-Protégé Program Manager, Boeing; Marianne Strobel, Executive Director, Supplier Diversity, AT&T; Dora Wong, VP Public Relations & Communication, Coca-Cola; Joan Kerr, Supplier Diversity Director, PG&E; Joe Alderete, Supplier Diversity Manager, Southern California Edison; Hanh Le, Small Business Specialist, Lawrence Berkeley National Laboratory; Andrew Ly, President & CEO, Sugar Bowl Bakery; with USPAACC leadership and other award recipients.

USPAACC West Holds Procurement Connections and Top 10 Asian American Business, Corporation and Government Agency of the Year Awards

The 'Asian American Business, Corporation and Government Agency of the Year Awards' were presented October 25, 2011 at the Wyndham hotel in San Jose, California immediately following the Procurement Connections event earlier in the day.

Hosted by USPAACC West, the events were attended by over 150 Asian American businesses from a variety of industries, Fortune 500 companies and government officials from federal, state, and local levels.

Wells Fargo, AT&T, Kaiser Permanente, Ameredia, Sugar Bowl Bakery, The Coca-Cola Company, ITSource Technology, Metropolitan Transportation Commission and Teruko Weinberg sponsored the event.

The Asian American Business of the Year Awards went to Sainergy, Inc., Fine Tec Computer and Ameredia; Corporation of the Year Award went to Southern California Edison, PG&E and AT&T, and the Government Agency of the Year Award went to Los Angeles

World Airports, Lawrence Berkeley National Laboratory and Caltrans.

"We take pride in recognizing the continued robust growth and community service shown by Asian American-owned businesses across industries, even in these challenges economic," said Clyde Wong, USPAACC Western Region President. "We applaud Western Region corporations and government agencies for their commitment to supplier diversity and ensuring equal opportunities for Asian American businesses."

"This is a great event, full of energy and forward-thinking business owners. I'm so glad to be here all day. It is time well spent," said Vanna Truong, Vice President, Business Development Officer, Wells Fargo.

"As usual, USPAACC hit the ball out of the park. We met qualified Asian American businesses here that are ready, willing and capable to do business with major corporations and their second tier vendors. AT&T is

just delighted to be a part of this event and we look forward to more collaboration," said Marianne Strobel, Executive Director, Supplier Diversity, AT&T.

"USPAACC has done a wonderful job of educating, training and creating business opportunities for Asian American suppliers and I am delighted to be associated with them," said David Chen, Ph.D., Deputy Procurement Manager, Lawrence Berkeley National Laboratory.

"The Award is great, but we're here to make it of true value to you! That is why I got up this morning, put on a nice suit and drove 2.5 hours to come to this event and I am just delighted to be here," said Robert Padilla, Disadvantaged Business Enterprise Program Manager, Caltrans.

"USPAACC continues to make true connections happen among quality people," said Edwin Joe, Special Assistant U.S. Attorney, SBA San Francisco District Office. ●



At UPS Headquarters: Kurt Kuehn, UPS Chief Financial Officer; Dave Barnes, UPS Chief Technology Officer; Allen Hill, UPS Senior VP, Human Resources; Juan Perez, UPS VP, Technology IT & Services; Chong Loo, UPS Director, International Finance; Kathy Homeyer, UPS Director, Supplier Diversity; Ken Xie, President & CEO of Fortinet and Summit Keynote Speaker; Terry Hsiao, CEO of Hook Mobile; and USPAACC Leadership.

USPAACC Southeast Presents Annual Summit and Top 10 Asian American Business Awards

USPAACC Southeast, led by Chapter President Naheed Syed, held its Annual Summit and Top 10 Asian American Business Awards at the UPS Headquarters in Atlanta, Georgia in October 2011. UPS, Aflac, The Coca-Cola Company, Accenture, GRMI, Sun Technologies, Turner Broadcasting, PAX, and Travelers sponsored the event.

The Top 10 awards, presented at the Summit, recognize the fastest-growing Asian American-owned companies in the Southeast region, based on overall and percentage revenue growth over the past three years (2008 to 2010).

Ken Xie, CEO of Fortinet, shared his business experience through his "Journey

from China to Silicon Valley" keynote speech. At the Summit, panel discussions were held on Asian American leadership and business success, as well as how to do business with corporations, financial planning for business owners, government contracting 101, risk management for businesses, and social networking: how to use it for business success. ●

USPAACC Southwest Region Celebrates 10th Anniversary Milestone in Texas

USPAACC's Southwest Regional Chapter celebrated a milestone when it held its 10th Annual Asian Business EXPO in Arlington, Texas on August 17, 2011.

The EXPO, led by Regional Chapter President Grace McDermott, had over 700

participants and showcased Asian American-owned businesses and over 30 Corporations, who are long-time supporters of USPAACC, and who continue to successfully connect and do business with each other. Held at the Arlington Convention Center, the EXPO's

theme was "Partnering for Success...Preparing for the Future." The EXPO Premier partners were Verizon and Lockheed Martin Aeronautics Company; Wells Fargo was the Signature Sponsor and Frito Lay was the Gold Sponsor. ●



USPAACC Northeast Region Hosts Joint Gala Event with Philippine Business Community

USPAACC Northeast Regional Chapter, led by President Savio Chan, held a joint special event with the Philippine community, the Ball of the Philippine Fiesta Gala Dinner on August 19, 2011 at the Sheraton Meadowlands hotel in East Rutherford, New Jersey.

Over 500 attended, including Philippine Ambassador to the United Nations Libran Cabactulan, Consul General Mario de Leon Jr. and other dignitaries.

USPAACC Northeast led by Chapter President Savio Chan presented its annual B2B awards to two Filipino-American businesses. The Star Technology Award went to The Filipino Channel (TFC), a television content provider to companies such as Verizon, Time Warner and Comcast. The Star Entrepreneur Award went to New Jersey-based foodmart chain store Philam Merchandising Inc. The award was presented by Jim Costa, PepsiCo VP Global Procurement, Capital, MRO.

USPAACC Chapter Presidents Draw Battle Plan for 2012 and Beyond

The Regional Chapter Presidents of USPAACC, together with several Advisory Board Members, met with USPAACC National President & CEO Susan Au Allen on January 10, 2012 to discuss past performances and to set goals for the new year and beyond. The whole-day session was held at the exclusive Cosmos Club in Washington, DC, which was founded in 1878 and lists Nobel and Pulitzer Prize winners among its members. ●





In good company: Four CEOs who made their first million before reaching 30 years old (from left) John Xie, Greg Lam, Josh Hong, and Terry Hsiao

CEOs to Watch: Young Entrepreneurs Share Secrets to their Million-Dollar Success

Four young Asian American CEOs shared their success stories on how they built their multi-million dollar businesses before reaching 30 years old at USPAACC's CelebrAsian 2011 Conference in Los Angeles last May.

Entrepreneurs Terry Hsiao, John Xie, Greg Lam and Josh Hong were the featured speakers at the session, where they relayed the opportunities and challenges faced and how they competed against large companies to become some of the most profitable enterprises today. For more information about these young entrepreneurs, visit www.uspaacc.com ●

14 Asian American College-Bound Students Receive Scholarships

Fourteen 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 25 at the Millennium Biltmore hotel in Los Angeles. The special event, sponsored by Ampcus, Pfizer and Wendy's, was part of CelebrAsian Business Opportunity Conference 2011.

This year's scholarship sponsors include: PepsiCo Foundation (2); UPS (2); Verizon (2); AT&T; Denny's; Enterprise Holdings;

Exxon Mobil; Drs. Poh Shien and Judy Young; Paul Shearman Allen & Associates; PEMCO; Planned Systems International.

William Wang, Founder and CEO of VIZIO; Hiten Patel, Founder & CEO of Collabera; and Daphne Wang of Pfizer Helpful Answers addressed the luncheon crowd.

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. ●



(Continued from Page 1)

CelebrAsian is the only annual national pan Asian American business conference in the United States. Every year, CelebrAsian provides American and other small and minority businesses wide access to contract opportunities and jobs in growth industries, strategic solutions and best practices to thrive in the current market. It connects hundreds of top-caliber Asian American suppliers with buyers from Fortune 1000 Corporations, the Federal, State and Local Government, and the small and minority business community, through pre-scheduled one-on-one business matchmaking meetings, informative summits, workshops, and networking events.

www.uspaacc.com

"USPAACC has always taken great pride in recognizing and showcasing the continued robust 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 thrive in the mainstream." ●

NEWS BRIEF

USPAACC National President & CEO Participates in American Red Cross Webinar

USPAACC National President & CEO Susan Au Allen conducted a nationwide webinar on January 6, 2012 at the American Red Cross headquarters in Washington, DC. The webinar discussed ways American Red Cross employees and volunteer leaders across the country (chapter presidents, second tier management, fund-raisers, volunteer recruiters, administrative support who interacts with community) can best work in the Asian American communities, based on a better understanding of Asian American cultures. Allen's 30-minute presentation was followed by a half-hour Q&A session from the webinar participants.

USPAACC Midwest Holds Business Seminar on Survival Strategies in Chicago

USPAACC Midwest, led by Chapter President Varghese Chacko, held the seminar "Survival Strategies in the Changing Marketplace" at the PepsiCo Plaza in Chicago, Illinois in October 2011 with General Motors and PepsiCo as sponsors.

USPAACC Western Region Holds Procurement Connections in Los Angeles

In February 2011, USPAACC Western Region, headed by Chapter President Clyde Wong, held the Asian American & Minority Procurement Connections: "2011 Business Forecast: Where are the Opportunities and Working Capital" at the Millennium Biltmore Hotel in Los Angeles, California with Wells Fargo as the Title Sponsor. Other sponsors included Hilton Worldwide and Southern California Edison.

2011 Scholarship Recipients

The 2011 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; Anna Strzala, USPAACC Education Foundation, Washington, DC and JP Torres, Atelier Media Group, Massachusetts

Exxon Mobil Scholarship

Jaspal Singh Suri
Bakersfield, California

"I am very blessed and honored to have been among the great dignitaries, successful Asian American entrepreneurs at CelebrAsian 2011. The success stories of hard work, dedication and perseverance were inspiring. This is a dream come true for me and a life-changing opportunity."



PepsiCo Foundation Scholarship

Julia Le Doan
Fort Worth, Texas

"CelebrAsian 2011 was much more than I imagined it to be. There were so many successful business owners and professionals all in the same location. It was amazing to see a large group of individuals celebrate the accomplishments of Asian Americans. Thank you for this wonderful experience."



UPS Scholarship

Annie Yin Wang
Wheelersburg, Ohio

"CelebrAsian was a phenomenal experience for me! I have never witnessed so many successful people in my life. It was an honor to be selected out of 2,000 applicants. It has shown me that my hard work has finally paid off. The heartfelt stories I heard at the Conference has inspired me to never give up on my dreams!"



Verizon Scholarship

Jennifer Marie Wong
Seattle, Washington

"This was a dream come true. It was great to see people from across the country with a common goal: to strive and succeed. I am grateful for being able to meet these people. Thank you for giving me this opportunity to enrich my life and allowing me to grow."



PepsiCo Foundation Scholarship

Christine Su-Jin Kim
Prosser, Washington

"CelebrAsian 2011 was amazing. I met inspirational people and made lifelong friends. I can't wait to return to CelebrAsian Conference hopefully as a speaker of a Fast 50 Asian American Business leader. Thank you for giving me this opportunity and helping me understand that I can truly do anything as long as I have the passion and drive."



UPS Scholarship

Ashley Ly Doan
San Marcos, California

"At CelebrAsian 2011, I learned a lot from speakers who inspired me to achieve my dreams. I received advice from some of the most successful people, advice that I will forever hold. I forged bonds with friends that have motivated me to never give up. Thank you for giving me such an amazing opportunity."



Verizon Scholarship

Abigail Seow
Houston, Texas

"I feel so blessed and thankful for the memories. I made new friends, met famous businessmen and women, celebrities, and really experienced the overall atmosphere of the CelebrAsian Conference. Thank you for allowing me to be part of this once-in-a-lifetime opportunity."



For private sponsors and corporations who want to help our future leaders, please contact USPAACC at Tel 1 (800) 696.7818 or 202.296.5221 | Fax 202.296.5225 | Email: info@uspaacc.com or visit www.uspaacc.com

2011 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, 14 scholarships were awarded this year.

Drs. Poh Shien & Judy Young Scholarship

Tuyet Minh Ngoc Le
Margate, Florida

"The success stories I heard at CelebrAsian 2011 have motivated me into wanting to strive for my goal and to actually realize them. They say that a good teacher teaches, but a great teacher inspires. I have been truly inspired by what I have experienced at this Conference."



PEMCO Scholarship

Jose Rafael Panlilio
Arlington, Virginia

"I have never seen so many distinguished and inspiring people in my life get together like they did at CelebrAsian 2011. Thank you to USPAACC and PEMCO for this scholarship. I will do my best to make sure that I do not waste this opportunity and to make everyone proud."



AT&T Scholarship

Kaithleen Abastillas
Artesia, California

"At CelebrAsian 2011, I learned that with enough perseverance and determination, small dreams can become big and that anyone can succeed and attain the best in life. Because of USPAACC and AT&T, I can fulfill my lifelong dreams and ambitions. Thank you!"



Enterprise Holdings Scholarship

Peter Vo
Torrance, California

"Thank you for the amazing opportunity to take part in this meaningful event that celebrates the accomplishments and contributions of Asian Americans. I was inspired by USPAACC's successful efforts to foster business growth nationwide."



Paul Shearman Allen & Associates Scholarship

Loan Thi Phan
Fort Worth, Texas

"I am highly appreciative to have had the chance to meet so many famous and successful people. They have all inspired and motivated me to do my best to be successful in life. It was a great experience that I will never forget. This has impacted my life for the better."



Planned Systems Int'l Scholarship

Bryant Ho
Oakland, California

"CelebrAsian 2011 was definitely an experience that will remain with me for the remainder of my life. I never imagined myself ever having the opportunity to be in an environment with so many successful and influential business people and entrepreneurs. Hopefully, one day, I will be able to return again, not as a student, but as prominent figure who will be able to fund the same amazing experience I was given."



Denny's Scholarship

Evelyn Jo
Calexico, California

"Being part of CelebrAsian 2011 was a blessing for me. I was amazed to see many successful people and was amazed to learn how much progress the Asian American business community has made. The Conference theme 'Together We're Better' made me realize that without the help of my family and friends, I would not be where I am today. It is because of them that I am able to live my dreams and strive for the very best."





US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

1329 18th Street NW, Washington, DC 20036
www.uspaacc.com

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!

USPAACC

*The ultimate solution
to make the right connections*

Membership Application

Send completed application to

USPAACC • 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 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.

Name of Company/Individual

Name and Title of Corporate Officer

Street/P.O. Box Number

City/State/ZIP

Phone

Fax

E-mail

Website Address

Signature of Individual/Corporate Officer