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US Pan Asian American Chamber of Commerce EF

REPORT

Bright Business Outlook Revealed at USPAACC's CelebrAsian Business Opportunity Conference 2012

Signature pre-scheduled one-on-one business matchmaking meetings, informative summits, and high-level networking events held to spur growth in current market

Signs of business resurgence were evident at the 27th Anniversary CelebrAsian Business Opportunity Conference 2012, the flagship annual national event presented by the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC).

The bustle of business activity—deals and connections being made—began on June 4 and reached its crescendo on the third day, when top procurement officers from Fortune Corporations, Government Agencies and Non-Profits converged at the largest and oldest annual national Pan Asian American business Conference in the United States to connect with Asian American suppliers from across the country. CelebrAsian 2012 was held at the Marriott Bethesda North Hotel & Conference Center in Bethesda, Maryland.

Ravi Saligram, CEO of OfficeMax, and Kyle McSarrow, President of Comcast/NBCUniversal, Washington, DC participated as the Conference Co-Chairs. Comcast/NBCUniversal, Marriott International, OfficeMax, PepsiCo and Wells Fargo were the

Corporate Co-Chairs. Fine Tec Computer and Fortinet were the Asian American Business Co-Chairs.

The Conference theme, "The Future is Now: Seize It & Win It" set the tone for the 3-day event that featured top-notch speakers, high-caliber Asian American business owners, and hundreds of participants vying for cutting-edge information, lucrative opportunities and unprecedented growth.

CelebrAsian 2012 opened its doors to over 70 Fortune Corporations, 15 Government Agencies, and 7 Media partners to meet with Asian American suppliers. Over 90 different types of commodities across industries needed to be purchased. In all, more than 600 Conference participants came in full force from all over the country.

At the black-tie Excellence Awards Gala, USPAACC presented awards and recognition to its Fast 50 Asian American Businesses, whose collective revenue last year surpassed \$4 billion, with companies recording up to 400% growth.

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Opening the Gateway to Growth Opportunities: At the CelebrAsian 2012 ribbon-cutting ceremony to officially open the Supplier Trade Fair and USPAACC's signature pre-scheduled one-on-one business matchmaking sessions on June 6, 2012 in Bethesda, Maryland.

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

**USPAACC Southeast Chapter
Annual Business Summit**
UPS Headquarters
Atlanta, Georgia – October 11

Business Express: Ready Set Grow
Hilton Orange County / Costa Mesa
Costa Mesa, California – November 4-6

**USPAACC Western Region Chapter
Procurement Connections and Top 10
Asian American Business Awards**
Sheraton San Jose Hotel
Milpitas, California – November 8

SAVE THE DATE
**CelebrAsian Business Opportunity
Conference 2013**
Hyatt Regency Orange County
Garden Grove, California – June 3-5, 2013
Visit www.uspaacc.com for details

eastwest REPORT is published by the
US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION
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President's Message



Dear Friends,

It is with great pride that I share with you the news that our flagship 27th Anniversary CelebrAsian Business Opportunity Conference, held on June 4-6 in Bethesda, Maryland, has once more lived up to its promise as the largest Pan Asian American business opportunity conference in the United States.

Our Conference theme, "The Future is Now: Seize It & Win It" set the tone for the 3-day event that showcased top-notch speakers, high-caliber business owners, and eager participants who were hungry for cutting-edge information, lucrative opportunities and unprecedented growth. We set out to provide a platform that would create parity and a roadmap of opportunities for business-to-business Asian American-owned enterprises nationwide, so that they can compete effectively in the mainstream.

Ravi Saligram, CEO of OfficeMax, and Kyle McSillarow, President of Comcast/NBCUniversal, Washington, DC came and served as our Conference Co-Chairs. Comcast/NBCUniversal, Marriott International, OfficeMax, PepsiCo and Wells Fargo were strongly represented as the Corporate Co-Chairs. Equal boost came from Fine Tec Computer and Fortinet, who were our Asian American Business Co-Chairs. 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!

The bustle was evident among our 600 Conference participants who came in full force from all over the country. We kicked off the Conference with an Industry Focus Group in Information Technology, where peers discussed issues and presented innovative solutions. Our eight young entrepreneurs, who made their first millions even before reaching the age of 40, shared their secrets to success. We also showcased our more seasoned entrepreneurs—our Asian American CEOs—who are now living the American Dream; and our Fast 50 Asian American Businesses who continue to buck the trend by posting enormous growth rates amidst a challenging economy. No doubt, more success stories will spring from this Conference!

For the first time ever, we honored 6 Asian Americans who serve as Members of the Board of Directors of Fortune Corporations. Their opinions matter; they have broken the bamboo ceiling, reached the pinnacle of success, and belong to a rarefied echelon that very few Asian Americans achieve in the corporate world.

Our informative sessions educated participants on current trends, job growth and contract opportunities in various industries. The Procurement Officers Forum packed the room with a dynamic, candid and eye-opening discussion for suppliers on the compendium of factors that go into the procurement decision-making process. We scored plus points for bringing together some of the heavyweight names in the procurement arena from AARP, American Red Cross, Aramark, AT&T, The Coca-Cola Company, Comcast, ConAgra Foods, and Marriott International.

We heard from our Asia Trade Mission delegates to China and India, who established strong foundations for future partnerships with local businesses they visited and among themselves. At our Business Express: ReadySetGrow forum, we learned new ways to grow quickly, and at the special luncheon, our first graduates gave positive feedback on the program. Clearly, they are now on the accelerated track to growth.

We also presented a session on how to crack the code of marketing to corporations and government agencies, advanced contracting that takes relationships with corporations and government to the next level, access to capital through immigration investors and banks, and our signature Supplier Opportunity Fair. We invested in our future and presented 14 college scholarship awards selected from over 4,000 applications and the entire room was visibly moved by their heart-wrenching yet awe-inspiring triumph over adversity.

It was indeed a very memorable three days of special events for our B2B Asian American-owned enterprises—who came from coast to coast—as we continue to bring them to the forefront of supplier diversity, to share their success stories to a wider public, and to serve as the unified voice and strong platform for robust growth in the mainstream.

I hope to see you at one or more of our Regional events this year or in California next year!

Susan Au Allen
National President & CEO

USPAACC's "Fast 50 Asian American Businesses" Deliver Strong Message of Growth at CelebrAsian Business Opportunity Conference 2012

Over \$4 billion—with up to 400% growth rate—generated by companies across industries

Growth amid a challenging economy was the overarching message heralded at USPAACC's flagship event, CelebrAsian Business Opportunity Conference, when it officially unveiled its 2012 list of Fast 50 Asian American Businesses. The ceremony was held during the Excellence Awards Gala on June 5 at the Marriott Bethesda North Hotel & Conference Center in Bethesda, Maryland. The Founders, CEOs, COOs and Presidents of the Fast 50 Asian American Businesses flew in from all over the country for the black-tie event.

Over \$4 billion in revenue and up to 400% were generated by USPAACC's 50 Asian American businesses last year. They represent a wide range of industries nationwide — supply chain management, healthcare, professional staffing, food wholesale, IT, environmental, green energy, media, etc. The businesses represent Americans of Chinese, Filipino, Indian, Japanese, Korean, Malaysian, Taiwanese and Vietnamese descent.

The revenues and growth rates were cumulated, verified, ranked and officially revealed at the Gala by Ernst and Young, the Fast 50 Ranking Sponsor.

"USPAACC is proud to recognize and showcase the continued robust and steady growth shown by Asian American-owned businesses across industries amid 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 lead the way as catalysts to job growth and in the revitalization of our national economy."

USPAACC National President & CEO Susan Au Allen, Conference Co-Chair and CEO of OfficeMax Ravi Saligram, Conference Co-Chair and President of Comcast/NBCUniversal, Washington, DC Kyle McSlarrow, and Asian American Business Co-Chair and Founder, President & CEO of Fortinet Ken Xie, presented the awards.

To qualify, companies must be owned (at least 51%) and managed by one or more Asian Americans (U.S. citizens or permanent residents) and with at least \$1 million in annual revenue in the immediate past 3 fiscal years of operation. Through direct applications/nominations, selection was determined by percentage revenue growth over the past three years. Finalists were independently verified by the accounting firm of Ernst and Young. ●

"We congratulate our Fast 50 Asian American Businesses—proof positive that through innovation, hard work, and ingenuity, Asian Americans can lead the way as catalysts to job growth and in the revitalization of our national economy."

— Susan Au Allen, USPAACC National President & CEO



Top photo, from left: USPAACC National President & CEO Susan Au Allen presenting the Fast 50 Asian American Business award to Sam Jhans, CEO of Ameredia, Inc.; Conference Co-Chair Kyle McSlarrow, President of Comcast/NBCUniversal Washington, DC; Conference Co-Chair Ravi Saligram, CEO of OfficeMax; and Asian American Business Co-Chair Ken Xie, Founder, President & CEO of Fortinet, Inc. Middle and above photo: The Pride of the Asian American business community gather on stage for their Excellence Awards group photo.

CelebrAsian 2012 Highlights



◀ **Under 40 Millionaire Entrepreneurs — Success Stories** kicked off the Conference with (This row, from far left): Duke Chung, Chairman & Co-Founder, Parature; Manoj Ramnani, Founder & CEO, Dub Labs; Anjali (Ann) Ramakumaran, CEO, Ampcus, Inc.; and Terry Hsiao, Founder & CEO, Hookmobile; among the featured speakers.



▲ **Procurement Officers Forum** (Above, clockwise): Charles Lousignont, VP, Supply Chain Management, Aramark; George Sloan, VP, Global Procurement, AT&T; Gregg Waterman, VP, Procurement, Indirect Goods & Services, The Coca-Cola Company; DK Singh, SVP, Procurement, ConAgra Foods (Chair); Jill Bossi, VP, Chief Procurement Officer, American Red Cross; Roy Anderson, VP, Procurement Services, Metasys Technologies, Inc. (Moderator); Stephane Masson, VP, Global Procurement, Marriott International; Peter Kiriacoulacos, SVP, Chief Procurement Officer, Comcast; (Below, in foreground) Mark Reed, Chief Procurement Officer, AARP.



"A BIG thank you for inviting me to join your fantastic event. It was really a great pleasure and honor to be with all the great members of the USPAACC organization... Certainly one of the few times I really enjoyed the level of discussion and dialogues!"
— Stephane C. Masson, Marriott International, Inc.



▲ **Asia Trade Mission Roundtable** (Above, left to right): Anisa Balwani, President, RCI Technologies, Inc.; Chester Tong, Founder & CEO, MSL Express; Chirag Bhatt, Vice President, FEI Systems; Grace Lo, President, Majestic Solutions, Inc.; Charlie Ramos, President, CR Dynamics; and Richard Bellas, Vice President, COE Leader, Global A&M Procurement, PepsiCo (Moderator).

CelebrAsian 2012 Highlights



▲ Their opinions matter: For the first time ever, at CelebrAsian 2012, USPAACC honored 5 Asian Americans who serve as Members of the Board of Directors of blue ribbon companies at the **Asian American Directors' Awards & Welcome Reception** (Above, from left): Ravi Saligram, CEO, OfficeMax and Conference Co-Chair; Susan Au Allen, USPAACC National President & CEO; Dinyar Devitre, Board of Directors, Altria Group, Western Union and SABMiller; Patricia Loui, Board of Directors, Export-Import Bank; Rajive Johri, Board of Directors, ConAgra Foods; Khanh Thien Tran, Board of Directors, Pacific Life; and John Chen, Board of Directors, Wells Fargo and Walt Disney.



▲ **Supplier Diversity & Small Business Programs Caucus** (Above, from left): Priscilla Wallace, Supplier Diversity Manager, American Red Cross; Aline Presley, Supplier Diversity Coordinator, Exxon Mobil Corporation; Fred Lona, Senior Director, Supplier Diversity, Hilton Worldwide; Jessica Choi, Director, Supplier Diversity, Aramark (Moderator); Jesse Crawford, Senior Group Manager, Global Supplier Diversity, Verizon; and Ron Tutundji, Small Business/Supplier Diversity Manager, DuPont (Moderator).

"Congratulations on yet another successful CelebrAsian conference. I made great contacts and will be following up with many."

— Jacqueline Rosa, JP Morgan Chase



"Again, FABULOUS Event! I have already connected with three suppliers that I met at the event and we're now moving them into discussions with members of our sourcing teams."

— Marianne Strobel, AT&T

Crack the Code of Marketing to Corporations & Government Agencies 101 ►

(From left): Keith Joy, Director, Small Business Programs, Oak Ridge Laboratory; Teresa Lewis, Director, OSDBU, U.S. Department of Health & Human Services; Tess Blengino, Program Manager, CE2 Corporation; Aline Presley, Supplier Diversity Coordinator, Exxon Mobil Corporation; Hanh Le, Small Business Specialist, Lawrence Berkeley Laboratory (Moderator); and Lili Tarachand, Founder & CEO, LTD Global, LLC.



CelebrAsian 2012 Highlights



▲ **Asian American CEOs: Living the American Dream** (Above, left to right): Gary Stiffler, President & CEO, The Matlet Group; John Lam, Chairman & CEO, The Lam Group; Thanh Nguyen, President & CEO, NVT Technologies, Inc.; Lina Hu, Founder & CEO, Clipper Corporation; Ravi Saligram, CEO, OfficeMax and Conference Co-Chair; Kishore Khandavalli, Chairman & CEO, iTech U.S., Inc. (Moderator).



“It was my first USPAACC Conference and it really opened my eyes to new opportunities for my business and for networking with other Asian American business leaders.”

— Giles Shih, Bio Resource International, Inc.



“I received so much beneficial information from the conference. I was so glad I attended and I look forward to next year’s event.”

— Shendora Pridgen, Morgan Stanley



▲ **Taking your Relationship with Corporations & Government to the Next Level: Advanced Contracting** (Above, from left): Mark Oliver, Director, OSDBU U.S. Department of the Interior; Raj Patil, CEO, AEEC, LLC; Shapleigh Drisko, Director, OSDBU, U.S. Department of State; Velda Fludd, MWOB Specialist, FDIC; Kevin Boshears, Director, OSDBU, U.S. Department of Homeland Security (Moderator); Clyde Wong, Founder, President & CEO, CE2 Corporation and President, USPAACC Western Region Chapter; and Sandeep Gauba, President & CEO, Metasys Technologies, Inc.

CelebrAsian 2012 Highlights



▲ **Conference Co-Chairs Deliver Keynote Speeches at the Excellence Awards Gala** (Above, from left): Ravi Saligram, CEO, OfficeMax; and Kyle McSarrow, President, Comcast/NBCUniversal, Washington, DC.



▲ **Corporate Champion of the Year Award** — Fred Lona, Hilton Worldwide's Senior Director of Supplier Diversity, was honored by USPAACC for his long-time support of and steadfast commitment to USPAACC. Susan Au Allen, USPAACC National President & CEO, presented the Award.



▲ **CelebrAsian 2012 Gold Sponsors** (Above, from left): Ken Xie, Founder, President & CEO, Fortinet (Asian American Business Co-Chair); Stephane Masson, VP, Global Procurement, Marriott International (Corporate Co-Chair); Robert Eaton, Principal Business, Relationship Manager, Wells Fargo (Corporate Co-Chair); and Ricardo Barrientos, Senior Director, Supplier Diversity, PepsiCo (Corporate Co-Chair).

"I am impressed, congratulations on hosting such an energetic conference."
— Chandrakant "CK" I. Patel, Asian American Hotel Owners Association



▲ (Above, from left) Kathy Homeyer, Director, Supplier Diversity, UPS (Gala Sponsor); Ron Tutundji, Small Business/Supplier Diversity Manager, DuPont (Corporate Brain Trust Co-Chair); Jessica Choi, Director, Supplier Diversity, Aramark (Corporate Brain Trust Co-Chair); and Tony Gladney, VP, National Diversity Relations, Caesars Entertainment (Gala Sponsor).



▲ (Clockwise): "Fast 50 Asian American Businesses" Honorees Ravi Damodaram, President & CEO, Sun Technologies, Inc. and Sandeep Gauba, President & CEO, Metasys Technologies, Inc.; Lina Hu, Founder & CEO, Clipper Corporation and Deena Conner, VP, Business Units, Clipper Corporation; "Fast 50 Asian American Businesses" Honoree Harlan Lee, President & CEO, Harlan Lee & Associates LLC, with fellow business owners. "The President's Own" U.S. Marine Band. ▼



▲ USPAACC Region Chapter Presidents Grace McDermott, Clyde Wong, Varghese Chacko and Savio Chan with Susan Au Allen, USPAACC National President & CEO; Mistress of Ceremonies Eun Yang, NBC Washington Anchor, NBC Universal, with Master of Ceremonies Richard Lui, MSNBC News Anchor.





USPAACC and Wells Fargo present first graduates of "Business Express: Ready Set Grow®" program at CelebrAsian 2012

Business program fills information gap, leverages resources, and places businesses on accelerated path to growth

The first graduates of the business development program *Business Express: Ready Set Grow®* were presented at a special luncheon during the CelebrAsian Business Opportunity Conference in Bethesda, Maryland on June 5, 2012, where they shared positive testimonials about their experience.

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

The specially-designed topics included: Maximizing profitability through financial planning; developing business plans; marketing and

brand building; and improving operational functions to lower costs, and other growth-related topics.

The first workshop, facilitated by Tim Fulton, Chair of Vistage International, was held last year in Virginia. Legacy founder Wells Fargo and sponsors AT&T and Southern California Edison were on hand to lend valuable support to the event.

The next workshop will be held on November 4 - 6, 2012 at the Hilton Orange County / Costa Mesa in Costa Mesa, California. Limited scholarships are available and participants are urged to register early. For more information about this year's program, visit www.uspaacc.com

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At United we work with small to mid-size businesses to customize solutions for your travel needs. Together we can help you save time and money and reward you with additional travel perks.

DID YOU KNOW...

United Airlines announced plans to launch daily, nonstop flights between its Denver hub and its hub at Tokyo Narita International Airport, effective March 31, 2013, subject to government approval. Eastbound service from Tokyo begins April 1. United will operate the service with state-of-the-art Boeing 787 Dreamliner aircraft with 219 seats—36 in BusinessFirst and 183 in United Economy, including 63 Economy Plus seats with extra legroom. United BusinessFirst features flat-bed seats, along with a wide range of premium-cabin services and amenities.

Customers on the flights will experience the aircraft's many passenger-friendly features including improved lighting, bigger windows, larger overhead bins, lower cabin pressure altitude and enhanced ventilation systems, among other features. The aircraft's use of light-weight composites, together with its modern engines and improved aerodynamic design, allow it to fly farther, faster and more efficiently than similar sized conventional aircraft.

United flight 123 will depart Denver daily at 11:55 a.m. and arrive in Tokyo at 3 p.m. the next day. Flight 122 will depart Tokyo's Narita International Airport at 4:40 p.m. and arrive in Denver at 12:30 p.m. the same day. The flight is now available for sale on united.com.

United will begin daily year-round service between its hub at San Francisco International Airport and Taiwan Taoyuan International Airport in Taipei on April 9, 2013, subject to government approval. The flights will operate using Boeing 777 aircraft with 269 seats – eight in United Global First, 40 in United BusinessFirst, 104 in United Economy Plus, and 117 in United Economy. The new San Francisco-Taipei flights will be available for booking once United receives government approval.

Also, United has added new routes from its U.S. hubs to international destinations such as; Shanghai, China, along with new intra-Asia routes between the Tokyo hub and Hong Kong and between the Guam hub and Okinawa, Japan.

Contact: GERALYN STEVENS, Sales Manager, Diversity & Niche Sales
Phone: 713 324 2745, E-mail: geraldyn.stevens@united.com

Behind Successful Deals: At CelebrAsian, Suppliers Leverage the Value of Face-Time and the Power of a Handshake

Salma Shah braved the morning rush-hour traffic on a bright, auspicious day in late May two years ago and drove from Santa Fe Springs to the iconic Millennium Biltmore hotel in downtown Los Angeles to participate in USPAACC's 3-day flagship annual national event, CelebrAsian Business Opportunity Conference.

Shah is the Vice President of Pacific Lodging Supply, a USPAACC-certified minority business based in Santa Fe Springs, California that has been offering large selections of quality hospitality products since 1987. When Shah arrived at the Conference, hundreds of participants were already abuzz with high expectations, eager for lucrative business opportunities and connections to be made. She took it all in—from inspiring peers, procurement experts and powerful keynote speakers to informative workshops and interactive summits. By most accounts, CelebrAsian was well-received, as it presented best practices and viable solutions to help businesses like Pacific Lodging Supply grow to its maximum potential.

By the third day, close to 500 pre-scheduled one-on-one business matchmaking meetings were held at the Guanxi* Supplier Opportunity Fair—a USPAACC signature event—where Shah was among the hundreds of Asian American suppliers who showcased their company's products and services and met directly with key buyers from Fortune Corporations and Government Agencies. Among her full roster of appointments that day was a meeting with a buyer from a well-known global hotel chain. (*A business term meaning "connections" or "relationship"*)

At the same Conference, Shavila Singh, President of Zero Waste Solutions (ZWS), flew in from her San Francisco-based company to personally accept the Excellence Award as one of USPAACC's "Fast 50 Asian American Businesses." ZWS was among the 50 Asian American-owned companies whose collective revenue generated over \$3.8 billion and with enormous growth rate of up to 500%. The Award was presented to her on stage at the black-tie Gala dinner on the second day of CelebrAsian, along with the other Founders, CEOs and Presidents of the Fast 50 companies who all came for this national recognition.

As CelebrAsian wrapped up, over 600 participants from all over the country have learned new growth strategies, exchanged business



Suppliers meet buyers at CelebrAsian in Los Angeles, California

cards, met face-to-face, shook hands and connected with each other—creating solid foundation for future business relationships.

It did not take long for the buyer from the global hotel chain whom Shah met at CelebrAsian to re-connect with Pacific Lodging Supply. They wanted to buy supplies for their hotels. Soon, a contract was signed and a significant purchase order was placed.

ZWS, likewise, reaped rewards from CelebrAsian. No stranger to accolades from USPAACC, the company was recognized as USPAACC's "Top 10 Asian American Businesses in California" earlier in the year. With these awards, ZWS received national recognition soon thereafter, and through this awareness, was approached by Fortune corporations. Next, ZWS was awarded two contracts by a large, nationally-renowned rental car company.

The successes of both companies speak volumes about the value of face-time and the power of a handshake. What began as introductory face-to-face meetings have led to significant deals, thanks to the signature platform created by USPAACC—business matchmaking meetings meticulously arranged between quality suppliers with buyers and key decision-makers within the supply chain.

Next year, informative sessions and business matchmaking meetings—hundreds more—will be held on June 3 – 5, 2013. USPAACC will once again bring CelebrAsian Business Opportunity Conference to the Golden State—this time in Garden Grove, California. And from early indications, CelebrAsian will once again become the national business event that will continue to spring even greater success stories among participants across industries, coast-to-coast. ●

(Continued from Page 1)

"We are very encouraged by the overall performance of Asian American business in this economic environment," said Susan Au Allen, USPAACC National President & CEO. "Based on the glowing accolades we received and firm promises to return next year, I am confident that our Conference has lived up to its promise as the preeminent Pan Asian American business opportunity conference in the country. CelebrAsian creates parity and a roadmap of opportunities for Asian American-owned B2B enterprises nationwide."

"Enjoyed being with you and the delegates," wrote Ravi Saligram, CEO of Office-

Max and Conference Co-Chair. "Congrats on a successful event."

Conference Co-Chair Kyle McSlarrow, President of Comcast/NBCUniversal, Washington, DC said: "Comcast/NBCUniversal looks to USPAACC for innovative suppliers."

Other accolades included phrases such as: "an eye-opener for new opportunities;" "great conference;" "impressive line-up of speakers;" "we connected with major corporate buyers;" "made very meaningful contacts;" "very good opportunities;" "I made friends with successful business people;" "fantastic event!" For more information, visit www.uspaacc.com ●

SAVE THE DATE

CELEBRASIAN 2013
BUSINESS OPPORTUNITY
CONFERENCE

JUNE 3 - 5, 2013

HYATT REGENCY ORANGE COUNTY
GARDEN GROVE, CALIFORNIA

2012 Scholarship Recipients

The 2012 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Washington, DC (Chair); Leo Lawless, B Cube Ltd, Virginia; Kurt Nguyen, Qnexis, Inc., Virginia; Aline Presley, Exxon Mobil Corporation, Virginia; Ann Ramakumaran, Ampcus Inc., Virginia; Annette Stevenson, SAS Institute, Inc., North Carolina; JP Torres, Atelier Media Group, Massachusetts; Aloysius Yoon, Lattice Group, Maryland; and Dita Aisyah, Michelle Yin, and Anna Zawacki, USPAACC Education Foundation, Washington, DC.

Coca-Cola Scholarship

Winnie Chau
Houston, Texas

"CelebrAsian 2012 was a learning experience for me. I created life-long friendships and business experiences. The Conference was grand in every aspect and I'm thankful to USPAACC and my scholarship sponsor that I was given a chance to attend—I will remember this for years to come."



Enterprise Holdings Scholarship

Jennifer Tran
Port Arthur, Texas

"CelebrAsian was an incredible experience—one that I will never forget. I gained opportunity, knowledge, and life-long friends. The conference opened doors of opportunity for me and gave me insight into the business world. I shook hands with successful business owners. One day, I know that I will be like them."



Macy's Scholarship

Tylee Milan
Carrollton, Texas

"The businessmen and women that I met and heard speak inspired me to stay motivated and optimistic throughout my life. From the bottom of my heart, I sincerely thank everyone at USPAACC and my scholarship sponsor for their generosity. It means the world to me."



PepsiCo Foundation Scholarship

Meihuizi Yu
Union City, California

"I will never forget this experience. It is my first time to see such a large conference. I have met lots of business owners. I felt nervous when I talked to them, but I also gained confidence. When they gave me their business card, I felt I won something. I want to be successful just like them."



Denny's Scholarship

Sombreuil Hubbard
Rolling Hills, California

"I never imagined that my experience with USPAACC would be so impactful. Not only did I make life-long friends, I also found role models for their perseverance and passion for helping the world. I also met and networked with successful business people. It was inspiring!"



Exxon Mobil Scholarship

Watcharapong Sangsuwan
Imperial Beach, California

"I saw a variety of people sitting in the same room with laughter and joy. What I saw demonstrated that regardless of where we come from or what skin color we have, our differences will not be an obstacle for the next generation's brighter future. This is what I saw at CelebrAsian."



PepsiCo Foundation Scholarship

Dat Thanh Le
Canoga Park, California

"At CelebrAsian, I was a bit intimidated knowing that many of the participants are CEOs. But soon, my conversations with them became like the ones I would have with my friends. I greatly admire their hard work and success. They have inspired me to continue to strive to reach my goals."



USPAACC Education Foundation welcomes scholarship sponsorships. 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

2012 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.**

UPS Scholarship

Tammy Le
Chicago, Illinois

"I was inspired by the work and wisdom of many business leaders I met at CelebrAsian who offered great advice about life, my education, and my future. They shared stories of how they overcame hardships to achieved greatness. USPAACC provided me with a priceless opportunity."



Bruce Lee Scholarship

Jumonke Ekunseitan
Atlanta, Georgia

"At CelebrAsian, hearing the stories of business men and women how they progressed as entrepreneurs and how they dealt with both failure and success were indeed inspiring. I am grateful for the memories made. Now I have a replenished ambition to continue toward the road to success."



PEMCO Scholarship

Vicki Luong
Oakland, California

"Dressing up for the Gala was definitely fun. But it was also intimidating, because there was a one-hour reception where we, the scholarship recipients, had to mingle with the CEOs and presidents of these famous companies. This experience will help me grow as a better person."



TEOCO Scholarship

Ngo Hna
Rochester, New York

"CelebrAsian was one of the biggest conferences that I have ever attended. It gave me so many new experiences and the chance to meet people who are successful in life. I learned that if you have a dream, don't give up on it, because everything is possible and it will come true."



UPS Scholarship

Long Duong
San Diego, California

"The event was far more incredible than I had expected. Seeing so many successful business people gathered in one place was amazing; having a chance to interact with them was wonderful. I was able to meet with a number of



CEOs and obtained their business cards to help me further my opportunities."

Paul Shearman Allen & Associates Scholarship

Julia Chou
Anaheim, California

"CelebrAsian 2012 has been the experience of a lifetime. Seeing so many accomplished and successful people together—in one place at one time—has opened my eyes to the many possibilities in my future and taught me the true spirit and hope of entrepreneurship."



Drs. Poh Shien & Judy Young Scholarship

Na Li
Philadelphia, Pennsylvania

"The high achievers' stories at CelebrAsian inspired me to someday become as successful as they are and to give back to society. I met lots of people from all over the country with different career paths; they have shown me that my dream to be a successful business person is within reach."



**Scholarship recipients residing in California received additional funds courtesy of Southern California Edison.*

The scholars thank Southern California Edison and USPAACC for this kind and generous gesture.



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