

# eastwest US Pan Asian American Chamber of Commerce EF REPORT

## Procurement Opportunities Abound for Minority Suppliers at CelebrAsian 2013

Largest National Pan Asian American Business Conference Creates a Veritable Platform for Innovation, Job Creation and Industry Growth in the United States

Procurement opportunities and growth industries took center stage at the recent CelebrAsian Procurement Opportunity Conference, the flagship national event designed for Asian Americans, presented by the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC), June 3-5 at the Hyatt Regency Orange County in Garden Grove, California.

AT&T, Hyatt Hotels & Resorts, PepsiCo and Wells Fargo were the Corporate Co-Chairs.

Alorica, a provider of customer management outsourcing solutions with headquarters in Irvine, California; I.L. Creations, a food services company in Rockville, Maryland; SevenTablets, a mobile application development company in Dallas, Texas; and Maxx Shop, a promotional merchandise company in Los Angeles, California, were the Asian American Business Co-Chairs.

USPAACC's CelebrAsian is the oldest and largest annual procurement conference in the United States,

especially designed for Asian American and other minority suppliers to connect with procurement officers and buyers from Fortune 1000 corporations, government agencies and major non-profit organizations. This year's theme is "We are the Future: Immigrants · Citizens · Innovators."

More than 689 Conference participants – representing more than 150 Asian American businesses, 70 Fortune corporations, 20 government agencies and 8 media partners – came in full force from all over the country.

"USPAACC set out to provide an effective platform that would create parity and a roadmap of opportunities for business-to-business Asian American-owned enterprises nationwide," said USPAACC National President & CEO Susan Au Allen. "I am confident that we have delivered on this mission, brought them to the forefront of supplier diversity, and gave our Conference participants so much more added value."

(Continued on Page 13)

### This Issue vol. XXIV, No. 2

President's Message	2
Upcoming Events	2
Success Stories	3
CelebrAsian 2013	4
USPAACC in Action	8
Scholars Speak Out	14
Why Join USPAACC	16



Creating an auspicious start: At CelebrAsian 2013 ribbon-cutting ceremony to officially open the Supplier Trade Fair and USPAACC's signature pre-scheduled one-on-one procurement matchmaking sessions on June 5, 2013 in Garden Grove, 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 2013

Tianjin, Chengdu and Shanghai, China  
September 4 - 14, 2013

#### USPAACC -SE Chapter Annual Business Summit

UPS Headquarters  
Atlanta, Georgia – October 10, 2013

#### Business Express: Ready Set Grow

Hyatt North Houston  
Houston, Texas – November 3 - 5, 2013

Visit [www.uspaacc.com](http://www.uspaacc.com) for details

eastwest REPORT is published by the  
US PAN ASIAN AMERICAN  
CHAMBER OF COMMERCE  
EDUCATION FOUNDATION  
(USPAACC)

1329 18th Street NW, Washington, DC 20036  
Tel 1 (800) 696.7818 | (202) 296.5221  
Fax (202) 296.5225  
E-mail: [info@uspaacc.com](mailto:info@uspaacc.com)  
[www.uspaacc.com](http://www.uspaacc.com)

USPAACC NATIONAL TEAM  
Susan Au Allen  
Mark Allen • Anna Zawacki  
Alyn Hadar • Jay Lee • Jet Luong  
Janice C.Y. Tu • Mihyun Yun  
Jessica Xue • Michelle Yin  
Fahim Moin

EDITOR: JP Torres

© 2013 USPAACC. All Rights Reserved.

## President's Message



Dear Friends,

*We're still flying high from the resounding success of our flagship 28th Anniversary CelebrAsian Procurement Opportunity Conference, the only national Pan Asian American business conference in the United States!*

*Held June 3-5, 2013 at the Hyatt Regency Orange County in Garden Grove, California – our fourth time in the Golden State – we opened our doors to over 689 Conference participants, representing more than 150 Asian American businesses, 70 Fortune corporations, 20 government agencies and 8 media partners. They came in full force from all over the country.*

*Our Conference theme, "We Are the Future: Immigrants – Citizens – Innovators," underscored the myriad opportunities businesses could gain in this global economy. We brought top-notch speakers, high-caliber Asian American suppliers, and hundreds of eager participants vying for cutting-edge information, lucrative opportunities and robust growth.*

*Alorica, AT&T, Hyatt Hotels and Resorts, I.L. Creations, PepsiCo, SevenTablets/iTech U.S., Maxx Shop and Wells Fargo served as our Conference Co-Chairs and came strongly represented. 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!*

*As harbingers of economic growth, we set out to provide a platform of parity and a roadmap to opportunities for business-to-business Asian American-owned enterprises nationwide. I believe that we have delivered on this mission – and gave our Conference participants so much more added value.*

*A big part of this publication has been dedicated to the coverage of CelebrAsian 2013; we have documented this auspicious occasion with glowing accolades and powerful photos. And we will keep you posted as we hear more success stories that will spring from this Conference.*

*Indeed, it warms my heart to know that many of you have made CelebrAsian your gateway to business growth, innovation, job creation and prosperity. I hope you will continue to come to USPAACC as you continue your journey to greater heights.*

*Here's to a bright future!*

Susan Au Allen  
National President & CEO



USPAACC National President & CEO Susan Au Allen addressing the Excellence Awards Gala crowd during CelebrAsian Procurement Opportunity Conference 2013 in Garden Grove, California.



## Innovation, Drive and Adaptability Propel Enormous Growth

Almost \$4 billion — with up to 205% growth rate — generated by companies across industries

Enormous business growth despite a tepid economic landscape was put on the spotlight as USPAACC officially unveiled its 2013 list of Fast 50 Asian American Businesses during the Excellence Awards Gala.

The special event was part of USPAACC's national flagship CelebrAsian Procurement Opportunity Conference.

The Fast 50 Asian American Businesses' Founders, CEOs, COOs and Presidents came from all over the country for the black-tie event to receive their plaque of recognition.

Almost \$4 billion in revenue were generated by USPAACC's 50 Asian American Businesses last fiscal year with up to 205% growth from the previous year. They represent a wide range of industries nationwide, including: supply chain management, logistics, healthcare, professional staffing, food wholesale, large scale food services, IT, environmental, green energy, chemicals, construction, media, etc.

Asian Americans of Chinese, Filipino, Indian, Japanese, Korean, Laotian, Malaysian, Taiwanese and Vietnamese descent, own and manage these successful businesses.

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 pay tribute to the continued robust and steady growth in Asian American-owned businesses across industries, especially in very challenging economic times," said Susan Au Allen, USPAACC National President & CEO. "Our Fast 50 Asian American

*"Our Fast 50 Asian American Businesses continue to buck the trend and are shining testaments to the added value which innovation, hard work, and perseverance bring to the market. Our eyes are on them as they help to lead the way in revitalizing our national economy."*

— Susan Au Allen, USPAACC National President & CEO

Businesses continue to buck the trend and are shining testaments to the added value which innovation, hard work, and perseverance bring to the market. Our eyes are on them as they help to lead the way in revitalizing our national economy."

To qualify, companies must be at least 51 percent owned, controlled 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 three fiscal years of operation. Each applicant or nominee company was ranked based on the percentage revenue growth over the three years. The finalists were independently verified by the accounting firm of Ernst and Young. 🌟

## Supplier Success Stories Flourish at CelebrAsian Procurement Opportunity Conference

Several USPAACC-Certified Asian American suppliers shared their success stories doing business with Fortune Corporations, Government Agencies, large Asian American businesses and non-profits, at a forum "USPAACC Supplier Success Stories."

The forum focused on how Asian American suppliers, as a result of their association with USPAACC, succeeded in connecting with procurement decision-makers and became suppliers to major corporations, government agencies, large Asian American businesses and to non-profits. Best practices and strategies on how to target buyers, get through the door and close the sale resonated among the speakers.

The Asian American suppliers included: Ken Choi, COO, I.L. Creations and Conference Co-Chair; Prince Niyyar, President, Commdex Consulting; Myla Ramos, President, SearchPros Solu-

tions; Dat Dang, President, D&D Unlimited; and Salma Shah, CEO, Pacific Lodging Supply.

The Corporate procurement speakers: Pamela Baxter, Senior Director, Enterprise Sourcing, American Red Cross; Marianne Strobel, Executive Director, Supplier Diversity, AT&T; Sundari Pai, Manager - Communications, Marketing & Supplier Diversity, Collabera; Tai Kwong, Senior Contracts Officer, San Mateo County Transit Authority; and Jose Nido, VP, Global Supplier Diversity, Wyndham Worldwide.

Kurt Nguyen, CEO of Qnexis, moderated the forum. GERALYN Stevens, Sales Manager, Diversity & Niche Sales, United Airlines was a presenter on their company's successful experience with USPAACC. 🌟



## CelebrAsian 2013 Highlights



"Thank you for the opportunity to serve as a Conference Co-Chair. I am vested in helping USPAACC be the best it can be. Many thanks to you and your team on a job well done!"  
— Dr. Ken Choi, I.L. Creations



▲ **Under 40 Millionaire Entrepreneurs — Success Stories** Featured speakers (Clockwise from top left): Michael Lum, Founder, Gradient X; Jennifer Yen, Creator & CEO, Pur-Lisse; Alex Ismail, CEO, Liberty Paper; Ken Choi, COO, I.L. Creations (Conference Co-Chair); Greg Lam, CEO, Kneon (Moderator); Tony Chen, CEO, The Channel Factory; Patrick Flynn, President & CEO, Northeast Relocation; Amanda Ma, Co-Founder, Fresh Events Company; and Sowrabh Sharma, President & Chief Business Officer, MMC Systems.



"I'm already looking forward to next year AND will also sign my (currently) 15 year-old son to join, so he can be exposed to SUCCESSFUL business owners. Their genuine kindness and offers for 'mentorships' is quite a nice gesture. For me, it's important that we show the next generation that success and company ownership is a real and achievable goal!"  
— Joseph A. Maralit, BMW Manufacturing Company



▲ **IT Industry Focus Group** (Above from left): Kishore Khandavalli, Chairman & CEO, SevenTablets / iTech U.S. (Conference Co-Chair); TR Chandrasekar, AVP, Strategic Sourcing, AT&T (Featured Speaker); **Manufacturing Industry Group**: Gene Hahnenberg, Director, Supply Chain, Ingersoll Rand; John Patrick Sweeney, Manager, Supplier Diversity, BASF; Susan Au Allen, USPAACC National President & CEO; Ved Singh, President, New Windsor Brands; Kirby Watson, Manager, Supplier Diversity, Volvo Trucks; Joseph Maralit, Senior Buyer, Purchasing & Supplier Network, BMW; and Debra Quade, Manager, Supplier Diversity, Kellogg.



## CelebrAsian 2013 Highlights



"Many thanks for the invitation to join the CPO Forum. I really enjoyed it again this year! Congratulations on this great event and for all that you do for the minority supplier community."

— Stephane C. Masson, Marriott International, Inc.



▲ **Asian American Directors' Awards and Welcome Reception** (Top, far left): Jacqueline O'Garrow, Senior VP, Director National Alliances and Initiatives, Bank of America; Rajive Johri, Board of Directors, ConAgra Foods; (Above): Stewart Kwoh, President/Board of Directors, Asian Pacific American Legal Center; Susan Au Allen, USPAACC National President & CEO; Jagjeet Bindra, Board of Directors, Edison International; (Left): Andy Lee, CEO, Alorica (Conference Co-Chair).



▲ **Procurement Officers Forum** (From left): Gary Kallenbach, VP, Global Procurement, UPS; Michael Cooper, Director, Sourcing & Procurement, Walt Disney Parks & Resorts; DK Singh, SVP, Global Procurement, ConAgra Foods; Sheila Tierney, VP, Global Procurement, Ingersoll Rand; Susan Au Allen, USPAACC National President & CEO; Anne Hanch, VP, Purchasing, Hyatt Hotels & Resorts (Conference Co-Chair); Stephane Masson, VP, Global Procurement, Marriott International (Chair); George Sloan, VP, Global Procurement, AT&T (Conference Co-Chair); and Roy Anderson, VP, Procurement Services, MetaProcure (Facilitator).



## CelebrAsian 2013 Highlights



▲ **Supplier Diversity Managers Caucus** Corporate Brain Trust Co-Chairs (Above, left to right): Ricardo Barrientos, Senior Director, Supplier Diversity, PepsiCo (Conference Co-Chair); Jessica Choi, Director, Diversity & Industry Relations, ARAMARK; Ron Tutundji, Manager, Supplier Diversity & Small Business Programs, DuPont.

**"It was wonderful to see and experience the energy of the supplier diversity caucus. This caucus has become a signature event for the supplier diversity professionals at your national conference and it is primed to become even better next year!"**

— Ron Tutundji, Dupont



**"I thoroughly enjoyed moderating the panel and the conference as a whole, it was extremely well organized! I look forward to participating again next year."**

— Mauricio P. Vera, U.S. Agency for International Development



▲ **Government Town Hall Meeting: Contracting Opportunities & Vehicles** (Above, from left): Rupert Warner, Purchasing & Supply, Management Specialist, U.S. Postal Service; Shapleigh Drisko, Director, OSDU, U.S. Department of State; Melodee Brooks, Senior Deputy Director, FDIC; Karen Burgess, Lead Business Opportunity Specialist/8a, U.S. Small Business Administration; Kathleen Carvajal, Contracting Officer, U.S. Forest Service; Mauricio Vera, Director, OSDU, U.S. Agency for International Development (Moderator); Susan Au Allen, USPAACC National President & CEO; Robert Medina, Small Business Specialist, NASA; Rachel Baranick, Deputy District Director, Santa Ana Office, U.S. Small Business Administration; Daniel Carrasco, Chief, Contracting Division, U.S. Department of the Army; Pamela Smith-Cressel, Director, OSDU Western Region, General Services Administration; and Willard Strozier, Small Business Representative, U.S. Air Force.



## CelebrAsian 2013 Highlights



"I had a great time meeting new vendors as well as other Supplier Diversity companies that attended. This was such a great event and I'm looking forward to attending again next year."

— Mike Alexander, Target



"I've learned a lot through the inspiring programs and generated some good leads to help our business."

— Cathy Wu, AAAZA, Inc.



▲ **USPAACC Supplier Success Stories** (Above, from left): Marianne Strobel, Executive Director, Supplier Diversity, AT&T (Conference Co-Chair); Pamela Baxter, Senior Director, Enterprise Sourcing, American Red Cross; Salma Shah, CEO, Pacific Lodging Supply; Jose Nido, VP, Global Supplier Diversity, Wyndham Worldwide; Dat Dang, President, D&D Unlimited; Sundari Pai, Manager - Communications, Marketing & Supplier Diversity, Collabera; Myla Ramos, President, SearchPros Solutions; Tai Kwong, Senior Contracts Officer, San Mateo County Transit Authority; Susan Au Allen, USPAACC National President & CEO (Moderator); Geraldyn Stevens, Sales Manager, Diversity & Niche Sales, United Airlines; Lina Hu, Founder, Chairman and CEO, Clipper Corporation; Ken Choi, COO, I.L. Creations (Conference Co-Chair); Prince Niyar, President, Commdex Consulting; and Kurt Nguyen, CEO, Qnexis (Moderator).



## CelebrAsian 2013 Highlights



**"Thank you for a well-organized conference. The experience was well worth the long 6-hour drive to and from the event."**

— Jack Ybarra, Transmetrics



**"We had a great time and made some wonderful connections. Thanks again!"**

— Kristine Zukose, Technology Integration Group



▲ **The Secrets of Guanxi – Do's & Dont's** (Above, from left): Hanh Kent, Small Business Liaison Officer/Procurement Sustainability Representative, Lawrence Berkeley Nat'l Laboratory; Chawn Tate, Client Relations Leader, Commdex Consulting; Cassandra McGee Stuart, Acting Director, Small Business Programs, Oak Ridge Nat'l Laboratory; and James Kloepfel, Program Administrator, Acquisition Services Management, Los Alamos National Laboratory.



## CelebrAsian 2013 Highlights



▲ **Excellence Awards Gala** (Above, from left): Kishore Khandavalli, Chairman & CEO, SevenTablets/iTech US (Conference Co-Chair); Anne Hanch, VP, Purchasing, Hyatt Hotels & Resorts (Conference Co-Chair); Marianne Strobel, Executive Director, Supplier Diversity, AT&T (Conference Co-Chair); Susan Au Allen, USPAACC National President & CEO receives a plaque of recognition from Steven Choi, Mayor of Irvine, California.



"I connected with potential contacts and made some friends. The event was very helpful to me and hope you update me on events you would have in the future."  
— Evelyn Chen, Spec-Metal



"The Conference, the B2B meetings, and the Guanxi Supplier Opportunity Fair were all very informative, well-planned and well-executed. USPAACC is doing a great job in connecting Corporate America and Government Agencies to small and minority businesses. Thank you for making us a part of this great Conference."  
— Sam Sharma, Saitech Inc.



"You have given the Asian American Business Community a voice and attention that it deserves. You create a grand movement for us to be heard and recognized. We all are very grateful."  
— Kim N. Zastrow, Vitesse Recruiting



▲ **Wells Fargo Business Express Program Luncheon: A Woman's Perspective – Being Successful in Business & Home** (Above, from left): Cheryl Tsang, Vice President, Starport Foods; Susan Au Allen, USPAACC National President & CEO (Emcee); Catherine Tang, President & CEO, All Project Solutions; Melissa Tong, CEO, Duck-Punk; Kim Zastrow, President & CEO, Vitesse Recruiting & Staffing; Kimberly Kam, West Coast Business Banking Manager, Wells Fargo (Moderator); and Annie Kwan, President, Maxx Shop (Conference Co-Chair and Moderator).





## Women Entrepreneurs Find the Right Balance to Succeed in Business and at Home

Finding the right balance between running a successful business and home life was featured at the Wells Fargo Business Express Program Luncheon. Four women entrepreneurs from the 2012 *Business Express: Ready Set Grow*® program shared their experiences as owners of fast-growing businesses, how they run their companies while being a mother, wife, and homemaker.

Entitled “Wells Fargo Business Express Program Luncheon – A Woman’s Perspective: Being Successful in Business & Home,” the special event showed heels, handbags, pantsuits, skirts, brains and determination – all ingredients for the success of the panelists:

Catherine Tang, President & CEO of All Project Solutions; Melissa Tong, CEO of DuckPunk; Cheryl Tsang, Vice President of Starport Foods; and Kim Zastrow, President & CEO of Vitesse Recruiting & Staffing.

Wells Fargo SVP, Asian Segment Manager Nancy Wong served as the luncheon’s emcee, with help from USPAACC National President & CEO Susan Au Allen. Maxx Shop President and Conference Co-Chair Annie Kwan and Wells Fargo West Coast Business Banking Manager, Kimberly Kam served as moderators. 🌟

### *The Prodigious & The Fearless:*

## Under 40 Millionaire Entrepreneurs Share Secrets to Success

Nine young Asian American entrepreneurs, who made their first million even before reaching the age of 40, shared their individual and unique secrets to success at the “Under 40 Millionaire Entrepreneurs Success Stories.”

Greg Lam, CEO of Kneon, served as the Moderator of the panel that included: Amanda Ma, Co-Founder of Fresh Events Company; Michael Lum, Founder of Gradient X; Alex Ismail, CEO of Liberty Paper; Sowrabh Sharma, President & Chief Business Officer of MMC Systems; Patrick Flynn, President & CEO of Northeast Relocation; Kiran Gill, President of PARS Environmental;

Jennifer Yen, Creator & CEO of Pur-Lisse; and Tony Chen, CEO of The Channel Factory. Conference Co-Chair Ken Choi, COO of I.L. Creations, delivered the opening and closing remarks at the forum.

“We are delighted and proud to provide our young entrepreneurs a platform to share their individual experiences,” said USPAACC National President & CEO Susan Au Allen. “They built their companies from scratch, competed in the big league, and created a successful business worthy of emulation. I know they have inspired and motivated the crowd who came to hear them. Watch out for more Under 40 Millionaires from USPAACC.” 🌟







*USPAACC National President & CEO Susan Au Allen presents the Asian American Corporate Directors' Award to Jagjeet Bindra, Member of the Board of Directors of Edison International, during CelebrAsian Procurement Opportunity Conference in Garden Grove, California.*

## **Their Opinions Matter: Asian American Corporate Directors Recognized at Awards Reception**

An elite circle of Asian American Corporate Directors were honored at a Reception held on June 3 at the Hyatt Regency Orange County in Garden Grove, California during USPAACC's CelebrAsian Procurement Opportunity Conference.

The honorees were Raj Gupta, Stewart Kwoh and Jagjeet Bindra. They serve as Members of the Board of Directors of Fortune companies, such as Hewlett-Packard, Tyco, The Vanguard Group, Edison International, and the California Wellness Foundation.

"Their opinions matter; they have broken the so-called 'bamboo ceiling,'" said USPAACC National President & CEO Susan Au Allen. "They have reached the level of success and belong to a rarefied echelon that very few Americans achieve in the corporate world, not to mention Asian Americans."

Last year's honoree, Rajive Johri, Member of the Board of Directors of ConAgra Foods, returned this year to share his thoughts and to offer congratulatory remarks to the 2013 honorees. 🌐

## **Effective Ways to Sell to Government Agencies Explored at CelebrAsian Procurement Opportunity Conference**

### **Federal, State and Local Government Experts Discuss Contracting Opportunities and Vehicles in Two-Part Townhall-Style Forum**

Procurement opportunities and the vehicles by which these contracts – estimated to be over \$100 billion annually – could be accessed by suppliers, were the main topics of discussion at a town-hall style forum with experts from the Federal, California State and Local Governments.

The two-part session, entitled "Government Town Hall Meeting: Contracting Opportunities & Vehicles," catered to folks wishing to do business with the Federal, State and local governments.

Experts on Federal Government Contracting were led by Mauricio Vera of the U.S. Agency for International Development (USAID). He was joined by the U.S. Department of State, U.S. Department of the Army, U.S. Air Force, U.S. Forest Service, U.S. Small Business Administration, FDIC, General Services Administration, NASA, and U.S. Postal Service.

Experts on California State and local government contracting were led by Robert Padilla of the California High-Speed Rail Authority, and was joined by Caltrans, California Department of General Services, The Supplier Clearinghouse, and Los Angeles World Airports. 🌐







## Investing in Our Future: 16 Scholarships Awarded to College-Bound Students

Sixteen college scholarships were awarded to students from across the country at CelebrAsian Procurement Opportunity Conference 2013.

The scholarship sponsors were: The Estate of Bruce Lee; Drs. Poh Shien and Judy Young; D&D Unlimited; National Capitol Contracting; PEMCO; TEOCO; AT&T; Denny's Hungry for Education; Enterprise Holdings; Exxon Mobil; PepsiCo Foundation (2 scholarships); Southern California Edison; Target; and UPS Foundation (2 scholarships).

David Kim, CEO of C2 Education, the master of ceremonies, shared his own story on starting a business idea while an undergradu-

ate at Harvard and how he built it into a multi-million dollar nationwide enterprise in less than 10 years. J.P. Perfil, Senior VP, Regional Manager, U.S. Bank gave the welcome remarks and Kurt Nguyen, CEO of QNexis and a Member of the Scholarship Selection Committee, stepped in for Scholarship Committee Chair Anthony Yu to explain the selection process.

"We continue to invest in our scholars and in the community because it is the right thing to do for America," said USPAACC National President & CEO Susan Au Allen. "We are proud of their accomplishments and we wish them all a bright future."



## USPAACC and Denny's Partner on Academic Scholarship Program

No stranger to helping students to lessen their financial obligations while in pursuit of higher education, USPAACC has partnered with Denny's Hungry for Education (HFE) scholarship program to help deserving high school and college students and in the fight against childhood hunger.

Denny's HFE program is awarding over \$50,000 in scholarships to high school and college students in CA, TX, IL, NV, GA, FL, SC, Washington, DC, NM, NY, AZ & CO. Denny's estimates that 22% of U.S. children under age 18 live in poverty and struggle every day with hunger, which holds them back from striving to do their best in school.

Since 1989, USPAACC has given annual financial assistance totaling over \$1 million to outstanding college-bound Asian American high school seniors. The scholarships are funded by Asian Americans and Corporations under the aegis of USPAACC.

## USPAACC-SW Chapter Hosts 12th Annual Asian Business EXPO in Arlington, Texas

USPAACC-SW's 12th Annual Asian Business EXPO was held on August 20, 2013 at the Arlington Convention Center, Arlington, Texas. USPAACC-SW Chapter President Grace McDermott says it is the largest Asian business event in the Southwest region.

The day-long event brought together the region's entrepreneurs, Asian American suppliers, government agencies, and corporate buyers. Breakout sessions featured industry leaders and executives who shared their secrets to success.



## USPAACC President Joins Panel of Experts at the 2013 National Business and Leadership Conference in Dallas, Texas

USPAACC National President & CEO Susan Au Allen spoke on the efficacy of collaborating with organizations with similar missions at the 2013 National Business & Leadership Conference of The National Gay & Lesbian Chamber of Commerce (NGLCC) in early August in Dallas, Texas.

The session, entitled “Collaboration Across Communities: The National Business Inclusion Consortium,” took a close look at cross-segment diversity and collaborative work among the leading charter members of the NBIC.

The NBIC is a coalition of the nation’s leading business organizations representing diverse communities, which includes: The National Gay & Lesbian Chamber of Commerce (NGLCC), the Women’s

Business Enterprise National Council (WBENC), the National Black Justice Coalition (NBJC), the United States Hispanic Chamber of Commerce (USHCC), the United States Business Leadership Network: Disability at Work (USBLN), and the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC).

With USPAACC’s Allen were: Justin Nelson, President & Co-Founder, NGLCC; Candy Waterman, Chief of Staff, Women’s Business Enterprise National Council; Patricia J. Richards, Director, Disability Supplier Diversity Program, U.S. Business Leadership Network; Sharon Lettman-Hicks, Executive Director & CEO, National Black Justice Coalition; and DeVere Kutscher, Chief of Staff, U.S. Hispanic Chamber of Commerce. 🌐

## Hmong Wisconsin Chamber of Commerce Hosts USPAACC National President

As part of the Asia Pacific American Heritage Month celebration in May, USPAACC National President & CEO Susan Au Allen was invited as the featured speaker at an annual banquet hosted by the Hmong Wisconsin Chamber of Commerce (HWCC) in Milwaukee. More than 300 business and non-business people attended the banquet.

In her speech, Allen gave an overview of USPAACC’s genesis, mission and programs. She also discussed the disproportionate economic growth rate and business-related issues (such as cultural differences, language barriers and skill gaps) among Asian Americans within their respective communities and in the mainstream, and ways to mitigate or overcome these challenges. She said she wants to help Hmong businesses to blend with the mainstream.

“Your address at the luncheon was well-received and just what we were hoping for in a speaker,” wrote Lawrence J. Glusman, Board Member of the HWCC and a shareholder at the law firm of Friebert, Finerty & St. John, S.C. “I look forward to continued coordination between our two organizations. Thank you for your insights and enthusiasm.” 🌐



*Allen being interviewed by a local TV station following her speech at the annual banquet.*

## USPAACC President Speaks at Confluence Conference in Silicon Valley

USPAACC National President & CEO Susan Au Allen spoke at the annual summit, Confluence 2013 “Next Wave of Tech Hubs in Global Locations” in early March in Silicon Valley. She shared her expertise on international trade, taxation, immigration and other work visas that have major impact on the U.S. economy, her thoughts on the next global tech hubs, and the future of outsourcing/insourcing, and cyber threat.

The Summit brought together eminent industry leaders in global companies (including Allscripts, CISCO, Citrix, Dell,

Experian, IBM, Intuit, Microsoft, NetApp, PayPal, Visa, and Walmart), academic luminaries and industry gurus who shared ideas and winning strategies on global innovation.

“It was an honor to host you at Confluence 2013,” wrote the Summit’s host Zinnov Co-Founder Vamsee Tirukkala to Allen. “Thanks for making time to share your thoughts and experiences with the attendees. We got good feedback on your advice to the attendees on changes in immigration and tax policies.” 🌐



*(Continued from Page 1)*

Now in its 28th year, USPAACC provides minority-owned businesses wide access to contracting opportunities, growth industries, result-proven solutions and best practices to thrive in the global marketplace.

Through informative summits, workshops, networking events, and the signature pre-scheduled one-on-one business contracts matchmaking meetings, Asian American suppliers showcased their products and services to prospective buyers. Over 50 categories of commodities with contracting opportunities were needed from suppliers across industries.

The specially-designed business-to-business and growth-related sessions included: IT Industry Focus Group; Manufacturing Industry

Group; Under 40 Millionaire Entrepreneurs Success Stories; Procurement Officers Forum; Asian American Corporate Directors’ Awards; Supplier Diversity Managers Caucus; Government Town Hall Meeting; Contracting Opportunities & Vehicles; Wells Fargo Business Express – A Woman’s Perspective in Being Successful at Business & Home; The Secrets of Guanxi\* – Do’s & Don’ts; USPAACC Supplier Success Stories Here & Abroad; Excellence Awards and Fast 50 Asian American Businesses; Guanxi\* Supplier Opportunity Fair; One-on-One Prescheduled Procurement Matchmaking Meetings; Business Leaders & Scholarship Awards; and more (\*Guanxi is a business term meaning “connections” or “relationship”). 🌐



## 2013 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, 16 scholarships were awarded this year.*

### AT&T Scholarship

Parteek Singh

*Yuba City, California*

"I met the most amazing people at the CelebrAsian Conference and learned a lot from their inspiring stories. I'm now thinking that I could be more than a doctor; I could be a businessman, too. Fifteen years from now, I'll definitely return as one of the Fast 50 Business leaders."



### Denny's Hungry for Education Scholarship

Ema Murata

*Honolulu, Hawaii*



"At first, it was hard to believe that I'm standing in a room with some of the top business people and scholars of the Asian American community from across the country. I felt so humbled yet proud. It was such a good experience. I really enjoyed listening to the speeches."

### Enterprise Holdings Scholarship

Samantha Macam

*San Diego, California*

"CelebrAsian was such an amazing experience that opened up countless career opportunities for us. We mingled with successful business owners who have accomplished so much; it was just so surreal and inspiring being in their presence."



### Exxon Mobil Scholarship

Marissa Katharyn Griffin

*Broken Arrow, Oklahoma*



"My favorite aspect of CelebrAsian was the opportunity to interact with the Conference participants. I was pleasantly surprised at just how open and communicative everyone was, even to scholarship recipients like me."

### PepsiCo Foundation Scholarship

Warren Lee Vang

*Portland, Oregon*

"'You never realize how little you've accomplished until you travel out of state and meet students from around the nation.' This was my response to my friends, teachers, and family members who asked me how my trip was to CelebrAsian. I learned that, thanks to USPAACC, the future is bright."



### PepsiCo Foundation Scholarship

Andy Nguyen Vu

*Garden Grove, California*



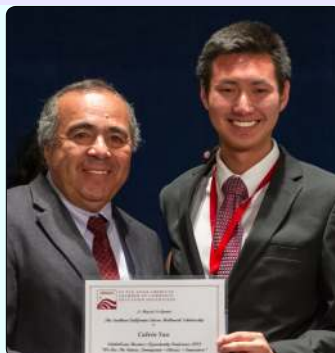
"At CelebrAsian, I connected with so many successful and inspiring business leaders. I now understand that business is about relationships. As I listened to the many speakers talk about their experience working with companies, I realized that many of them found valuable connections through USPAACC."

### Southern California Edison Scholarship

Calvin Yao

*San Diego, California*

"CelebrAsian 2013 has forever changed my life. My perspective has significantly widened and treasured memories have been formed. Several businesses there had a profound impact on me. Walking around and meeting the successful businesses was beyond my imagination."



### Target Scholarship

Haru Nishizawa Shafer

*Springville, California*



"I will forever cherish in my memories the events and experiences I had at CelebrAsian 2013. I met many successful people at the Gala, and I could not believe the many wonderful opportunities presented to me as a scholarship recipient."



## 2013 Scholarship Recipients

The 2013 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Washington, DC, (Chair); Anjali (Ann) Ramakumaran, Ampcus Inc., Virginia; JP Torres, Atelier Media Group, Massachusetts; Leo Lawless, B Cube Ltd, Virginia; Aline Presley, Exxon Mobil Corporation, Virginia; Aloysius Yoon, Lattice Group, Maryland; Kurt Nguyen, Qnexis, Inc., Virginia; Annette Stevenson, SAS Institute, Inc., North Carolina; Gai Le, USPAACC Education Foundation, Washington, DC; Michelle Yin, USPAACC Education Foundation, Washington, DC; and Anna Zawacki, USPAACC Education Foundation, Washington, DC.

### UPS Foundation Scholarship

Brandon Luc Khuu  
*San Diego, California*

"At CelebrAsian 2013, I met amazing people from across the nation. I met successful business people from major corporations. This scholarship has helped me find the motivation and determination to passionately continue my education and to achieve my goals."



### UPS Foundation Scholarship

Pann Nwe  
*Topsham, Maine*

"CelebrAsian 2013 was the best thing that ever happened to me. I met many inspiring people. Luck will come and go; only with hard work can we be truly successful. Thank you for extending a helping hand; I hope to join hands with you again in the future."



### Bruce Lee Scholarship

Noella Bih  
*Hawthorne, California*

"Words cannot describe how honored I was to be receiving this scholarship. I felt so fortunate to attend the Excellence Awards Gala and Dinner because I got the chance to interact with successful people. It has also shown me that there are so many outstanding students who want to succeed like me."



### Drs. Poh Shien & Judy Young Scholarship

George Lau  
*Brooklyn, New York*

"I cannot justify the magnitude of how great my experience was at CelebrAsian 2013. The conference was simply amazing. I hope that in the future I will be able to attend another CelebrAsian Conference."



### D&D Unlimited Scholarship

Alan Zhang Grusky  
*Los Angeles, California*

"I will never forget my experience at the CelebrAsian Conference because I was able to meet so many great people. I heard many inspirational stories about hard work, perseverance, and tenacity. It motivated me to succeed and achieve my own goals. Thank you for this incredible experience."



### National Capitol Contracting Scholarship

Souksavath Nantharath  
*Minneapolis, Minnesota*

"CelebrAsian was once in a lifetime experience for me. It was inspiring to listen to the different speakers and to watch the Presidents and CEOs of so many Asian American-owned companies being called up to the stage to be recognized as a Fast 50 fast growing business."



### PEMCO Scholarship

Jamilee Moani Pieper  
*Wai'anae, Hawaii*

"Thank you so much for giving me this opportunity to travel to California to present me the scholarship. The Gala dinner was so nice and fancy. I loved the speeches, the food and the successful people I met at the Conference."



### TEOCO Scholarship

Tram Duong  
*Houston, Texas*

"I would like to thank USPAACC for giving me this wonderful opportunity to travel to the Conference and to meet my generous sponsor. USPAACC has shown me that Asian Americans can also be successful in this country. I will definitely seek the opportunity to give back to my community."







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

1329 18th Street NW, Washington, DC 20036  
[www.uspaacc.com](http://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, Connecticut and the Maryland-Virginia-Washington, DC National Capital Region.

**Legislative Briefings** Meet and discuss with Federal lawmakers, issues that impact your business, such as Tax, Immigration, and Labor laws and regulations.

**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, especially the annual national CelebrAsian Procurement Opportunity Conference.

**CelebrAsian!** Participate in the largest annual national Asian American Business Opportunity Conference and the only business conference designed for the Asian American community.

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 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** Find valuable contract opportunities in pre-scheduled quality "one-on-one" business matchmaking meetings with buyers from Corporations 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."*

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

**Woman Pioneers Summits** Outstanding woman pathfinders in Corporations, Government, and small busi-

ness 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 leads annual Trade Missions to the dynamic Asia-Pacific 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** Chief Procurement Officers and U.S. Corporations, CEOs of U.S. small-, medium-, and large-sized companies, and some from China, India and other Asia-Pacific countries discuss alliances and joint venture opportunities on both sides of the Pacific.

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](mailto:info@uspaacc.com) | Website: [www.uspaacc.com](http://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