

# REPORT

## SAVE THE DATE: Preparations Under Way for CelebrAsian 2014

Largest National Pan Asian American Procurement Conference in the U.S. to Provide Roadmap to Greater Access to Contract Opportunities and Business Growth

Top-caliber Asian American suppliers, industry leaders and visionaries, key decision-makers from Fortune 1000 powerhouses, government agencies and large non-profit organizations, will once again converge at USPAACC's flagship 29th Annual CelebrAsian Procurement Opportunity Conference come June 2 to 4 at the Sheraton Premiere at Tysons Corner, in Tysons Corner Virginia.

Indra Nooyi, PepsiCo Chairman and CEO, is the Conference Chair and Keynote Speaker.

AT&T, PepsiCo, UPS, and Wells Fargo are the Corporate Co-Chairs; Technology Information Group (TIG) is the Asian American Business Co-Chair.

Now in its 29th year, CelebrAsian brings together a cross-section of B2B participants from a wide array of industries – creating a unique platform that showcases innovative and winning strategies, best practices and sought-after opportunities through creative panels, experiential workshops and results-oriented networking and business matchmaking events.

At last year's CelebrAsian Conference in Garden Grove, California, more than 689 participants – representing over 150 Asian American businesses, 70

Fortune corporations, 20 government agencies and 8 media partners – came in full force from all over the country. Over 50 commodities needed to be purchased and more than 500 pre-scheduled one-on-one procurement matchmaking meetings were held.

“CelebrAsian has become the ‘gathering place’ for Asian American suppliers and entrepreneurs, industry leaders and companies committed to building profitable enterprises,” said USPAACC National President & CEO Susan Au Allen. “For two and a half days under one roof, our national event is where you discover new trends, critical knowledge and develop winning partnerships to prepare your organization for a world where profits, people and the dynamic business environment are truly interconnected.”

The accolades received last year included phrases such as: “a well-organized conference;” “the scale and scope of the conference were impressive;” “wonderful event;” “made some wonderful connections;” “met new vendors;” “looking forward to next year;” and other overwhelmingly positive reviews and firm commitments to return this year.

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*Hope Banquet at the University Club in Washington, DC in December 2013 held in honor of the Continental Hope Group from Chengdu, China and attended by Virginia Governor-elect Terry McAuliffe, former Pennsylvania Governor and U.S. Secretary of Homeland Security Tom Ridge, architect Jeff Lee, and USPAACC National President & CEO Susan Au Allen.*



## USPAACC An Advocate for Economic Growth

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

### UPCOMING EVENTS

**29th Annual CelebrAsian 2014  
Procurement Opportunity Conference**  
Sheraton Premiere at Tysons Corner  
Tysons Corner, Virginia  
June 2 - 4, 2014

**Business Express: Ready Set Grow**  
New York City, New York  
July 28 - 29, 2014

**Asia Trade Mission**  
Guangzhou, Dalian and Shanghai  
October 15 - 24, 2014

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

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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

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## President's Message



Dear Friends,

*As we embrace 2014 with enthusiasm and optimism, USPAACC continues to work hard to raise the bar on service, leadership, innovation and excellence for our members in the arena of supplier diversity and in the business community.*

*Indeed, we have accomplished much in the past year, thanks to your steadfast support. But we are not resting on our laurels.*

*This year, we will continue to enhance our programs, such as increased quality B2B pairings across industries through our signature one-on-one business matchmaking meetings; more Procurement Connections events coast-to-coast; stronger partnerships with corporations, government agencies, large non-profit organizations, and the small and minority community; visits to new and dynamic markets during our Asia Trade Mission later in the year; and so much more.*

*Of course, save the date for our 29th Anniversary CelebrAsian Procurement Opportunity Conference on June 2-4, 2014 at the Sheraton Premiere at Tysons Corner, Virginia.*

*PepsiCo Chairman and CEO Indra Nooyi is our Conference Chair and keynote speaker, and our flagship event again promises to be the largest annual national Pan Asian American business conference in the United States!*

*2014 is an especially auspicious year, because according to the Chinese lunar calendar, it is the Year of the Horse – a symbol of luck, travel, and speedy success! It is also the time when energy is high and hard work is rewarded.*

*May the Year of the Horse bring you continued success and happiness – keep charging ahead with boundless energy and let's gallop off to greater prosperity!*

*In friendship,*

*Susan Au Allen*

*National President & CEO*



*USPAACC National President & CEO Susan Au Allen, Virginia Governor-elect Terry McAuliffe, and a guest at the Hope Banquet at the University Club in Washington, DC in December 2013 held in honor of the Continental Hope Group from Chengdu, China.*



## President Obama Lauds USPAACC Member's Success Story in Immigration Speech

From refugee to CEO, Andrew Ly's story of triumph over adversity at forefront of Obama's latest immigration reform push

In an impassioned speech on immigration reform delivered in the heart of San Francisco's Chinatown in late November last year, President Barack Obama singled out USPAACC Member Andrew Ly's remarkable success story – from refugee to Founder, President and CEO of Sugar Bowl Bakery – in a crowd assembled at the Betty Ong Recreation Center that included U.S. Sen. Dianne Feinstein, Asian American Congressional Representatives Judy Chu and Mike Honda, former mayor and current California Lt. Gov. Gavin Newsom, members of the Board of Supervisors, and heads of city agencies. The address was televised live nationwide.

President Obama touted the economic benefits the country would see if the Senate bill became law; an overhaul of the immigration system would lead to \$1.4 trillion growth over the next 20 years.



President Obama delivering his immigration speech in San Francisco; Andrew Ly accepting the USPAACC/Wells Fargo Asian Business Leadership Award in 2007 at the CelebrAsian Conference.

Excerpt from President Obama's speech in San Francisco:

*“Andrew Ly is here today. Where's Andrew? He's around here somewhere. There he is. Now, Andrew has got an amazing story. Andrew grew up in Vietnam, and he and his four brothers tried three times to flee to the United States. Obviously, the country was going through all kinds of difficulties. So three times, they tried; three times, they failed. On the fourth try, their boat — filled with 140 refugees — is that right, Andrew — was attacked by pirates.*

*But the Lys and their family eventually made it to Malaysia, and then they eventually made it here to San Francisco. And they learned English, and they worked as handymen, and they worked as seamstresses. And eventually, Andrew and his brothers earned enough money to buy a small bakery. And they started making donuts, and they started selling them to Chinese restaurants. And with a lot of hard work and a little luck, the Sugar Bowl Bakery today is a \$60 million business.*

*So these humble and striving immigrants from Vietnam now employ more than 300 Americans. They're supplying pastries to Costco and Safeway, and almost every hotel and hospital in San Francisco.*

*And Andrew says, 'We came here as boat people, so we don't take things for granted. We know this is the best country in the world if you work hard.' That's what America is about. This is the place where you can reach for something better if you work hard. This is the country our parents and our grandparents and waves of immigrants before them built for us. And it falls on each new generation to keep it that way. The Statue of Liberty doesn't have its back to the world. The Statue of Liberty faces the world and raises its light to the world.”*

**“We came here as boat people, so we don't take things for granted. We know this is the best country in the world if you work hard.”**

— Andrew Ly, President & CEO, Sugar Bowl Bakery

The President also told the story of Andrew (a recipient of the USPAACC/Wells Fargo Asian Business Leadership Award in 2007), who, without speaking a word of English and with only a few dollars in his pocket, came to the United States as a Vietnamese refugee.

With his four brothers, Andrew bought a tiny coffee shop with their pooled meager savings, and founded Sugar Bowl Bakery in 1984.

Today, Sugar Bowl Bakery's revenue exceeds \$60 million and is one of the largest family-owned and operated bakeries in Northern California, with customers worldwide including Costco, Safeway and large hotels.

Andrew's success story came to the attention of President Obama after the White House asked USPAACC to recommend a successful Asian American business whose inspiring immigrant story could be shared to a wider audience.

The link to the full transcript of the President's speech can be found at [www.uspaacc.com](http://www.uspaacc.com)

*(CelebrAsian, continued from Page 1)*

As of press time, the roster of Conference speakers and sponsors continues to climb – a veritable “who's who” in Corporate America and the Asian American business community.

“We have already secured 9 high-level speakers from Fortune Corporations and large non-profit organizations to serve as esteemed panelists in our ever-popular Procurement Officers Forum,” said Anna Zawacki, USPAACC National Program Director. “We are also currently assembling a panel of experts on how to effectively win federal contracts through our signature Government Town Hall Meeting: Contracting Vehicles & Opportunities. In all, our Conference sessions will feature some of the best and brightest speakers who possess a wellspring of knowledge and experience.”

The specially-designed sessions and special events include: IT Industry Focus Group; Under 40 Millionaire Entrepreneurs Success Sto-

ries; Procurement Officers Forum; Excellence Awards Reception & Gala Dinner; Presentation of Fast 50 Asian American Businesses; Supplier Diversity Managers Caucus; Government Town Hall Meeting; Contracting Vehicles & Opportunities; USPAACC/Wells Fargo Business Express Program Luncheon; The Secrets of Guanxi\* – Do's & Don'ts; USPAACC Supplier Success Stories Here & Abroad through Asia Trade Mission; Networking Reception; Guanxi\* Supplier Opportunity Fair and One-on-One Business Matchmaking Meetings; and Business Leaders & Scholarship Awards Luncheon. \*Guanxi (*guan-shee*) is a commonly used business term meaning “connections” or “relationship”.

Early bird rates until April 25, 2014.

To register or for more information, contact USPAACC at Tel (202) 296-5221 or visit [www.uspaacc.com](http://www.uspaacc.com) or [www.celebrasianconference.com](http://www.celebrasianconference.com)

## Hundreds of Pre-Scheduled One-on-One Procurement Matchmaking Meetings Set for 3rd Day of CelebrAsian 2014

Hundreds of suppliers and buyers from all over the country and across industries will leverage the value of “face-time” and the power of a handshake at CelebrAsian Procurement Opportunity Conference, June 2-4 at the Sheraton Premiere at Tysons Corner in Virginia.

USPAACC’s signature Guanxi Supplier Opportunity Fair and Pre-scheduled One-on-One Procurement Matchmaking Meetings on June 4 (Wednesday) begins at 9:00 am through 5:00 pm will be the venue for innovative and cost-effective suppliers to directly showcase and sell their products or services to serious buyers and key decision-makers from Fortune 1000 Corporations, Government Agencies and large non-profit organizations.

Guanxi (gwan-shee) is a commonly used Asian business concept meaning “connections” or “relationship.” At its core, guanxi is based on trust. Asians like to do business with those they already know and trust – and good guanxi is needed for this reciprocity.

“Face-to-face meetings are crucial,” said a USPAACC-certified member who has been a regular participant at CelebrAsian. “There are times when various sellers offer the same product, and the actual sale takes place because the personality of the buyer and seller connect — especially when the buyers get a sense of security, knowing that the person in front of them can adequately address their specific concerns.” ●

## USPAACC Among Panel that Selected the \$3 Million Small Business Grant from Chase


USPAACC was among the panel of experts that helped select 12 small businesses from across the country to receive a share of the \$3 million in grants from Chase, worth \$250,000 each, through the bank’s Mission Main Street Grants program.

According to Chase, nearly 35,000 small businesses from all 50 states applied and more than 1.7 million people voted online. Businesses that received at least 250 votes moved on to the next judging phase. The Top 12 winners were announced in mid-January.

Google, the program’s premier sponsor, will host each grant recipient for an exclusive marketing workshop at the company’s headquarters in Mountain View, California.

The winners were chosen for their solid business plan, feasible growth plan, overall passion for their business, potential to make a positive impact in their local community, and likelihood to succeed within a two-year time frame.

JP Torres, USPAACC Communications Director, was among the panel of experts that included a representative from: U.S. Chamber of Commerce; U.S. Hispanic Chamber of Commerce; National Federation of Independent Business; National Minority Supplier Development Council; National Gay & Lesbian Chamber of Commerce; National Urban League; National Veteran Owned Business Association; and Women Business Enterprise National Council. ●



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supplier  
mix.

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## Federal Contracting 101: Understanding the 8(a) Program

### What is the 8(a) Program?

The U.S. Small Business Administration's 8(a) Business Development Program is a business assistance program for small disadvantaged firms to help them gain a foothold in government contracting and access to the mainstream marketplace.

The program offers a wide array of assistance to businesses owned and controlled (at least 51%) by socially and economically disadvantaged entrepreneurs, including: mentoring, training, procurement and financial assistance, business counseling, and other management and technical help.

Participation in the program is divided into two phases over nine years: a four-year developmental stage and a five-year transition stage. The overall program goal is to graduate 8(a) firms that will go on to thrive in a competitive business environment.

### Program Benefits

Program participants can receive sole-source contracts, up to \$4 million for goods and services and \$6.5 million for manufacturing.

To be able to bid on large contracts, 8(a) firms may form joint ventures and teams. This enhances the ability of 8(a) firms to perform larger prime contracts and overcome the adverse effects of contract bundling, when two or more contracts are combined into one large contract. Another benefit is the Mentor-Protégé Program, where starting 8(a) companies learn from other more experienced 8(a) businesses.

**PROGRAM BENEFIT: Qualified 8(a) Program participants can receive sole-source contracts, up to \$4 million for goods and services and \$6.5 million for manufacturing.**

### Eligibility

To qualify for the program, a small business must be owned and controlled by one or more U.S. citizens who are considered socially and economically disadvantaged, among other requirements.

Under the Small Business Act, certain individuals are presumed socially disadvantaged: African-Americans, Hispanic Americans, Asian Pacific Americans, Native Americans, and Subcontinent Asian Americans.

Other than ethnic background, an individual may also show that he/she is socially disadvantaged due to gender, physical disability, or other similar causes. The firms must also meet the size standards set for small businesses, and demonstrated viability by being in business for at least two years.

### How to Apply

Prospective applicants are urged to take an on-line training and self-evaluation course (accessible via [www.sba.gov](http://www.sba.gov)) prior to filing their application. For more information or questions, visit [www.sba.gov](http://www.sba.gov)



Suppliers will be able to meet and connect with buyers from Government Agencies at CelebrAsian 2014.

[www.uspaacc.com](http://www.uspaacc.com)



2013 FAST 50 ASIAN AMERICAN BUSINESSES (Garden Grove, CA)

### CALL FOR AWARD ENTRIES:

## “Fast 50 Asian American Businesses”

Be counted among the country's best performing Asian American-owned businesses!

USPAACC is now accepting applications and nominations for its annual “Fast 50 Asian American Businesses” Awards. Deadline is March 21, 2014.

The “Fast 50 Asian American Businesses” Awardees will be presented at the black-tie Excellence Awards Reception and Gala Dinner on June 2 at the Sheraton Premiere at Tysons Corner, in Tysons Corner, Virginia.

Founders, CEOs, COOs and Presidents will fly in from all over the country to receive the Award.

This event is part of USPAACC's annual flagship CelebrAsian Procurement Opportunity Conference 2014 on June 2 - 4.

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.

Selection will be determined by percentage revenue growth over the past three years. The growth rates will be independently verified, ranked and revealed at the Gala by the global professional services firm of Ernst and Young, the Awards sponsor.

Almost \$4 billion in revenue were generated by USPAACC's Fast 50 Asian American businesses last year, with companies reporting up to 205% growth rate.

“USPAACC is proud to recognize and showcase the continued success shown by Asian American-owned businesses across industries,” said Susan Au Allen, USPAACC National President & CEO. “Our Fast 50 Asian American Businesses deliver a strong message of growth — proof positive that through innovation, hard work, and ingenuity, Asian Americans can lead the way as effective catalysts to the revitalization of our national economy.”

The winners came from a wide range of industries nationwide — supply chain management, healthcare, professional staffing, food wholesale, IT, environmental, green energy, media, etc. — owned and managed by Americans of Chinese, South Asian, Filipino, Japanese, Korean, Laotian, Malaysian, Taiwanese and Vietnamese descent.

To apply or for inquiries, contact USPAACC at Tel (202) 296-5221 or email [Janice@uspaacc.com](mailto:Janice@uspaacc.com) or [Mi-hyun@uspaacc.com](mailto:Mi-hyun@uspaacc.com) or visit [uspaacc.com](http://uspaacc.com) or [celebrasian-conference.com](http://celebrasian-conference.com)

## Q&A: Small Business and Federal Contracting

Christopher Kimm, President & CEO of WestEast Design shared his thoughts on best practices, lessons learned and recommendations for the 8(a) program:



**Q:** What were your initial challenges after you established WestEast Design?

**A:** The first two years were tough. It was difficult to get clients; nobody told me about minority business and the opportunities in that arena. I had no certification as a minority business from any agency until the year 1998, 2 years after I founded my company. It was only then when I finally understood that there was help available for my business.

As an Asian immigrant, I initially felt isolated. In San Antonio, Texas, where I started my company, the ingrained networks and established ethnic groups at the time were basically among whites, blacks or Hispanics – virtually nothing for Asians.

**Q:** So how did you address and mitigate these challenges?

**A:** I knocked on many doors – short of standing on the street corner with a sign that read: “Will Do Architecture for Food!” (laughs) It was difficult at first, but I persevered. I inquired around and heard about the Small Business Administration (SBA) and I zeroed in on their 8(a) program. It required a lot of paperwork. I sought the service of a third-party to help us organize and file our application. We got into the 8(a) program in 2002.

**Q:** What do you think of the 8(a) program?

**A:** The 8(a) program has taught me a lot. It opened my eyes to the fact that there is a lot of work outside of San Antonio, Texas. It gave our firm a different level of privilege. It inspired us to re-assess our capabilities beyond our physical base in the Southwest region.

**“The 8(a) certification gave our firm a different level of privilege. But I came to realize that it was just a license to go hunt.”**

— Christopher Kimm, President, WestEast Design Group

But initially, I made some wrong assumptions. Right after we got into the program, I was under the impression that the toughest part was over. I was wrong.

For the first 4 years in the program, we did not get any work. I thought opportunities would come knocking on our door. So we waited. Time passed us by and I knew that we were almost halfway through the program’s 9-year limit. I mistakenly thought that having the 8(a) certification meant that I did not have to sell and go after opportunities. I came to realize that it was just a license to go hunt.

Upon learning what we had to do, we vigorously pursued contract opportunities. At first, we thought that the reason we were not winning any contracts was that we were not good enough. We did not receive any input during the entire process. It was only after the 8(a) was expired, that they told us that we were too small to compete.

**Q:** Sounds like a complete waste of time. What did you do in the interim?

**A:** We struggled. We relied on other projects from clients in the private and local government sectors to keep us afloat. We knew we were good at what we did. So after more people saw our capabili-

ties, they encouraged us to once again go after federal contracts. It also helped that we received good reviews from our clients.

**Q:** Do you have any recommendations on how to improve the 8(a) program?

**A:** One suggestion is to clearly communicate to prospective applicants the minimum requirements and expectations. When we were starting out, nobody told us how to successfully navigate the intricacies of the 8(a) program, let alone how to successfully go after a contract. It was a daunting task for us and I realized that there were many businesses that quit because they just did not know how to work and survive in the system.

Further, their requirement of having a minimum of 2 years’ experience in a particular sector is ludicrous, because in certain areas of discipline, such as in the field of architecture, 2 years is not enough to qualify oneself as capable of working on government-sponsored projects.

Applicants must also undergo some kind of training before they enter the 8(a) program. This way, they become well-equipped with the knowledge on how to operate within the system and will hit the ground running.

**Q:** What could the government do to further make the program more efficient and successful for small businesses?

**A:** Eliminate the filing of a bid protest or appeal. In the current system, if your company loses a competition for a federal contract, you can file a protest or appeal. It is mandatory for the government to re-examine all the paperwork related to the project and selection process. As a result of the protest, the RFQs are cancelled altogether. Sometimes, small businesses lose, particularly with respect to the nuanced rules governing an agency’s evaluation of cost/price factors. To counter this, I recommend for a strong oversight process, to be undertaken by an assigned agency that specifically looks at each RFQ/RFP process to get rid of protests that are uncalled for. The assigned agency, however, should not abuse its powers and give “favored” companies a pass.

The government must crack down on the fraud and abuse by certain 8(a) businesses that continue to take advantage of the system, even after graduating from the 9-year program. To continue working on federal projects, some graduates establish a new company so that they can re-apply for the program, thereby giving them an edge over other competitors who have no prior experience. The current system has a lot of loopholes. Punitive action is needed. Strict regulations are necessary and small businesses must adhere to these.

We should increase scrutiny and enforce stricter guidelines in the mentor-protégé program. There have been reported fraud and abuse instigated by both large firms (mentors) and small business (protégés). Large and small contractors who work together under teaming agreements need to understand the intent of these arrangements and ensure that their agreements comply with federal laws and regulations.

(Continued on Page 7)



## WestEast Design Group: A Texas-based Company Achieves Success in the 8(a) Program

Every year, pursuant to the Small Business Act, the Federal Government sets aside a large number of government contracts, including construction projects, for small businesses.

Under these small business set-asides, only businesses that qualify as “small” under the Small Business Administration’s (SBA) regulations and meet the applicable size standard for the procurement are eligible for award of the contract.

Government contracting is markedly different from commercial or private sector contracting. To succeed in the federal government marketplace, contractors must be savvy to recognize nuanced differences in order to avoid costly mistakes and to seize available contract opportunities.

WestEast Design Group, a minority-owned small business and award-winning architectural design firm based San Antonio, Texas, is an 8(a) program graduate. Founded by Christopher Kimm in 1996, WestEast Design has since become a formidable architectural design firm in the Southwest region and nationwide.

It was a slow start at first, but under the leadership of the company’s principals, husband and wife team Christopher and Katherine Kimm, WestEast Design has seen a stream of clients in the private sector and federal government, steady growth in recent years, and a robust increase in the firm’s revenues and their employees, now numbering 41.

Among their multi-million dollar federal contracts included projects for the U.S. Army Corps of Engineers, U.S. Department of Veterans Affairs, Air Force Civil Engineer Center (AFCEC), Western IDIQ, and a local hospital in San Antonio, Texas.

WestEast Design has received several accolades: Ranked 7th (in 2010 and 2013) and 11th (in 2009) in the “25 Largest San Antonio Architectural Firms” by the *San Antonio Business Journal*.

After graduating from the 8(a) program in 2011, WestEast Design has continued to grow and expand, working on projects in the commercial sector. The firm now has plans to work on projects across the country and internationally.

To learn more about WestEast Design, visit [www.WestEastDesign.com](http://www.WestEastDesign.com) ●



*Husband and wife team: Christopher Kimm, President & CEO, and Katherine Kimm, General Manager of WestEast Design with their two kids, Amy and Phillip.*

### Christopher Kimm: A Profile in Perseverance

In 1974, at the young age of 16, Christopher Kimm immigrated with his family to the United States from South Korea.

Christopher did not speak a word of English; mundane tasks proved to be difficult. At fast food restaurants, ordering a hamburger was a struggle; oftentimes, he had to use his impromptu version of the “sign language” to communicate. He dreaded answering the telephone every time it rang; he feared his very limited English language skills would be tested to the maximum.

Yet he persevered. Christopher went to high school in San Antonio, and then studied architecture at the University of Texas at Austin.

“It took me 10 years to graduate,” he declared in a self-deprecating tone, yet revealing indomitable pride for such an accomplishment.

Christopher worked at different companies after graduation, but grew increasingly frustrated by what he perceived was the pervasive lack of good service to clients. He envisioned that he could build his own architecture company, make money, and simultaneously give superior service to his clients. In 1996, Christopher formed WestEast Design Group, and his vision became a reality.



*A China connection: Christopher Kimm’s uncle (known as Kim Yum, above photo) was a film actor in China in the 1920s and was married to a Chinese movie star who was active in the Shanghai movie industry up until the year 2000.*

*(Q&A Continued from Page 6)*

**Q:** *Your firm has won several huge federal contracts since your initial struggles. What do you think was your competitive advantage?*

**A:** To distinguish ourselves, we knew we had to exert more effort than our competitors. We listened carefully to what our clients needed, not what we thought they needed. We had to think outside the box to balance between the budget and the program. We researched and used cost-effective designs and materials, while providing esthetically pleasing projects.

**Q:** *Any advice for businesses that want to go into the 8(a) program?*

**A:** The 8(a) certificate is not a form of entitlement – although a lot of people think of it that way. Approach it with the mindset that this is a learning process, an opportunity for your business to grow and be competitive, and view it less of a “money-making” venture. Be proactive in marketing your company’s core competencies. Learn how to effectively network and sell your capabilities. Familiarize yourself with the federal contracting process. Do your research on the 8(a) program before you sign up (not after you have been accepted into the program).

**Q:** *Do you have any other wish lists for the SBA?*

**A:** My wish list for SBA is to have “specialties” in assessing prospective applicants. For example, architecture and engineering services would be one component, another would be for contractors, then for suppliers, etc. These different skill sets would have different requirements in terms of the minimum timeframe of previous experience in their sector. This system would weed out non-qualified applicants. The current system inundates SBA with non-qualified businesses, contributing to the disappointment and dissatisfaction by the government clients – a waste of time, money and effort for everyone. ●





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**USPAACC: Your Connection to Economic Growth**

**Why Become Involved with USPAACC**

**Nationwide Presence** Reach over 15,000 Asian American-owned businesses through our Regional Chapters in California, Texas, Chicago, Georgia, New York, 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.

**Business Express: ReadySetGrow®** Our executive business coaching program puts participants on the fast-track to robust growth and prosperity.

**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, Asian American Corporate Directors' 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, Federal, State, and Local Governments, and meet Asian American and other minority suppliers. *\*A commonly used business term meaning "connections" or "relationships."*

**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.

**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 business share their personal experiences, trials, tribulations, and lessons learned on their journey to the top.

**International CEO Forum** Chief Procurement Officers of 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**

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**Membership Application**

Send completed application to  
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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

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Website Address

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Signature of Individual/Corporate Officer