

## REPORT

## USPAACC Holds Largest Pan Asian American Procurement Conference in the Commonwealth of Virginia

Flagship event focused on roadmap to procurement opportunities and job growth

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) presented its 29th Annual National CelebrAsian Procurement Conference – the country's largest B2B procurement conference convened by pan Asian American businesses to connect with small, medium and large enterprises – at the Sheraton Premiere in Tysons Corner, Virginia on June 2 - 4.

The Conference gathered a veritable “who’s who” in the business community across the country – representing diverse industries, top-notch speakers, industry leaders and visionaries, and high-performance business owners.

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

Corporate Co-Chairs were AT&T, PepsiCo, UPS and Wells Fargo. Asian American Business Co-Chairs were Ampcus, SevenTablets, TIG, and VXI Global Solutions.

United States Senator from the Commonwealth of Virginia, The Honorable Timothy Kaine, welcomed to the conference over 700 movers and shakers from Fortune corporations, led by

Nooyi; Tim Harden, President, Supply Chain and Fleet Operations of AT&T; Hatim Tyabji, Chairman of the Board of Best Buy; and hundreds of CEOs, Presidents and Founders of successful Asian American-owned businesses whose combined revenue exceed \$7 billion.

The Gala audience also included Asian American Corporate Directors, winners of the USPAACC Fast 50 Asian American Businesses Awards – whose collective revenue in the last fiscal year reached over \$3 billion and with companies achieving up to 300% growth rate, Chief Procurement Officers of Fortune powerhouses, Asian American business owners and suppliers, procurement officers of Government agencies and large non-profit organizations, and many other VIP guests.

In all, more than 700 Conference participants – representing more than 216 Asian American B2B enterprises, 85 Fortune corporations, 25 government agencies and 9 media partners – came in full force from all over the country.

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Opening the gateway to procurement opportunities: At the traditional ribbon-cutting ceremony that officially opens the Supplier Trade Fair and One-on-One Business Matchmaking Meetings on the third day of USPAACC's CelebrAsian Procurement Conference in Tysons Corner, Virginia.

## 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

October 15 ~ 25, 2014

Guangzhou, Dalian and Shanghai - China

#### USPAACC West Procurement Connections

October 16, 2014

Wells Fargo Penthouse - San Francisco, California

#### USPAACC-SE/TIMBG Regional Event

November 20, 2014

Global Mall at the Crossings - Nashville, Tennessee

#### Holiday Season Networking Reception

December 2, 2014

Peony Pavilion - Princeton, New Jersey

#### Business Matchmaking & Networking Reception

February 5, 2015

TBD - National Capital Area

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)

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## CEO'S MESSAGE

Dear Friends,

Thank you for making our 29th Anniversary CelebrAsian Procurement Conference – on June 2-4, 2014 at the Sheraton Premiere in Tysons Corner, Virginia – yet another outstanding event!

CelebrAsian is the country's largest B2B conference convened by Pan Asian American businesses to connect small and minority enterprises with Fortune 1000 corporations, medium-size companies, and governments for contract opportunities. Our theme, "Galloping with Change," reflected the spirit of the Year of the Horse — energy, decisive action, speed, change and win — elements that fill the air and our time today.

In our 29th year, CelebrAsian remains the "go-to" national event for businesses that wish to connect with some of the most innovative, reliable, and cost-effective Asian American suppliers across industries. Over the years, CelebrAsian has become the gateway to greater access to opportunities, and serves as the singular and clarion voice on behalf of our constituents.

This year was made especially meaningful with the return of our dear and long-time friend, PepsiCo Chairman and CEO Indra Nooyi, who served as our Conference Chair and Keynote Speaker. This was her third time as Chair of our national conference, and we are grateful for her steadfast support for USPAACC. Indeed, her presence validated the importance of events like this that keeps on providing the platform to effect enormous growth for small and minority businesses in the mainstream.

Our specially-designed programs featured some of the industry's best speakers, experts, leaders, and visionaries; information-hungry participants packed every session. We also put the spotlight on the achievements of young entrepreneurs, seasoned business owners, corporate directors, and successful companies that keep on bucking the trend. All the while, we urged everyone to connect with each other and to leverage the true value of face-time and the immense power of a handshake.

Now that the dust has settled and new business prospects explored, we open a new chapter and turn our attention to prepare for the next important milestone – our 30th birthday! It is not too common for an organization to thrive this long. But thanks to your stalwart and enthusiastic support, we made it! So do let us know your thoughts on how to make this celebration extra special.

In the meantime, I wish you continued success and I look forward to seeing you at one of our events!

In friendship,

Susan Au Allen

National President & CEO



### SAVE THE DATE



US PAN ASIAN AMERICAN  
CHAMBER OF COMMERCE  
EDUCATION FOUNDATION

JUNE 3 - 5, 2015

BETHESDA NORTH MARRIOTT HOTEL  
AND CONFERENCE CENTER  
BETHESDA, MARYLAND

## 30th Anniversary CELEBRASIAN 2015 PROCUREMENT CONFERENCE

THE COUNTRY'S LARGEST B2B CONFERENCE CONVENED BY PAN ASIAN AMERICAN BUSINESSES  
TO CONNECT WITH SMALL, MEDIUM AND LARGE ENTERPRISES





## USPAACC National President & CEO is MBDA's "Advocate of the Year"

The U.S. Department of Commerce's Minority Business Development Agency (MBDA) honored USPAACC National President & CEO Susan Au Allen with the "Advocate of the Year" Award during the Awards Luncheon on August 1, 2014 at the Washington Hilton, in Washington, DC.

Alejandra Castillo, MBDA's National Director, presented the award to Allen during the "Champions of Minority Business Development" luncheon. Bruce Andrews, U.S. Deputy Secretary of Commerce, was the Keynote Speaker at the event.



USPAACC National President & CEO Susan Au Allen receives the "Advocate of the Year" Award from MBDA's National Director Alejandra Castillo.

**“This recognition strongly validates the arduous work that USPAACC has been doing for the last 30 years in giving a single and unified voice on behalf of the Asian American business community across the country and across industries.”**

— Susan Au Allen, USPAACC National President & CEO

“This recognition strongly validates the arduous work that USPAACC has been doing for the last 30 years in giving a single and unified voice on behalf of the Asian American business community across the country and across industries,” said USPAACC’s Allen. “Our goal is to create parity and to provide our constituents wider access to opportunities and results-oriented tools and resources, so that they could effectively compete in the mainstream and in the global marketplace.”

The special event was the highlight of the 2014 National Minority Enterprise Development Week Conference (MED Week), held July 31 to August 1, and attended by hundreds of minority business owners, industry leaders, corporate procurement officers and federal government officials. ●

## ASIA TRADE MISSION 2014: USPAACC to Lead Delegation on a 3-City Visit to China in October

USPAACC will hold its annual Asia Trade Mission to three dynamic markets in China – in Guangzhou, Dalian and Shanghai – October 15 ~ 25, 2014, designed to establish strategic connections, strengthen existing relations, promote American products/services, explore opportunities for joint ventures, and source potential suppliers.

Participating corporations include: Accenture, Amgen, Aramark, Bayer China, Cisco, Coca-Cola, Dell, Deloitte, Dezan Shira & Associates, Dow Chemical, DTZ, Ernst & Young, Ford, Ingersoll Rand, Pfizer, PwC, Regus, United Airlines, UPS, and more.

USPAACC is also partnering with local organizations to reach out to the companies/resources in the middle market based on requests from the delegates. This year’s Trade Mission partners are Amcham (Northeast, South China, Shanghai); CCPIT; Made-in-China.com; U.S. Commercial Service; and more. Plant visits plus sightseeing tours are also included in the itinerary. ●

## New Census report: Asian Americans are fastest-growing among all ethnic groups

Unprecedented growth fueled by immigration, based on education, skills and family reunion

The latest U.S. Census Bureau data confirm that Asian Americans grew faster than any other group in the United States between 2012 and 2013, fueled by immigration, based on education, skills and family reunion.

As the fastest-growing racial/ethnic group in the country since 2010, the six largest groups are, in order of size: Chinese, Filipino, South Asian (Indian, Pakistani, Bangladeshi, Sri Lankan), Vietnamese, Korean, and Japanese.

The current total Asian American population in the U.S. at 19.4 million, reflects a growth rate of 2.9% between 2012 and 2013 – faster than Hispanics (2.1%), African Americans (1.2%) and Native Hawaiians and Other Pacific Islanders (2.3%).

“Now more than ever, the demographic changes among Asian Americans make them an important economic communi-

ty critical to the country’s growth and vitality. Their continuing contributions to innovation and the skilled work force the country needs to remain competitive, is a matter to be reckoned with,” USPAACC National President & CEO Susan Au Allen said.

According to the Pew Research Center analysis of the Census data, fully 74% of Asian adults in 2012 were foreign born and international migration accounted for about 61% of the total change in the Asian American population from 2012 to 2013.

Geographically, California has the largest Asian population (6.1 million) and saw the largest increase between 2012 and 2013, with a net increase of 142,000 Asians. North Dakota saw the highest rate of Asian population increase between 2012 and 2013 — up 8.4%.

For more information, visit [www.uspaacc.com](http://www.uspaacc.com) ●

## Procurement Officers Forum Highlights Domestic and Global Buying Trends for Minority Suppliers

Top Procurement Officers from leading Fortune 500 Corporations, such as AT&T, Caesars Entertainment, ConAgra Foods, Hilton Worldwide, Marriott International, PepsiCo, UPS, and non-profit organizations including AARP, gathered at the Procurement Officers Forum on June 2, 2014 where they spoke to a packed crowd.

The panel discussed domestic and global trends in the supply chain, issues and challenges in the business community, how corporate procurement practices adjust to global market and political changes, and how suppliers get selected to be a part of the bid and become a value-added vendor, among other key issues. The forum was part of CelebrAsian 2014.

Speakers were: Mark Reed, CPO, AARP; George Sloan, VP, Global Business and Operations Supply Chain, AT&T; Michael Fath, CPO, Caesars Entertainment; DK Singh, SVP, Global Procurement, ConAgra Foods; Stephane Masson, VP, Global



Top-level procurement officers discuss domestic and global trends in the supply chain.

Procurement, Marriott International; Grace Puma, SVP & CPO, PepsiCo; and Gary Kallenbach, VP, Global Procurement, UPS. Roy Anderson of Metaprocore was the Moderator.

One participant described the forum, which was part of CelebrAsian Procurement Conference 2014, as “a major coup featuring a stellar line-up of procurement executives from some of the world’s best-performing companies.”

## Federal Contracting Opportunities Explored at Government Town Hall Meeting

Federal contracting opportunities were presented and explored to benefit minority suppliers who wanted to get a piece of the multi-billion dollar federal government procurement pie, June 3, 2014 at the Sheraton Premiere in Tysons Corner, Virginia.

Speakers from Government Agencies and successful vendors shared information on where to find government contracting opportunities, how to apply for them, pitfalls to avoid, lessons learned, and how to sustain winning efforts.

Also discussed were new developments impacting small and minority businesses, including: guidelines for multiple award contracts; socioeconomic parity for small businesses; cost-reimbursement contracts; how to make your business sustainable; and sources sought/RFIs. The forum was part of CelebrAsian 2014. Speakers were: Shapleigh Drisko, Director, OSDDBU, U.S. Department of State (Moderator); Glenn A. Delgado, Associate Administrator, Office of Small Business Programs, NASA; Mark Gazillo, Director, Office of Small Business Programs, U.S. Department of Defense - Washington HQ Services; John Hale III,

Director, OSDDBU, U.S. Department of Energy; Kevin Boshears, Director, OSDDBU, U.S. Department of Homeland Security; Kimberly Ball, Deputy Director, U.S. Agency for International Development; Kimberly Patrick, Acting Director, Office of Small Business Programs, Environmental Protection Agency; Christy Jackiewicz, Outreach Program Manager, General Services Administration; Leonardo San Roman, Small Business Specialist/Special Assistant OSDDBU Director, U.S. Department of Transportation; Anthony Barone, Special Counsel, Office of Small Business Policy, U.S. Securities & Exchange Commission; Tizoc Loza, Corporate Manager, Northrop Grumman Corporation; and Charles McMahon, Executive Vice President, Ampcus.



Government panel lays out federal contracting opportunities for minority suppliers.



Capacity crowd at the black-tie Excellence Awards Gala during CelebrAsian Procurement Conference 2014, held June 2-4 at Sheraton Premiere in Tysons Corner, Virginia.





Celebrating our community's best and brightest: USPAACC's "Fast 50 Asian American Businesses" with PepsiCo Chairman & CEO Indra Nooyi, who served as Conference Chair, and USPAACC National President & CEO Susan Au Allen at CelebrAsian Procurement Conference 2014 at the Sheraton Premiere in Tysons Corner, Virginia.

## Dynamic Business Growth Recorded by USPAACC's "Fast 50 Asian American Businesses"

Asian American-owned enterprises record \$3 billion in revenue with up to 300% growth rate, USPAACC reports

USPAACC officially unveiled its 2014 "Fast 50 Asian American Businesses" during the Excellence Awards Gala, at its 29th annual national flagship CelebrAsian Procurement Conference, June 2 at the Sheraton Premiere at Tysons Corner, in Tysons Corner, Virginia.

Founders, CEOs, COOs and Presidents flew in from all over the country for the black-tie event.

Together, the fast-growing Asian American businesses generated an average 3-year annual revenue of \$3 billion – with companies achieving up to more than 300% growth rate.

Representing a wide range of industries nationwide – biotechnology, construction, consulting services, capital management, food and beverage, information technology, pharmaceuticals, resource management/environmental, staffing services, and telemarketing, the 2014 winners were Americans of Chinese, Japanese, Korean, South Asian, and Vietnamese heritage.

About 20 Asian American businesses have won this distinction in previous years, several companies winning consecutively.

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

"USPAACC is proud to recognize and showcase the robust and steady growth Asian American-owned businesses across industries have achieved, even amid challenging economic times," said Susan Au Allen, USPAACC National President & CEO. "We salute our Fast 50 Asian American Businesses – proof positive that through innovation, hard work, and ingenuity, Asian Americans can lead the way as catalysts to the revitalization of our national economy."

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.

For more information, visit [www.uspaacc.com](http://www.uspaacc.com) 🌐

## USPAACC mulls offering expanded Supplier Diversity Managers Caucus for procurement professionals

USPAACC is weighing suggestions to further extend the 2.5-hour Supplier Diversity Managers Caucus, in response to the overwhelmingly positive feedback from Supplier Diversity professionals. The Caucus is open only to Supplier Diversity professionals and draws a capacity crowd every year. Participants candidly discuss the future of corporate supplier diversity, challenges for minority suppliers, small business inclusion, meeting internal goals, and more.

"We continue to receive many compliments – and suggestions to extend this program – that we are now considering lengthening the session to maximize discussions while participants refresh on cutting-edge information, share real-world best practices, and learn from their peers," said Anna Zawacki, USPAACC National Program Director.

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



Supplier Diversity Managers Caucus participants discuss strategies and solutions.

USPAACC's conference workshops are approved by the Institute of Supply Management (ISM) and participants will get Continuing Education Hours (CEH) credits. Supplier Diversity professionals participating in CelebrAsian can use these credits to apply to ISM for Certified Professional in Supply Management® (CPSM®) recertification, Certified in Supply Management (CSM), Certified Professional in Supplier Diversity® (CPSD) recertification, Certified Purchasing Manager (CPM) recertification or Accredited Purchasing Practitioner (APP) reaccreditation. 🌐

## CONNECTING THE DOTS TOWARD SUSTAINABLE SUCCESS

**Minority-Owned Businesses on Path to Accelerated Growth via Business Express: ReadySetGrow®**

Twenty-two business leaders from 20 minority-owned enterprises participated in USPAACC's Business Express: ReadySetGrow®, July 28-29 at the Renaissance Woodbridge Hotel in New Jersey.

Business Express is an annual business executive coaching program, specifically created to help small- and medium-sized Asian and other minority businesses take their companies to the next level of growth and prosperity.

The program is created for minority-owned companies with at least \$1 million in annual sales and that have been in business for at least 3 years.

Wells Fargo is the Legacy Founder and Sponsor of this program, which began in October 2011.

"Business Express provides a roadmap to accelerated growth – tools and resources for a clear view of their own business, critical ingredients for efficient and effective operation, and a cache of knowledge to help them connect the dots toward sustainable success," said Susan Au Allen, USPAACC National President & CEO.

New Jersey Assemblyman John Wisniewski gave the welcome remarks.

Corporate sponsors Comcast/NBCUniversal, Sprint, and Wells Fargo were well-represented.

The two-day workshop focused on three major components of success: Planning; Marketing; and People/Human Resources. The participants – with sales up to \$30 million – came from various industries: IT, staffing, public relations/marketing, business solutions and product building, relocation/payroll management, film/video production, food/produce, manufacturing, accounting, management consulting, government contracting, and logistics.

This year's corporate sponsors are Allstate Insurance, AT&T, Campbell Soup, Capital One, Comcast/NBCUniversal, ConAgra Foods, IBM, Major League Baseball, Marriott International, Sprint, and UPS.

Participants gave overwhelmingly positive accolades with phrases such as: "Fantastic workshop!" "Time well-spent," "Highly recommended," "Motivational," "Very informative," and "Eye-opener."

Workshop trainer Tim Fulton is a nationally recognized small business consultant, successful business owner, and adjunct university professor.

For more information, visit [www.uspaacc.com](http://www.uspaacc.com)



On an accelerated path to business growth: Participants of Business Express: ReadySetGrow learn three major components of success: planning, marketing & people/HR.

(From Page 1)

The Conference theme, "Galloping with Change," reflected the spirit of the Year of the Horse – energy, decisive action, speed, change and win.

Now in its 29th year, USPAACC provides Asian American and other 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, networking events, and the signature pre-scheduled one-on-one procurement matchmaking meetings, Asian American suppliers showcased their products and services to prospective buyers. Over 50 categories of commodities with contracting opportunities were identified for suppliers across industries.

For more information, visit [www.uspaacc.com](http://www.uspaacc.com)



Exploring procurement opportunities: Asian American and other minority suppliers connect with buyers from Fortune corporations on the third day of CelebrAsian Procurement Conference 2014 in Tysons Corner, Virginia.





Their opinions matter: Asian American Corporate Directors recognized at the Excellence Awards Gala. (From left) Carolyn Woo, President and CEO, Catholic Relief Services and Member of the Board of Directors, Aon and NiSource; Lewis Chew, Executive Vice President and Chief Financial Officer, Dolby Laboratories and Member of the Board of Directors, PG&E Corporation; and Hatim A. Tyabji, Chairman of the Board, Best Buy Co., Inc. United States Senator from the Commonwealth of Virginia, The Honorable Timothy Kaine, helped present the awards with USPAACC National President & CEO Susan Au Allen, and National Capitol Contracting President Chris Marquez, who also served as the Gala's Master of Ceremonies.

## USPAACC National President Speaks on Small Business Ownership at Policy Summit in Washington, DC

USPAACC National President & CEO Susan Au Allen spoke at a panel on the diversification of small business ownership, in a Policy Summit presented by the National Journal on June 24, 2014 in Washington, DC.

The Policy Summit convened the nation's key opinion leaders for a robust discussion about minority empowerment, workforce development and entrepreneurship. It also addressed the country's shifting demographics, growth of the labor force, the expanding middle class, and its huge implications for U.S. industry and the economy.

USPAACC's Allen talked about the ramifications of business-related policies that have worked for USPAACC members like Andrew Ly of Sugar Bowl Bakery, Eva Wang of VXI Global Solutions, and Kishore Khandavalli of SevenTablets/iTech US.

She shared with the audience the remarkable success stories of these three immigrants, beginning with how Andrew Ly and his three brothers, Vietnamese refugees, came to this country with a torn shirt on their back, worked as janitors during the day and went to community college at night, saved enough to buy a street corner bakery and built it into a \$60 million bakery enterprise.

Allen also shared the story of Eva Wang, an educated chemist from China, who came to the United States as the wife of a Chinese graduate student, became a call center representative for Sprint's subcontractor that eventually lost its contract. Unemployed and with no transferable skills – except what they learned here answering phone calls for Sprint – Eva and her two friends started their call center business from their apartment, and built it into a \$300 million enterprise.

Allen's third success story was about Kishore Khandavalli, a chemical engineer by training, who started his IT company from his home in Vermont, and based his business model on helping

friends. Most of the banks he approached for a loan turned him down – except one. With perseverance and strong leadership, he soon grew his software company into a multi-million dollar global enterprise, and he is now working on growing his other start-up company in Texas.

Allen was joined at the panel by Dr. Winslow Sargeant, Chief Counsel for Advocacy, U.S. Small Business Administration; Consuella McCain, Director of the National Community Reinvestment Coalition's Washington, DC-based Women's Business Center; and Chancee Lundy, Co-Founder of NSPIRE Green LLC, a minority small business owner.

The other panel, on minority workforce development and financial empowerment, featured speakers from the Center of Global Policy Solutions, Pew Research Center, Urban Institute and IBM Foundation. ●



**WOMAN OF THE YEAR:** USPAACC National President & CEO Susan Au Allen receives the "Woman of the Year" Award from the Boy Scouts of America National Capital Area Council on June 18 during the Champions of Character Awards Reception and Dinner at the Renaissance Hotel in Washington, DC; With honoree U.S. Senator from Wyoming, The Honorable Mike Enzi. The Award recognizes individuals in the community who serve as role models for the future leaders – the youth of today.



## CELEBRASIAN PROCUREMENT CONFERENCE 2014



▲ Above, from left: Susan Au Allen, National President & CEO, USPAACC; Kishore Khandavalli, Conference Co-Chair and CEO, SevenTablets; Tracy Balazs, President, FSR; Kurt Nguyen, CEO, Qnexis; Katherine Ng, Director of Business Development, Wu & Associates; and Omer Mutaqi, CEO, My HR Supplier. Jessica Choi, Diversity & Inclusion Director, AmerisourceBergen; Mark Reed, Chief Procurement Officer, AARP; Jackie LaJoie, Supplier Diversity Manager, Ingersoll Rand; and Roy Anderson, VP of Procurement Services, MetaProcure.

Balvinder Sangha, Principal, Financial Services, Ernst & Young (Ranking Sponsor of the Fast 50 Asian American Businesses Awards) ►



▲ Above, from left: Conference participants network; Chris Marquez, President, National Capitol Contracting, was the Master of Ceremonies at the Excellence Awards Gala; Arun Verma, President & CEO, Data, Inc.; Hanh Kent, Small Business Officer / Sustainable Acquisition Representative Lawrence Berkeley National Laboratory with Chawn Tate, Client Relations Leader, Commdex, and guest.



▲ Above, from left: Stephane Masson, Vice President of Global Procurement, Marriott International; Mark Reed, Chief Procurement Officer, AARP; Susan Au Allen, National President & CEO, USPAACC; Grace Puma Whiteford, Senior Vice President & Chief Procurement Officer, PepsiCo; Neera Bahl, President, USPAACC Southeast Region and Founder, Neera Bahl & Associates; Gary Kallenbach, Chief Procurement Officer, UPS; George Sloan, Vice President, Global Business & Operations Supply Chain, AT&T; DK Singh, Senior Vice President, Global Procurement, ConAgra Foods; and Michael Fath, Chief Procurement Officer, Caesars Entertainment. Fast 50 Asian American Business Award winner Zia Islam, President & CEO, Zantech IT Services, Inc.

**"It was one of the best business matchmaking sessions I've ever had. I've learned of many opportunities that will be coming out next year. We would like to get certified by USPAACC and engage in more future activities. Thank you so much for putting together this excellent event."**

— Matthew Lee, C.J Maintenance, Inc.



▲ Above, from left: At the Gala Reception with Chris Gallucci, Senior Vice President, Global Procurement, PepsiCo; Terry Shin, President, Swagger Foods Corporation and Fast 50 Asian American Business winner; Andrew Ly, CEO, Sugar Bowl Bakery; Ricardo Barrientos, Senior Director, Supplier Diversity, PepsiCo; and Anthony Moon, Senior Director, Global Procurement, A&M, PepsiCo. Asian American Corporate Director Honoree Dr. Carolyn Woo, President & CEO, Catholic Relief Services, Board Member of Aon and NiSource. Alejandra Castillo, National Director, Minority Business Development Agency (MBDA); Anisa Balwani, President, USPAACC Northeast Region and owner of RCI Technologies, Inc.



## CELEBRASIAN PROCUREMENT CONFERENCE 2014



▲ Corporate and Asian American Business Co-Chairs, Asian American Corporate Directors Honorees, with Susan Au Allen, USPAACC National President & CEO, and Indra Nooyi, PepsiCo Chairman & CEO, who is also the Conference Chair and Keynote Speaker.



◀ Clockwise from above left: Asian American Corporate Director Honoree Lewis Chew, Executive Vice President & Chief Financial Officer, Dolby Laboratories, and Board Member, PG&E. Dinesh Gulati, CEO, IIT, Inc. and Fast 50 Asian American Businesses Award winner. United States Senator from the Commonwealth of Virginia, The Honorable Timothy Kaine; Asian American Corporate Director Honoree Hatim Tyabji, Chairman of the Board, Best Buy Co., Inc.; and Susan Au Allen, USPAACC National President & CEO. Timothy Harden, President Supply Chain & Fleet Operations, AT&T. Tony Gladney, Vice President, National Diversity Relations, MGM Resorts International.

**“Congratulations on a superb conference! You can count on me to assist USPAACC wherever I can.”**

— Didi Anekwe, Nationwide Mutual Insurance Company



▲ Winners of the Fast 50 Asian American Businesses Award gather on stage with Conference Chair Indra Nooyi, PepsiCo Chairman & CEO, USPAACC National President & CEO Susan Au Allen, and Conference Co-Chairs.



## CELEBRASIAN PROCUREMENT CONFERENCE 2014



▲ Above, from left: Mark Gazillo, Director, Office of Small Business Programs, U.S. Dept. of Defense - Washington HQ Services; Kimberly Ball, Deputy Director, OSDBU, USAID; Kevin Boshears, Director, OSDBU, U.S. Dept. of Homeland Security; John Hale III, Director, OSDBU, U.S. Dept. of Energy; Kimberly Patrick, Acting Director, Office of Small Business Programs, Environmental Protection Agency; Glenn A. Delgado, Associate Administrator, Office of Small Business Programs, NASA; Christy Jackiewicz, Outreach Program Manager, General Services Administration; Leonardo San Roman, Small Business Specialist / Special Assistant OSDBU Director, U.S. Dept. of Transportation; and Shapleigh Drisko, Director, OSDBU, U.S. Dept. of State.

▲ Sheena Gill, Director of Contracts and General Counsel, C<sup>2</sup> Technologies; Clyde Wong, USPAACC Western Chapter President, Founder, President & CEO, CE2 Corporation; and Hanh Kent, Small Business Officer / Sustainable Acquisition Representative Lawrence Berkeley National Laboratory.



▲ Above, from left: Chris Marquez, President National Capitol Contracting; Ying McGuire, Vice President, International Operations & Business Development, TIG, at the USPAACC Supplier Success Stories session. Jesse Crawford, Senior Manager, Global Supplier Diversity, Verizon. At the Supplier Diversity Managers Caucus, where strategic solutions were discussed.

▼ Below: Alejandra Castillo, National Director, Minority Business Development Agency (MBDA) speaks at the Wells Fargo Business Express: ReadySetGrow program luncheon; and Gary Kallenbach, Chief Procurement Officer, UPS at the Excellence Awards Gala.



▲ Susan Au Allen, USPAACC National President & CEO, presents United States Senator from the Commonwealth of Virginia, The Honorable Timothy Kaine, with the Public Service Award at the Excellence Awards Gala.

**"The conference is certainly growing in attendance and impact. We were glad to be able to participate. I found the Corporate Supplier Diversity Managers Caucus to be especially beneficial."**

— Sheila Dews-Johnson,  
McCormick & Company, Inc.



▲ Directors, Managers and Professionals served as Moderators and Table Leaders at the Supplier Diversity Managers Caucus, where they led discussions on issues, challenges, and best practices in supplier diversity arena across industries.



## CELEBRASIAN PROCUREMENT CONFERENCE 2014



▲ Above, from left: At the IT Industry Focus Group; and Asian American Corporate Director Honoree Hatim Tyabji, Chairman of the Board, Best Buy Co., Inc.



▲ Susan Au Allen, USPAACC National President & CEO with Indra Nooyi, PepsiCo Chairman & CEO, Conference Chair. ▼ United States Senator from the Commonwealth of Virginia, The Honorable Timothy Kaine at the Excellence Awards Gala.



▲ Above, from left: Asian American Corporate Director Honoree Lewis Chew, Executive Vice President & Chief Financial Officer, Dolby Laboratories, and Board Member, PG&E; Susan Au Allen, USPAACC National President & CEO; Indra Nooyi, PepsiCo Chairman & CEO, Conference Chair; Eva Wang, CEO, VXI Global Solutions; and David Zhou, President & COO VXI Global Solutions.



"I commend USPAACC for putting together a very well-organized event. You have a new fan, and we intend to be associated with your organization for a long time."

— Dinesh Gulati, IIT Inc.

▲ Asian American Business Co-Chair Bruce Geier, Founder, President & CEO Technology Integration Group (TIG) at the Excellence Awards Gala.

"Congratulations on another great conference! Well done!"

— José Nido,  
Wyndham Worldwide  
Corporation



"Great conference! We met lots of new folks from the industry, corporations and the agencies. Lots of action items and follow up's to be made and the effort is on. Thanks again!"

— Anjali "Ann" Ramakumaran,  
Ampcus, Inc.  
CelebrAsian Conference Co-Chair

▲ Conference Co-Chairs (above, from left): Gary Kallenbach, Chief Procurement Officer, UPS; David Zhou, President & COO VXI Global Solutions; Bruce Geier, Founder, President & CEO Technology Integration Group (TIG); Susan Au Allen, USPAACC National President & CEO; Anjali "Ann" Ramakumaran, CEO, Ampcus, Inc.; Kishore Khandavalli, CEO, SevenTablets; and Timothy Harden, President Supply Chain & Fleet Operations, AT&T.



## CELEBRASIAN PROCUREMENT CONFERENCE 2014



**"I was so impressed with CelebrAsian — it was worth every penny! I hope to join you in 2015 and celebrate your 30th birthday. You are doing great things for so many businesses. I have a follow-up meeting this week with two of your participants to help them better navigate our agency."**

— Christy L. Jackiewicz, Office of Small Business Utilization,  
General Services Administration

▲ Clockwise, from top left: Asian American suppliers meet with buyers from Fortune Corporations and Government Agencies at the One-on-One Business Matchmaking Meetings. Nancy Wong, Senior Vice President, Asian Segment Manager, Wells Fargo; Cynthia McGee, Vice President, Principal Relationship Manager, Wells Fargo; Alejandra Castillo, National Director, Minority Business Development Agency (MBDA); Susan Au Allen, USPAACC National President & CEO; Asian American Corporate Director Honoree Dr. Carolyn Woo, President & CEO, Catholic Relief Services, Board Member of Aon and NiSource; and Asian American Business Co-Chair Eva Wang, CEO, VXI Global Solutions. At the Lockheed Martin booth during the Supplier Trade show. Kevin Boshears, Director, OSDBU, U.S. Department of Homeland Security (left) exchanges business cards with Asian American business owners Salil Sankaran and Samir Sankaran of Ampcus, Inc.



**"I met many diverse vendors that could potentially help us with our supplier needs."**

— Joan Hairston, Washington Gas

◀ From far left: Fast 50 Asian American Businesses Award winner; Michelle Hunt, Director, Supplier Diversity, Denny's flanked by recipients of Denny's Hungry for Education scholarship. Above: Kellogg's Debra Quade, Associate Manager of Supplier Diversity, speaks with an Asian American supplier at the Supplier Trade Show.



▲ Above, from left: A Fast 50 Asian American Businesses Award winner poses for special photo; USPAACC's Allen greets Didi Anekwe, Supplier Diversity Consultant, Nationwide Mutual Insurance Company; and Asian American suppliers and buyer confer between prescheduled one-on-one business matchmaking meetings.



## 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, 19 scholarships were awarded this year.

The 2014 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; Christina Young, Defense Logistics Agency, Washington, DC; Sophia Parker, DSFederal Inc., Maryland; Aline Presley, Exxon Mobil Corporation, Virginia; Aloysius Yoon, Lattice Group, Maryland; Chris Marquez, National Capitol Contracting LLC, Virginia; Kurt Nguyen, Qnexis, Inc., Virginia; and Anna Zawacki, USPAACC Education Foundation, Washington, DC.

### Bruce Lee Scholarship

Dana Moore  
Nehalem, Oregon

"This was a fantastic experience for me. I am so unbelievably grateful for the scholarship I received; initially, I thought that college was not going to be a possibility. You are making my education possible and there is no amount of thank you's and gratitude to display how much this means to me."



### Chen Foundation Scholarship

Victoria Loo  
San Jose, California

"Never before had I felt so much honor to be an Asian American and to be in the presence of the numerous successful and accomplished Asian American business owners. It really opened my eyes to the importance and extensive influence of the Asian American community."



### Chen Foundation Scholarship

Stephanie Ying  
Manhasset, New York

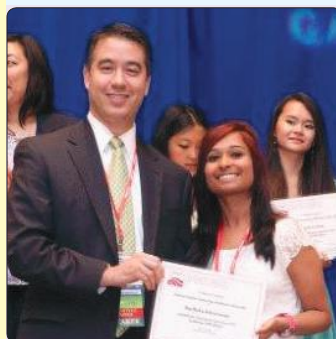
"With CelebrAsian banners and posters all around the lobby, I immediately knew that I was attending a grand conference and I was to expect an extremely valuable experience. I interacted with Asian American leaders in today's economy. This experience has been life-changing."



### National Capitol Contracting Scholarship

Radhika Khatiwoda  
Baltimore, Maryland

"CelebrAsian 2014 was an amazing experience that I will never forget. It was filled with amazing people, great agendas, and remarkable experiences. It was much more than I had ever imagined and I am so grateful for this scholarship."



▲ At the Business Leaders and Scholarship Awards Luncheon (above, from top left): Jacqueline Rosa, Managing Director, Global Head of Supplier Diversity JPMorgan Chase, who also served as the event emcee, with USPAACC's Susan Au Allen; Kathy Homeyer, Director, Supplier Diversity, UPS; Ying McGuire, VP, International Operations & Business Development, TIG; Recipient of Denny's Hungry for Education Scholarship; 2014's Scholarship Recipients with their Asian American and Corporate sponsors.



## On-Ping Yu & Bernadette Wong Yu Scholarship

Youa Thao  
*Morris, Minnesota*

"CelebrAsian 2014 has been an extremely eye-opening, empowering, and once-in-a-lifetime experience for me. The devotion shown by people like Mrs. Allen also motivated me to never give up on any of my goals, despite the obstacles in between. I will have lasting memories about this special event."



## PEMCO Scholarship

Emily He  
*Oakland, California*

"The networking opportunity allowed me to step out of my comfort zone and talk to business professionals. I really enjoyed this opportunity; it allowed me to explore the many different companies and career options out there. Thank you for this amazing opportunity!"

## TEOCO Scholarship

Cindy Le  
*Chandler, Arizona*

"My experience with the USPAACC Scholarship program was a time of great happiness. I received the honor of hearing the stories of remarkable leaders in the business industry, many having started with little and gradually paving their own paths for success. I learned the importance of communication, strategy, and unfaltering determination."



## AT&T Scholarship

David Choi  
*El Paso, Texas*

"Thank you for giving me the chance to attend this conference. This event inspired and taught me of the heights that can be reached as an individual and as an Asian American. It also provided me with a plethora of opportunities that I know will be helpful in the near future. This event was an eye-opening and significant experience to me as a scholar, individual, and a young adult."

## CVS Health Scholarship

Xiu Cheung  
*Ocala, Florida*

"CelebrAsian truly opened my eyes to the different people around the world who overcame adversity and followed their dreams to ultimately achieve success. CelebrAsian 2014 was one of the best experiences of my life. It was an honor to be apart of this event. Thank you USPAACC for investing in our education."



## Denny's Hungry For Education Scholarship

Ilse Delgado  
*El Paso, Texas*

"I am grateful and honored to be part of CelebrAsian this year. This is an opportunity not many people my age get. I felt empowered, inspired, but most importantly I left with the motivation to leave my mark in this world. I wish to be an example to others — anything they dream of is possible."

## Denny's Hungry For Education Scholarship

Neeya Toleman  
*Denton, Texas*

"The conference impressed upon me the importance of diversity in markets as well as maintaining connections and relationships within the business community. All in all, the conference showed me that encouraging the diverse business community is extremely important and I appreciate the USPAACC now more than ever. This Conference was amazing!"



## Enterprise Holdings Scholarship

Tika Pokhrel  
*Dallas, Texas*

"So much beautiful memories to recall when I think of this year's USPAACC CelebrAsian Conference. PepsiCo CEO Indra Nooyi's speech was motivational. This national event surely was a great opportunity for me to spend some time with very creative and successful people."



## ExxonMobil Scholarship

Carolyn Dang  
*Sebastian, Florida*

"CelebrAsian taught me that it is not the amount or severity of challenges that is important, but rather the way in which you overcome those challenges and go on to achieve success. Thank you again to everyone who made it possible for me to attend the conference — it was an experience that I will never forget."



## ExxonMobil Scholarship

Kylie Tumiatti  
*West Melbourne, Florida*

"Although the conference was only a few days, it felt like I gained a year's worth of experience. The ability to meet and talk to CEOs and other company representatives presented me with the opportunity to make valuable connections. It was empowering to meet people who shared my heritage and who have become so successful."



## PepsiCo Foundation Scholarship

Derrick Chow  
*Daly City, California*

"Never in my entire life have I attended such an inspiring conference. I truly had a spectacular time at this national event and time flew by so quickly. This scholarship means the world to me. I am forever grateful for the opportunities that USPAACC has opened up for me. Thank you so much!"



## PepsiCo Foundation Scholarship

Christine Ward  
*Mechanicsville, Virginia*

"I loved how the speakers were able to emphasize embracing their Asian culture while also integrating into the American culture. This conference taught me not to dwell on the challenges I face in life. I realized that it is not the amount or severity of challenges that is important; rather the way in which you overcome those challenges and go on to success. Thank you!"



## Southern California Edison Scholarship

Christopher Chen  
*Long Beach, California*

"Thank you for the opportunity to attend the conference. I met fellow smart youths, CEOs, a senator, and got a brief glimpse into the world of business, whose lives will continue to inspire me. I ended up leaving the conference with a wealth of knowledge, a new group of friends, and a roadmap that will give me sure footing as I step into my career."



## UPS Foundation Scholarship

Mike Dinh  
*Houston, Texas*

"I cannot say how truly grateful I am to have this experience as a Scholar. CelebrAsian Procurement Conference 2014 not only taught me how to accept my mistakes and myself, but it also helped me to grow as a person, to learn from others, and to be confident in my own abilities."



## UPS Foundation Scholarship

Stephen Kim  
*Edina, Minnesota*

"I am really thankful for the scholarship and the conference as it taught me to continue to move forward with my education, so that I can one day become a successful person who will give back to the community. Thank you for giving me the best experience that I will never forget."





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

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**USPAACC: YOUR CONNECTION TO ECONOMIC GROWTH**

**WHY BECOME INVOLVED WITH USPAACC**

**NATIONWIDE PRESENCE** – Reach thousands of Asian American-owned B2B enterprises through our Regional Chapters in California, New York, Texas, Georgia, Illinois, Connecticut, and the Maryland-Virginia-Washington, DC National Capital Area.

**LEGISLATIVE BRIEFINGS** – Meet and discuss with Federal lawmakers important issues that impact your business.

**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. Develop mutually beneficial business relationships in our one-stop shop with Corporate America, Federal, State & Local Government agencies, Asian American and other small and minority-owned businesses.

**CELEBRASIAN PROCUREMENT CONFERENCE** – Participate in our flagship event, the country's largest annual national B2B procurement conference convened by Pan Asian American businesses to find partners in small, medium and large enterprises.

Our **FAST 50 ASIAN AMERICAN BUSINESSES** program puts the spotlight on the achievements of Asian American-owned businesses, showcases their continued robust growth despite tough economic times, through innovation, hard work and ingenuity, remains at the forefront as engine 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.

**SUPPLIER TRADE FAIR** – Acquire valuable contract opportunities in our signature pre-scheduled quality one-on-one procurement matchmaking meetings with buyers from Corporate America, the Federal, State, and Local Governments, and Non-Profits, and meet Asian American mid-size, small and other minority suppliers.

**SUPPLIER DIVERSITY MANAGERS CAUCUS** – Supplier Diversity Directors, Managers and Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian American suppliers. This forum explores solutions to current issues, challenges and best practices in the supplier diversity arena.

**FEDERAL CONTRACTING TOWN HALL MEETING** – Federal Government representatives present a roadmap to current and upcoming contracting opportunities for small/minority businesses, and discuss new developments impacting small businesses.

**USPAACC SUPPLIER SUCCESS STORIES** – USPAACC members from corporations, government agencies and Asian American business community share their success stories – how they did it, how they grew, pitfalls avoided, challenges faced, best practices, and much more.

**YOUNG ENTREPRENEURS** – Young Asian American CEOs share how they started their business from scratch, competed against large companies and made their mark – ultimately changing the paradigm for entrepreneurship, business growth and success.

Seasoned industry leaders are featured in our **ASIAN AMERICAN CEOs: LIVING THE AMERICAN DREAM**, where they discuss their experiences on their road to achieving success. **WOMAN PIONEERS SUMMIT** – Outstanding woman pathfinders in Corporations, Government and small business share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top.

**ASIA TRADE MISSIONS** – Since 2005, USPAACC has been leading successful Trade Missions to the fast-growing 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 & CPO FORUM** – Chief Procurement Officers of U.S. Corporations, CEOs of U.S. small- and medium-sized companies from China, India and other Asia-Pacific countries discuss procurement trends, alliances and joint venture opportunities in the Asia-Pacific region.

Reach out to Asian Americans in various professions through our **NATIONAL DIRECTORY OF ASIAN AMERICAN BUSINESS & RESOURCE GUIDE**, the **E-NEWS**, and our newsletter, the **EAST WEST REPORT**. And more!

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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

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Name and Title of Corporate Officer

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Street / P.O. Box Number

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City / State / ZIP

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Signature of Individual / Corporate Officer