

## CelebrAsian Procurement Conference 2016 Heads to Atlanta, Georgia on June 1 ~ 3

*UPS CEO David Abney chairs country's largest B2B conference convened by Pan Asian Americans to connect with large, medium and small enterprises*

*CelebrAsian* Procurement Conference — the country's oldest and largest annual gathering of innovative Pan Asian American suppliers representing a wide array of fast-growing industries — will be held on June 1 ~ 3, 2016 at the Hyatt Regency Atlanta in the heart of Atlanta, Georgia.

*CelebrAsian* is the flagship event of the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) and the year's most anticipated business-to-business conference convened by Pan Asian Americans to connect with large, medium and small enterprises.

UPS CEO David P. Abney is this year's Conference Chair. The UPS CTO will also be playing a leadership role at the Conference.

UPS is the world's largest package delivery company and a provider of supply chain management solutions, with global headquarters in the greater Atlanta area.

Host Co-Chairs are The Coca-Cola Company, Nissan, SunTrust, and UPS. Asian American Business Co-Chairs are Ampcus

and SoftPath Systems. Legacy Co-Chairs are PepsiCo and Wells Fargo.

The theme is "Today's Vision, Tomorrow's Reality: Cheers to the Next 30 Years!"

"We are honored to have Mr. Abney as our Conference Chair this year," said Susan Au Allen, USPAACC National President & CEO. "UPS is a strong global brand that will add much value and opportunities for robust growth in the mainstream."

New programs will include: Grow Your Business with Google; CTO/CIO Forum; Doing Business with Financial Services Companies; and Doing Business in the Healthcare Industry.

The ever-popular Chief Procurement Officers Forum — with 15 CPOs from global brands already confirmed — will be held on the first day of the Conference.

Mainstay programs include: Ideas Marketplace: What's Your Pitch?, now in its sophomore year; the black-tie *Excellence Awards* Reception & Dinner; Asian American Chambers Summit; USPAACC/Wells Fargo Lun-

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Unity among the leadership of the country's four largest national minority organizations: USPAACC hosted a reception for participants at the Chamber Training Institute in San Francisco, California last December. From left: California State Treasurer, John Chiang; National Gay & Lesbian Chamber of Commerce Co-founder & President, Justin Nelson; California State Controller, Betty Yee; USPAACC National President & CEO, Susan Au Allen; U.S. Hispanic Chamber of Commerce Foundation Chairman, Nina Vaca; Wells Fargo Senior Vice President and Director of National Partnerships, Georgette "Gigi" Dixon; U.S. Hispanic Chamber of Commerce President & CEO, Javier Palomarez; U.S. Black Chambers President Ron Busby; and Wells Fargo Senior Vice President/Strategic Partnerships Manager, Denise Miles.

## 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., Asia, and the Indian Subcontinent.

### UPCOMING EVENTS

#### CHAMBER TRAINING INSTITUTE

Austin, TX / March 24-25

#### CHAMBER TRAINING INSTITUTE

San Diego, CA / May 26-27

#### CELEBRASIAN PROCUREMENT CONFERENCE 2016

Hyatt Regency / Atlanta, GA / June 1-3

#### CHAMBER TRAINING INSTITUTE

Chicago, IL / July 14-15

#### CHAMBER TRAINING INSTITUTE

Philadelphia, PA / September 15-16

#### ASIA TRADE MISSION 2016

Shanghai, Shenzhen, Hong Kong — China  
September 17-27

#### CHAMBER TRAINING INSTITUTE

New Orleans, LA / November 3-4

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

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## CEO'S MESSAGE

Dear Friends,

*The wind continues to be at our back as we soar through the first quarter of 2016!*

*We were grateful to have had a truly remarkable banner year highlighted by the celebration of an important milestone — our 30th Pearl Anniversary — and thanks to all of your support, the North Star of our program, CelebrAsian Procurement Conference, held last June in Bethesda, Maryland was a resounding success!*

*This year, we will hold our annual national conference in Atlanta, Georgia — home to a dynamic and fast-growing Asian American population.*

*We are honored to have David Abney, Chairman and CEO of UPS, as our Conference Chair. Their CTO will also play a leadership role at the Conference.*

*Our theme is “Today’s Vision, Tomorrow’s Reality: Cheers to the Next 30 Years!”*

*Indeed, our dreams will be a reality if we could effectively compete in the global market. To do this, we must stay ahead of the curve by introducing new and exciting programs that reflect the ever-changing demands of the marketplace. Grow Your Business with Google, CTO/CIO Forum, Doing Business with the Financial Services Companies, and Doing Business in the Healthcare Industry — are such programs.*

*We are also bringing back “Ideas Marketplace: What’s Your Pitch?” — our instant-hit program introduced last year that celebrates a new generation of entrepreneurs, who are not only agents of change but also the pillars of the future.*

*We will continue to foster more key partnerships to strengthen the foundation for an even stronger USPAACC. Our Chamber Training Institute (CTI) program held six 2-day workshops in six cities nationwide, linking our arms with US Hispanic Chamber of Commerce, U.S. Black Chambers and National Gays & Lesbian Chamber of Commerce, to train our national and local Chamber leaders how to lead, manage and operate a successful and effective Chamber.*

*Our momentum keeps growing — more corporations notice us, so do the United States Congress, the White House, and other national organizations with similar mission and different constituents, and the list goes on.*

*At USPAACC, our success depends on the successes of our Pan Asian American businesses and the nod of corporations, governments and large nonprofits, who find their association with us valuable.*

*We began this year on a high note, and we now look to the horizon with fresh eyes, vigor and renewed optimism as we welcome every opportunity to grow and a chance to invest and continue to build a very special organization. And with you by our side, I know we will continue to soar because the sky’s the limit.*

*I hope to see you all at our CelebrAsian Procurement Conference on June 1-3 in Atlanta — if not sooner at one of our regional networking events!*

*In friendship,*

*Susan Au Allen*

*National President & CEO*





## USPAACC Inducted into WBE Hall of Fame

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) was inducted into the Women Business Enterprise Hall of Fame on December 7, 2015 at the Four Seasons Resort & Club in Irving, Texas for its 30-year proven track record of service to the Pan Asian American and the small/minority business communities.

In particular, USPAACC was recognized for opening doors, fostering connections and relationships between women in business and Fortune corporations and governments.

USPAACC National President & CEO Susan Au Allen, in accepting the Award on behalf of USPAACC, said: “We salute our women entrepreneurs of all backgrounds for they create jobs and contribute to the vitality of the country. We celebrate their vision, optimism and determination. Like the parable of the chopsticks, when we come together to support each other and do not stand alone as a single chopstick, we will be very hard to break. When we take care of each other, we can be strong as a group, as a country; because this is America – a country that celebrates the strength of diversity, the power of community, and the promise of prosperity based on merit.”

This distinction comes on the heels of having been honored as the “Advocate of the Year” by the U.S. Department of Commerce Minority Business Development Agency (MBDA) and by the Boy Scouts of America National Capital Area Council in 2014. ●



USPAACC National President & CEO Susan Au Allen accepted the Women Business Enterprise Hall of Fame Award at the Four Seasons Resort & Club in Irving, Texas on December 2, 2015 on behalf of USPAACC.

## CALL FOR ENTRIES: USPAACC’s “Fast 100 Asian American Business” Awards 2016

Nominations and applications to USPAACC’s “Fast 100 Asian American Business” Awards for 2016 are now being accepted. This is a program that showcases the country’s 100 fast-growing Pan Asian American-owned companies, based on percentage revenue growth in the past 2 fiscal years of operation (2013 & 2014).



Winners of USPAACC’s 2015 Fast 100 Asian American Business Awards attend a Reception in their honor during the 30th Pearl Anniversary CelebrAsian Procurement Conference in Bethesda, Maryland last June.

Winners will be publicly presented at USPAACC’s flagship national event, *CelebrAsian* Procurement Conference, at the Hyatt Regency Atlanta in Atlanta, Georgia on June 1 ~ 3, 2016.

Criteria for selection include: Ownership by one or more Asian Americans (at least 51% owned or managed), with at least \$1 million in annual revenue in the past 2 fiscal years of operation (2013 & 2014), among others.

Due date for submission of nominations or applications is April 8, 2016.

“Our Fast 100 Asian American Businesses epitomize the best in our community – as innovators, job creators, visionaries, and industry leaders,” said Susan Au Allen, USPAACC National President & CEO.

“We take pride in shining the spotlight on their achievements and impressive business growth despite the volatile economic landscape!” Allen added.

Last year’s Fast 100 winners posted a collective annual revenue of \$2.7 Billion, with companies recording up to 350% growth rate. They represented a wide array of industries, including Aerospace, Construction, Engineering, Food & Beverage, IT, Manufacturing, Solar Energy, Wholesales, etc.

The winners were of Asian Indian, Bangladesh, Chinese, Filipino, Japanese, Korean, Pakistani, Thai, Taiwanese and Vietnamese heritage.

To learn more or to apply, visit [www.uspaacc.com/programs/fast50-asian-american-businesses](http://www.uspaacc.com/programs/fast50-asian-american-businesses) or email: [Janice@uspaacc.com](mailto:Janice@uspaacc.com) or [Mihyun@uspaacc.com](mailto:Mihyun@uspaacc.com) ●



## STRENGTHENING BUSINESS CONNECTIONS



▲ USPAACC hosted a substantive Business Connections and Reception at PepsiCo's state-of-the-art Sustainability Center in Chicago, IL on October 8, 2015, providing networking and business card exchange opportunities. (Above right) The event brought together Asian American and other minority business owners, Fortune corporation supplier diversity leaders and Chicago-based nonprofit business organizations.

► (Near right) USPAACC National President & CEO Susan Au Allen connects with "Joy Luck Club" author Amy Tan at a national business event in San Francisco. (Far right) USPAACC's Allen with PepsiCo Chairman & CEO Indra Nooyi and National Football League Commissioner Roger Goodell at PepsiCo's 50th Anniversary party in Purchase, New York last June.



► (Near right) USPAACC's Allen with Major League Baseball (MLB) Senior Vice President, Diversity & Inclusion, Wendy Lewis, at the MLB headquarters in New York City where they discussed pan Asian American participation at an upcoming MLB-sponsored national event. (Far right) USPAACC supporting MLB's national event where Kim Ng, Senior VP for Baseball Operations, was among the speakers that included Commissioner Robert Manfred, Diamondbacks owner and celebrities Luis Gonzalez, LaTroy Hawkins, Billy Bean and Harold Reynolds.



▲ Sending a resounding message of unity and collaboration: Participants of the Chamber Training Institute program held in San Francisco in December last year, exclusively sponsored by Wells Fargo and jointly presented by USHCC, USBC, NGLCC and USPAACC.



# USPAACC Regional Chapters Recognize Fast-Growing Asian American Businesses

*USPAACC's Regional Chapters were in full swing last year as they presented their respective Top Asian American Businesses, held a supplier trade fair, procurement and networking events, and symposia — all were astute in content and impressively well-attended!*



▲ USPAACC Southwest Chapter's Asian Business Expo in Arlington, Texas; (Above right) Estrella Cramer, UPS Supplier Diversity Director and Chair of the Board & VP of Financial Affairs for USPAACC-SE; Susan Au Allen, USPAACC National President & CEO; and Neera Bahl, USPAACC-SE Chapter President.



▲ USPAACC-SE held a CPO discussion at the UPS HQ in Atlanta.



▲ USPAACC-SE Chapter President Grace McDermott in Texas with USPAACC's Janice Tu and guest; USPAACC Western Chapter President Clyde Wong; Hanh Kent of Lawrence Berkeley National Laboratory and guest at the USPAACC Western Chapter event in San Francisco.



▲ Guests at USPAACC Western Chapter event; Top Asian American Businesses at USPAACC-NE event in New York.

◀ At the USPAACC-NE event in New York with USPAACC's Allen, Nat'l Program Director Anna Zawacki, and guest.



▲ Top 10 Asian American Businesses recognized by USPAACC-SW in Texas; (Above right) one of the winners at USPAACC-West's ceremony in San Francisco.



▲ Winners of USPAACC-SE Chapter's Top 10 Asian American Business Awards for 2015, held at the UPS Headquarters in Atlanta.



## USPAACC Holds Successful Business Roundtable Matchmaking & Networking Reception at Capital One HQ in Virginia

USPAACC hosted a filled-to-capacity Business Roundtable Matchmaking & Networking Reception on March 8 at Capital One HQ in McLean, Virginia.

Asian American and minority business owners, Fortune corporation supplier diversity and procurement leaders and small business program managers from federal, state and local government came to the event.

Jerry Miller, Director, Enterprise Supplier Management opened the event with welcome remarks on behalf of Capital One Financial Corporation, a 5-year USPAACC member and supporter.

During the Business Roundtable Matchmaking portion, Asian American and other minority and small businesses met face-to-face with representatives from Fortune corporations and Government Agencies in three rounds of private discussions.

Supplier Diversity and Small Business Programs Directors and Managers from AARP, Accenture, BAE Systems, Caesars Entertainment, Capital One, Defense Logistics Agency, Fannie Mae, Freddie Mac, Hilton Worldwide, Lockheed Martin, Marriott International, MGM National Harbor, NASA, NSF, Pepco, Prince George's County Office of Supplier Diversity & Development, U.S. Department of Defense, U.S. Department of Education, U.S. Department of Homeland Security, U.S. Department of State, U.S. Postal Service, were all hands on at the matchmaking sessions to share insights on how to do business with their respective companies/agencies.

The roundtable matchmaking was followed by a networking reception, where members spent more time with the buyers and finish up the conversations started at the roundtables. 🌐



▲ (From left) Jerry Miller, Director, Enterprise Supplier Management delivered the welcome remarks on behalf of Capital One Financial Corporation; Participants of the roundtable matchmaking meetings; and the capacity audience intently listening to the speakers.

## USPAACC Holds Business Connections & Networking Lunch at Freddie Mac HQ in Virginia

USPAACC hosted its first event of 2016, Business Connections & Networking Lunch, on January 21 at the Freddie Mac offices in McLean, Virginia.

Despite the inclement weather, over 85% of the registrants attended, proving the importance of such programs and the value all participants place in USPAACC's work.

The event brought together Asian American and minority business owners, Fortune corporation supplier diversity and procurement leaders as well as small business program managers from federal, state and local governments.

As a 10-year supporter and USPAACC member, Freddie Mac opened the event with welcome remarks from Jay Inouye, Director, Vendor & Diversity Management, Strategic Sourcing & Procurement.

Highlights of the event were the procurement presentations by Donna Howell, VP, Strategic Sourcing & Procurement at Freddie Mac and Reggie McCauley, Director, Supply Chain at Pepco Holdings.

Among the takeaways from their presentations are: Procurement Department's role is to optimize quality, save money and mitigate contractual risk; not only price, but quality, technical expertise and trustworthiness are also key. The contract has to work for both sides – if it is one side gets all, the relationship will not last long.

Vendor management is crucial. Suppliers need to utilize their point of contact at the vendor management team and make sure they discuss all issues as they arise, and never wait until it is too late. The hardest work often does not start until the contract is signed.

A networking luncheon followed, where USPAACC members spent quality time with the speakers and Freddie Mac's procurement team and exhibitors. 🌐



▲ (Clockwise from left) Donna Howell, VP, Strategic Sourcing & Procurement, Freddie Mac makes a presentation; Participants connect with each other; and full house attendance take in the presentations at the networking lunch.

## Vital Connections: USPAACC on Capitol Hill

Job creation and minority business growth were among the salient topics that USPAACC National President & CEO Susan Au Allen discussed with Congressman Steve Chabot (R-OH 1st District), Chairman of the U.S. House Small Business Committee, when she met at the Congressman's U.S. Capitol Hill office in Washington, DC last July.

They also discussed the Trade Promotion Authority (TPA) and how it would affect small and minority businesses, as well as access to capital for small businesses, access to government contracting, and other economic and growth-related topics.

Allen shared with Chairman Chabot USPAACC's 2015 Fast 100 Asian American Businesses, who together collected \$2.7 billion in annual revenue.

She also visited Brad Bailey, Policy Advisor to former Speaker of the House, John Boehner to discuss small and minority business issues.

USPAACC recommended member Tracy Balazs, President and CEO of Annapolis-based staffing firm Federal Staffing Resources LLC, to testify at the Empowering Small Business Advocates on Capitol Hill in December last year.

Balazs was among the diverse panel of federal contractors who stressed to the U.S. House Small Business Committee the need to modernize and reform the federal rules for small business advocates like the Offices of Small and Disadvantaged Business Utilization (OSDBUs) — to empower them so they can better advise and assist small companies that do business with the federal government.

The hearing came shortly after President Obama signed the FY2016 National Defense Authorization Act into law, which contains significant reforms to the acquisition process to help small contractors work with the Department of Defense.

"We know that we are losing small contractors, and it will be difficult if not impossible to replace these sectors of our technological and industrial base," said Subcommittee Chairman Richard Hanna (R-NY). "Supporting the advocates who support small businesses is a crucial element of small business success."

"The government contracting process is complex and confusing," said Balazs. "Most small businesses do not have the



▲ Tracy Balazs, President and CEO of Federal Staffing Resources, testifies before the U.S. House Small Business Committee.



▲ USPAACC National President & CEO Susan Au Allen at the office of Congressman Steve Chabot, Chairman of the U.S. House Small Business Committee, where they discussed issues affecting small business growth.



▲ USPAACC Board Member and Qnexus President Kurt Nguyen with Congresswoman Nydia M. Velázquez at Minority-Owned Small Business Roundtable called by the U.S. House Small Business Committee.

time or the money it takes to fully understand how to succeed as a government contractor."

In February this year, USPAACC participated in the Minority-Owned Small Business Roundtable organized by the U.S. House Small Business Committee to discuss issues facing small business owners on the invitation of Congresswoman Nydia M. Velázquez (D-NY).

USPAACC Board Member and President of Qnexus, Kurt Nguyen, made recommendations to the six Members attending from the U.S. House Committee on Small Business, on how they could support and strengthen small and minority-owned businesses in accessing capital and securing Federal contracts which amounts to over \$150 billion a year.

For more information on USPAACC's advocacy efforts, visit [www.uspaacc.com/programs/legislative-briefings-advocacy](http://www.uspaacc.com/programs/legislative-briefings-advocacy).



▲ USPAACC's Kurt Nguyen making a point to U.S. House Small Business Committee.



(From Page 1)

cheon; Supplier Diversity Managers Caucus; Networking Reception Celebrating “Fast 100 Asian American Businesses”; Business Leaders & Scholarship Awards Luncheon; and the *Guanxi*\* Supplier Opportunity Fair & One-on-One Business Matchmaking Meetings.

\**Guanxi* (gwan-shee) is business term meaning “connections” or “relationship.”

Over 500 pre-scheduled One-on-One Business Matchmaking Meetings will be held at the Conference between suppliers and buyers, with listings of over 50 major commodities that major corporations and government agencies will purchase in the coming 18-24 months.

USPAACC introduced this One-on-One program to the market in 1998 and it has become a best practice in the procurement industry.

To learn more or to register, visit [www.celebrasianconference.com](http://www.celebrasianconference.com)

“UPS is a strong global brand that will give CelebrAsian and its participants added value and opportunities for robust growth in the mainstream.”

— Susan Au Allen, USPAACC National President & CEO



# for a greater opportunity.

**PNC is a proud supporter of the USPAACC**

At PNC, we value diversity and recognize the value of fresh perspectives, ideas and the efficiencies it brings to our company and the communities we serve. That's the reason we are committed to building and maintaining relationships with diverse businesses and the organizations that support them.

To learn more about supplier diversity at PNC, visit [pnc.com/supplierdiversity](http://pnc.com/supplierdiversity).





## Linking Arms: USPAACC Reaches Out to National Organizations in Various Industries to Bolster Relationships and Create More Business Opportunities for Members

USPAACC continues to link arms with minority business organizations coast to coast to ensure members access to more opportunities. With a strong belief that every partnership thrives when it is supported by movers and shakers of the broader community — these vital links could help open new doors to such opportunities.

Through the years, USPAACC has formed symbiotic relationships with other national and local organizations that have resulted in two-way sharing of a variety of resources — e.g., training, ideas, and strategy — focused primarily on ways in which the partner organizations can help each other grow and help their respective constituency.

Among USPAACC's latest ventures in the past year was the further strengthening of its partnership with the country's 4 leading national minority organizations: National Minority Supplier Diversity Council (NMSDC); U.S. Hispanic Chamber of Commerce (USHCC); U.S. Black Chambers (USBC); and National Gay and Lesbian Chamber of Commerce (NGLCC).

USPAACC is also collaborating with the Asian American Hotel Owners Association (AAHOA) and the Asian Real Estate Association of America (AREAA).

In February 2016 at the USPAACC National Headquarters in Washington, DC, USPAACC National President & CEO Susan Au Allen received the leadership of AAHOA, Vinaykumar (Vinay) Patel, Washington District Regional Director, Jordan Heilicz, Director, Government Affairs, and Nick Patel, Chief Financial Officer of CompuGain to discuss ways to help their respective members.

In March 2016, Allen met with Hope Atuel, Executive Director of AREAA to explore new opportunities for their respective members.

To learn more about how your organization can connect with USPAACC, visit [www.uspaacc.com](http://www.uspaacc.com) or call Tel (202) 296-5221.



▲ USPAACC's Allen with founders of Asian Real Estate Association of America (AREAA) and movers and shakers in the Asian American real estate community in San Francisco last year.



▲ Unity and collaboration at the Chamber Training Institute in San Francisco, California last December, where USPAACC hosted a reception for community leaders and workshop participants. From left: National Gay & Lesbian Chamber of Commerce Co-founder & President, Justin Nelson; California State Controller, Betty Yee; USPAACC National President & CEO, Susan Au Allen; U.S. Hispanic Chamber of Commerce President & CEO, Javier Palomarez; and U.S. Black Chambers President Ron Busby.

## International Relations: USPAACC and Hong Kong Trade Development Council Heighten Collaboration in 2016 and Beyond

USPAACC continues to strengthen its connection with key trade and business organizations in Asia to help U.S.-based companies establish strategic business relationships, to bring more American products and services to the dynamic region and investments into the United States, and explore joint venture opportunities in Asia.

Last year, USPAACC leadership met and had a substantive discussion with high-level representatives of the Hong Kong Trade Development Council (HKTDC) in New York. HKTDC was established in 1966 to help Hong Kong's small and medium-sized enterprises connect with business clients and partners around the world.

This fall, USPAACC will lead another Trade Mission to Shanghai, Shenzhen, and Hong Kong on September 17-27. Target industries are furniture, healthcare, and technology.

For more information about USPAACC's 2016 Asia Trade Mission, visit [www.uspaacc.com/programs/asia-trade-mission](http://www.uspaacc.com/programs/asia-trade-mission) or call (202) 296-5221.



▲ USPAACC National President & CEO Susan Au Allen (3rd from left) and USPAACC Northeast Region Chapter President Anisa Balwani with Hong Kong Trade Development Council's New York Director Anthony Mak and Regional Director of the Americas Ralph Chow in New York in 2015.





UPS is proud to be the National Conference Chair for the **2016 USPAACC CelebrAsian Procurement Conference.**

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For information about our Supplier Diversity Program, visit **[sustainability.ups.com](http://sustainability.ups.com)**

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## USPAACC Completes 15 Live Webinars Series to Help Facilitate Sustained Growth of Small and Minority Businesses with Wells Fargo Support

USPAACC's Business Leadership Series (BLS) program, exclusively sponsored by Wells Fargo, is a unique educational opportunity for business people to engage in meaningful discussions about business experiences in order to grow leadership skills and learn practical management tools for future success.

Over the course of fifteen (15) live webinar sessions held year-long beginning early 2015, participants explored issues the small and minority business community faced in starting, managing and growing an entrepreneurial venture. The webinars were made available online once they have been presented live.

The impact of the BLS has been positive across the board — Pan Asian American and other small and minority-owned businesses, corporate members and sponsors, and government partners all gave the BLS webinar thumbs up for the high quality content.

BLS has brought together diverse individuals — small, startup business owners, successful entrepreneurs, government business program managers, Fortune corporate marketing and supply chain managers, professors — linked together by the program's case-study and compelling storytelling approach.

BLS also reached a new segment of small business, those below \$1M in annual revenue, by educating them about the resources, lessons learned, do's and don'ts, and opportunities to build capacity.

Each webinar session, designed for different levels of entrepreneurs — beginners or "starters," emerging leaders or "builders," and reflective leaders or "thinkers" — featured guest speakers and a topical focus.

Through USPAACC's partnership with The George Washington University (GWU), the webinars were moderated by award-winning author and teacher, Dr. Ayman El Tarabishy, Executive Director of International Council of Small Business (ICSB) and Associate Professor in Management at the GWU School of Business.

USPAACC National President & CEO Susan Au Allen opened the series with a presentation on the organization "USPAACC: Past, Present & Future."

The most popular webinar was "Doing Business with Fortune Corporations 101." Speakers were Oliver Turman, Director, AT&T Supplier Diversity and Joan Stormont, Director, Strategic Sourcing, Nationwide.

The webinar touched on how to do business with Fortune corporations, the procurement structure and processes, the do's and don'ts, what they look for in a supplier, how to connect potential suppliers to their primes, and upcoming opportunities, etc.

Other webinar topics included: Federal Contracting 101; Women in Business: Superwomen?; Digital Workspaces: How to Move Out of the Office?; Millennials: Hiring the New Generation; Business Law: Are You Ready to Play in the Game?; A New Business Model: Social Entrepreneurship; The Im-

**USPAACC's Business Leadership Series has brought together diverse individuals — small, startup business owners, successful entrepreneurs, government business program managers, Fortune corporate marketing and supply chain managers, professors — linked by the program's case-study and compelling storytelling approach.**

portance of Cash Flow in Financial Management; Business Ethics: The Moral Compass or Moral Clash?; Family Businesses: A Blessing and a Curse; Innovation Next Door; Social Media Marketing – Best and Worst Practices; Managing and Growing Your Small Business; The Entrepreneurial Mindset: Asian Americans and the Minority Business Community

Among the 26 featured speakers from different industries were award-winning entrepreneurs and industry practitioners, high-level procurement executives, and officers from the private sector and federal government agencies. Participants from all over the country tuned in to the live webinars through their phones or computers.

This year, in March, the webinar series kicked off with "Success Stories." Susan Au Allen, National President & CEO, USPAACC, and Doug Case, SVP and Small Business Segment Manager, Wells Fargo, welcomed the attendees.

Speakers were Elizabeth Tran, President, TechniSource Service Group, Inc. and Yung Lee, President, WinWin Products, Inc.

To learn more about upcoming webinars or to listen to the webinar recordings and see the presentations, visit [www.uspaacc.com/programs/business-leadership-series](http://www.uspaacc.com/programs/business-leadership-series) or visit USPAACC's blog [www.uspaacc.com/news/blog](http://www.uspaacc.com/news/blog) for the webinar summaries. ●

### DISCUSSING CHINESE & INDIAN DIASPORA



After a robust discussion on the contributions and impacts of the Chinese and India diaspora worldwide, organized by Kennesaw University in Atlanta, Georgia, USPAACC National President & CEO Susan Allen posed with panelists and USPAACC Southeast Regional leadership Tarun Talwar (first left) and Sandeep Gauba (4th from left).





# USPAACC

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## USPAACC: YOUR CONNECTION TO BUSINESS OPPORTUNITY AND PROSPERITY

### 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 business profits through high-level networking events held nationwide and develop business relationships with corporate America, government agencies, Asian American and other small/minority-owned businesses.

**CELEBRASIAN PROCUREMENT CONFERENCE** – Our flagship event is the country's largest annual national B2B procurement conference convened by Pan Asian Americans to connect with large, medium and small enterprises.

Our **FAST 100 ASIAN AMERICAN BUSINESS AWARDS** program shines the spotlight on the achievements of Asian American-owned businesses and showcases their continued robust growth through innovation, hard work and ingenuity.

Our **EXCELLENCE AWARDS, ASIAN AMERICAN CORPORATE DIRECTORS AWARDS** and **MOST INFLUENTIAL ASIAN AMERICANS** present the best and brightest Asian Americans in various fields.

**SUPPLIER TRADE FAIR** – Acquire valuable contract opportunities in our signature one-on-one business matchmaking meetings with buyers from corporate America, government agencies, and nonprofits, and meet Asian American mid-size, small and other minority suppliers.

**SUPPLIER DIVERSITY MANAGERS CAUCUS** – Supplier diversity directors, managers and buyers share best practices in negotiating, doing business, and partnering with diverse Asian American suppliers.

**BUSINESS EXPRESS: READY SET GROW®** – Our executive coaching program puts small and minority businesses on the accelerated path to business growth.

**BUSINESS LEADERSHIP SERIES (BSL)** – Through a series of live webinars, engage in meaningful discussions about business experiences in order to grow leadership skills and learn practical management tools for future success.

**CHAMBER TRAINING INSTITUTE (CTI)** – Jointly presented by USHCC, U.S. Black Chamber, NGLCC and USPAACC, this program offers chamber leaders and Board of Directors free, two-day, world-class learning experience to develop business and managerial skills across a wide range of topics.

**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** – Members share their success stories – how they did it, how they grew, pitfalls avoided, challenges faced, best practices, and much more.

**YOUNG ENTREPRENEURS: AGENTS OF CHANGE** – 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, Gov't 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 **E-NEWS**, and our newsletter, the **EAST WEST REPORT**. And more!

USPAACC

WE OPEN DOORS TO PROCUREMENT,  
EDUCATIONAL & PROFESSIONAL OPPORTUNITIES

### MEMBERSHIP APPLICATION

Send completed application to USPAACC • 1329 18th Street • NW • Washington, DC 20036  
Tel 202.296.5221 | 1.800.696.7818 | Fax 202.296.5225 | E-mail: info@uspaacc.com  
Website: www.uspaacc.com | Annual dues are pro-rated

☐ Yes, I/We would like to become a member of the US Pan Asian American Chamber of Commerce Education Foundation.

- ☐ Enclosed is \$18,000 for annual Corporate Platinum membership
- ☐ Enclosed is \$12,000 for annual Corporate Gold membership
- ☐ Enclosed is \$8,000 for annual Corporate membership
- ☐ Enclosed is \$2,500 for Government/Non-profit membership
- ☐ Enclosed is \$330 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