

## Procurement Opportunities Abundant for Minority Suppliers at *CelebrAsian* 2016

Country's Largest National Pan Asian American Business Conference Creates a Strong Platform for Innovation, Job Creation and Industry Growth

Procurement opportunities for minority suppliers were plentiful in pioneer and fast-growing industries at the *CelebrAsian* Procurement Conference – the annual flagship national event designed for Asian American suppliers – presented by the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC), June 1 - 3 at the Hyatt Regency Atlanta, Georgia.

Hundreds of top-caliber suppliers connected with serious buyers and networked with industry leaders and visionaries at *CelebrAsian* – the country's largest business-to-business event convened by Pan Asian Americans to connect with large, medium and small enterprises, governments and non-profits.

UPS Chairman and CEO David Abney served as the Honorary Conference Chair. UPS Chief Information Officer Juan Perez was the Keynote Speaker.

Corporate Host Co-Chairs: The Coca-Cola Company, Nissan, SunTrust Bank and UPS. Asian

American Business Co-Chairs: Ampcus and Softpath System. Legacy Co-Chairs: PepsiCo and Wells Fargo.

"We are proud to have brought *CelebrAsian* to Atlanta, Georgia – home to a dynamic and fast-growing Pan Asian American business community and major hub to some of the best known global brands and Fortune powerhouses," said Susan Au Allen, USPAACC National President & CEO.

The Conference theme "*Today's Vision, Tomorrow's Reality: Cheers to the Next 30 Years!*" speaks to the power of transformative ideas that entrepreneurs envision and reflects the promise of a new and boundless horizon as they work hard to realize their dreams.

The conference programs – especially designed to inform, educate, create procurement opportunities and propel job growth, as well as to recognize outstanding achievements – included the Chief Procurement Officers Forum, Networking

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An auspicious tradition: At the *CelebrAsian* Procurement Conference 2016 ribbon-cutting ceremony, with corporate and Asian American co-chairs and sponsors, to officially open the Supplier Trade Fair and USPAACC's signature one-on-one business matchmaking meetings on June 3, 2016 in Atlanta, Georgia.

## 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 procurement, 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 communities in the U.S., Asia and the Indian Subcontinent.

### UPCOMING EVENTS

Southeast Chapter: Top Asian American Business Awards and Annual Summit  
Atlanta, Georgia — Oct. 5, 2016

Midwest Chapter: Business Networking and Reception  
Chicago, Illinois — Oct. 25, 2016

Western Chapter: Procurement Connections & Top 10 Asian American Business Awards  
Google HQ  
Mountain View, California — Nov. 3, 2016

Chamber Training Institute  
New Orleans, Louisiana — Nov. 3 - 4, 2016

Southeast Chapter: H1B Myths & Mysteries  
Atlanta, Georgia — Nov. 9, 2016

Asia Trade Mission  
Hong Kong, China — Nov. 28 - Dec. 3, 2016

USPAACC Holiday Networking & Dinner  
Jersey City, New Jersey — TBD

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

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### CEO's Message

Dear Friends,

*As many of you know, we held our 31st annual national flagship event – CelebrAsian Procurement Conference 2016 – in Atlanta, Georgia in early June and it became abundantly clear at the outset that your participation and support helped to make our conference a true success beyond measure.*

*CelebrAsian is the country's largest B2B event convened by Pan Asian Americans to connect with large, medium and small enterprises, procurement professionals from federal, state and local governments, and large nonprofits. And thanks to many of you, the outpouring of superlative accolades that sang high praises from near and far was a strong validation that USPAACC's team delivered – and we delivered another one for the books!*

*It was our first time in The Peach State and we were impressed by the renowned Southern hospitality. But we could not have brought a Conference of this magnitude, breadth, and substance without the strong support of our Southeast Chapter, led by President Neera Bahl, her Executive team, Board Members, our Brain Trusts, Corporate and Asian American sponsors, and all those who continue to believe and support USPAACC's mission of creating economic parity, inclusion, and minority business growth in the mainstream.*

*At the Conference, we opened new doors to procurement opportunities for Asian American and other minority suppliers through high-level networking events, forums with precious information, and of course, our 18-year old signature one-on-one business matchmaking meetings, among other business growth events.*

*We have once again assembled a stellar line-up of participants – 12 Chief Procurement Officers, 8 CIO/CTOs, 94 Fortune powerhouses, 22 government agencies – and over 500 pre-scheduled one-on-one business matchmaking meetings between buyers and suppliers, across various industries targeting specific commodities for purchase.*

*We continued to lead from the front as the change agent to develop new solutions, uncover new opportunities for today's suppliers and build the trusted suppliers of tomorrow.*

*We broke new ground by building on the joint efforts we initiated in 2015 as we brought together the top leadership of NMSDC, USHCC, NGLCC and USBC at our national conference. Together with our regional educational and relationship-building programs, we are stronger advocates for growth and prosperity in the small and minority business community. Our common goals and objectives will open more opportunities to us and refresh America as we continue to join hands.*

*Without question, we could not have done all this without you. Thank you for your commitment, and for helping to make our vision of increasing unity a true reality.*

*I look forward to seeing you soon at one of our regional events!*

*In friendship,*

*Susan Au Allen*

*National President & CEO*







Winners of this year's "Fast 100 Asian American Business" Awards

## When Innovation, Adaptability and Drive Propel Enormous Business Growth

*Collective revenue of \$3 billion – with up to 44% growth rate – generated by companies across industries*

As the spotlight was directed toward this year's winners of USPAACC's "Fast 100 Asian American Business" Awards, their ability to innovate and adapt with the indefatigable drive to succeed – despite a tepid economic landscape – also took center stage and was universally admired and celebrated.

The Fast 100 Asian American Businesses' Founders, CEOs, COOs and Presidents came from all over the country to participate in a special networking event, held in their honor, as part of USPAACC's national flagship *CelebrAsian* Procurement Opportunity Conference 2016 held June 1 - 3 in Atlanta, Georgia.

The Fast 100 winners' collective revenue was \$3 billion, with companies reaching up to 44% growth rate in the past two years of operation.

This year's winners are of Asian Indian, Chinese, Filipino, Japanese, Korean, Pakistani, Taiwanese, and Vietnamese heritage.

The Fast 100 represent a wide array of industries, including Advertising & Marketing, Aviation, Aerospace, Architecture, Chemicals, Construction, E-Commerce, Engineering, Electronic products, Financial Services, Facility Management, Food & Beverage, Government Contracting, Healthcare, Hospitality, Information Technology, Industrial Water Purification, Janitorial Cleaning Services, Law Firm, Printing & Publishing, Staffing, Textile Importer, Renewable Energy, Telecommunications, Transportation, Pharmaceutical Distribution, Relocation, Uniforms, and Restaurant Supplies.

"Our Fast 100 Asian American Businesses truly exemplify the best and brightest in our community – as members of the small and

minority business community, they are the innovators, job creators, visionaries, and industry leaders, as well as the backbone of our national economy," said Susan Au Allen, USPAACC National President & CEO. "We take great pride in shining the spotlight on their achievements and enormous business growth, despite the uncertain economic landscape."

**"Our Fast 100 Asian American Businesses truly exemplify the best and brightest in our community – as members of the small and minority business community, they are the innovators, job creators, visionaries, and industry leaders, as well as the backbone of our national economy."**

— Susan Au Allen, USPAACC National President & CEO

To qualify, companies must be at least 51 percent owned, controlled and managed by one or more Asian Americans (U.S. citizens or permanent residents), and with at least \$1 million in annual revenue in the immediate past two fiscal years of operation. Each applicant or nominee company was ranked according to percentage revenue growth over the two-year period. ●

SAVE THE DATE

# CELEBRAsian 2017 PROCUREMENT CONFERENCE

THE COUNTRY'S LARGEST BUSINESS-TO-BUSINESS EVENT CONVENED BY PAN ASIAN AMERICANS

MAY 31 ~ JUNE 2, 2017 HILTON SAN DIEGO BAYFRONT SAN DIEGO, CALIFORNIA



# Minority Suppliers Learn Cutting-Edge Market Intelligence and Roadmap to Procurement Opportunities at CPO and CTO/CIO Forums

An unprecedented number of minority suppliers gathered at the filled-to-capacity CPO Forum to hear new procurement trends, opportunities, outlook and how to successfully become a part of the supply chain during *CelebrAsian* Procurement Conference 2016 in Atlanta, Georgia.

The panel of 12 Chief Procurement Officers from national and major global brands – who together buy \$120 Billion – included AARP, Cintas, DuPont, Frito-Lay North America, Hilton Worldwide, Ingersoll Rand, MGM Resorts International, Schneider Electric, Southern Company, SunTrust Bank, UPS, U.S. Bank, and Wells Fargo.

An extended, almost two-hour networking session with the CPOs followed the Forum, which gave suppliers more time to connect with the panelists. Many suppliers in the audience welcomed this additional networking period and noted that it was a rare opportunity for them to be connecting with the CPOs, a program that is not seen at other conferences they frequently attend.

At the CTO/CIO Forum, Chief Technology Officers/Chief Information Officers from 8 of the country's largest and oldest healthcare company, as well as global brands and large utility companies, discussed the current landscape of information technology and how it affects large corporations and small and minority businesses. The panel also discussed the outlook for various industries and for the global supply chain market, the challenges, solutions and how the small and minority businesses could become an integral part of the equation.

The panelists at the CTO/CIO Forum were from McKesson Technology Solutions, AT&T, The Coca-Cola Company, Enterprise Holdings, Home Depot, Nissan North America, PGA of America, and Southern Company. 🌐



▲ **CTO/CIO FORUM** (From left): Robert Hendricks, SVP, CTO & CIO, McKESSEON TECHNOLOGY SOLUTIONS; and Bart Wood, VP, Enterprise Planning & Architecture, SOUTHERN COMPANY.



▲ **HIGH-LEVEL NETWORKING** (From left): Suppliers connect with CPOs of Fortune corporations following the CPO Forum; The esteemed panel share their industry insights to a capacity audience hungry for precious information and opportunities, and best practices at the CTO/CIO Forum.



▲ **CPO FORUM:** Distinguished panelists from Fortune powerhouses gathered at the CPO Forum and talked about the procurement landscape, their needs and requirements, and opportunities available to small and minority businesses in the local and global supply chain.



## CelebrAsian 2016: Top-Level Networking with CPOs, CTOs & CIOs of Fortune 500 Corporations



▲ **CPO FORUM** (From left): Jeff Franklin, VP, Supply Chain Mgt. SOUTHERN COMPANY; Greg Schmid, SVP & Head of Supply Chain Mgt., WELLS FARGO; Mark Reed, CPO, AARP; Shelley Stewart, VP & CPO, Sourcing & Logistics, DUPONT; DK Singh, CPO, SCHNEIDER ELECTRIC; Stacey Taylor, SVP & CPO, MGM RESORTS INT'L; Susan Au Allen, National President & CEO, USPAACC; William Kornegay SVP, Supply Mgt., HILTON WORLDWIDE; Gary Kallenbach, CPO, UPS; Tom Lutz, SVP & CPO, U.S. BANK; John Evans, VP, Global Procurement, INGERSOLL RAND; and Tim Mueller, EVP, Head of Strategic Sourcing Mgt., Insurance Risk & Corporate Real Estate, SUNTRUST BANK.



▲ **OPENING UP PROCUREMENT OPPORTUNITIES** (From left): DK Singh, CPO, SCHNEIDER ELECTRIC makes a point as Shelley Stewart, VP & CPO, Sourcing & Logistics, DUPONT and Stacey Taylor, SVP & CPO, MGM RESORTS INT'L look on; Mark Reed, CPO, AARP; a supplier meets with Greg Schmid, SVP & Head of Supply Chain Mgt., WELLS FARGO; and Michael Hourihan, VP & Market Supply Officer, FRITO-LAY NORTH AMERICA shares his company's procurement requirements and goals.

"This was one of the best conferences. Thanks to USPAACC for the leadership, hard work, dedication, and a vision to make this a great conference again!"

— DK Singh, SCHNEIDER ELECTRIC



▲ **CTO/CIO FORUM** (From left): Bill Maynard, Director, Enterprise Architecture/Innovation, THE COCA-COLA CO.; Trisha Jung, Senior Manager, Regional Sales & Marketing, NISSAN NORTH AMERICA; Lou Manz, Director, Information Technology, PGA OF AMERICA; **CPO FORUM**: Greg Schmid, SVP & Head of Supply Chain Mgt., WELLS FARGO; William Kornegay SVP, Supply Mgt., HILTON WORLDWIDE; and Gary Kallenbach, CPO, UPS.



▲ Salil Sankaran, President, AMPCUS (at left) speaks with Tim Mueller of SUNTRUST after the CPO Forum.

"In 30+ years attending conferences of every stripe, I have never attended one quite like USPAACC's: The spirit, the positive energy, the 'can do' notion of all things possible, and the speakers sharing their stories that make us what we are as a country, a people, and human beings. I have never been so moved. Can't wait for next year."

— Joe Palestina, COMPUGAIN



▲ **CTO/CIO FORUM**: (From left): Alan Blackburn, VP, Architecture & Planning, AT&T; Craig Kennedy, SVP & CIO, ENTERPRISE HOLDINGS; Lou Manz, Director, Information Technology, PGA OF AMERICA; Christopher Delaporte, Director, Procurement (IT Services), HOME DEPOT; Bill Maynard, Director, Enterprise Architecture/Innovation, THE COCA-COLA COMPANY; Trisha Jung, Senior Manager, Regional Sales & Marketing, NISSAN NORTH AMERICA; Robert Hendricks, SVP, CTO & CIO, McKESSON TECHNOLOGY SOLUTIONS; and Bart Wood, VP, Enterprise Planning & Architecture, SOUTHERN COMPANY.



## CelebrAsian 2016: High-Caliber Participants



▲ Winners of the Fast 100 Asian American Business Awards



▲ From left: Kishore Khandavalli, CEO, iTECH, U.S./SEVENTABLETS; Grace Wang, Senior Category Manager, Procurement, UNITED AIRLINES; Anisa Balwani, President, RCI TECHNOLOGIES, INC., and USPAACC Northeast Chapter President; Susan Au Allen, USPAACC National President & CEO; and Georgette "Gigi" Dixon, SVP, Director, Strategic Partnerships, WELLS FARGO.

"A great conference! We were able to meet a lot of potential partners and our CIO thought it was time well spent."

— Lee Lewis, Jr., ENTERPRISE HOLDINGS

"This is fantastic and we deeply appreciate the strong relationship we have built over the years. The best is yet to come! Thanks for your friendship and for the partnership."

— Georgette "Gigi" Dixon, WELLS FARGO

"The Supplier Diversity Manager Caucus was the best ever."

— Jackie LaJoie, INGERSOLL RAND



▲ **Conference Speakers and Facilitators** (From left): Dr. William Kapfer, Executive Director, Global Supplier Diversity, JPMORGAN CHASE; Kurt Nguyen, CEO, QNEXIS, and Facilitator, CTO / CIO Forum; Sandeep Gauba, President & CEO, METASYS TECHNOLOGIES, INC., and Board Member, USPAACC Southeast Chapter; and Carol Morris, VP, Area President, East Atlanta, WELLS FARGO.

"The conference was truly amazing – and I look forward to participating again next year."

— Dr. William Kapfer, JPMORGAN CHASE

▲ From left: Jackie LaJoie, Manager, Supplier Diversity, INGERSOLL RAND, and Co-Chair, Supplier Diversity Managers Caucus; USPAACC's Allen; and Fast 100 Asian American Business winner and guest.



▲ **MOU Signing at the Asian American Chambers Summit:** Ralph Chow, Regional Director, Americas, The Hong Kong Trade Development Council (HKTDC), signs a Memorandum of Understanding (MOU) with USPAACC on bilateral promotional activities, as USPAACC Nat'l President & CEO Susan Au Allen and Regional Chapter Presidents look on.



▲ From left: Dominica Groom, Director, Global Supplier Diversity, MARRIOTT INTERNATIONAL, and Co-Chair, Supplier Diversity Managers Caucus; In-depth discussions among peers at the Supplier Diversity Managers Caucus; and Manoj Wadhvani, President, CARIS HEALTH, SVP of Operations & Technology SAI SYSTEMS INT'L, INC. speaks at "Doing Business in the Healthcare Industry."

"I'm glad I attended CelebrAsian. I met some key potential customers and also learned quite a bit."

— Shoaib Chaudhary, SPRUCEIT



"It is our pleasure to partner with such a forward-moving organization like USPAACC. Congratulations on your success!"

— Agnes Cook, CAESARS ENTERTAINMENT



## CelebrAsian 2016: Stellar Line-Up of Speakers



▲ **Gala Keynote:** Juan Perez, Chief Information Officer, UPS

**"Congratulations again on all of USPAACC's accomplishments! The event was representative of the quality of your organization — outstanding."**

— Juan Perez, Chief Information Officer, UPS



▲ **Excellence Awards Gala** (Clockwise from top): Anjali "Ann" Ramakumaran, CEO, AMPCUS, and Asian American Business Co-Chair; Ricardo Barrientos, Senior Director, Global Supplier Diversity, PEPSICO, and Legacy Co-Chair; Sushumna Roy Jalajam, CEO SOFTPATH SYSTEM, and Asian American Business Co-Chair; Lissa Owens, FVP, Supplier Diversity, SUNTRUST BANK, and Corporate Host Co-Chair; Haruo Abe, VP, Ingredient & Agricultural Commodities, THE COCA-COLA COMPANY, and Corporate Host Co-Chair; Marcella McCullough, Senior Supplier Diversity Manager, NISSAN NORTH AMERICA, and Corporate Host Co-Chair; and Hasan Mannan, Area Manager/Group VP, JPMORGAN CHASE.

**"CelebrAsian was STELLAR and exceeded all expectations."**

— Sushumna Roy Jalajam, SOFTPATH SYSTEM LLC



▲ Jeanette Lee, aka "Black Widow," Top American Billiard Player and Author, was the Gala's Mistress of Ceremonies; and Albert Wei, Founder, VIZION LOGISTICS, speaks at the Gala on behalf of the 2016 winners of the "Fast 100 Asian American Business" Awards.

**"All the sessions were very informative and we have made some great connections and contacts."**

— Ann Ramakumaran, AMPCUS, INC.



▲ **Excellence Awards Recipients** (From left): Ron Busby, President & CEO, U.S. BLACK CHAMBERS; Justin Nelson, Co-Founder & President, NAT'L GAY & LESBIAN CHAMBER OF COMMERCE; and Joset Wright-Lacy, President, NAT'L MINORITY SUPPLIER DEVELOPMENT COUNCIL.

**"Congratulations on a successful and impactful conference! I continue to reflect on the strong attendance, relevant content and networking that took place. The recognition that we received as 'Corporation of the Decade' has raised pride amongst our executives, team members and stakeholders. We look forward to continuing to work closely with the entire team at USPAACC!"**

— Regina O. Heyward, WELLS FARGO



▲ **CORPORATION OF THE DECADE AWARD:** Given to Wells Fargo for their true-blue commitment and positive impact on growing Asian American businesses nationwide.



## CelebrAsian 2016: Celebrating Excellence and Outstanding Achievements



▲ **Tweet this:** Dr. William Kapfer, Executive Director, Global Supplier Diversity, JPMORGAN CHASE, and facilitator at "Doing Business with Financial Services Companies," holds up the CelebrAsian hashtag sign as Lissa Owens (left), FVP, Supplier Diversity, SUNTRUST BANK and Regina Heyward, SVP, Head of Supplier Diversity, WELLS FARGO look on.



▲ **Excellence Awards Gala** (From left): Keynote Speaker Juan Perez, Chief Information Officer, UPS; Estrella Cramer, Supplier Diversity Director, UPS, and Chair of the Board & VP, Financial Affairs, USPAACC Southeast Chapter; Susan Au Allen, National President & CEO, USPAACC; Jessica Kallenbach; and Gary Kallenbach, Chief Procurement Officer, UPS.

"What an event! I was so honored and privileged to represent Apple once again this year in the amazing gatherings of diverse business leaders from all over the country."

— Tina Choi, APPLE



▲ From left: Anisa Balwani, President, RCI TECHNOLOGIES, INC., and USPAACC Northeast Chapter President; Sushumna Roy Jalajam, CEO, SOFTPATH SYSTEM, and Asian American Business Co-Chair; Neera Bahl, Founder, NEERA BAHL & ASSOCIATES, and USPAACC Southeast Chapter President; and Ravi Chander, CEO, SOFTPATH SYSTEM.



▲ **One-on-One Business Matchmaking Meetings** (From left): Melissa St. Clair, Senior Sourcing Manager, Head of Supplier Diversity, TIAA-CREF, and Member, USPAACC Scholarship Committee; Susan Au Allen, National President & CEO, USPAACC; with suppliers from SAI Systems Int'l, Inc.

"We were happy to attend and meet with some great Asian American certified suppliers."

— Melissa St. Clair, TIAA-CREF



▲ **Doing Business in the Healthcare Industry:** Panelists discussed procurement opportunities, the current industry landscape, and how minority suppliers could get a piece of the \$3 Trillion healthcare industry pie.



## CelebrAsian 2016: Access to Procurement Opportunities



▲ At the Ribbon-Cutting Ceremony: Sponsors and Chapter Presidents gather at the opening of the Supplier Trade Fair and USPAACC's signature One-on-One Business Matchmaking Meetings.

"I was impressed by the size and quality of your organization as well as the event. Please let us know if you have similar events in the future."

— Sandra Schubert, GOLDMAN SACHS



▲ Ricardo Barrientos, Senior Director, Global Supplier Diversity, PEPSICO (left of photo), connects with a supplier at the Supplier Trade Fair.



▲ Regina Heyward, SVP, Head of Supplier Diversity, WELLS FARGO, at the "Ideas Marketplace: What's Your Pitch?" competition.



"We were impressed by the caliber of conference attendees and content."

— Mona Weng, GOOGLE



▲ Sonu Ratra, President & Co-Founder, AKRAYA, emcees "Business Leaders and Scholarship Awards" Luncheon.



"Extremely impressive and clearly, companies are growing as a result of the investment made by USPAACC."

— Kisha Dimbo, NAT'L CAPITOL CONTRACTING



▲ From left: Anthony Yu, Chairman, USPAACC Scholarship Committee; and Michael Chan, USPAACC 2009 Scholarship Recipient and now Directing Fellow, AMERICAN FILM INSTITUTE.





## Spotlight on the Prodigious & Fearless Industry Disruptors:

# Under 40 Millionaire Entrepreneurs Share Secrets to Success

Brian Wong and Alefiya Bhatia, two young visionary entrepreneurs, wowed the audience when they shared their success stories at the USPAACC/Wells Fargo Luncheon on the second day of *CelebrAsian* Procurement Conference held June 1 to 3, 2016 at the Hyatt Regency in Atlanta, Georgia.

Internet entrepreneur Brian Wong had his eureka moment 36,000 feet up in the air, on a plane at cruising altitude. He noticed that many of his fellow passengers were playing games on their mobile devices and the advertisements took up a huge chunk of real estate or screen space without adding any real value.

Soon thereafter, he co-founded a company that developed Kiip (*pronounced "keep"*), a reward-based mobile app, that many observers described as a disruptive business model and a game-changer in the highly coveted and lucrative advertising industry.

Since then, he has received several awards, including the "Forbes 30 Under" list at the age of 20; Mashable's "Top 5 Young Entrepreneurs to Watch;" Business Insider's "Top 25 Under 25 in Silicon Valley and 18 Most Important People in Mobile Advertising;" and Canada's "Top 20 Under 20," among other distinctions.

His company has established strategic partnerships with hundreds of major brands, including Amazon, Campbell's, Ford, Hasbro, Macy's, McDonald's, Pepsi, Procter & Gamble, Sony Music, Unilever, Verizon and Wrigley. Kiip is active on more than 1,100 apps played on over 75 million devices. It has offices in San Francisco, New York City, Los Angeles,



▲ **Agents of Change** (From left): Susan Au Allen, USPAACC National President & CEO; Alefiya Bhatia, President & Founder, CRESCERANCE; Brian Wong, Founder and CEO, KIIP; and Georgette "Gigi" Dixon, SVP, Director, Strategic Partnerships, WELLS FARGO, and Legacy Co-Chair.

Chicago, Vancouver, London, Bogota and Tokyo. The company has raised over \$24 million in funding to date.

Alefiya Bhatia, another successful entrepreneur, believes that communities that are involved get higher academic and social outcomes, stronger values, and increased future success for students. Her degree in psychology and education from Emory University, along with her training and experience as a Montessori teacher, power her passion for wide-scale education improvement. It is this passion that led her to start Crescerance (*pronounced "cris-seer-unc"*) in 2011 to enable schools to better communicate with and engage their communities through mobile applications.

She is now focusing on bringing the concepts and related app development to students as young as the 3rd grade by enabling them to build mobile apps with the newly launched MAD-learn program. 🌐



▲ **Discovering the Next Generation of Innovative Entrepreneurs:** The top 3 winners of the instant-hit "Ideas Marketplace: What's Your Pitch?" competition gather on stage with the panel of judges, corporate sponsors, and potential investors. First place went to Duke Wong of Wrainbo, a mobile game to develop business analytic skills. Runners-up Kartik Ram of Zeitgeist Inc., produced a futuristic personal mobility device in the form of an electric bike, and Gene Eidelman of GamePlan, created a human resources-related app. 17 entrepreneurs applied from across the country, 8 made the semi-finals after a rigorous presentation and deliberation process on the first day of CelebrAsian Procurement Conference 2016 in Atlanta, Georgia.



## USPAACC In Action: Nationwide Outreach



▲ **Micro-Grant Recipients:** 6 Asian American Chambers from across the country were awarded the Wells Fargo micro-grant to build capacity and expand their existing programs.

## USPAACC and Wells Fargo Launch Micro-Grant Program to Help Expand Capacity of Chambers Nationwide

USPAACC and Wells Fargo awarded \$70,000 in grants to local Chambers nationwide to build capacity and expand their existing program that serves their members. This was a continuation of the Microgrant Program launched last year.

The 2016 winners were: Greater Austin Asian Chamber of Commerce; USPAACC-Northeast; Asian American Chamber of Commerce of Kansas City; USPAACC-Southeast; Hmong Wisconsin Chamber of Commerce and USPAACC-Southwest. They were officially announced during USPAACC 31st Anniversary & CelebrAsian Procurement Conference at the USPAACC/Wells Fargo Luncheon on June 2 at the Hyatt Regency in Atlanta, Georgia.

Through a rigorous selection process, the winners were chosen through demonstrated outstanding overall chamber strength, community presence and membership growth.

“We are pleased to once again join forces with Wells Fargo to provide yet another platform for business and job growth on the local,

state, and regional levels,” said Susan Au Allen, USPAACC National President & CEO. “USPAACC and Wells Fargo have been longtime partners since 2002 and Wells Fargo’s support of and commitment to our mission, underscores the mutually beneficial relationship we have developed over these years. It has been a win-win-win situation for Wells Fargo, USPAACC and our constituents.”

“Wells Fargo has a rich history of supporting our diverse chambers of commerce, and we share their commitment to helping the small business owners they serve to succeed financially,” said Lisa Stevens, Regional Marketing, Small Business and Pacific Midwest Bank Executive.

“Through this partnership with USPAACC, Wells Fargo is proud to provide funding that will support chamber-led entrepreneur training programs. This partnership allows Wells Fargo to provide dedicated resources for education, growth and advancement of diverse business owners in communities across America,” Stevens added. 🌐



▲ **Asian American Chambers Summit:** 27 Chamber leaders representing 20 Chambers from all over the country participated in the Summit this year (up from 10 Chamber leaders from last year); At left, the Chamber leaders pose for a group photo.



▲ **USPAACC Southwest Chapter Celebrates 15th Anniversary:** Grace McDermott, Southwest Chapter President, joined by Susan Au Allen, USPAACC National President & CEO, USPAACC Western, Northeast and Southeast Chapter Presidents and distinguished guests, at the opening of the Asian Business Expo, August 11, 2016 in Arlington, Texas.



**"We enjoyed attending *CelebrAsian* very much and are really proud to be members of USPAACC."**

— Sandy Cross, PGA of America

**"An outstanding and well-organized event, and I found the program and high-level speakers, including the CPOs, to be impressive and worthwhile!"**

— Michael J. Tobolski, WEConnect International



(Continued from Page 1)

with the CPOs, CTO/CIO Forum, Ideas Marketplace: *What's Your Pitch?* competition, Fast 100 Asian American Business Awards, Doing Business in the Healthcare Industry, Doing Business with Financial Services Companies, Grow Your Business with Google, Asian American Chambers Summit, Wells Fargo Under 40 Millionaire Entrepreneurs Luncheon, Supplier Diversity Caucus, Business Leaders and Scholarship Awards Luncheon, Supplier Trade Fair, and USPAACC's signature prescheduled One-on-One Business Matchmaking Meetings, among many others.

In a demonstration of solidarity, friendship and goodwill, the leaders of the largest national supplier diversity organizations – Nat'l Minority Supplier Development Council, U.S. Hispanic Chamber of Commerce, U.S. Black Chambers, and Nat'l Gay & Lesbian Chamber of Commerce – who broke the barriers when they joined in celebrating USPAACC's 30th Anniversary last year, were honored this year with the Excellence Award for their courage and resolve as

they enter a new level of achievement in promoting diversity and inclusion for their respective constituency.

At the Gala, the *Corporation of the Decade Award* was presented to Wells Fargo for their continued support of USPAACC's mission and programs, as well as for their steadfast commitment in ensuring the robust growth and success of the Asian American business community.

In three days, *CelebrAsian* Procurement Conference 2016 brought together over 800 participants, who came in full force from all over the country, including 94 corporations, 22 government agencies, and 14 media partners. Over 500 pre-scheduled one-on-one business matchmaking meetings were held between buyers and suppliers, across various industries and targeting specific commodities for purchase in the next 12-18 months.

To learn more about *CelebrAsian* or USPAACC programs, visit: [celebrasianconference.com](http://celebrasianconference.com) or [uspaacc.com](http://uspaacc.com) 🌐

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### 19 Scholarships Awarded to College-Bound Students at *CelebrAsian* 2016

Nineteen college scholarships were awarded to students from across the country at the Business Leaders and Scholarship Awards Luncheon, held in their honor, on the final day of *CelebrAsian* Procurement Conference 2016 in Atlanta, Georgia.

This year's scholarship sponsors are: The Estate of Bruce Lee; Ampcus, Inc. (2 scholarships); Chen Foundation; PepsiCo Foundation; and UPS Foundation; Savitri Gauba Foundation; National Capitol Contracting LLC; Qnexis; SAI Systems; System Soft Tech; VDart; Win-Win Products; CVS Health; Denny's Hungry for Education; Enterprise Holdings; Ingersoll Rand; PepsiCo Foundation; UPS Foundation (2 scholarships); and USPAACC-EF.

Michael Chan, the recipient of the 2009 USPAACC Scholarship, came back as the featured speaker to share his success story and to provide inspiration to this year's scholars. A former U.S. Marine who served two tours of duty in Fallujah, Iraq, Michael received his B.A. in Film Production from the University of Southern California's School of Cinematic Arts and is now a Directing Fellow at the American Film Institute.

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



▲ **Special Art Scholarship:** Mabel Luo of Brooklyn, New York, receives a special USPAACC Scholarship from Janice C.Y. Tu, Director, Asian American Business and Susan Au Allen, USPAACC National President & CEO.



▲ **You could hear a pin drop:** College scholarship recipients Raiden Domingo of Hawaii and Bernadeta Kolo-Johnson of West Virginia share their inspiring stories of triumph over adversity at *CelebrAsian* Procurement Conference in Atlanta, Georgia.

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

USPAACC has once again partnered with Denny's Hungry for Education (HFE) to help deserving high school and college students in the fight against childhood hunger.

Denny's HFE program awards over \$50,000 in scholarships to high school and college students in various areas around the country. Denny's estimates that 22% of U.S. children under age 18 live in poverty and struggle every day with hunger, which holds them back from striving to do their best in school.

This year, Jayce Yu of Burlington, New Jersey, received a \$3,000 scholarship through HFE.

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



▲ Members of the 2016 Scholarship Committee pore over numerous binders of applications.



## 2016 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, a total of 19 scholarships have been awarded this year.



### Ampcus Scholarship

Caitlin Louie - *New York*

"CelebrAsian was an incredible experience for me – full of highlights from beginning to end, both invigorating and stimulating. It expanded my knowledge of Asian American involvement in the corporate world."



### Ampcus Scholarship

Hannah Colarusso - *Nevada*

"This scholarship will ensure that I will not forget my experience at CelebrAsian, the people I met, and my responsibility to live up to this honor – to give back to my community in the future."



### Bruce Lee Foundation Scholarship

Asia Yu-Robinson - *North Carolina*

"CelebrAsian opened my eyes in many ways on the importance of business relationships, why diversity and inclusion really matter, and my good fortune for having received the scholarship."



### Chen Foundation Scholarship

Bernadeta Kolo-Johnson - *West Virginia*

"CelebrAsian was truly an unforgettable experience for me. It was an incredible opportunity to learn so many valuable lessons on how to be successful. I will remember this forever."



### Savitri Gauba Scholarship

Rintaro Perine - *Florida*

"I had the opportunity to meet many business leaders, entrepreneurs, and also had the chance to get hands-on experience in networking. I am very grateful for the experience and truly had a wonderful time."



### National Capitol Contracting Scholarship

Gaonou Vang - *California*

"I was able to talk to many CEOs and had amazing conversations with them. We talked about culture, life, and how all the factors affect a person's perspective."



### Qnexis Leadership Scholarship

Jade Wong - *California*

"The speakers were incredibly inspiring. It was such an honor to be able to experience such an incredible meal alongside some of the most amazing people I have ever met."



### SAI Systems Scholarship

Raiden Domingo - *Hawaii*

"The networking opportunity was so valuable and I feel like I gained some amazing skills. The speakers were inspiring, enlightening, and they broadened my horizon."



### System Soft Tech Scholarship

Quynh Nguyen - *Kentucky*

"My experience was truly one-of-a-kind with eye-opening lessons and newly discovered sense of pride among the Asian American community."



## 2016 Scholarship Recipients

The 2016 Scholarship Selection Committee: Anthony Yu, Embassy Travel, Washington, DC, (Chair); Anjali "Ann" Ramakumaran, Ampcus Inc., Virginia; JP Torres, Atelier Media, Massachusetts; Leo Lawless, B Cube Ltd, Virginia; Sophia Parker, DSFederal Inc., Maryland; Fred Lona, Hilton Worldwide, Virginia; Chris Marquez, National Capitol Contracting LLC, Virginia; Kurt Nguyen, Qnexis, Inc., Virginia; Melissa St. Clair, TIAA-CREF, Massachusetts; Chia-Yen "Janice" Tu, USPAACC Education Foundation, Washington, DC; and Anna Zawacki, USPAACC Education Foundation, Washington, DC.



### VDart Scholarship

Simran Kaur - Maryland

"Never in a million years would I have thought that I would gain so much knowledge, interact with such remarkable group of people and make memories that will last me a lifetime."



### Win-Win Products Scholarship

Hung Nguyen - Iowa

"An energizing experience where I met influential and successful people from across the country. It opened my eyes on the importance of networking and partnerships."



### CVS Health Scholarship

Jaein Yoon - North Carolina

"CelebrAsian had a huge impact on me as it made me realize even more how proud I am of my heritage, and that I am not alone on this journey to success."



### Denny's Hungry for Education Scholarship

Jayce Yu - New Jersey

"I learned so much from incredibly successful speakers, began to understand and appreciate the immense effort and dedication it takes to launch a business."



### Enterprise Holdings Scholarship

Samantha Hestad - Florida

"CelebrAsian was unlike anything I have ever experienced. Listening to inspiring speakers and walking on stage to receive my scholarship was an exhilarating experience."



### Ingersoll Rand Scholarship

Ryan Lee - California

"CelebrAsian was absolutely wonderful and amazing. I have never been to an event where I had been inspired, amazed and impacted in just a few short days."



### PepsiCo Foundation Scholarship

Yukio Kamuela Ishii - Hawaii

"CelebrAsian has given me the chance to peer into the future and look at today's vision and tomorrow's reality. Mahalo for teaching me and giving me the opportunity of a lifetime."



### UPS Foundation Scholarship

Cindy Tran - California

"I felt so empowered by other people's stories and journeys. I had the privilege of meeting business owners who surpassed challenges to get where they are today. They have truly inspired me."



### UPS Foundation Scholarship

Stephanie Lo - New Hampshire

"I have found inspiration and gained both wisdom and advice from very successful people. Thank you for the opportunity."





# USPAACC

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## USPAACC: YOUR CONNECTION TO BUSINESS OPPORTUNITY AND PROSPERITY

### WHY GET 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 Federal lawmakers and discuss critical issues that impact your business.

**USPAACC ePORTAL®** — Connect with innovative 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.

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

**EXCELLENCE AWARDS, ASIAN AMERICAN CORPORATE DIRECTORS AWARDS and MOST INFLUENTIAL ASIAN AMERICANS** — Celebrating 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. 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: READYSETGROW®** — Executive coaching program for small and minority businesses on the accelerated path to business growth.

**BUSINESS LEADERSHIP SERIES (BLS) WEBINARS** — Series of live webinars with meaningful discussions on 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, CTI offers chamber leaders 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 success stories on how they did it, how they grew, pitfalls avoided, challenges faced, best practices, and 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.

**ASIAN AMERICAN CEOs: LIVING THE AMERICAN DREAM** — Seasoned industry leaders discuss their experiences on their road to success. **WOMAN PIONEERS SUMMIT** — Outstanding woman pathfinders in Fortune 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 markets in Asia and the Indian Subcontinent — 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 and joint venture opportunities in Asia and the Indian Subcontinent.

Reach out to Asian Americans in various professions through our eNEWS, and our newsletter, **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](mailto:info@uspaacc.com)  
Website: [www.uspaacc.com](http://www.uspaacc.com) • Annual dues are pro-rated

- ☐ Yes, I/We would like to become a member of the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC).
- ☐ Enclosed is \$18,000 for annual Corporate Platinum membership
- ☐ Enclosed is \$15,000 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 to help college-bound high school students who have achieved academic excellence and have financial need. 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