



USPAACC

Year in Review 2023



A Wondrous Year of Breakthroughs !

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The banner features a purple background with a photograph of four people in professional attire. On the left, the USPAACC logo is displayed above the text 'InnovASIAN Symposium' and the dates 'Feb 15-16, 2024'. On the right, the text 'Registration is now open!' is prominently displayed, followed by the address 'Washington Georgetown Marriott, 1221 22nd Street NW, Washington, DC 20037'. A yellow button with the text 'Register Now' is located in the bottom right corner.

USPAACC Year in Review 2023

Celebrating Our Achievements and Looking Ahead 🎉

Dear Friends,

As we reach the end of 2023, we would like to share with you some of USPAACC's highlights and successes this year. We are proud of our accomplishments and grateful for your continued support, partnership, and friendship.

USPAACC has been hard at work delivering impactful business development programs and opportunities for our members. We continued to advance our mission - to promote and empower Pan Asian American/AANHPI businesses and diverse communities across the nation.



USPAACC CEO Susan Au Allen and President Karin Hung with the Wells Fargo Team led by Ruben Barrales, SVP, External Engagement, DSRI, at the 2023 CelebrASIAN Business + Procurement Conference. Wells Fargo is one of the most steadfast and longest USPAACC and Pan Asian American/AANHPI Business Community supporters.



U.S. Small Business Administration's 27th Administrator Isabel Casillas Guzman and USPAACC CEO Susan Au Allen at CelebrASIAN Business + Procurement Conference 2023



USPAACC corporate members and government partners sharing "how-to's" and business opportunities with our community.

Our 2023 activities include:

- Hosting the **CelebrASIAN Business + Procurement Conference**, USPAACC's annual flagship event and the largest national business + procurement conference for Pan Asian American/AANHPI businesses and their partners, featuring innovative programs, workshops, and forums on procurement, certification, CPO forum, CIO/CDO/CTO forum, supplier diversity professional leadership caucus, market development and expansion, innovation, AI, employee business resource group leadership, doing business with corporations, governments, and large nonprofits, exporting, and much more.
- Honoring **Supplier Diversity Champions** for their transparency, innovation, inclusion, impact, and integration of their supplier diversity programs as part of their company's overall culture of equal opportunity, fairness, inclusion, and respect.
- Honoring **Fast100 Asian American Business Award winners** for their excellent leadership and achievements in growing their business.



- In October, we launched **Business Express** in eight physical locations across the U.S. The hybrid virtual/in-person program works in two tracks. Track 1 is designed for businesses in their early stages and leads participants in developing a smart business plan. Track 2 caters to more mature businesses looking for procurement opportunities. about 400 small business owners and entrepreneurs took part in the 5-hour sessions.
- Our **Business Leadership Series and LiveTALK**, sponsored by Wells Fargo, and presented by prominent experts from growth industries, gave immeasurable insights and best practices on topics such as innovation, leadership, business development, and much more.

- We launched the **Supplier Diversity Champions** program in January to recognize and celebrate the unsung heroes of supplier diversity. Our champions went beyond spending and placed equal value on transparency, innovation, inclusion, impact, and integration of their supplier diversity initiatives in the company culture.

Supplier Diversity Champions were announced at CelebrASIAN Business + Procurement Conference in Las Vegas in June.

- Our **Asian American/Diverse-Owned Business Certification** continues to open doors for Pan Asian American and diverse businesses to gain access to lucrative corporate and government contracts.

Networking and mentorship opportunities, webinars, online and in-person training, and access to financial and technical resources are our stock-in-trade that supports our certified members.

- We awarded **College Scholarships** to 14 outstanding high school seniors who have shown academic excellence, leadership potential, and community involvement. The scholarships are sponsored by our corporate partners and Pan Asian American businesses to support future leaders in their academic journey.

- Through the **Community Navigator Pilot Program (CNPP)**, funded by the U.S. Small Business Administration, we were selected as a national Tier-1 Hub to continue our over 39-year record of national leadership in developing and growing small businesses. We reached out to thousands across the country and provided technical assistance to small businesses in underserved communities. We use our vast network of Pan Asian American/AANHPI businesses and progressive experience in training, educating, developing, and connecting our constituents to the right people, at the right place, at the right time. We helped small businesses recover from the economic impact of COVID-19.

[> Learn more](#)

As USPAACC CEO, I delivered remarks advocating for the aspirations and needs of Pan Asian American/AANHPI businesses nationwide, at high-impact events such as the White House Women’s Business Summit, Federal Communications Commission’s Minority and Women Media Ownership Symposium, The Future of Minority Business: From Fringe to Mainstreet, Asian American Government Executives Network Leadership Summit: Partnership for Public Service, and the World Journal/Scholarship America Annual Dinner where I was honored with the prestigious Beacon of Inspiration Award.

These are some of the significant programs and events at which USPAACC has presented important remarks in 2023. We could not have done it without your encouragement, support, and generosity in investing in us.

On behalf of our Board of Directors, the incredible national team, and the regional teams in the West, Southwest, Southeast, Midwest, and Northeast, our corporation members, government partners, and the focus of our daily activities — Pan Asian American and diverse businesses — we are proud to be working with you. Together, we have overcome many challenges, opened doors to great opportunities, and increased prosperity for our constituents. We look forward to working with you in 2024 and beyond.

Thank you for all you do to enable our growth, increase our reach, and amplify our love of life!

In friendship,



Susan
Susan Au Allen
Chief Executive Officer
 US Pan Asian American Chamber
 of Commerce Education Foundation
 (USPAACC)



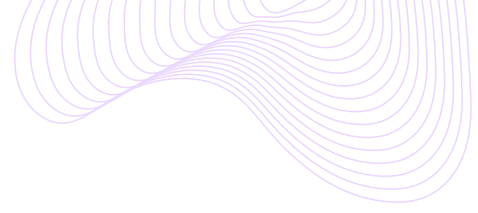
“Supplier Diversity, From Fringe to Mainstreet” panel at Liberty Mutual’s Business Summit. When different racial groups work in silos, it is harder to collaborate, and there is nothing like sharing experiences, best practices, and working together as we do here.



USPAACC CEO Susan Au Allen, a Vice Chair of the Federal Communications Commission’s Communications Equity and Diversity Council, with Federal Advisory Committee members, subject matter experts, and FCC officials at the Minority and Women Media Ownership Symposium, Washington, DC, February 7, 2023.



USPAACC CEO Susan Au Allen with Tina Lee, Managing Director of the World Journal, scholarship students, alumni, and trustees at the 18th Greater New York Chinese Education Foundation World Journal Scholarship America Dinner, Queens, New York, July 7, 2023. Photo credit: Reporter Gao Yuner



By The Numbers

December 15, 2023

7,500+



Individuals Attended
USPAACC Programs

21

Celebr ASIAN

Business + Procurement
Development
Conference In-person
Programs

40+

Virtual
Business
Development
Programs



18,750+
viewers

14



College
Scholarship
Recipients

21



390+
Celebr
ASIAN

One-on-One
Matchmaking
Meetings



10
Grow with Google



17,734+
Grow with Google
viewers



8,712+
CNPP
Counseling &
Training Hours

2,256+

Unique
CNPP Clients



6,137+


CNPP Training Participants


By The Numbers

December 15, 2023



Live Talk
Sessions



518
viewers



Business Leadership Series
Sessions



337
viewers



CNPP Webinars
Sessions



450
viewers



CNPP Podcast
episodes released



966
listeners



Total Virtual Programs



18,622
viewers



Total Virtual Programs



18,734
Downloads

CelebrASIAN Business + Procurement Conference 2023

BREAK THROUGH



CelebrASIAN Conference Asian American Business Co-Chair and Ampcus Inc. CEO Ann Ramakumaran introduces this year's Chief Procurement Officers (CPO) Forum.

CelebrASIAN Business + Procurement Conference 2023: BREAKTHROUGH held June 6-8 at the Westgate Las Vegas Resort and Casino features 21 programs to connect, develop, and inspire diverse business owners, corporation executives and program managers, government procurement officials, and business organization leaders. It was active, dynamic and robust across industries.



CPO Forum & Council Chair Chuck White of Nationwide engages AT&T's Ellen Valencia



Ruben Barrales, SVP, External Engagement, DSRI, Wells Fargo, addresses CelebrASIAN Business + Procurement Annual Gala Dinner.

**CHAIR
CPO COUNCIL
& FORUM**



Chuck White
Vice President of Procurement
Nationwide



Ellen Valencia
Assistant Vice President
Logistics, AT&T



Dana Greer
Deputy Chief
Procurement Officer
City of Atlanta



Allan Gartrell
Vice President of
Procurement
Caesars Entertainment, Inc.



Bruce Mizokami
VP, Indirect Sourcing
Edwards Lifesciences



James Czarnecki
SVP & Chief
Procurement Officer
MGM Resorts International



Karla Smith Jackson
Senior Procurement Executive,
Deputy Chief Acquisition Officer &
Assistant Administrator for the
Office of Procurement, NASA



Purvee Kondal
Vice President, Strategic
Sourcing, Indirect
Procurement, & Supplier
Diversity, Sephora



Dan Edwards
Vice President, Direct
Procurement
Trane Technologies



Tom Lutz
Senior Vice President
Enterprise Procurement
Partners, U.S. Bank



Barbara Kubicki-Hicks
Chief Procurement
Officer, Wells Fargo



CelebrASIAN programs include:

Chief Procurement Officers (CPO) Forum

Sponsored by Nationwide, Procurement Executives from AT&T, City of Atlanta, Edwards LifeSciences, MGM Resorts International, NASA, Nationwide, Sephora, Trane Technologies, U.S. Bank, and Wells Fargo give guidance on how to work with their organizations and leverage the supplier's competitive advantages.





National CNPP Tier 1 Hubs such as USPAACC, LISC, National Urban League, U.S. Black Chambers, Syracuse University’s Institute for Veterans and Military Families, and CNPP Spokes from USPAACC and the state of Nevada share their success stories in helping small businesses recover from the pandemic.



USPAACC CEO Susan Au Allen introduces **SBA Administrator Isabel Casillas Guzman** to clients of USPAACC Spokes at the Guanxi Connection Place.



One-on-One Business Matchmaking

opportunity to meet with buyers and decision-makers from corporations, government agencies, and large nonprofits to discuss potential contracts and partnerships.



Doing Business with Corporations showcases how diverse businesses can work with Fortune 1000 corporations in different fields, access new opportunity to grow their operations, and reach more customers.

Corporate participants include **AT&T, Caesars Entertainment, Inc., Cushman & Wakefield, Delta Air Lines, Denny’s, Drexel University, Edwards Lifesciences, Enterprise Holdings, Hilton, Kellogg’s, Logitech, MassMutual, Merck, Office of the Comptroller of the Currency, Southern California Edison, T-Mobile, Trane Technologies, US Bank, Walmart.**



Doing Business with the Federal Government

shows how to navigate the federal contracting process and access multi-billion-dollar business opportunities with their respective agencies.

Speakers from the **Board of Governors of the Federal Reserve Board System, US Department of Homeland Security, NASA, Education, Housing and Urban Development, Treasury, Transportation, and Agriculture.**

Supplier Diversity Champions Program

Founding Committee Members



In January, USPAACC launched the Supplier Diversity Champions program to recognize the unsung heroes of supplier diversity for nurturing the growth and development of diverse suppliers beyond only counting how much they spent annually. The program received 80 applications from US-based corporations, government entities, and large nonprofits. The Champions were honored for transparency, innovation, inclusion, impact, and integration of their supplier diversity initiatives in the company culture; and applauded for taking a step toward assessing their supplier diversity performance year-over-year.

The 2023 Supplier Diversity Champions recognized at CelebrASIAN were: AgileOne, AT&T, Blue Shield of California, Centene Corporation, Citizens Bank, Delta Air Lines, Denny's, Drexel University, Kyndryl, Liberty Mutual, Logitech, Mass Mutual, Merck, Nationwide, PG&E, Pacific Gas and Electric, Raytheon Technologies, SCE, Southern California Edison, TIAA, Trane Technologies, Truist Bank and Walmart.

Supplier Diversity Champions 2024 applications opening in January 2024.

➤ Visit sdchampions.org to learn more.



Supplier Diversity Champions 2023 - The Unsung Heroes.

National Organization Certifications for Pan Asian American-, Black American-, Disability-, LGBT-, Veteran-, and Women-Owned Businesses



Left to right: Disability:IN, NaVOBA, NGLCC, NMSDC, NVBDC, WBENC, USPAACC, SBA, WeConnect International, and US Black Chambers, Inc. at the 2023 CelebrASIAN's Certification Luncheon: Value & Prudence



USPAACC continued to advance our 14-year Asian American/Diverse-Owned Business Certification program. This unique program increases our certified members' access to business opportunities with major and medium-sized corporations, government agencies, and large nonprofits. Multi-billion-dollar businesses and contracts are in the pipeline to be tapped into by qualified small and disadvantaged businesses.

As the most established and effective organization serving the Pan Asian American/AANHPI business community, USPAACC is the organization to go to if you are interested in doing business with Pan Asian American businesses.

Since 1998, USPAACC's Asian American and other Diverse-Owned Business Certification has

provided corporations, government, and large nonprofits with qualified, quality, and certified suppliers, making an immeasurable positive impact on over 2,000 businesses certified by USPAACC.

Our sincere appreciation to our fellow national certifying organizations for joining us for the third time in the last three years to share your experiences and future plans at our "Certification Luncheon: Value & Prudence."

We delved into the positive influence of supplier diversity, the power of national-level organizations representing the interests of diverse and unique groups, and how under-represented businesses could benefit from our respective certifications.

We are honored that Nevada District Director Saul Ramos also joined the discussion.

[▶ Learn more](#)



WISE is a **USPAACC** platform for Pan Asian American and diverse women in business to further develop skills, make connections, and grow to their fullest potential.



WISE women and allies at CelebrAsian

WISE FOUNDING MEMBERS

WISE Co-Chairs



Doris Li Yeh
CEO, Mirapath



Carolyn Joshua
President & CEO, Trilyon Inc.



Vivian Young
Global Head of Asian & Pacific Islander Affairs
JP Morgan Chase



Ann Ramakumaran
Founder & CEO
Ampcus



Jenny Zhu
Founder & CEO
Lush Decor Home
Triangle Home



Dale Yang Shintani
Sr VP & Director, Small Business Digital and Customer Experience
Wells Fargo

WISE MISSION:

- Provide a platform for Pan Asian American women and allies to empower each other
- Give back to the community
- Own our voice
- Promote financial security for women entrepreneurs and executives
- Build our table of influence



USPAACC CEO and WISE Co-Chairs



WISE Women in the West Coast



WISE Women in the East Coast

WISE FOUNDING MEMBERS + SPONSORS



Fast100 Asian American Businesses Awards 2023

Fast100 Asian American Businesses Awards recognizes the nation's fastest-growing Asian American-owned businesses. We honored the top 100 Asian American businesses that have achieved remarkable revenue growth rates in the past two years.



➤ [2024 Fast100 applications open now!](#)



Left to right: Moderator Ann Ramakumara, Ampcus Inc, and Panelists Yijun Clayton, American Quartz Inc, TaufEEK Shah, Lolás Hot Sauce, and Andy Lin, Yo-kai Express.

i-Builders (Industry Builders) showcases successful business leaders who have upended an existing market with a disruptive innovation. They share how they have turned great ideas into game-changing innovations and created a new market for their business. SBA Administrator Isabella Casillas Guzman meets the largest gathering of Pan Asian American businesses from across the country, holds a fireside chat, answers questions from the audience, and visits with the 14 USPAACC CNPP spokes who have come from across the country for the *Guanxi Connection Place to meet each other for the second time since CNPP was launched.

*Guanxi means relationship and connections.



Established in 2019, USPAACC's **Employee Business Resource Group (EBRG) Leadership Caucus** helps employees of large and medium-sized companies come together to share professional experiences and engage in career advancement best practices. EBRG provides participants with a safe place where they feel they belong and could speak freely.

This year, the EBRG leadership focuses on how to create a voice for the Pan Asian American/AANHPI community in the workplace.



2023 EBRG panelists and participants



Left to right: Co-Moderators Michael Chop and Michael Nguyen from Apple and Jerome Flores from Wells Fargo.



CNPP has been one of the most important and special programs ever launched for both the U.S. Small Business Administration (SBA) and USPAACC.

During the COVID-19 pandemic, when so many small businesses needed assistance, Congress passed the American Rescue Plan Act of 2021, which authorized \$100 million in CNPP grants to underserved or unserved small business owners. USPAACC was 1 of 8 national Tier 1 award recipients to help Pan Asian American small businesses in multi-Asian languages in 5 major states hardest hit by the pandemic and anti-Asian sentiments, to adjust, re-establish, learn new skills, and grow again.

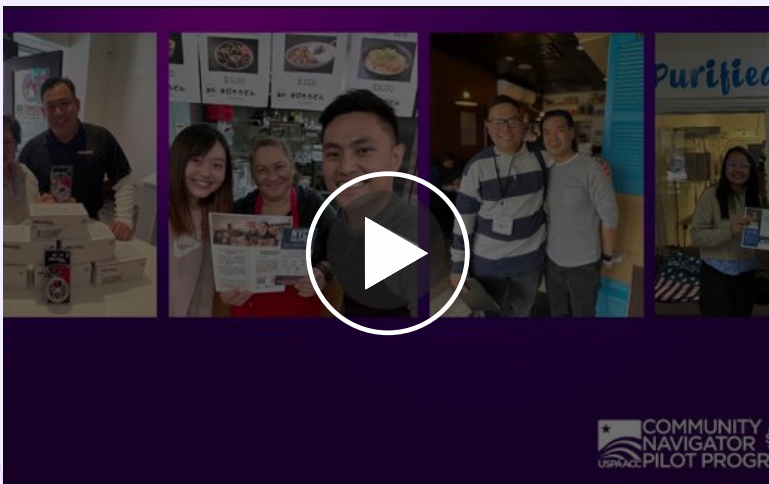
USPAACC has strongly advocated for continued funding for CNPP through 2024, sharing success stories about the Asian American small businesses that the CNPP has helped. By December 2023, our CNPP has assisted more than 2,200 unique clients with over \$51 million in access to capital requests and secured over \$3.5 million in capital approvals for the undeserved small businesses.



USPAACC CEO reports the results of USPAACC's CNPP work in the last two years to Biden Administration officials, **American Rescue Plan Coordinator and Senior Advisor to the President Gene Sperling, National Economic Council Director Lael Brainard, SBA Administrator Isabel Casillas Guzman, and SBA Associate Administrator for Office of Entrepreneurial Development Mark Madrid** at a White House small meeting on December 13, 2023.



USPAACC CEO on business walk with CNPP Spoke BeChinatown manager Lily Lo in San Francisco, Chinatown.



A 7-minute video showing some of our work at the ground level, our 5-pillar strategy, and the impact of our CNPP work. We hope you will watch it, like it, and share your comments with us at info@uspaacc.com.

CNPP is a pilot program. We had to start from scratch during the most challenging health, safety, and economic times in recent U.S. history.

BUSINESS EXPRESS: ReadySetGrow™

Business Express: ReadySetGrow is a 10-session business development program. Each session lasts five hours. It gives business owners a clear perspective of the current status of their business, shows them critical ingredients for efficient and effective operations, and a road map for growth and a healthy bottom line. Business Express is powered by the U.S. Small Business Administration's CNPP, sponsored by Wells Fargo, and implemented by USPAACC.

This hybrid virtual/in-person program works in two tracks. Track 1 is designed for businesses in their early stages. It helps business owners to create an effective business plan, pricing strategy, marketing and promotional activities, and smart hiring policies. Track 2 caters to more mature and sophisticated businesses looking for procurement opportunities. It equips the business owner with knowledge, skills, and confidence, prepared to present their value proposition in-person, virtually, or in a group setting to existing or prospective customers. See the curriculum below.

BUSINESS EXPRESS FACULTY



Tim Fulton



Jackie La Joie

Approximately 400 small businesses attended the first five sessions in 2023. The program is scheduled to continue until March 26, 2024. Registrations for 2024 are [open now](#).

BUSINESS EXPRESS™ Sessions Track 1

- Introduction to the One-page Business Plan (Oct. 10, 2023)
- Introduction to the STRATA: Seven [7] foundational questions in developing strategy (Oct. 24, 2023)
- Introduction to Marketing (Nov. 7, 2023)
- Understanding Competitive Advantages & Pricing (Nov. 28, 2023)
- Hiring and Retaining Talent (Dec. 12, 2023)
- Three-year Org Chart (Jan. 9, 2024)
- Introduction to Financials: (Jan. 23, 2024)
- Financing Growth (Feb. 6, 2024)
- Business Plan Competition Practice Session (Feb. 20, 2024)
- Business Plan Competition Elimination Round (March 12, 2024)
- Final Presentations (March 26, 2024)

BUSINESS EXPRESS™ Sessions Track 2

- Utilizing Introductions (Oct. 10, 2023)
- Websites and Emails (Oct. 24, 2023)
- Conference Readiness (Nov. 7, 2023)
- Incorporate Supplier Diversity Advocates and Organizations Into Your Business Growth Strategy (Nov. 28, 2023)
- Master the Art of Elevator and Roundtable Pitches to Secure Contracts: Join Our Practice Session! (Dec. 12, 2023)
- Demystifying M&A, Joint Ventures, and Informal Partnerships (Jan. 9, 2024)
- Unlocking Financial Opportunities (January 23, 2024)
- Strategic Negotiation for Business Success (Feb. 20, 2024)
- Corporate Success Blueprint (March 12, 2024)
- Mastering RFX Responses (March 26, 2024)

"This is the best professional development I've ever taken, hands down! It will dramatically change the way I do business on a day to day basis."

- Young Kim, President, Advanced Technology Management, Inc.

College Scholarship Program

USPAACC’s College Scholarship program in 2023 brings in a new and fantastic group of scholars! Fourteen cash college scholarships totaling \$54,000 awarded to high school seniors from across the country who have demonstrated academic excellence, community involvement, and financial need. The scholarships will help the students pursue their college dreams and prepare them for future leadership roles.

We need more contributions to help our future leaders. Please sponsor one or more students with a **tax-deductible** contribution at [USPAACC College Scholarship Contribution Form](#). Since the College Scholarship Program launched 34 years ago, over \$2 million in scholarships, ranging from \$3,000 to \$10,000



each, have been bestowed annually to high school seniors nationwide. To date, more than 350 students have received a scholarship from this program to offset ever-rising college expenses.

USPAACC’s program has continued growing in popularity, with winners receiving a scholarship and a trip to CelebrASIAN to meet their scholarship sponsors, and experience the conference programs. Major corporations have established their Hallmark Scholarships with USPAACC, and many Pan Asian American businesses have stepped forward to support and endowed their own Hallmark scholarships.

Our scholarship recipients have become Rhode Scholars, Constitutional law professors, state legislators, entrepreneurs, and government officials making policies that positively affect millions of Americans.



Left to right: Katie Macias and Janessa Reyes



Sabina Guo shares her story growing up and how she plans to give back to the community.

USPAACC’s 2023 College Scholarship Recipients

Angel Faye J. Baleskie
 Anna Pham
 Cao Ngyuen
 Emujin Batzorig
 Iliana Rose Acevedo
 Janessa Reyes
 Kimberley Vo

Linh Le Bao Truong
 Muhammad Ameen Sugapong
 Patricia Julaton
 Sabrina Guo
 Sheri Lin
 Sydney Junelle Wenyou Humbert
 Xiao Huang



Congratulations!
College Scholarship Recipients

Thank you to our Scholarship Sponsors



Thank You to Our CelebrASIAN Business + Procurement Conference 2023 Sponsors

TITLE CHAIR



CONFERENCE CO-CHAIRS



PLATINUM SPONSORS



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SCHOLARSHIP SPONSORS



STRATEGIC AND MEDIA PARTNERS





USPAACC advocacy in 2023 focuses on six areas vital for the growth and success of Pan Asian American/AANHPI businesses and communities. In January 2023, USPAACC sent a [letter to President Biden](#) and Congressional leadership, advocating for these critical national bipartisan priorities.



Advancing **USPAACC's** Agenda on Capitol Hill

The six key areas are:

 **Increasing Supplier Diversity**


USPAACC urged the federal government to continue increasing its contracting opportunities for disadvantaged and underserved businesses, and promote supplier diversity nationwide. USPAACC CEO Susan Au Allen also wrote the op-ed, [Expanding supplier diversity can be a unifying issue for the 118th Congress](#), published in The Hill.

 **Promoting Minority Business Certification**

USPAACC highlighted the importance of disadvantaged and underserved business certification as a tool to access capital, contracts, and markets, as well as access to diverse talents and resources.

 **Providing Assistance for Minority Businesses and Communities**

USPAACC expressed its support for the various relief programs and initiatives that have been implemented to help disadvantaged and underserved businesses and communities recover from the COVID-19 pandemic.

 **Closing the Digital Divide, Addressing the Digital Skills Gap**

USPAACC emphasized the need to bridge the digital divide and address the digital skills gap affecting a large number of disadvantaged and underserved businesses and communities. USPAACC proposed that the federal government invests more in broadband infrastructure, digital literacy, and workforce development, as well as promote innovation and entrepreneurship in these communities.

 **Standing up to Anti-Asian Hatred Crimes**

USPAACC condemned the rise of anti-Asian hate crimes and incidents that have occurred since the pandemic arrived on our shores. USPAACC demanded that the federal government take swift and decisive action to combat this alarming trend, such as passing legislation, increasing law enforcement, and raising awareness.

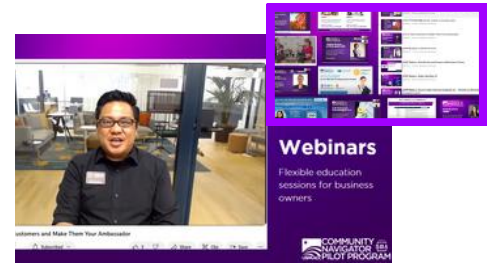
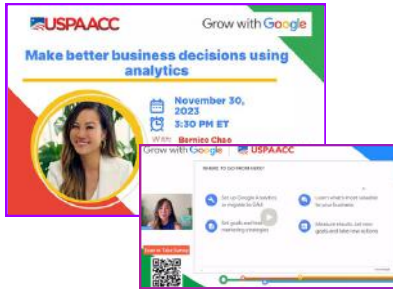
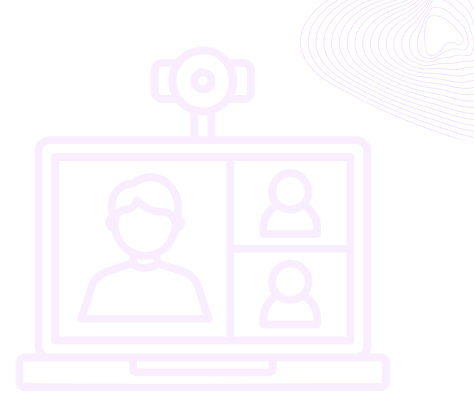
 **Reauthorizing the U.S. Small Business Administration**

USPAACC applauded the efforts of the U.S. Small Business Administration (SBA) in helping and providing resources to small businesses across the country to help them grow. USPAACC urged Congress to reauthorize the SBA, increase its budget and authority to enhance programs and services for disadvantaged businesses.

USPAACC once again demonstrated national leadership and bipartisan advocacy for Pan Asian American businesses and communities. USPAACC also reaffirmed its strong commitment to working with the federal government and other stakeholders to advance these priorities and create a more inclusive and prosperous society for all.

Virtual Programs

USPAACC'S virtual programs provide valuable insights and best practices for business owners and professionals focuses on innovation, procurement and supply chain leadership, enterprise technology, market expansion, creative and prudent financial practice, entrepreneurship, and more. Our programs are open to everyone wanting to continue their business growth trajectory.



Grow with Google

USPAACC is proud to be a Google partner to provide digital training courses and tools that help small businesses adapt and grow successfully in the fast-changing business environment. The program shows how to use Google Analytics to make data-driven decisions, build a professional brand through online presence, launch your business with customer-forward marketing, etc. Grow with Google training is available on demand at uspaacc.com/gwg.

Business Leadership Series

Business Leadership Series (BLS), sponsored by Wells Fargo, features industry and subject matter experts on a wide range of topics vital for the success and sustainability of small and diverse businesses. It is also a valuable platform for networking, learning, exchanging business intelligence, and growing through teaming with other business leaders and professionals. BLS is available on demand at uspaacc.com/bls.

CNPP Webinar Series

Our CNPP Webinar Series covered topics from the fundamental to the complex, such as:

- How to keep customers and make them your ambassador
- Getting ready to apply for a small business loan
- How to review your business contracts and hire the best talents
- The peril of mixing personal finance with business finance
- Creating a solid business plan



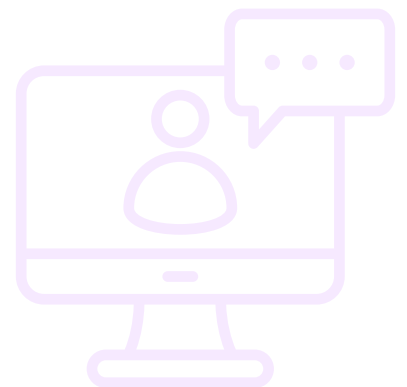
LiveTALK

LiveTALK, sponsored by Wells Fargo, talks about repositioning business plans, business opportunities with Fortune corporations and their contractors, how to do business with specific federal agencies, short-term cash flow strategies, and more. LiveTALK is available on demand at uspaacc.com/livetalk.

Navigating Business Podcast

Our Navigating Business Podcast brought to you and to our ever-growing audience by CNPP, features inspiring success stories from hard-working and forward-thinking strategic risk-takers who made smart decisions, backed by wise and seasoned business professionals. Join the conversation! Navigating Business is available [online](#) and wherever you get your podcasts.

Subject matter experts share their experiences and best practices tailored for specific industry sectors. Discussions on strategic planning, maximizing networking opportunities, industry trends, efficiency hacks, etc. CNPP Webinars can be viewed online in our [CNPP YouTube playlist](#).



National Partners

USPAACC representatives attended and participated in the national conferences all our partners in the National Business Inclusion Consortium:

- Disability:IN
- National LGBT Chamber of Commerce (NGLCC)
- National Minority Supplier Development Council (NMSDC)
- National Veterans Business Development Council (NVBDC)
- US Black Chambers, Inc (USBC)
- US Hispanic Chamber of Commerce (USHCC)
- US Pan Asian American Chamber of Commerce Education Foundation (USPAACC)
- WeConnect International (WeConnect)
- Women's Business Enterprise National Council (WBENC)



National Business Inclusion Consortium, Philadelphia, PA



US Black Chambers, Washington DC



WBENC, Nashville, TN

USPAACC leadership has made hundreds of new connections and strengthened established relationships through engagement with national partners at their conferences. USPAACC's commitment to reaching and supporting small and small and diverse as well disadvantaged businesses is magnified through these collaborative efforts, reflecting the organization's dedication to creating a thriving and interconnected business landscape.



NMSDC, Baltimore, MD

Thanks to all who came to visit and catch up with us!



National Veterans Business Development Council presenting USPAACC President Karin Hung with National Resource Partner of the Year, Louisville, Kentucky!



NGLCC, Denver, CO



US Hispanic Chambers of Commerce, Orlando, FL

USPAACC

CEO Susan Au Allen

A Dynamic Influencer for Pan Asian American/AANHPI Businesses

USPAACC CEO Susan Au Allen has been a leader and a pioneer in advocating for the interests and opportunities for Pan Asian American entrepreneurs and professionals across diverse sectors and industries. Mrs. Allen is also one of the most dynamic, influential, and in-demand speakers in the Pan Asian American business community, sharing her insights, expertise, and vision for the future of Pan Asian American businesses.



Mrs. Allen is known for her energy, connections, experience, and passion for helping USPAACC members to reach their economic potentials. She has been the thought leader in creating and facilitating programs, partnerships, and platforms that showcase and celebrate the achievements and contributions that Pan Asian American businesses have made to the national economic, scientific, and social advancements that have improved the quality of life in America.

She has also been a strong voice for equal opportunity, diversity, inclusion, fairness, and respect for all Americans irrespective of race, color, ethnic origin, gender, sexual orientation, age, and disability. Mrs. Allen is an inspiration and a role model for many aspiring and established Pan Asian American entrepreneurs and professionals who look up to her as a mentor, a friend, and a champion.

USPAACC President Karin Hung

Karin Hung was one of six elementary school children who led the Pledge of Allegiance at a USPAACC Gala dinner in Washington, DC. She helped at USPAACC's annual conferences, shadowed USPAACC National President & CEO, Susan Au Allen, as her personal assistant during middle school. After 14-years in hospitality and management at Walt Disney company and Universal Studios, Karin returned to Washington DC to work for USPAACC as Program Manager, VP of Corporate Relations and Programs, and Corporate Relations Executive. In June 2023, she was appointed USPAACC President, making her the youngest president of an established national organization in the United States. We invite you to join us in a warm welcome to Karin and look forward to a remarkable future with her leadership and contributions to USPAACC's continued growth and successes in the years ahead.



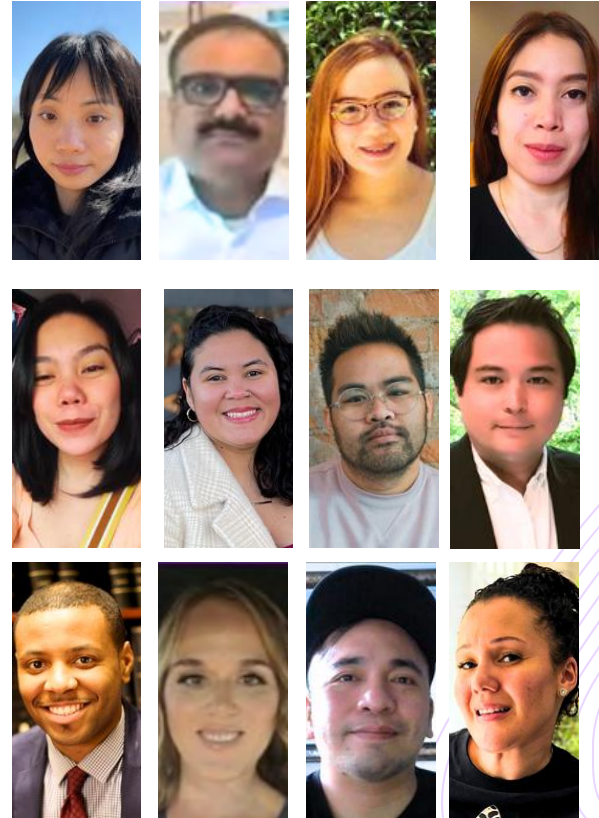
Thank You to Our Tremendous USPAACC A-Team Across the Globe



As we conclude 2023, we would like to express our sincere gratitude and appreciation to our dedicated team of professionals who always go above and beyond in delivering for our members and supporters. You are the backbone of USPAACC, and your hard work, creativity, and passion are the driving force behind our successes.

You have made a difference in the lives of countless Pan Asian American and diverse business owners, entrepreneurs, and professionals. You have helped us achieve our mission of being the gateway to corporate and government contracts and procurement opportunities. You have helped to maintain our reputation as the place to find qualified, energetic, and resourceful Pan Asian American suppliers. Thank you for your commitment, hard work, dedication to excellence, and for being a part of our growing USPAACC family!

Together, we will overcome all challenges and create more opportunity and prosperity for Pan Asian American/AANHPI and other diverse businesses, our corporation and large nonprofit members, government and diverse business organization partners with whom we share a common vision - equality, fairness and respect for all.



 **USPAACC**
See you in 2024!

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 **InnovASIAN
Symposium**

Washington Georgetown
Marriott, Washington, D.C.
February 15 – 16, 2024

SAVE the DATE

CelebrASIAN

Business + Procurement Conference

MAY 29-31, 2024

The Hotel at Avalon, Autograph Collection
9000 Avalon Blvd, Alpharetta, GA 30009



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representing Pan Asian American businesses in the United States.

