

eastwest

US Pan Asian American Chamber of Commerce EF

REPORT

2008: A Year of Accomplishments, Challenges and Optimism

USPAACC-EF looks to the future with a focus on viable goals and substantial growth opportunities for Asian American suppliers and their business partners in Corporate America and the Federal Government

As the nation yearns for a quick turnaround from the economic doldrums to robust business activity, the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) is ending the year on a positive note—with far-reaching accomplishments to help boost business growth among its constituents.

In January, USPAACC-EF opened its Regional Office in San Francisco, the Small Business Transportation Resource Center—Southwest Region (SBTRC-SW), to help prepare small businesses in Arizona, California, Hawaii, Nevada, and Utah, so that they would have an equal opportunity to participate in contracts funded by the U.S. Department of Transportation (USDOT) at the local, state and federal levels.

In February, USPAACC-EF traveled across the Pacific Ocean and led the China Trade Mission—composed of a delegation of U.S.-based businesses—to Beijing, Dalian, and Shanghai, to help solidify relationships between

suppliers and corporations, as well as to explore business opportunities.

In May, PepsiCo Chairman and CEO Indra Nooyi chaired the USPAACC-EF annual national flagship event CelebrAsian Business Opportunity Conference '08 in Washington, DC. The three-day conference not only gave Asian American suppliers a forum to learn, network, and share solutions, but also celebrated USPAACC-EF's "50 Fastest-Growing Asian American Businesses" whose collective revenue exceeded \$4.9 billion in 2007. In partnership with Wells Fargo, USPAACC-EF also presented the *Asian Business Leadership Award* to three businesses each with \$5,000 cash and a trophy; and through private and corporate sponsors, USPAACC-EF helped invest in the community's future leaders through its college scholarship program.

Throughout the year, USPAACC-EF held a total of 15 Procurement Connections nation-

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A testament to the enduring adroitness of Asian American entrepreneurship in challenging economic times: USPAACC-EF's "50 Fastest-Growing Asian American Businesses" with PepsiCo Chairman & CEO Indra Nooyi, U.S. Labor Secretary Elaine Chao, and USPAACC-EF National President & CEO Susan Au Allen at the 23rd annual national CelebrAsian Business Opportunity Conference held in Washington, DC in May 2008.

USPAACC-EF: An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. We promote, nurture and propel economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the federal government, and the minority business community.

UPCOMING EVENTS

Midwest Regional Chapter

Small Business Seminar

Des Plaines, Illinois December 29, 2008

Southeast Regional Chapter

Chambers Meeting

The Coca-Cola Company headquarters

Atlanta, Georgia February 5, 2009

China Trade Mission '09

(Nanjing, Shanghai, Guangzhou)

China February 20-March 1, 2009

SBTRC-SW's Transportation Business Opportunity Conference

Phoenix, Arizona March 2009

SBTRC-SW's Transportation Business Opportunity Conference

Los Angeles, California April 7-9, 2009

Southeast Regional Chapter

"Economic Outlook with the New Government"

The Coca-Cola Company headquarters

Atlanta, Georgia April 2009

24th Anniversary CelebrAsian

Business Opportunity Conference '09

Brooklyn, New York May 20-22, 2009

SBTRC-SW's Transportation Business Opportunity Conference

San Francisco, California May 2009

Southwest Regional Chapter

8th Annual Asian Business Expo

Arlington, Texas August 2009

For more details on the upcoming events, visit
www.uspaacc.com

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1329 18th Street NW, Washington, DC 20036
Phone 1 (800) 696.7818 | (202) 296.5221
Fax (202) 296.5225

E-mail: info@uspaacc.com | www.uspaacc.com

USPAACC-EF NATIONAL STAFF

Susan Au Allen

Nessie Cumur | Lin Li

Pahuna Sharma | Rashmi Sharma

Tom Trent | Gerry Tung | Donna Wong

EDITOR JP Torres

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President's Message

Dear Friends,

2008 is nearly over—and what a landmark year it has been for us at USPAACC-EF!

Despite a rough economic landscape, we have made great strides in connecting a record number of Asian American suppliers with buyers from Corporate America and the Federal government. We held 15 Procurement Connections nationwide and successfully hosted our flagship national conference, CelebrAsian '08, in Washington, DC. We celebrated the success of Asian American business through our "50 Fastest-Growing Asian American Businesses" and the "USPAACC-EF/Wells Fargo Asian American Business Leadership Awards." We began to operate one of the U.S. Department of Transportation's 9 regional Small Business Transportation Centers in San Francisco. Our China Trade Mission explored and completed opportunities for U.S.-based corporations and small businesses. We opened our regional office in San Francisco, and we have strengthened our advocacy efforts in our nation's capital in preparation for the incoming Obama Administration, through two private meetings with the President-Elect's Transition Team. These accomplishments represent our continuing effort to provide quality access, by creating a broad spectrum of sustainable programs.

While it is that time of year when we reflect on our past efforts, it is also the time to resolve to do even better in the coming year. The tough marketplace must be viewed as a challenge, not a setback. At the same time, this crisis will provide us with opportunities—where good ideas emerge to create new or better products and services. I am confident that our entrepreneurs and small business owners will be able to ride this downturn through innovation, fresh ideas and creative solutions.

We thank all those who have supported us this year, especially in this road to profound change and increasing complexity—when business relationships are more important than ever. We are pleased to have once again delivered what you, our valued members, need and ask for. And with steadfast commitment, we will continue to provide more solutions and bigger opportunities to help to position your business for a robust growth in the coming year.

Best wishes to all for a happy and more prosperous 2009!

Susan Au Allen

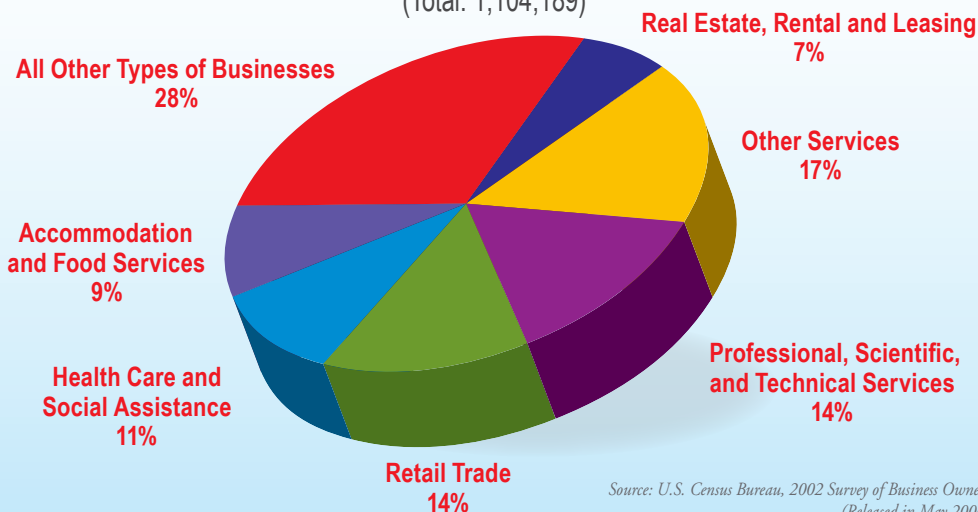
National President & CEO



By the Numbers

Distribution of Asian American-Owned Firms by Type of Business

(Total: 1,104,189)



Source: U.S. Census Bureau, 2002 Survey of Business Owners
(Released in May 2006)

www.uspaacc.com

SAVE THE DATE: 24th Anniversary

CelebrAsian Business Opportunity Conference '09 to be held in New York City, May 20-22, 2009

The largest annual national Asian American business opportunity conference in the United States, USPAACC-EF's 24th Anniversary CelebrAsian Business Opportunity Conference '09, will be held on May 20-22 at the New York Marriott at The Brooklyn Bridge in Brooklyn, New York.

CelebrAsian '09 will bring together Asian American suppliers and buyers from Fortune Corporations and the Federal government—for three days, and under one roof. The Conference is designed to help participants grow their business in these challenging times, by offering viable solutions to issues, learning new and sustainable tools, and gaining valuable access through one-on-one prescheduled meetings, valuable connections, prized information, and strategic relationships that could lead to more business opportunities. *For sponsorship opportunities or more information, visit uspaacc.com/celebrasian09* ☛

National Directory of Asian American Businesses & Resource Guide to be Published in Early '09

The *USPAACC-EF National Directory of Asian American Businesses and Resource Guide* is on schedule to be published in early 2009. Containing the most comprehensive and updated listing of Asian American businesses across industries, it will be distributed nationwide to Fortune 1,000 Corporations, Federal Government agencies (Procurement Offices), the White House, local and state governments, and the minority business community, among others.

For listing and advertising opportunities, contact: For ABEs, Lin at Tel (202) 378-1135 or Lin@uspaacc.com; for Corporations, Nessie at Tel (202) 378-1131 or Nessie@uspaacc.com ☛



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

SAVE THE DATE
MAY 20 ~ 22, 2009

24TH ANNIVERSARY

CelebrAsian '09

BUSINESS OPPORTUNITY CONFERENCE






The Largest Annual National Asian American Business Conference
in the United States Heads to the Big Apple

NEW YORK MARRIOTT AT THE BROOKLYN BRIDGE • BROOKLYN • NEW YORK

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*For updates & sponsorship opportunities, visit www.uspaacc.com
or call USPAACC-EF at Tel 1 (800) 696.7818 or (202) 296.5221*

USPAACC-EF Midwest Regional Chapter to Hold Small Business Seminar in Chicago

Chacko Varghese, USPAACC-EF Midwest Regional Chapter President, will host a seminar to help small business owners and operators learn skills and explore opportunities to help them thrive in 2009. It will be held on December 29 at the All American Bank Community Hall, 9372 W. Ballard Road in Des Plaines, Illinois.

Featured speakers: George Vukotich, Ph.D. and author of *Breaking the Chains of Culture: Building Trust in Individuals, Teams, and Organizations*, and Richard Hernandez, a former U.S. Air Force Contracting Officer (buyer), published author, and expert on the Federal procurement regulations. *For more information, contact USPAACC-EF* ☛

Asian American Trailblazers: USPAACC-EF Congratulates Congressmen-Elect Austria and Cao

USPAACC-EF congratulates Congressmen-elect Stephen Austria and Anh "Joseph" Cao, who recently won their respective Congressional races. Their victories mark another milestone for the broader Asian American community in our quest for inclusion and active participation in the political process.

Stephen Austria, Ohio Congressman-elect (R-7th District), was born in Cincinnati to a Filipino-American doctor, and served in the Ohio House of Representatives and in the Ohio Senate (twice elected by his colleagues to serve as Majority Whip). Prior to his service in the Ohio Legislature, Austria was a small businessman and financial advisor. With a bachelor's degree from Marquette University, Austria is the second American of Filipino descent to serve in the U.S. Congress, after Robert Cortez Scott, who is currently serving his eighth term as Virginia's 3rd District Representative.

Anh "Joseph" Cao, Louisiana Congressman-elect (R-2nd District), is the first Vietnamese-American elected to the U.S. House of Representatives. Cao (*pronounced "Gow," with a hard "G"*) is a former Vietnamese refugee who came to the United States when he was 8 years old. He holds a bachelor's degree in physics from Baylor University and a master's degree in philosophy from Fordham University. After a stint as a Catholic seminarian, he earned a law degree from Loyola University in 2000. Cao is also a small business owner, and is fluent in English, Vietnamese, French, and Spanish.



Stephen Austria
(7th District, Ohio)



Anh "Joseph" Cao
(2nd District, Louisiana)

Congressmen-elect Austria and Cao will join incumbent Asian Americans in the U.S. Congress, including Senator Daniel Akaka (D-Hawaii), Senator Daniel Inouye (D-Hawaii), Congresswoman Mazie Hirono (D-Hawaii's 2nd District), Congressman Mike Honda (D-California's 15th District), Congresswoman Doris Matsui (D-California's 5th District), Congressman Robert Cortez Scott (D-Virginia's 3rd District); and Congressman David Wu (D-Oregon's 1st District). **East West Report will publish a list of President-Elect Obama's appointees of Asian American descent following their Senate confirmation.* ☛

Speaking Engagements: USPAACC-EF National President & CEO Delivers Keynote Address at Nationwide Insurance Regional Leadership Conference, Other Forums

USPAACC-EF National President & CEO Susan Au Allen delivered the keynote address at a gathering of regional leadership teams of Nationwide Insurance on November 12 in Houston, Texas. Allen discussed opportunities that are available in the growing Asian American market—both in insurance and financial services—and in recruiting dedicated, talented and well-connected Asian American employees.

Allen also presented a historical perspective of the growth of the Asian American community, and shared information about their multi-billion dollar purchasing power and the psychographics of the 6 largest Asian American groups in the country—all to help to increase understanding and to facilitate better communication that translates into improved sales.

Earlier this year, Allen spoke at a town-hall meeting during the National Women's Business

Council (NWBC) in Columbus Ohio in March. Over 100 women business owners discussed their priorities, challenges and concerns, to help the Council formulate future policy recommendations.

In April, she spoke at the Executive Networking Conference, attended by over 500 minority businesses, in Pinhurst, North Carolina.

In November, she spoke on government contracting and federal certification as a member of NWBC to over 200 women business owners in San Francisco. She explained the importance of certification as a tool for small/minority businesses who want to do business with the federal government. This is particularly crucial in view of the \$700 billion bailout funds the federal government has assigned to the financial institution and the \$150 billion that President-elect Obama has vowed to spend on the nation's infrastructure. ●

USPAACC-EF, National Urban League, and U.S. Hispanic Chamber of Commerce Partner for U.S. Department of Labor Opportunity Conference

For the 7th year, USPAACC-EF was one of the three national partners of the U.S. Department of Labor's Opportunity Conference. Held on October 23 in Orlando, Florida, the other national partners included the National Urban League and U.S. Hispanic Chamber of Commerce. The conference featured government procurement opportunities and corporate supplier diversity programs. USPAACC-EF National President & CEO Susan Au Allen and Board Member of the USPAACC-SE Regional Chapter Naheed Syed were the featured speakers at the business sessions. ●

Contracting EXPO held in San Francisco

Wells Fargo and Verizon sponsored a Business Expo for Asian American and minority-owned businesses on September 16 in San Francisco. Over a dozen corporations including PG&E, Chevron, AT&T, Blue Shield of California, Santa Clara Valley Transportation Authority, MetLife, U.S. Postal Service, U.S. Small Business Administration, California Public Utilities Commission, Sugar Bowl Bakery, JW Continental, Northbound, and AsianWeek publication attended the event, with a high number of Asian American business enterprises to match. ●



USPAACC-EF Presidential Retreat Held in Chicago

The traditional annual USPAACC-EF Presidential Retreat was held on December 10-11 in Chicago, Illinois. All six USPAACC-EF Regional Chapter Presidents joined the National President and reviewed the events, lessons learned and best practices of the past year and charted the organization's course for the coming year.

USPAACC-EF and SBTRC-SW Hold Series of Seminars and Matchmaking Events in California

In an effort to explore federal business opportunities, USPAACC-EF and the Small Business Transportation Resource Center - Southwest Chapter (SBTRC-SW) held a series of seminars and matchmaking events in California.

In August, a town-hall meeting was held in San Francisco and featured California State Assemblywoman and Majority Whip (D-San Francisco) Fiona Ma as the keynote speaker. SBTRC-SW also held a successful contractor-supplier meeting on minority, small disadvantaged, and woman business event at the Home Depot PRO in Colma, California. Representatives from the San Francisco Municipal Transpor-

tation Agency (MUNI) and the San Mateo County Transit District (SamTrans) talked about how to bid for and obtain contract opportunity information from MUNI and SamTrans.

In October, SBTRC-SW held a matchmaking seminar "I'm Certified, Now What?" with SCORE "Counselors to America's Small Business," a resource partner of the U.S. Small Business Administration. Two distinct groups of businesses attended: developmental-stage businesses and mature companies that have already been in operation for years, but have never been able to get business based on their certification status. ●

Matchmaking and Certification Conference held at Disney Entrepreneur Center in Orlando

The Disney Entrepreneur Center in Orlando, Florida was the site of USPAACC-EF's Southeast Region's certification and matchmaking conference for minority business owners, held on October 22. Participating corporations and agencies included U.S. Postal Service, Florida Minority Supplier Development Council (FMSDC), U.S. Air Force, The Coca-Cola Company and Coca-Cola Enterprises. USPAACC-EF's President and CEO Susan Au Allen gave the keynote address and explained the reasons for certification for minority businesses. ●

(Continued from Page 1)

wide—in cities including Los Angeles, New York, Atlanta, Arlington (Texas), Orlando, San Francisco, San Gabriel, San Diego, Virginia, and Washington, DC—in its continuing effort to connect suppliers to buyers, strengthen relationships, provide quality access, and to spur business growth. ●

USPAACC-EF National President & CEO Meets with Obama Transition Team

The USPAACC-EF team, led by National President & CEO Susan Au Allen, met with President-Elect Obama's Transition Team in Washington, DC in mid-December, to discuss the challenges and priorities of Asian American suppliers and small/medium business owners, as well as policies and practices the U.S. Departments of Treasury, Commerce, Labor, and the U.S. Small Business Administration should adopt to open opportunities to small/minority and Asian American businesses.

"I applaud and welcome the incoming administration's commitment to put in place a particularly aggressive fiscal strategy that will hopefully gain traction to help stabilize the economy and to ensure the continued growth of small and minority businesses," said Allen after the meeting. Through the organization's National Headquarters in Washington, DC and its 6 Regional Chapters nationwide, Allen added that USPAACC-EF will continue to strongly advocate for opportunities to continue the economic growth of its constituents. ●

East Meets West: Preparations Underway for China Trade Mission '09

USPAACC-EF's China Trade Mission '09 preparations are underway. Based on the successes achieved by the 2008 delegates, expectations are high for the 2009 China Trade Mission to achieve more in terms of connecting small business suppliers to major U.S. corporations doing business in China, and Chinese manufacturers who buy from and sell to the West.

PepsiCo, Heat & Control, and Tech Long Packing are three of the several companies that are involved in this Trade Mission. Other companies include MSL Express, Vision-X Global, AECSOFT USA, and Trade Union, Inc., among others. Delegates will leave the U.S. on February 20 for Nanjing, Shanghai, and Guangzhou, and will return to the U.S. on March 1. *For more information, visit www.uspaacc.com* ●

E-PORTAL: WHERE THE OPPORTUNITIES ARE

With the prevailing economic conditions casting a pall over the entire marketplace, USPAACC-EF sees a silver lining in other industries—proof-positive that the recession remains to be sector-specific, and that there are areas that have a bright outlook and continue to register growth (e.g. health care, education, and "green" or environment/energy-related industries).

We encourage our members to regularly log on and check the USPAACC-EF E-Portal to find where these growth areas are and to help them assess trends that may be helpful for their business in the coming year. *For more information, log on: www.uspaacc.com/eportal* ●

Record Number of Procurement Connections Held Nationwide

A total of 15 Procurement Connections were held by USPAACC-EF in 2008 in key areas across the country—including Los Angeles, New York, Atlanta, Arlington (Texas), Orlando, San Francisco, San Gabriel, San Diego, and Washington, DC—to connect suppliers to buyers and to address the challenges Asian American and minority businesses face in the current marketplace. *For the 2009 Procurement Connections schedule, visit www.uspaacc.com* ●



The 2008 China Trade Mission delegates visited Beijing, Dalian and Shanghai

Call for Entries for the 6th Annual USPAACC-EF/Wells Fargo Asian Business Leadership Awards

Winners to be announced at CelebrAsian Business Opportunity Conference '09 in New York City



Nominations for the 6th Annual USPAACC-EF/Wells Fargo Asian Business Leadership Awards are now being accepted. To be chosen nationally for their vision, success and community contributions as leading Asian American businesses, three winners will be chosen and presented at a special luncheon on May 21, 2009 in New York City during CelebrAsian Business Opportunity Conference '09.

Each winner will receive a \$5,000 cash award and a trophy. Deadline for applications/nominations is February 9, 2009. *For more information, visit www.uspaacc.com* ●

The 2008 winners (from left): Rebecca Macieira-Kaufmann, Executive Vice President & Head of Wells Fargo's Small Business Segment; Zachary and Tehmeena Cheema of Grand Aire, Inc.; James Y.C. Au and Alan Au, of Jimmy Au's For Men 5'8" and Under, Inc.; Carrie Tsang-Hidding and Laura Yamanaka of teamCFO, Inc.; and Susan Au Allen, USPAACC-EF National President & CEO.

2008: The Year in Photos



At the ribbon-cutting ceremony to mark the official opening of the Supplier Opportunity Fair during CelebrAsian Business Opportunity Conference '08 in Washington, DC



Vasanthi Illagovan of Viva USA, Inc., one of the "50 Fastest-Growing Asian American Businesses"



U.S. Department of Homeland Security's Deputy Under Secretary for Procurement Elaine Duke (left) was one of the featured speakers at the CelebrAsian Business Opportunity Conference '08



PepsiCo Chairman & CEO Indra Nooyi (Chair of CelebrAsian '08), U.S. Labor Secretary Elaine Chao, and USPAACC-EF National President & CEO Susan Au Allen at the USPAACC-EF Conference



Below: China Trade Mission '08 delegates visit the Dalian Industrial Park



Angel Feng receives a College scholarship award from Kathy Homeyer of UPS



2008: Year in Photos



At the ribbon-cutting ceremony during the Southwest Regional Chapter's 7th Annual Asian Business EXPO in Arlington, Texas



Top-level executives participate in the International CEO Forum during CelebrAsian Business Opportunity Conference '08 in Washington, DC



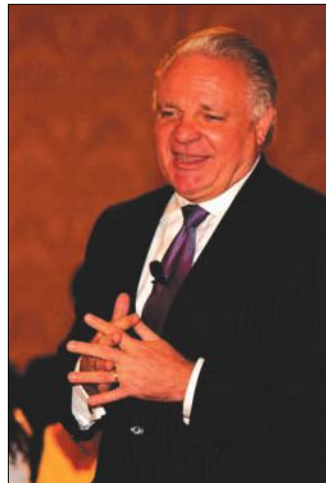
President-elect Barack Obama (then Presidential candidate) making a campaign stop at Grand Aire, a USPAACC-EF member's aircraft facility in Ohio



Sue Chen of Nova Ortho-Med, Inc., one of the "50 Fastest-Growing Asian American Businesses"



USPAACC-EF National President & CEO Susan Au Allen with Tradex Intl, Inc. President & CEO Saji Daniel, one of the "50 Fastest-Growing Asian American Businesses"



Above and below: Participants explore business opportunities during the China Trade Mission; Left: Jack Perkowski, ASIMCO Chairman & CEO and best-selling author of "Managing the Dragon: How I'm Building a Billion-Dollar Business in China" at CelebrAsian Business Opportunity Conference '08 in Washington, DC



Left: Asian American suppliers and Corporate buyers connect at the Suppliers Opportunity Fair during CelebrAsian '08



Membership Application

Send completed application to

USPAACC-EF 1329 18th Street NW, Washington, DC 20036

Telephone 1.800.696.7818 | 202.296.5221 | 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 \$15,000 for annual Corporate Platinum membership.
- ☐ Enclosed is \$10,000 for annual Corporate Gold membership.
- ☐ Enclosed is \$5,000 for annual Corporate membership.
- ☐ Enclosed is \$2,500 for Government/Non-profit membership.
- ☐ Enclosed is \$300 for annual Individual membership and application for certification.
- ☐ Enclosed is \$250 for annual Individual membership.
- ☐ Yes, I/We would like to make a contribution in the amount of \$ _____ to the Asian American Scholarship Fund.
Contributions are tax-deductible under IRS Code 501(c)(3).
- ☐ Yes, send me/us information on the Asian American Suppliers Council (AASC).

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

USPAACC-EF: Your Connection to Economic Growth

Why Become Involved with USPAACC-EF

Nationwide Presence Reach over 8,000 Asian American-owned businesses through our Regional Chapters in Northern and Southern California in the West Coast, Texas in the Southwest, Chicago in the Midwest, Georgia in the Southeast, New York in the Northeast, and the Maryland-Virginia-Washington, DC area in the National Capital Region.

Asian American Suppliers Council (AASC) Develop mutually beneficial business relationships in our one-stop shop with corporate America, government agencies, and Asian American-owned businesses.

USPAACC E-Portal® Connect with innovative, resourceful, and cost-effective Asian American suppliers, and market to corporate and government buyers through this dynamic e-portal.

Procurement Connections Increase your business profits through these high-level networking events held throughout the country.

International CEO Forum CEOs of small and medium-sized companies from China, India and other Asia-Pacific countries discuss joint venture opportunities and how your company can take advantage of the phenomenal double-digit business growth in Asia.

Guanxi* Supplier Opportunity Fair Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" meetings with buyers from corporate America and the federal government, and meet Asian American suppliers.

*Guanxi (pronounced goo-wan-shee), a commonly used business term meaning "connections" or "relationships"

Summit of Supply Diversity Directors/Managers & Buyers—Break Business Cultural Barriers We are our own culture. Supplier Diversity Directors/Managers and Buyers address cultural challenges they face in negotiating and partnering with diverse Asian American entrepreneurs. Suppliers gain better understanding of various corporate cultures and procurement processes.

Woman Pioneers Summit Features outstanding woman pathfinders in corporate, small business, and government who share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top. A motivational experience—up close and personal—you will remember for a long time!

Legislative Briefings Meet and discuss with the nation's lawmakers, issues that impact your business.

Participate in the largest annual national Asian American business opportunity conference and the only business conference designed for the Asian American community—**CelebrAsian!**

Reach out to Asian Americans in various professions through our **National Directory of Asian American Business & Resource Guide**, the **E-News** and our newsletter, the **East West Report**. And more!

USPAACC-EF

The ultimate solution
to the right connections



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

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