

EAST WEST REPORT

UNITED STATES PAN ASIAN AMERICAN CHAMBER OF COMMERCE

Winter 1994

NBC, SHRM Pledge Help to USPAACC's New Job Bank



President Susan Au Allen and program committee chair William Chen talk over USPAACC's job bank program with Paul Besson, director of personnel, NBC/WRC Washington Bureau.

Both NBC News and the Society of Human Resource Management (SHRM) will provide USPAACC with information on job openings, thus giving USPAACC a national resource for career opportunities.

The agreements are a result of efforts by William Chen, program committee chair. Chen wrote executives of both organizations asking their help to place Asian Americans.

NBC is providing USPAACC with monthly listings of all its openings throughout the United States. While most of its career openings are in the

broadcast field, NBC also has other opportunities in sales, management,

NBC, SHRM

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USPAACC Forms LA Chapter

USPAACC has formed a chapter in Los Angeles with Krisna Tepsiri, an account executive for Dean Witter Reynolds as chapter president.

"This is a major milestone for USPAACC," Ms. Allen said. "We hope to have USPAACC Chapters throughout the United States so we can better serve our members, and Los Angeles is going to show us how to do it. I am really pleased to have such an outstanding and capable executive as Kris Tepsiri to lead this chapter. She has outstanding leadership capabilities, and we can count on her to provide excellent service to our members."

LA CHAPTER

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For Krisna Tepsiri Bio, See Page 7.

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South Korean Trade Expert Predicts Doubling of GNP, Peace with North

Suk Young Lee, commercial attache for South Korea, told a USPAACC business luncheon that South Korean President Kim Young Sam has initiated a Five Year Plan for a New Economy that aims at doubling the Gross Domestic Product in four years to \$640 billion. The attache also said that he believes North Korea will realize it must focus primarily on strengthening its economy, and that to facilitate the process it must fulfill its international responsibilities.

South Korea's five year plan, Kim said, emphasizes deregulation, liberalization, and internationalization of the economy, all of which are important to foreign investors and potential business partners. The Five Year Plan, Kim explained, "will cut tariffs, open many industrial and service sectors to foreign investment, and get rid of red tape that lessened

our competitiveness and made it more difficult for people like yourselves to do business in Korea in the Past."



South Korea's Suk Young Lee tells a USPAACC luncheon that trade prospects are great.

Kim said that by the end of 1994, the average tariff rate on goods coming into Korea will be 7.9 percent, a significant reduction when compared to 1983 levels of 23.7 percent, and 1990 levels of 11.4 percent. South Korea's commercial attache said that by 1997 imports will be permitted in nearly all business sectors.

"When the new economic plan is fully implemented five years from

now, 93.54 percent of all Korean business sectors will be open to foreign investment. Already there are signs of a much more open market in Korea as this plan moves forward," Kim said.

Kim explained that some of the goods in greatest demand in South Korea are semi-conductors, data processing machines and computers, petrochemical products, and lumber. Of South Korea's \$80 billion in exports,

about 50 percent are primary goods such as crude oil, food, cotton, and other materials; 40 percent are capital goods, and the remaining 10 percent are finished consumer goods.

Kim said he was optimistic about future relations with North Korea. At the same time, he said, "the entire region has a stake in resolving the nuclear issue for our collective safety."

KOREA, TUNISIA SEEK USPAACC TRADE PARTNERS

South Korea and Tunisia want USPAACC trading partners and have sent USPAACC's trade subcommittee lists of particulars. Similar lists from other Asian nations are expected in the near future as a result of efforts undertaken by USPAACC's trade subcommittee, chaired by Diane Schachner. This information is for the use of USPAACC members only.

Tunisia is looking for a broad range of exporters in agriculture, food processing, tourism, industry (textiles, electromechanical, electronic) and chemicals. It is also seeking experts in tourism. South Korea has given USPAACC's trade subcommittee a laundry list of 34 Korean firms who seek American importers for a wide range of products, including clothing, jewelry, coffee, fabrics and yarn, toys, footwear, cutlery, luggage, neckties, blankets, cutting machinery and bag-making machinery.

USPAACC members who want more particulars should call USPAACC at 202-638-1764. USPAACC members who want translation assistance can list their needs with USPAACC at the same number.

Budweiser
**PROUD
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YOUR BUD.**

President Considers USPAACC Member For FCC

President Clinton has selected Rachelle B. Chong, a USPAACC member and lawyer for the international law firm of Graham & James, San Francisco, CA, as a top candidate for commissioner at the Federal Communications Commission.

Ms. Chong, 34, has spent the last ten years as a communications lawyer specializing in the cellular telephone business. She is thus well qualified to deal with the many important, complex and rapidly changing telecommunication issues which will come before the Commission.

"I was simply delighted" USPAACC President Susan Au Allen said when she heard that Ms. Chong might be President Clinton's first choice for the vacant Republican seat at the FCC. "Besides calling the White House to register 100 percent support for our member, I think I called or wrote every Republican and Democrat on Capitol Hill who were on the telecommunications committees. I even called an independent or two," she joked. "It didn't hurt either," Ms. Allen said, "to have a breakfast scheduled with Minority Leader Bob Dole about the time I heard the news about Rachelle's candidacy. Sometimes luck gives you an ace in the hole that you didn't plan on," she said.

According to a number of observers, Ms. Chong has strong competition for the position. But strong backing from the Asian American community and her experience in telecommunications clearly helped to put her in the front runner's spot. She was the first choice of many Republicans and Democrats in Congress and in her home state.

Ms. Chong's telecommunications experience began with her first job as



Rachelle B. Chong won't be spending much time in San Francisco if President Clinton has his way.

a lawyer for the law firm of Kadison, Pfaezler, Woodard, Quinn & Rossi just after she graduated from Hastings College in 1984. She covered broadcast, common carrier, and intellectual property issues for the law firm. She joined Graham and

James in 1987 and became a partner in 1992.

A third generation Chinese American, Ms. Chong was born and raised in Stockton, CA. She is a 1981 graduate of the University of California.



Job Bank Has Top Listings

USPAACC's job bank now has over 50 openings around the nation. Here's a few samples:

- An executive search firm in New York has several openings for sales and marketing professionals who have a written fluency in Chinese and English. The position is with a packaged goods company which is expanding in China.
- A major seal and packing company in Berlin, New Jersey, has an opening for a Chinese-speaking American for an inventory control manager and a customer representative.
- A major university in Michigan has an opening for a clinical nurse specialist.

- The Kennedy Center has an opening for an administrative coordinator for the Director of Development. Early closing date.

- In Burbank, California, NBC is looking for an assistant general attorney for litigation.

For details on these and other positions, call USPAACC's job bank at 202-638-1764. The job bank services are for USPAACC members only. Those receiving the job bank lists must sign an agreement to keep the information confidential, and make a 6 percent contribution to USPAACC of the gross for the first six months if employment results.



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USPAACC May Start Franchise Program

Interested in starting a franchise?

If enough members answer yes to that question, USPAACC will undertake a program to help members identify the types of franchises available, what to look for when buying a franchise, and the financial resources available.

If you answered yes, please take a moment to fill out the following questionnaire. We'll get back to you within a few weeks to tell you if and when the USPAACC franchise program will start.

1. Are you or a friend thinking of buying a franchise?

2. Have you identified the type of franchise you would like to buy?

3. If not, are there certain types of franchises you find appealing ?

4. Do you already own a franchise?

5. What issues would you like USPAACC's program to cover?

6. Would you be able to attend a program in the evening on this subject?

Name

Address

Phone No.

 Fax No.

Send your questionnaire to USPAACC:

Attention: Franchise, 1625 K Street, NW, Suite 380, Washington, DC 20006. Note: The Department of Commerce Minority Business Development Agency has compiled a listing of all the equal opportunity franchises available, and a summary of the terms, requirement, conditions, and approximate costs. The 324 page report is available for \$16 per copy. Send check or money order to: Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA, 15250-7954. Price includes shipping and handling.



Allen To International Asian Expo: Trade Outlook Good

The opportunities for trade with Asian nations are unparalleled, USPAACC president Susan Au Allen said in a keynote address to the International Asian Expo '93 meeting in Anaheim, California. But, she warned, the difference between a successful trader and a failure is often basic trading principles that are too often overlooked, even by so-called sophisticated traders.

The International Asian Expo '93 was held in early December, shortly after the Asian Pacific Economic Cooperation forum in Seattle.

APEC was an historic occasion,



USPAACC President Susan Au Allen tells an international trade conference that success in trade begins with the basics.

Ms. Allen said. "Never have all the major Asian nations met in one place to discuss trade issues. For the first time in its trading history, the United States has shifted its sights on foreign trade from the West to the East, where greater opportunity lies. Admiral Perry would have been proud," she said.

As a result of this meeting and the subsequent General Agreement on Trade and Tariffs (GATT), she said tariffs will come tumbling down in food, services, foreign investment, copyright materials, pharmaceuticals, construction equipment, furniture, beer, distilled spirits, electronics, non ferrous metals, paper, wood, scientific

equipment, toys, and oil seeds.

She said U.S. exports in goods and services to the APEC nations were about \$128 billion, \$26 billion more than to European countries, and that exports to APEC nations account for about 5.3 million jobs in the U.S.

Ms. Allen said the combined growth

Ms. Allen's speech, "Bountiful Voyages," was published in its entirety in the February 1 issue of "Vital Speeches."

of ten Asian nations from 1970 to 1992 averaged 7 percent a year, compared to 2.5 percent for the U.S. and EC, and 4.3 percent for Japan.

USPAACC's president said there were three major pitfalls which could impact trade prospects. The first she said was North Korea. "If Korea crosses the 38th parallel, all bets are off," she said. The second possible pitfall, she said, is China. There is a great deal of uncertainty, she said, over who will succeed Deng Xiaoping, and what the successor's policies

will be, particularly towards Hong Kong. China resumes sovereignty over Hong Kong from the British in 1997. The third and final pitfall, she said, were traders themselves. If they overlooked the basics, she said, they would almost certainly fail.

She described the basics as knowing the territory, avoiding stereotypes, recognizing the importance of family and community in Asian nations, knowing where and how to locate and hire a loyal interpreter, refrain from paying bribes or payoffs, and finally sharing risks.



Communications Committee

USPAACC has established a communications committee. Its purpose will be to recommend speakers for the regular business luncheons, find speaking opportunities for the recruitment of new members, and to help in the promotion of USPAACC activities.

Serving on the committee will be Pu-Mei Ch'eng, Lowell Connor, Katchen Gerig, Florence Myeong-Hwa Jowe, Peter J. Hickman, and Michael Hsu.



Margaret Wong of Kawes & Associates; Vickie Roddcharoen, IAE '93 organizer; Phaniel Rigaud, Eldon J. Lind Company; Susan Allen; Samuel Leys, SPL Enterprises and Arnice M. Lamb, The Walt Disney Company.

Bio: Krisna Tepsiri

Krisna Tepsiri, an account executive for Dean Witter Reynolds, Inc., Valencia, California, is the founding president of the Los Angeles Chapter of the United States Pan Asian American Chamber of Commerce.

Ms. Tepsiri, 29, immigrated to the United States from Thailand when she was 16 years old. She received a leadership scholarship from National University in Los Angeles, and worked her way through college as an executive assistant for the Checkers Hotel, and as promotions manager for the Century Plaza Hotel and Tower.

Upon graduation from National University in 1991, she became account director for the Thai Image

Advertising Company, Ltd., in Bangkok, Thailand. She serviced a



LA Chapter president Kris Tepsiri in Anaheim, California.

number of international accounts, including Delta Airlines, Rolls-Royce, Firestone, and Pioneer Electronics.

In February 1992, she became the founding member of the Bangkok

office of MDK Consultants, specializing in obtaining significant media exposure for a number of international firms including Coca-Cola Export Corporation, Walt Disney Computer Products, Holiday Inn Crowne Plaza, and the Laguna Beach Resort.

She joined Dean Witter Reynolds, Inc. in March, 1993, where she specializes in financial planning and asset allocations. In December she was selected to be president of the USPAACC LA Chapter by USPAACC president Susan Au Allen.



RTC Wants Asian American Business

The Resolution Trust Corporation wants Asian American business, Necola Shaw, program manager for RTC's Office of Certification and Special Programs, told a February USPAACC luncheon meeting.

To get the business, Ms. Shaw said, she and her eight person staff would attempt to obtain certification for Asian American and women owned businesses within thirty days from the time the certification is filed.

She said RTC was loaded with bargain busy from S&L's to homes. Describing herself as a fairly good handy woman, she said excellent returns could be had on properties that were brought and repaired over a few months.

She said that though Asian Americans did not have to become certified to participate in RTC's

programs, that certification would improve the chances of a successful bid by 75 percent.

Ms. Shaw said any USPAACC member who had a question or a problem could call her directly at 202-416-7436, and the member would be put through immediately. Prior to lunch, Ms. Shaw distributed a number of RTC kits which explained the many programs RTC had for minorities, including one for small investors. USPAACC has several kits still available.

RTC has a great deal of properties to sell and not too much time to do it. At the beginning of this year, its assets were \$70 billion. Since its formation in 1989, it has liquidated \$348 billion from failed S&L's.

At present, the RTC is scheduled to end operations by December 1995.

Member News

USPAACC member John L. Fugh, recently retired as Judge Advocate General of the United States Army, has joined the Washington law firm of McGuire, Woods, Battle & Boothe.

USPAACC member Dr. Joseph Lee is serving as the chamber's representative on the Small Business Week Minority Awards Committee. Lee asks that USPAACC business owners with ten or more years of experience contact USPAACC for copies of the awards criteria.

Business Lunch

USPAACC holds its monthly business lunches the last Wednesday of every month. A speaker on an issue of importance to the Asian American community is featured. To learn about the details of the current month, call 202-638-1764.





WE ARE CONCERNED AND INVOLVED IN THE DEVELOPMENT OF MINORITY BUSINESSES

We have a determined commitment to an ongoing partnership with Asian-Americans and other minority groups.

In 1992 our purchases from minority-owned businesses exceeded \$390 million. One such business is Arbek Furniture.

Since 1982 Arbek has been designing, manufacturing and marketing innovative bedroom furniture. The company emphasizes quality through every phase of production and sales, producing furniture customers are proud to own, backed by service retailers can rely on. In 1991 Arbek began supplying furniture for sale at West Coast JCPenney stores.

As a result of Arbek's commitment to quality and to a quick response to Penney's needs, Arbek furniture is now available nationwide at all JCPenney stores and in the catalog. At our tenth annual Minority Supplier Development Awards reception in July 1993, Arbek Furniture was awarded the Supplier Grand Award. This award honors suppliers and JCPenney associates who have been instrumental in developing professional relationships between JCPenney and the minority business community.

We are proud of our involvement with minority businesses.

If you are interested in selling your product or services to JCPenney, please contact us at:

JCPenney Company, Inc. P.O. Box 10001 Dallas, Texas 75301-3108 Attn: Minority Supplier Affairs Coordinator

JCPenney

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USPAACC To Begin Vendors Program

USPAACC has developed a low cost vendor program for its members which is expected to literally begin rolling this spring.

The program will be a "USPAACC Caravan." Members will drive vans carrying their exhibits to designated sales areas which they have selected. Cost to members will be \$100 per daily tour. USPAACC has obtained discounts from a Northern Virginia Automobile Dealer for members who need to rent vans. For more information, call 202-638-1764.



The late Bruce Lee, famous martial artist, taught thousands of young people how to master adversity. He left \$30,000 in his estate for a Bruce Lee Scholarship to be administered by USPAACC.

Excellence 2000 Plans Two New Scholarships

There will be two new scholarships awarded at the Excellence 2000 program May 3, 1994 at the Grand Hyatt Hotel in Washington, DC.

The Estate of Bruce Lee, the late Marital artist, gave \$30,000 to USPAACC to establish the Bruce Lee Scholarship for college interns. Along with an excellence academic record, candidates for the scholarship will be evaluated on his or her values.

In addition, a special "Excellence 2000" scholarship award will be made this year to the daughter of Bo Hua Cha. Ms. Cha was murdered last year in a robbery at her dry cleaners in Washington, DC. Her murder, one a dozen or so last year of Asian American small business owners, outraged the Asian American community.

The award will be given to Juliet Cha, a senior at George Marshall High School in Fairfax, Virginia. Ms. Cha intends to attend the University of Virginia next fall.



NBC, SHRM

(Continued from page 1)
and accounting.

Because of SHRM's vast size, it would be impossible for USPAACC to handle all the openings from all its members. So USPAACC members seeking specific opportunities in a particular area of the United States will be referred to individual SHRM members who might have appropriate openings.

In Los Angeles, USPAACC Los Angeles Chapter President Krisna Tepsiri has held discussions with SHRM's Los Angeles Chapter president Gail Sheppard for assistance in opening a job bank for USPAACC's Los Angeles members.

In addition to assistance from these two organizations, USPAACC as a matter of course receives information on other career opportunities for Asian Americans. For instance, a major executive search firm in New York is presently looking for sales and marketing executives who are fluent in Chinese and English. The compensation package is described by the firm as "excellent."

USPAACC publishes the job bank listings once a month. Members who want the list or a SHRM referral could call 202-638-1764. The list is provided free, but members who use this service pledge to pay five percent of their salary for the first six months if the job bank posting leads to a position.



LA CHAPTER

(Continued from page 1)

"It's an honor to be chosen to be president of USPAACC's Los Angeles chapter," Ms. Tepsiri said. "We need a viable organization on the West Coast that represents all Asian Americans, not just one particular Asian heritage." Ms. Tepsiri said USPAACC's Los Angeles Chapter will eventually provide the same services as those in Washington -- a job bank program, a series of events for vendors, RFP referrals, programs to assist members involved in trade, and representation before state and local legislative groups.

Ms. Tepsiri said the services will be phased in as volunteers offer assistance in organizing and operating the various programs. She has had discussions with Gail Sheppard, Los Angeles chapter of the Society of Human Resource Professionals, to facilitate job bank postings. The first meeting of the chapter was scheduled for early February, but that date changed because of the earthquake.

Ms. Allen said the formation of the chapter will help USPAACC in its many legislative and regulatory battles.

Ms. Allen said future chapters were being planned for San Diego, California; Golden Springs, Colorado; Dallas, Texas; Atlanta, GA; and possibly upstate New York.



EDITORIAL

They Count Owls, Don't They?

Susan Au Allen
USPAACC President

The other day, I heard Art Chen tell how he let 25 employees of his printing shop go. He let them go because he could no longer afford the cumulative costs of government regulations. Take Social Security, constantly changing tax laws, immigration employment authorization forms, OSHA regulations, EEOC regulations, the Americans with Disabilities Act, environmental laws, and pretty soon you are talking about real money -- lots of real money. By getting rid of those 25 employees, Art got rid of all those government regulations. He is a one man shop now, keeping more money in his pocket, and enjoying life more because he has more time for his family and for himself.

We as a nation will be saying goodbye to even more jobs if Congress doesn't begin to understand that simple lesson of understanding the consequences of its actions. As it is now, Congress doesn't understand the cumulative cost and impact of regulations it has passed, nor does it know the prospective costs of future regulations. Instead, Congress ducks the hard issue of consequences by resorting to vague legislative language, giving the regulatory agencies the power to determine the regulatory specifics, for which businesses bear the costs. Why doesn't Congress count future victims? I have

asked, but have not yet received one satisfactory answer. I've been told "Too many small businesses with too many variables." "Impossible to assess the cost."

That's pure nonsense. It's not that hard to take a proposed regulation and get some reasonable estimate of its across-the-board impact. There are, after all, a finite number of small businesses in a finite number of categories, and it shouldn't be too difficult in this computer age to assess a reasonable range of costs for any proposal, or simply put, an economic impact statement for each new regulation.

Take the Americans With Disabilities Act. I have been involved with the disabled all my life, from my early days as a volunteer helping the disabled in Hong Kong, to working with the President's Committee for the Employment of the Handicapped. I have also suffered from a temporary disability in one ear, so no one can question my understanding or commitment to what is indeed a worthy cause.

But by July 26 of this year, the ADA's rules on AIDS will reach down to businesses as small as 15 employees. A deli, restaurant or vegetable shop can't refuse to hire a person with AIDS as a cook, waiter, or sandwich maker, no matter the impact on customers or the cost of health insurance. If it doesn't hire that person, it could be sued either by a vigorous Justice Department that wants to set new trends in legal activism, or by a trial lawyer intent on boosting his or her income.

The ADA was enacted on July 26, 1992, and since then an average of 1,500 suits have been brought per month. The reach of the law to small firms this coming July will mean even more to trial lawyers who know the

impact of a disabled person before a sympathetic jury, and the value of television advertisements. In sum, there will be fewer jobs for cooks, waitresses and waiters, but much fatter wallets for trial lawyers.

Just so that I am not misunderstood. The issue is not your position or my position on AIDS victims and whether they should be labeled disabled. The issue is that Congress -- with 37,000 staffers -- more than it has ever had before -- did not make a serious attempt to understand the impact of this regulation on groceries and restaurants or the food and beverage industry. It doesn't take a genius to know what is going to happen when a customer sees an AIDS victim serving or cooking food. But common sense is too much for Congress.

President Clinton says he understands the impact of cumulative regulations on small business. He says he intends to nominate Jere W. Glover, CEO of a small medical firm in Washington, D.C., as chief counsel for advocacy at the Small Business Administration. He said that before Christmas last year, but the Senate still has not received the nominating papers and in a few days it will be spring. That doesn't say much for priorities.

If and when Mr. Glover is confirmed, I hope he convinces Congress it should understand the laws of consequences. It can do so by passing a law requiring an economic impact statement for every new proposed regulation. After all, Congress makes businesses count spotted owls for an environmental impact statement, why can't it estimate the number of humans who will lose jobs and the number of firms that will downsize or fold?

We see a great future in doing business with minority companies.

Ford Motor Company goes beyond just doing business with minority companies. We have taken a leadership position in helping minority dealers and suppliers grow to ensure their long-term success. These entrepreneurs and their companies, in turn, can help a whole new generation of minority businesses grow. And this makes good business sense for everyone.



QUALITY IS JOBS. IT'S WORKING.





About USPAACC

USPAACC was organized to provide advocacy, education, information and network opportunities to its members; promote activities that will further the business and professional interests of its members; collect, evaluate and disseminate among members information of interest to them; represent, express

and give effect to the opinions of its members with respect to trade, finance, commerce, industry and related issues; and conduct charitable, educational and similar programs for the benefit of its members and the Asian American communities.

USPAACC members are Asian Pacific American business

owners and professionals, and others wishing to develop business ties with Asia. Current membership includes high technology and international trade consultants, retailers, government contractors, manufacturers, import and export traders, lawyers, medical professionals, Fortune 500 Companies, construction companies, etc.



Membership Application

Please remit application to USPAACC, 1625 K St., NW, Suite 380, Washington, D.C. 20006 Tel (202)638-1764 Fax (202)638-1677. Please make checks payable to USPAACC.

☐ Yes, I would like to be a member of the **U.S. Pan Asian American Chamber of Commerce.**

☐ Enclosed is \$50.00 for a yearly individual membership.

☐ Enclosed is \$100.00 for a yearly corporate membership (for corporations with less than 10 employees).

☐ Enclosed is \$200.00 for a yearly corporate membership (for corporations with more than 10 employees).

☐ Yes, I would like to make a contribution in the amount of \$ _____ to the **Asian American Scholarship Fund** [contributions to this fund are tax-deductible under IRS Code 501 (c) (3)].

(Company/Individual's Name)

(Name & Title of Corporate Official)

(Street/PO Box Number)

(City/State/Zip Code)

(Phone)

(Signature of Individual/Corporate Official)



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