



January 8, 2020

Dear Friends,

Happy New Year!

I am pleased to report that the state of Pan Asian American business is vibrant; and USPAACC which will celebrate 35 years of opening doors and connecting Pan Asian American businesses to *Fortune* companies, government agencies, large nonprofits, and other minority and diverse entrepreneurs to do business with each other, is strong.



### **Pan Asian American Community**

The 25 million Pan Asian Americans living in the U.S. will report \$1 trillion in buying power in 2020. The 2 million Pan Asian American businesses that produced \$699.5 billion in revenue and employed over 3 million people in 2012, have also experienced marked growth.

Of the 87 U.S. start-up companies valued at over \$1 billion, 19 (22%) were founded by Asians. The 796 most engaged USPAACC members brought in a total of \$11.9 billion in annual revenue. We are pleased that increasingly, major corporations, government and quasi-government organizations, as well as large nonprofits are taking notice of this economic segment.

### **USPAACC Daily Mission**

As the most established (1984) and largest (national office in DC + 6 regional chapters) Pan Asian American business organization, our daily job is to identify, develop and connect Pan Asian American businesses to contract opportunities in *Fortune*, *Forbes* and *Global* companies, governments at the federal, state and local levels, and large nonprofits, and the diverse business community. To that end, we organized over 80 national and regional programs and events in 2019. I'd like to highlight some of the most popular and high impact programs and activities, and select photographs so the pictures could speak the thousand words.



USPAACC Southeast Annual Diversity in Action Program



With Judge Judy and Dr. William Kapfer at Hofstra University Women in Law Awards



Chamber Leadership Alliance executives from USHCC, NGLCC, USPAACC and USBC



At Apple Campus in San Jose



Wells Fargo presents Pony "Bridget" to USPAACC in appreciation of our successful partnership

Imbued with an immigrant mind-set: self-reliance, can-do spirit, and perseverance, Asian American businesses are essential characters in the success story that makes America the envy of the world. They are resourceful, eager to please their customers, and would walk the extra mile. Besides the West Coast, New York and Texas, Pan Asian Americans are growing fast in the Northeast, Midwest, and the South; exactly where USPAACC has been focusing our attention in the last 15 years, through our national and regional programs.

### **USPAACC Certification, An Important Credential**

In 2019, our Asian American & Minority Business Certification gained increased visibility as additional corporations learned about our “solid gold” centralized document examination, site visit, and legal review. Our Certification has opened more doors to opportunities for members which they would not have otherwise. [Get Certified!](#)



Annual *CelebrASIAN* Conference Chair Angie Klett of Nationwide (front 1st right), Co-Chairs Namita Tirath of Pyramid Consulting (front 2nd left) & Ann Ramakumaran of Ampcus (2nd row 1st right), with Susan Au Allen of USPAACC, CIO/CTO & CPO Forums speakers, and USPAACC Chapter Leadership - an incredible line-up

### **Annual Conference *CelebrASIAN* Business + Procurement Conference**

Chaired by Angie Klett, Senior Vice President IT CFO and Chief Procurement Officer at

Nationwide, *CelebrASIAN*, a packed 3-day event, continues to be our most popular and impactful. It's because we create the environment for Pan Asian American and other minority businesses to seize new opportunities, all under one roof. We bring together decision-makers from *Fortune* and other major corporations, government agencies, large nonprofits, and other minority and diverse entrepreneurs to the conference where qualified businesses could hear, meet and start a dialogue with them and/or exchange information, answer questions, etc., in 10 different settings. Among them, the **CPO Forum, CIO/CTO Forum, iBuilders, Doing Business With Workshops, C-Suite Executive Academy, MSP, “What’s Your Pitch: Innovation Meets the Market” Competition, and of course our 20-year old signature One-on-One Prescheduled Business Matchmaking Meetings, are all standing-room only.** The impacts were immeasurable. The buying party got what they come for, and the supplying party too.



Conference Co-Chair Ann Ramakumaran of Ampcus opens the CTO/CIO Forum

[Join us!](#)





Guanxi (Relations) Business Fair

CIO/CTO Forum Speakers



The Pitch Winners



What's Your Pitch: Innovation Meets the Market



Our future! College Scholarship Winners



CPO Forum

Nationwide is honored with *Corporation of the Year Award* for its leadership role in Chairing the very popular **CPO Forum** twice and spearheading our **CPO Council** which collaborated with **Howard University** in presenting our first on-campus CPO Panel on “Global Business and Supply Chain Disruptors – What Are They and How can Students Prepare to Help Address these Disruptors?” Conference Chair Angie Klett also facilitates the forthcoming publication by ISM of a research paper on risk management by Howard University School of Business students. The paper is based on their interviews with 8 CPOs and literature research. The CPOs are from Nationwide, Caesars Entertainment, Disney, Ingersoll Rand, Marriott, PG&E, US Bank, and AARP.



Nationwide, Corporation of the Year Award Honoree

### **Requests for Suppliers**

2019 has been a busy year for responding to our corporation members' requests for referral of suppliers for specific contract opportunities. They range from low tech to high tech - soy sauce, to sushi to cybersecurity.

### **For Our Champions in Corporations**

Our **Supplier Diversity Managers & Buyers Caucus** was as popular and impactful as planned with 120 participating. This year was especially special because we invited buyers to the Caucus so the discussions were more dynamic and more informative with practicable outcomes. They especially find our One-on-One Prescheduled Business Matchmaking Meetings the reason to be at USPAACC - **We identify, develop and connect qualified Pan Asian American businesses to them.** [Join us!](#)

Our 3rd annual **Asian American Employee Business & Resource Group Leadership Caucus**, specially designed for corporation employees, has increased momentum because of the growing numbers participating, 60, and the focus on the overall goals, objectives and strategy.

### **Business Express: ReadySetGrow**

Our 2-day intensive **Business Express: ReadySetGrow executive coaching** workshops held in Sugarland, Texas in partnership with the Asian Chamber of Commerce (ACC) of Houston, was filled to capacity. The executives were impressed. ACC wanted to do more so we held

additional equally impactful workshops at our annual *CelebrASIAN* Business + Procurement Conference in Houston in June.

Another ReadySetGrow was presented in San Jose at California Water, with Apple's Mike Chop as the guest speaker.



CEOs at Business Express: ReadySetGrow Workshop, Sugarland, Texas

### **Training Today's Diverse Chamber of Commerce Leaders & Planning for Tomorrow**

With generous support from Wells Fargo, USPAACC formed the **Chamber Leadership Alliance with the NGLCC, US Black Chambers, and USHCC**. We designed the curriculum and presented the first of a 6-month long **Chamber Leadership Development Program** to train current and future leaders from the African, Asian, Hispanic, LGBTQ, Women, Disability, and Veteran business organizations in Houston in June. We continued to work on promoting participation at subsequent programs held in Tampa, Florida; National Harbor, Maryland; and Albuquerque, New Mexico. The program concluded with 3 webinars on building capacity through a professional, effective and result-orientated fundraising strategy in October and November. The knowledge transferred was exceptional, participants told us in their survey.





Chamber Leadership Development Program participants in Houston, Texas



USPAACC, Chamber Leadership Alliance, NGLCC, USHCC, and USBC Staff at Chamber Leadership Development Program in Albuquerque, New Mexico

### **Business Leadership Series (BLS) Webinar**

In our 5<sup>th</sup> year, we presented 15 live webinars in 2019. Topics ranged from starting, managing, and growing an entrepreneurial venture, to how to get your foot in the door of *Fortune* corporations and government agencies and present your business case so they would contract with you, and many other timely topics.





### **C-Suite Executive Academy**

Our proud C-Suite Executive Academy: Talent Management, and Reflections as well as Lessons Learned by corporate executives, were high on the agenda for growing small businesses

### **Being a Good Collaborating Partner**

In addition to the Chamber Leadership Alliance, we also work with **Caesars Entertainment, CVS Health, Merck, and Southern California Edison** in their vendor education and outreach efforts. At Caesars' Diversity, Equity & Inclusion Summit, I shared the stage with **AT&T's** Rachel Klutz, VP Strategic Initiatives, Global Supply Chain. Our perspectives on how Supplier Diversity has evolved to meet changing market demands and global economics, and what corporations, enabling organizations like USPAACC, and suppliers are doing to match market demands, were as valued as welcomed by the attentive audience representing corporations serious about diversity, equity and inclusion. At Merck, USHCC CEO Ramiro Cavazos and I joined representatives from NGLCC, NMSDC, Disability:IN, National Veteran Owned Business Council, and WBENC in a broad dialogue that included Tier 1 and Tier 2 spends, war for talents, and how to work across diverse communities to take supplier diversity to the next level of efficacy.

In partnership with the **Associated Builders and Contractors (ABC)**, USPAACC advocates for reasonable regulations and tax cuts for small businesses. Our 4-year mutually beneficial collaborative relationship has brought immeasurable benefits to our members, enabled them to create jobs. We exchange speakers at our respective annual conferences. Our members learned more about doing business in the construction industry while USPAACC addresses ABC conferences on the value of diversity in suppliers and talents in the work force.

At the **Asia Society's Diversity & Marketing Leadership Summit** in New York, I joined Yuqiang Xiao, ICBC US Management Committee & General Manager of ICBC New York Branch, and Mona Patel, VP, Clinical Training & Fellowship Education, Boston Scientific, in a discussion on the implications of **Asia's rising middle class and the simultaneous demographic shift among Asian Americans in the U.S. which are yielding enormous market growth opportunities** for corporations wishing to gain new consumers and investors. We also presented our views on the

trends of new business models while technology is accelerating cashless societies in Asia and across the U.S.

When **ASCEND**, an organization formed to train young Asian Americans in the accounting and finance professions to advance their careers in large accounting consultancy firms, asked for our support in bringing our members to their Lunar New Year program in Greater Washington, we brought 16 corporation and entrepreneur members to build goodwill. That led to a visit to USPAACC by the ASCEND Greater Washington leadership team to discuss future collaboration between the two organizations.



**Top Left:** USPAACC team at Merck's Economic Impact Summit  
**Top Right:** USPAACC CEO, USHCC CEO, and Disability:IN, NVOBC, WBENC, NGLCC & NMSDC Representatives at Merck's Summit  
**Bottom Left:** Diversity & Marketing Leadership Summit in New York: Growing middle class in Asia and flourishing Asian Americans in U.S. yield market growth opportunities  
**Bottom Right:** Support Ascend!

As a member of the **Federal Communications Commission Advisory Committee**, USPAACC National President and CEO Susan Au Allen represents one of the strongest voices for an effective supplier diversity program at the FCC. The FCC regulates the radio, TV, and phone industries, all interstate communications such as wire, satellite and cable, and

international communications originating and terminating in the U.S. Since joining the Committee, USPAACC brought a higher level of attention and energy as well as discussions about opening doors of opportunities for small, minority, and diverse businesses. In 2020, USPAACC will also focus on bringing technology to underserved areas in the country and finding opportunities in “Universal Services” for the underserved.



FCC Chairman Pai (middle) meets with USPAACC Board Member Winnie Thong and National President & CEO Susan Au Allen before Public Meeting on Supplier Diversity



Susan Au Allen speaks at FCC Advisory Committee public meeting on opening doors of opportunities in the nation's large telecommunications, corporations and technology giants to small, minority and diverse businesses – a program USPAACC serves the loudest voice.





At the invitation of **Comptroller of the Currency of the United States**, Joseph Otting, USPAACC discusses and suggests how the OCC could implement the Community Reinvestment Act to its fullest potential to include business opportunities for Asian American and other minority businesses. Glenda Cross, Director for Minority Outreach, and other OCC executive officers were also present to listen.

[Join us!](#)

In Partnership with the State of Maryland, Prince George's County Office of Supplier Development & Diversity, we help to promote and certify Pan Asian American businesses in the County so they could join in bidding for new construction projects in the County.



USPAACC National team with Debra Carter, Executive Director, Maryland Prince George's County Office of Supplier Development & Diversity at their annual recognition reception dinner  
Where USPAACC is among folks recognized

### **College Scholarship Program**

In our 30<sup>th</sup> year since we started our **college scholarship program** with a \$1,000 scholarship for an Asian American high school senior who demonstrated academic excellence, community service, and financial need, we have been fortunate to receive continued support from corporations and Pan Asian American entrepreneurs. In 2019 we awarded 18 \$3,500 to \$5,000 college scholarships.



## USPAACC Chapters

**USPAACC Southeast Regional Chapter wins Chapter of the Year Award** - for an active and engaged board of directors, and sustained programs that serve the needs and interests of members and supporters from corporations, government agencies, and the Pan Asian American and other diverse business community.



USPAACC Southeast Regional Chapter Board Member and Board Chair Lissa Miller (2<sup>nd</sup> right) and Chapter President Ravi Chander (1<sup>st</sup> right)

The Southeast Chapter held, among other business development programs, their annual **Diversity in Action (DiA) Dinner** in the Atlanta Aquarium recognizing local heroes and regional achievers in business, and presented scholarships to college-bound students.





USPAACC Southeast Regional Chapter Board Members at the DiA Award Dinner with Chapter Board Chair Lissa Miller, Board Member Kayla Dang and Chapter President Ravi Chander at the front of the podium



Southeast Regional Chapter President Ravi Chander, (1<sup>st</sup> right) and Board Member Estrella Cramer (2<sup>nd</sup> right) with guests

This year, at **USPAACC Southwest Regional Chapter** annual Asian Business Expo, the Asian Chamber of Commerce of Houston (ACC) also attended. After their unprecedented and delightful



experience partnering with USPAACC National at *CelebrASIAN* Business + Procurement Conference in Houston in June, they want to reach out to USPAACC Southwest chapter and look forward to more collaboration at the state level.



*CelebrASIAN* 2019 Conference Chair Angie Klett of Nationwide (2<sup>nd</sup> row middle) and USPAACC National President Susan Au Allen (front middle), and Asian American Chamber of Commerce of Houston (ACC) Board Members

**USPAACC Northeast Regional Chapter** held its annual *InspirASIAN* American Leadership Awards Program to recognize their Top 10 Asian American Businesses. Dr. William K. Kapfer of JPMorganChase was awarded the Humanitarian Award. The Chapter elected Khoa Le to be Chapter President effective January 1, 2020.



USPAACC Northeast Regional Chapter President-Elect Khoa Le (middle in grey suit) poses with Annual *InspirAsian* American Leadership Awards Dinner sponsors Wells Fargo, JPMorgan Chase, Vizion, and Raich Ende Maltee & Co. LLP; and Northeast Top 10 Asian American Businesses



Wells Fargo team at Annual *InspirAsian* American Leadership Awards Dinner in Jersey City, NJ

**USPAACC Western Regional Chapter** has new leadership. Sandhya Mukkamala and Deepti Dewar are Co-Presidents. They held two events since taking office. The Business Express: ReadySetGrow executive coaching in San Jose, and an executive networking luncheon in Sunnyvale, California.



USPAACC Western Regional Chapter presented Business Express: ReadySetGrow with California Water, Apple, Akraya, DiyaTV USA, Eclectiv, Yo-Kai Express, Aceso Healthcare Products, Inc., Astute, and Vistage International participating

**USPAACC Midwest Regional Chapter** will be led by Mark Allen, a University of Chicago graduate in Economics. He worked for a start-up, then a major corporation. Now, he works



exclusively in corporation relations at USPAACC. An evangelist to existing and new corporation members, he helps to streamline Corporation Member access to suppliers in conjunction with the Asian American Business and Program Departments.

Dear friends, all this good work and more could not have been possible without your support and participation in one way or another. The quickest and easiest way to support USPAACC is when you join and become a member. We love it when you join the USPAACC family and network. Participating in activities we organize with you in mind, coming to our annual conference, and sponsoring our programs – could mean that we are on the right track, and that we are delivering on our mission, goals and objectives. [Join us!](#)

On behalf of the entire USPAACC organization, I hope we have met one of these tests, and thank you for all you do to ascertain equal opportunities for Pan Asian American businesses.

Happy New Year and see you at our **35th Anniversary [CelebrASIAN Business + Procurement Conference](#) on June 2 - 4, 2020** in Bethesda, Maryland!

In friendship,

Susan

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Founded in 1984, USPAACC provides one unified voice for equal opportunity in business and procurement for Pan Asian Americans, and opens doors to business in *Fortune* corporations, government at the federal, state and local levels, large nonprofits, and the minority & diverse business communities.

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