

Dear Friend,

December 31, 2018

As we close out another successful year, I would like to thank all USPAACC members and supporters because it's you who have made that success possible. Your steadfast financial and moral support has helped to propel Pan Asian American-owned businesses across the country to new heights in their pursuit of the American Dream, and with it the growth and vitality of the American economy. As you review this sampling of our 2018 accomplishments, please make a renewed commitment to your financial support for our many programs and events in 2019.

In the past 30+ years, we have seen unprecedented growth in the Pan Asian American population and businesses. The last census counted 20 million Pan Asian Americans (6 percent) with \$986 billion in purchasing power, and that figure is projected to rise to \$1.3 trillion in three years. The census also showed 2 million Pan Asian American businesses, with \$700 billion in total revenue. By 2055, Pan Asian Americans are expected to make up 39 percent of the U.S. population, with parallel growth in business and revenue.

Our country opens our door to immigrants seeking a better life, more of them will come to study, do business, invest, work, and live the American Dream.

USPAACC held 33 events and webinars in 2018 as part of our mission to be the unified voice of more than 2 million Pan Asian American entrepreneurs and business people, serving as their gateway to corporate and government contracts as well as being their key source of important information about Pan Asian American business opportunities in both the United States and the dynamic markets of the Asia-Pacific and the Indian subcontinent. Among the highlights of our many events this year was our signature annual *CelebrAsian* Procurement & Business Conference held May 30–June 1 in Bethesda, Maryland. This three-day conference has been for years the largest annual B-2-B event convened by Pan Asian American businesses in the country.

We featured Indra Nooyi, Chairman and CEO of PepsiCo, who as our national chair keynoted the fabulous fireside chat with me at the annual gala. Indra was named in 2017 as Fortune magazine's #2 Most Powerful Woman in Business, so it's easy to see why she is a role model for all minority-owned and operated businesses.



The flagship conference was attended by over 700 successful Pan Asian American entrepreneurs and business people, Fortune 1000 executives and CEOs, federal and state government procurement officials, and business and community leaders from all over the country, all there for one reason: to increase opportunities for qualified Pan Asian American and other diverse businesses to meet and do business with major corporations and governments at tier 1 and 2 levels, as joint venture partners, investors, and collaborators here and abroad. The list of our corporate sponsors and participants is a Who's Who of American Corporations; and together with the caliber of government speakers and interviewers at our signature one-on-one business matchmaking event is a testament to the confidence they place in our mission, our expertise, and how we deliver our programs and events.



The scores of Fortune 500 corporation sponsors include such giants as:

PepsiCo

Wells Fargo

Comcast

Google

Bank of American

JPMorgan Chase

Marriott

Facebook

Charter Communications

AT&T

Hilton

And so many more

Successful Asian American businesses that supported the *CelebrAsian* 2018 conference include:

Ampcus

Unicon International

O’Currence

Cynet Systems

Indotronix Avani

vTech Solutions

Primus Software Corporation

MSL Express

Pyramid Consulting

Collabera

ProcureTechStaf

SAITech

System Soft Technologies

FSR

Vital Solutions

And so many more

Their financial endorsement of our work is a tribute to our successes, which are possible only because of folks like you, your faith in us, and your walking the talk. Working with USPAACC has meant real, tangible business opportunities for many of our members, including these success stories:

- Pyramid Consulting, Inc., for example, has worked with us for years but recently became more involved by serving as a Co-Chair of our 2018 conference, thereby working more closely with other supporters. Through their keen interest in our unique and first-to-market training programs, they gained access to a wide variety of procurement professionals and business intelligence. As a result, they secured a long-awaited procurement contract with a Fortune 100 company. Their investment in USPAACC really paid off.
- Another company working with us, Dollaride, went on to launch a new IOS app in the AppStore built with seed money it raised after winning 2nd place in our “What’s Your Pitch” innovation contest.
- Sarah Hostyk, founder of Placetempo, launched her mobile app startup focused on Georgetown University and University of Maryland. Various businesses have partnered with the app to offer deals and promotions to local students and other workers.

Here are some highlights of other national programs and events:

- Our new CPO Council had its inaugural meeting in May of 2018. The council will partner with Howard University’s School of Business Supply Chain Management Program, giving students the opportunity to interview CPOs from major corporations for a research project on a topic the council selected and then prepare a White Paper. Many of the CPOs will also participate in Howard University’s Career Fair in February of 2019.
- The Business Leadership Series webinar program is now in our fourth year, educating members and other small and diverse businesses on such issues as cybersecurity and using technology to enable customer success. Popular webinars include “Selling in the Digital Age: How to Generate Sales with LinkedIn,” “Startup Growth and Management,” and “Best and Worst Practices in Sales Management.”
- Our CEO Academy was another welcome addition that is serving a need, designed to teach business skills such as “Proposing Leadership and Management and Leading Change,” “Managing Innovation and Risk in the Cybersecurity Environment,” and “The Inner Game of Leadership” to members and supporters, giving them a competitive advantage in their marketing efforts and management know-how that is often taken for granted in the hustle and bustle of managing a business.
- Our new CTO & CIO Council will provide a thought leadership platform for Fortune 1000 CTOs and CIOs to discuss the challenges of the fast-changing world of business and opportunities ahead. The handwriting is on the wall, and we are translating it into action.



- The “What’s Your Pitch: Innovations Meet the Marketplace” competition attracts many promising, up-and-coming startups from around the country. In 2019, we’ll be working with the Rice University and DC MIT Alumni Angel Networks to take this program to the next level. The winners of this competition go on to turn their ideas into successful businesses!
- Our Regional Chapters have also been active, holding their own events to engage supporters. For example, our Western chapter, whose Asian American members and supporters in attendance together brought in \$3 billion in revenue, started the year with the best “Chinese Lunar New Year Celebration of Business Success and Prosperity” that USPAACC has ever had in our history, held in Irvine, California. Our Midwest chapter conducted workshops on “Retooling for the New Economy,” while our Southeast chapter capped the year with another talk-of-the-town black-tie “Diversity in Action” award dinner, where the best and the brightest Pan Asian American entrepreneurs in the region, especially Atlanta, attended this significant event. Our Northeast chapter completed a busy year of education, training, and connecting business to business with their “Asian American Leadership Awards Dinner & Holiday Party” in New York. It featured Andrew Lew, President, Wholesale & Uniform, Brooks Brothers Group, Inc. and Rob Wong, Associate Administrator at the SBA, who is the highest ranking Asian American in the federal government advocating for small business, in both words and deeds.

And in the Southwest, we are expanding our wings beyond our presence in Arlington and metro Dallas, reaching out to fast-growing Austin and Houston, the site of our 2019 annual *CelebrAsian* Procurement & Business Conference.

As much as USPAACC is about expanding business and economic opportunities to Pan Asian American businesses, it’s also about giving back to the Community in a variety of ways. A perfect example of that is our college scholarship program. USPAACC strongly believes in investing in our future leaders, and since 1989, we have awarded over \$2 million in scholarship benefits.

Major corporations have established their hallmark scholarships with USPAACC, and Asian American businesses have also stepped forward to endow scholarships in their company names. Today,



approximately 15-25 scholarships ranging from \$3,000 to \$5,000 each are awarded every year to high school seniors nationwide for their post-secondary education. Over 2,000 applications are received annually. In 2018, we awarded \$75,000 in scholarship grants to deserving students, and we are very proud of that. Many of our scholarship recipients have moved on to great careers as constitutional law professors, enterprise builders, and executives in the finance and health care industries.

Moreover, our hot off the press Asian American Employees Resource Group Leadership meetings held during the *CelebrAsian* conference was a big hit, with 14 corporations participating. Putting great minds together in these meetings resulted in important steps in business development.



Year after year, the steadfast support of the corporate supplier diversity professionals who gave their time, commit their resources, share their experiences and contribute their ideas, has propelled USPAACC to yet another level of programming success to benefit Pan Asian American and other diverse suppliers. We are all in your debts. Thank you!

These exciting events I have detailed are just the highlights of the work we've done this year on behalf of our community. I hope you like what we're doing for the Pan Asian American business community, for our continued collaboration with other national diverse business development organizations, and as importantly, for Fortune corporations committed to Supplier Diversity and the growing diverse market place.

On behalf of the entire USPAACC National and Regional Team across the country, our Very Warm Wishes for a Wonderful Holiday Season and a Successful New Year in 2019!

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; opens door to business opportunities with Fortune corporations, government at the federal, state and local levels, large nonprofits, and the small and minority business communities; and serves as the gateway to the dynamic Asia-Pacific and Indian subcontinent regions.

National Office in the Nation's Capital, Regional chapters in CA, GA, IL, NY/NJ, OH, TX.