



APACC Annual Review

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APACC Welcomes the Honorable Secretary Norman Y. Mineta

APACC was honored to have Secretary Norman Y. Mineta, vice chairman of Hill & Knowlton and former cabinet official serving under two presidents, as the keynote speaker at its Seventh Annual Dinner Celebration on Saturday, May 10, 2008, at the Royal Park Hotel in Rochester. Nearly 500 guests, including corporate executives, entrepreneurs and civic leaders, attended this gala event. "We were enlightened by Secretary Mineta's speech on globalization and his humorous stories on the economy. We learned from him the importance of appreciating the challenges of diversity. By addressing these challenges, we build the bridges that lead us to tremendous achievements and global collaboration through cooperation and understanding" said Suk-Kyu Koh, dinner chair and president/CEO of Chrysan Industries. Our distinguished guest is a leader who has recorded a number of impressive "firsts" during his long career in public service. He has personally experienced one of the worst examples of government-sanctioned racial discrimination in U.S. history, yet dedicated the greater part of his life to the service of his community and his country. We recently asked Secretary Mineta to share his thoughts on a number of topics:

APACC: What does global collaboration mean to you?

Mineta: Because of the globalization of the economy, the whole idea of any one nation being independent of another is really no longer the case. Because of the nature of interdependence, companies themselves are becoming globalized. Here in Michigan, for example, we must ask the question: Is there such a thing as an American car? So the whole issue of interdependence of the economy requires that there be global collaboration. The whole idea of free and open trade has always been something that I have embraced.

APACC: How can our organization help Asian Americans become good business leaders?

Mineta: The biggest role is to educate your membership about the need for the kind of collaboration and knowledge it takes to compete in the global economy. With the emergence of such countries as Brazil, Russia, India and China, we know that there are going to be very large influences in the international economy, and we as a country and as companies are going to have to continually reinvent ourselves to meet that changing marketplace.



APACC: Which of your many achievements stand out as the most memorable to you personally?

Mineta: One is the Intermodal Surface Transportation Efficiency Act of 1991. This was the first major rewrite of surface transportation law since 1956 when President Eisenhower signed the National Defense Highway Act, creating the interstate highway system. The other one is the Civil Liberties act of 1988, which provided for an apology and redress to those Japanese-Americans who had been evacuated and interned during World War II. That law impacted over 120,000 people.

APACC: What is the single most critical transportation-related issue our country faces today?

Mineta: The single greatest issue is congestion, but we have to come up with sustainable financing to address that issue. The gasoline tax has always been the

traditional way to finance our infrastructure needs but the federal gasoline tax hasn't changed since 1993, and the amount of revenue generated from the gasoline tax is going down even though the total vehicle miles traveled is increasing because of the increasing fuel efficiency of the automobile with hybrid engines. Eventually as we get to hydrogen fuel cell vehicles the gasoline tax will be an irrelevant source of funding, so other sources of income are going to have to be found.

APACC: What advice do you have for a young Asian American entrepreneur just starting out?

Mineta: Be the best at what you do. Pursue your professional or entrepreneurial goals as best you can, and at the same time always save some time for volunteering in community activities. Everyone likes to consider themselves a leader, but as everyone makes their way up the ladder of success if they're not turning around and helping someone else up that ladder, they're not being a leader. □

Top: APACC board of directors, corporate sponsors, and Secretary Mineta.

Center: Suk-Kyu Koh and Secretary Mineta.

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Message from Denise Yee APACC Executive Director



I am very pleased to present the first edition of our Annual Review. It was a challenge to sum up the great things that APACC has achieved during the past year and the exciting programs we have launched in 2008. We expanded our network, grew our membership and implemented the Chamber's initiatives to enhance our events to address the business needs of our members. It took leadership, teamwork and passion by our board of

directors, volunteers and my dedicated staff who coordinated our initiatives and created a solid season of activities in delivering our mission.

In this issue, you will read stories on the results of our activities by talented APACC members and volunteers who have devoted their personal time and expertise to lead the charge for our strategies. We premiered our new APACC AM and APACC PM social informal networking events and our Blood of the Dragon Wine Tasting event that showcased our Asian culinary arts while networking at the Cranbrook Institute of Science.

We launched our "Building Your American Dream" Entrepreneurship Workshops Series, where we tapped our board directors to share their personal stories and the challenges they faced on their road to success.

We created the new "Asia Global" section on our Web site to help our members and others keep pace with the demands of doing business overseas in today's global economy. This site will provide businesses with the information and infrastructure they need to expand their business into Asia. It will also assist those overseas businesses seeking to expand into Michigan.

Our feature story is an interview with Secretary Norman Y. Mineta, our 2008 Annual Dinner Celebration keynote speaker. With his extensive contributions and dedication to public service, he is a true inspiration to all Asian Pacific Americans. He encourages Asians and Asian Americans to reach the full potential in their lives, and his passion is demonstrated through his distinguished career. I hope you enjoy reading his story. Looking ahead... My expectations are to continue the momentum that we have created and to provide a high quality service and effective programming to our stakeholders. Our goal is to build a strong network, to create an environment to facilitate business opportunities and to serve our members and the Asian Pacific American community. □



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EAST MEETS WEST

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SAE Week Event in Detroit is a Big Draw

Now in its seventh year, the APACC SAE East-West Business Connection is an unparalleled global business networking opportunity for APACC members interested in exploring and building relationships with automotive-related companies in both the United States and across Asia.



"This event gives APACC members a chance to meet people from so many different countries that they would not otherwise have a chance to meet," says our 2007 event chair and APACC board director Janny Lu. "It helps them understand what strengths the countries have to offer, and then they use their own judgment to decide if it's a good fit for their business."

Held during SAE (Society of Automotive Engineers) Week in Detroit, our 2008 APACC SAE East-West Business Connection featured Bo Andersson, GM Group Vice President, Global Purchasing & Supply Chain, as guest speaker.



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"As in past years, we were once again successful in attracting delegations from a number of Asian countries including China, Taiwan, Hong Kong, Japan, Korea, India, Singapore, Malaysia and Vietnam," says Ms. Lu, who is CEO of Ebinger Manufacturing Co. and Jets Glove Manufacturing and president of Fuchi Textile North America.

"We also make sure we have all the important local OEMs such as GM, Ford, Chrysler and Toyota present as well as the Tier 1 and Tier 2 suppliers," Ms. Lu adds. "We provide a platform for the buyers and manufacturers to get together, not only for networking but also for potential business engagements."



The 2008 event was sponsored by Detroit International Auto Salon and MultiTech Industries Inc., at the new MGM Grand Detroit hotel and included a buffet dinner and cocktail reception followed by a business-to-business roundtable discussion. General Motors Corp. was the title sponsor. Mr. Jimmy Hsiao, CEO of Logic Solutions, was the event chairperson for the 2008 event.

Planning for the East-West Business Connection begins about four months prior to SAE Week. The planning committee comprised of members who are well-respected and well-connected in the automotive and related industries.

"This event has been very well received by the overseas manufacturers as well as the local automotive corporations," notes Ms. Lu.

Top Left: Asian delegate meets APACC member.
Bottom Left: Jimmy Hsiao, Janny Lu, Bo Andersson
Above: Guests had the opportunity to share ideas during the B2B session.

BUILDING YOUR AMERICAN DREAM - EXPERT ADVICE

APACC's Entrepreneurial Workshops Inspire Members to Succeed



APACC's new entrepreneurial workshop series, themed "Building Your American Dream", offers members an unparalleled opportunity to learn and profit from the experiences of some of the top names in Metro Detroit's business community.

The four-part series for 2007-2008 was developed by the Board of Directors as a way of advancing APACC's mission to support, encourage and mentor Asian Pacific entrepreneurs, explains Peng-Li Liu, workshop chair and president/COO of Weld-Aid Products Inc.

"It has also been my vision to active our board members to participate in this process," Ms. Liu adds. "Having board members share their personal experience is very inspirational. You can see their passion and desire to share honestly and openly about their experiences." The planning committee members are Jamie Hsu, Ph.D., Tom Kim, Grace Lee, Kim Stine, Elizabeth Valenti, Peter Wong, Mary Jean "M.J." Burns and Denise Yee.

The first workshop themed "Start Your Dream" debuted in October 2007 with APACC board members, Wally Tsuha, chairman and CEO of

Saturn Electronics and Engineering, Inc., and Janny Lu, CEO of Ebinger Manufacturing Company and Jets Glove Manufacturing and president of Fuchi Textile North America. In March, the second workshop, "Manage Your Growing Pains," featured APACC board members B.N. Bahadur, chairman of BBK, Ltd., and Ron Shahani, president and CEO of Acro Service Corp., as keynote speakers. Both men told how they started with almost nothing, but persevered even through lean times to build strong, profitable companies.

Mr. Bahadur, a certified turnaround professional and highly regarded expert on financial management issues, started his business in 1978 in the basement of his home with a desk and chair he bought for \$25 and just \$600 in working capital. Today, BBK has 160 employees and \$120 million in sales. His first employee is still with the company.

"Globalization requires all of us to learn more about the world," Mr. Bahadur told workshop attendees. "Simple failure to look at another culture can lead to a costly mistake in the marketplace."

Mr. Shahani also launched his business as a one-man show after leaving a comfortable job at Ford Motor Co. to strike out on his own. In the early 1980s, providing just-in-time temporary staffing for engineers was a new concept. Mr. Shahani managed to grow the company during a recession and survived, and thrived, despite a spate of supplier cutbacks. The staffing services firm -- the sixth largest in Michigan and among the top 100 in the United States -- now has 2,500-plus employees, \$120 million in revenues and 25 straight years of growth and profitability.

"There is nothing wrong with going down -- it is wrong to stay down. Instead, see it as an opportunity to learn and grow," Mr. Shahani advised, adding that his own road to success would have been even smoother if an organization like APACC had existed at the time.



After their presentations, the keynote speakers participated in an open forum that also featured Corey Clothier, a retired Marine Corps captain and co-founder and president of Saber Leadership; Alan K. Lund, consulting principal of UHY Advisors, MI Inc.; and Kim Stine, vice president of Marketing and Operations at Michigan Financial Companies. The workshop series was sponsored by Toyota Motor Engineering & Manufacturing N.A. Inc. and Weld-Aid Products Inc. Comerica Bank was the title sponsor of the "Manage Your Growing Pains" workshop.

Peng-Li Liu is pleased with the success of the workshop series. "More is in the works," she says. "The committee is deciding the next step to take. We want to build on this success. We are going to take the feedback we get and continue to improve and see what else we can do to help our members." □

Above(Left to Right): Brenda Schneider, Wally Tsuha, Peng-Li Liu, Janny Lu, B.N. Bahadur, Ron Shahani, Stephanie Beau, Peter Schreck, and Peter Wong.
Above Right: Janny Lu and Wally Tsuha.

Collaboration, Communication & Celebration

Power Mixer - Building Relationships

More than 100 people, including representatives from several of Metro Detroit's biggest companies, participated in the 2007 APACC Power Mixer at the DTE Energy Southfield Center. The Power Mixer is one of APACC's signature events that facilitates relationship-building with corporate buyers and executives who are interested in seeking minority-owned suppliers. Title sponsor DTE Energy served as co-host of the November event, which featured business-to-business round table sessions followed by a networking reception.

The B2B round table was a results-oriented dialogue designed to help entrepreneurs generate successful sales calls. The networking reception, sponsored by Darden Restaurants, included a delicious Italian dinner from Olive Garden.



Michele Bou-Fakreddine was among the corporate attendees who found the Power Mixer extremely beneficial to her in her role as program manager for Diversity Supplier Development at Chrysler, LLC. "This was the first of such an event I've ever attended, and I found it very enlightening," says Bou-Fakreddine. "It gave me the opportunity to network and meet people in the community and in the supplier base. As part of my job, I need to be able to meet more suppliers and get a better understanding of what they have to offer. I also took away a few 'to-dos' as a result of this event." Other corporate buyers attending included AT&T, DTE Energy, Ford Motor Co., General Motors Corp., Lear Corp., Magna Donnelly, Saturn Electronics & Engineering, Inc., Toyoda Gosei, Toyota Motor Engineering & Manufacturing N.A., Inc., Visteon Corp., and University of Michigan-Ann Arbor. □

Unified Voice in Public Policy

One of APACC's roles is to provide a voice for Asian Pacific American businesses and our community. Some of the ways we accomplish this is to be active in the community through education and serve as an advocate with other organizations. Chaired by Wayne State University Law School Dean Frank Wu, APACC's Public Affairs committee, in partnership with other diversity organizations and chambers, created a Public Policy Forum to address the importance of Asian Pacific Americans getting involved with public policy and understanding how government affects their businesses.

In addition, APACC and NAWBO joined forces and hosted a forum to educate members on the proposed replacement legislation for Michigan's Single Business Tax and how the decision will affect their businesses and how they can engage and voice their concerns on the new tax plan.

We supported the Detroit Regional Chamber's efforts to support the SE Michigan business community through its proposal to repeal the service tax and replace the revenue by increasing the Michigan Business Tax (MBT) with a surcharge rate.

APACC responded to the recent opinion from the Attorney General and the Senate bills addressing who should be eligible for a Michigan driver's license by writing letters voicing our concerns as to how this legislation would affect both Asian-owned and non-Asian-owned businesses in Michigan.

APACC will continue to strive to advance issues relating to the economic, educational and social welfare of the Asian Pacific business community. □

2007 Salute to Excellence Award Dinner

APACC and its title sponsor, Chrysler Financial, honored ten Asian American professionals who have received accolades for outstanding accomplishment and contributions to the business community at an award dinner held on January 24, 2007 at the Westin Detroit Hotel.

Following the award presentation, Ms. Jane Hyun, President of Crossroads Associates, an executive coach, author of *Breaking the Bamboo Ceiling, Career Strategies for Asians*, and diversity strategist, gave an engaging speech on embracing cultural differences and how to adapt these skills in the workplace.

The honorees were Thanh "Tommy" H Dinh, Henry W. Lim, M.D., Jason Luo, Prashanth Magadi, Marisa Ming, Ph.D., Dominic Pangborn, Rupesh Srivastava, Hau Thai Tang, Wally Tsuha and Richard Chow-Wah. □



Above Left: Participants discuss ideas.

Above, Left to Right (Top Row): Prashanth Magadi, Richard Chow-Wah, Peng-Li Liu, event Co-Chair, Dr. Henry W. Lim, Wally Tsuha (Bottom Row): Peter Schreck, event Co-Chair, Dominic Pangborn, Rupesh Srivastava, Trevor Hilderbrand for T. H Dinh, and Jason Luo.

Asia Global: APACC Global Strategic Initiative

A "Two-Way Street" for U.S. and Asian Businesses

When APACC decided to launch its new Global Strategic Initiative, it was natural to turn to John Wu for direction.

Wu is president and CEO of Troy-based Global Strategic Connections LLC (GSC), a procurement specialist that implements marketing, contract management and change management solutions.

"I'm very passionate on this whole global business platform," says Wu. "I believe your market is only as big or small as you want it to be. This initiative is based on the concept that a lot of businesses, for-profit and nonprofit organizations, and government entities want to extend their business relationships into the Asian Pacific Region or vice versa. The committee's mission was to determine the best way to carry this out."

Starting with the goal of making APACC the recognized international liaison between U.S. and Asian businesses, Wu and committee members Peter Wong, Grace Lee, Lawrence G. Almeda, Peter Schreck, Raymond Xu, Shiaofong Yin, Ling Wu and Denise Yee, began their basic planning during the third quarter of 2007. The launch of Asia Global will be a gradual progression of information for four major countries, China, India, Japan and Korea. This portal is available through APACC's Web site, www.apacc.net.

"The initiative is a two-way street in that it will assist businesses here who are interested in overseas market, and also will assist other countries interesting in doing business here," Wu explains.

"Although we focus on Asia specifically, the initiative is not limited to Asian Pacific businesses."

Once it is fully operational, Asia Global site will enable APACC members to tap into a vast knowledge base. The committee members who developed the initiative brought a wide range of international business expertise to the table in such areas as international law, cultural training and information technology.

"Through this initiative, businesses can analyze if they are ready for the next step and discover who they can talk to so that they are starting not at square zero but at square one. Otherwise, the process can be very bewildering," says Wu. "Doing business overseas is not like doing business in your backyard, although there are similarities. By creating this organization within APACC, we are providing members with an important information platform that will be accessible through our Web site."

The Asia Global also advances APACC's goal to redefine the traditional philosophy of membership by helping members better leverage and utilize their membership.

"One of things we are trying to accomplish is to tap into our present membership and the growing membership base of companies that can pinpoint what it takes to do business internationally and then put together that consortium," Wu adds. "This can include such things as legal support or procurement strategies, or marketing and branding strategies." □

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GLOBAL

PHOTO GALLERY



Dominic Pangborn, M.J. Burns, Charlie Langton

Blood of the Dragon 2007



Jennifer and William Shroeger of UPS



Daniel Kocks of Enterprise Automotive Systems and Reinhard Lemke of Plunkett Cooney



Wine and sake sampling station



Secretary Mineta and Wally Tsuha

Annual Dinner Celebration 2008



Brenda Schneider of Comerica Bank, Madhava Reddy and Sobha Reddy of HTC Global Services, Inc.



Corporation of the Year Award: Toyota Motor Engineering & Manufacturing North America, Inc.; Left to Right: Peter Wong, Yasuhiko Ichihashi, Peng-Li Liu, and Wally Tsuha



Ed Wolf, Karen Mitchell, Stephanie Beau of DTE Energy; Ron and Chris Shahani of Acro Service Corporation

OUR NEW CHAIRMAN, PETER WONG



APACC's Cheerleader and Goodwill Ambassador

Peter Wong brings not only an extensive background as a successful business owner to his new role as chairman of the Asian Pacific American Chamber of Commerce, but also a genial, outgoing manner and a strong sense of humor.

Those attributes will serve APACC well as Wong, president and CEO of the Detroit-based Roy Smith Co. (RSC), strives to build on the strengths and successes of the organization he helped found eight years ago.

"I see myself as a cheerleader and a goodwill ambassador for APACC as we continue to pursue our mission over the next two years," says Wong. "I want people to think of APACC as a quality-driven organization. We want to have results."

Although he doesn't foresee any major changes in direction during his term, Wong realizes that any successful organization -- like any successful business -- must adapt and grow to meet the needs of its members.

"We started this organization from absolutely nothing, and we have created a really good foundation," he says. "We have a very good, dedicated staff, and we have achieved a solid financial foundation, a positive image and good name recognition. But as we go forward, we recognize that we also need some new blood and some new ideas."

Specifically, Wong sees two areas where he would like to see APACC expand its reach during his tenure as chairman. The first area is to provide members with information on legislation that affects businesses in general, and Asian businesses in particular. "That's one of the things we have been doing, and I think we should do more," he says. Secondly, we would like to add value for our members and supporters through new and enhanced educational seminars, business events, advocacy efforts and so forth. "We want to learn from our members exactly what they want to get by supporting APACC."

Wong gives full credit to APACC's success to date to outgoing chair and co-founder Wallace "Wally" K. Tsuha Jr., chairman and CEO of Saturn Electronics & Engineering, Inc. "When we were first talking about forming this organization, we realized we needed a high-profile figure, so we went to Wally Tsuha," Wong recalls. "Wally immediately took the initiative and drove us to where we are today. Without his leadership, without his financial support and his contributions, I have no doubt we would not be where we are." □

APACC Annual Review

APACC Officers:

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Ron Shahani, Vice Chairman
Peng-Li Liu, President
Suk-Kyu Koh, Vice President
Peter Schreck, Secretary
Grace Lee, Treasurer
Wallace K. Tsuha Jr., Chairman Emeritus

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John P. Chen, Jimmy Hsiao, Yasuhiko Ichihashi,
Janny Lu, Ernestina de los Santos – Mac, M.D.,
Dominic Pangborn, Chain Sandhu, and Brenda Schneider

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and Denise Yee

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Our Mission

To provide a structured environment facilitating cooperation, support and mentoring among all Asian Pacific American businesses, resulting in the advancement of Asian Pacific Americans in the United States.

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