



## The Small Business Mentor Protégé Program

As part of our commitment to growing Asian American business enterprises, USPAACC-NE has collaborated with Wells Fargo to establish the **Small Business Mentor-Protégé Program**, to encourage the development of Asian American and minority-owned businesses by pairing them with established mentor firms. The program is guided by our mission to promote Asian American and minority-owned businesses by teaming them with strategic alliance partners for economic growth. This is accomplished by enabling procurement contract opportunities with corporations, non-profit organizations and government agencies. The business relationships cultivated during the program will give the protégé participants access to industry opportunities, thought leadership, networking and strategic events to augment their professional development.



The **Small Business Mentor-Protégé Program** has been a catalyst for Asian American and minority business owners in the northeast region by creating partnerships to provide growth opportunities for member firms. “Through the **Small Business Mentor-Protégé Program**, I provided guidance on how to apply best practices to find sustainable growth and profitability. The experience gave us the opportunity to build a long-lasting professional relationship,” said Kirby Wu, AIA, LEED AP, President, Wu & Associates, USPAACC-NE President and Mentor.

### Program Requirements

The **Small Business Mentor Protégé Program** was designed to develop and grow a maximum of five businesses each year for a maximum of a one year period. To participate in the **Small Business Mentor-Protégé Program**, the protégé must be or become a member of USPAACC-NE.

Program Activities:

- A minimum of five scheduled meetings and/or calls with your mentor/protege
- Attendance at specified USPAACC-NE webinars, conferences, supplier events and/or networking events
- Complete Bi-annual Reports

### **The Mentor-Protégé Relationship**

Once accepted, each protégé is initially paired with a mentor. Working together via in-person meetings and/or conference calls (five at a minimum), mentors focus on assisting protégés in identifying and implementing action items needed to achieve the protégé's business objectives. These may include: developing business plans, marketing strategies, general operating procedures, communication schedule, technology plan, reviewing financial statements and human resource policies.

### **Selection Criteria and Process**

Selection for the **Small Business Mentor-Protégé Program** is conducted through an application process. All diverse businesses are welcome to apply. USPAACC-NE acknowledges that only five mentors and protégés may be chosen this year in order to maintain the quality and success of the program.

### **Description of the Ideal Protégé Candidate:**

The company in which the protégé is employed is a qualified business in its primary North American Industry Classification System (NAICS) sector with a minimum of three employees. Generally, the business will have been in existence for at least three years and is poised for growth. Financially, the potential protégé must possess a banking relationship and maintain a relationship with a CPA and/or an accounting firm. In addition, the business must be in compliance with all necessary government and regulatory filings at the federal, state, and local level.

### **Description of the Ideal Mentor Candidate:**

At its core, a mentor is a trusted advisor. It can mean many things, but it all boils down to making yourself available to support and advise your protégé when they need it, delivering that support in a way that makes sense to the protégé and always keeping that person's best interests in mind. A mentor/protégé relationship can last for years, or it can last one session. When you mentor someone long-term, you really get to know and understand their personality; learn their style and goals, which will allow you to offer cogent and relevant advice over time.

"The program objective is to motivate and encourage the protégés to work with their mentor's to gain insight into business development, fostering the establishment of long-term business relationships and enhance the capability of the protégé participants to compete more effectively in the marketplace," said Warrie Howell, Regional Director, USPAACC-NE.

## Benefits of Participating in the Program:



The **Small Business Mentor-Protégé Program** provides participants with the following growth opportunities:

- **Management and operational assistance:**  
The mentor's expertise, resources and capabilities are made available to the protégé, which may result in significant professional development for the protégé.
- **Business opportunities:**  
Mentors may assist protégés in attaining contract opportunities.
- **Development of personal leadership, communication and management skills.**
- **Network of contacts with key leaders and businesses throughout the Northeast Region.**  
A critical part of mentoring is helping your protégé establish important connections. As you support your protégé, you have the opportunity to continue to build your own network.
- **You stay current on industry trends and continue to learn.**  
Protégés often bring great questions, new ideas and fresh perspectives to the table. These conversations offer you the opportunity for growth in your own career.
- **You actively contribute to industry change.**  
As a mentor you will have the opportunity to share your experience and empower future leaders thereby actively contributing to industry change.
- **Opportunities to become more connected and engaged with USPAACC-NE.**
- **Financial loan packages to help small business with their cash flow.**

## Program Goals



Enhance the capabilities of the protégé firm by pairing it with an experienced and successful mentor firm.



Assist the Protégé Firm with establishing and meeting goals to improve their business.



Improve the Protégé firm's ability to successfully compete for contracts.

## Mentor Profile – Wu & Associates

Wu & Associates is a small, minority-owned business that provides the entire spectrum of solutions for all construction related matters. Their commitment to safety, self-improvement, service, and sustainability gives them a unique competitive edge. They maintain a focus on the areas which sets the company apart from their competitors.

They have a collection of distinct viewpoints, work experiences, education, and innovation that empowers them to listen to their clients' and creatively problem solve. They deliver a professional experience that contributes to the development of lasting partnerships. The firm offers their clients customized attention and skillfulness tailored to their specific construction needs. Whether you are a corporate buyer, government entity, property owner, design professional, or contractor Wu & Associates has the ability to help you achieve your construction goals.

### Company Credentials:

Incorporated since 1990  
Certified SB/MBE – NMSDC  
Projects in 15 States  
Over 200 Projects Completed

### Typical Project:

\$1 - 25 million

### Service Area:

United States - National

### Clients:

Distinct & Specialized Projects  
Federal Government Agencies

Global & Fortune Companies  
Historic Preservation Projects

### Featured Projects:

Wu & Associates has worked in various parts of the United States to improve communities within the build environment. We specialize in technically complex projects of all types including historical, corporate, government, educational, and other unique construction ventures. We are proud to feature a cross section of these projects from our most distinguished clients.

Atsion Mansion  
Barry Callebaut Innovation Center  
Burlington County College Academic Building  
David Sheppard House  
Railroad Facility Renovation

Glassboro Train Station  
Historic Lazaretto Renovation  
Naval War College Hewitt Hall Renovations  
The Pearl S. Buck House  
Sustainable Shore Retreat

### Bonding Capacity:

\$40 million single  
\$60 million aggregate

## Wu & Associates - Protégé Partnerships

Wu & Associates believes in giving back to the small business community. Throughout their 29-year history they have successfully mentored small and minority firms within the construction field, helping them to grow and strengthen their businesses. The company has provided management consulting services, alternative financing, business infrastructure support, assistance in identifying emerging markets and providing large scale general construction services. With professional collaborations extending across multiple industries; Wu & Associates will continue to impart their professional experience to companies assisting them in accomplishing their goals and advancing to the next level.

### Jack Pears & Associates

Jack Pears & Associates is a minority-owned business delivering commercial construction services to clients since 2011. With ownership possessing a combined 40+ years of experience in the industry, the company is proud to lead a workforce of more than 40 individuals to deliver quality construction projects. In 2017, Jack Pears & Associates began working in partnership with Wu & Associates to provide large scale general construction services to a broad base of clients. Also a Minority Business Enterprise, Wu & Associates is contributing its 29 years of experience as an award-winning general contractor as a backdrop for mentoring Jack Pears & Associates to expand their capabilities. Having worked together on numerous construction projects, the two firms decided to join forces to leverage the inherent strengths of each party in order to pursue new markets and bring unprecedented value to their clients.

### U.S. Lumber

U.S. Lumber is a multi-million dollar enterprise located in Southern New Jersey, supplying specialty plywood and building products to the tri-state area. Established in 1974, they have grown to become a leader in the building supplies industry. Their success can be attributed to exemplary customer service. US Lumber is proud to have companies such as: Boeing, DuPont, Merck, Peco Energy, PSEG, and Philadelphia Gas Works as corporate clients. In 2019, they partnered with Wu & Associates to bid on government projects and they were recently awarded a multi-year contract at West Point, NY. The companies are also collaborating on a project in Fort Dix, NJ.

### High and Low Cleaning Services

High & Low Cleaning Services provides custom cleaning services and organizational solutions to employers, property managers, home-owners, and contractors all over the tri-state area. High & Low is a leader in "Green" Cleaning. The prides themselves on using only top quality, environmentally friendly products and cleaners. We believe in educating consumers on the importance of using sustainable products and environmentally safe chemicals. As a long-term satisfied client, Wu & Associates is working with High and Low Cleaning by providing advice on marketing, operations and business development to facilitate growth in local markets.

## Program Fees:

The application fee to participate in the program is \$250.00. If selected to participate in the program, the participant must become a member of USPAACC-NE. To join USPAAC-NE, visit our website at <http://uspaacc-ne.com/membership/asian-american-businesses/> or call 856-242-2810.

To learn more about the **Small Business Mentor-Protégé Program**, contact Warrie Howell, Regional Director, USPAACC-NE at 856-242-2810 or [warrie@uspaacc-ne.com](mailto:warrie@uspaacc-ne.com).

## SUBMITTING THE APPLICATION

Please mail or email your application.

If mailed, the applications should be sent to:

Warrie Howell  
Regional Director  
USPAACC-NE  
100 Gaither Drive, Suite C  
Mt. Laurel, NJ 08054

The completed application should be e-mailed to [warrie@uspaacc-ne.com](mailto:warrie@uspaacc-ne.com).

If you are interested in being a mentor, call us at 856-242-2810.

*All financial information will be kept confidential. USPAACC-NE will not sell, share or give your company's financial information to others without your consent. No information will be used for solicitation nor will we sell the information to any third parties.*