



The Future of Business
A Virtual Event Series for AAPI Entrepreneurs and Business Leaders
Friday, October 2, 2020 – 2:00pm EDT to 3:00pm EDT
U.S. SBA, Office of Women’s Business Ownership: Empowering Women Entrepreneurs

The White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) invites you to participate in The Future of Business Virtual Series with the Office of Women’s Business Ownership at the U.S. Small Business Administration. We are honored to have the Assistant Administrator of the Office of Women’s Business Ownership, Sery Kim, Esq., presenting on the business development opportunities and resources for AAPI women entrepreneurs as well as updates on disaster relief resources. Also joining us are Commissioners of the President’s Advisory Commission on Asian Americans and Pacific Islanders, Jan-Ie Low of Nevada and Keiko Matsudo Orrall of Massachusetts.

AGENDA

Brief Welcome by WHIAAPI

WHIAAPI Executive Director, Tina Wei Smith

Special Remarks

Commissioner Jan-Ie Low, PAC-AAPI

Commissioner Keiko Matsudo Orrall, PAC-AAPI

Presentation on SBA OWBO Resources & Opportunities

Assistant Administrator Sery Kim, Office of Women’s Business Ownership at U.S. Small Business Administration

Question & Answer with Live Audience

Moderated by Commissioners Jan-Ie Low & Keiko Orrall

SELECTED SPEAKER BIOGRAPHIES



Sery Kim

**Assistant Administrator Office of Women's Business
Ownership Office of Women's Business Ownership**
U.S. Small Business Administration

Ms. Sery Kim has been selected to join SBA as the Assistant Administrator for the Office of Women's Business Ownership (OWBO), Office of Entrepreneurial Development (OED) effective Monday, July 6, 2020. Ms. Kim will oversee and administer broad, emerging, and critical Women's Business Center (WBC) programs to achieve OWBO and SBA goals and objectives. In this role, she will evaluate the overall effectiveness, efficiency, and productivity of WBC programs and recommend actions to improve Agency operations. She will also serve as the principal liaison with non-Federal business, educational, organizational, and community partners to assist in the growth and development of women-owned businesses. As Assistant Administrator for OWBO, Ms. Kim will further SBA's efforts to develop cooperative partnerships with federal and private sector groups, generate a greater understanding of the economic importance of women-owned businesses, and boost SBA's ability to provide support.

Ms. Kim is a seasoned leader with extensive experience in the private and public sectors working with executives, clients, and government officials to achieve positive outcomes. She is an experienced attorney and strategist with a background in communication and federal public policy, including implementation of the Affordable Care Act and regulatory matters before the U.S. Food and Drug Administration, and has advised Fortune 100 companies, political candidates, and non-profits.

Ms. Kim has successfully started multiple companies and joins SBA from a major international law firm in Texas, where she served as a Litigation Associate. Ms. Kim provided legal analysis on complex litigation cases as well as legal, economic and political commentary for multiple national and local media outlets. Her experience also includes serving as a Senior Advisor for the U.S. Department of Health and Human Services under two presidents; as the Health Care Counsel to the Chairman of the House Committee on Oversight and Government Reform; and as Chief Oversight Counsel to the Subcommittee on Oversight and Investigations for the House Committee on Energy and Commerce. In addition to her experience, she earned a Bachelor of Arts in History, in two years, *Magna cum Laude*, and graduated at age 23 with a Juris Doctorate from the University of Texas.



Jan-Ie Low
Commissioner

President's Advisory Commission on Asian Americans and Pacific Islanders

Jan-Ie Low held multiple strategic and senior-level positions in human resources for 12 years with Fortune 500 companies AT&T Wireless & T-Mobile USA. With a passion to take the entrepreneurial plunge, Jan-Ie left corporate America in 2005 and now owns two restaurants and a consulting business. Her signature event, CNY in the Desert™, recently celebrated its 9th year and is a city-wide celebration; Forbes Magazine has named it “one of the Top 8 places in the United States to celebrate Chinese New Year.”

Jan-Ie is committed to serving her community, donating her time to organizations such as Chefs for Kids, Nevada Small Business Council, and Las Vegas China Town Lions Club. She was recognized by the Asian American Group Las Vegas as one of the “Community Achievement Award” honorees in 2017 and Vegas Inc. as one of the "Women to Watch in 2012". She is a member of the International Festivals & Events Association and Women's Chamber of Commerce (NV), which honored one of her restaurants, SATAY Thai Bistro, as “2011 Minority Business of the Year.”



Keiko Matsudo Orrall
Commissioner

President's Advisory Commission on Asian Americans and Pacific Islanders

Keiko Matsudo Orrall became the first Asian American woman to be elected as a State Representative to the Massachusetts Legislature in 2011. Full of enthusiasm and energy, Keiko built relationships and worked tirelessly for her district in her four terms of public office as a State Representative. A graduate of Smith College, she served on the UMASS Center for Women and Public Policy Advisory Board, the Pay Equity Commission, the MA Caucus for Women Legislators, and has worked to support women in public office. As a State Representative, Keiko served on the Joint Committees on Economic Development and Emerging Technologies, Labor and Workforce Development, Export Development, State Administration and Regulatory Oversight, Public Health, and the Judiciary.

Keiko was elected as the MA Republican National Committeewoman in 2016 and has been an advocate for diverse representation at all levels of the Republican Party. She worked with RNC Committee Members to establish the Asian American and Pacific Islanders Conservative Leadership Caucus.

She is currently the Executive Director of the MA Office of Travel and Tourism overseeing the hospitality industry, sports, and film at the statewide level. She is the Chairperson of the Massachusetts Marketing Partnership and Chairperson of the Restaurant Promotion Commission. She is active in the Asian American community participating in numerous national and international panels promoting Massachusetts on the global stage. She ran for MA State Treasurer in 2018 becoming the first minority woman to run for statewide office in Massachusetts.

She has received recognition and awards for her public service from various organizations including the Restaurant and Business Alliance, the cranberry industry, the American Legion, and the National Federation of Women Legislators. In 2019, Keiko was honored to receive the Order of the Rising Sun Award from the Japanese government. In January of 2020, she was sworn in as a Commissioner of the President's Advisory Commission on Asian Americans and Pacific Islanders.

Keiko is married to her husband of 30 years, Rep Norman Orrall, who is currently serving as a State Representative in the MA Legislature. They have two grown children. She is a devoted follower of Jesus and enjoys gardening and spending time with family.