

Note: C12 is about community, and that is why we meet in our groups. However, there is a broader community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer, Michelle Moore, Andrea Rodarte

 C12 GROUP NORTH TEXAS COMMUNITY MEET THE MEMBER – SEAN HUANG C12 GROUP OF MCKINNEY	 HUANG ACRYLIC	
--	--	---

Meet Sean Huang

Sean and Laura will be celebrating ten years of marriage in December 2021. They live in Frisco with their three boys Evan (8), Felix (5), and Godwin (1). They attend Providence Church in Frisco. Sean is the President of their family business, Huang Acrylic, which Sean's parents started in 1978.



Huang Acrylic designs a wide variety of premium acrylic products manufactured in Taiwan and imported for wholesale distribution in the U.S. Recently, they have begun selling their products directly to consumers on Amazon. You can find their products on their website at www.huangacrylic.com and www.amazon.com/huangacrylic.

Where did you grow up? Where are your roots?

I grew up in Dallas and went to St. Mark's for ten years, graduating in 1999, before going to Duke for my undergrad. In 2009 I began attending Dallas Theological Seminary, and in 2013 I received my Master of Theology degree. While I have spent much of my life in Dallas, my family roots are in Tainan, Taiwan, where my parents grew up, and I hope to bring my entire family there with me one day to visit.

What are some of your favorite things?

My favorite things, besides my family, are single malt scotch and golf. Over the past ten years, I have grown a fun single malt scotch collection, a hobby I enjoy sharing with friends and family. What other people do with wine, I do with Scotch. I like to say I am Taiwanese by heritage, Irish by name, and Scottish by hobby, but most of all, I am a child of God by faith.

How do you like to spend your spare time?

When I have spare time, I enjoy spending it with my family by watching shows with Laura or camping with my sons. If I can get away for a few hours, I play golf.

What was the last trip that you took with your family?

COVID has put a damper on our family trips, but the most recent one was a Spring Break stay in the Texas Hill Country. This summer, we are making our first trip to Branson. Our favorite place to go is Maui, where my parents have had a timeshare for many years.

How did you start your business, and how did you get to where you are now?

My parents started the business in 1978 out of their home. My dad started in Dallas as a busboy in a Chinese restaurant, and my mom was an admin at Southwestern Medical School. While they did that to pay the bills, they were working on their business in the evenings. In Taiwan, my grandfather was in the plastics recycling business, and my father had been in the raw material supply side of plastics. When my parents moved to the U.S., my dad had the vision to import and distribute finished acrylic housewares and gifts. They made that dream come true.



In July 2017, my father suddenly passed away. He had been dealing with health issues for a few years prior, but his death was unexpected. I had begun working for my parents a couple of years before his death, and when he went to be with our Lord, my mom retired soon after that, and I took over the business operations.

How do you describe your mission and values?

Our mission is what we do: We sell great acrylic products with excellent service at a great price.



Our vision is what we aspire to: To become the most trusted source in acrylic gifts and awards by providing the best value to our customers.

What service does your company provide?

We wholesale a large variety of acrylic gifts, housewares, awards, and trophies. Engraving services are available for customers who wish to personalize their acrylic or make promotional products.

Who are your primary customers?

Our primary customers are independent retailers. We also have a big-box store-type customer, but independent gift shops were our bread and butter for many years. Because of changes to the marketplace, we see much more activity through e-commerce channels, especially Amazon. You can find a growing selection of our products on www.amazon.com/huangacrylic.

How and why did you come to C12?

When I took over the operations of the business, I felt very alone and unsure of myself. I had lost my hero, and trying to direct the company while struggling with my dad's death cratered my confidence. Thankfully, Josh Ding of the Richardson C12 Group suggested that I look into C12. As a member, I have felt a collective pull from all my peers to bring me out from those depths and into tremendous spiritual and emotional growth. Huang Acrylic is still facing challenges back to healthy profitability, but the future is undoubtedly bright. I am not sure where I would be without C12.

What do you value about your group?

More than anything, C12 is a group of people who love each other. I get a lot of great feedback from my chair, Tom Hawes, and from my peers. That can only come from a place of great love. They can give me fantastic feedback because they genuinely care about me, know where I am coming from, and want what's best for me.

What challenges as a business owner have you experienced, and how has your C12 group, or chair, helped with these challenges?

The biggest challenge has been losing my dad, and with that, losing the company's vision. I had to learn how to run a business and make the business a ministry. Tom and the fellow

C12 members have helped me get my bearings by encouraging me that they too have been there, struggling mightily and wondering what would happen with their businesses. They have shown me that is when we put our faith in God to give up control of the company to Him, as we obediently do what we believe He is leading us to do. We can trust Him with the results, which are not necessarily measured by a profit and loss statement. The C12 group has helped me focus on the things I can do and encouraged me to trust God in the big things and the small things.

How could you help other C12 members?

Besides supplying acrylic products, I can help other C12 members by going through my struggles and challenges. I do not think anything I have gone through is so unique to me to be unrelatable to someone else. It would be self-centered to believe that the trials I have endured were only for my strengthening and not also for someone else's encouragement and benefit. Learning from others sharing their struggles has undoubtedly benefitted me, so in turn, I want to help others.

How do you use your business as a ministry?

Before C12, I would have said our primary use of business as ministry was financial giving of our profits. I now see that business as a ministry has so much more potential than just that. I share the gospel with my employees, customers, and vendors and try to meet our community's needs in any way that we can. I try to set an example, and I tell other business owners what we are doing.