

the  
**Philippines**

magazine International  
by: Kareem Antonio



THE  
*Welcome*  
*Issue*  
JESSIE JAMES

# AN OPTIMISTIC VIEW OF THE NEW PHILIPPINES

FASHION | REAL ESTATE | SHOPPING | RESORTS | CUISINE

**M**ove Over Paris and Milan. Province Meets Mecca. The Philippines is taking the world by storm. As home to Asia's newest economic BOOM: Harbor View, The Pasay City Bay Walk, Philippines Fashion Week, The National Capital Region, The Business Park in CEBU, Davao The Land of Promise and the New Mega Manila give

new meaning to The Republic of the Philippines. Comprised of 7,107 of the world's most extraordinary islands, 102 million of the most beautiful and charming people on earth, nearly 500,000 American residents, plus another 600,000 American tourists annually.

Over 45 million square feet of retail and high-end living space, more than 25 million entrepreneurs, the world's #1 Call Center Industry and a growing Medical Tourism Destination.

You can take your yacht to a remote island one day, and then, party 'til 6am in Mega Manila the next. The Philippine lifestyle has never looked so diverse and promising.

Richard Carvajal

enjoying the tranquility of Harbor View off the Manila Yacht Club. Captured by Award Winning Photographer, Carlo Caloi Estanislao.



# FEEL THE EXCITEMENT!



As one of the world's fastest emerging mega markets, we are positive that you will find all of the excitement, charm and opportunities that you've imagined. You can shop in over 10million square feet of fabulous retail space; from Versace, to Bench and even Levi's. Plus, you'll never go hungry with over 5 million restaurants, bars and private Chef's serving world-class cuisine. We recommend that you take some time visit the beautiful Global City and while you're there savor Chef Roland and Jackie Laudico's BISTRO FILIPINO, then in Pampanga, the dynamic duo, Celebrity Chef's Sau Del Rosario and Jam Melchor at VILLA Café make an amazing Kapampangan Pizza. But, when you're in the mood for Motown and Soul Food, American basketball mega star, Dennis Rodman's Father Philander, owns Rodman's Rainbow Obama Burger in Angeles City. Who knew?

Find yourself, Home Sweet Home in any of over 22 million bungalows, hotel rooms, resorts and mansions like Colin and Emi Richards' Carasuchi VILLA Garden, the luxurious Trump Tower Manila, to a more quaint boutique resort like Bellarocca Island and even the trendy GO Hotels all dedicated to offering the best experience possible to nearly 2 million people like you every year.

If you're seeking the tourist experience, Carlos Celdran's Emelda Marcos Tour is amazing and Hidden Valley Springs will take your breather away. But then, for an inspiring experience where business opportunity is what you seek, there are over 20 million entrepreneurs here, we boast the world's #1 Call Center Industry and our burgeoning middle-class of more than 10 million vibrant and aggressive professionals keep our city alive 24-hours a day, 7-days a week and 365-days a year.

We're known as the world's most hospitable culture, you'll receive a warm welcome wherever you go and you can feel at home with over 102 million resident concierges willing to show you all of the wonders that make the Philippines great.

We would like to introduce you to your United States Ambassador to the Philippines, Mr. Harry K. Thomas, Jr.

Ambassador Thomas has been in Foreign Service nearly 30 years. We've enjoyed him from Bangladesh, to New Delhi, India and Harare, Zimbabwe; Kaduna and even in Nigeria and Lima, Peru. A true citizen of the world, Ambassador Thomas speaks Spanish, Hindi, Bangla and now is learning Filipino. Please visit Harry at the US Embassy in Manila or at <http://manila.usembassy.gov>.

The Philippines Magazine was created as a showcase for our globally influenced but distinct passions and opportunities –including style, beauty, music, art, travel, real estate, food and lifestyle. We hope to foster pride in our traditional heritage but also to define a new Philippine Era –by chronicling our accomplishments as an emerging creative, social and economic power.

In actuality, you are a trailblazer, at the heart of a rebirth –a bold, vibrant and invigorating time in modern Philippine culture. Whether this magazine has found its way into your hands in the Aquino International Airport in Manila upon your arrival, from your travel agent, the US Embassy or from your brother, we thank you for taking the time to open its Cover to see what's inside. We hope that you will enjoy the exotic beauty, the fertile ground for consumer opportunities and will celebrate the success of the Philippines with us.

Enjoy

**"Welcome  
to the New  
Republic  
of the  
Philippines"**



# W E L C O M E T O PASAY T H E T R A V E L C I T Y



*Come and Visit Pasay City, "The Travel City".*

Pasay City is located at the heart of Metro Manila and is the main gateway to the Philippines, it is the home of the Ninoy Aquino International Airport. As a travel and transportation hub, our city provides easy access to various spots in Metro Manila and across the country. Whether its land, rail or air transport, your next destination is just a ride away. We take pride in our distinction as Travel and Convention City because of the concentration of amenities that will make business and leisure productive and enjoyable. We are also the home of the biggest convention center in the Philippines, the SMX Convention Center. We also offer a wide choice of accommodation to make us your home away from home. Ranging from world-class luxury hotels to budget inns, with facilities and services that suit the needs of every business traveler or vacationer.

These hotels and convention centers are just a stone's throw away from malls, dining clusters, entertainment and business centers, making your stay fun and convenient. Adding color to your stay is a unique shopping experience in our shopping malls. Spend a day at the Mall of Asia, the largest shopping and entertainment complex in Asia. Or test your bargaining skills at our simpler and more intimate "tiangge" or street bargain markets. As a convention city, Pasay is home to the Country's biggest and best meeting facilities which also offer an outstanding view of the charming sunset at Manila Bay. We often say, "In Pasay, meetings are always a pleasure!" Pasay is also the capital for entertainment and the culture and the arts, with the various gaming venues, and sites for concerts and performing arts, including the national theater-The Cultural Center of the Philippines. Making your stay more memorable is the warmth and hospitality of Pasayenos who will make you feel as if you never left home.

These and more truly make it *"more fun in the Philippines"* and the *fun begins in Pasay*.

Mayor Antonino G. Calixto

Pasay City, Philippines

THE  
FUN  
BEGINS  
HERE!

# BEST OF PASAY CITY

## HOTELS AND CASINOS

- The Heritage Hotel Manila
- Sofitel Philippine Plaza
- Resorts World Manila
- Marriott Hotel at Resorts World Manila
- Traders Business Hotel
- Kabayan Hotel
- Midas Hotel and Casino

## CONVENTION CENTERS

- Cultural Center of the Philippines
- SMX Convention Center
- Philippine International Convention Center
- World Trade Center

## SHOPPING CENTERS

- SM Mall of Asia
- Baclaran Mall
- Newport Mall

## AMUSEMENT

- STAR CITY Theme Park Amusement Centre
- MOA Eye Ferris Wheel

## DIGITAL THEATER

- SM Mall Of Asia IMAX

## RESTAURANTS

- Hooters
- Buffet 101
- Blue Wave Macapagal
- Harbour Square
- Seaside Macapagal
- Josefina's Garden Grill Paluto
- Abe's Restaurant

## FOOD PRODUCT

- King Sue Ham and Sausage Company



### THE FUN BEGINS IN PASAY.

The Philippines Travel City offers true Philippines lifestyle, entertainment and shopping.  
[www.VisitPasay.com](http://www.VisitPasay.com)

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**PASAY**  
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# STYLIST LEI PONCE

## THE LOOK

TO GET JESSIE JAMES COVER LOOK WE RECOMMEND:

**FACE:** PAC Cream Foundation #02 to achieve flawless skin for the face and the neck. Then dust off with PAC Two Way Cake Foundation in Tawny. Use Laura Geller's Spackle Tint & Glow Champagne Highlighters to give yourself that 'dewy look' for a natural Daytime Glow.

**CHEEKS:** Use MAC Blush in Pink Swoon for a morning glow, sheer look.

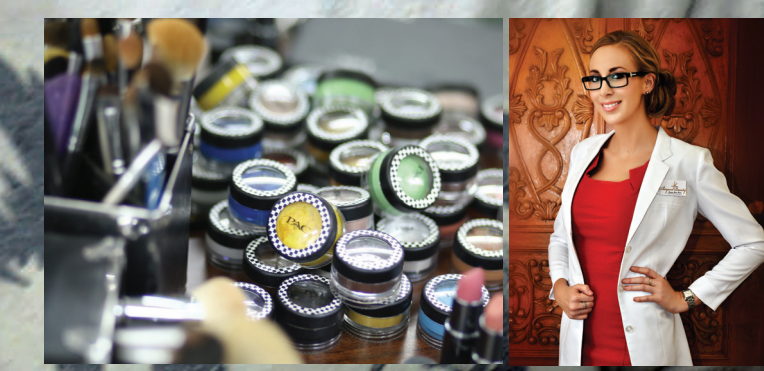
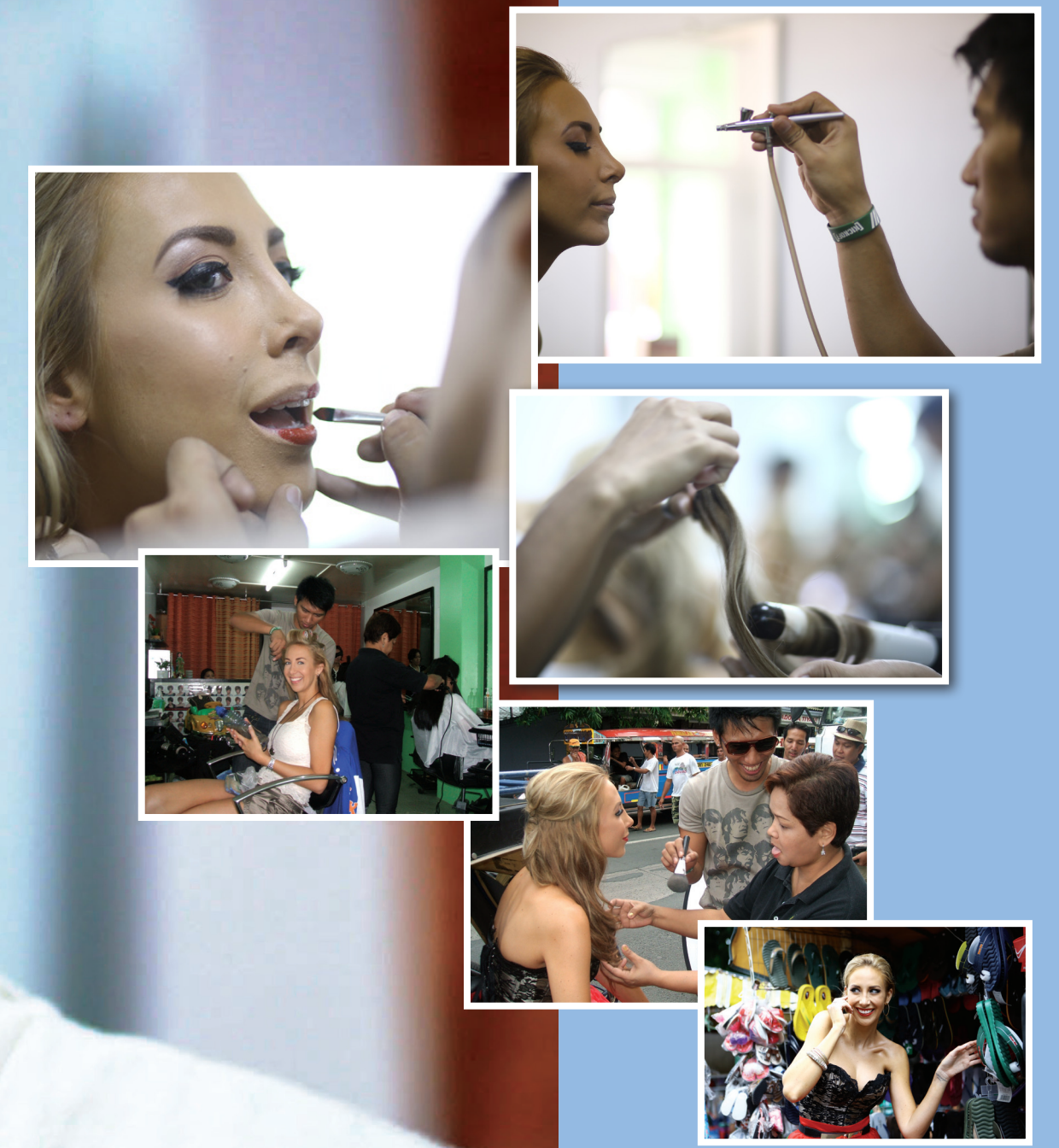
**EYES:** Create a sexy sultry eye good for daytime and nighttime by using PAC Eye Shadow Matte Eye Shadow Palette and finished with a winged liner using PAC Liquid Eyeliner. To enhance the look, Lei Ponce used Eyelash Diva in Marilyn.

**LIPS:** Lei used MAC lipstick in Ruby Woo.

### SPECIAL THANKS TO OUR PARTNERS:

DR. JESUS S. RACASATA  
FACES & CURVES CLINIC IN GREENHILLS

DR. ESTHER TAN  
CASIPIT DENTAL CLINIC IN THE FORT



### The WELCOME Issue

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IMANI  
YOUNGBLOOD  
PH MAG  
SHOWCASE

Photo Credit: Ax Briones

# FUTURE FACES OF THE PHILIPPINES NEW MARKET. NEW LOOK.

**THE PHILIPPINES** is all new. From the gleaming towers to the massive billboards, the country is undergoing a complete make-over. It doesn't stop with the infrastructure, and the goals of the Department of Tourism, it includes the overall brand of the Philippines. In the future, the faces that we see in the media will change dramatically. Tropical beauty, dark ethnic features and underdog images will replace what we see in fashion ads, billboards and television commercials. Unconsciously sparked by exciting –and controversial- ad campaigns like the shipwrecked-ish 'Return to Temptation' ad campaign launched by Bench Clothing: Island beauty is the new sexy. Though the faces used were of well-known celebrities, there were a few very ethnic icons included in the line-up: Rocco Nacino, Zanjoe Marudo, Kris Bernal and Lovi Poe just to name a few. The push now however, is to dip in the 'new talent' pool. Trendy marketers are looking to build their brands and frame new opinions, rather than to leverage established ones. New consumers want to try new things, live in new places and land new jobs. They're buying lifestyle these days, instead of following blindly

behind celebrity endorsements. The motivation 'to buy' is no longer derived from the empty promise of looking beautiful and glamorous; it's being replaced with the ambition to be successful and to live a better life. Consumers want to see 'themselves' in the ads, so freelancers are in high demand. A freelance team by design represents the community. The models are usually local and so are the businesses they represent, so there's an inherent urban-vibe in their work. The Bench ads were plastered all over billboards throughout the Philippines and a behind-the-scenes documentary video of the making of the award winning ad campaign was promoted on television and on the internet. Little did Bench Executive's and its Founder, Chairman and Executive Creative Director, Ben Chan know; the campaign would blaze the trail for the tropical beauty craze. It was also an eye-opening look at true marketing and advertising working in harmony. What set the Bench photo shoot apart from all others throughout the country: it celebrated island life and beauty –with a glimpse of lifestyle. While many models and actors of yesterday refuse to go into the sun, take public photo-shoots or use their celebrity to aid PH DOT tourism efforts. The Bench ad campaign did as much for its brand as it did for the branding of the Philippines. Thank you, Mr. Chan.

# THE LIST: MODELS & CREATIVES

**N**ow, with the boom in the creative industry, there are literally millions of stylist, photographers and models out there –for hire. As free-agents in the industry, these professionals are making a way for themselves without agents, agencies or managers. The trend was set in place initially because most ethnic models –and the stylist and photographers who can work with their unique look- were outsiders within the advertising industry. Their tenacity and passion, along with much of their own hard-earned money kept them working. In the Philippines it's the 'Open Shoot' phenomenon, which allows want-to-be models the opportunity to participate in photo shoots and gain the needed experience by paying a small fee to the studio. In Los Angeles it's the 'Fashion Model by day/ Restaurant Server by night' hustle, working for minimum wage, plus tips just to survive in expensive Hollywood. Using any leftover funds to pay for 'Comp Cards', portfolio's and networking cost, all in hopes of being 'discovered' someday.

**The FREELANCER.** Savvy business owners, corporate marketing executives and creatives have stumbled onto an entirely new micro industry. Born from the need for models to be employed, photographers to be hired and an undying desire from small to mid-sized businesses to compete in this new economy, the Freelancer has emerged.

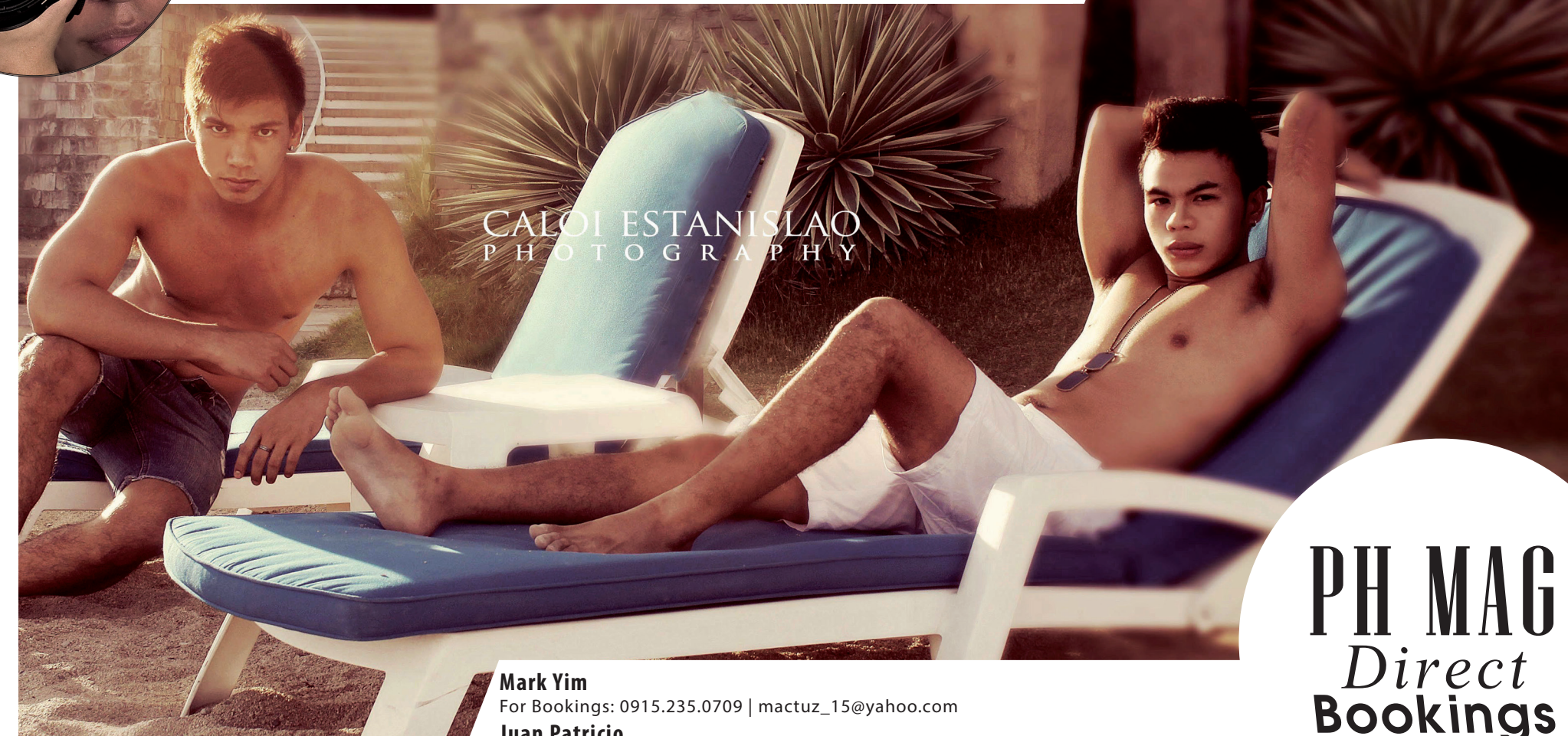
The average business today, is able to recruit photographers, models, stylist and even graphic designers. Enabling them to compete in a broader market place armed with advertising materials, menus, press releases and even television commercials that rival the 'Big Boy' ad campaigns –less the Ad Firm mark-ups, premiums and the agency fees.

Another advantage to hiring freelancers is diversity. Many modeling agencies and Ad Firms do not recruit ethnic models or entertain small accounts. This practice hurt the small local resorts the most, they may have superior service, fresher seafood and more amenities, but tourist would've never known and their businesses would have floundered because they weren't afforded marketing or advertising. Freelancers allow the 'restaurant on the corner' to have good to great food shots, maybe a shot of a charming couple dining in one of their booths. The small, boutique resort can have the same beachside photos, night-life party shots and brochures as the Hyatt, The Shangri La and Manhattan Heights.



**CALOI ESTANISLAO** was born in Manila, his pleasant personality and keen eye make him one of the Philippines most sought after photographers, as well as one of our PH MAG Trailblazer Award recipients. Though he specializes in portraiture, his uncanny ability to capture 'The Shot' whether it's an editorial, advertorial or event enables him to be extremely versatile.

**For Bookings:** [caloiestanislao@gmail.com](mailto:caloiestanislao@gmail.com) | 0916.272.3359 | [www.facebook.com/calcoicoy](http://www.facebook.com/calcoicoy)



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**PH MAG**  
Direct Bookings

## THE EMERGING FREELANCE Industry



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**Karanvir Chohan**  
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photo shot in Sierra residence, Taytay Rizal



**Richard Carvajal**  
For Bookings: [froyo13@facebook.com](https://www.facebook.com/froyo13)  
shot in Harbor View in Pasay City



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pool of big business, or a mixture of the two, with 7,107 islands and one of the  
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Rediscover Paradise.  
Ride the rainbow to your pot of gold.



# the Philippines

magazine International  
by: Kareem Antonio

We began with a simple idea.  
that became Our Mission:

*"Lets create a  
magazine that celebrates our beauty,  
promotes our lifestyle and showcases  
our unique version of success."*

We felt compelled to make a difference, be-  
cause we were tired of the negativity and fruitless  
images of Filipinos in the media. It's simple.  
The Philippines Magazine International was born  
from that need to be seen and appreciated.

Kareem Antonio-Jackson  
**Executive Publisher**

Leslie Zimmerman  
**Co-Publisher**

Joselito Manuel Tiongson  
**Philippines Lifestyle Consultant & Chief Information Officer**

Sales@thephilippinesmagazine.com  
**Sales Inquiry**

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<b>Tricycle Driver</b> Raymond L. Villar	<b>Beautification</b> Dr. Jesus S. Racasata & Dr. Esther Tan
<b>Photographer</b> Darrel Pobre	<b>Legal Counsel</b> Atty. David Youngblood
<b>Designer</b> Ryan Madamba	<b>Layout Design</b> Richard Martinez/ JMT
<b>Stylist</b> Lei Ponce	<b>Photographer PH</b> Caloi Estanislo & Jun Lopez
<b>Stylist Assistant</b> Bheng Benitez	<b>Photographer USA</b> Roy Mananquil
<b>Location</b> Salon Mam Aitan's Vera Salon	<b>Model</b> Richard Carvajal



## Our Success Fellow's

Anthony 'Ajax' Jackson  
Shirley Jackson-Brooks  
Jose Tiongson  
Cecilia Tiongson  
Louie and Pollyana 'Tiongson' Condat  
Cisero and Criselda 'Tiongson' Cruz  
Louis Philip 'Tiongson' Condat  
Yhuwan Rosh 'Tiongson' Cruz  
Jackson family  
Tiongson Family

Dr. Dennis Youngblood  
US Ambassador, Harry K. Thomas, Jr.  
Barangay Chairman, Lazaro C. De Leon  
Mayor Antonino Calixto  
Edgar Granada  
Ericson Cloma  
Pasay City Department of Tourism

PH Department of Tourism  
TUNE Hotels  
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The Elk's Lodge of Manila  
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Samantha Carbonell  
United States Embassy, Philippines

# experience PARADISE

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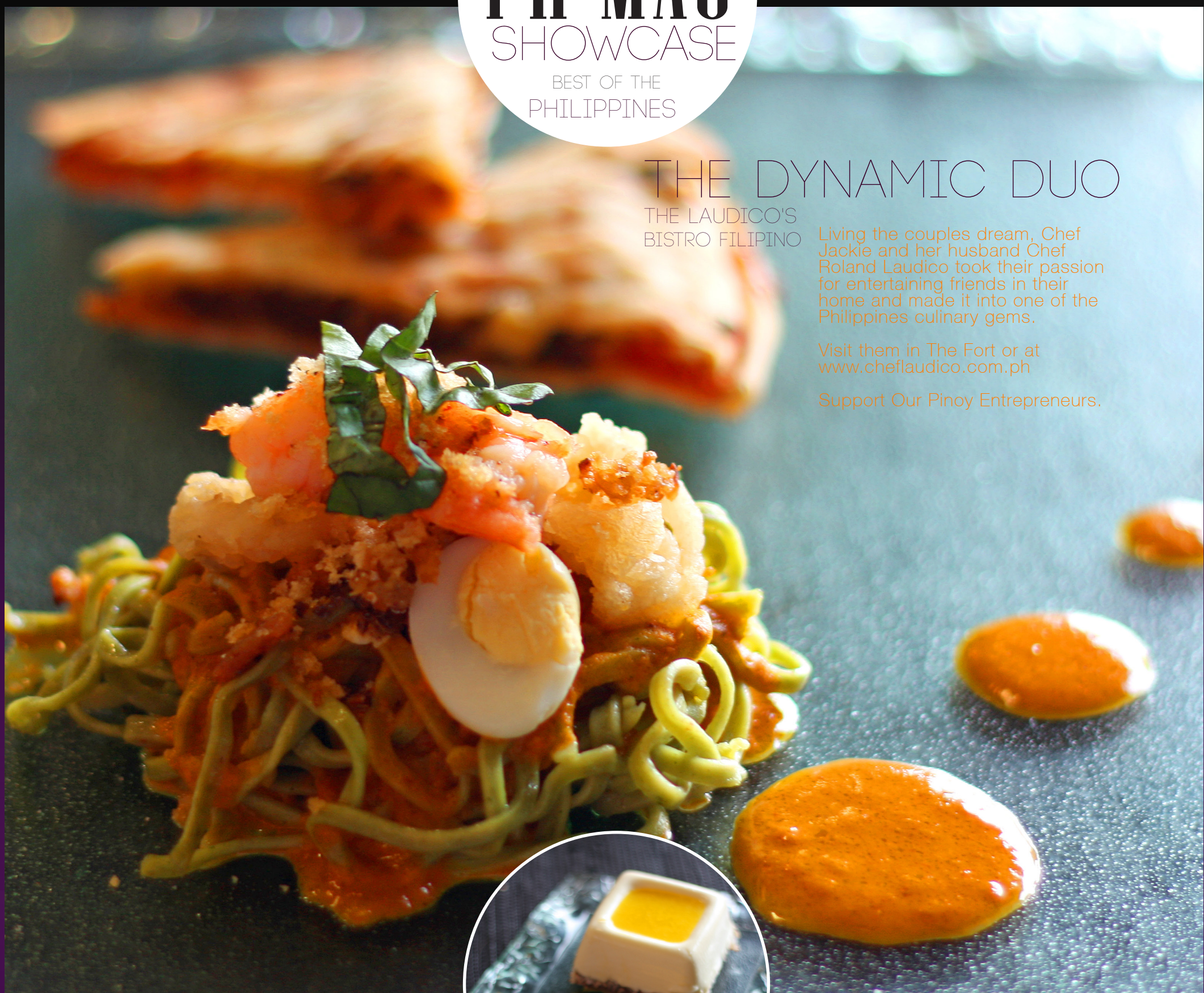
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PHILIPPINES



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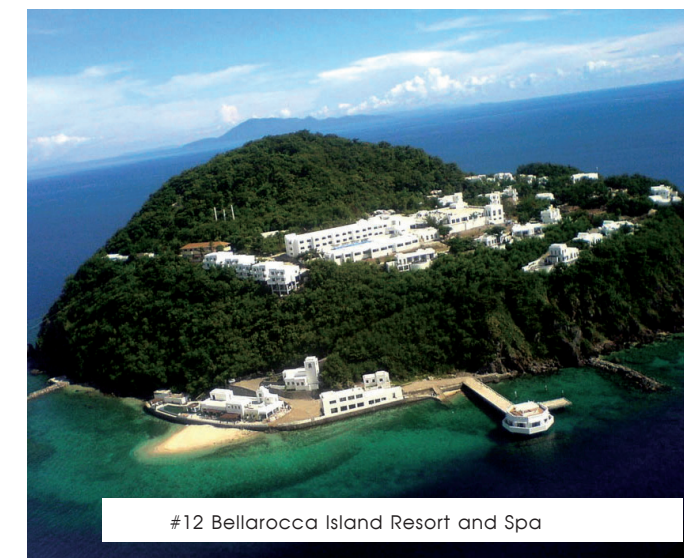
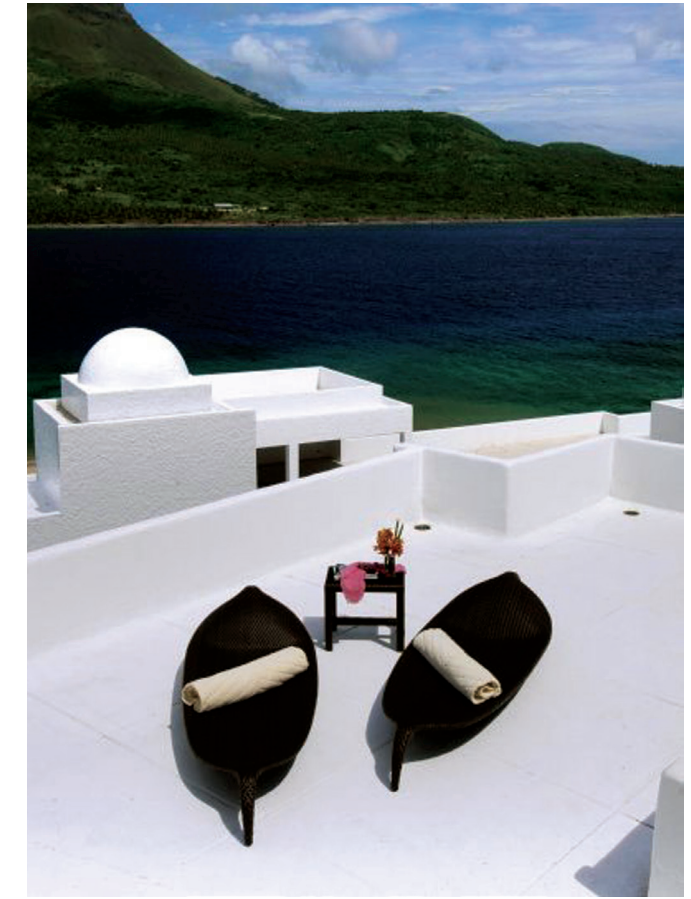


THE HOME  
*sweet*  
HOME EDITION

#7 Colin & Emi Richards  
CARASUCHI VILLA Garden



Natalia MOON & Reign SOTTO Photographed by Ahleks Fusilero



#12 Bellarocca Island Resort and Spa



#22 FilipinoHomes.com

UPGRADE YOUR LIFESTYLE

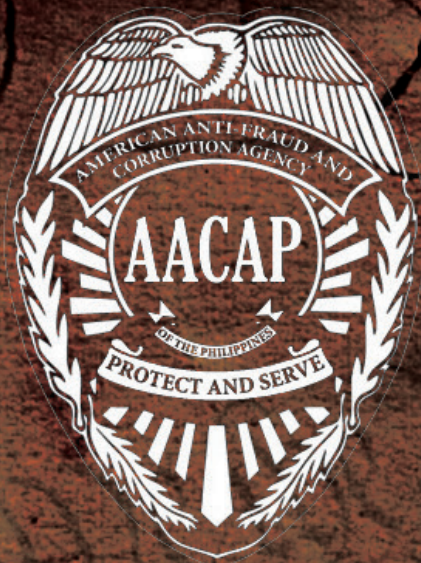
THE PH MAG International showcases the new emerging Philippines Mega economy. A limited number of AD Real Estate Space remain in the next Issue. Full-Page Ads start at only \$499/P25,000 and appear in our quarterly magazine hard copy, as well as on-line.

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The New Philippines is a MECCA for savvy investor's and tourist looking to upgrade their lifestyles and expand their portfolios. New PH lifestyle is simple, high-end and ultra-diverse. If you are looking to work less, earn more and live better...the New Philippines is the place to be. We'll show you...

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## SUCCESS PHILIPPINES THE NEW PHILIPPINES IS BOOMING WITH OPPORTUNITY!

Companies like David's Salon, Club Mwah, Hooter's, Bellarocca Island Resort & Spa, Carasuchi, Ayala, G&W, Rockwell, as well as international brands Red Bull, FUBU, ACE Hardware, The Pancake House, 7/11 Convenience Stores, Pepsi Cola, Coca Cola and Nestle have ranked amongst The 100 Best Investment's in the Philippines.

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## BEST OF THE PHILIPPINES

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Charlie's is home of the Philippines Best Burger's and Cheese Fries amongst other American favorites. Multiple locations in Manila.

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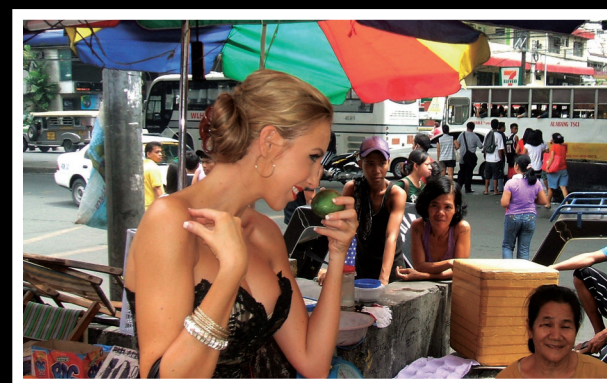


## BEST OF MASA

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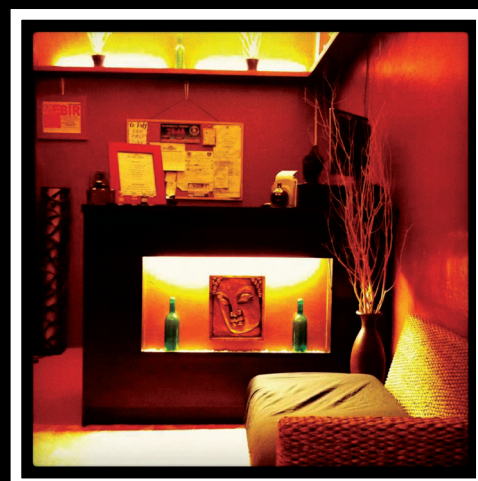


## BEST OF BUKO JUAN

### SINCE 2001

Launched by a young Pinoy entrepreneur who had a vision: Bring a fresh province-style beverage phenomenon to the world and they'll love it! Look for them everywhere.

Support Our Pinoy Entrepreneurs.



## BEST OF MASSAGE SAMAYA Spa

BY: AKIO

The New Samaya Spa is located in . This young Filipino entrepreneur combined his passion for wellness and his business savvy mind to find his own success in the Philippines.

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West Coast Swag Meets Urban Manila...Jeff Cruz is a true artist and tattoo master. He travels to his clients all over the country and brings Cali Swag with a touch of Urban Vibe to the Manila tattoo scene.

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# FUTURES PHILIPPINES

The Publishers Statement

**WITH THE NEW WELCOME ISSUE**, I wanted to capture and showcase true-Philippine lifestyle: I avoided the typical, filtered 'Expat View'. I stayed away from the serene tourist-spots and ultra-posh hotels and resorts. The outcome of my emersion into true-Philippine culture was eye-opening –in a good way. The Cover was shot on the actual street which I lived. A somewhat typical scene: Cover Girl, Jessie James dressed-up, after a day at the spa, a stop by the fresh market, then, in an actual pedicab on her way to the actual LRT Train for a night-out-on-the-town in Makati. No models. No extras.

My hope is to abolish the fears surrounding local life and travel that seem to plaque this wonderful country full of ambitious, honest and hardworking people. Jessie James –an actual Makati City resident- is not unlike me and some 500,000 other-AmPats who have made the Philippines our home, and depend on the local transportation each and every day.

The Cover has also sparked a lot of dialogue, and ignited a fiery debate amongst those who would believe that only Filipinos and Filipinas should grace my Covers. However, the truth is that the Philippines is one of Asia's most diverse countries –ever. Here at the PH MAG Int'l, we do not use high-paid models, and we rarely ever us studio's, we merely capture the true and beautiful everyday Philippines lifestyle –and the diversity of those who live it.

If you've been listening, then you've heard what the experts have been saying about what's been going on around here. It's a new beginning, a new day. And, it's no surprise to us: as AmPats, we've been a part of the renaissance since the beginning –which is actually more like a revolution or a movement. It's a New Philippines.



**A**s a revolutionary analyst, I've got exclusive access, the inside information and I think it's about time that everyone learn of; and appreciate, the facts.

The success of the Philippines is coming. With over 102 million Filipinos here in the Philippines, another 3 to 4 million in the States and yet another 8 million scattered throughout the globe, it's no wonder they're 'the texting capital of the world', sending over 400 million texts each and every day. That's more than the US and Europe combined. Not surprisingly, companies like Western Union are huge winners as OFW's and their 4 million FilAm brothers and sisters rival Mexico, India and China, ranking fourth in the world; sending home nearly \$20 Billion last year. Up from around \$10 Billion just a few years ago, remittances climbed 10% throughout the 'recession' that plagued America and Europe –and that doesn't include another nearly \$5 Billion from expat residents and foreign micro-investors like me.

**What recession?** Today, everyone is taking a fond new look at the seemingly recession-proof Philippines. When President Noynoy Aquino III talks to the world these days, he can believe that we are all listening. The New Philippines Mega Market is the 'giant gorilla' in the board room of every major corporation in America, the 'swing-vote to win' for every want-to-be-elected -or re-elected- American

President and as 'sweeps months' approach, television networks all over the world who want to increase their ratings are scrambling to cast Filipinos –and thus garner Pinoy viewers and advertisers as well.

Let me state at once, not everyone will like nor appreciate the boldness of The Welcome Issue or our new PH MAG website. That isn't our intent at all. Many (especially those who enjoy and profit from the status quo) will question its audacity and will be set-aside by the brevity of some of the articles, stats and projections. To be blunt, with every Issue of PH MAG Int'l, we intend to play a key role in the ushering-in of The New Philippines. We are positioning ourselves in the forefront of Aquino's Pinoy Revolution, ready and able to aid and abet our Pinoy family as they approach a new era in Filipino culture.



# The MASA RENAISSANCE

Early Signs of Success. Vast Potential.

The publisher, the editors, our advertisers, our staff and our readers, love the Philippines! We love the culture, the history, the land and its beauty and most of all, we love the people. We believe in the optimism, the perseverance and the Pinoy Pride. We believe in all things Pinoy!

With that, in this Issue, we have compiled some never before seen data that we hope will settle questions –once and for all– of whether or not the Philippines is the world’s fastest emerging mega market, with opportunities for all those willing to make a go of it.. We blow the door open to the massive opportunities the Philippines has to offer; from real estate, to business investments and jobs. We’ve showcased trailblazers, Filipino Icons, foreign nationals and the bold entrepreneurs redefining The New Philippines. With each page, you’ll be enlightened, inspired and empowered to take another look at the New Philippines.

With this Issue, we highlight small business entrepreneurs, globally recognized name brands like Hooter’s and 7 Eleven, as well local brands like BUKO and Chef Laudico. We encourage you to take a look at these brands and support the entrepreneurs and businesses showcased herein. We’ve compiled over 300 such brands and businesses with a goal of reaching 1,000 by the end

of 2013. We intend to show the world what they’re missing. We take an eye-opening and admittedly biased look at three consistent values which seem to be contributing to the re-emergence of “The New Philippines” success:

- Unity
- Pride
- Visibility

Ours is a Unity of purpose. We hope that Americans, FilAms, local Filipinos and indeed, tourists and business people from around the world will begin to acknowledge and appreciate the intrinsic value of traveling to, living in, investing in, and doing business with The Philippines. We make a special pitch to Filipino pride throughout the world. We encourage Balikbayan in their own way to contribute to the continued visibility and success of “The New Philippines.”

We believe part of our Mission and role is to encourage and promote pride and confidence in what the Philippines has to offer the world. We will highlight kuya’s barbershop and your sister’s bakery. We will feature Filipino lawyers, doctor’s, restaurants, car salesmen, real estate agents and a wide variety of local businesses, national and global brands and encourage you to support them.

“WELCOME...  
THE PHILIPPINES  
IS OPEN FOR BUSINESS...”

–President Noynoy Aquino III

**W**e pledge our support to the efforts of President Noynoy Aquino’s vision of a 2nd and 1st World Philippines someday. And, we offer every Issue of The Philippines Magazine International to the arsenal of tools to be used by the PH DOT Secretary’s hopes for “The New Philippines.”

A Philippines known as an emerging metropolis, sprawling with tourism, wonderful museums and entertainment and open skies –as well as, for its Hidden Val-

ley’s and backpackers’ paradise. The time is right. The time is now.

We have the tools and the experience. The publishers, the staff, our advertisers, sponsors and our readers are excited about our magazine and where we’re going with it and invite you to see the sights and sounds and experience the wonder that is, “The New Philippines.”

We’ve taken a first step and invited you in to experience the Filipino home and culture. From the boutiques and restaurants, to professional services and global brands, give them a chance to serve you, send them an email, or just shake their hand when you see them and say “I saw you in that magazine...”



Photographer: Jon Lopez | Samanta Carbonell's Red Carpet Events

## AmPat LIFESTYLE

**THE PHILIPPINE LIFESTYLE** has received global appeal and is attracting more and more foreigner’s not to merely visit, but to move to the country. Of course, the high value of the US Dollar is an obvious factor, but, American’s speak just as fondly of the Filipino people and the simplicity of the lifestyle. The Philippines renaissance is attracting more than the retirees, the economic boom is attracting young professionals to also migrate to the islands.

**In the coming years, the number of Americans living in the PH expected to reach 500,000**

The New Philippine Lifestyle attracts more than 2 million expats from around the world every year. The average AMPAT (American PH Resident) spends P1.2 Million annually on living expenses –in addition to their investments. AMPAT’s optimistic view and positive perspective is also the nation’s #1 ally in attracting US brands and tourist. Philippine-based businesses scamper to ramp-up their marketing campaigns and service standards to meet the demands of this emerging new and inherently wealthy consumer market

In the past, the PH Department of Tourism has put all of their efforts and funds into tourism development;

launching countless ad campaigns and websites, showcasing a select few. The PH DOT would promote exclusive, high-end resorts and unique destinations; that tactic has worked for the past decade or so, and made such destinations as Boracay over saturated and full of tourist. Their new and extremely popular slogan “It’s more fun in the Philippines” is an extension of that same focus: fun and tourism.

However now, the desire of this emerging demographic is not on fun times, but on success and lifestyle. These growing numbers of AmPats are aggressively carving their own niche in the Philippine economy. In addition, unlike their Balikbayan (Filipinos living in and traveling from abroad) counterparts, AmPats are known for ‘spreading the good news’ and attracting others to follow them to the ‘promise land’ of new endeavors. The focus for them is not on fun and white sand adventure, but on emerging markets and capital gains –while living in paradise is a bonus.

The need now, is for the information, infrastructure and education of the Filipino working-class to include business development. Historically, the Philippines has not been supportive of the millions and millions of ‘start-up entrepreneurs’ or the main-stream

markets (called the Masa). The view of the salesmen and women, Pedi-cab drivers, street side cooks and other ‘micro-entrepreneurs’ is jaded. That will change as the country prepares to benefit from the AmPat community. To Americans: a country which celebrates the underdog, where billionaire Oprah Winfrey, was expected by her family to be a housemaid, as her mother and grandmother were, or Ray Kroc, a former door-to-door salesman, who pioneered the franchise industry with Mc Donald’s, the power an profitability lies in the people.

The trend can be witnessed by looking at the Philippine-based success of mega brands like Mc Donald’s and 7/11 who cater directly to, and employ the Masa, and whose business models have made regular Filipino’s mega rich. American-residents in the Philippines are expected to double, from some 350,000 now, to more than 500,000 over the next few years. As more American business people in the Philippines recruit other American’s to come, work and invest in the Philippines; do to the lack of talent in the local employee pool. In addition, over a million young FilAms are expected to ‘search their roots’ and visit their homeland –and many will decide to stay.

# Our Investor's **TOP 10** Emerging Industries & Trends

*SUCCESS IS HERE for the Philippines. The industries that will drive this new economies aren't Call Centers, Mega Retail or High Fashion -per say. It's entrepreneurship. Already home to over 20 million self-made entrepreneurs, being 'self-employed' is a right-of-passage in the Philippines. Within the growing middle-class, the lure is not to be a millionaire- it's to be successful at whatever you do. For families living in poverty, a simple business opportunity which can bring-in just a few hundred dollars a month can be life changing.*

## THE **MONEY** ISSUE \$500 BILLION AT 500

*The BOOM! Our prediction: In 10 years, the Philippines turns 500 years old –on March 16, 2021- and that same year Filipinos will exceed \$500 billion in revenues and the number of American residents will grow to over 500,000 as well.*

**A**ready on the World's Top 30 List for GDP/GNP, beating out Hong Kong, Vietnam, Mexico, Japan and even the United States. This huge transfer of wealth is evidenced by a surge of more than 8 million new jobs for Filipino workers, nearly a dozen new self-made billionaires and scores of new self-made millionaires. In true Filipino-style, ranked by 'true assets', the 'wealthiest' Filipino's aren't rolling around in gas-guzzling SUV's, living in posh condominiums and spending their wealth away in mega malls like in most countries. Nor are they the off-spring of yester-years wealthy politicians and trust-fund babies. The Filipino Self-Made millionaire might be right next door, you've probably passed by him working in his rice fields, or even dismissed him with his sun-darkened skin from working as a street paver. Little may you know; with millions and millions of hectares of new roads, highways and bridges all over the islands, that guy –or lady- might be able to buy you 10-times over –with cash.

That being said, in this new era of the Philippines, rags-to-riches stories take on a new meaning. New found icons like Manny Pacquiao, Charice and

Arnel Pineda are showing that you no longer need to be pale-skinned, from a wealthy family or in politics to make it BIG in the Philippines today. Integrity, hard work and/or ambition are finally paying off. We aren't sure what is most impressive, the fact that despite all of the conflicts and turmoil, the Philippines is still moving forward and upward. Or, that after decades of massive corruption and separatism, its economy is booming. Either way, Filipinos are a big market to be reckoned with. The Philippines consist of 7,107 islands, a mind-boggling 115 million residents and tourist, who contribute over \$400 billion to the global economy each and every year –and growing.

Now, despite what the skeptics and cronies of 'the status quo' have been predicting, the Philippines has rebuilt itself into a global Mega Market. It's proven to be the underdog in a world plagued with recession and crashing markets. As the Republic of the Philippines approaches its 500 year mark, in Our Investors Top 10 Emerging Industries & Trends, we take a look back into the past, as well as at the present economy and predict what's ahead for investors in one of the world fastest growing economies.

### **1** Tax Preparers & CPAs

Much like The Bloch brothers (often called Block) who launched H&R Block in a tiny little office with just \$5,000 borrowed from friends ; now, the American tax preparation giant that has more 'agents' than the IRS and over 20 million clients.

During the big boom in employment and entrepreneurship, Henry Bloch (with-in sight from a customer, John White) saw the demanding trend for personal and small business tax preparation in America. Here in the islands, we are at that unique point. Where millions, and millions of people have begun working and launching their own small home-based businesses in the past decade. Americans and other foreign business people have set-up stakes here as well; and this unique market is very use-to paying up to 30% of their income to taxes quarterly. The Philippines government –specifically the tax departments are getting to be very stable, organized and honest, changing the climate of the entire republic and instilling confidence to taxpayers.

### **2** Business Development Consultants & Educators

Much like America's 'International Business' related courses, seminars, empowerment, self-help and speaking series boomed throughout the 70's, 80's and 90's. The rise in demand created moguls such as Donald Trump and his father before him, Bill Gates and Paul Allen, The Walmart Family, IBM, Western Union and a million more you've never even heard of because they stay out of the lime-light. The Philippines is at that same inflection point. That moment when you

discover the world of opportunities out there –and subsequently, the world has also discovered the Philippines. Entrepreneurs that can motivate, inspire and educate the masses on topics that aren't taught in school will thrive in this new economy hungry for success.

### **3** Micro-Investors

Though the term 'loan sharks' in the States (and PH Bumbay) is plagued with visions of gangsters and harsh Union leaders, the working class 'payday loan industry' is a very respected and regulated sector today. As employment becomes more stable and as entrepreneurs begin to scale their businesses, the demand for structured 'micro-financing' will grow.

International Investors will be attracted to the high returns (ROI) due to premium repayment cost customers are willing –and able to pay. Even with the 43 to 1 inherit advantage the value of the dollar brings, the risk will be high. However, no different than in the United States where collections are limited to garnishments, liens and judgments that have no guarantee of future collection. Lenders were initially able to charge 'paying customers' up to 300% interest (to off-set the losses of delinquent customers) and often used harassing collection practices. Recently regulated in America, the industry is actually become more professional, re-payments ratios are higher and a new market of 'highly qualified' customers use it as a 'bridge loan' for auto repairs, taxes, vacations and as business start-up cash.

### **4** Law Firms

The value of an Esquire to navigate the public, entrepreneurs and business peo-

ple through these new waters will be high. If just to read, explain and communicate on their client's behalf, lawyers who know American business –and style- will be the winners in the new economy. Then, there's the reverse, where Americans want a 'representative' or liason to do their deals here 'on the ground'. The benefit to the firm (and the paralegal) is that, for Americans, these sorts of deals are more about appearance, communication skills and charm. One won't actually be required to have a law degree –just the 'access' to one if needed. So success will come to those firms which can market themselves as 'Entrepreneurial Services Firms' and that have sharp, hot-shot paralegals on their team; or to individuals (probably expats) that can 'get things done' and which have good marketing. From simple things as site-checks, payment services and proof-of-receipt to more complicated things like joint ventures and limited partnerships.

### **5** Domestic Staffing & Services

The traditional 'Temp- Agency' is what fueled the Woman's Liberation in America. Then, 'temp staffing agencies' were the life blood for many American's throughout the 80's and early 90's when housewives, single mothers, transitional workers and even American war veteran's just needed 'a little extra cash' for the holidays, the bills, and so on.

The demand in the Philippines will come from small and mid-sized business owners who will need temporary 'skilled labor' to handle their sporadic growth. As well as, in the domestic staffing industry : nanny's, bartenders, host, wait staff and livery services (chauffeurs and drivers) needed to help expats here for temporary business, relocation and Philippines-based businesses which will entertain/host these expats during their stay in the country.



## TOP 20 US Brands in the Philippines

**F**ound on nearly every other corner in the Philippines: 7/11 Convenience Stores, is the clear leader in the market; claiming some 80% of the market share in the metro. The convenience store chain is also represented a lot better in the Philippines than in most countries: nicer, cleaner stores, better service and more professional staff. However, reluctantly, we did not include them in our TOP 20 List because –unknown by many Americans- the convenience store giant is a Japanese corporation, though it has an American subsidiary in Dallas, Texas. Nonetheless, it deserves to be represented, so though not part of our official list, it is definitely worth being mentioned.

There are now more than 20,000 US, European, Australian and Italian brands and entrepreneurs currently with stakes-up in the Philippines new booming economy. From simple donut shops and cigarettes to huge brands such as, Mc Donald's, GE, Donald and his daughter Ivanka Trump, a clear indicator of the Philippines emerging mega economy. Slowly, the country is proving itself as a Mecca for international entrepreneurs and their brands.

**I**n an effort to give existing and would-be investors an idea of the market and business landscape in the Philippines, our publisher's spent 1-year: interviewed more than 5,000 people, they visited over 1,000 businesses and entrepreneurs from Bohol to Mertrro Manila, to compile 'The List' of Our TOP 20 US Brands in the Philippines.

We looked for businesses which were entrepreneurial in conception, maintained or out-performed their US counterparts, conveyed a clear brand, upheld their service and product standards, and represented their brand the same –if not better than- the way in which they do –and in some cases did- in the United States -and succeeded.

Investors looking to enter and succeed in the Philippines marketplace, can use this list to make their own assumptions and can also see 'what works' here. We did not include many obvious retail brands, due to their lack of actual foot traffic or because they had altered their US concept too dramatically. We also did not include brands which were carried exclusively in department stores or that were 'managed' by third parties and were not consistent.



Often paying more per hour than a fulltime job in the same field does, employees will be scampering to get on 'The List' of temps.

### 6 Real Estate

This is an obvious boom. With over 2 million new apartments, suites, and penthouses added to the Manila sky alone, you would think that it was in consumer or personal real estate development –but it isn't. Trends show that the coming surge –especially for foreign investment- will be in the companies that service this industry. Millionaires will be made in sales, marketing, design, furnishings and leasing (lawyers again). Providers of simple –but necessary- products such as toilets, fixtures, tile, art and drapery will make millions as these towers rise and are sold –and rented or leased- to new residents that undoubtedly will need to "finish out" and furnish the dwellings.

### 7 Head Hunters & Employment Services

Some reports state that there are over 150,000 Call Center jobs that have not been filled due to the shortage of 'qualified candidates' in the hiring pool. With 102 million people, one the highest literacy rates in the world and millions of unemployed people, that can't be entirely true.

Curious, we spoke to a few of the 'big boys' in the Philippines business world. From designers, to doctors and Call Center managers, they all expressed a lack of 'access' to these qualified workers. The opportunity is in the training, coaching and networking of workers: ranging from recruitment of Chief Executives, to Mid-Level Managers and Office Managers. Especially, those 'Head Hunters' who can recruit and place Americans which seek to live in the Philippines. Searching for skill sets that may not be taught in a classroom; businesses will turn to 'recruiters' that can lure these high-demand team members onboard.

### 8 Marketing Firms

Currently, the climate in the Philippines is pro-entrepreneurship and anti-nepotism. Therefore, it's transitioning away from consumer products and into investment products. The People are the life blood of this new economy, just as 'people power' liberated the Philippines; it's the people that will guide this mega economy into

wealth, prosperity, second and first world. As businesses grow and the market expands, the demand will be for marketing firms which can deliver in a culturally-diverse marketplace. A market place where the value is in this mass market or the 'Masa' rather than the elite few, and where skin shade is irrelevant to true-success. Another niche will be for firms able to move the country forward on a global-scale; thus attracting internationals to the country.

### 9 Advertising

Often confused with marketing: advertising is the next frontier in any emerging economy. With skylines that resemble New York and Hong Kong, the Philippines is jam-packed with thousands of bill boards, video boards, and roving banner trucks. Advertising everything from Bench underwear, bleaching creams and job opportunities –but one thing you don't see is "Rent This Billboard." Advertising is 'sold out' everywhere. The growth will be in niche market advertising, such as 'free magazines' and 'special interest' magazines which are able to successfully reach the working classes –with ads which relate to them. Another unique aspect to the Philippines is that many people are 'scaling' their lifestyles. They're buying their first homes, their first cars, their first business suits and they're using many high-end products and services for their first time. So, advertising will be the key, as these Nuevo-riche (NR) consumers forge new lifestyles for themselves and their families.

### 10 Livery, Drivers & Limousine Services

Almost non-existent in the Philippines today. The trend has already started within the high-end resort and hotel industry. That trend however, is within the boutique resorts and small hotels that cater to foreigners which could easily include the cost of helicopter and jet rentals, chauffeur-driven airport pickups, mall excursions and tours in the cost of their lodging. As "independent operators" these progressive entrepreneurs will enjoy a high demand for their services, premium pricing, an A-List of clients and the prestige of being a 'chauffer.' Just as with the massive taxi cab and jeepney industry here in the country, the rewards will out-weigh the risk. Traffic, which will make being on time nearly impossible, is at the top of the list of downsides. Other risk: detail-oriented maintenance of high-end automobiles, uniform standards and driver training.

**Be Advised: The statements and projections made herein are speculative. They speak to the future and therefore cannot be taken as fact. Nothing in this magazine or on our websites is intended to offer investment advice. One should consult a professional for such advice**

# THE LIST

## PH SUCCESS

**HOOTERS PH:**  
An American Saga. Hooters was launched on October, 4th, 1983, in Clearwater, Florida, by: The now famous "Hooters Six" were: L.D. Stewart, a painting contractor; Gil DiGianantonio, a liquor salesman; "Uncle Billy" Ranieri, a retired service station owner; Ed Droste, a real estate executive; Dennis Johnson, a brick mason by trade; and Ken Wimmer, a partner in the painting business with L.D. Strange group. The first Hooters Girl, Lynne Austin, an avid jogger, who apparently looked fantastic in her jogging shorts; is believed to be the inspiration behind the Hooters Girl uniform known around the world today. Today, Hooters has nearly 500 locations around the world.



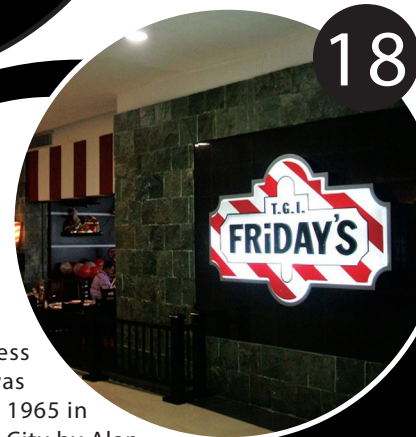
15

**Kenny Rogers Roasters:**  
An Asian success story. In 1991, Kenny Rogers Roasters was founded by American country musician Kenny Rogers with Kentucky Fried Chicken owner (from 1964-1971), former Kentucky Governor John Y. Brown. Nearly all of the Roasters US operations are closed, however they still continue to thrive in the Philippines and other parts of Asia.



2

**TGI FRIDAY'S:**  
Thank Goodness It's Friday, was founded in 1965 in New York City by Alan Stilman.



18

**Pizza Hut:**  
Leading the pizza delivery revolution in America, Pizza Hut began as a dine-in only restaurant in Wichita, Kansas, USA in 1958 by Dan and Frank Carney. Now it's owned by the world's largest restaurant company, YUM! Brands, Inc.



12

**Red Ribbon:**  
Like 7/11, Red Ribbon Bakery is not necessarily a US corporation, but it is one of the most popular brands in the US for Filipino's and American's the like. Started in Quezon City, Philippines in 1979, it opened its first US branch in 1984, in West Covina, California. In 2005 it was acquired by Jollibee Foods Corporation of the Philippines.



11

**Von Dutch:**  
Founded in 1999 in Los Angeles, California, by Kenny 'Von Dutch' Howard. His artwork and life inspire the brand today.



10

**Krispy Kreme Donuts:**  
Known as Krispy Kreme, founded by Vernon Rudolph in 1937, in Winston-Salem, North Carolina, USA. The epitome of a small usiness, similar to many Filipino entrepreneurs, Krispy Kreme donuts were originally delivered by Vernon himself, on his bicycle.



4

**Wendy's:**  
An American Icon, known for its affordable menu, Wendy's was founded in Columbus, Ohio, USA by Dave Thomas in 1969.



16

**Dairy Queen:**  
DQ was founded in 1940, by John Fremont McCullough in Joliet, Illinois, USA. The company also owns, Orange Julius and Karmelkorn.



9

**Converse:**  
In 1908 the Converse Rubber Corporation opened for business, but did not launch their All Star basketball shoe until 1917. Also known as 'Chuck Taylors' named after Charles 'Chuck' H. Taylor



17

**The Coffee Bean and Tea Leaf Philippines, Inc.:**  
Founded in 1963 by, Herbert B. Hyman in California, USA.



6

**Western Union:**  
American entrepreneurial history. The Western Union Company is based in Englewood, Colorado. The pioneer of the 'telegraph industry' and an industrialized monopoly which set the pattern for American-style communications businesses today.



13

**GUESS**  
Guess was founded in 1981, in Los Angeles, California. The company also owns the Marciano clothing line.



19



5

**GUESS**

20

**FUBU International:**  
FUBU, which stands for Five Urban Brothers United, but was nicknamed, For Us By Us. The nickname was used within the African-American community due to its company's groundbreaking roots as one of the first 'true-urban' brands: developed by black Americans specifically for employment and sell to their own community.



20

**Payless Shoe Source:**  
Payless Shoes began in Topeka, Kansas in 1956 by two brothers, Louis and Shaol Pozez. Just as with 7/11, the 'Payless' brand has seemingly declined in the US, however, it has been growing strong throughout the islands.



3

**Starbuck Coffee Houses** (widely known simply as Starbucks) was launched on March 30, 1971 by English teacher Jerry Baldwin, writer Gordon Bowker and history teacher Zev Siegl at 2000 Western Avenue; it then was relocated to 1912 Pike Place in Pike Place Market, Seattle, Washington.

In 1988, the trio sold the Starbucks chain to entrepreneur Howard Mark Schultz, who rebranded some of his own Il Giornale coffee outlets as Starbucks' and quickly began to expand. Starbucks is the largest coffee house chain in the word - ever. At one point in its massive growth phase, a new Starbucks franchise opened every workday.



7

14



**Mossimo:**  
An American apparel company founded in 1986 by, Mossimo Giannulli in Balboa Island, New Port Beach California

8



**Shakey's Pizza**  
Founded in Sacramento, California in 1954 by Sherwood 'Shakey' Johnson and Ed Plummer

7



The Publishers of *The Philippines Magazine International* conducted not one, but two undercover Philippines lifestyle emersion campaigns. Both were extraordinary, both took our Executive Publisher from poolside at the Shangri-La and popping bottles of Dom Perignon at the Manila Hotel, to deep and Hidden Valley's in the jungles of Bohol, across thousands of miles of ocean to both remote and private islands throughout the Philippines –but only one was life changing.

**T**HE GOAL was to test the safety, hospitality and pure ingenuity of the Philippine lifestyle. Also, to gather the insight and survey data from 1,000's of locals that would be needed to complete this Issue of PH MAG Int'l. Our Executive Publisher, spent most of his time on the first tour; Rediscover Paradise, living a 'bonga' fabulous lifestyle, in cute apartments in Wack Wack, and being whisk from fabulous resort, to even more-fabulous resort.

However, on his second tour, things changed: Kareem landed in Manila to begin his 'Welcome Tour' late on a Friday night: stripped of his formal host, his drivers, car, credit cards, his BlackBerry -with global Sprint or Verizon Unlimited Wireless and Data packages- even

running hot water wasn't available after his first week in Manila when he would check out of his swank hotel near Manila Bay, with its CR (in-home bathroom).

With just \$800.00US cash -the average Filipino monthly salary- our leading publisher had to acquire an apartment, use public transportation, eat the local food -and beverages, meet and build relationships with the 'locals' and still continue his work –for just \$125.00 a week.

Every tourist, expat, local celebrity or semi-wealthy Filipino knows that the Philippines Islands are a beautiful and exciting place. If you've got the money –and most importantly- the time, you could spend a lifetime at Trump Towers Manila, sipping coconut juice on white sand beaches in Boracay while enjoying your live-in, personal masseuse and chartering private jets out of Pasay City to visit friends in Cebu. There are more than 1,000 travel, tourism and one-sighted-lifestyle magazines which show you the perfect beach resorts, the best cuisines and the most exclusive place to buy your ultra-fabulous penthouse condo.

But, after our premier in Los Angeles, California, USA, the question our American friends and readers were always asking us was, "What is the Philippines like...really like?" Then, they would ask, "Is it safe? Are there opportunities there? What would I do every day? I'm not retired yet... so, how would I live? Can I find true-love there?" So, we decided to find out.

To make the emersion experience as real as possible, the actually emersion had to begin before Kareem ever even bought his ticket. Before he even knew where he would stay, who would be his friends and what he would do while there in the Philippines. Living life as an average Filipino was more than a mere title of an article. To truly live like the average Filipino, he would have to 'be' an average Filipino –as much as possible of course. After all, our Executive Publisher is 6 foot 3 inches tall, a black American and isn't known to be passive –in the least. Therefore, beginning 6-months before his actual trip, Kareem began his transition.

**L**et me state at once, this was the most exciting trip of my life. I went into it, assuming that I would simply return to my beach city life in Los Angeles, California rested and inspired. But, it was eye-opening and ultimately life-changing for me –needless to say, I have yet to return to LA.

This '120 Days and 120 Nights as a Filipino' campaign actually began as a 30-day tour; but, that wasn't nearly enough time. The tour shifted my paradigm: it showed me that life could be simple again, it could be exciting, it showed me both the upside and the downside to being an American and it allowed me to 'appreciate' again. Today, I am able to enjoy life more, make more money, work less and be more generous to more people than I ever imagined.

Please, excuse the picture quality; regular Filipinos don't have award-winning photographers following them around or the leverage of being known as a celebrity where ever they go, so in the spirit of authenticity, neither would I. The pictures were all taken with my personal digital camera –a Fuji.

To begin, anticipating my soon-to-be remoteness, my business partner Leslie, gave me a copy of 'The 4-Hour Workweek' by Timothy Ferriss. And, I studied it like I was receiving actual college credits or something. I then, systematically began relentlessly researching data and converting my business on-line and outsourced everything that I could. I used Facebook, LinkedIn, Twitter, 1and1, PayPal, Western Union and even dating sites to network with hundreds –and hundreds- of people and organizations. I was able to build real-relationships with over 100 of them; including, Trump Towers Manila, the Philippines Department of Tourism, the Elks Lodge, the US Embassy, even Hooters. Plus celebrities like Noy Volante, Carlos Celdran, Cory Quirino, Gary V, Vicky Belo and Willie Revillame, to aristocrats and politicians like US Ambassador Harry Thomas and Mayor Calixto.

Ultimately, I developed over P500,000 (or about \$12,000) in in-kind investments and OPM. I built an entire team, organized a conglomerate to execute my production, acquired very strategic business partners and alliances, met many new friends, colleagues, a Philippines-based American personal investigator and even a couple of clients, all using my laptop, webcam and Sprint Wifi Stick.

Note: In preparation for my 120-day emersion trip, by accident or default, I shed the need for nearly 200 team members in the States during my previous business model; many of which I had no idea what they did. The need for my 15,000 square feet of high-priced and even pretentious office space vanished, as did the 'required' \$1,000 suits, ties and cufflinks, and the daily steakhouse power-lunches expected in my industry. I technically launched an entirely new business.

Also by default; unknown to me at the time, I add, I had escaped the 'rat race' and had begun to live "The 4-Hour Work Week." A entrepreneurs goal and the writers dream.

There is a lot to be said about the simple life. We could all learn a lot from taking a little 'time off' from the hustle and the chase. I read somewhere: "Life is something that happens while you're busy doing other things."

*I now know what it means. I had 3 key revelations in the Philippines over my 120-day tour.*

**1** One of the best parts of being an American: The Little Blue Passport. I'd already been across the world with my family and then the United States Air Force over the years. I even grew up in Nigeria, and was a product of The American International School (A.I.S.), but I had taken it all for granted.

**2** What life without 'racism' would be like: In America, today, with O'bama and Oprah we've come a very long way towards the eradication of racism and prejudice. However, to be in a culture where the word doesn't even exist, that was eye-opening.

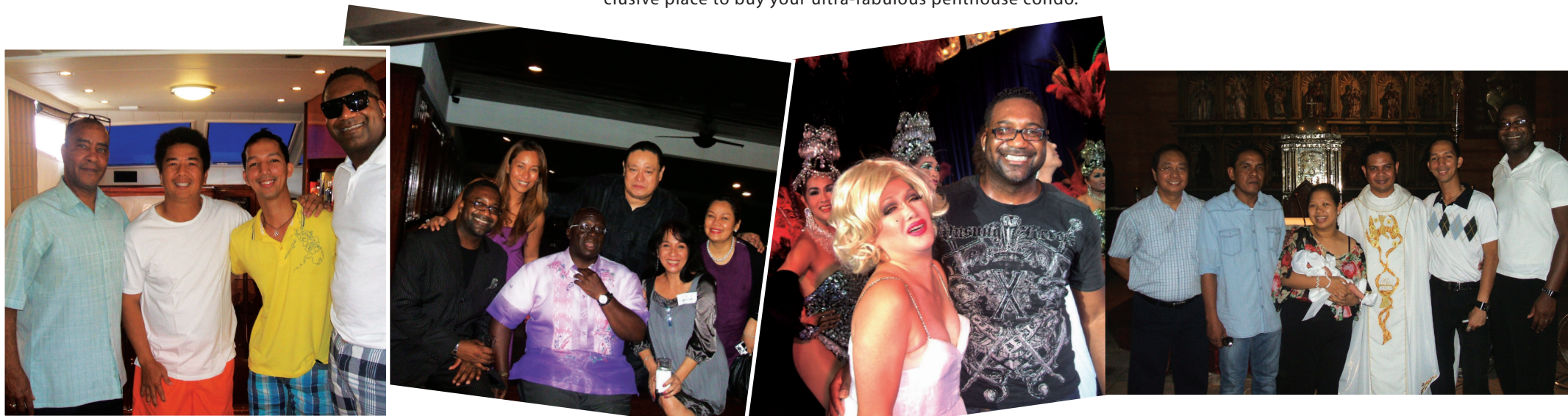
**3** And, in the same regard, I learned what 'being an American' truly meant: globally, depending on what-side-of-the-table you sit on, we are 'The Good Guys.'

Yes. The Philippines is an extraordinary tourist destination with miles of white sand beaches, oceanfront resorts and world-class restaurants that can easily make you forget that you're even in The Philippines.

But in addition, The MASA is an amazing lifestyle and culture full of excitement, family values and a love that can remind you of what's truly important to succeed in both life and in business. Just imagine: what would you do if you only needed to work 4-hours a day –to be happy? Not rich...but wealthy.

How would you feel if your color wasn't an issue –at all? Where would you live if you could afford everywhere? Then, if you were already rich, if you already had 'arrived' then, what would you 'work' for? Or, would you work at all? I answered all of these questions for myself -in the Philippines. So, I urge you to look at the Philippines as more than a vacation spot, or a place to have some fun.

Enough words...here are some pictures. Thank you everyone who gave me a warm welcome. Mahal ko po kayo! Salamat po!





## PHILIPPINES SAFETY SURVEY

*The Philippines Ranks amongst the safest and friendliest nations for American's to live –and do business.*

In a recent study, Americans, Canadians and Australians ranked the Philippines as one of the world's safest and most friendly nations in the 3rd world for them to live and do business. Contrary to mass-media propaganda and FilAms living abroad -which speak against the Philippines- actual foreign residents and investors –such as Donald Trump, US Ambassador Harry Thomas and PH Mag Executive Publisher, Kareem Antonio-Jackson tell a different story.

For many years, Balikbayan's in the States and the mass media (Filipino's living abroad) have portrayed the Philippines as an unsafe and poor place to visit and live. However, the facts are that, in comparison, the Philippines is one of the safest places to live –especially when you compare the country to others in the 3rd world.

In actuality, comparing the Philippines 'crime' rate to the United States or Europe is a little unfair, since in Asia, a 'serious crime' is the snatching of a cell phone or a coin purse. Whereas, in the States, where even marijuana is legal in many cities, those types of crimes are considered menial and go unreported. More significant crimes such as muggings, hate crimes, murder or man slaughter are the crimes that the US Census Bureau reports speak of.

The differentiating factor has recently been the basis for the Philippines ranking as one of the safest and friendliest places for foreigners to live and do business. The safety issue is reinforced by the 'security' foreigners feel in the Philippines, since it is the world's 3rd largest English speaking country; unlike neighboring Guam and China where English speaking locals (including police) are rare. Therefore, in times of need, the language barrier hinders help and in many cases especially in China, foreigners are not as welcomed into the society.

Even in terms of white collar crimes that business owners fear falling victim to; such as embezzlement, fraud and misappropriation of funds placed by investors. The Philippines has proven to be an honest, hardworking, God fearing country. Many current Philippine-based investors speak of their amazement, at the honesty and hospitality of the people.

Of course, the rumors of 'corruption' are very true even today. However, they steam from politicians and city officials, and tend to only plague the locals. The 'petty crimes' are not as frequent as one would think in a country with over 100 million residents, and are usually due to poor living conditions and desperation, and not a reflection of the culture.



# THE MASA

NEW PHILIPPINE LIFESTYLE

# T

he Philippines is Asia's 'Melting Pot.' As the country's economy continues to BOOM, it attracts people from all around the world who desire to travel to, live and invest the new mega economy. Millions of Americans, Europeans and Australians call the Philippines home now, with them, they bring millions of jobs and an emerging new lifestyle and sub-culture.

Inherently, American's are enterprising capitalist and believe in bolstering economies wherever they go. Since the 'Gold Rush' and the subsequent Industrial Revolution, American culture has built huge civilizations from simple beginnings. Thus, the 'self-made' person is revered as the celebrity in new American society. Oprah Winfrey came from a post slavery impoverished family, and built herself

into a billionaire, Bill Gates made his fortune, even though he was a college dropout at the time, Walt Disney was a starving artist much of his life and former US President Bill Clinton lived in a trailer park while serving in the US military.

Economic opportunities proliferate from emerging economies; and that is where the United States sees the Philippine culture right now. Much as the United States was in the 40's, 50's and 60's, when millions of blacks, women and 'the poor' were suddenly thrust into the economic equation.

Today, in the Philippines the game has changed. The rules of yesterday no longer apply to this new generation of bright-eyed, ambitious Filipinos. Barriers of skin tone, family name, pedigree, formal education and capital are slowly proving to be of little –to no- consequence in the new Philippine economy.

The Philippines has an emerging new lower and middle-class society of micro-entrepreneurs and working-class people who will change the country forever, and move it forward as a global market. Just as in American history, when the tables were turned, and the masses (or Masa) brought rise to ventures like Johnson and Johnson, Walmart, Levi's Strauss & Company, Hilton Hotel's, Flamingo Casino, Mc Donald's, American Airlines, Kentucky Fried Chicken, Dollar General and Ford Motor Company.



# PH MAG

SHOWCASE



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# CIO:PH

THE PHILIPPINE Renaissance  
by Joselito "Joel" Tiongson

**We** took a look at the vast success of the United States Data Industry and it revealed many parallels to the new Philippines. As our economy moves forward, new opportunities will continue to emerge. Igniting an entrepreneurial renaissance here in the Philippines.

When you think of 'Mega Markets' or 'Emerging Economies,' often images of sharp executives, visionary entrepreneurs and the millions of goober-consumers who will make it all happen come to mind. But, not many people see the behind-the-scenes, ever-expanding systems and virtual infrastructures that are required to keep it all moving along smoothly.

The Philippine Renaissance, will undoubtedly demand millions of IT professionals, suppliers and innovators. With millions –and millions- of new and expanding businesses in the Philippines, there is an obvious surge in the demand for everything from graphics designers, to website developers and systems developers. And, it won't be very long before the trickle of 'international demand' for Philippines-based talent turns into a monsoon, flooding the country with 3-times the business from foreign entrepreneurs and companies looking for more value for their dollar, yen, euro, pound or franc.

The years ahead will present either rewards or challenges for many CIOs in the Philippines. As the economy advances and expands, the talents and background needed to succeed in the Information and Data Industry will automatically do the same. Innovation, will be the driving force, it will be what the new market demands from the entrepreneurs who's businesses they choose to patron.

Companies in the Philippines, are looking for IT professionals who can connect and automate their businesses. No longer is the 'Tech Guy' downstairs in some cramped, dingy, tiny office, now, he's (or she's) the IT Manager, the CIO, a Partner, and works directly with the CEO to execute the vision and reach the goals of the company. Entrepreneurs and corporate executives are realizing that the right IT Manager and/or CIO can actually redefine and scale their business. Just as US-based companies and small businesses began to realize in the late 90's, many companies in the Philippines are realizing that their websites, IT developments and on-line customers are an entirely new business to add to their portfolios. They enjoy, previously, unrealized revenue streams, new consumer markets and a more informed customer base.

**"If you are not moving forward, then you're moving backwards."**



*Joel Tiongson*

## Philippines **TOP 10** IT MANAGEMENT TRENDS

**1** *Technology, Data and Program Management demands will rise, but the talent pool will be shallow.*

In the Philippines, where the GNP grows about 10% annually; and existing companies like Hooters America/Asia, make plans to launch multiple locations in the Philippines over the next few years. The need for Information Professionals will rise, but the enrollment of qualified and passionate IT Professionals at universities is lower than the expected demand.

**2** *The development and implementation of collaborative systems and software solutions will be essential to companies hoping to succeed.*

In a country like the Philippines, where many innovations and customers are 'imported' from abroad, and operations teams can be many miles apart, the need for real-time connectivity is high. The ability to share data between, customers, Sales, Distribution, Collections and Management in real-time will be the difference between success and failure.

**3** *Entirely new customers will abound for companies who are tech-ready.*

If we look at the hotel and hospitality industry as a case study: the effects of good technology used effectively are obvious. When 50% of your customers compare you with the competition, then book or 'buy' on-line, pay in advance and even rate their experiences on-line, you see the value of technology and the professionals who develop and manage it for you. Soon, most PH-based businesses will need the same enhancements to their technology base.

**4** *A new more 'liquid' approach to operations will need to be adopted by companies who intend to grow their client base.*

The customer is always right. Aren't they? Well, as the competition in the Philippines grows, as will the expectations of the consumers. Therefore, companies who plan to succeed in this new market will need to flow with their clients. The acceptance of mass-market communication, the 'Gate Keepers' and barriers imposed on customers will be a turn-off.

**5** *No longer can IT and 'the business' be separate.*

Companies are realizing that IT is a business, and their websites, technology and information is just as valuable as their brick-and-mortar locations. Many enterprises are finding that their technology has doubled their sales, and cut their costs of delivery in half.

**6** *IT Managers, CIOs and the like will grow in value as intellectual property values soar.*

As the 'Tech Guy' turns into the IT Manager and then, into the CIO, his value to the company grows exponentially as well. Who else knows the plan, the system, and the execution? How do we place a value on it? Many companies lose their data, websites and access when they lose -or ditch- their IT professional(s).

**7** *IT Managers and CIOs will be required to show a scalable, quantifiable plan which can be effectively measured to determine the advantages to the businesses overall success.*

It use-to-be that an IT Manager or CIO was hired based from their school of study and/or their family referral, but,

now that systems and websites need to 'work' not just exist, companies will require their tech hires and partners to add true value to the business model.

**8** *Just as in the United States, the young and hip IT guru will be the commodity, as the older, classroom educated IT professionals fall behind.*

Bill Gates rocked the world with his technology and innovations, but what he actually did was abolish the myth that age matters in technology. While in college –which he eventually dropped-out of- he launched his QDOS System on the world. Not many know, that the system (Quick and Dirty Operating System) was a solution for a larger and much older tech company. As a 'kid' Bill Gates was just faster to the market launch.

**9** *The market-centric and client-savvy IT professionals will replace the old-school managers.*

As tech professionals become more entrenched with the 'business,' their need to know the market will be required. Consumers buy from who they trust and who makes it easy and convenient. Therefore, businesses with customer-focused technology solutions and staff will do much better than those who do not.

**10** *Entrepreneurs will seek professionals with proven-success, published works and a verifiable track record.*

It use-to-be that you'd go to college to gain your tech education and degree, and then, you would get a job to apply it into the real world. Now, with 4th graders using iPads and learning how to set-up a desktop, companies expect a more hands-on, established and successful 'new hire' when they recruit.



ON THE *Pet*  
MANILA  
HOTEL

SAMANTHA CARBONELL'S  
WET PARTY MANILA

THE PHILIPPINES  
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FROM THERE,

UP!

You are the Secret to Your Success

*Leslie Zimmerman*



THE SECOND ARTICLE IN THE SERIES

## CORPORATE SUCCESS IN A NEW WORLD

by LESLIE ZIMMERMAN

W

hat is it that takes you from there, up? Effective communication, a higher level of service, and a consistent dedication to advancement are the three must-haves. This article breaks down the somewhat elusive aspect of effective communication into three categories: likeability, awareness, and focus. I have done almost everything I suggest wrong and then right, so the points I cover here are very timely and personal. I would love to hear your input so that I can continue to learn from all of you.

So you got yourself a good job – great! You can work hard, make it known that you want advancement, and still see everyone else moving up around you. “That’s not fair!” many of us exclaim. Ok, if you really think that the promotions being handed out in your workplace are not fair, then document everything and contact human resources. But before reaching out to your HR manager, read this article and then ask yourself a few questions: Are your newly promoted colleagues making an extra effort to communicate frequently and effectively? Are they working harder and smarter? And are they sharing their desires to advance—specifically with the boss? I’ll bet you find that the people advancing have that extra “something.” They are going over and above to “connect the dots” for their co-workers and managers; they are continually demonstrating who they are as people and employees so that others can rely on them for consistent and excellent service.

So of course, hard work is essential. So is working “smart.” That means that you regularly check in with your team and managers. This will show you to be conscientious and realistic – things change mid-stream and you don’t want to waste your time on an objective that may have changed this morning on some else’s conference call. This is a form of that “extra” communication that connects the dots for everyone with whom you work. “No, no, no,” Leslie, that’s not true – if you do a good job, that is

enough and you should get advanced on a regular basis and recognized for your good work. Sure! A great review is always nice and it may gain you advancement, but that’s not the “UP” I’m referring to. That does happen, but in almost all jobs I can think of – even the most technical of jobs, other people must want to work with you in order for you to advance.

The idea here is to be a participant in your career advancement. There is no shame in getting to know your co-workers and managers so well that you realize when one of them has an opinion about what you are doing. This insight can encourage you to check with them right away instead of waiting to hear from them later. I’ve heard this behavior called “sucking-up” or “kissing up.” I’m not talking about idle flattery here – I’m talking about managing how you are doing, what you are doing and how it will affect your work and the perceptions of you in your work environment.

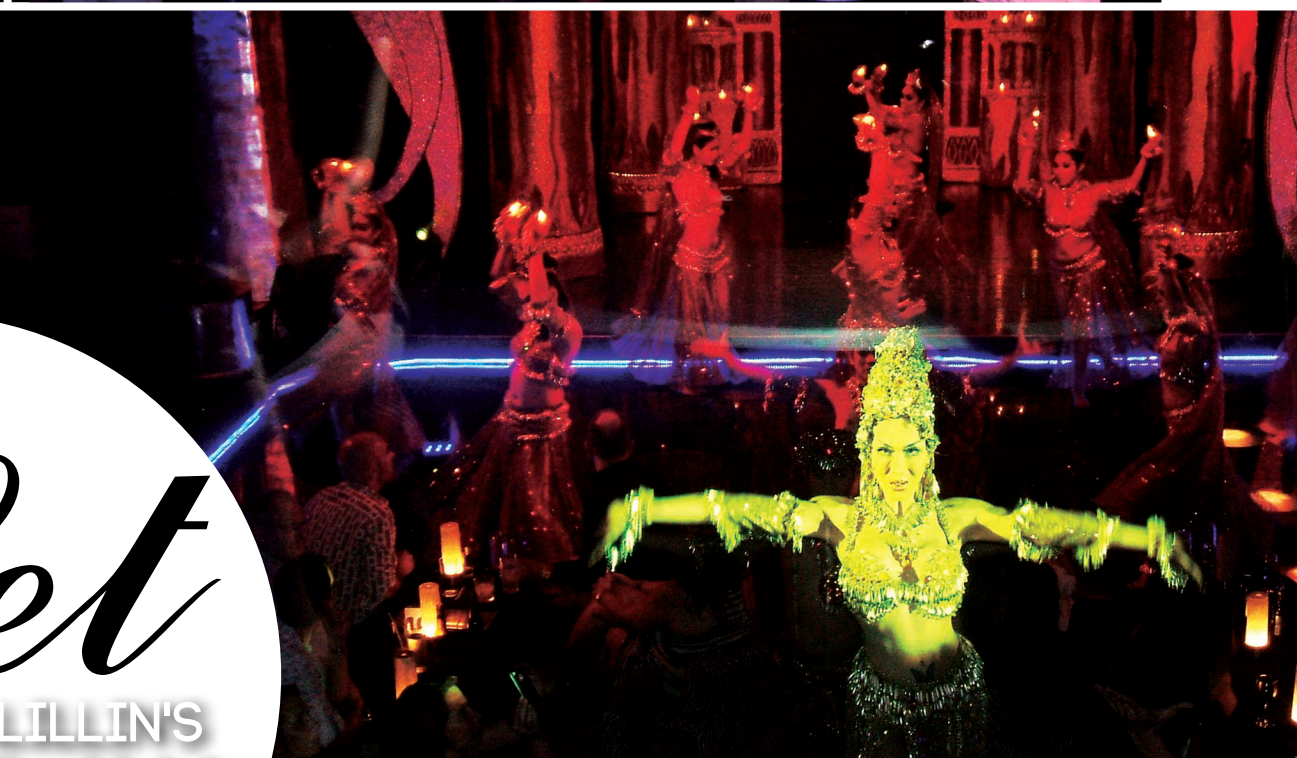
Here’s where the rubber meets the road; your ability to accurately interpret your environment and your communication skills can help you achieve the promo-

tion you want! You can be a brilliant engineer, but if you want to be an executive you’ll have to show exemplary communication skills and an ability to lead others.

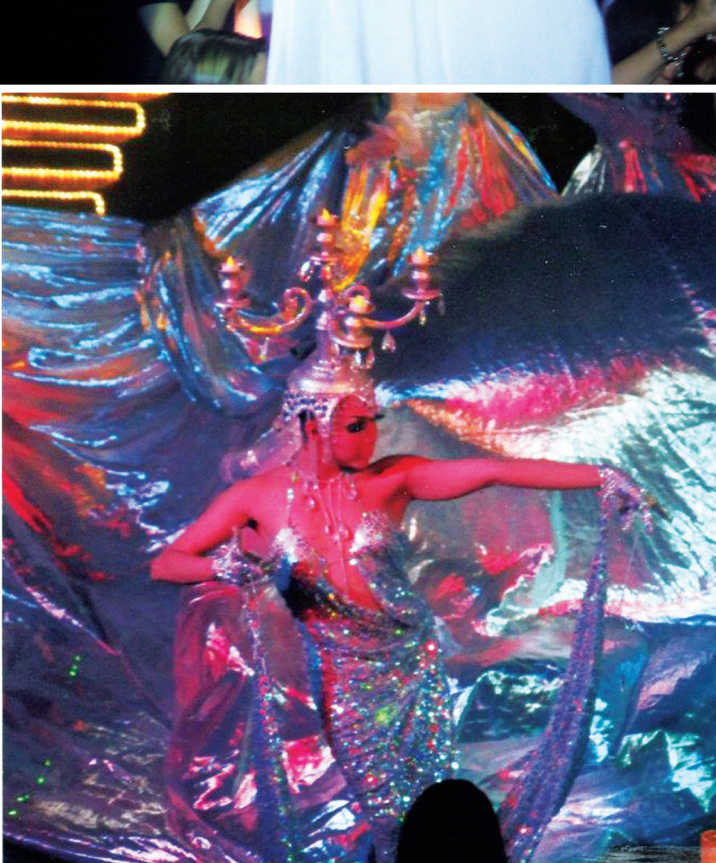
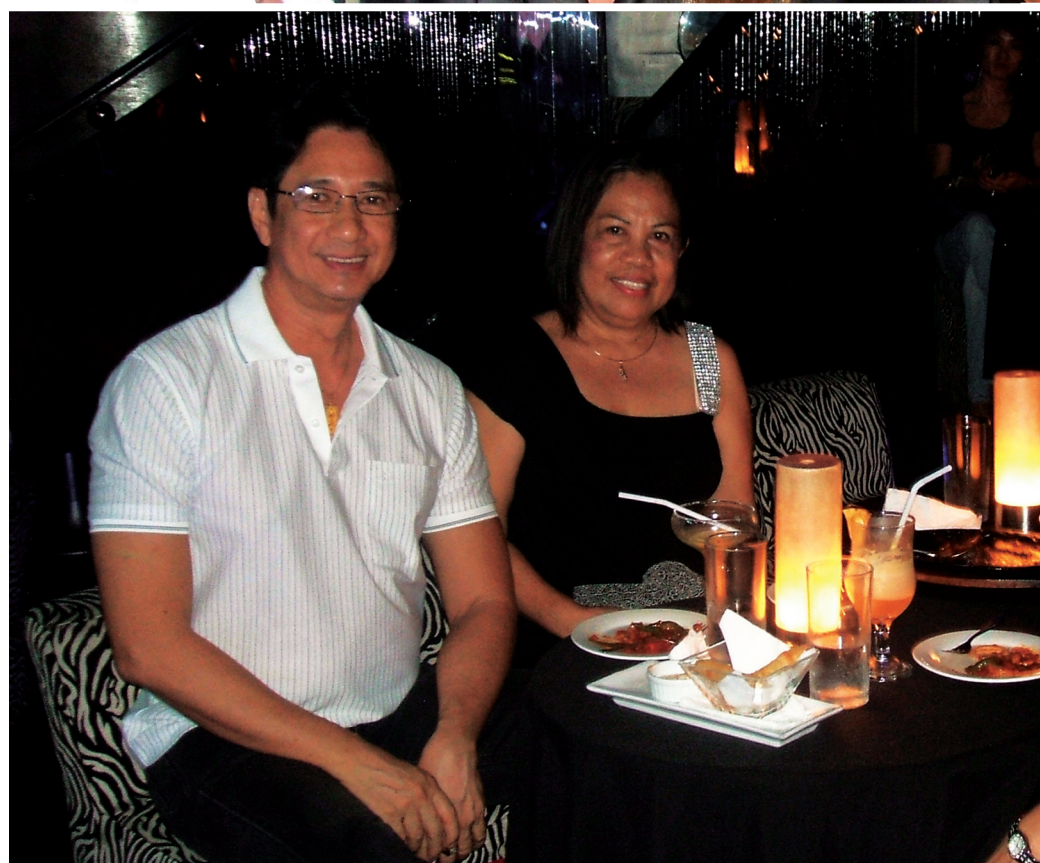
Every office, and for that matter every group of people, is different. It would be presumptuous for me to summarize what you need to do in your office environment and industry to advance your career, unless I actually worked with you (hey reader, I thought you looked familiar!). So, the purpose of this article is to help you figure out and implement your own particular plan for advancing in your office given the intricacies of the work at hand, the personalities of others, and your own self-inflicted obstacles to advancement. I must assume that you have a job where you can advance –if not, get out now before it sucks the life out of you.

continued on page 48.





ON THE *Set*  
POCHOLO MALILLIN'S  
CLUB MWAH



ACHIEVE THE SUCCESSFUL YOU  
WITH LESLIE ZIMMERMAN

### 3 TOOLS TO YOUR SUCCESS PLAN

**W**e will use three tools for your plan that you can continue to fine tune until you have reached your goal. And you will reach your goal – just be ready when you do!

## WHAT IS YOUR COMMUNICATION STYLE? LIKEABILITY

In my last article, “From Here to There,” we looked at 5 Steps to Corporate Success:

- Eye contact
- Verbal Directness
- Non-verbal Directness
- Individuality – risking “face” and Timing

These five elements are the tools that make up your communication style. Allow me to tell you story about communication style: someone, we’ll call her Gemma, had a great job with a boss who was and is a well-respected woman in her industry. When her review came out, Gemma was upset to find out that her review was not glowing and therefore she did not receive an expected raise. Rather than brooding and descending into resentment, Gemma planned a meeting with her boss to discuss this, but



when she asked her boss for the meeting and mentioned the topic of her review and lack of raise, Gemma’s boss responded with surprise that Gemma hadn’t received a better review and raise – it turns out Gemma’s boss was not the one directly evaluating Gemma. Her boss agreed right there on the spot, without an official meeting that Gemma would get the raise! Gemma’s plan was excellent, but she didn’t need an official meeting after all. She has learned that her future is decided every time she speaks up, asks a question, and plans an important conversation.

Tone of voice is also a powerful form of communication, especially in American business. In our example above, Gemma used as non-emotional and as professional a tone of voice a she could and that formalized her concern right there and then and helped her boss understand her immediately – without needing a meeting. Our voices, and not just what we’re saying, express emotion whether we know it or not and we must be aware that our communication style will play a huge part in our “likeability.” If your nature is to be passive, even in tone of voice, be careful if you’re doing business with Westerners! Passivity is interpreted as weakness and even lack of caring.

**B**y likeability, I mean the desire of others to work with us. Your communication must be constructive – always. This is the key to likeability. No one will last long in a work environment where there is non-productive communication. This goes for communication that is being used to cover up what you perceive to be a problem or something unpleasant. Productive communication is not always about smelling the roses. It may seem confrontational or even destructive to you to point something out that you think is wrong, obvious, or can be done better. Think again. Pointing out a problem and offering one or two solutions is the behavior of a winner at work. If you can’t think of a solution, ask others for their input. Your idea may not be heeded this time – that is not the important thing here (so let that go). The important thing is that this kind of constructive communication will make you known as an important team player – someone who is not just a spectator-employee going nowhere.

Likeability is huge. It is a mixture of your communication skills and your level of honesty and integrity. Remember, I am not talking about making friends in general (though that may happen) or “kissing up.” I am talking about people “liking” you at work. Your likeability will be the natural result of growing and practicing the 5 communication style skills in combination with your commitment to transparency and honesty.

**Note:** by honesty, I do not mean to say that you should list your defects or mistakes. Worse yet, do not say “sorry” every time something happens without being 100% sure that you are actually the cause of a problem. This is a big mistake – you will set yourself up as a scapegoat if you apologize all the time for everything. If you did make a mistake don’t make a big deal out of it – fix it and move on. Keep your standards high, but don’t sweat the small stuff. That is the sign of a winner!

#### RETRACTION:

The Philippines Magazine would like to retract the sentence that was added to Leslie’s last article that reads: “Why not pad that resume or bump-up that dossier?” Leslie would never say, write, or recommend that ever! As a matter of fact when Leslie saw that sentence that we added she asked us to change it to “strengthen” your resume – not “pad!” It just goes to show how a word gets bantered around a lot and the next thing you know, we really aren’t using it correctly! Of course, if we keep using it, dictionaries will change and “pad” will mean something like, “...use descriptive words to emphasize your abilities and accomplishments.” That’s what we at the Magazine meant when we added this to Leslie’s article. We wanted to pad, NO! - strengthen Leslie’s article by saying that more descriptive information and a more direct communication style in your resume will help you. But for now, as Leslie pointed out -- padding by definition is never a good idea -- never! Your resume is your word, so never say you did something you didn’t. Do however focus on your best abilities and use word such as “effective,” “team-oriented,” “efficient,” “goal-oriented,” “adaptable,” “imaginative...” and the list goes on! Just make sure that whatever you are stating is a part of your actual work history and your work mantra. Go ahead – pump-up that resume – no padding needed!  
--The Philippines Magazine

## HOW YOU ARE DOING? AWARENESS

This is a tough one. Aside from your evaluations from your boss, how are you really doing at work? How is your office or workplace structured and what role do you take there? There are three ways to know how you are doing. First, there is the review you receive from your boss – if you get a review at all. If you don’t, I suggest you ask your boss how you are doing. This is a scary question, I know, but wouldn’t you rather hear it because you asked than hear it some other way? Plus, what if it’s good? Of course though, the thing you need to hear is what you can do better. Be cool when you hear it. It may be something you think you are doing well already. This is your opportunity to grow!

Second, and this is good news, the more you are aware of your communication style and practice the direct and transparent communication skills outlined in step one, the clearer your work environment will become. You will grow keenly aware of others employing similar skills and those who have a long way to go. That’s the intrinsic difference between an executive and a “worker bee.”

Third, step outside of yourself. Mentally put yourself in the corner of the ceiling or next to yourself in a chair when you are discussing something with your boss. No drugs needed – this is a self-awareness exercise used to help you observe your reactions and responses in a variety of situations. How are you with your boss? Are you expressing your opinion with directness? Are you feeling defensive? If so, how is it showing? Most importantly, are you listening and engaged? By engaged I mean are you listening carefully? The way you know you are listening carefully is if you are not thinking about how to answer while someone else is speaking. These questions related to you and how you are connecting to your boss and your work hold the key to your future. If your boss feels like he or she has to give you orders, then you have not proven yourself as someone who is on top of their work and worthy of big-picture discussions. Tasks are tasks but a conversation with your boss in which you are discussing concepts that drive the work you are doing are conversations your boss will think about when it’s promotion time.

## KEEP YOUR EYE ON THE PRIZE! FOCUS

First, what is it? What is your goal? If you don’t have a goal, such as becoming a manager, reaching VP level, or just staying happy at work so you can start your own business someday, then you’re not going anywhere. If you want to stay where you are and just find more satisfaction in your current position, steps 1 and 2 are also for you. But if you want “up from there,” set a goal.

No one knows your particular situation like you do, however your limiting perceptions about your workplace are the very thing holding you back from seeing how you are doing, making changes for improvement, and achieving true success. It’s hard to be objective about yourself especially when you may be worried about fitting in and making a good impression. The answer is to be yourself, your best self – the manager or the VP you want to be -- in dress, in tone, in communication style, and in expectation.

Getting back to Gemma, two years after her raise, she noticed that others had been promoted to management positions and she had not. She mustered all of her courage and asked new her boss what it would take for her to be a manager (her old boss, who liked Gemma a lot, is now a vice president and works in a different division). Her new boss told her that although she never heard anything negative about Gemma and her work was very good, that she hadn’t heard Gemma’s colleagues refer to her as an integral team member or leader on any project. Furthermore, the new boss also said, “I had no idea you had aspirations for management Gemma.”

There it is! Gemma told her new boss with a smile that being a manager was her goal. The next week, Gemma was put in charge of a new account, and now has a chance to practice her communication skills in leading her colleagues on that project. In addition, Gemma read my next article about networking and strategically notified others in the company, including her old boss, to let them know that she is now in charge of a new account and vying for a management position.

Like almost everything in life, lasting change and real advancement starts within: how you feel about yourself and how you communicate that to your fellows will decide where you end up on the corporate ladder--and on the food chain of life.

Hold on to your dream. Be bold!  
“Networking to Thrive”

Leslie Zimmerman



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# BEAUTY AWAITS

BEAUTY DESTINATION BY: JESSIE JAMES

**THE BEAUTY CAPITAL** of the WORLD is what the Philippines Islands is slowly emerging into. The tranquility, hospitality and booming economy make it one of the most relaxing, yet exciting places on earth –and the perfect place for a Body & Soul Makeover.

If you are one of the millions who travel to the Philippines for beauty enhancement, thank you. You have helped to make the Philippines into one of the fastest emerging markets in Asia. The economy here is invigorating: Industries like real estate, tourism, business-process management, and now beauty are gaining global recognition.

It is amazing, not only are Filipino's

amongst the most beautiful people in the world, but their tropical island beauty and charming English-speaking culture, make the Philippines one of the best beauty destinations. In addition, the Philippines is home to world-class cosmetic and surgery experts like, Dr. Jesus S. Recasata, Dr. Esther Tan and Dr. Susan Lopez-Caspit. When you combine that with the country's breathe taking beaches, like the white sands in Boracay and its amazing resorts like, Hidden Valley Springs in Bohol and Abaca Resort in Cebu, plus the affordable diverse-lifestyle, it's easy to see why it's becoming so popular for 'beauty seekers' from around the world.

In addition, clients of the Philippines Medical Tourism Industry have the ad-

vantage of having their work done and healing in one of the world's most critical and detail oriented societies, which inherently raises the industry standards well above many other destinations.

Whatever brings you to the islands, I would like to extend a warm welcome to you. I am sure that you will have a wonderful time in this beautiful country of ours, and may you leave rested and inspired. *You may even decide to stay for a while.*

*Jessie James*

Jessie James is a celebrity Beauty Consultant, Medical Aesthetician, actress, model, philanthropist and a PH Mag Cover Girl. In addition she is also, Managing Director of Beyond Beauty International, as well as the spokesperson for Glamour for Cause Foundation. She has offices in Australia and the Philippines. You may contact Jessie for insights and advice anytime: [Jacinta@BeyondBeauty.com.au](mailto:Jacinta@BeyondBeauty.com.au)





ON THE *Pet*  
WELCOME TO  
**ERMITA**

MEGA Manila, Barangay, Honorable Chairman Lazaro & Mila De Leon. Welcome to Ermita. Voted 'PH MAG Most Friendly City' in the Metro. Ermita, is one of the most hospitable cities in Metro Manila. Barangay 675, hosted this Issue's Cover Shoot with Jessie James and the PH Mag Creative Team. Thank you, and congratulations Ermita, Barangay 675.





TRIPLE THREAT  
**VFORT**  
BAND

Kerwin Caballero

Toff Guela

Visam Arenas

Trailblazer's Viva Records and Vivre Fort Entertainment will debut their smokin' hot new Boy Band to a packed house. VFORT is the Philippines latest craze. The trio combines silver voices, with pop-idol looks and show-stopping dance moves to deliver the ultimate boy band experience.

THE PHILIPPINES MAGAZINE  
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### Kerwin Caballero

Hometown: Cagayan de Oro City  
Favorite Thing: iPad  
Zodiac Sign: Pisces  
Twitter: KerwinCavalier

Kerwin is a ramp model who had the Philippine fashion Week under his belt. With a natural alternative timbre, it's no surprise he comes from a family of singers and musicians. He used to participate in school singing contest, glee club and even had a college rock band.

### Toff Guela

Hometown: Quezon City  
Favorite Thing: Macbook  
Zodiac Sign: Sagittarius  
Twitter: KristoffersonG

Toff is an assistant director and writer for TV and Film productions. Once you hear him sing, there's no denying R&B and soul are his elements. A theater actor and chorale member in high school and college, one can easily understand his ease on and love for the stage.

### Visam Arenas

Hometown: Quezon City  
Favorite Thing: iPod  
Zodiac Sign: Libra  
Twitter: VisamArenas

Visam is a commercial model who has already appeared in countless of TV spots in the Philippines. His former voice coach from the Center for the Arts, Jerome Vinarao, describes him as an aspiring singer who experiments, taking all risk to get what he wants. But he is also talented, sophisticated, creative and funny rolled into one.

TRAIL BLAZER AWARD WINNER

# THE LIST

FILIPINO LIFESTYLE DIRECTORY

**M**ARK SACRO is one of America's most extraordinary creatives. His uncanny ability to capture life will take your breath away. From his award winning celebrity photography, high-end fashion spreads and ultraglam advertising work, it's no surprise that he is one of the most raved about photographers in, Los Angeles.

His versatility is stellar. Whether it's Snoop Dogg, Lil' Kim to Kim Kardashian, or a cross-over to the Far-East Movement, a thug-alicious shoot with hip-hop super star The Game, or something sexy for Bebe Pham and Jesse Jane. Mark proves that Filipinos can do it all.

**BONGA** Pinoy! Sacro was born in Mega Manila; now 35, he launched his career in 2007 with a camera, a dream and an undying passion for great vacation photos. Today, Team Sacro books at day rates of up to \$20,000 USD, he has no regrets for taking that leap.

Along with Domingo Roma and Francis Arden, Mark continues to blaze a trail with The CRU Agency of Los Angeles. Together, the all Pinoy trio are breaking down the barriers and crashing the stereotypes of what Pinoy's can do.

We thank Mark, Domingo and Francis for being the trailblazers that they are.

Brawo Mark! Mahal kita.

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# THE LIST

**W**elcome to the New Filipino Lifestyle Directory. We have compiled over 500 businesses, entrepreneurs, events and organizations from Los Angeles, California to Ermita, Manila. Being on 'The LIST' is free, so you can feel comfortable knowing that any listing that you choose to patronize offers great service, quality products and have been chosen personally by our Publishers, Editors and Affiliates.

We encourage you to support the Filipino Entrepreneurial Renaissance and Buy Pinoy. Whether you live in Hollywood or right here in Manila, take the time to support the small-business entrepreneurs who make this country so strong. While we all love the malls, 'big businesses' and 'major brands' alike, let's not forget the 'little people' who are the life blood of the Philippines.

In the Philippines, entrepreneurship is a 'right-of-passage' and Filipinos are naturals at it. Many take the in-home convenience store selling ice candy and 3 in 1 coffee, the small fruit stand with carved pineapple and mangos, or the corner karinderya restaurant for granted. However, according to data from the Department of Trade and Industry (DTI) they are the emerging power of the country.

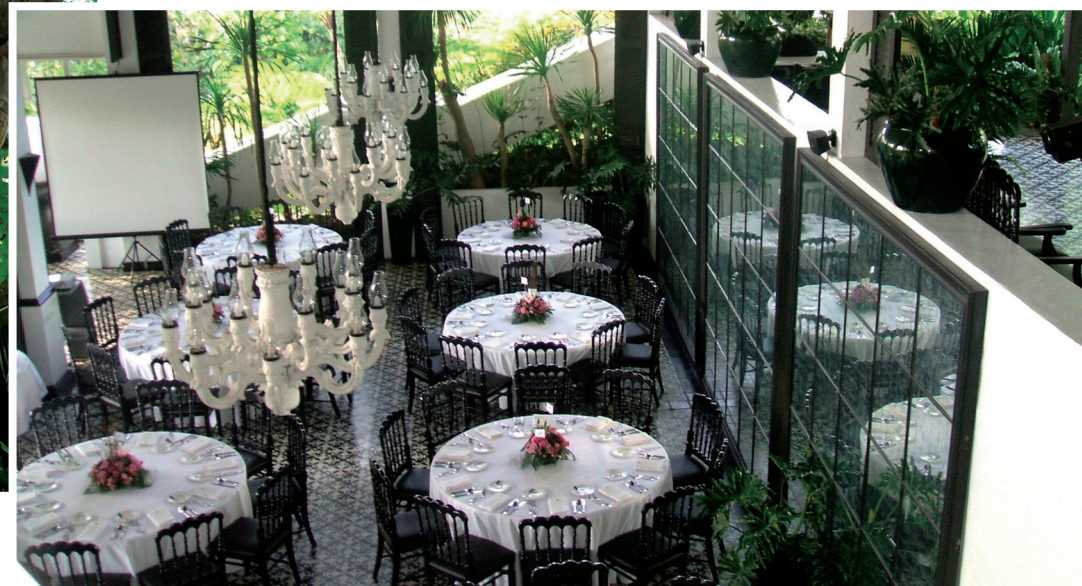
The fact is, almost all (99.6% according to DTI) of registered businesses in the Philippines are micro, small and medium enterprises (MSMEs) and these often over-looked start-up entrepreneurs provide over 60% of total jobs in the country –not the big businesses and celebrity entrepreneurs we most often see in the mass media.

In addition, these millions and millions of registered –and non-registered- entrepreneurs spend nearly all of their earnings within the community. Many of them; believe it or not, are funding their children's secondary and college education, their parents and grandparents and they are the main 'suppliers' for many large companies: such as Colgate-Palmolive, Coca Cola, Pepsi and Liquor Distributors.



"Our Filipino entrepreneurs contribute so much to the country's economy and provide the livelihood of most of our workforce. This is why our micro, small and medium entrepreneurs need and deserve all the support they can get," says Manny Aligada, Head of Corporate and SME Segments, Globe Business.

Just as in the United States, many self-made entrepreneurs in the Philippines are the epitome of entrepreneurial spirit. Some of them, in fact, never finished grade school, have never received bank financing, do not own a credit card and literally launched their business with little –to nothing. The unsung heroes of this booming new economy, these 'small guys' and ladies collectively hold the power to Philippine Success in their hands.



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For stats and figures on the Philippines business and entrepreneurial landscape visit the **Department of Trade and Industry** website: [www.dti.gov.ph](http://www.dti.gov.ph)

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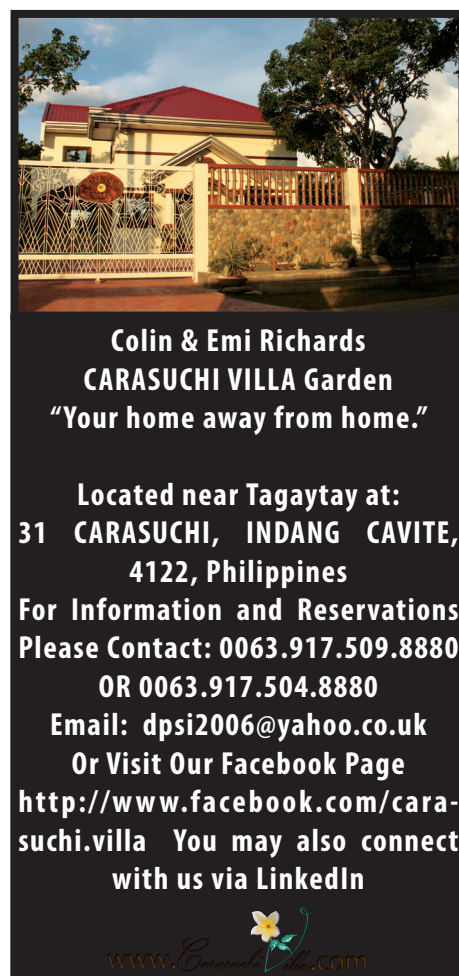
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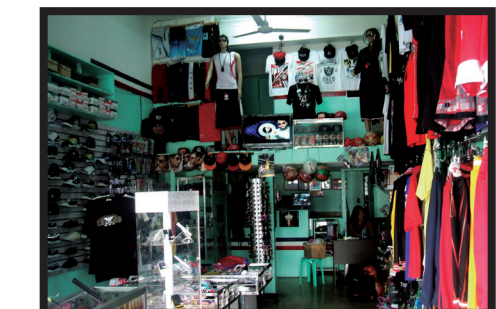
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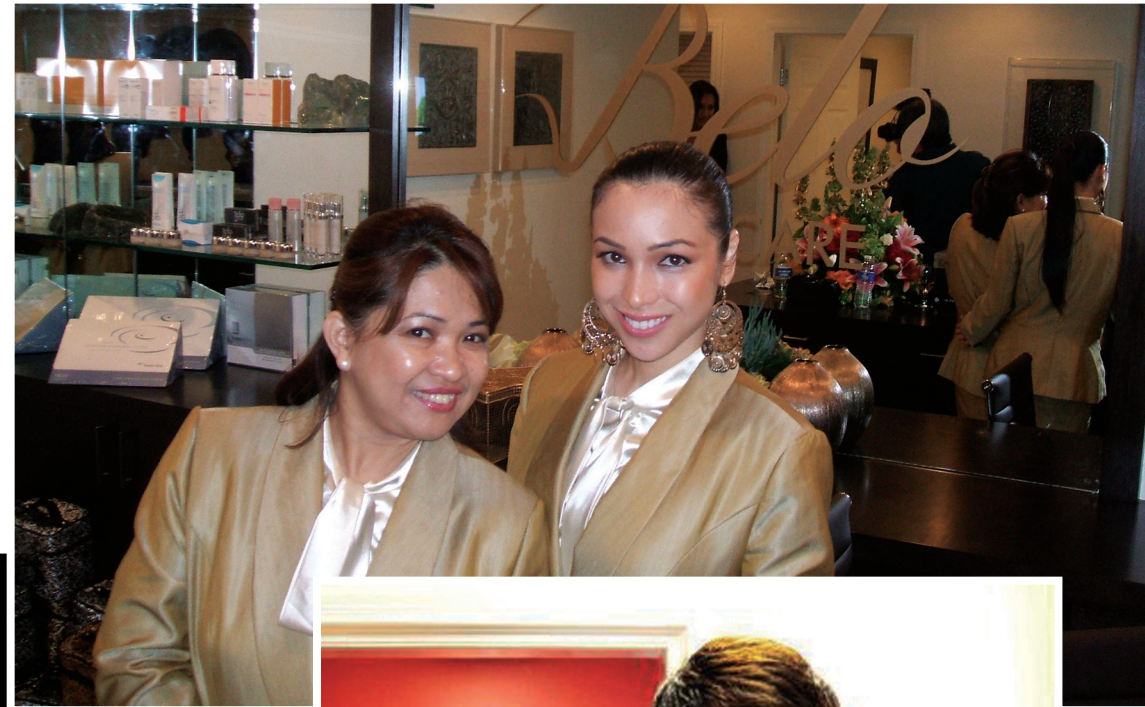
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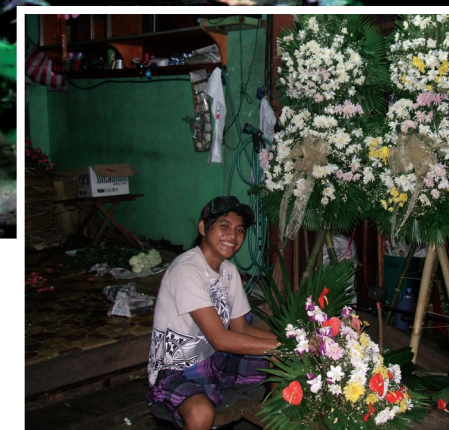
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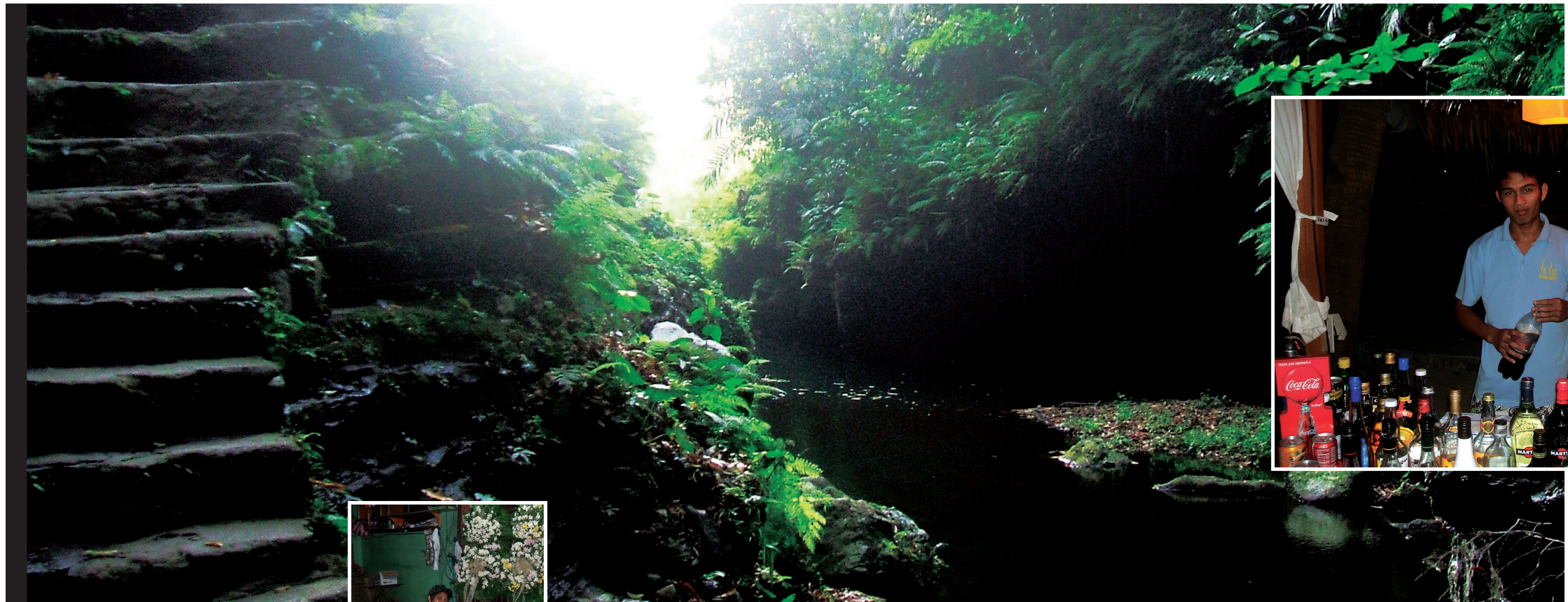
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www.marloucolina.com

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www.vikkirae.com

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Tel. No.: (626) 796-1527

**Eagle Rock Farmers Market**  
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**Island Pacific Supermarket**  
627 N Vermont Avenue  
Los Angeles, CA 90004.  
Tel. No.: (323) 671-1020

**Island Pacific Supermarket**  
11481 South St.  
Cerritos, CA 90703.  
Tel. No.: (562) 809-8889

**Luzon Food Mart**  
4502 Eagle Rock Boulevard  
Los Angeles, CA 90041.  
Tel. No.: (323) 550-1825

**Marina Farms**  
5454 S Centinela Ave  
Los Angeles, CA 90066.  
Tel. No.: (310) 827-3049

**Seafood City**  
138 S Vermont Ave  
Los Angeles, CA 90004.  
Tel. No.: (213) 365-9100

**Seafood City**  
131 W Carson St.  
Carson, CA 90745.  
Tel. No.: (310) 834-9700

**Seafood City**  
17202 Norwalk Blvd  
Cerritos, CA 90703.  
Tel. No.: (562) 207-4421

**Seafood City Supermarket**  
1525 E Amar Rd  
West Covina, CA 91792.  
Tel. No.: (626) 965-4863

**Seafood City Supermarket**  
16130 Nordhoff St.  
North Hills, CA 91343

**Seafood City Supermarket**  
8231 Woodman Ave.  
Panorama City, CA 91402.  
Tel. No.: (818) 988-8721

**Seafood City Supermarket**  
2700 Colorado Blvd  
Los Angeles, CA 90041.  
Tel. No.: (323) 543-2660

**Tambuli Supermarket**  
2520 Sante Fe Avenue  
Long Beach, CA 90810.  
Tel. No.: (562) 988-2707

**Whole Foods Market**  
760 S Sepulveda Blv  
El Segundo, CA 90245.  
Tel. No.: (310) 333-1900

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www.ethniqe.com

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934 N. Broadway #103,  
Los Angeles, CA 90012.  
www.flockshopla.com

**Godspeed America**  
7513 Melrose Ave.,  
West Hollywood, CA 90048.  
Tel. No.: (443) 739-4384 /  
Fax: (714) 239-0326

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Lawton, Oklahoma 73505.  
Tel. No.: (580) 248-4567  
www.mabuhayphilippines.com

**Manila Arts & Trade**  
661 N Euclid St.  
Anaheim, CA 92801.  
Tel. No.: (714) 778-3058

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www.michelleshellcraftintl.com

**PinkBananaBrand  
Urban Streetwear**  
www.jasmineshomecare.com

**Philippine Expressions  
Bookshop**  
www.philippineexpressionsbook-  
shop.com

**PNOY Apparel**  
2365 Journey Street,  
Chula Vista, CA 91913  
www.pnoyapparel.com

**PSA Designs**  
105a Linden Ave.,  
Long Beach, CA 90802.  
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www.shopelev8.tumblr.com

**R.pellicer**  
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www.Rpellicer.com

**Rina Palma**  
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Los Angeles, CA 90016.  
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**Elev8**  
psadesigns@yahoo.com  
www.shopelev8.yelp.com  
www.shopelev8.tumblr.com

## VIDEO RENTALS

**Filipino Variety Store & Video**  
516 N State College Blvd Anaheim, CA  
92806.  
Tel. No.: (714) 808-6553

**Rj Video Bug**  
23409 Main St Carson,  
CA 90745.  
Tel. No.: (310) 518-7100

## TRAVEL AGENCY / TOUR GUIDES

**U/A Travel & Tours**  
1559 H East Amar Road, West Covina,  
CA 91792.  
Tel. No.: (626) 854-5555

## YOGA

**Breathe Bodyworks**  
1951 W. Carson St.,  
Torrance, CA 90501.  
Tel. No.: (310) 804-6626  
www.breathebodyworks.net

**Energetic Yoga**  
Tel. No.: (310) 285-5779  
www.energeticyoga.com

**Nita Flores, RYT, CPT**  
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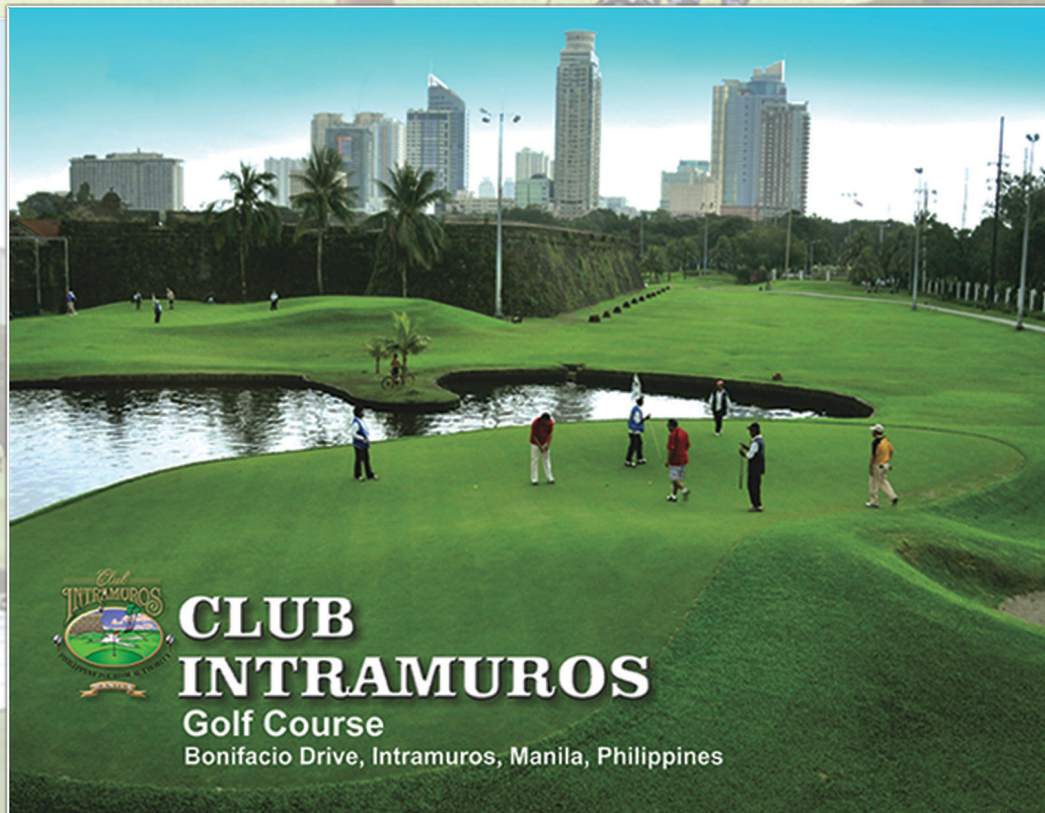
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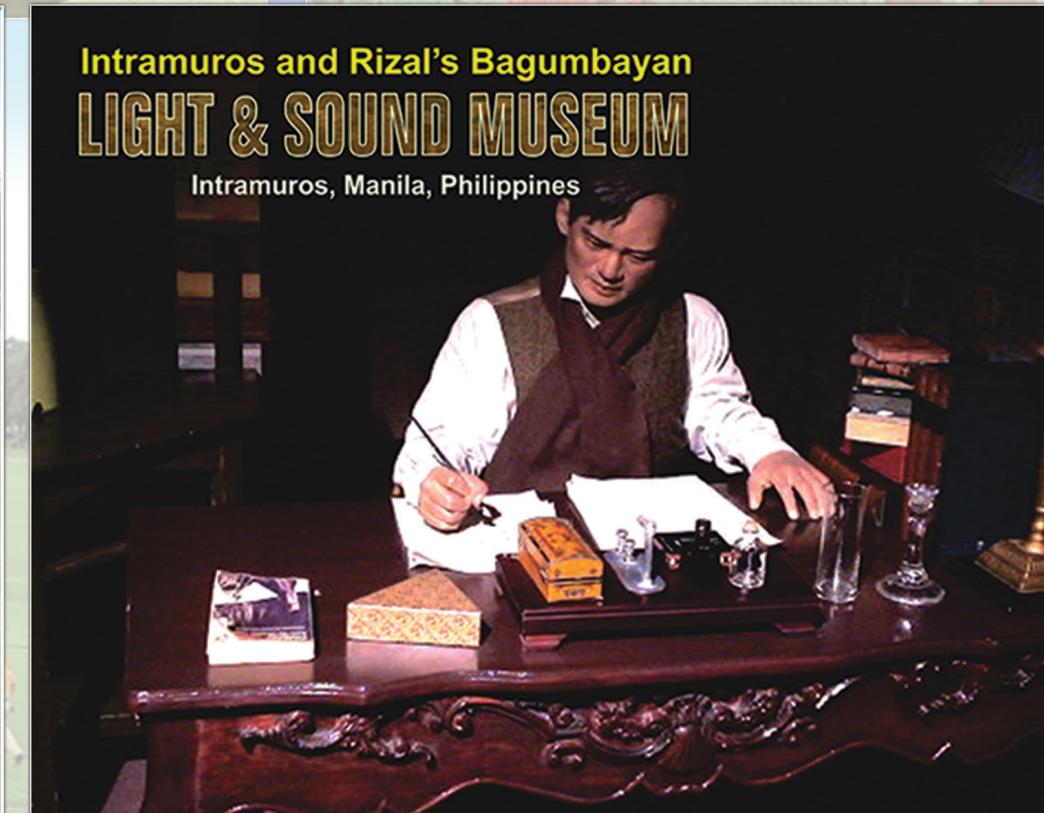


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