

People and Events

Project by Project and Asian Pacific Islander small business program announce 2009 strategic partnership

Non-profit organizations will collaborate to provide free financial educational resources and services for local Asian Pacific Islander American small and micro businesses

LOS ANGELES, CA—Project by Project (PbP) and Asian Pacific Islander Small Business Program (API SBP) will announce their 2009 strategic partnership on Wednesday, February 18, 2009 at a kick-off celebration in Downtown Los Angeles. Given the current economic instability, the partnership between the two non-profit organizations aims to support and empower the Asian Pacific Islander American (APIA) community by providing free financial educational resources and services to assist the development of small and micro businesses in the APIA community in Los Angeles. The kick-off celebration is scheduled for Wednesday, February 18, 2009 at 7pm at Blue Velvet Restaurant and Lounge, located at 750 Garland Avenue in Downtown Los Angeles.

The partnership will create new opportunities and resources to help increase the visibility of API SBP as a coalition organization that serves five Asian ethnic communities in the Greater Los Angeles area. Community-based organizations that make up the network for API SBP include Chinatown Service Center, Koreatown Youth & Community Center, Little Tokyo Service Center, Thai Community Development Center, and Search to Involve Filipino Americans. Each serving their respective ethnic communities, these organizations provide English and/or in-language business counseling, workshops of various informative topics and entrepreneur training.

In this new partnership, PbP will utilize its extensive volunteer network to support API SBP's work in small and micro business development in the APIA community. With a volunteer base of young APIA professionals in various industries, PbP will tap into these dedicated talents to provide marketing, public relations, outreach, fundraising and more

to API SBP. Through their joint efforts, both organizations are hopeful that they will leverage new opportunities and expanded resources to increase the impact and visibility of API SBP's work in the community.

"With the current economic condition, we feel the need and relevance to work with a non-profit organization that empowers the APIA community by supporting and building sustainable businesses for APIA entrepreneurs," said Geena Oh, PbP's 2009 Southern California Chapter President. "The work of API SBP exemplifies this goal. By partnering with API SBP, PbP will also have the opportunity to assist five ethnic communities while offer great new volunteer programs for our PbP volunteers. For that, we are grateful and thrilled about this year's partnership."

Project by Project has a proven track record in providing assistance to local non-profit organizations. Over the past seven years, Project by Project's Southern California chapter has forged successful partnerships with non-profit organizations and assisted them in expanding their programs, generating positive media coverage and raising public awareness about the organizations.

"API SBP is honored to have been selected by PbP for this year's partnership," said Cooke Sunoo, API SBP Director. "API SBP applauds PbP for choosing to focus its resources on the economy and assisting Asian entrepreneurs this year. Economic recovery and business advancement will be long and arduous, but the process for our API SBP clients will be less burdensome with the anticipated helping hands of the capable PbP volunteers. We are looking forward to the PbP Plate by Plate gala this summer where we hope to showcase the wares of our clients and expose the broad reach of our organization." ■



Ludy Astraquillo Ongkeko. As elected chair of her homeland's Tourism Advisory Council, she represents the private sector working hand-in-hand with the Philippine government in that same historical event.

'Forty Years of Writing in America'

by LUDY A. ONGKEKO, PH.D.

Saturday, February 14, 2009, 2pm to 6pm
Search To Involve Filipino Americans (SIPA)
(Multi-Purpose Room)
3200 West Temple Street (corner Robinson; entrance through parking lot) Historic Filipinotown, CA 90026

The book dwells on the author's reflections and perspectives growing out of a plethora of experiences and a little more than four decades of living, writing and teaching in the US, her adopted home.

There are major themes developed, all embodied in the seven chapters of the book. In her great wish to weigh her adopted land's influences, she has offered likewise compelling alternatives not only for her own ethnicity to mull over, but she has offered the same to those who left their original homes in the quest of a new life in America. She discussed in great length "hot-buttons" in today's America; the Philippine cultural influences; the Philippine heritage; all embodied in seven chapters of the book.

Refreshments will be served.
Please RSVP by e-mail or telephone to:
Dr. Ludy A. Ongkeko - Ludyongkeko@aol.com; (775) 853-9373; Voice Mail: (775) 225-0759
Joel Jacinto jjacinto@esipa.org; (213) 382-4151
Lydia V. Solis - Lvsolis@aol.com ■

What is this thing called *Love of Country?*



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PAST FOOD VIAJENG CUSINANG MATUA

THE FILIPINO-AMERICAN SYMPHONY ORCHESTRA

Love of COUNTRY

PX POETRY BY EXPATS

is back in *Style*

BOHOL, A REVERIE RUNS THROUGH IT

BAHAY AT LUPANG HINIRANG

BUKIDNON BE MOVED BY THE MOUNTAINS

A WALK ON THE WALLED SIDE

New York/Tri-State team receives 2008 Partnership Award from CORE

CORE recently presented the New York Tri-State Team of the Ayala Foundation USA with the 2008 Partnership Award in New York City. AF-USA President Vicky Garchitorena was on hand to receive the citation from CORE President Mark Habana. CORE, which stands for Collaborative Opportunities for Raising Empowerment, is a non-profit organization composed of a volunteer group of young Filipino professionals in the New York Tri-State area that aims to empower Filipino professionals in the United States and to provide avenues for social involvement in the Philippines. ■



Mr. Habana cited CORE's desire to help Typhoon Frank victims and acknowledged AF-USA's key role in making it possible for CORE to assist people affected by the devastating storm. CORE held two special events to raise funds for the Typhoon Frank Relief in the New York area. Also present were Adam Chan of CORE and Marilyn Abalos, Laura Lopez and Noel Vales representing the AF-USA NY Tri-State Team.

Charity launches program to find heroes for kids

LOS ANGELES, CA—101 Heroes, a non profit organization created to empower children through literacy, is launching its first campaign in 2009—a library project in rural Philippines. Founded by Edwin Santiago, 101 Heroes started as a personal vision to have 101 friends, colleagues, family members and/or acquaintances to contribute their time, funds or resources to the vision of providing books and other learning resources to bridge the gap between the advantaged and disadvantaged in the poorer, rural villages of the Philippines.

The project will construct and stock a 400 sq. feet library which will be built from the ground up in a rural village in the Philippines. The library will be on a public school campus in Bulacan, Philippines. It will serve a population of 500+ kids, aged 6-12. Most of

these children live in substandard housing patched together from cardboard and plywood, lacking the basic necessities of running water and toilets.

The library will have several programs in place:

Textbooks for everyday use /Reference Books and general reading/Art supplies/Sports supplies/Computer Lab/Audio Visual Equipment

Edwin Santiago wanted to continue his parents' humanitarian efforts and has established the 101 Heroes Foundation because there is a strong correlation between illiteracy and poverty, providing books and other learning resources will help to bridge the gap between the advantaged and disadvantaged in the poorer, rural villages of the Philippines. With education and access to informa-

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WE HAVE ARRIVED