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ASIAN JOURNAL

Fil-Am snowboarding pioneer

Galing Pinoy
EDEN SERINA



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THE FILIPINO-AMERICAN COMMUNITY NEWSPAPER



US Bank to look into investing in the Fil-Am community



US Bank CEO Richard Davies

LOS ANGELES—US Bank representatives took a tour of Historic Filipinotown and met with Search to Involve Pilipino Americans (SIPA) officials to discuss ways the Fortune 500 company can help the Filipino American community.

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Language discrimination bill approved by Senate Committee

Senator Yee introduces bill in response to discriminatory policy proposed by the LPGA

SACRAMENTO—While speaking one's native language is protected in cases of employment and housing under state law, such protections are not extended to consumers under the state's civil rights act.

The Unruh Civil Rights Act prohibits discrimination within business establishments, usually to protect patrons from not receiving service. Currently, the Act prohibits business establishments from discriminating on the basis of sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status, or sexual orientation.

The Senate Judiciary Committee approved (3-2) legislation on Tuesday, March 31 authored by Senator Leland Yee (D-San Francisco/San Mateo) to add the use of any language to the list of protections under the Unruh Civil Rights Act.

The issue stems from a proposed policy announced last summer by the Ladies Professional Golf Association (LPGA) to suspend players who do not speak English. The LPGA later rescinded the proposal after objections from Senator Yee and over 50 civil rights organizations.

"No one should be discriminated against simply for speaking their language," said Yee. "SB 242 will rightfully add language to the list of protected classes within California's

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Census officials urge Filipino community to fill out info

by JOSEPH PIMENTEL
AJPress

LOS ANGELES—Census Bureau officials are urging Filipinos residing in the United States to fill out their 2010 census information.

Filipinos were overwhelmingly undercounted in the last census in 2000 and that has negatively impacted the amount of money community groups helping Filipinos have received, said Tessie Plata of the Census Bureau in Los Angeles.

"Do not take the importance of the Census for granted," said Plata. "This is where the fair share of funding for the community comes from. Without this money, the Federal government will only give a certain amount of money to help our community."

The United States Constitution requires the federal government to count the nation's population every ten years. The information gathered determines how many representatives will speak for a County or City in Washington, DC and state, as well as the City's share of most federal and state funding programs. Programs and facilities affected by the census count include funding for schools, roads, hospitals, child-care and senior centers, among many other projects.

"We don't know where we're going if we don't know who we are," said Council President Garcetti during a press conference in Los Angeles City Hall. "And the Census is not only mandated every ten years, it has been a tradition in this country since 1790, something that we do to ensure we know who America is."

With the 2010 census only a year away, Census officials are getting a jump on the matter to ensure an accurate and complete count of the number of people residing in the US.

During the past week, politicians have been addressing their residents to take part of the Census, and Census Bureau officials were on the ground floor canvassing neighborhoods to verify addresses.

The Address Canvassing project is trying to verify more 145 million addresses nationwide.

"We put to work approximately 140,000 people to canvass all known streets and roads throughout the country," said Lynne Choy, media specialist of the 2010

Census Los Angeles Regional Census Center. "The canvassers will identify every living quarter where people live or could potentially live, and verify more than 145 million addresses."

Census officials are making sure that all residents will take part in the 2010 census.

In Los Angeles, Mayor Antonio Villaraigosa has teamed up with community groups, faith-based organizations, labor

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Tourism Sec. Ace Durano

Durano says Philippines rising as a prime player in medical travel

"It just requires a little push and then it'll have a life of its own," said Department of Tourism Secretary Joseph Ace Durano.

Mr. Durano was referring to how he sees medical tourism will grow in the coming years for the Philippines considering that more and more foreign patients are flying to other countries in search of more affordable but high quality health care.

The Philippines' major push just came from the 4th World Health Tourism Con-

gress (WHTC) which is ongoing at the Sofitel Philippine Plaza up to March 28, 2009. The Department of Tourism is hosting this prestigious worldwide event after winning it in a bid last year. Corporate buyers and sellers from around the globe are in attendance to network and develop mutually beneficial partnerships.

In his keynote address, Mr. Durano welcomed all the foreign delegates and underscored how the Philippines is

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Asian Journal editor is Filipino Poet Laureate 2009

by ROCHELLE C. PANGILINAN
AJPress

AN editor of the Asian Journal Publications in Manila has bagged the prestigious "Makata ng Taon" or Poet of the Year title of the annual poetry contest sponsored by the Komisyon sa Wikang Filipino (KWF) or the Commission on the Filipino Language under the Office of the President of the Philippines.

Balikbayan Magazine Associate Editor Louie Jon Sanchez, who was adjudged Makata ng Taon in 2006, has recently reclaimed the title for this year in the Talaang Ginto: Gawad Komisyon

sa Tula-Gantimpalang Antonio Laperal Tamayo, according to communiqués sent by KWF officials. His poem *Galit ni Kristo (The Angry Christ)* won first prize in the contest. The winning poem was inspired by the famous mural depicting a stern-looking Jesus at the church of the Victorias Milling Corporation sugar mills in Negros Occidental.

This year's judges were

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Makata ng Taon Louie Jon Sanchez receives the Makata ng Taon award from KWF Chair Jose Laderas Santos, KWF Commissioner Ms. Concepcion H. Luis, KWFC Commissioner Ms. Carmelita C. Abdurahman and former Tourism Secretary Gemma Cruz Araneta.

AJPress photo

LWUA's Pichay to create water bank

'There's money in water'

by MOMAR G. VISAYA
AJPress

MANILA—Local Water Utilities Administration (LWUA) Board Chairman Prospero Pichay revealed his plan to establish a subsidiary Water Development Bank to help raise and source additional funding for projects especially for the numerous small water districts in the country.

"It would be one of the biggest banks in five years. It would be a highly profitable bank because there is a captive market, and I don't need to recruit depositors," Pichay told the *Asian Journal* in a recent interview. "If there is a Water Bank and water districts will deposit their money there, it could have lesser interest rates, and there will be more water districts that

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LWUA Board Chairman Prospero Pichay Jr.

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