

# LBC USA gives its costumers the 'Power of Choice'

Lowers money remittance service fees to as low as \$3

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**S**OUTH SAN FRANCISCO—Everyday the numbers rise - jobs lost, foreclosed homes in almost every block, prices of goods and services. Plus, more and more companies close and workers

**Power of Choice**  
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**New pricing**  
Through the new tiered pricing plan, LBC costumers can now enjoy lower service fees for the company's money remittance services.

Beginning May 1, LBC USA customers in the US can send money to anywhere in the Philippines for as low as \$3 per transaction. The \$3 transaction fee applies only to remittance \$100 and below. For bigger amounts, the sender can choose from the various levels available from LBC.

Below are the service fees and the corresponding amount of money remittance

AMOUNT	SERVICE FEE
\$ 00.01 to \$100.99	\$3.00
\$ 101.00 to \$ 200.99	\$6.00
\$201.00 to \$500.00	\$8.00
\$501.00 to \$3,000.00	\$10.00

\$3,000.00 and UP \$5.00 for every fraction of \$1,000

Hugo Bonilla, LBC USA's president and CEO explains that the lower fees and new tiered pricing are aimed to make sending money home less of a strain.

"We understand what our costumers are going through. We know that it has not been easy for them to send money with the many problems caused by our weak economy," notes Hugo Bonilla, LBC USA Mundial's president and CEO. "Filipinos in the US will continue to send money to their family and loved ones in the Philippines regardless of their own money woes. We hope that by lowering our fees, LBC USA is helping them in helping their families," Mr. Bonilla further explains.

The new tiered pricing and lower fees for money remittance are now available in most LBC USA branches in the US.

For details on the new pricing, please call LBC USA at 1-800-3385424 or visit [www.teamlbc.com](http://www.teamlbc.com) for the location of LBC USA's 60 branches in the US.

lose their jobs. By the end of March 2009, the total number of unemployed persons in the United States has reached 13.2 million or 8.5 percent of the nation's workforce, up from the 8.1 percent or 12.5 million, the previous month. From April 13 to April 18 alone, the Department of Labor received 640,000 first-time claims for unemployment insurance.

These record unemployment figures give proof that US employers continue to be hit by the recession and are forced to let go of their workers. It is inevitable now for American consumers to hold on to their hard-earned cash, especially as their buying power continue to fall.

Mindful of this worsening situation, the South San Francisco-based money remittance and cargo firm LBC Mundial Corporation (LBC USA) is offering its costumers a respite from the economic turmoil.

LBC USA is empowering its costumers to make choices on how to spend their hard-earned money.

Starting May 1, every money remittance customer can choose how much to pay in service fees through LBC's first-ever tiered pricing plan for its money remittance services.

**Family ties**  
LBC USA understands that, despite the dismal situation of the economy, Filipinos in America who have family connections in the Philippines will continue to nurture their roots.

They do this through regular financial support for their loved ones back home, albeit in smaller amounts in recent months.

For many US-based Filipinos who are grappling with the effects of a distressed economy like rising mortgage payments, or worst jobs loss, this continued financial support for their loved ones in the Philippines has not been easy.

LBC USA gives its costumers the



(Advertising Supplement)

# RE-UNION

Filipino-American Associations in America

Searching for a kababata from your hometown, a college buddy or a Pinoy colleague? Your search is finally over. The Asian Journal brings you Re:Union, Filipino American Associations in America -- your link to a network of kababayan associations here in the United States. As your Filipino-American community newspaper, the Asian Journal recognizes your need to nourish and maintain ties with the people and the culture you were born with. This is our way of connecting our kababayans to the past, of creating new opportunities for the present and of inspiring you to pay it forward by becoming active members of your association and the FilAm community at large in the future.

## Kabalikat Society

"Shoulder to Shoulder We Stand Together"

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Kabalikat Society – Bridging the Gap Between All Fil-Am Generations

**C**HINO HILLS – In today's modern Filipino-American household, there are very few common interests that both young Filipino-Americans and elder-generation Filipino-Americans can relate to. Aside from culture and last name, there are very few similarities between these generations. In Chino Hills, CA, a suburb about 40 miles east from Los Angeles, a young Filipino-American grass-roots organization is aspiring to change this phenomenon and bring young and elder generations together in order to "bridge the generational gap" between Fil-Ams in their local and surrounding neighborhoods.

Kabalikat Society was founded on October 2008 and is composed of about 15 members ranging in age from 20 to 25 years old. Their goal is simply to educate the local community of the Filipino heritage and "bridge the gap" between older and younger Filipinos. Kabalikat intends to realize their goals by putting together several community-based events that will cater to and bring together both the elder and younger Filipino Americans within their surrounding communities.

Already the Society has planned two fundraising events--the Lolo & Lola-Palooza California/Nevada Stateline Tour held on Saturday, April 18, 2009 and the Kabalikat Society Dinner & Ballroom Dancing Event to be held on Satur-

day, May 30, 2009. The stateline tour includes games, movies, and activities on a round trip ride in a luxurious, 58-passenger charter coach from Chino Hills, CA to Primm, NV, a complimentary lunch buffet, and a visit to Primm Valley Casino, Buffalo Bill's Casino, Whiskey Pete's Casino, and the Las Vegas Premium Outlets. Departure is at 7am at the Stater Brothers' parking lot located at 14250 Chino Hills Parkway at the corner of Grand Avenue. Return time is at 11pm. General admission is \$38, and senior admission is \$28 for 60 years and above. Their fundraising efforts will eventually culminate in the 1st Annual Philippine Independence Day Festival on July 12th, 2009 held in the Chino Hills Community Park.

Although it may seem that young and old Filipinos have no similarities and common interests, Kabalikat Society is focused on the main similarity that bind both young and old Fil-Ams together--culture. By holding these events the organization is making strides for all Filipino-American generations to come together and learn more from each other. They believe that through education and community events we can better understand the nuances of our Filipino heritage. To learn more about Kabalikat Society or for more information about their events please e-mail [kabalikatsociety@gmail.com](mailto:kabalikatsociety@gmail.com) and/or visit [www.kabalikatsociety.com](http://www.kabalikatsociety.com) ■



From left are ABS-CBN Global CFO Kai Rodriguez, North America Managing Director Chinky De Jesus, UGAT Foundation Executive Director Fr. Nilo Tanalega, SJ, ABS-CBN Global COO Raffy Lopez, Abe King of PBA Legends USA Foundation, Dr. Jocelyn Bruce of NANAY, Inc., ABS-CBN Broadcasting Network President & COO Charo Santos-Concio, Ken Mendoza of FABA of Metropolitan D.C., Alice Andam of Pnamdc, Inc., ABS-CBN Broadcasting Network CFO Ron P. Valdeuz, Dr. Manuel Hipol of CUFOF, Inc., ABS-CBN News Bureau Chief Ging Reyes and Senior Manager for Community Relations Mito Santisteban. (Photo by Mona T. Brooks)

## Gawad Geny Lopez Jr. Bayaning Pilipino 2009 honors five Fil-Am organizations

**R**EDWOOD CITY – ABS-CBN International (ABS-CBNi), the US-based subsidiary of ABS-CBN Broadcasting Network, the Philippines' largest entertainment and broadcasting company, honored recently the recipients of the Gawad Geny Lopez Jr. Bayaning Pilipino 2009 in ceremonies held at the Studio TFC at the ABS-CBNi corporate office in Redwood City. The awards were jointly hosted with the Ugnayan at Tulong para sa Maralitang Pamilya (UGAT) Foundation headed by Fr. Nilo Tanalega, SJ, which also oversees the nomination and selection of winners.

This year's honorees are: Council of United Filipino Organizations of Tidewater (CUFOT) from Virginia Beach, VA, represented by Dr. Manuel Hipol; Filipino American Basketball Association (FABA) of Metropolitan D.C., Inc. from Oakton, VA, represented by Ken G. Mendoza; National Alliance to Nurture the Aged and the Youth (NANAY, Inc.) from

North Miami, FL, represented by Dr. Jocelyn Bruce; PBA Legends USA Foundation from Gig Harbor, WA, represented by Abe King; and the Philippine Nurses Association of Metropolitan D.C., Inc. (PNAMDC) from Alexandria, VA, represented by Alice N. Andam.

The awards show, which coincided with the kick-off of The Filipino Channel's (TFC) 15th year anniversary celebration, was attended by ABS-CBN Broadcasting Network President and COO Charo Santos-Concio. "We are in media and, therefore, we have been given this great responsibility to serve our kapamilyas all over the world," she said. "We can't just pay lip service to this mission. We have to take it to heart and live it. We are in the business of mirroring life and human experience."

ABS-CBN Global COO Raffy Lopez in his opening remarks recalled the reason for Gawad Geny Lopez Jr. Bayaning Pilipino: "A Filipina domestic helper in Hong Kong was run over by

a car in the pursuit of saving a child. That single heroic act in 1994 inspired my father, the late Don Eugenio "Geny" Lopez Jr., to partner with Fr. Nilo Tanalega of UGAT Foundation to conceptualize a program geared towards recognizing ordinary folks who had done extraordinary deeds in the service of the Filipino people."

"Kicking off TFC's 15th year celebration with a special tribute to the Gawad Geny Lopez Jr. Bayaning Pilipino awardees here in the US is our way of affirming what we truly value as a company: that is service with a humanitarian spirit at the core of our business," adds North America Managing Director Chinky De Jesus.

The ceremonies had ace musical performers in the popular Southern California-based Philippine Chamber Singers-LA, the powerful vocal trio III of A Kind, rising Disney star Anna Maria Perez de Tagle, and international musical theatre singer-actress Joanna Ampil. ■

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## People and Events

### Rotary Club of Historic Filipinotown

Rotary International 'A call to community service'

**FILIPINOTOWN** – In an ongoing effort to build goodwill and advocate community service, the Rotary Club of Historic Filipinotown invites community members to speak about their vocations or crafts at their weekly club meeting. These guests are accomplished professionals and community leaders who come from different walks of life and demonstrate a passion for service through charitable

efforts, or are seeking to find an opportunity to give back to the community. The Rotary Club of HiFi provides a bridge for various Filipino American organizations as well as within the Rotary clubs to collaborate in community projects aimed to benefit the disadvantaged or support a worthy cause primarily in the Philippines, Filipinotown and the neighboring towns. The RCHiFi has been honored

to listen, learn and forge alliances with many outstanding speakers. A partial list of previous speakers are as follows: Chis Liban, PhD. from Metropolitan Transit Authority; Rick Mendoza, Past District Governor of the Rotary Club District 5280; Robert Branzuela, CEO of Honda Downtown LA; Fr. Ben Beltran, SVD Parish Priest of Smokey Mountain Philippines; Arturo Garcia, Project