

KC: RP's ambassador against hunger visits WFP in New York

by MOMAR G. VISAYA
AJPress

NEW YORK—Maria Kristina Cassandra Cuneta Concepcion was born with a silver spoon. She entered this world famous, no question about that, and the public watched her grow before their very eyes.

With Sharon Cuneta and Gabby Concepcion's blood running through her veins, showbusiness was an inevitable path. KC, as she is more famously known, took a sidetrip and finished a business communications course at the American University in Paris.

Nothing like her contemporaries in the business today, KC decided to take the road less traveled and leverage her star power in pushing for a cause that has become near and dear her heart.

Last year, the young actress was ap-

pointed by the UN- World Food Programme as a National Ambassador Against Hunger in the Philippines, with a special mission to highlight the need for effective solutions to hunger and to address humanitarian needs in Mindanao.

"I have been working with them since 2007 and I was told that I was nominated and I had to wait for six months. I went through a trial period with my Pikit, Cotabato mission and a few meetings before and after that and got word after a few weeks if I wanted to accept the nomination. It was such an honor," KC told the Asian Journal in an exclusive interview across the UN headquarters in Manhattan.

WFP in the Philippines has been using food assistance and hot meals to boost school enrolment and attendance especially in Mindanao. As a national ambassador, KC has been traveling within and outside the Philippines to raise awareness about WFP programs and operations.

"We are doing better than a lot of more high-pro-



KC AT THE UN. KC Concepcion, the UN World Food Programme National Ambassador Against Hunger in the Philippines, with Bettina Luescher, WFP Chief Spokesperson.

AJPress Photos by Momar G. Visaya

file countries in some aspects," KC shared. That does not mean though that they are not working double time to make things even better. The most recent issue that affected the situation in the Philippines have something to do with families and children displaced by the conflict in Mindanao.

"We have more internally displaced families than Sri Lanka and other more high-profile countries but in terms of malnutrition, we have much less than Africa and some of our Southeast Asian neighbors," she adds.

There is a particular focus on Mindanao because of the conflict going on there, and based on their data, there are about one million women and children displaced by the war there, according to Bettina Luescher, WFP Chief Spokesperson for North America.

"One of the biggest things we do world-wide is our school feeding. It is important that children in school get a meal; that their little bodies can grow up strong. It only costs about 25 cents a day to feed one child," Luescher added. ■

The Voice of FilAmerica

Political empowerment is still a treasure that eludes us as a community here in America. While we are the second largest Asian American community in the United States, we have yet to harvest the power that comes from our numbers. The Voice of FilAmerica features elected and appointed officials—regardless of political affiliation—in the different US states who are of Filipino ancestry. As your Filipino American community newspaper, the Asian Journal recognizes the fact that we all have a responsibility towards bringing political empowerment to fruition, especially for our future generations. It is our hope to have our voices heard all over America.

Roland Sagum III

Hawaii State Legislature House of Representatives

by JOSEPH PIMENTEL
AJPress

IT'S hard to replace a good leader.

But that's exactly what FilAm Roland Sagum III did when he campaigned and won the 16th district seat in the Hawaii State Legislature House of Representatives in 2006.

Sagum succeeded retiring District 16 state House Rep. Bertha Kawakami, who had held the post for nearly 20 years.

Sagum represents District 16 covering West Kauai and Niihau.

It was his strong passion and beliefs to represent the people of Kauai and Niihau in the State Legislature that won over voters.

Since being elected, he hasn't disappointed. Sagum currently serves on the Energy & Environmental Protection, Finance, Housing Interim Task Force on Smart Growth, and Water, Land, & Ocean Resources commit-

tees.

Prior to serving District 16, Sagum was a respected business and community leader.

Sagum is currently the Vice President of Kikiaola Land Company, LTD. in Waimea, Kauai. He is responsible for strategically all planning and development efforts for Kikiaola Land Company's 600-acre property while maintaining excellent community, government and corporate relations.

He also holds principal position with Applied Planning Systems which is a land use consulting firm that provides technical support in the procurement of discretionary entitlements, urban & land use planning, and environmental studies, to public and private entities, according to his website.

He has also served as deputy planning commissioner under mayors Tony Kunimura and JoAnn Yukimura from 1987 to 1992, as well as he has been a member of various boards and commissions including the Kauai Civil Service Commission, the Kauai General Plan Update Advisory Committee, the Kauai Housing Advisory Committee and the Marine and Coastal Zone Advisory Council, according to The Garden Island, a Kauai newspaper.

He received his bachelors in Biology at Chaminade University and an Associate in Science Degree, Hotel Management from the University of Hawaii.

With his leadership credentials, Sagum is sure to become not only a good leader but a great leader for West Kauai. ■



JASMINE SPA AND SALON



TONY
Creative Stylist
Cell: (702) 355-8669
• London trained by Vidal Sassoon, Alan International, and Toni & Guy
• Former Hairstylist of Lea Salonga - Miss Saigon

SALON SERVICES

- Haircut - \$15.00 & up
 - Color - \$50.00 & up
 - Chemical Texture - \$50.00 & up
 - Treatments - \$25.00 & up
 - Hair Up-Do & Make-up -
- Prices quoted by Consultation

*For more information & inquiry, please call Tony

SPA SERVICES

- Full Body Massage
- Facial
- Body Treatment
- Foot Treatment
- Pedicure

15% OFF
on Massage & Facial



*Foot Massage starts at \$30.00 & up comes with Foot Soak & Sea Salt Scrub

6020 W. Flamingo Road, Las Vegas, NV 89103

(702) 257-8800
(702) 889-8839



"2 for 1" Pay for one night, Unwind for Two

Exceptional Times. Exceptional Offers

Treat yourself to a vacation that is twice as long and get double the value with the Hilton Cebu Resort & Spa Holiday Sale - You deserve it!

With such unexpected prices you can afford to surprise yourself and make this a holiday season to remember for loved ones or family.

Simply book between 1st June to 31st July and stay with us for 2 or more nights between 2nd June and 31st August and we'll offer you a price that is twice as nice.

www.hilton.com/2for1asiapacific



Sigue Corp.

Leaders in International Money Transfer

Now in the

Philippines

Sigue Na! Padala Na!

Mabilis at Maasahan

\$7*

Low Introductory Service Fee thru June 30, 2009!

BDO Remittance



JITPay.com
Powered by Sigue Corp.

* Dollar to Peso Cash Pick Up or Direct Deposit BDO Account only

LICENSED BY THE GEORGIA DEPARTMENT OF BANKING AND FINANCE MA FOREIGN TRANSMITTAL AGENCY #FT3183 RHODE ISLAND LICENSED MONEY TRANSMITTER

1(888) 356-2026 www.sigue.com

• If you are interested to become a Sigue Sales Agent and offer our money transfer service at your business location, please contact Evangelina Velasco at (702) 812-7289 or evangelina.velasco@sigue.com

• If you are interested in a Sigue Sales Representative position, please send your resume to Resumes@sigue.com

(Sigue is an Equal Opportunity Employer)

Suzanna Oriental Market
3310 S. Nellis Blvd #23
Las Vegas, NV 89121
Tel. (702) 451-2358

Golden Oriental Baskets & Jars
1012 E Charleston Blvd #103
Las Vegas, NV 89104
Tel. (702) 385-3687