



Hi!
Society

By MONET LU

I SINCERELY thank my readers for their responses, positive and otherwise, to this column. It has been a humbling experience for me. To clear the air, especially to the skeptics out there, I fully admit that I am not a writer or journalist. I collaborate with a professional to weave these thoughts of mine into coherence.

What I am is a curious observer of all things artistic, and I can say that in my many years in the beauty industry, I have come across many personalities and experiences which I think are worth sharing. I hope that what I share here is taken in the spirit for which it is intended. I aim to tell stories that are entertaining. The world is chaotic enough as it is, and I do not wish to join the doomsayers. There is much in the world to celebrate. This is what I wish to do—to celebrate the life and accomplishments of notable Filipinos and Filipino-Americans. Speaking of notables, this particular person comes to mind. A *Pinoy* that I'm proud to call my friend is master starmaker Alfie Lorenzo. He and I go way back. I have to acknowledge him as my main bridge to the fascinating world of Philippine entertainment. Through Alfie, I have met the biggest stars of our country.

My friend Alfie is a complex person. *Matampuhin, maalalahanin, mataray, matapang, mabait, maldita, at higit sa lahat, maaasahan*. No one can deny that in Philippine show business, Alfie Lorenzo is considered an institution. Besides being a venerable movie and entertainment columnist, Alfie is a legendary maker of stars. We all know him as manager to top talents such as Sunshine Cruz and Ruffa Gutierrez. This award-winning luminary is perhaps best known as the man behind the success of superstar Judy Ann Santos.

Si Juday, *talagang inaalaagan niya* since she was very young

All about Alfie...

because he saw such a potential in her. Today, Juday is among the busiest and most in-demand dramatic actresses in Philippine movies. If you look at Juday's longevity in showbiz, it's like seeing the essence of Alfie Lorenzo. When he believes in your talent, he will bend over backwards to make it happen. He is just that kind of person.

I met Alfie over 20 years ago, and it was actually a very unusual meeting. He was visiting Los Angeles and a common friend first introduced us over the phone. We made plans to hang out at the annual Halloween Parade in West Hollywood.

For the occasion, my then boyfriend and I were wearing costumes with masks. Dressed like so, we picked up our new friend Alfie, who had no idea what I looked like but trusted me anyway to take him to the Halloween festivities. I would like to think of that moment as a significant start of our friendship because he was willing to accept me, mask and all. And I felt the same way about him.

From then on, we became close friends. So everytime he would come to LA where I'm based, he would stay with me at my humble apartment back then. When I went home to Manila, I was welcome to stay at his place as well. Being around Alfie is the same as hanging out with celebrities because that is the world that he exists in. Through him, I became fascinated with the goings-on in the movie industry.

Through Alfie, I met another remarkable woman, Annabelle Rama and the rest of the Gutierrez clan, as well as the cute Liberty boys in those days.

I also met the who's who in the Philippine entertainment press like Cristy Fermin, among others.

I feel honored to be part of Alfie's circle of friends. To me, he is like a very dear Tita. He is a little *matampuhin* when he is not the first one I call when I go home to Manila. These days, Alfie and I barely have time to get together and talk like the old times.



Alfie Lorenzo

Kahit hindi kami magkasama madalas, I know that our friendship endures because when we do spend some time together, it is quality time. I dedicate this column to you Alfie. You may think that I have forgotten our times of laughter and tears, with our beloved friend, the late Billy Balbastro (may God bless his soul), but I continue to think of you fondly as a friend I can always count on our times together have been the happiest for me.

May you continue to nurture the strongest talents in this generation. God bless you and your loved ones!!!

LA-based celebrity stylist Monet Lu was born in Marikina, Philippines. In the 80s, Monet left a thriving salon chain business in his hometown to migrate to the US. He had the vision to recreate his success in the US by building a beauty business that served the needs of Filipino Americans. Currently, Monet is the proud owner of four salons with branches in Van Nuys CA, Panorama City CA, Los Angeles CA and Las Vega NV. He has since branched out to event productions through his events and marketing company, Events Specialists International, producer of the longest-running [20 years!] and most prestigious Filipino-American awards/fashion show in SoCal. In 2006, Monet kicked off another passion to develop his own line of all-natural, beauty care products, Skin By Monet.

Monet is also a humanitarian and has supported many charitable organizations such as the Marikina Revitalization Project, AIDS Center in Pasadena, Alab Ng Puso, Every Nation Ministries, Gawad Kalinga, Bantay Bata 163, and many more. To contact Monet, please visit his site: www.monetsalon.com.

IMMIGRANT LIVING: 101 AND BEYOND



MONETTE ADEVA MAGLAYA

(Much of the economic woes we struggle with these days can be attributed to the impulse for instant gratification which American society, through its powerful influence-peddling media and with the help of the internet, engenders without apology. Need or want something? You can have it immediately, with little or no consequence. So the story line goes. By now, we know that's a brazen lie.

Experience has taught us that anything worthwhile takes perseverance, tough-minded discipline and the requisite time to see things through to fruition. Sadly, as many of us have found out while dealing with the heart-break of foreclosures in a brutal recession, shortcuts often lead to short circuits.)

The practice of deferred gratification is a painful one. And who wants pain? It means letting go of the perceived whimsical, multiple yet tiny pleasures of the moment over a length of time in order to be in a financial position to afford the more significant purchases in one's life. It involves avoiding spending money on trivialities in order to save and accumulate substantial sums for the really important things in life—like being able to afford to have more time to do the things one likes to do: study, travel, paint, dance, write and a host of other things that one would have liked to do if there was time enough or the money to buy time. In the mundane world, it means quite simply, to be able to afford to buy what he believes to be important to his life, whatever these may be.

Deferring gratification involves patience and sacrifice and having to make do without the things that one wants right at that moment. Our natural tendency is to get the things that we want right at this moment to satisfy a whim or placate that impatient part of ourselves—even if we have to go into debt to do it.

Most trailblazing, first generation immigrants who have had to start from scratch and have had to make do during the early part

Deferring Gratification

... So many of us define ourselves by what we have, what we wear, what kind of house we live in and what kind of car we drive ... If you think of yourself as the woman in the Cartier watch and the Hermes scarf, a house fire will destroy not only your possessions but yourself.

— Linda Henley

of their immigrant lives, do not have a problem with sacrifice. It is part of who they are and what has made them strong and resilient in the face of adversity. The supreme irony is that patience as a virtue is not something that is automatically, genetically passed down to young people. We all have a natural aversion for pain and sacrifice yet this feeling is strongest among the young ones in an affluent society.

Teaching a person to save and not spend all the money that he has in one fell swoop in consumable, useless, mere image-building, ego-satisfying items is done best at a very young age. Parents who succeed in teaching their children to save even small amounts of money will have laid one of the basic foundations of building character in a young person.

The way to save money has always been to pay one's self first and accumulate small amounts prodigiously over a length of time. In the world of ordinary, earned money, it is not what you make that counts, it is what you get to keep.

Out of any amount earned, won or received, and before buying anything, a minimum of 10 percent is taken out and is socked away in a savings account that should earn interest. In some cultures, parents teach their children to put away 20% or more of whatever money their children receive. This account is maintained and added to on a regular basis and kept until it reaches a critical mass and can then be placed in fail safe financial instruments for longer terms that can earn compound interest. This practice teaches patience and a healthy respect for saving money over time and keeps a run-away consumer frame of mind in check.

Young people will be tempted to spend it all on one big purchase that they feel is something that

they need. It is their money after all and they should be able to do so. Their decision to spend it all after they have taken the time and the effort to save it can provide them one valuable learning experience about how to make judgment calls when it comes to money. The idea is to start them thinking and developing the discipline of paying one's self first with any amount of money they earn or receive as a gift. They will begin to regard small bits of money as tiny droplets that in time can form a pond or a lake that is ready to be tapped when a really important need arises.

One benefit of saved money is that when a rare opportunity arises for those in a position to take advantage of it, like a trained soldier in full battle gear, he can be at a vantage point to make a decision, act on it and score a hit. Picture making a strong, hard-to-resist offer on a house you really see yourself living in for the rest of your life and getting it on your terms. Saved money can act as a buffer against the unforeseen, such as losing one's job to help tide you over the rough spots until you find another. It can even serve as a welcome salve for an emotional downturn. Transitions are always tough. Money makes it easier to navigate. That Carnival cruise to the Caribbean can help soothe a broken heart.

A caveat is in order though: BALANCE IS THE KEY. It is quite possible to go to the deep end and become a soulless, dried-up old prune like Scrooge. There's just no sense being moneyed yet miserable.

Nota Bene: To ask questions, send feedback and requests as well as to inquire about advertising in any or all of the 6 print editions of Asian Journal in California, Nevada and New York/New Jersey and/or advertising in the Print Edition Online of Asian Journal, e-mail monette.maglaya@asianjournalinc.com THANK YOU TO ALL WHO HAVE SENT FEEDBACK.

JUNO CONNECTION



CHARMAINE TEODORO

H1N1 is the new influenza virus causing illnesses in tens of thousands of people worldwide. The World Health Organization received reports from 62 countries reporting a total of 17,410 cases. 115 people have died from the virus with most of the fatalities occurring in Mexico. The United States, which first detected the virus two months ago, has the highest number of cases, with a reported number of 5,029. The Center for Disease Control and Prevention says that the virus spreads from person-to-person, similar to how seasonal influenza is transmitted. The World Health Organization, with a six-level pandemic alert system that measures if the virus is about to become a widespread global epidemic, considers the spread of the illness at level 5. With nations around the world possibly bracing for an outbreak of this new and potentially deadly flu, individuals should take precautions in order to prevent possible illness.

What makes this influenza difficult to immediately identify is the fact that symptoms of H1N1 are very similar to that of seasonal influenza. H1N1, which is commonly known as swine flu because it is a respiratory disease in pigs, do not normally infect humans but have evolved in ways that lead to a human-to-human spread. Common symptoms of the flu are: fever of 100+ degrees Fahrenheit, cough, sore throat, muscle ache, headache, chills and fatigue. Less common symptoms include diarrhea and vomiting. It is highly recommended to consult a doctor immediately if such symptoms manifest.

According to the World Health Organization, the Center for Disease and Control Prevention (CDC), WebMD (<http://webmd.com>) and other health experts, the following guidelines will help prevent us from contracting the new influenza virus.

Wash your hands often. This may be common sense but it does reduce your risk of catching the flu. Wash it for at least 20 seconds with soap, then rinse it with warm water and dry with a clean, disposable towel. Do this especially before eating, after you sneeze, cough or when you commute and

HEALTH ALERT

Measures to consider for H1N1 Flu (Swine Flu) prevention

touch public surfaces like a hand-rail or items like a door knob, gate, etc. If water is not available, use an alcohol-based hand sanitizer.

Make sure to cover your mouth and nose when you cough or sneeze. This is common courtesy, and more importantly, it prevents whatever virus, not just H1N1, from spreading.

Keep yourself from touching your eyes, nose or mouth. This is how germs spread.

Eat foods that will boost your immunity and capacity to fight infection. Foods rich in Vitamin C such as green peppers, tomatoes, strawberries and pineapple enhance your immune system. Vitamin E-enriched ingredients like seeds, vegetable oil and grains enhance your body's ability to produce B-cells, the immune cells that destroy bacteria. Omega-3 fats, which increase the activity of white blood cells that eat up bacteria, will be very beneficial for your diet. Salmon, tuna and yogurt are some of the foods that contain Omega-3.

Avoid alcoholic beverages. Drinking your favorite beer or cocktail can decrease your ability to resist infections like this new flu. They are known to be immune suppressants aside from being a mood depressant.

Exercise! Now may be the best time for all of us to do some repeated moderate exercise. According to WebMD (<http://webmd.com>), when such exercise is repeated almost daily, "there is a cumulative immune-enhancing effect, which leads to a sustained response by the immune system to illness." Simply put, exercise makes your body stronger against viruses.

Without being paranoid or offensive, avoid close contact with sick people.

When you find yourself having symptoms similar to the ones mentioned early on, stay at home for a week until you are symptom-free for 24 hours. This is to prevent the spread of the virus.

Regular flu and swine flu can look and feel similar, so when you have flu-like symptoms, do not conclude that you have contracted H1N1. However, if your symptoms become severe or you live in an infected area, consult a doctor immediately.

Also take note of any office, community or school notices

regarding the flu. Public health advisories abound these days, so be conscious of it when commuting or visiting public locations. It is advisable to avoid crowds while the flu is still a public concern.

Taking these precautions will help us protect ourselves from this virus and ensure that we can move on and live a normal life. While it is easy to feel anxious and worried, try to remain calm and rational. Keep in mind that we live in a society with the best medical technologies today, and the flu is nothing to panic about. As long as you maintain your composure and at the same time follow the necessary precautions, you should be able to go on about your daily lives with confidence and peace of mind.

Side note: H1N1 explained by the Centers for Disease Control and Prevention

A new influenza virus
Novel influenza A (H1N1) is a new flu virus of swine origin that was first detected in April 2009. The virus is infecting people and is spreading from person-to-person, sparking a growing outbreak of illness in the United States. An increasing number of cases are being reported internationally as well.

It's thought that novel influenza A (H1N1) flu spreads in the same way that regular seasonal influenza viruses spread; mainly through the coughs and sneezes of people who are sick with the virus.

Source: <http://www.cdc.gov/h1n1flu/>

Charmaine Teodoro is the Senior Vice President of JUNO Healthcare Staffing, a group of companies that recruit RNs, LPNs, CNAs and allied healthcare professionals and deploys them to healthcare facilities on a full-time, part-time, per diem or travel assignment. It also sponsors foreign-trained RNs for immigration to the US. JUNO has offices in New York, and in New Jersey where it offers homecare services.

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(Advertising Supplement)

RP actor, host Edu Manzano joins LBC as celebrity endorser of its money remittance services

SOUTH SAN FRANCISCO—LBC Mundial Corporation (LBC USA) announced that popular Filipino actor and television game show host Edu Manzano has signed up as the company's celebrity endorser for its money remittance services.

Manzano, known in the Philippines as a quick-witted host of the daily television game show *Pilipinas Game KNB?*, (*GKNB*) crossed over into the popular game show genre from his stint as a leading man and character actor in Philippine movies.

Viewers loved Manzano's funny hosting style spurring ABS-CBN to give him more hosting jobs. He is currently at the helm of two shows for the network.

In addition to *GKNB*, Manzano also shares hosting responsibilities with his real-life lady love Pinky Webb for the network's morning show, *Umagang Kay Ganda*.

In addition to his hosting jobs, Manzano is currently the chairman of the Philippines' anti-film piracy agency, the Optical Media Board (OMB) of the Office of the President. Through the OMB, Manzano was able to pursue his passion to stop child abuse and



child pornography in the Philippines.

His stint at the OMB led to his efforts to create the Anti-Child Abuse and Pornography Foundation. To date, he has even donated a total of P400,000 to the cause.

LBC's decision to hire Manzano as its celebrity endorser this 2009 was encouraged by the positive response in the Philippine when he was hired as celebrity endorser of LBC Bank's ATM Bilis product last year.

"In the Philippines, he is already known as the Hari ng Padala," notes Patricia Garcia, marketing director of LBC USA.

LBC also has high regard for Manzano's credibility as a government official, particularly for his efforts against child abuse and child pornography.

In time for the launch of LBC USA's new low prices and new Instant Peso Padala service, Manzano came on board and will grace all print and television advertisements of LBC USA.

(Advertising Supplement)

'Citizen Pinoy' returns to Manila this June!

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CBN International is bringing Atty. Gurfinkel back to Manila for live audience tapings!

Taping in Manila is on June 21 (Sunday) at the ABS-CBN Studio 1, ABS-CBN Broadcast Center, Mother Ignacia corner Sgt. Esquerro Ave, Diliman, Quezon City. There are three (3) taping schedules to choose from: 10am/1pm/4pm. As a public service from the TFC and the Law Offices of Michael J. Gurfinkel, seats are FREE, but you need to reserve now at www.citizenpinoy.com or from the Philippines, call (011)(632)894-0239 or (011)(632)894-0258.

Let your friends and relatives in the Philippines know, so they can join Attorney Gurfinkel, along with several "surprise" celebrity co-hosts, at the live taping. This is definitely another golden opportunity for "kapamilya" and their loved ones back in the Philippines to express their concerns and ask their questions regarding US immigration.

Citizen Pinoy is made possible with the support

of our sponsors, who are committed to giving back to the Filipino community: *Asian Journal*—with circulation in Northern and Southern California, Nevada, and in the East Coast; and Arko Foods, the oldest Filipino store in Glendale. *Citizen Pinoy* is also supported by ABS-CBN Global's key product offerings: Star Kargo, Starry Starry Store, ABS-CBN Telecom and TFCDirect.

Informative. Entertaining. Inspiring. Let your family and friends who have immigration concerns back in the Philippines know to reserve their seats now and be there when *Citizen Pinoy* returns to Manila on June 21 (Sunday) at the ABS-CBN Studio 1 in Quezon City.

Citizen Pinoy—airs every Sunday, at 5:40pm (PST) with a replay on Wednesday, at 12:15am (PST) on TFC. CITIZEN PINOY also airs on ANC-US every Sunday at 12am with replays on Sunday at 8am and Thursday at 7pm, all PST; and on ANC-Philippines every Sunday at 4pm with a replay at 12am every Monday. ■