

FROM THE FRONT PAGE

# Forbes: Pacquiao world's 6th highest-paid athlete

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Manny Pacquiao arrives at the Capitale in New York City to accept his award from the boxing Writers' Association.



AJ contributed photo by Richard Reyes

Pac-Man \$30 million combined." The reputable business magazine cited the General Santos City-based southpaw's endorsements with giant firms. "Pacquiao's massive popularity in his native Philippines is why companies like Nike and San Miguel beer have signed him to endorse their products. Pacquiao intends to use that popularity to run for political office when his ring career is over," *Forbes* added.

basketball stars Michael Jordan and Kobe Bryant, and Formula One star Kimi Raikkonen at No. 2 (\$45 million each), and football standout David Beckham at No. 5 (\$42 million). *Forbes* has earlier listed Pacquiao as the 57th most influential celebrity in the world. The Filipino spitfire was also included in *Time* magazine's list of 100 Most Influential People. Pacquiao is reportedly returning to the ring in November, possibly against welterweight star Miguel Cotto. (*Dino Maragay*)

# Mancao's family reunites in RP

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of telling the truth and serving justice [is done] and there will be no complications, I think Cezar would be a happy man since he fulfilled his mission." Upon arriving to Manila,

Valera, Mrs. Mancao and her family met with NBI officers at the Ninoy Aquino International Airport. Mrs. Mancao and their sons went directly to the NBI office

to meet with Mancao. Mrs. Mancao said that the family plans to stay in the Philippines for a month before heading back to the US. (*Joseph Pimentel*)

# Race narrows down to Villar, De Castro, Roxas

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16 to May 6. Interviewers asked the question: "Under the present Constitution, the term of President Arroyo is up to 2010 only, and there will be an election for a new President in May 2010. Who do you think are good leaders who should succeed President Arroyo? You may give up to three names."

18 percent wanted Roxas as president. Villar's ranking jumped from 18 percent in September 2007 to 25 percent in June 2008 and 26 percent in February this year, an increase of 11 percent from Sept. 7, 2007. De Castro dropped from 27 percent last February, while Roxas climbed from 15 percent to 18 percent.

Legarda got 14 percent from 25 percent in the same period. The other top 10 choices are former President Joseph Estrada, 13 percent; Sen. Panfilo Lacson, 12 percent; Makati Mayor Jejomar Binay, two percent; and President Arroyo, two percent. Twenty percent could not give an answer and nine percent had no one to recommend.

Sen. Francis Escudero ranked fourth with 15 percent from 23 percent while Sen. Loren Legarda got 14 percent from 25 percent in the same period. The other top 10 choices are former President Joseph Estrada, 13 percent; Sen. Panfilo Lacson, 12 percent; Makati Mayor Jejomar Binay, two percent; and President Arroyo, two percent. Twenty percent could not give an answer and nine percent had no one to recommend. The survey was conducted using face-to-face interviews of 7,000 +/-1.2 percent, the SWS said. ■

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# RP out of 3rd world status...

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who have not forgotten to help the motherland. De Castro even managed to sing *Wonderful World*, the Louis Armstrong classic. "*Para sa GK, itataya ko ang reputasyon ko.*" (For GK, I will bet my reputation) he remarked.

The historic event also gathered a veritable who's who in the worlds of Philippine politics, business and civil society.

Senators Francis Pangilinan and Miguel Zubiri, Agriculture Sec. Arthur Yap, Makati Mayor Jejomar Binay, Taguig Mayor Freddie Tinga, Parañaque Mayor Jun Bernabe, Cagayan de Oro 2nd District Congressman Rufus Rodriguez, Camarines Sur Governor LRay Villafuerte, former Globe President Gerry Ablaza, Pilipinas Shell President Ed Chua, Seafood City's Steve Go and other personalities mingled with the almost 700 delegates who trooped to Boston to attend this three-day summit.

Former Cabinet secretaries Avelino Cruz (Defense), Elisea Gozun (Environment and Natural Resources) and Cito Lorenzo (Agriculture) also participated.

"GK has become a testament to what our future will be as a nation. We will not allow despair to triumph over genuine change. Through the synergy of the government and private sector, we will be able to change the quality of life of our people," Sen. Pangilinan told the audience during the last plenary.

For about six hours on Friday, June 12, Kendall Square in Cambridge was transformed into a small Filipino town fiesta, with colorful performance arts, exhibitions and culinary samplings. Earlier in the morning, Vice President Noli de Castro, Philippine public officials and leaders of Fil-Am organizations raised the Philippine flag and sang *Lupang Hinirang*, the Philippine national anthem.

Meloto also launched the book called *The Builder of Dreams*, a first-hand account of the Gawad Kalinga journey, its history and the dream to end poverty for five million poorest Filipinos and build a first-world Philippines. Copies being sold at \$25 sold out immediately.

During the last day, seven signed copies of the book were auctioned, with prices ranging from \$250 to \$440 per book. Danny Javier of the Apo Hiking Society helped during the auction. World-class Filipino artists led by maestro Ryan Cayabyab, Joey Albert, Louie Reyes and Stephanie Reese entertained the delegates on both evenings.

### Response to the UN-MDG

"We are on the first phase of a three-phased campaign, starting with social justice from 2003 to 2010. We are happy to say that as of 2009, we have enough land for 700,000 families all over the country," Meloto added.

Apart from the plenary sessions, there were also four breakout workshop sessions where the delegates were divided into groups.

Two of the sessions were held at Harvard University's Kennedy School of Government. One focused on GK as social artistry and a global template for development and the other dwelled on GK leading a culture of change not just in the Philippines but around the world as well.

Dr. Alex Brillantes, Dean of the UP-National College of Public Administration and Governance (NCPAG), said that GK could be an emerging and possible template for development in the Philippines.

"If we look at the UN Millennium Development Goals that seek to reduce poverty by half by 2015, among others, we can see that each of these goals has a counterpart among the various programs of GK, almost a one-to-one correspondence," Brillantes remarked.

The model that Brillantes discussed refers to the convergence of the state/public, business sector and the civil society in order to come up with the solution to the pressing problems in the Philippines, key among them poverty.

"What we have here is a nascent indigenous Philippine development model for public administration and good governance, one which has become a converging point for partnership and a usable template for others," he added.

GK as a genuine model of poverty alleviation vehicle and paradigm has all the ingredients to become a template since it meets the most basic criteria, according to Brillantes.

"From the leadership of Tony Meloto as the transformative and credible leader, to the network of donors and supporters, to the fact that the organization is both local and faith-based, something that is very Filipino and ingrained in our culture, those make up for a very workable model," he added.

Meloto turned over the reins of GK a couple of years ago to Luis Oquiñena, who has been working with him when the latter was just 16 years old.

Oquiñena represented GK when it was chosen as the lone Filipino non-governmental organization to participate in the Clinton Global Initiative in the New York in 2007, a gathering of key people and reputable organizations addressing pertinent global issues among them poverty. Strictly by invitation only, the Clinton conference back then saw Gawad Kalinga as an emerging successful template for development which could be adopted by other developing countries such as Cambodia, Papua New Guinea, and Indonesia where there are now existing GK communities.

"GK in its simplest form is *bayanihan*. It is all about engaging without judging, embracing without secluding. Both the public and private sectors have the transformative capacity to collaborate and develop programs to eradicate poverty, and we will all do it the GK way," Oquiñena said.

### Change

The historic Boston summit gathered partners from all over the world, including Singapore, Brazil, Colombia, Philippines and Canada. Each one, through a piece of paper, proclaimed their resolve to end poverty of the five million poorest families in the country by 2024 and gave their pledges.

Among those who gave their pledge was Su-Chzeng Ong, a resident of Singapore and the director of GK Hope Institute, who is a strong believer in the project.

"There may not be poverty in Singapore, but we want to bring GK and make it relevant there. What we have there I think is emotional poverty, and through giving to GK, we can address that," she said.

As the organization grows exponentially, so does its network of partners. This is one of the reasons why the organizers thought of bringing the first global summit to Boston.

"Boston is the most prestigious city as far as education is concerned, it is home to Harvard and MIT, and we would like all these great minds here to study what we have here in the academic setting so that we can grow properly," Meloto said.

Since its launching as a patriotic movement for nation-building in 2003, GK has evolved into an international organization where competing brands and corporations have collaborated to work on a singular goal. McDonald's and Jollibee, ABS-CBN and GMA, Ateneo and La Salle, Smart and Globe, among other rival corporations have banded to support the cause.

"People need to be inspired to rise above partisanship and parochial interests and whatever rivalries we have because as Filipinos, we keep on dividing, whether it is politics or religion," Meloto added.

UP and Ateneo are also working together with GK on research ventures to bring the science into the spirit of community development. The partnership aims to form an academic curriculum to bring organizational and technical expertise to the GK villages.

GK has become a transcendent cause, and through the numerous villages and homes that have been built around the country, it has also successfully bridged the Muslim and Christian communities and fostered a closer relationship among the partner organizations.

Various Filipino-American organizations have also come together to sponsor villages in the Philippines and have been doing so immediately after

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# Fil-Ams make it to 50 Outstanding Asian Americans in Business List

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Teodoro shares with a laugh. "To be recognized among the many entrepreneurs, technocrats and businessmen is really something. More than anything else, I think it is God's grace and mercy. He has always been good to us."

Considered as one of the most successful Filipino-American businessmen in healthcare staffing today, Teodoro founded JUNO Healthcare Staffing, a company that recruits RNs, LPNs, CNAs and allied healthcare professionals and deploys them to healthcare facilities on a full-time, part-time, per diem basis or travel assignments.

What could be their secret? "I think it is our ability to focus on our purpose, and reinforce this purpose with our passion. If you are purposive and you know where to take your organization, the room for error or blunder is minimized," Teodoro remarked.

The company was named one of the 100 fastest-growing companies in America by *Entrepreneur Magazine* last year. It's triple digit growth, expansion to five locations in its first seven years and continued improvement in its operations, marketing and strategy puts the company on track to one day becoming a leading player in the healthcare industry.

The recession has somehow affected the business, despite talks that the health care industry is recession-proof.

"To a certain extent, we have been affected by the recession but so far, only minimally. As



Raul Teodoro with his wife Nonette (third from left) with the JUNO Healthcare staff at the Hilton New York.

standing leadership, vision and accomplishments who have built a successful business or who have distinguished themselves within their community. The award aims to recognize entrepreneurs, business professionals, as well as corporate executives who contribute to the general economy.

Award recipients represent the best of Asian American business owners, professionals and corporate executive from widely diverse pool of Filipinos, Koreans, Chinese, Japanese and other Americans that traces an Asian ancestry.

The AABDC program, now in its eighth year, aims not only to recognize successful Asian entrepreneurs, but also to promote the development of business talent and leadership among Asian American corporate executives. This year's theme is *Developing Asian Talent and Leadership in the Global Marketplace*.

The annual awards program honors individuals with out-