LBC USA gives its costumers the 'Power of Choice'

Lowers money remittance service fees to as low as $3

"We understand what our customers 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's president and CEO.

SOUTH 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 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 worsenging situation, the South San Francisco-based money remittance and cargo firm LBC Mundial Corporation (LBC USA) is offering its customers a respite from the economic turmoil.

LBC USA is empowering its customers 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.

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New pricing

Through the new tiered pricing plan, LBC customers 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 customers 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 for the location of LBC USA's 60 branches in the US.

(Advertising Supplement)

LEADERS' DIGEST

Filipinos are everywhere in America – from the East to the West coast. However, as the second largest Asian American community in America, we still have to empower ourselves to become more visible in the political mainstream. Unknown to us, fellow FilAms are making a difference across the US – as appointed and elected leaders in their respective areas. The Asian Journal Leaders' Digest aims to present to readers these leaders who have made – and continually making a difference for the Filipino American community.

Lieutenant General Edward Soriano

Highest ranking Filipino-American in the US Army

by CYNTHIA DE CASTRO
AJPress

IN the US Armed Forces, the generals are predominantly white males – although blacks have made some headway. But Asian Pacific Americans are at the bottom of the totem pole in the military ranks. In the US Navy, US Air Force and in the US Marines, there is no flag officer of Asian descent. However, in the US Army, a lieutenant general who is a Filipino-American, Army Lt. Gen. Edward Soriano, became the highest-ranking Filipino-American in the history of the American military.

Edward Soriano was born on November 12, 1946, in Alcala, Pangasinan, Philippines, to Federico Soriano, a military officer, and Encarnacion, a homemaker who raised Soriano and his sister Blez. Federico was a corporal in the 57th Infantry Regiment of the Philippines Scouts who was part of the infamous Death March and was forced to stay at an internment camp for three years. He inspired his son, Edward, to join the military as well.

In the 1960s, the Sorianos moved to Salinas, California. Soriano's father joined the United States Army as a corporal, and eventually retired as a major.

Edward Soriano graduated from Salinas High School, and from San Jose State University graduated with a degree in management. He went on to get a master's degree at the same school. Then, he joined the Army as Second Lieutenant.

Throughout his career, Soriano attended several military schools. In 1989 he graduated from the Army War College. After his initial training, in 1973 Soriano commanded Company C, 3d Battalion, 47th Infantry of the 3d Brigade of the US 9th Infantry Division. He held that position until 1975. Soriano was next given the position of assistant commander of the 1st Infantry Division of American peacekeeping forces in Bosnia. He also served in the Gulf War, becoming the chief of a liaison team to the 1st Marine Expeditionary Force sent to Saudi Arabia. In 1992 he was sent to be the Army Section chief of the Secretary of Defense Gulf War Report team for operations Desert Shield and Desert Storm.

Because of his good performance record, Soriano became the director for operations, readiness, and mobilization at the Office of the Deputy Chief of Staff for Operations and Plans. In that position he made certain that Army units were prepared to be instantly deployed on missions around the world. He was specifically in charge of troops in Haiti, Bosnia, Somalia, and other areas of tension around the world.

After September 11, 2001, when the World Tade Center buildings were destroyed by terrorists, the US government set up a homeland security department under the Joint Forces Command. Soriano was given the office of the second director of homeland security in the military in November of 2001. He held the position for ten months before he was made, in 2002, a commanding general of I Corps and Fort Lewis in Washington, a position he held until his retirement in 2004.

When he retired, Soriano was a three-star lieutenant general. The day he attained that position he became the highest-ranking Filipino-American in the United States armed forces, and only the second general ever to have Filipino roots.

Soriano is married to Vivian Guillermo, and they have had two children, Melissa and Keith. He has been given many awards over the lifetime of his careers, including the Distinguished Service Medal, two awards of the Defense Superior Service Medal, four awards of the Legion of Merit, the Bronze Star, the Defense Meritorious Service Medal, three awards of the Meritorious Service Medal, and several Army Commendation and Achievement Medals. He has also received many badges over his career, including the expert infantryman's badge and has been ranger and airborne qualified. ■

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