

PinoyGlobal Online News

FILIPINO IMAGE

SINCE 1987 • WASHINGTON, D.C.

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Immediate Attention Requested

Feb. 01, 2010

IMMEDIATE PRESS RELEASE

2010 TWENTY OUTSTANDING FILIPINO ABROAD (TOFA)

TO BE NAMED!

WASHINGTON, D.C., FEBRUARY 01--The selection for the awardees of the 2010 "Twenty Outstanding Filipinos Abroad (TOFA)" which will be held on Saturday, 11, 2010 at J.W. Marriott Hotel in Washington, D.C., U.S.A., in appreciation for their unwavering services in highlighting and promoting positive image for the Filipinos in their field of endeavor or profession has officially started

Attached is the **TOFA 2010 Planned Schedule of Activities** : (1) **Thursday, Sept. 09 2010 • 8:00 p.m.**
• Informal get together for 2010 Awardees and their spouse; (2) **Friday, Sept. 10, 2010 • 10:30 a.m.** - VIP Luncheon at JW Marriott Hotel; (3) **Friday, Sept. 10, 2010 • 6:30 p.m.** • Philippine Embassy VIP Reception; (4) **Saturday, Sept. 11, 2010 • 8:00 a.m.** - City Tour of Historic Monuments for photo opportunities and a VIP Dim Sum Seafood Buffet Lunch ; (5) **Saturday, Sept. 11, 2010 6:00 p.m.** - Grand Ballroom, J.W. Marriott Hotel Gala Banquet and Ball honoring the TOFA 2010. (6) **Sunday Sept. 12, 2010 midnight** - After-the-Ball Filipino Breakfast at the Mendoza's Presidential Suite.

As 2010 TOFA Awardees, they are special Guests of Honor. As such, all the planned schedule of activities are free of charge, except for the hotel accommodations and transportation to the planned functions.

Prospective awardees are encouraged to submit "Nomination Form" as early as possible to prepare the PR Press Releases. Please note: it is a mandatory requirement to be present to accept the accolade in order to be included in the awarding process. Early arrangements for hotel accommodations are highly recommended S% for you, your family and guests attending this memorable event.

Hotel reservations are on a first-come first-serve basis. Reservations are under Filipino American Group (TOFA), Reference # 1-ZGIREU. Please take advantage! Special TOFA Rates is ONLY at a reduced rate of \$159 per suite, instead of \$450. Make your reservations today. Please contact 1-800-393-2503 as soon as possible.

Nonoy Mendoza

Attachments: • TOFA 2010 Flyer
• Nomination Form
• Criteria & Brief History
• TOFA 2010 Planned Schedule of Activities

Do Not Miss - Each Function Is Memorable
TOFA 2010 Planned Schedule of Activities
Description of Activities

Thursday • September 09, 2010

8:00 p.m.

Nonoy Mendoza Suite

Awardee MUST attend -If unable phone (202) 531-1798

- **FREE AWARDEES & Guests (Hosted by Mendozas)**

PURPOSE:

- **VIP Get Together for TOFA Awardees**
- **Purpose - TOFA Awardees to meet other Awardees**
- **To meet Staff Members of PinoyGlobal-Fil-Am Image**
- **TOFA 2010 Planned Schedule of Activities**
- **Light Dinner Reception**
- **Dress Code: Casual Attire**
- **TOFA 2010 Awardee will briefly introduce SELF:**
Guide line is provided

Friday • September 10, 2010

11:00 a.m. - J.W. Marriott Hotel

VIP Luncheon Room

Awardee MUST attend -If unable phone (202) 531-1798

- **FREE to 2010 AWARDEES**
- **Per Guests \$75**

PURPOSE:

- **VIP Get Together for TOFA Awardees**
- **FIRST TEN (10) TOFA 2010 Awardees to deliver Brief Remarks**
- **Key Note Speaker: Surprise VIP**
- **VIP Luncheon Reception for TOFA 2010 Awardees**
- **Dress Code: Business Attire**
- **TOFA 2010 Awardee will briefly introduce SELF:**
Guide line is provided

Friday • September 10, 2009

6:30 p.m.

Philippine Embassy Dinner Reception

Awardee MUST attend -If unable phone (202) 531-1798

- **FREE to 2010 AWARDEES**
- **Per Guests \$75**

PURPOSE:

- **Welcome Remarks by the Philippine Ambassador**
- **VIP Get Together for TOFA Awardees**
- **SECOND TEN (10) TOFA 2010 Awardees to deliver Remarks**
- **VIP Dinner Reception for TOFA 2010 Awardees**
- **Dress Code: Filipiniana Attire (Barong Tagalog)**

Saturday • September 11, 2010

8:00 a.m.

VIP Photo OP of Various Washington

Historical Monuments

Awardee MUST attend -If unable phone (202) 531-1798

- **FREE to 2010 AWARDEES**
- **Per Guests \$75 - Includes TOUR & Dim Sum Luncheon**

PURPOSE:

- **VIP Get Together for TOFA 2010 Awardees**
- **Purpose - TOFA 2010 Awardees and Guests to know more about each other before the Gala Banquet & Ball**
- **VIP Luncheon Dim Sum Reception- 2010 Awardees**
- **Dress Code: Business Attire for photo op**

Saturday • September 11, 2009

6:00 p.m.

20th Annual Gala Banquet & Ball Awarding Ceremony

J.W. Marriott Hotel Grand Ballroom

Awardee MUST attend -If unable phone (202) 531-1798

- **FREE to 2010 AWARDEES**
- **Per Guests • \$250 V.I.P. RESERVED - \$150**
- **Dress Code: Formal (Tuxedo & Evening Gown);**
Guest : Formal Attire & Gown
- **Assigned Table - Advance Payment Preferred**
- **5:30 p.m. - Meet at exclusive VIP Meeting Room**
- **6:00 p.m. March out with Two (2) Past TOFA Awardee for the "Lighting of Candle Ceremony" - signifying TOFA Guiding Light**
- **7:00 p.m. - Dinner - Dance also starts**
- **8:30 p.m. - Program Starts**

Sunday • September 12, 2010

12:00 a.m. -

After-the-Ball Traditional Filipino Breakfast

Nonoy & Aida Mendoza's Suite

Awardees are encouraged to attend to unwind and to further network with other awardees.

-If unable, phone (202) 531-1798

- **FREE to 2010 & PAST AWARDEES & and their Invite Guests**
- **Hosted by Mr. & Mrs. Nonoy Mendoza**

Hotel reservations are on a first come basis. Reservations are under Filipino American Group (TOFA), Reference # 1-ZGIREU . Special TOFA Rates is ONLY at a reduced rate of \$159 per suite, instead of \$450, Take advantage of this rates. Call for your reservations today, not tomorrow! 1-800-393-2503

Strictly by Invitation Only
YOU are cordially invited to honor

Twenty Outstanding Filipinos Abroad

TOFA 2010 - 20th Anniversary

GRAND GALA BANQUET & BALL

20th Annual Gala Event

360 Past Awardees - Since 1990

Saturday, September 09, 2010

Starting at 6:30 p.m.

J. W. Marriott Hotel

The Grand Ballroom - Washington, D.C.

PAST TOFA 2009

- Ador Carreon - Ft. Washington, MD
- Angel Arando - London, England
- Tony Pizarro - San Diego, California
- Zeny Almario - Paterson, New Jersey
- Emmie Ortega Anderson - Honolulu, Hawaii
- Dr. Tris S. Briones - Newburgh, Indiana
- George Daria - Virginia Beach, VA
- Eileen DeCesare - Vienna, VA
- Federico B. Gimenez - Vancouver, B.C., Canada
- Erlinda Sayson Limcaco - Backwood, NJ
- Dr. Bambi Lorica - Potomac, Maryland
- Danny Mateo - Molakai, Maui, Hawaii
- Luz Sapin Micabalo - Las Vegas, Nevada
- Gus Mercado - Dallas, Texas
- Sally O'Connor - New Orleans, Louisiana
- Belle Owens - Baltimore, MD
- Maricel Lichauco Quiroz - Chicago, Illinois
- Dr. Jess Socrates - Hanover, Pennsylvania
- Dr. Francisco Santos Sy - Bethesda, MD
- Grace Valera - Washington, D.C.



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PLEASE MAKE CHECK PAYABLE TO: FILIPINO IMAGE MAGAZINE AND TO:

PINOYGLOBAL • C/O Nonoy Mendoza • 1600 North Oak Street - Unit # 719 • Rosslyn, VA 22209

AWARDEE :

Amount Enclosed: \$ _____

() \$ 2,500.00 for 10 Guests Gala Banquet & Ball Award Presentation Special VIP RESERVED Table

() \$ 250.00 Gala Banquet & Ball Award Presentation Special VIP RESERVED Table

() \$ 1,500.00 for 10 Guests Gala Banquet & Ball Award Presentation RESERVED Table

() \$ 500.00 Full-Page Congratulatory AD in *FILIM 2010 Souvenir Journal* & 24/7 Pinoy Global Online News

() \$ 100.00 DONATION to the RAM FOUNDATION with 1/4 Page AD at PGON

CREDIT CARD ACCEPTED: MasterCard, Visa, Discovery & American Express

NAME: _____ CARD NUMBER: _____ EXPIRATION: _____

CARD HOLDER MAILING ADDRESS: _____

AMOUNT AUTHORIZED: \$ _____ DATE AUTHORIZED: _____

Why Advertise? • Electronically Distributed to: TOFA 2010 and TOFA Past Awardees • Chicago 2006-07-08 Filipino Hall of Fame Awardees • Filipino-American Organizations & Groups • Philippine Diplomatic and Consular Posts in the world • Philippine Government Departments & Offices • Major Philippine businesses • "Powers-that-be" in the major areas globally.

AVAILABLE IN THE WEB: WWW.FILAMIMAGE.COM - Just point "Click" and Read !



2010 TOFA NOMINATION FORM
RED - INFORMATION MUST BE COMPLETED

Main purpose is to create as many role models and inspirations to our youth & community.



Member Since 1993

Filipino Achiever's TOFA 2010 Form

Gala Banquet & Ball • Saturday, Sept. 11, 2010 • J.W. Marriott Hotel

ALL INFORMATION ARE TREATED CONFIDENTIAL

Achiever's Name : _____ **Nickname:** _____

Achiever's Date of Birth: _____ **Achiever's Place of Birth :** _____

Achiever's Father : _____ **Father's Place of Birth :** _____

Achiever's Mother : _____ **Mother's Place of Birth:** _____

Date of Arrival from abroad : _____ **Country :** _____

Previous Jobs : _____

Home Address : _____

Day Time Phone : _____ **Night Time Phone :** _____ **Cell Phone :** _____

Fax Number : _____ **EMAIL :** _____ **WEB SITE:** _____

Employer or Profession: : _____ **Position:** _____

Work Address : _____ **Work Phone:** _____

High School : _____ **Graduation Date:** _____ **Special Award:** _____

College : _____ **Graduation Date:** _____ **Special Award:** _____

Achievements : _____

Brother/Sister : _____

Awardee's Hobby: _____

Spouse Name : _____ **Spouse Nickname:** _____ **Spouse Birth Place :** _____

Spouse Father : _____ **Spouse Father's Birth Place :** _____

Spouse Mother : _____ **Spouse Mother's Birth Place :** _____

Spouse Employment/Profession : _____

Children (Ages) : _____

Affiliations/Organizations : _____

RECOMMENDED BY : _____

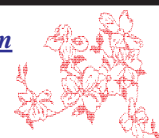
SIGNATURE OF ACHIEVER : _____ **Date:** _____

PLEASE EMAIL THIS FORM IMMEDIATELY TO: nonoymendoza@filamimage.com

Attach solo photo and bio-data by separate EMAIL or mail via" FEDEX" to:

FILIPINO IMAGE MAGAZINE - PINOY GLOBAL ON LINE NEWS

P.O. BOX 40068 • WASHINGTON, D.C. 20016 • U.S.A.





Twenty Outstanding Filipinos Abroad

HISTORY OF TOFA -

The current successful project, *Twenty Outstanding Filipino-Americans* (TOFA 1) in the United States and Canada, was first launched in July 4, 1990. Our 20th Anniversary. *FIL-AMIMAGE*, the Filipino-American Magazine, established in 1987, is the initiator and founder of the TOFA project. Nonoy Mendoza, editor and publisher of the magazine conceived the idea with his wife, Aida Mendoza and two daughters, Rochelle and Rhonda, assisting.

The popular project is now known as TOFA - Twenty Outstanding Filipinos Abroad and is slated every mid-month of September. The planned venue is usually at the prestigious *J.W. Marriott Hotel* in Washington, D.C., next door to the White House, in a 3-day 2010 TOFA Planned Schedule of Activities which will commence on the night of Thursday, Sept. 09, 2010. The Banquet and Ball Award Ceremony is planned for Saturday, Sept. 11, 2010.

SELECTION PROCESS -

The TOFA Awardees are selected from either recommendations from the following: Philippine Embassy and its consular offices; Filipino centers-of-influence residing in areas where Filipinos are concentrated; by Past TOFA Awardees; and/or by Nonoy Mendoza. Names are submitted to a *Panel of Judges* headed by *Nonoy* and *Aida Mendoza*. The decision of the Panel of Judges are final.

CRITERIA OF AWARDEE -

The CRITERIA of selecting awardees is simplified to FOUR: (1) One must be able to personally attend all, or most of the 2010 TOFA Planned Schedule of Activities in Washington, D.C., which usually start on Thursday night. Vacation or time-off from works must be planned ahead. *No representative*. Six months before or earlier, confirmed hotel reservations booking or a firmed letter of commitment to attend, bio-data and photo of the TOFA Awardee will be posted in the *PinoyGlobal* web site: WWW.FilipinoImage.com. (2) Awardee must be accomplished and visible in one's community or profession. (3) One must be visibly active in promoting things Philippines, and in assisting the Philippines. (4) One must highlight positive Filipino image. *Bio-data of awardee not able to attend the TOFA Gala Banquet and Ball Award Ceremony are permanently removed from the web site.*

MAIN PURPOSES OF TOFA PROJECT -

There are TWO simple reasons for the TOFA project. (1) To highlight positive Filipino image by informing the powers-that-be in the world, specially from one's local regions and Washington, D.C., that there are Filipinos who are achievers, and composed of varied talents and abilities. This is done through global press releases and announcements to the mainstream media. Awardees are requested to provide email and mailing

addresses of contacts. (2) For the TOFA Awardees to serve as **ROLE MODELS** and **INSPIRATION** to others, specially the Filipino youth abroad and in the Philippines. and to discourage the practice of "**CRAB MENTALITY**" attitude.

NO COST TO AWARDEE -

Except for transportation and hotel accommodations, TOFA Awardees are special VIP guests-of-honor and are free of all charges to 2010 TOFA Planned Schedule of Activities numbering at least six (6) major social functions, including: VIP Get Together; VIP Luncheon, VIP Dinner Reception at the Philippine Embassy, VIP Sight-seeing Tour for photo OP with Dim Sum Luncheon, the elegant Gala Banquet and Ball Reception, and the traditional After-the-Ball Filipino Breakfast.

NUMBER OF CURRENT AWARDEES-

Including the 2010 awardees, there are a total of three hundred sixty (360) Past TOFA Awardees, centers-of-influence and high achievers. TOFA Awardee's bio-data and photo are in the web site: WWW.FILIPINOIMAGE.COM.

The web site can be viewed 24/7 in the United States, Canada & the Americas regions; the Middle East, Europe, Asia, including the cities and provinces in the Philippines.

FINANCING THE TOFA -

Nonoy & Aida Mendoza are the major financial backers of the *TOFA Project* from the first day of its inception in 1990. Additional financial assistance comes from the *Roxanne Andrea Mendoza (RAM) Foundation* based in Washington, D.C. Individual and Corporate Sponsors are solicited in a form of "*Congratulatory AD*," "*Sponsorship*," as well as Admission Tickets/Invitations per guest to one or all of the functions in order to help defray financing of the *TOFA* productions.

TOFA Awardees are not ask to solicit "*Congratulatory AD*" and is **NOT MANDATORY**. Relatives, friends, and business associates are requested to congratulate and be included in the prestigious souvenir journal of the "*Twenty Outstanding Filipinos Abroad (TOFA)*," which appear both at *FILIPINO IMAGE Magazine (FILIM)* and *PinoyGlobal Online News (PGON)*. However, again, this is **NOT** mandatory, and not a requirement.

CONTACT FOR MORE INFORMATION -

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