

PRESS RELEASE

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RAFAELITA EDNA CONSING-CONCEPCION, is Unanimously Selected As One Of The 2010 Twenty Outstanding Filipinos Abroad (TOFA)

WASHINGTON, D.C. March 5, 2010 - (PinoyGlobal) **RAFAELITA EDNA CONSING-CONCEPCION** is unanimously selected as one of the **2010 Twenty Outstanding Filipinos Abroad (TOFA)** by the TOFA Panel Board of Judges headed by **Nonoy & Aida Mendoza** of the **FILIPINO IMAGE MAGAZINE (FILIM)** and the **PINOY GLOBAL ONLINE NEWS (PGON)**, and the **ROXANNE ANDREA MENDOZA (RAM) MEMORIAL FOUNDATION**.

The **TOFA** project was initiated in 1990 and have been commended by the governments of the United States, Canada and the Philippines. The bio-data of the 320 Past TOFA Awardees are found in the **PINOY GLOBAL ON LINE NEWS**: [HTTP://WWW.FILAMIMAGE.COM](http://www.filamimage.com), a 24/7 global web site.

The **CRITERIA, HISTORY** and other **TOFA** informations are found in the popular website. A complete copy issue of **FILIPINO IMAGE Magazine's** 2006, 2007 & 2008 Souvenir Journals, detailing more one hundred pages of bio-data of the **2009 TOFA** awardees and photographs; VIP Special Messages and including all the Congratulatory Messages and ADs, in full color, are in the website and free for all to read globally. An unprecedented feat in Filipino journalism.

The 3-day 14th annual event starts on **Thursday, Sept. 09, 2010** with an informal get-together for the awardees and their special guests. The following, **Friday, Sept. 10th**, the VIP Luncheon at JW Marriott Hotel, and at night, the fabulous welcome dinner reception at the **Philippine Embassy**. The following day, **Saturday, Sept. 11th**, a sight-seeing tour, and photo opportunity around the Nations' Capital, capped with a memorable VIP Dim Sum Luncheon. At night, **Saturday, Sept. 11, 2010**, is a formal gala Banquet and Ball Award Ceremony. After the gala is the traditional Filipino breakfast which will end the whirlwind social functions.

R. Edna Consing Concepcion is an April Aries born in 1953. Aries are said to be optimistic, spontaneous and fun loving, possess a pioneering spirit, are risk takers, natural leaders and organizers. They are loyal friends but fierce enemies, generous with their talent and time, and have a great sense of humor. These just about sum up who Edna Consing Concepcion is.

The "R." in Edna's name stands for Rafaelita, the female counterpart of Rafael. She was named after her father, the late Rafael Soriano Consing Sr. of Molo, Iloilo. Edna inher-



RAFAELITA EDNA CONSING- CONCEPCION

**Co-Founder & Chairperson, Philippine
American Business Improvement and
Development**

ited her business savvy and pioneering drive from her father who was the consummate entrepreneur. Rafael Consing Sr. brought electricity, the telephone system, and the telegraph system to Butuan, Cabadbaran, San Carlos, and other towns and municipalities in Visayas and Mindanao from the early 20's to the 1950's. He established ice plants in these areas and owned a thriving shipping line and several sawmills under Butuan Sawmills, Inc. which he founded in 1920. Although most of Rafael Consing's businesses were in the southern Philippines, he had his headquarters in Manila where he raised his family.