



## *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. *FIL-AM IMAGE*, 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 2009 TOFA Planned Schedule of Activities which will commence on the night of Thursday, Sept. 10, 2009. The Banquet and Ball Award Ceremony is planned for Saturday, Sept. 12, 2009, with the venue to be announced upon confirmation from the hotel.

### 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*, assisted by their attorneys, and Past TOFA Awardees. 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 2009 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](http://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 2009 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 2009 awardees, there are a total of three hundred twenty (320) Past TOFA Awardees, centers-of-influence and high achievers. TOFA Awardee's bio-data and photo are in the web site: [WWW.FILIPINOIMAGE.COM](http://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*" 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, this is NOT mandatory and not a requirement.

### CONTACT FOR MORE INFORMATION -

*Nonoy Mendoza, Editor & Publisher*

*PINOY GLOBAL ONLINE NEWS*

*FILIPINO IMAGE Magazine*

*P.O. Box 40068 • Washington, D.C. 20016*

*FAX: (703) 465-8708 • (202) 370-6446*

*Email: [nonoymendoza@filamimage.com](mailto:nonoymendoza@filamimage.com)*

*Web site: [WWW.FILAMIMAGE.COM](http://WWW.FILAMIMAGE.COM)*