



PinoyGlobal
ONLINE NEWS

WEB SITE: WWW.FILAMIMAGE.COM

NONOY MENDOZA, Editor & Publisher
FILIPINO IMAGE MAGAZINE
Since 1987

P.O. BOX 40068 • WASHINGTON, D.C. 20016
(202) 370-6446 • FAX: (703) 465-8708
EMAIL: nonoymendoza@filamimage.com



Member Since 1993

Nonoy Mendoza

The Image Builder

The PR Man of Public Relations

Nonoy Mendoza is the CEO, President, Editor and Publisher of the FILIPINO IMAGE Magazine (FILIM) and the PINOY GLOBAL ONLINE NEWS (PGON), an online 24/7 news service, both based in Washington, D.C.

A foremost specialist on Filipino-American affairs across the United States and Canada, Nonoy Mendoza is a public relations (PR) political strategist specializing in both the ethnic and "grassroot" markets. He is versed in speech research and speech-writing, an acknowledged "idea man"; adept in political strategy, technique and gimmickry, and known as a PR Man of PR enthusiasts. A media man since the early 50's, he was successful in both business entrepreneurship and community involvements. Nonoy was the North America Ethnic Sales Manager for Philippine Air Lines (PAL) from 1965 to 1969, and a refuted tourism expert for PAL and the Philippines' tourism industry. He was a chartered founding Board Member and the first to serve as National President of FAPA (Filipino-American Political Association). During the term of President Gerald Ford, although a registered Democrat, he was asked to serve as the first and only Filipino on the U.S. Presidential Advisory Board On Asian-American Affairs. In spite of his being a Democrat, he was asked again to serve as Specialist on Asian-American Affairs for the Republican Party (NRC) during the first Reagan-Bush Presidential Campaign. A seasoned and professional media and strategist since the mid '50's, and an Active Member of the National Press Club in the Nation's Capital since 1993, he served as a founding member of the Board of Directors of the Federated Filipino-American Media Associations in the U.S. and Canada (FFAMAS) representing then more than 300 Fil-Am publishers, editors and reporters.

Nonoy Mendoza is a seasoned journalist, he was the Pacific Northwest and Canada Bureau Chief for the MANILA CHRONICLE from 1960 until 1965. When The Manila Chronicle-U.S. Edition, was acquired by



Nonoy Mendoza

The Philippine News based in San Francisco, he stayed until late 1965, before accepting the Philippine Air Lines' offer. In the early 1950s, he was the college editor of Mabuhay Republic News, and was the anchor announcer of the first Filipino radio broadcasting in the U.S in San Francisco, California.

A highly successful entrepreneur, he was the sole owner, President and CEO of the largest Filipino-American travel organization, the Mabuhay Travel Agencies and Gem Travel of Southern California, with branches in major cities in the United States, Canada, Manila, Taipeh, Hong Kong, Seoul and Tokyo. Nonoy Mendoza is known as the major originator, architect and acknowledged prime mover of the Balibkayan Program, which was later adopted by the Department of Tourism of the Republic of the Philippines as its international tourism program, and is still functioning, including the Balik-Aral, Balik, Scientist, Balik-Kawal, and many others Balik-projects.. He is the creator and developer of the successful "Twenty Outstanding in the

MEMBER SINCE 2006
P N A
Philippine News Agency

Business Forms GLVA 11 20 08

United States and Canada” project which was launched in 1990., and is now known as "Twenty Outstanding Filipinos Abroad (TOFA)" with more than 300 Past TOFA Awardees in the popular PGON web site: WWW.FILAMIMAGE.COM.

He serves as Special Assistant and PR Consultant to various national organizations, including as PR and right-hand assistants to the Presidents of the Association of Philippine Physicians in America (APPA), the largest Filipino professional organization in the United States. He is Consultant to St. Martin de Porres Ministry of the United States; originator of the monthly Filipino Holy Mass in Washington, D.C.; was a member of the Advisory Board of the College of Democracy of the National Graduate University in the U.S. He was a member for more than 13 years of the Pastoral Council of Our Lady of Victory Catholic Church, and was a graduate of the Archdiocese of Washington, D.C., on Education for Parish Service (EPS) at Trinity College. He served as PR consultant for the Philippine Independence Day Committee, and was the professional Conference Consultant of the 1995 Asian Pacific American Heritage Council. A fourth degree and was the Founding Financial Secretary of Our Lady of Victory Knights of Columbus. Nonoy was one of the eight members of Cardinal Hickey’s Evangelization Committee of the Catholic Archdiocese of Washington, D.C . Appointed by Hon. Marion Barry, Jr., Mayor of the District of Columbia to serve for a term of 3 years on the Commission for

Asian and Pacific Islander Affairs starting in 1996, he was again reelected in 1996 until 1999— thus, having the distinction of serving under three District of Columbia mayors as a District Commissioner. He served as Communications Director and Editor-in-Chief of the Alliance of Filipino Catholic Charismatic Prayer Communities in North America.

A resident of the District of Columbia since 1990, before relocating to the District, he was chairman for three terms of the Commission on Aging for the City of Monterey Park, California. Upon his relocation to the District, in the “Hills” — the United States House of Representatives — Nonoy was immediately recruited as an acknowledged public relations strategist as PR Special Assistant to U.S. Congressman Matthew Martinez, a Democrat from California during the 101st Congress. In the 102nd Congress, Nonoy was appointed as PR Special Assistant to Congressman Ben Blas, a Republican U.S. Congressman from Guam. A unique honor of having served as PR Specialist for both the Democrat and Republican parties.

A seasoned political strategist and a professional political fund-raiser, Nonoy has been consulting in various political elections, both nationally and locally in the United States. Nonoy belongs to the elite and prestigious NRC President’s Club of President George W. Bush. His expertise is in creating, developing, coordinating, monitoring and successfully completing viable assigned projects.

(Washington, D.C.-Revised 09/26/2009)