

# I AM TODAY'S FILIPINO

PHOTOGRAPHY/VIDEO EXHIBIT



## PRESS PACKET



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LA/Southern California Planning Committee, Philippine Consulate General, Search to Involve Pilipino Americans (SIPA), Fil Am ARTS

# PRESS RELEASE

FOR IMMEDIATE RELEASE

October 18, 2006

CONTACT: WINSTON EMANO

winston@filamarts.org

## [‘I Am Today’s Filipino’ Premieres During Fil Am History Month](#)

### [Ambitious Photo and Video Exhibit Closes LA Area Fil Am Centennial Calendar](#)

(Los Angeles - Oct. 18) *‘I Am Today’s Filipino,’* an ambitious visual exhibit funded in part by The Smithsonian Institution and supported fully by the Los Angeles Filipino American Centennial Commemoration Committee in cooperation with the Philippine Consulate General, will make its much-anticipated premiere October 28 and 29 at the Farmani Gallery, 844 South Robertson Boulevard in Beverly Hills.

The exhibit, the first of its kind, large scale photographic and video documentation of the Filipino American experience in Southern California, is the product of two Filipino American artists, Celina Taganas-Duffy from Los Angeles and Ray Carbullido from Honolulu.

A special VIP Reception takes place 6 - 9 PM Saturday, October 28 at the Farmani Gallery, one of the leading galleries of contemporary photography in Los Angeles. Tickets are \$40 presale, \$50 at the door and will feature the artists as well as numerous subjects from the exhibit. The Family Day celebration and opening, 12 - 3 PM the following day is free and open to the public.

The artists plan on a traveling exhibit of the works through January 2007.

Documenting the numerous stories of one hundred, present-day Filipino Americans from various walks of life as homage, *‘I Am Today’s Filipino’* marks the culminating event in the year-long calendar of the LA/Southern California Filipino American Centennial Commemoration Committee, joining similar such celebrations throughout the nation, one-hundred years after the first significant wave of Filipino immigration to the United States in 1906.

Providing an intimate glimpse into the individual lives and experiences that reflect the collective story of the modern Filipino community in Southern California, the exhibit preserves a moment in the current history of Filipinos in America and encourages a greater awareness of the many contributions that Filipinos have made and continue to make to American life.

*‘I Am Today’s Filipino’* recognizes and preserves the stories of individuals from all walks of life with diverse occupations, age groups, educational backgrounds, and geographical areas within Southern California — home to over a million residents of Filipino descent — who remain connected through a shared heritage and a common set of values and traditions.

Among the one-hundred documented Filipinos for this exhibit include: **Helen Brown**, founder of the Filipino American Library and recognized as the first Filipino graduate of UCLA, **Casimiro Urbano Tolentino**, Administrative Law Judge, State of California and LA Fire Commissioner, **Ronald Rubio**, Director of King of the Hill, **Allen Pineda Lindo (Apl.de.Ap)**, member of the the Grammy Award winning Black Eyed Peas, **Theresa May De Vera**, Commissioner of the Commission on Disability, **Dante Basco**, actor, **Faustino ‘Peping’ Baclig**, War Veteran and Bataan Death March Survivor, **Sal Malaki**, acclaimed opera singer for the LA Opera and LA Master Chorale, **Scott Cabunoc**, LA City Firefighter, **Maria Quiban**, Broadcast Meteorologist/Anchor, MY13 News & FOX 11 News Los Angeles, **Melissa Magsaysay**, West Coast Market Editor for Women’s Wear Daily, **Cat Jimenez**, Photographer and Producer, The Lucie Awards, **David Maquiling**, Filmmaker, Writer, Director and College Professor, **Lou Lazatin**, President of St. Joseph’s Hospital in Santa Monica, **Christopher Ricketts**, a Filipino Martial Arts Instructor, **Michael Paulo**, internationally recognized saxophonist, and **Evin Marte Davis**, an eleven-year old golfer credited with three holes-in-one.

*‘I Am Today’s Filipino,’* is a product of a partnership with the Smithsonian Institute’s Asian Pacific American Program and is supported by ABS-CBN/The Filipino Channel, Washington Mutual, Wells Fargo Bank and Southern California Edison.

For more information on *‘I Am Today’s Filipino,’* please visit [www.iamtodayfilipino.com](http://www.iamtodayfilipino.com) or call (323) 857-5337.

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**HELEN AGCAOILI SUMMERS BROWN WITH SON GEORGE,**  
Founder of the Filipino American Library and  
recognized as the first Filipino graduate of UCLA



**EVIN DAVIS,**  
Eleven-year-old golfer credited with a  
hole-in-one on three occasions



**THERESA MAY DE VERA,**  
Commissioner for the Commission on Disability  
and graduate of Loyola Marymount University

## EXHIBIT CALENDAR

EXHIBIT OPENING RECEPTION:

**OCTOBER 28-29, 2006**

Farmani Gallery

844 South Robertson Blvd

Los Angeles, CA 90035

Website: [www.farmanigallery.com](http://www.farmanigallery.com)

**SATURDAY, OCTOBER 28, 2006**

VIP Reception 6-9pm

(\$50 at the door, \$40 pre-sale)

**SUNDAY, OCTOBER 29, 2006**

Opening Reception 12-3pm (Free)

PRESS CONFERENCE:

**OCTOBER 18, 2006 (6:30-8:00PM)**

Philippine Consulate General

3600 Wilshire Blvd., Suite 500

Los Angeles, CA 90010

EXHIBIT CLOSING RECEPTION:

**DECEMBER 21, 2006 TO JANUARY 7, 2007**

Remy's on Temple Gallery

Historic Filipinotown

2126 W. Temple Street

Los Angeles, CA 90026

**SATURDAY, JANUARY 6, 2007**

Closing Reception 5-8pm (Free)

PREVIEW EXHIBITS:

**JULY 8-9, 2006**

Lotus Festival

**AUGUST 5, 2006**

Historic Filipinotown Anniversary

## THE EXHIBIT

Please join us in celebrating the Filipino American Centennial Celebrations through the installation of *I Am Today's Filipino*, a first of its kind photo and video exhibit that pays tribute to Filipinos in the United States.

It is the selected culminating event of the Los Angeles/Southern California Filipino American Centennial Planning Committee, which works in partnership with the Smithsonian Institute's Asian Pacific American Program.

The VIP Reception will take place from 6-9 pm on October 28, 2006 at the Farmani Gallery in Beverly Hills, one of the leading galleries of contemporary photography in Los Angeles. The opening reception for the general public will be held from 12-3pm on October 29, 2006.

An additional exhibit is scheduled at Remy's on Temple in Historic Filipinotown from December 21, 2006 to January 7, 2007, with a closing reception on January 6, 2007.



**CASIMIRO URBANO TOLENTINO,**  
Administrative Law Judge, State of California and  
Los Angeles Fire Commissioner



**DULCE CAPADOCIA,**  
Dance Instructor and City of  
Los Angeles (COLA) Fellowship Recipient

What *I Am Today's Filipino* is about:

- **GIVING** a voice to the Filipino community
- **CONTRIBUTING** to the advancement of the Arts
- **EMPOWERING** the Filipino community to break into mainstream awareness
- **CAPTURING** history for future generations to reflect upon
- **RECOGNIZING** the contributions of Filipinos to American life
- **INSPIRING** others to embark on more community building projects
- **CONNECTING** other cultures through the struggles and triumphs of Filipinos
- **EDUCATING** the general public about Filipino culture and tradition

## EXHIBIT PRODUCERS

### **CELINA TAGANAS-DUFFY**

#### ***Curator and Photographer***

Celina Taganas-Duffy is President and Creative Director of Tagline Communications, an award-winning design and advertising firm based in Los Angeles, California. With over eleven years of experience, she has worked with major clients including Epson America, Lupus International, Smithsonian Institute, and Hilton. In 2005, she was selected to design the Los Angeles Asian Pacific Islander American Heritage Month calendar and commemorative program for the Cultural Affairs Department and the City of Los Angeles. Her recent design work includes marketing materials for the 2006 Smithsonian Institute's Filipino American Centennial Commemoration.

As a designer, artist, and martial artist, she was featured in the U.S. Small Business Administration Annual Report, highlighted as a SCORE Success Story, profiled in Inside Kung Fu Magazine and holds a U.S. Patent. She is a firm believer in contributing to the community and has volunteered her time and design expertise for non-profit organizations such as the Ayala Foundation, GILAS, FilAm Arts, FPAC Culinary Arts Committee, Filipino American National Historical Society, and the Los Angeles/Southern California Filipino American Centennial Committee.

### **RAY CARBULLIDO**

#### ***Video and Installation***

Ray Carbullido is the Founder and President of Madskill Productions, a full service multi media consulting and production firm based in Honolulu, Hawaii. Since 1999, his firm has offered creative solutions for marketing, advertising and brand management for prominent national and international corporations. Some of his projects include interactive installations for Scion Hawaii, International Artist Michael Lin, and The Contemporary Museum in Hawaii, along with commercial work for Hyatt Regency, McDonald's, Turtle Bay Resorts, DVS Shoe Company, and Panasonic.

As an accomplished producer and director, Ray has been at the forefront of interactive communications and has become a major influence in Hawaii's media market. He currently serves on the board of directors for the Shingon Mission and on the advisory board for the Kapiolani Community College New Media Department.

## COMMITTEE AND ADVISORY MEMBERS

**CELINA TAGANAS-DUFFY** Principal and Creative Director of Tagline Communications

**RAY CARBULLIDO** President of Madskill Productions

**YEY CORONEL** Co-Chair for the Los Angeles/Southern California Centennial Planning Committee

**HON. CASIMIRO URBANO TOLENTINO** California State Law Judge and Fire Commissioner of Los Angeles

**JULIE ORQUIZA** Small Business Development for Search to Involve Pilipino Americans (SIPA)

**JILLY CANIZARES** Executive Director for FilAm Arts

**JOEL JACINTO** Executive Director for Search to Involve Pilipino Americans (SIPA)

**BETTY OTTE** National Advisor for SCORE, a Resource Partner with the U.S. Small Business Administration (SBA)

**REX SAMPAGA** Owner of RAS Music Group and Vice-President of Filipino American Network (FAN)

# SUBJECTS

*I Am Today's Filipino* recognizes Filipinos in 2006 after a century of migration. This documentary exhibit preserves the stories of individuals with diverse occupations, educational backgrounds, and age groups, who remain connected through a shared heritage and a common set of values and traditions.

The following is a list of Filipinos documented through photography and video:

- **ALBERTO ABUNDO** - Restaurant Manager for Asian Noodles
- **NORMA R. AUSTIN** - Pearl Designer
- **FAUSTINO B. BACLIG** - Bataan Death March Survivor and FASGI Veterans Center Coordinator
- **JOSE B. BALDONADO** - President of Filipino American Community of Los Angeles, Inc. (FACLA)
- **DANTE BASCO** - Actor
- **ALEXANDER BAUTISTA** - Senior Lead Officer, Los Angeles Police Department, Rampart Division
- **FE I. BENITO** - Retired Social Worker for the Archdiocese of Los Angeles
- **TED BENITO** - Producer and Founder, TDRZ Productions, Inc.
- **JEFF BERINA** - Director of Operations, Hooptown International
- **SHAWN BERINA** - Student and Women's Basketball Scholarship Recipient for the Air Force Academy
- **BERNARDO BERNARDO** - International Entertainer, Actor, Singer, Director and Teacher
- **JOSEPH BERNARDO** - Field Deputy for LA City Council President Eric Garcetti
- **GEORGE BROWN** - Son of Helen Brown
- **HELEN BROWN** - Founder of Filipino American Library and recognized as the first Filipino graduate of UCLA
- **RONALD S. BUENAVENTURA** - National Secretary of FANHS and School Psychologist for the L.A. Unified School District
- **JOHN BUTIU** - 3-D Visual Development Artist at Sony Pictures Animation
- **MELODY BUTIU** - Actor and Singer
- **SCOTT CHRISTOPHER CABUNOC** - City of Los Angeles Firefighter, Station 15
- **FAUSTINO CAIGOY** - Artist
- **JILLY CANIZARES** - Executive Director for FilAm ARTS
- **DULCE CAPADOCIA** - Dance Instructor and City of Los Angeles (COLA) Fellowship Recipient
- **JAIME R. CARINO, JR.** - President & CEO, Forex Cargo, Inc.
- **JOHNNY CHUA** - President of Filipino American Chamber of Commerce, San Gabriel Valley
- **SCOTT COLOMBY** - Acting Instructor, Actor and Musician
- **JOHNERIC CONCORDIA** - Chair of Kabataang maka-Bayan (Pro-People Youth) USA
- **CAMILLE CORONEL** - College Student at UC Irvine
- **YEY CORONEL** - Community Avocate & Co-chair for the LA/Southern California Centennial Planning Committee
- **EMMY CORTES** - Editor-in-Chief, Item Magazine, Founder of Little Black Dress
- **ISAIAH DACIO** - Radio Personality DJ Icy Ice and Entrepreneur of Stacks Vinyl
- **EVIN MARTE DAVIS** - Eleven-year-old golfer credited with a hole-in-one on three occasions
- **CECILIA DE CASTRO** - Chef and Culinary Arts Educator
- **THERESA DE VERA** - Commissioner for the Commission on Disability and graduate of Loyola Marymount University
- **ALISON DELA CRUZ** - Artist and Community Arts Administrator
- **ENRIQUE DELA CRUZ** - Professor Asian American Studies Cal State University Northridge, Cyclist and Author of The Forbidden Book
- **PROSY ABARQUEZ DELA CRUZ** - Commissioner, Board of Civil Service, Los Angeles City Municipal Government; Co-chair, Filipino Legacy Fund at UCLA
- **MARIANO R. ELEPANO** - USC School of Cinematic Arts, John C. Hench Division of Animation & Digital Arts, Production Supervisor/Adjunct Faculty
- **WINSTON F. EMANO** - Public Relations Executive
- **ERWIN FEDERIZO** - Graphic Designer, Art Director, Artist, Illustrator and Crosswalk Designer for Historic Filipinotown
- **ALEKS FIGUEROA** - Tattoo Artist
- **JULIE FIGUEROA** - Founder of Nature's Blessings, Inc., a USDA Certified Organic Coconut Plantation
- **NOEL FIGUEROA** - Nuclear Pharmacist
- **VIRGINIA FLOR-AGBAYANI** - Emeritus Professor and Former Associate Dean of Fine Arts from the University of the Philippines
- **LESLIE FLORES-VALMONTE** - Economic Development Policy Coordinator, Alliance for a Better Community
- **PJ GAGAJENA** - City Planner for the LA Planning Department and Adjunct Professor of Political Science at El Camino College
- **JOHNNY GARCIA** - Director & Coach, Hooptown International
- **JOSELYN GEAGA-ROSANTHAL** - Gallery Owner, Remy's on Temple
- **JOSEPH GELITO** - Entertainer and Former Cruise Ship Director

- **LARRY E. GERONCA** - Former President of the Filipino Association of L.A. Post Office Employees & Owner of a Mango Plantation
- **SHARMILA GUHA** - Singer for LA Master Chorale and 2005 Winner of Filipino-American Jazz Musicians
- **JOCELYN GUIHAMA** - Manager, UCLA Center for Civil Society, Mother, Wife, Sister, and Daughter
- **EDWIN HABACON** - Owner of Tribal Pinoy, Clothing Designer and Actor
- **FLORANTE PETER IBANEZ** - Manager of Library Computer Services, Loyola Law School
- **ROSELYN ESTEPA IBANEZ** - Department of Neighborhood Empowerment and County Community Action Board Member
- **JOEL JACINTO** - Executive Director for Search to Involve Pilipino Americans (SIPA)
- **CAT JIMENEZ** - Photographer and Producer, The Lucie Awards
- **JOSHUA JOSE** - Owner of Tribal Café
- **JO KOY** - Comedian
- **LOU LAZATIN** - President/CEO Saint John's Health Center, Santa Monica
- **CARMELA LEELIN** - Goldilocks Cake Designer and Body Painter
- **ZEN LOPEZ** - Arts & Culture Commissioner City of Glendale
- **JONATHAN LORENZO** - Administrator, Filipino American Library
- **MELISSA MAGSAYSAY** - West Coast Market Editor, Women's Wear Daily
- **SAL MALAKI** - Tenor for the Los Angeles Opera and Los Angeles Master Chorale
- **DAVID MAQUILING** - Filmmaker, Writer, Director and College Professor at UCLA and USC
- **MARCELYN L. MEDINA** - West Coast Bureau Chief, Women's Wear Daily
- **FARZANA NAYANI MEYER** - Research Assistant for the Filipino American Curriculum Project and Program coordinator for L.E.A.P., Inc.
- **ANGELINA S. ORLANES** - Retired from LA Community College District and Caretaker of Five Star General Moncado's Mansion and Filipino Federation of America
- **CARLITO PADILLO** - Accounting Clerk for Forex Cargo, Inc.
- **ABE PAGTAMA** - Actor, Producer, Real Estate Agent and Loan Specialist
- **GABE PAGTAMA** - Filmmaker & Producer for MarVista Films
- **KAREN PAGTAMA** - Associate Producer, Top Chef and Project Runway
- **JOSELITO PASCUAL** - Classically Trained Pianist
- **WENDELL PASCUAL** - PAN Media Arts Facilitator and Broadcaster for KPFK 90.7FM
- **MICHAEL PAULO** - International Saxophonist
- **HENJIE PIMENTA** - CEO and Activities Director for Senior Citizens at Helping Hands Adult Day Health Care
- **ALLAN PINEDA** - Member of the Grammy Award-Winning Black Eyed Peas (APL.DE.AP)
- **MARK PULIDO** - The Honorable Mark E. Pulido, Board Member, ABC Unified School District
- **MARIA QUIBAN** - Broadcast Meteorologist/Anchor, MY13 News & FOX 11 News Los Angeles
- **CECILIA C. RAMOS** - Burlington School Administrator, President of Interim Board, Historic Filipinotown Neighborhood Council and Real Estate Developer
- **ELAINE VERACRUZ REODICA** - Vice-President for External Affairs at Pasadena City College
- **BRUCE RICKETTS** - Actor and Martial Artist
- **CHRISTOPHER RICKETTS** - Filipino Martial Arts Master and Chief Instructor for Bakbakan International and Kali Ilustrismo
- **ANTONIO L. RINGOR** - Executive Director, Diversified Services for Youth and Seniors, Inc.
- **MARYANNE ROBINSON** - Registered Nurse for the Dialysis Unit at UC Irvine Medical Center
- **RONALD RUBIO** - Director for King of the Hill
- **CARMEN SALINDONG** - Owner of La Maison du Pain, the House of Bread and Pastries
- **DEL SAN JUAN** - Deputy City Attorney, City of Los Angeles
- **MARIA ERLINDA C. SARNO** - Patent Attorney and Former President of Filipino American Chamber of Commerce of Orange County
- **JANNELLE SO** - Host and Producer of Kababayan LA
- **AQUILINA SORIANO-VERSOZA** - Executive Director of Pilipino Worker's Center
- **GRACE SULLANO** - Co-founder and Designer of Bon & Ging
- **NANETTE SULLANO** - Co-founder and Designer of Bon & Ging
- **MELVIN TABILAS** - Field Deputy for Congressman Xavier Becerra
- **ARIS TAGLE** - Chair, Board of Directors - FilAm ARTS
- **LA-IYA TANEDO** - Artist and Student
- **MARIA BERNARDITA TARGA** - Cultural Programs Director at FASGI
- **MEG MALPAYA THORNTON** - Coordinator, Student & Community Projects, UCLA Asian American Studies Center
- **EMMA TIEBENS** - President/CEO of Bella Gemma, Inc.
- **JULIUS TOLEDO** - Former President of UCLA Samahang Filipino and Member of the DJ and Emcee Group, The Committee
- **CASIMIRO URBANO TOLENTINO** - Administrative Law Judge, State of California and LA Fire Commissioner
- **CELIA DAVID VALDOMAR** - Administrator, Los Palos and Seacrest Convalescent Hospital
- **GEORGE VILLANUEVA** - Research Coordinator and Senior Field Rep. for State Assemblymember Jackie Goldberg
- **LIBRADA GERONCA VILLANUEVA-PORTER** - Artist and Senior Advisory Council Member for the Department of Aging
- **ALDEN VILLAVERDE** - Actor and Audience Services Manager for East West Players
- **MUNI ZANO** - Actor and Director



**ALLEN PINEDA LINDO (APL.DE.AP),**  
Member of the Grammy Award Winning  
Black Eyed Peas



**MARYANNE ROBINSON,**  
Registered Nurse for the Dialysis Unit  
at UCI Medical Center

## CONTACT INFORMATION

For more information, please contact  
Celina Taganas-Duffy or Ray Carbullido at:

**PHONE** (323) 857-5337

**ADDRESS** 6230 Wilshire Blvd., #1231,  
Los Angeles, California 90048

**EMAIL** [info@iamtodayfilipino.com](mailto:info@iamtodayfilipino.com)

**WEBSITE** [www.iamtodayfilipino.com](http://www.iamtodayfilipino.com)

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