

## PH TIME IS NOW: A NET WORKING AND MENTORING EVENT

HARVARD CLUB OF NEW YORK CITY 9 JUNE 2018 (SATURDAY) 1:00PM - 7:00PM



DIGITAL. GLOBAL.



In life, I think these are the four most important words and I'm happy to hear or say them as often as I can.

## HOW CAN I HELP?

### IN ANY VENTURE OR JOURNEY, THE BEGINNING IS ALWAYS THE HARDEST.

It is in these first few steps and first few days that a movement or company, just like a baby, will need all the help it can get. But if you speak with anyone who is pivoting or starting in a new industry, you will see many opportunities to reach out.

You will also find many ways to relate. Because even as our friends or role models reach their goals and achieve success... When they share their starts, stops, struggles and doubts...

We realize...



In the past weeks, I have been listening to your journeys... Your fears and frustrations, your dreams and aspirations.

And they seem to have a common theme, a common thread that ties us all together. I hope that it's the same tie that will propel us to our goals and unleash our potential.

Whether they are small steps towards individual success, or great advancements in community progress.

That is the big "why" and the main thrust of #PHTimeIsNow. And so we thank all of those who asked us, "How Can I Help?" Those are our four favorite words to say too. Because at the end of this main journey in life, all will be asked, "What did you do?"

You can use just two words to answer:

### I HELPED.

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# **PH TIME IS NOW**

PH Time Is Now is a networking and mentorship retreat where industry leaders will share space, steps and tips with one another so we may harness, nurture and coach each other to discover and go toward our personal paths to success. Here and now, we meet and connect with fellow innovators, ignite new ideas, and be inspired by Global Filipino Industry Leaders in different fields such as FOOD, ENTERTAINMENT, TECH, MEDIA and ENTREPRENEURSHIP.

TIME	ACTIVITY	VENUE
1:00PM - 2:00PM	<ul> <li>Guest Registration and #PHNow</li> <li>#ShareTime One-on-One Mentoring Sessions</li> <li>Networking Opportunity and Standing Lunch</li> </ul>	3/F Landing North Room East, Slocum and Mahogany Rooms
2:00PM - 2:05PM	<ul> <li>Video: U.S. National Anthem</li> <li>Video: Philippine National Anthem with Broadway Barkada and Global Filipino Watch</li> </ul>	Biddle Room
2:05PM - 2:10PM	• Opening Remarks by Carissa Villacorta of ReachUs, LLC	
2:10PM - 2:15PM	• Welcome and Event Rundown by Ernabel Demillo, Host of Asian American Life on CUNY-TV	
2:15PM - 2:50PM	• The Jeepney Journey: How to Succeed in a 90% Failure Rate Indus- try in NYC by Nicole Ponseca, Owner of Maharlika Bistro and Jeepney Gastropub • Audience Q&A	

ΤΙΜΕ	ACTIVITY	VENUE
2:50PM - 3:05PM	<ul> <li>Quest &amp; Action: Advancement for Rural Kids with Ayesha Vera-Yu,</li> <li>CEO and Founder of Advancement for Rural Kids (ARK) and</li> <li>WEF Young Global Leader 2014         <ul> <li>Audience Q&amp;A</li> <li>Moderator: Nina Pineda, Reporter at WABC-TV</li> </ul> </li> </ul>	Biddle Room
3:05PM - 3:45PM	<ul> <li>The Long and Winding Road to</li> <li>Hollywood with Vincent Rodriguez III, Josh Chan on the CW's Crazy Ex-Girlfriend</li> <li>Audience Q&amp;A</li> <li>Moderator: Ernabel Demillo</li> </ul>	
3:45PM - 4:20PM	<ul> <li>Coffee Break</li> <li>Networking Opportunity</li> <li>#PHNow</li> </ul>	East, Slocum and Mahogany Rooms

### ΤΙΜΕ

### ACTIVITY

4:20PM - 4:50PM

Video: Reginald F. Lewis
Reginald F. Lewis Entrepreneurship Panel: Setting Up Your Business for Success with Ivie Joy Agustin, Founder of Ivie Joy Floral Arts & Events; Mollie Q. Coleman, Founder of High Caliber Events; Ian Doromal, Co-Founder of ecoSPEARS; and Joy Murao, Founder of Practice Aligned Resources

Audience Q&A
Curator & Moderator:

William Peetoom, President at the FilAmChamber of Commerce, San Diego

#### 4:50PM - 5:05PM

### • A Front Row Seat to the Forefront of

**Technology in Silicon Valley** with Vanessa Gabriel, *Product Operations Specialist* at *Uber HQ* 

- Audience Q&A
- Moderator: Nina Pineda

### VENUE

Biddle Room

### ΤΙΜΕ

5:05PM - 5:20PM

5:20PM - 5:40PM

### ACTIVITY

- From Far Away to Broadway with Ali Ewoldt, Christine Daaé in Phantom of the Opera on Broadway • Audience Q&A
  Moderator: John Dioso, Co-Founder and Editorial Director at BRWN Media
  How to Use Fear to Propel Yourself Forward with Alfredo C. Tan, Chief Digital and Innovation Officer at West.let
  - Audience Q&A
  - Moderator: Hazel Sanchez, *Reporter at WCBS-TV*

5:40PM - 6:05PM

 Diversity in Journalism: The CUNY Graduate School of Journalism's Newsmakers Panel with
 Bianca Consunji, Director of Video for Vice's Broadly; Ernabel Demillo and Hazel Sanchez

 Audience Q&A
 Moderator: Colleen M. Leigh, Director of Admissions at the CUNY Graduate School of Journalism

### VENUE

Biddle Room

ΤΙΜΕ	ACTIVITY	VENUE
6:05PM - 6:15PM	<ul><li>Short Break</li><li>Networking Opportunity</li><li>#PHNow</li></ul>	East, Slocum and Mahogany Rooms
6:15PM - 6:35PM	<ul> <li>Performance by Broadway Barkada</li> </ul>	Biddle Room
6:35PM - 6:40PM	• Closing Remarks by Mrs. Loida Nicolas Lewis of the <i>Reginald F. Lewis Foundation</i>	
6:40PM - 7:00PM	• End of Program	



### **ERNABEL DEMILLO**

Host of Asian American Life on CUNY-TV



### JOHN DIOSO

**Co-Founder and Editorial Director at BRWN Media** 



### **COLLEEN M. LEIGH**

Director of Admissions at the CUNY School of Journalism

## **MODERATORS**





### **NINA PINEDA**

Reporter at WABC-TV

### **HAZEL SANCHEZ**

Reporter at WCBS-TV

## **MODERATORS**



### **ANALISA BALARES**

**CEO & Founder of Womensphere** and Young Global Leader 2012

"How to empower the community by democratizing leadership and expanding access to mentors and networks."



### **JANICE LAO**

Chief Corporate and Sustainability Officer at Hongkong & Shanghai Hotels

> "How to work as a STEM graduate in business."



### **LICELLE COBRADOR**

Immigration and Founder of Cobrador & Associates, PLLC

"How to empower the community by democratizing leadership and expanding access to mentors and networks."

## MENTORS



### **CECILIA PAGKALINAWAN**

Founder of StyleTrek, appLOUD and BRWN Media

"How to negotiate as a woman in the U.S. workforce."



### **CLINT RAMOS**

Tony Award-Winning Costume Designer

"Finding one's place as a person of color in theater and film production."



### **VINCENT RODRIGUEZ III**

Actor, Josh Chan on Crazy Ex-Girlfriend

"Career building in the entertainment industry." / "Transitioning from stage to television." / "Preparing for your big break."





### **MIKE SAGUN**

Professional Development Coach

"Honoring Values: Making decisions based on core values to live and work in a life of fulfillment." / "Life Purpose: Living with purpose to ignite your best self." / "Living Authentically: Own your identity and become unstoppable."



### **EARL VALENCIA**

Founder of Valence Enterprises, Director of Advanced Engineering at Dell EMC and WEF Young Global Leader 2014

> "Should you start a startup at this point in your career?" / "How to create a compelling business deck to crystallize your idea." / "For entrepreneurship or the corporate route -should you take an MBA?" / "Repatriation: Should I go back to the Philippines to make a difference?"

## **MENTORS**



### **AYESHA VERA-YU**

CEO and Founder of Advancement for Rural Kids (ARK) and WEF Young Global Leader 2014

"Getting Ready for a Career Switch: Things you need to know."/ "Going from a corporate to an entrepreneurial environment." / "How to run a non-profit like a business to achieve real social profit."



### **JESS VILLARINA**

Head of Payments and Cash Management at Société Générale Corporate & Investment Banking

> "The power of networking in banking and finance." / "Taking risks and going beyond your comfort zone. / "Representation in the Banking and Finance Sector: How to be visible and moving up the corporate ladder."

## **MENTORS**



### **BIANCA CONSUNJI**

Director of Video at Vice's Broadly



### **ALI EWOLDT**

Actress, Christine Daaé in Phantom of the Opera on Broadway



### **VANESSA GABRIEL**

Product Operations Specialist at Uber HQ

## TRAILBLAZERS





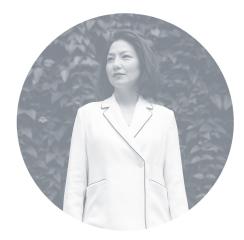
Owner of Maharlika Bistro and Jeepney Gastropub



### **VINCENT RODRIGUEZ III**

Actor, Josh Chan on Crazy Ex-Girlfriend

## TRAILBLAZERS



### **AYESHA VERA-YU**

CEO and Founder of Advancement for Rural Kids (ARK) and WEF Young Global Leader 2014



### **ALFREDO C. TAN**

Chief Digital and Innovation Officer at WestJet

## TRAILBLAZERS

## **REGINALD F. LEWIS ENTREPRENEUR PANEL:** SETTING UP YOUR BUSINESS FOR SUCCESS

The Entrepreneurship Panel features four outstanding Filipinos who decided to carve their own paths and founded their own companies: **Ivie Joy Agustin** (Founder of Ivie Joy Floral Arts & Events based in New York City, NY), **Mollie Q. Coleman** (Founder of High Caliber Events based in Washington, D.C.), **Ian Doromal** (Co-Founder of ecoSPEARS based in Orland, FL) and **Joy Murao** (Founder of Practice Aligned Resources based in Los Angeles, CA).

The panelists will talk about the whys and hows of the often-bumpy entrepreneurial path. They will also share real tips and concrete steps toward success for your own creative path.

The session is led by the FilAmChamber of Commerce (FACC) in San Diego and will be moderated by **Kristine Custodio** and **William Peetoom**.



IVIE JOY AGUSTIN Founder of Ivie Joy Floral Arts & Events



MOLLIE COLEMAN Founder of High Caliber Events & Vice President for Marketing at Noirbnb



IAN DOROMAL Co-Founder of ecoSPEARS Founder of Ivie Joy Floral Arts & Events



JOY MURAO Founder of Practice Aligned Resources



WILLIAM PEETOOM President at the FilAmChamber of Commerce, San Diego

# **#PHNOW**

**#**PHNow is a curated trunk show of favorite finds and unique pieces that showcase Filipino creativity and craftsmanship.



A variety of handpicked and handmade jewelries of semiprecious stones and precious metals designed and made in the Philippines.



## **BETINA NEW YORK**

Betina New York launched in 2012 with a focus on luxury handmade t-shirts that were inspired by the works of indigenous communities in the Philippines. Founder Betina Ocampo has since evolved this collection into a multifaceted contemporary womenswear line. Raised between the Philippines and New York City, the designer's "east meets west" lifestyle and surroundings continue to be an influence on the brand's ethos and creative direction.

Each piece is a progressive collaboration between the designer's contemporary vision and the hands of skillful artisans. Together, they reinvent whimsical embellishments and techniques that give dimension to an otherwise prosaic silhouette. Betina's debut collection was first picked up exclusively by barney's new york and is now currently sold worldwide.

### (Source: www.betina-ny.com)



# **GLOBAL FILIPINO WATCH**

The 2017 Limited Edition Global Filipino Watch by Philip Stein is the first-ever luxury timepiece that honors the contributions of #GlobalFilipinoHeroes everywhere. The especially designed timepieces feature the sun as seen on the Philippine flag and the numbers 6 and 12 are etched in rose gold to commemorate Philippine Independence on June 12. Made in three models, there are small and large white Mother of Pearl dials and a large black dial suitable for men and women alike.

The second dial is pre-set in Philippine Standard Time upon delivery so owners know what time it is in the motherland. Both dials can be adjusted according to different time zones, perfect for travelers, global company workers and Filipinos overseas. Or simply those who want to keep their loved ones in mind.

Many Philippine Ambassadors and dignitaries around the world have become proud owners of the watch that reminds Filipinos how far they've come in their #GlobalFilipinoJourney.



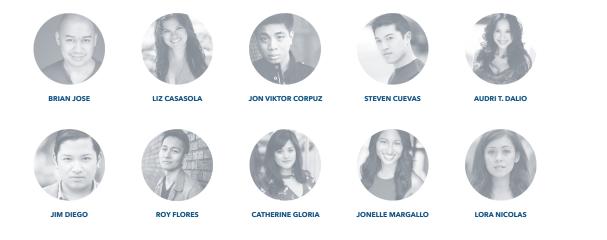
## **SILENTAUCTION** FEATURING COMMISSIONED WORKS BY LEGENDARY NEW YORK POP ARTIST PETER MARCO

#PHNow also features a silent auction for artworks commemorating the 120th Anniversary of Philippine Independence.

These are commissioned designs by NY-based pop artist Peter Marco whose works have appeared in the New York Times, the Museum of Modern Art (MoMA), at the home of John Legend, on a collectible Swatch watch, colorful Kate Spade merchandise and the office of the Mayor of New York City.

Part of the proceeds of the silent auction will go to our beneficiary, Advancement for Rural Kids (ARK).

# **BROADWAY BARKADA**



In 2009, Liz Casasola, Brian Jose and Billy Bustamante brought together a select group of Filipino American theater artists and musicians for a benefit concert at the Philippine Consulate General in New York to help victims of typhoon Ondoy.

Nine years and countless performances later, Broadway Barkada has grown from a 12-person cast into a community of nearly 100 active members.

Through art and education, Broadway Barkada aims to bring the Filipino experience to a diverse audience and to give them a deeper understanding of Filipino culture. The organization also aims to nurture and support Filipino artists who believe in the importance of cultural awareness.

### (Source: www.broadwaybarkada.com)

We thank Broadway Barkada for also being a community partner of PH Time Is Now.



## **COMMUNITY PARTNER & BENEFICIARY** ADVANCEMENT FOR RURAL KIDS (ARK)

ARK's 5-cent organic school-based lunch program ends hunger and malnutrition, and gets rural kids in the developing world back to school. Starting in the Philippines, ARK's lunch program serves a hot nutritious meal to every kid every school day. It reverses absenteeism and dropouts, pushing attendance from 60-70% to over 90%, and gives kids a chance to advance. It also sets up the community to self sustain and secure its food for generations to come.

ARK is a catalyst and social investor. Specifically, the program:

1. Is implemented in partnership with and under leadership of the community. The community led by teachers, the PTA and the village council applies for the program, identifies their main issues, lays out their solutions, sets out their goals for the program, and creates their operating plan. This includes organizing their suppliers, menu, and school garden production. Teachers organize and track program results while parents operate the kitchen all on a volunteer basis.

2. Buys directly from parents and the community, providing a new and consistent market. Parents and farmers now farm organic vegetables, chickens and other livestock, which bring more consistent cash flows and higher income than rice or corn.

3. Is self sustaining whereby parents pay into day 1 and fund on their own in year 4. In year 1, ARK pays 80% while the community pays 20% to give parents who cannot afford to catch up. In year 2, ARK and the community shares 50/50. In year 3, ARK is down to 20% while the community funds 80%. In year 4, the community funds 100%.

4. Provides leaders and community residents a platform to gain new skills, learn to account and track their results, and advance professionally and personally, and gets them ready to partner with other organizations that will further other dreams.

(Source: www.f6s.com)



## **COMMUNITY PARTNER & BENEFICIARY** FILIPINO AMERICAN CHAMBER OF COMMERCE, SAN DIEGO

Founded over 30 years ago, the FilAmChamber is a non-profit organization whose mission is to help its members succeed in their businesses and professions by:

1. Organizing opportunities to meet and connect with other business owners, professionals, and leaders for potential business relationships;

2. Advocating for a favorable business environment by influencing legislation and/or endorsing initiatives and political candidates supportive of the interests of our members and the community;

3. Providing access to relevant and timely information on matters impacting their businesses or professions such as best practices, regulatory mandates, financing, tax laws, etc. and;

4. Establishing linkages with agencies, organizations and institutions that render business assistance and tools. Membership is open to any person or organization that supports the mission of the FilAmChamber. Students and non-profit organizations may also apply for membership.

Current FilAmChamber members are engaged in diverse businesses and professions ranging from accountancy, banking, real estate, consumer retail, legal services, print journalism, financial services, hotel and restaurant services, management consulting, and public health to public relations.

(Source: www.faccsandiego.org)



## **COMMUNITY PARTNER & BENEFICIARY** Fylpro

FYLPRO is an non-profit organization of high-performing, next-generation leaders that have a passion for advancing the Philippines and the Filipino people.

The group was established in 2012 by Ambassador of the Republic of the Philippines to the United States of America, Jose L. Cuisia, Jr. and Mrs. Victoria J. Cuisia in cooperation with the Ayala Foundation Inc. (AFI).

Each year, FYLPRO identifies ten outstanding young professionals in the Filipino communities across the United States and provides them with invaluable community, business, and government insights. These FYLPRO delegates are also given access to a distinguished network captains of industry and government.

### (Source: www.fylpro.org)



## **COMMUNITY PARTNER & BENEFICIARY** LIGA FILIPINA, COLUMBIA UNIVERSITY

The purpose of Liga Filipina is to unify Columbia students interested in Filipino culture through social interaction, cultural programs and activities, educational exchange, and political awareness.

We strive to promote this awareness of culture in the Columbia Community. You do not need to be Filipino or speak Tagalog to join Liga Filipina. All you need is an interest in the culture and an appreciation for our food.

(Source: www.columbia.edu/cu/liga)



## **COMMUNITY PARTNER & BENEFICIARY** NATIONAL FEDERATION OF FILIPINO AMERICAN ASSOCIATIONS

Since 1997, the National Federation of Filipino American Associations (NaFFAA) has been the standard bearer for promoting the welfare and well-being of the four million Filipinos and Filipino Americans throughout the United States. As a non-partisan and non-profit organization, NaFFAA is the largest national affiliation of Filipino American institutions, umbrella organizations, and individuals with its 13-member regions covering the continental United States, Alaska, Hawaii, and the Pacific Islands.

Its vision is to serve as the voice of all Filipinos and Filipino Americans by uniting, engaging, and empowering diverse individuals and community organizations through leadership development, civic engagement, and national advocacy. The organization aims to promote the welfare and well-being of Filipino Americans throughout the United States by amplifying their voices, advocating on behalf of their interests, and providing resources to facilitate their empowerment.

### (Source:www.naffaa.org)



## **COMMUNITY PARTNER & BENEFICIARY** THE CITY OF NEW YORK'S CUNY GRADUATE SCHOOL OF JOURNALISM

The CUNY Graduate School of Journalism is the only publicly funded graduate journalism school in the heart of the media capital; indeed, in the entire Northeast. Its mission is to serve the public interest – by training new journalists who will bring much-needed diversity to newsrooms, by helping mid-career journalists retool their skills, and by partnering with other media organizations to find new paths to excellence.

Low tuition rates, along with the added backing of private donors, allow candidates for three master's degrees -- in journalism, entrepreneurial journalism, and social journalism -- and the Advanced Certificate in Entrepreneurial Journalism to receive a world-class education at an affordable price.

Classes are led by accomplished full-time faculty and adjuncts, who tap their networks to help students and graduates find internships, freelance opportunities and -- the ultimate prize -- jobs.

At a time when the profession is reeling from financial pressures and lack of trust, the CUNY Graduate School of Journalism is committed to producing the next generation of skilled, ethically minded, and diverse journalists.

(Source: www.journalism.cuny.edu)

### CUNY GRADUATE SCHOOL OF JOURNALISM

## **COMMUNITY PARTNER & BENEFICIARY** WOMENSPHERE

Womensphere empowers women and girls to boldly envision, create brighter futures, and transform our world, through innovative initiatives, impact-driven collaborations, and inspiring communities.

Founded in 2007, Womensphere invests in closing gender gaps, and in empowering women and girls to create the future through leadership, innovation, sustainability, entrepreneurship, education, public leadership, and STEAM (science, technology, engineering, arts & design, mathematics).

The organization fosters communities of global and local change-makers, innovators, scientists, creators, entrepreneurs, educators, public leaders, and emerging leaders. Womensphere also collaborates with great men, women, and institutions that champion gender equality and invest in women and girls.

(Source: www.womensphere.org)



## **MEDIA PARTNERS**





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## **MARAMING SALAMAT**

### REACHUS

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Carissa Villacorta • Miles Bonanno Pauline Mangosing • Bituin Aquino

### **ROSEHIP PRODUCTIONS**

Event Coordinator: Marisa Marquez

### HARVARD CLUB OF NEW YORK CITY

Alex Baldioli • Dennis Doyle and Team

### FLORALS

Ivie Joy Floral Arts & Events

### PHOTOGRAPHERS

Nicole Espina • Carlos Morales • Troi Santos

#### VIDEOGRAPHERS

Steven Holloway and Manishka Mishra • Ariel Flores

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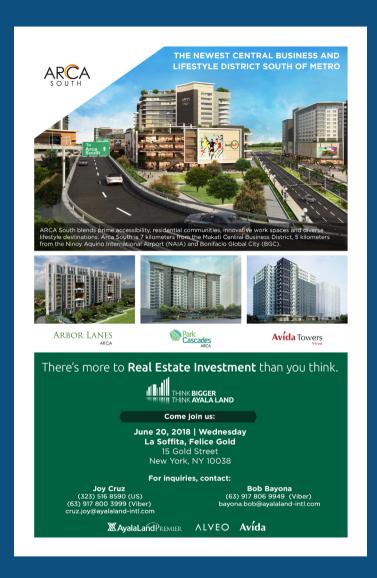
### TO EVERYONE WHO TRAVELLED A GREAT DISTANCE TO ATTEND:

HONG KONG: Janice Lao
MANILA: Corinna Carlos & Germee Abesamis
CALIFORNIA: Kristine Custodio, William Peetoom & Joy Murao
ORLANDO: Ian Doromal
OREGON: Lorenzo Mangubat, Nina Gonzalez & Lucy Flores
TORONTO: Alfredo C. Tan, Rechie Valdez & Susan Perras
MINNESOTA: Cora Agbayani
VIRGINIA BEACH: Ted Martinez
WASHINGTON D.C.: Mollie Q. Coleman
BERLIN: Gerald Marin

In addition to our moderators, mentors, trailblazers, community partners, media partners, sponsors and community builders for whom we are very grateful, we also thank everyone who shared in the brainstorming, promoting, reaching out and responding:

Ina Pineda, Gregory Wright, Cielo Buenaventura, Tess Villacorta, Gloria Caoile, Dondi Leonidas Quintans, Lakhi Siap, Brandan Flores, Jason Tengco, Rico Hizon, Angie Balibay, Don Tagala, Jannelle So, Momar Visaya, Grace Labaguis, Vanessa Soto Chan, Ryan Songalia, Anna Arellano, Eric Badique, Ann Victoria, Frances Tariga, Myrna Gutierrez, Jun delos Santos, Tristan Almazar, Marie Reyes and other friends and supporters.

Please feel free to let us know what your thoughts are for the next #PHTimeIsNow efforts, events and activities by emailing us at **hello@reachusglobal.com**.



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RURALKIDS.ORG ARK — Catalyzing communities since 2009.

## **ADVANCEMENT FOR RURAL KIDS (ARK)**

### Join the After Party at W Hotel JUNE 9, SATURDAY • 8PM to 9PM

1 Hour Open Bar with special PHTimeIsNow cocktail (\$25 on personal account)

W Hotel Times Square The Living Room Lounge, Seventh Floor 1567 Broadway (corner 47th Street)

share your story with us, and be heard worldwide: #PHTimeisNow #GlobalFilipinoJourney PHTimeisNow.com @©©@PHTimeisNow



## AFTERPARTY AT THE W HOTEL

**CONCEPT & CREATIVES BY:** 

## LEUNG + DE LEON

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