

M. LHUILLIER

Beyond borders

THE seeds of the M. Lhuillier Group of Companies was planted by a young frenchman from Paris named Henry Lhuillier back in the 1930s. He was sent to Manila as a sales executive with Levy and Bloom, now known as Oceanic Commercial. Smitten by a beautiful cebuana lass, Henry married Angelina Escaño. During World War II, the couple moved to Vietnam when Henry was called upon by the French army to fight the war. This was where Michel Lhuillier was born. 1945, the family came back to the Philippines and made Cebu their home. Equipped with the knowledge and expertise with jewelries and loans, Henry then created the very first Lhuillier Business Center known as Agencia Confianza. It was then followed by two out-of-town locations in Iloilo (Agencia Ilongga) and Bacolod (Agencia Negrense). Business was doing so well that Henry Lhuillier opened another location in Cebu, the famous Agencia Colon.

1986, the Lhuillier couple now was blessed with three siblings, Michel being the eldest. This was the year that the family divided the business due to the death of Henry. Agencia Colon now was formally declared the very first location of the soon to be M. Lhuillier group of Companies. Following his father's legacy, Mi-

chel expanded and opened more locations. It was Michel's vision to have M. Lhuillier locations in every city and municipality in the Philippines. Now, the company has 1,050 locations nationwide offering different services and products.

With the present financial uncertainties, one of the company's



Michel J. Lhuillier, founder and chairman of the M. Lhuillier group of companies, his wife Amparito Llamas Lhuillier, and Loren Escano

vision is to bring financial services to the Filipino nationwide. Having the 1050 strong locations in which Michel Lhuillier created, Charles and Michael Lhuillier (sons of Michel and Amparito Lhuillier) made a brilliant step to make use of the legacy their father built. Coming up with even more services to ease the public's financial burdens, thus meeting up with the company's vision. Locations are found in every city and municipality in the entire Philippines, even to places where formal banking services are beyond reach. Financial services were expanded to loans, lending, life insurances and even money transfers for a faster and more convenient way to help the Filipino nationwide.

Other services created in the M. Lhuillier umbrella are Real Estate, Fruit Preserves and fine jewelry market. With this diverse network of businesses and services, M. Lhuillier group of Companies is now on the drawing board phase in not only servicing the Filipinos domestically but globally as well.

M. Lhuillier, a trusted Financial and Jewellery institution known to millions of Filipino household as *Tulay Ng Pilipino* and proprietor of *Kwarta Padala*, now leap beyond its borders in the Philippines and established its presence in the US through its representative office in Los Angeles, California, in order to serve the Filipinos in the US, and help them meet their commitments to their families in the

Philippines.

M. Lhuillier aims to encourage business-minded Filipinos and other interested individuals who are based in the US to earn extra money by becoming its agent in the selling of Jewellery and other M. Lhuillier services.

Backing this endeavour is its 60 years of business experience in jewellery and non-bank financial services that it provides to the Filipinos at home through its 1,050 branches located all over the Philippine archipelago. Presently, it has 20 M. Lhuillier Jewellers' showrooms, located mainly at the major malls in the Philippines that showcase and explain why it is the "Trusted Name of Fine Jewellery." At the forefront of this Jewellery business is the "Amparito Jewellery Collection" which is known for its affordable jewellery that consists of classic, glamorous, timeless pieces set in 14K and 18K gold and enhanced with diamonds, pearls, gemstones, and other semi-precious stones. All of the jewellery pieces are personally hand picked by the matriarch of the M. Lhuillier family.

Interested parties may call its representatives in New York and New Jersey: Tess Leano at (848) 248-0331 and Steve Aberasturi at (848) 333 5043. If you happen to be in Los Angeles you may visit their office at 4929 Wilshire Blvd., Suite 808, Los Angeles, CA or call (323) 930-9090.

(Advertising Supplement)



Officers and Staff of M. Lhuillier Financial Services, Inc. (L-R) Jovan Dejecto; Marivic Caube; Joanna Lhuillier; Michael Lhuillier, President; Loren Escano, CFO; and Atty. Bayani Atup, General Counsel.



East Coast Representatives: (L-R) Steve Aberasturi, Tess and Gerry Leaño.

Young Filipino professionals call for action

In light of typhoon Frank, young professionals unify community to provide disaster relief

NEW YORK, NY—Collaborative Opportunities for Raising Empowerment Inc. (CORE), in partnership with the Ayala Foundation USA, will host a Disaster Relief Benefit for the victims and families in the Philippines affected by Typhoon Frank. This fundraiser will be held on July 27 at Le Royale (217th Avenue South in New York City) from 2 pm to 7 pm. This event is a call for a unified Filipino community to take action.

"As of July 6, 2008, a total of 4,195,605 people, 838,541 families and 5,788 barangays have been affected by the calamity. The death toll has reached 557 and out of this, only 399 have been identified so far. The total cost of damages has been pegged at a staggering Php 11.583 billion." - *AF-USA E-bulleting*, July 11, 2008

CORE strives to raise awareness about the disaster and its aftermath to communities in the local Tri-State area. "So many hometowns were affected by this disaster," commented Mark Habana, CORE Chair. "It would mean so

much for many back home in the Philippines if they knew we were doing our part as young Filipino Professionals to help those who are struggling to overcome the results of the tragedy. We are informing others how important it is to give back, act and join the cause."

To donate, visit the Ayala Foundation website at www.af-usa.org (Go to the Donate Now page; select Credit Card, and choose, AFI-CORE for Typhoon Frank from the drop down menu). Or mail a check, payable to Ayala Foundation USA, and postmarked by July 25, 2008, to:

Ayala Foundation USA
255 Shoreline Drive Suite 428
Redwood City, CA 94065

Please write CORE Typhoon Relief on the memo of your check.

The event will begin with a networking cocktail reception, followed by short presentations about the disaster and live entertainment by Filipino and Asian American performance artists and musicians. Suggested donation is \$20 at the door. All proceeds shall benefit the victims of Typhoon Frank. Attire is business casual. ■

'Isang libo't isang tuwa'

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(1988) were all part of the spectacle.

Pageants that cut across genders were another main fare in this ninth wonder of a TV show. *Beautiful Girl*, *Maid in the Philippines* Mr. *Pogi* and *Super Si Reyna* gave the masses a chance to live their dreams.

Dance and sing-alike contests like *Lola Madonna* and *Doble-Kara* opened doors for celebrity fanatics to emulate their idols. *EB* was (and still is) on a roll in coming up with fresh and crowd-drawing concepts for the show.

In his November 23, 2004 column in *Star Bytes*, Butch Francisco shared a bit of trivia about *EB*.

"In the early '70s, the only performers on TV who wore undershirts colored sandos, actually—were dancers like Lito Calzado (father of the great beauty Iza Calzado). The gentlemen who came out on TV that time wore mostly suits—especially the hosts of talk and variety shows. (Imagine Eddie Ibarra on *Student Canteen* or Archie Lacson on *Penthouse 7*). But if they were feeling a bit informal, they donned long-sleeved shirts with or without a tie. Tito, Vic and Joey changed all that."

"On *Eat Bulaga!*, they freely wore the very casual collarless T-shirts and jeans. If I picture a scene on *Eat Bulaga* therefore, the images that come to mind are of T-shirts and jeans—very, very relaxed. Obviously, it took Tito, Vic and Joey to revolutionize the getup on TV," he added.

Butch also recounted the "endless trailers of movies from Regal Films. Back then, we still enjoyed watching sneak preview of forthcoming films (something we find intolerable now that there are so many of them during intermission in mall theaters). In the early days of *Eat Bulaga!*, there were hardly any commercials coming in and the show had to accommodate instead films trailers that paid much, much lower than the regular 30-second TV advertisements. The show, however, is eternally grateful to Lily Monteverde for supporting a small program like *Eat Bulaga!* back then."

TVJ - TV's jokers

Perhaps as equally institutional as *EB* would be the formidable comic triumvirate of Tito, Vic and Joey (TVJ). Siblings Tito and Vic Sotto went through humble beginnings before striking it big in showbiz. Vic began his career as a folk singer and guitarist. Tito also began with musical roots. Joey started out as a radio disc jockey in the 60's for top FM stations. He worked for a couple of radio stations and was writing songs and scripts for gag shows on the side.

TVJ's collaboration officially began in a gag show called *OK Lang* in IBC-13. Other mainstays of the show included the APO Hiking Society, Val Sotto and Ricky Manalo, Jr.

In 1975, Joey was invited to become a co-host in *Discorama*, alongside Bobby Ledesma. At that time, the show was getting poor ratings and was on the verge of being axed. Bobby Ledesma went on vacation and asked Joey to take charge of the show. Joey then asked the Sotto brothers (Val, Vic and Tito) to join him, but only Tito and Vic took the offer. The chemistry between the three was undeniable. Comedy newscast segments combined with Joey's Top 40 hit song parodies gained *Discorama* new attention from televiewers.

TVJ also became regulars in *Student Canteen*, a noontime show hosted by Bobby Ledesma. However, it was their antics in the sitcom *Iskul Bukol* that fully launched the trio's career in showbiz and brought them to *EB*'s door. The rest, they say, is history.

In 1989, TVJ had their first show at the Shrine in Los Angeles entitled *The Three Kings of Comedy*. Together with their *EB* crew, Tito, Vic and Joey brought fun and laughter to *Pinoys* in the City of Angels. The show was produced by Sam Adelan, Lito Ocampo Cruz and Pat Reyes.

Angelesños will have another chance to see the comic trio when *Eat Bulaga* goes live on July 19, Saturday, at the Los Angeles Sports Arena. Famous *Pinoys* celebrities like Judy Ann Santos, Ryan Agoncillo, Marian Rivera, Dingdong Dantes, Pia Guanio, Allan K, Francis Magalona, Julia Clarete, Anjo Yllana, Pauleen Luna, Wally Bayola, Jimmy Santos and Jose Manalo will grace the event. ■

(Sources: Wikipedia.com, Philstar.com, Eatbulaga.tv and iGMA.tv)

Ayala Land Accredits APTA



L-R: Steve Derodar (Ayala Land), Salvador Deauna (President, APTA) and Ms. Ruby Aquino (Pacific Asia Leisure & Broker).

AYALA Land International recently accredited Alliance of Philippine Travel Agencies as marketing partner.

The presentation includes updates on project development and Ayala Land Property Investment opportunities largely in residential sector.

A number of licensed referrers have been accredited since April this year.

Steve Derodar is the International Property Specialist Representative of Ayala Land in New York. He can be contacted at (347) 410-0325 or at toll free number, 1-877-2829252.

(Advertising Supplement)



Ayala Land holds small group presentations and accredits brokers, marketing partners



The Filipino survival kit

by LIZA LEGASPI

ARE you feeling depressed? Do you feel like you are failing at anything that you do? Well, you are not alone. Every now and then, we all go through this. Every day we face challenges in life. I know, it might be more difficult because you are starting a new life in a new place. You are outside your comfort zone. Allow me then to share with you some tips which might be helpful.

• **Don't think that you are failing.** It is not over yet. You just need to find the solution to the problems or the challenges you are currently facing. Hey, it might be difficult, but you will find a solution.

• **When you are down, there's no other place to go but up.** So do not worry too much.

• **Take it easy.** Stressing and feeling depressed will not change the situation. Turn this scenario into an opportunity.

• **Be patient!** I'm sure you've heard this before. However, the key to a great solution is patience.

• **Find ways to give your spirit a lift.** Remember, feeling depressed will just make things worse.

• **Research for solutions.** Sitting around and waiting for the answer can't and won't help. So instead of worrying, find answers. Sometimes, you'll find them when you least expect.

• **Have faith in yourself.** Be strong. You will get there.



Liza Legaspi

I know, these tips are not exactly the answers to your problems. However, I do hope that they will make things a little easier for you. Keep smiling, it always helps. It takes a few muscles to smile while it takes a lot to worry.

Next week's issue: *How to pass your driving test in the US: What to do and not to do*

E-mail me at liz@yahoo.com for questions or if there are any topics that you are interested in for future issues.

Liza Legaspi is an experienced marketer both in the Philippines and the US focusing on diversity groups for over 20 years. She is currently employed by a well-known Advertising Asian Agency. Ms. Legaspi has a wide range of experiences in marketing consumer products and services.

The items listed are mere suggestions and no guarantees that it will work for you. The tips provided worked for me and I am not making any promises nor will I be liable for any outcome.

My child aged out, now...

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the same interview in the US. Consulate as you.

If you find that the US Consul or USCIS officer is not abiding by this provision, you should take the matter to court to enforce the provision.

Brian D. Lerner is a Certified Specialist in Immigration and Nationality Law by the California State Bar Board of Legal Specialization. He is admitted to the US Supreme Court and the 1st, 2nd, 3rd, 4th, 5th, 6th, 8th, 9th, 10th and 11th Circuit Courts of Appeal.

He is also admitted to the California Supreme Court. This firm handles cases both nationally and worldwide. This firm does every aspect of immigration law including family and employment based petitions, deportation defense and criminal related immigration issues, asylum, naturalization, citizenship, appeals, nonimmigrant visas, immigrant visas, and all other areas of immigration law. An appointment can be made by calling (866) 495-0554 or (562) 495-0554. The firm's website is www.eimmigration.org.

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