



The Filipino Survival Kit

By LIZA LEGASPI

Do you send clothes, shoes, groceries and cosmetics to your relatives in the Philippines? Do you pack it all in a balikbayan box or prefer to ask a relative to take it to the Philippines? Well, if you do all these—you are always on the look out for good deals. So here are some tips:

- Ask your relatives back home what they need. Get a list going. This way you are certain that you are purchasing items that they will use or like. Make sure that you also ask them if the items they need or like is sold in the Philippines. If it is, find out the cost in peso. Compare the peso cost vs the dollar cost and add in courier cost. Sometimes, it makes sense to just send money versus the actual goods. That is, if it something that could be purchased in the Philippines. However, if it is a question of "want" that's a different story. Sometimes your relative wants items that came from the U.S. directly (concept of imported).

- Plan your shopping ahead. Plot the dates where there are items on sale i.e. Memorial day, July 4th, Thanksgiving and others.

- Collect the items that you need to send to the Philippines. Don't get them all at the same time. Don't rush. Haste makes waste.

- Check out the Sunday newspaper and clip coupons. Based on research, you can save as much as \$20 (estimated) per week on grocery items.

- Sign up for groceries reward cards.
- Check the internet to find sites that offer good deals
- WOM (Word of Mouth). Your circle of friends who send items to the Philippines more often knows of good deals. Take their word for it. Chances are, they already conducted their research.
- Wait a while. Don't jump on the bandwagon and buy the latest trend or gadgets. They will go on sale sooner or later.
- If you prefer to send balikbayan boxes via cargo companies,

make sure you have done your research in consideration of the following: Cost of sending the box, time frame on when the box gets to the Philippines, Is there a door-to-door service? Is the door-to-door service efficient and safe?

Next week: Where to go for your vacation when gas prices are on the rise...

Disclaimer: 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.

(Liza Legaspi is an experienced marketer both in the Philippines and the US. She has been focusing on diversity groups for over 20 years. Liza is currently employed by a well-known Asian advertising agency. She has a wide range of experience in marketing consumer products and services.)

Notes from RENO

John "Romy" Rose

The Eldorado Casino Cabaret Presents New Summer Concert Series

The Eldorado Hotel Casino presents the all new Friday Night Summer Concert Series every Friday at 9 p.m. in the Eldorado Casino Cabaret. Jimi Jamison, the lead singer of Survivor kicks off the Casino Cabaret concert series on July 11 while John Cafferty and the Beaver Brown Band play their hits on July 25. August begins with Chicago Tribute Authority on August 1, Matthew and Gunnar Nelson along with The Stone Canyon Band in "Ricky Nelson Remembered" on August 15 and Journey Unauthorized on August 29.

Jimi Jamison is set to deliver a strong and powerful performance including the hit *I'm Always Here*, which he wrote and performed for the #1 syndicated TV show Baywatch. Beginning with the nationally acclaimed band Target in the 1970s, Jamison continued his rise to stardom with the band Cobra through the early 1980s and ultimately joined Survivor in 1983. With Survivor, Jamison enjoyed five singles in the Top 10, as well as, four, gold, platinum and double platinum albums. His renditions of *Eye of the Tiger* from *Rocky* and *Burning Heart*

from *Rocky IV* thrill concert audiences to this day.

John Cafferty and the Beaver Brown Band famous for their *Eddie and the Cruisers* motion picture soundtrack, bring both passion and energy to the Eldorado Cabaret stage on July 25. The musicians who rocked night after night throughout clubs of the Northeast long before their national breakthrough brings hits from their album, *Tough All Over*. Cafferty and the Beaver Brown Band will play their Top 20 hits including *C.I.T.Y.*, *Dixie-land*, *Small Town Girl*, *Crystal Blue* and the powerful *Voice of America's Sons*.

Chicago Tribute Authority, an up-beat, spot-on tribute to one of the greatest hit-making bands transports audiences of all ages on a non-stop journey that includes many of Chicago's greatest hits. On August 1, Chicago Tribute Authority will perform the classic hits of Chicago, sure to bringing audiences to their feet. While they make no claims of being the original, Chicago Tribute Authority performs an uncanny rendition of the original Chicago that is sure to have you amazed.

On August 15, double platinum champions of an American entertainment dynasty, Matthew and Gunnar Nelson will bring their melodic songwriting and soaring sibling harmonies in a musical tribute to their father, *Ricky Nelson Remembered*. The famous blond duo, performing along with The Stone Canyon Band is proving to have greater appeal than ever. The twin sons of rock 'n' roll icon Rick Nelson have spent the past six years honing their sound in Nashville. *After the Rain* was the hit debut album by Nelson; the pair reached number one with *(I Can't Live Without Your) Love and Affection*, has three Top 10 singles, four #1 MTV videos and earned worldwide popularity.

Journey Unauthorized is one of the most authentic Journey renditions on stage. The band is comprised of the best musicians and performers specializing in a complete and flawless Journey concert production. Journey Unauthorized performs the full range of Journey onstage, including a multitude of classic rock-n-roll super hits like *Don't Stop Believing*, *Ask The Lonely*, *Who's Crying Now*,

and more. No other rendition of Journey's music comes close to this level of performance with a show evolving over years of mastery and unmatched attention to detail. Experience the best rendition of the group and music that defined pop culture for decades.

Golden Fortune and BuBinga Lounge, two of the Eldorado Hotel Casino's premiere dining and night spots, won first place in Casino Player Magazine's 2008 Best of Gaming Awards.

Casino Player Magazine awarded Golden Fortune the 2008 Best of Award for excellence in Chinese dining. Golden Fortune, now being featured in Tivoli Gardens, is the Eldorado's authentic Chinese restaurant featuring authentic Hong Kong specialties in a classic Chinese pagoda setting. Tivoli Gardens featuring Golden Fortune now offers lunch and dinner menus. Classic Chinese specialties including Peking Duck, General Chicken and Sweet and Sour Pork will be available daily during lunch from 11 a.m. to 3 p.m. and during dinner from 3 p.m. to 10 p.m.

The award-winning Golden Fortune received the International award of Excellence from the Restaurant and Hospitality Rating Bureau.

Awarded the Casino Player Magazine 2008 Best of Night-life Award, BuBinga Lounge, Reno's premiere ultra-lounge, provides the swankiest nightlife in the region featuring themed parties, specialty cocktails and hot club sounds. BuBinga Lounge features SIN: Service Industry Night every Tuesday with DJ Freeze and KWNZ 97.3, Ladies' Night on Thursdays and non-stop club hits with DJ Freeze on Fridays and Saturdays.

The Eldorado Hotel Casino is a rare mix of upscale atmosphere with a relaxed vibe, boasting nine award-winning restaurants, non-stop nightlife, a Broadway-style showroom, luxurious hotel accommodations and dynamic casino action. The Eldorado is located in the heart of downtown Reno, just minutes away from world-class golf courses and Lake Tahoe ski resorts. For more information, call the Eldorado at 800-648-5966 or 775-786-5700 in Nevada. Visit the Eldorado online at

eldoradoreno.com.

Don't forget to turn your radio dial to 1550 AM every Saturday and Sunday from 5 to 6 p.m. to listen to Filipino music, news flashes about the Philippines and Fil-Am communities here and around the world, as well as community announcements.

Two trivia questions will be asked at different times during the broadcast about the Eldorado Hotel Casino. The first caller to answer each of the trivia questions will receive free show tickets.

Good luck!

Please visit this website for everything Pinoy -- www.filamusa.com. From *pasalubongs* to your loved ones, to affordable places to stay in Reno, to information on marriage and divorce, we have the answers. Or call (775) 303-4433.

Also, please visit The Rose Garden Restaurant at 1255 Stardust Street in Reno, which serves Asian, American and Italian cuisine. The Rose Garden features a Sunday Filipino Buffet from 10 a.m. to 2 p.m.

See you in Reno!
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