

AN UNDER-THE-RADAR...

◀ PAGE 2

Corporation (LLC) that began operations in February 2006. Pell shared more about her company. "Anahau began its operations with only a business plan, our team's combined experiences, expertise and successes and a strong desire to succeed. In building a business from scratch, Anahau's main challenge was to create new, strong working relationships with its customers. To address this challenge, Anahau ensures that no short cuts are taken when servicing new customers. This approach of focusing on the highest quality of service has helped deliver the best overall product to our customers and has been the driving force that separates our company from other small start-ups in the sector," Suyen stated.

Prior to launching Anahau, Suyen and Theresa successfully worked together for many years at Cook Inlet Energy Supply in Los Angeles, which was one of the leading minority-owned businesses in the energy sector. "I started with Cook in 1992 as an accounting manager, and then received several promotions from Accounting to Trading. Eventually, I became their Chief Trading Officer- heading the trade floor and operations of Cook Inlet. Cook Inlet started out as a 4-person shop and grew to 75 employees with \$3 Billion in revenue within 10 yrs. I was very proud to be part of their success story from the very beginning until it was sold to Macquarie Bank Ltd in 2005," recalled Pell.

Theresa shared her side of the story. " Even while in college, I worked as an intern at Cook. Suyen said it would be a good working experience for me in a corporate world and it's something different. I agreed. At first, I took the job for the main reason that it will look good on my resume. However, as I saw all the different aspects of Cook Inlet, the more I liked the business. I did anything they asked me to do; from getting everyone's lunch to answering phones, organizing files to doing basic accounting then to operations. I've even babysat my boss's kids. I ended up interning for almost 2 years. I learned a lot and got to know the customers along the way. My bosses, Greg and Hans, always said that they'd hire me full time if I wanted it. When my graduation came, I took them up on their offer with one condition that I get to be a full time trader right away. They agreed. I worked for them for over 9 wonderful years. I learned everything I know today in the energy industry from those 9 years," said Theresa.

The big break for Suyen happened with the sale of Cook Inlet Energy to Macquarie Bank Ltd. which took away Cook Inlet's minority-owned status. Pell admitted that, "since Cook Inlet was no longer a minority owned company, we saw an opportunity to take over their market share. In addition, I have always wanted to be an entrepreneur and be able to create jobs in our community."

Theresa described their beginning, "the opportunity came and we seized the moment. We always talked about how great it would be to have our own business. We've worked well together for many years and know each other's strengths and weaknesses. Most importantly, we trust each other."

Suyen and Theresa maximized the niche of being a certified, minority/woman-owned company and she targeted companies which are big supporters of Supply Diversity. "It is truly a good business strategy. It gives every new business an opportunity to grow and expand in a competitive market place. It's not free business; you really need to deliver. You need to show that you have the qualifications and expertise for it. Supply Diversity is not just good for the community but is an overall good business strategy. We truly believe in our strategy, so we will stay focused and continue what we started," explained Suyen.

It is very difficult for a small operation to conduct business

in an atmosphere dominated by multi-billion dollar gas and oil corporations. Nevertheless, Anahau has been able to grow its business "by expertly filling in the niches wherever we can find them," admitted Suyen.

The Encarnacion sisters were both born in the Philippines. Suyen was born in Vigan, Ilocos Sur and Theresa was born in Manila. "Our father, Efrenis, is originally from Vigan, while our mother, Suzanne Mendoza, is from Nueva Ecija, although we mostly lived in Manila before we immigrated to the US. I am the second while Theresa is the youngest out of five children. We have 2 more sisters and a brother. Our oldest sister, Suzette, who lives in Glendale with her husband and two sons; Our middle brother, Jay-jay, who is an avid surfer, lives in San Clemente with his wife and two sons and our fourth sister, Angeli, lives in Pasadena with her dogs. Our father and other siblings are in real estate and investment properties, and our mother is a consultant for banks," said Suyen, whose name means "sunrise" in Japanese, according to her mother who gave her the full name of Suyen Marie.

Suyen attended St. Scholastica's Academy and St. Joseph's College in Manila before their migration. In 1989, she graduated from the University of California Los Angeles (UCLA), and eventually completed an Executive Management Business Entrepreneurial Program at the Anderson School at UCLA. Younger sister Theresa, on the other hand, has a Bachelor of Science degree in Finance from the California State University of Long Beach.

The very successful entrepreneurs have achieved the American Dream and Suyen attributes her business and personal growth to three factors: Education, Diligence and Dedication. "I believe these are the key attributes, but it is 'how we use them' that will lead to success. Also, just as important are the people you surround yourself with. Surrounding yourself with people who share the same goals, beliefs, passion and commitment to success can help propel you to levels of success that are unattainable on your own. In short, innovative business strategies with your heart in the right place," summarized Pell.

Theresa believes that education, hard work and perseverance are keys to success. "Believe in yourself and don't be afraid of failure. It's just another step of the learning process," she said.

The thing that most fuels Suyen's dedication to her work is her motivation to be of help to others. "We want to be able to grow large enough to provide jobs in the community and expand our role philanthropically," said the good-hearted mother of two very young children, who makes time to do volunteer work to help others in the community. As busy as she is, Suyen makes it a point to enjoy outdoor activities with her husband and kids in her free time. "My family is very active so we pretty much like to do outdoor

activities whenever we can like 5k or 10k runs, swimming, bicycle riding, and rollerblading. I would like to be able to do more surfing, scuba diving, snorkeling, kayaking. I recently just tried paddle boarding and that was fun too," Suyen shared. "I also try to get at least 30-45 minutes of cardio vascular exercise everyday if I can. This is like coffee to me - this is where I do my thinking and helps control my stress level and overall health condition," she added.

Theresa, on the other hand, admits that balancing work time with family time is not that easy. "Since owning our own business, it can be a challenge at times but I balance by making sure I clock out at a certain time everyday and spend quality time with my family. We are fortunate to have two beautiful girls. Our oldest is 2 years and 8 months old and our youngest just turned a year old last week. We always have play time and dinner together. My husband, Dave, and I also make sure we have date nights. One of the main advantages of working for yourself is having that flexibility and it's great if you can work efficiently," said Theresa.

Suyen shared that the goal of Anahau is to continue its growth by working with a strategic partner with the means of providing credit support that will take them to the next level. "A strategic partner will have the ability to immediately lever off Anahau's strong physical Natural Gas trading and management expertise and core relationships. We are excited about this opportunity and we look forward to taking the next step in growth," Suyen said enthusiastically. "In five years, I want to see Anahau expand its services. We also have plans in expanding into renewable products such as solar and wind. Long term, I would like to see us doing more business internationally, maybe even in the Philippines," the outstanding Pinay said with a passion.

Meanwhile, Suyen revealed that the Pells are currently in the planning stages of a vacation back to Manila and Vigan, "to visit relatives and to show my husband and kids the country in which I grew up".

Aside from their expertise and hard work, the major factor for the remarkable success story of the beautiful and amazing Encarnacion sisters is the love and respect they have for each other. "Theresa has brought to our business the kind of drive and determination that makes businesses succeed. I could have not done this without her support and determination," Suyen said.

Theresa is equally all praises for her sister Suyen. "Since I'm the youngest, all my siblings were very protective of me. From early on, I remember my Mom would always tell us how important siblings are and that we should always be close and take care of each other and I'm fortunate to say that that's been the case all through childhood and now. I'm just very lucky that I get to work with one of my sisters who is also one of my best friends." ■

FIL-AM DIRECTOR/PRODUCER/ACTOR
ACE CRUZ'S NEW MOVIE

Outrage

Michael Madsen (*Sin City*, *Kill Bill*, *Reservoir Dogs*) and Natasha Lyonne (*American Pie*, *Slums of Beverly Hills*) star in *Outrage*, a white-knuckle thriller about the law of attraction, fate-changing decisions and facing the past.

Christine (Katie Fountain) is selling the palatial North Georgia mountain home willed to her by her father. And she's closing this chapter of her life in style: a lavish weekend getaway with a group of close friends (Natasha Lyonne, Ace Cruz and Derek Lee Nixon). But the lodge was the site of a traumatic childhood incident Christine just can't shake. The fear and outrage consume her. The vacation, she hopes, will be the source of healing.

Her plans, however, go awry as an ex-Marine sniper, Farragut (Michael Madsen), and his team of military outlaws crash a wave of terror upon Christine and company. A plan of deception soon unravels, and Christine and her friends escape into the woods with the bloodthirsty killers on their trail. With help from a simple handyman, Billy (Pauly D), and a mountain mystic, Obeah (Michael Berryman), Christine comes face-to-face with the fears that brought these horrors to life.

For *Outrage*, producer/director Ace Cruz and executive producer Paul D'Agnese bring the story itself to life with pulse-pounding intensity, drawing upon a cast of notable screen vets. Madsen, perhaps best known for his role as Mr. Blonde in Quentin Tarantino's *Reservoir Dogs*, calls the project "a thrilling, exciting and invigorating movie with a great message."

The critically acclaimed Lyonne says she was delighted to work with Madsen on such a thought-provoking project. With its unique content and approach, *Outrage* stands out among the slew of films on her resume.

"*Outrage* is an interesting film that explores the power of the psyche and subconscious mind to determine or color our conditions, reality and experience," Lyonne says.

Moviegoers will no doubt recognize the incomparable Michael Berryman. Primarily known for bad guy roles (Rob Zombie's *The Devil's Rejects*, Wes Craven's *The Hills Have Eyes*), Berryman switches gears in *Outrage* as the insightful Obeah.

"The producers have spent time to weave a story of danger, intrigue and choices," says Berryman. "The message of the film is most powerful. The pure entertainment is solid and uncompromising. It's a film you can watch many times and take something new from it."

Cruz hopes audiences will not only immerse themselves in unbridled entertainment, but also take home the core message of *Outrage*.

"Filmmaking is a passion of mine that I use to show a good message to the world whenever I can fit it in my commercial movies," says Cruz. "I decided to make the lesson of *Outrage* be what you are inside is what you attract in life." This is Cruz's 6th film and he is now preparing to do his 7th film called *fight quest*.

For more info, visit www.outragemovie.com. ■

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