



How to Survive and Thrive in Challenging Economic Times: Access to Capital — How Businesses Can Raise Money

A PANEL DISCUSSION WITH DISTINGUISHED SPEAKERS

Wednesday, August 26, 2009
5:30pm - 7:30pm

California Club (exclusive private member-only club)*
538 South Flower Street, Downtown Los Angeles



California State Controller John Chiang
California's Chief Fiscal Officer and Boardmember of CalPERS and CalSTRS



Thomas S. Wu
President and Chief Executive Officer United Commercial Bank Ernest & Young, Entrepreneur of the Year (2007) and President of the National Association of Chinese American Bankers



Rick J. Caruso
President and Chief Executive Officer Caruso Affiliated Los Angeles Business Journal's Entrepreneur of the Year and former President of the Los Angeles Police Commission



Panel Moderator, Robert S. Brunswick
Founder, President and CEO Buchanan Street Partners Ernest & Young, Entrepreneur of the Year (2005)

ABOUT OUR PANEL SPEAKERS

California State Controller John Chiang: Controller John Chiang was elected in November 2006 to serve as California's Chief Fiscal Officer. The Controller is the chair of the Franchise Tax Board, and serves on the Board of CalPERS and CalSTRS, the nation's first and second largest public pension funds. He serves on the CalPERS Investment Committee, and Finance Committee, among others. The Controller brings extensive experience and fiscal leadership to the State Controller's Office. Chiang was first elected to the Board of Equalization in 1998 where he served two terms, including three years as chair.

Rick J. Caruso: Recently, the Los Angeles Business Journal recognized Rick Caruso as "Business Person of the Year." Mr. Caruso is President and CEO of Caruso Affiliated, a well-respected real estate firm which creates "town centers" that respect a community's unique character and reflect the spirit of its residents. Mr. Caruso was also recognized as the L.A. Business Journal's "Developer of the Year," and is the past President of the Los Angeles Police Commission, and previously served as a Commissioner for the Los Angeles Department of Water and Power (DWP).

Thomas S. Wu: is Chairman, President and Chief Executive Officer of UCBH Holdings, Inc and United Commercial Bank, a leading bank in the United States serving the Chinese communities across the U.S. and American companies doing business in Greater China. Mr. Wu currently serves as the President of the National Association of Chinese American Bankers, and was named one of Forbes Asia Magazine's "Twenty-Five Notable Chinese-Americans in 2008."

Robert S. Brunswick (panel moderator): is the Founder, President and CEO of Buchanan Street Partners, a real estate investment management firm that provides equity and debt to experienced real estate operators throughout the United States. In 2005, he was recognized with Ernest & Young's Entrepreneur of the Year.

ABOUT THE ASIAN BUSINESS ASSOCIATION

The Asian Business Association (ABA) is Southern California's premier non-profit organization which serves the needs of Asian business owners and professionals. Founded in 1976, ABA has a membership base of more than 500 Asian business owners, and offers programs to help its membership and Asian-owned businesses grow.

To join ABA visit: www.aba-la.org



This event is FREE to ABA members and \$50 for non-members. Seating is limited.
To join ABA visit: www.aba-la.org • Please RSVP: info@aba-la.org

* Please note dress code: Gentlemen are asked to wear coats and ties and Ladies to wear dresses, suits or skirts (with blouses, sweaters or jackets) or appropriate dress pant suits.

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DIRECTV Completes Golf's 'Grand Slam' With Expanded 2009 PGA Championship Coverage

EL SEGUNDO, Calif., Aug 10, 2009 -- DIRECTV will complete its exclusive Mix Channel/interactive coverage of all four of professional golf's majors with its broadcast of the 2009 PGA Championship Aug. 13-16, the last major of the year.

Supplementing broadcast feeds from TNT and CBS, as well as online content from PGA.com, DIRECTV will be the only TV provider to offer expanded, four-channel coverage of the 91st PGA Championship at the Hazeltine National Golf Club in Chaska, Minn. for all four days of the Championship. Golf fans will have the opportunity to watch the drama unfold live on three extra channels in addition to the main network feed, only on DIRECTV.

DIRECTV's expanded coverage, available free to customers, will include channels dedicated to following a marquee group of players, the play on the course's four challenging Par 3 holes and *Players in Depth*, featuring highlights and interviews with the leaderboard's top players. All four channels (702-705) will be in HD and displayed on DIRECTV's Mix Channel (701) with each tuneable to full screen. For more details visit directv.com/pga.

The feature channels, along with live network coverage, will be available throughout each network's broadcast hours, Thursday and Friday from TNT

(2-8pm ET) and on Saturday and Sunday from TNT (11am - 2pm ET) and CBS (2-7pm ET). Complimentary online coverage will also be available all four days from PGA.com.

"The 2009 PGA Championship is golfers' last shot at glory this year and for golf fans their final opportunity to see golf the way it was meant to be seen, on multiple screens, in HD with instant access to scorecards and leaderboard information," said Eric Shanks, executive vice president, DIRECTV Entertainment. "With our broadcast partners we've been able to take the golf viewing experience on TV to an entirely new level, infusing that happy marriage between technology and sports with an exciting blend of vivid imagery and information that is vital for any red-blooded sports fan."

In addition to the Mix Channel, DIRECTV will offer on each full-screen HD channel, a menu of feature instantly accessible via remote:

- Top Five Leaders: Displays the top five current scores against par.
- Leaderboard: Provides information on all golfers in the field and access to player scorecards and hole-by-hole stats for each player in

PAGE B11 ►

Devine Care, Inc...

◀ PAGE B9

period selling phone cards to the Mexican market and to tourists. One time at the airport, he met a Filipino who told him about Filipinos using a lot of phone cards. So the following year, Doug created a phone card especially for Filipinos. The phone card was a hit with many Filipinos in the States. By 2001, the year that the call center industry started to boom in the Philippines, Devine Communications, Inc. customer care division was born with only eight employees, holding office at Taipan Place in Ortigas Center.

At around the same time, Jim was involved with manufacturing software to manage calling cards for the Harris Switch, a huge company in the US at the time. This later on evolved into a wholesale carrier business where Jim would go around the world to build the infrastructure using internet and wireless technology to build routes.

"That's sort of how I evolved into telecommunications," he says. "What happened was, I was in the States and they had this sales guy, his name was Stu Williams, and the other guy's name is Bruce Sanders, they knew I had routes into the Philippines out of the UK. And they came to me and said, 'Hey I've got a customer for you.'" The customer turned out

to be Doug. This paved the way for them to establish a business partnership, as well as a great friendship.

After that, Jim was assigned to work in Vietnam on a government contract to work on a cellular network there. There he ran into a friend of his who was married to a Filipina. This friend invited him to come to the Philippines and build a call center. Jim ended up going to the Philippines where he met his current wife who's a nurse. Doug was actually the best man at their wedding.

Jim was already beginning to settle down with his wife in his Las Vegas home. At that time, he had established his own call center business and he had already started developing Zeolife, an anti-aging and energy-boosting product, which got the attention of the Asian Journal publisher Roger Oriel. All was starting to fall into place when he got a call from Doug who asked him to help out with the call center in Manila.

"When I got here, it was pretty wild. It was a very intense ordeal," he recalls. "We had to migrate everything. And here we are today."

Devine Care, Inc. is a business process outsourcing company which deals from accounting to operations to human resources

to administration. They run a 24 by 7 operations on three shifts and cater to customers all over North America -- from the United States to Guam to Canada. They have headquarters in the US with offices, in San Francisco and Los Angeles, which is responsible for the phone card distribution.

Their company is thriving, now with over 100 employees, and both are grateful to have had the chance to establish their business in Manila. Both believe that Filipinos are tremendously talented and they have learned a lot from Filipinos.

"The Filipinos taught me to be very humble," Doug relates. "I've went through a period of materialism. I bought fancy houses and stuff. And what makes you happy is your relationships right? With your friends, your children. But I still want money so that i could do a lot of things. And that's what i mean about being radical. And I've been in this passion for a long time because of my partnership with Jimmy and the love of my two boys (Kyle & Ryan)."

The two are not ones who are likely to rest on their laurels as both have bigger plans for the company in the future.

"We plan to grow and make revolutionary products that nobody has in the world that will be sold not just in the Filipino market but in the different markets all over the world," Doug says.

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