



Hi!  
Society

By MONET LU

# A magical night with the stars!

answer. I can't help but have my own glamour picks from the fabulous event pictures (courtesy of Ruffa) I've seen so far.

Gretchen Baretto was reliably stunning and chic.

I really liked Bea Alonzo's muted tone gown. She deserved the award for Most Elegant. *Maganda at malinis*.

The look of Ann Curtis, who won Most Glamorous, was reminiscent of Rita Hayward. Very classic.

Kristine Hermosa was glowing, as usual. She really does have one of the most beautiful faces in Philippine cinema. She always manages to look flawless and

neat. I think it has a lot to do with that alabaster skin.

Kim Chiu looked gauntly stylish while KC Concepcion's ensemble was a bit of a mixed bag for me. I'm ambivalent about it.

On to the studly gentlemen of Star Magic. John Lloyd won Most Stylish and I can see why. His adorable boy-next-door charm really grows on you. He might not be your typical handsome Adonis but his appeal evolves over time.

Sam Milby looked dashing that night. That smile goes with anything he wears, I swear.

Gerald Anderson looked dapper as well. He turns more good looking with each passing day. ■

YES, it was truly a magical night! ABS-CBN continues to thrill and glamorize the entertainment industry with their annual Star Magic ball.

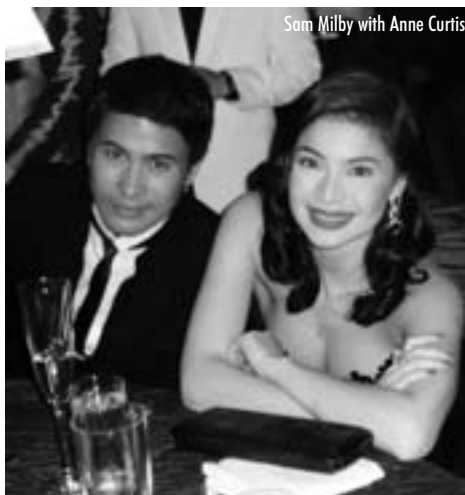
I was invited last year by the event coordinator Keren Pascual. He wanted me to experience the glitz of this star-studded affair. Sadly, I couldn't make it.

When my friend Ruffa Gutierrez sent me exclusive pictures, I was all the more wishing I could have been there.

So this year's ball was held at the Makati Shangri-La last August 30. Syempre, the Who's Who of the entertainment scene made an appearance in their glamorous best.

In a sizzling red ensemble, our beloved gal pal Ruffa made quite an entrance! She wore a bright red lip shade that complemented her high-slit gown. With her height and that arresting dress, it wasn't hard for her to stand out. It seemed like she was channeling Hollywood vixen Megan Fox.

Asked why she chose such leg-revealing ensemble, she said, "I have long legs, might as well show them!" Very typical Ruffa



# The Diva that is Kuh Ledesma: Her passion, her love, her music



By LOU CABALDE

AN Icon in the Philippine Music Industry, Kuh Ledesma, continues to share her love for Music for more than 25 years. Her achievements, numerous awards and recordings made her the undisputed 'Pop Diva' of the Philippines. She has conquered and continues to dominate Recording, The Concert stage, Television, Movies and Musical Production.

While audiences have adored and loved her

timeless and immortal songs, Kuh continues to strive for excellence in everything that she does up until now. Her passion and love for music remained as her key to bring forth the message of love, nationalism, and hope.

Through the years, Kuh's countless contributions in the music industry have influenced not only her own career but also helped jump start the careers of some new talents

who wants to make their break in the music scene. Perhaps one of the greatest contributions of Kuh is the Music Museum which continues to be the Philippines' foremost venue for quality concerts.

Kuh's love for performing led her to establish her own production company Headline Concepts. She produced shows that were deemed impossible to many. Unforgettable concerts that were an all time hit, and staged them on venues like the Cultural Center of the Philippines (CCP), PICC, Folk Arts Theater and the Araneta Coliseum during the time when singers and producers shunned large venues because they were so hard to fill. She also bravely brought most of her self produced concerts to tour the USA and Canada some of which are *Power of 2* (Kuh Ledesma and Regine Velasquez), *Divas 2 Divas* (Kuh Ledesma and Zsa Zsa Padilla) and the Phenomenal Hit Concert *Divas 4 Divas* that featured four of the Philippines' top divas!

Now the Pop Diva embarks on another concert that will give hope and inspiration

to everyone. After years of conceptualization, Kuh has come up with a concert that she hopes would unify the Filipinos in the USA and Canada thus, the *Unity Tour*.

"I think it's a perfect time, and it's been such and need in our Filipino community *kasi* abroad and here to inspire people to unify because there is power there and so we need to be strong as a race," says Kuh.

The *Unity Tour* will feature seven (7) of the finest artists in the Philippines that were personally chosen by the Pop Diva herself. Joining the Pop Diva are: Asia's Pop Idol Christian Bautista, singer-comedienne Nanette Inventor and comedian Jograd Dela Torre, stage actor Carlo Orosa, up-and-coming songstress Isabella and the young balladeer from the hit reality TV show *Britain's Got Talent* Charlie Green. When asked why seven (7) artists, according to Kuh there is something that is unifying them, something that you will find out in the *Unity Tour*, but other than that, for Kuh "seven (7) is a complete number."

Kuh said that there is so much to look forward to in this concert and people who will be watching will have loads of surprises.

"Well, Jograd and Nanette will be doing characters and monologues and I will be joining them, we will also be singing love songs as well as inspirational songs," says Kuh.

A timely concert during uncertain and trying times, a show that will help uplift one's spirit and will make one feel that in the midst of darkness, there will always be hope. A grand celebration of music, laughter and inspiration, *Unity Tour*.

You may catch the *Unity Tour* in five cities. The *Unity Tour* kicks off on October 16 at Montreal, Canada, followed by New Jersey on October 17, San Jose, California on October 20, Long Beach, California on October 24 and October 25 in Vancouver, Canada.

"It's going to be a fun show and inspirational!" says Kuh.

For more information, you may log on at [www.unitytourconcert.com](http://www.unitytourconcert.com)

(Advertising Supplement)



# IN REUNION THERE IS STRENGTH.

In our continuing efforts to serve the Fil-Am Community, Asian Journal will be featuring profiles of Filipino-American associations here in the United States.



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## Metrobank @ 47: REDEFINING LEADERSHIP

In the increasingly competitive landscape of the Philippine banking industry, the Metropolitan Bank and Trust Company (Metrobank) remains one of the foremost financial institutions in the country. Since its establishment in 1962, it has displayed consistent outstanding performance, building its reputation of stability and strength. Now on its 47th year, Metrobank continues to exhibit robust growth anchored on a solid foundation, cementing its position of leadership.

### Leadership exemplified

Metrobank president Arthur Ty attributes its leadership to its firm dedication to fulfilling its vision. "We continuously aim to be the best bank for our stakeholders," he said. "We are focused not only on financial performance, but also on quality of that performance."

Guided by its vision and driven by its commitment, Metrobank has been able to weather the difficulties that stormed the business sector in the past years. "Through every trial, we have always emerged stronger and bigger," said Ty. "Each experience has molded the Bank to become even better equipped to face new challenges ahead."

Amidst trying times, Metrobank continues to be accorded numerous awards and citations from government and financial institutions as well as global publications for its exemplary performance and high level of customer satisfaction.

This year alone, Metrobank was awarded the Gold Trusted Brand award from Reader's Digest for the sixth consecutive time. It was also cited at the 2009 Corporate Governance Asia Annual Recognition Awards for the fifth consecutive year. Metrobank was also ranked first in financial reputation by the Wall Street Journal Asia.

Beyond adding sheen to the Metrobank name, the awards serve as stellar proof of the Bank's commitment to be the trusted banking partner of its stakeholders.

### Ahead of the curve

As a reflection of this commitment, Metrobank set many firsts in the industry with the customer's needs in mind. It opened the doors to branch banking which brought financial services closer to the community, especially in the countryside. It was the first to bring a Filipino bank overseas when it established its first international branch in Taipei in 1970. It also launched the first talking automated teller machine (ATM) in the country.

Metrobank continues its pioneering initiatives for the benefit of clients. Recognizing the indispensable role technology plays today, Metrobank has made significant investments in technology and operations infrastructure to better support its products and improve service delivery.

Enhancements made on Metrobank*direct* collection and payment modules, added security protection for internet banking clients, and unique electronic cash management offerings all keep Metrobank ahead of the competition and upgrade its operational efficiency. The Bank's e-banking portals – Metrophone Banking, Metrobank Mobile Banking, and Metrobank*direct* Internet banking facility – provide Metrobank clients access to their accounts practically anywhere in the globe.

### Expansive Network

From its office in Binondo and a single branch in 1963, Metrobank now spans a consolidated branch network of over 720 domestic branches nationwide; and 35 foreign branches, subsidiaries, and representative offices.

Metrobank also has a consolidated ATM network of over 1,150 teller machines, way more than the 60 ATMs the Bank had when it first launched its Electronic Teller banking, or Metrobank E.T., service in 1990. The Bank's affiliation with Cirrus Maestro (Mastercard) allows its ATM cardholders to access their accounts through over a million Cirrus Maestro ATMs and POS terminals in 210 countries.

### Social Responsibility

Metrobank stays true to being the trusted banking partner, articulated by its promise of "You're in Good Hands." This promise extends not only to customers but to employees, partners and beneficiaries of its corporate citizenship.

Guided by the words of its founder and group chairman, Dr. George S. K. Ty, that "leadership in business implies leadership in community service," Metrobank is fully committed to carrying out its responsibility to the community and dedicated to contributing to nation-building.

Through its corporate social responsibility arm, Metrobank Foundation, Inc., Metrobank advocates the kind of leadership that puts emphasis on both business success and community contribution.

The Foundation has been dedicated to catering to the needs of its target constituents for 30 years now, improving social conditions and advocating programs involving education, health care, arts and culture, financial assistance, and recognition of public service excellence.

"The Foundation has been and will remain at the forefront of the Bank's priorities," said Ty.

With its sights set on the vision, Metrobank continues to lead the way towards building a quality bank and being the trusted partner of clients, employees, and the entire nation.

