

BRIDGING THE GAP OF FILIPINO ART AND BUSINESS THROUGH FILM

VOL.1 NO.6

Abe

ART • BUSINESS • ENTERTAINMENT



facchollywood.org

TED BENITO

THE NINONG OF HOLLYWOOD TED BENITO

A CRAIG OBLIGACION WILSON EXCLUSIVE

FRTC
2019

FRANCHISING & RETAIL
TRADE CONFERENCE
AN INTERNATIONAL AND DOMESTIC EVENT

LOS ANGELES

President's note



The load on my plate may not allow me to greet all the members and Board of Directors everytime someone celebrates his/her birthday (early disclaimer).

But it would be foolish not to greet the man behind the editorial pages of Abe Magazine. An E-magazine already making its mark in the Fil-Am community and a pioneer of its kind.

Capped with a quiet intimate lunch hosted by one of our Board of Directors, Joey Galon.

Happy Birthday Edwin Santos!!!!



Not just from me but from the entire
Board of Directors

Paul Mirador

Paul Mirador
President of the FilAm Chamber
of Commerce of Hollywood

Abe

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A PUBLICATION OF FILAM
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HOLLYWOOD

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Hollywood, California USA

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//EDWIN'S PERSPECTIVE:



THE "NINONG" OF HOLLYWOOD TED BENITO BY CRAIG OBLIGACION WILSON

Ted Benito is a born and bred Los Angeleno. His father came here in 1930 as part of the first wave of Filipino immigrants to America (known as The Manongs). His mother came as part of the second wave of Filipino immigrants during the 1960s. He went to Loyola High School (Jesuit education) and UCLA. He worked in the legal profession for over 25 years. He's an active bibliophile and follows tennis as he played Varsity in High School. As

he grew he found himself very active if the Filipino and Filipino American events, arts and creative community earning the moniker, "The Ninong of Hollywood."

What attracted you to producing art and entertainment related events?

Producing actually found me, and not the other way around. I wrote and directed PCN (Pilipino Cultural Night) presentations while at UCLA and found the power of theater (live performance). I was asked

to translate that experience into fundraiser events for the Filipino American Library and other organizations doing work on behalf of our Filipino veterans in the mid to late 1990's and early 2000's. One thing led to another and eventually, one of the artists I worked with asked me to produce a play, which turned out to be the L.A. premiere of Jason Robert Brown's "Songs for a New World". So I began as an impresario and developed a passion for showcasing Filipino and Filipino-American talent in various platforms.



Being the Filipino-American entertainment population has been relatively small, it was easy to meet actors and actresses, develop good, solid working relationships with them, and present them in manner that befits their talent.

What project have you done that makes you the proudest?

There isn't a "single" project that brings me pride because that would diminish the importance and earnest work all of the other projects have meant. Each production, each event, each instance was for a specific purpose, whether it be launching a book by a former Miss America to bringing 14,000 people together to celebrate Philippine heritage. Having said that, there are projects that stand out and have a definite place in my heart. I think the 2010 production of Eve Ensler's "Vagina Monologues" stands out solely because I will never have the opportunity to assemble a formidable cast (including Tamlyn Tomita, Tia Carrere and Lea Salonga) as the one that courageously brought those words to life.



Directing Stephanie Reese concert at Carnegie Hall was a fond memory (riding the elevator, I suddenly found myself face to face with Yo-Yo Ma!) and co-producing and co-directing the “After the Storm” concert at the Kennedy Center was so heartfelt. Perhaps the biggest project was the “Apl.de.ap Takes You to the Philippines” concert at the Hollywood Bowl – it took me 8 months to produce and countless invitations to artists based here in the U.S. and in the Philippines. Recently, I was afforded the opportunity to cover the Golden Globes red carpet for ‘So Janelle’ and that gave me the chance to exercise my interviewing skills with a gamut of celebrities and nominees.

How did the Apl.De.Ap Foundation International come about?

It boils down to personal relationship. I had met Apl.de.ap when he was first a recipient of the Filipino American Library Spirit Award and just about the time that the Black Eyed Peas were gaining national and international recognition. And while I kept close relations with his manager at the time, I thought I lost contact with Apl

THERE ISN'T A "SINGLE" PROJECT THAT BRINGS ME PRIDE BECAUSE THAT WOULD DIMINISH THE IMPORTANCE AND EARNEST WORK ALL OF THE OTHER PROJECTS HAVE MEANT. EACH PRODUCTION, EACH EVENT, EACH INSTANCE WAS FOR A SPECIFIC PURPOSE, WHETHER IT BE LAUNCHING A BOOK BY A FORMER MISS AMERICA

and his team until around the time of the Hollywood Bowl concert was announced in late 2011. In the course of planning that concert, Apl's manager approached me and asked if I would consider helming the U.S. leg of Apl's foundation and after a considerable amount of consideration, I agreed to solely because I believed in what Apl wants to do with various projects in the Philippines that would help children. Then, Typhoon Haiyan hit and I was kinda sorta thrust into

this position of getting Apl to various fundraisers around the country (from Madison Square Garden to the Greek Theater) plus being a coordinator, in my own right, for fundraisers here in L.A. including the one and only KTLA telethon that I helped produce with Cher Calvin. Since Haiyan, the Foundation has turned its attention to a health initiative aimed at helping diagnose and treat retinopathy or prematurity (ROP) which could lead to blindness. This is an issue very close to Apl since he himself was born with a vision impairment and is considered legally blind. Beginning in 2015 and now in 2019, the Foundation was able to secure and install two sets of retina camera equipment (with lasers) in a hospital in Davao and later on this month in a hospital in Pampanga, Apl's home province. We are working with the Philippine Academy of Ophthalmology as the hospital administration and ophthalmological departments to use the ret cams strictly for the poorest clients but to also capture essential data that can pinpoint onset blindness and hopefully point a way to preventative measures.

Can you tell us more about what the foundation does? How can others get involved?

The first priority of the Apl.de.ap Foundation (Philippines) and the Apl.de.ap Foundation International is education. The Foundation built a music studio and computer lab in the two schools that Apl attended in

his hometown of Sapang Bato in the province of Pampanga, Philippines: Sapang Bato National High School and Holy Angels University. These facilities provide opportunities for disadvantaged Filipino children to unleash their musical and technology talents. The initiative also includes the development of teacher training

modules, a mentoring program and educational scholarships. The Foundation currently sponsors 14 scholars at Angeles University. The Foundation also participates in the Department of Education initiative to build new schools especially in far flung and hard-to-reach areas of the country. To date, it has built 15 new schools including one in the war-torn area of Zamboanga in Mindanao.

The Campaign for Filipino Children is the Foundation's first health initiative and it is in line with the Foundation's education priority because of its emphasis on training doctors and creating local capacity in the medical community in the Philippines to address the eye ailment called retinopathy of prematurity.

How did PAE Live come about? How can others hire your services?

PAE, LLC is the acronym for Pastiche Alchemy Entertainment, a moniker me and my colleague and co-producer Rex Sampaga invented to indicate that we can be involved in a multitude of platforms (from theater to film to television to music to recordings, etc., ergo "pastiche" or "mix") to change



the perception (“alchemy”) of Filipinos and Filipino-Americans in entertainment. Our focus is on Filipino-American artists, those that were born or grew up in the U.S. so our initial cadre of artists were from the musical theater realm or were independent artists (like AJ Rafael) that we promoted or presented in various concerts or theater productions. We understood there were already a small band of producers who readily produce acts from the Philippines (like the Martins, the Garys, the Regines and the Sharons) but there was never a focus on putting forth Filipino-American talent. Most of the presenting platforms for these artists came by way of our summer partnership with the John Anson Ford Theater, a project of the Los Angeles County Arts Commission and we were lucky to have had seven seasons (roughly ten shows) at that venue. We instituted a series of concerts that were “repeat offenders”, like “Jazzmopolitan”, “AlohaFest” and “GeneratioNext” to showcase and highlight both Filipino and Filipino-American singers. We also produced the play “The Romance of Magno Rubio” at [Inside] The Ford

THE CAMPAIGN FOR FILIPINO CHILDREN IS THE FOUNDATION'S FIRST HEALTH INITIATIVE AND IT IS IN LINE WITH THE FOUNDATION'S EDUCATION PRIORITY BECAUSE OF ITS EMPHASIS ON TRAINING DOCTORS AND CREATING LOCAL CAPACITY IN THE MEDICAL COMMUNITY IN THE PHILIPPINES TO ADDRESS THE EYE AILMENT CALLED RETINOPATHY OF PREMATURITY.

and proudly mounted both an English and Tagalog version of the play that ran for eight sold-out weeks.

Nowadays, we given PAE Live! (and ourselves) a hiatus to concentrate on our own respective opportunities. We were in the very fortunate position of being asked to produce or executive produce concerts and live events, so

technically, we have never been “hired” on such jobs unless there was a specific need to become involved in the overall project.

If you could give any artist or A and E events professional one piece of advice, what would it be?

There are many valuable lessons I have learned in being a producer and of those lessons, the one piece of advice (although it would be unfair to single out just one) to anyone in the entertainment business is...KNOW THE BUSINESS..... If you're an actor, learn about Equity and/or SAG-AFTRA. If you're a director, learn about the craft of directing. If you write music, learn about music publishing, how a record label works, etc. Take the time to learn about the professions you're pursuing and master the ins and outs of those respective fields. This business is short-lived; it's fickle and you need to develop a tough skin. That's not to say there isn't going to be fun or celebratory times during the process. But protecting yourself and protecting your craft are part of the big picture. They don't call it “Show Business” without a reason.■

New FACCHO Member Spotlight: **JOEY GALON**

After graduating with a B.A. Degree in Fashion & Textiles design in San Francisco and Business Administration at San Diego State, Mr. Galon began his creative career in marketing, public relations and special events in the fashion industry, producing high profile fashion shows which allowed him the opportunity to establish new product launches, public relations, design sets, choreograph shows and work exclusively with top couture designers and their collections, including many well known supermodels. In addition to fashion show presentations, Mr. Galon contributed his creative eye doing event planning & visual displays for such renown retail companies as I.Magnin, Neiman Marcus, Escada & Armani.

He is known for contributing vast amounts of energy, creativity and

talent toward the success of special events such as Macy's Passport Fashion Show, Sausalito Art Festival and has worked exclusively on esteemed companies such as Bob Mackie Fashions, Thierry Mugler, Oscar de la Renta, Hubert

de Givenchy(with the late Audrey Hepburn), San Francisco Opera and Ballet Fashion shows, De Young Museum & Asian Art Museum featuring various haute couture designers.

Combining his educational and





**I BRING FORTH
TODAY, MY
ORIGINAL
INFLUENCES IN MY
EVENING GOWNS. I
APPRECIATE A WOMAN'S
BODY AND FEEL AS
IF I AM MORE OF AN
ARTISTIC FACILITATOR
TO ENHANCE THEIR
NATURAL BORN
BEAUTY.**





TWENTY PLUS YEARS IN FASHION AND WITH PAGEANT INVOLVEMENTS, PLUS TWENTY YEARS IN PERSONAL DEVELOPMENT AND PUBLIC SPEAKING HAS LEAD HIM TO OPEN AN ADDITIONAL BUSINESS CALLED 'RUNWAY4LIFE' (WWW.RUNWAY4LIFE.COM), A PERSONAL DEVELOPMENT, PAGEANT & LIFE COACHING AND WARDROBE STYLING ORGANIZATION.

professional career with fashion, Mr. Galon has been a beauty pageant aficionado. He started as staff member with pageants in the early 80's with Miss Philippines USA Pageant, a preliminary to the Miss Philippines Universe, World and International Pageant in Manila, Philippines. He designed his first pageant gowns in 1983, which was the catalyst to study fashion design in college. He has since been Executive Director for local pageants in the Miss America program, worked as staff member for Miss USA, Miss Universe, coached countless pageant delegates and has judged numerous pageants across the country and internationally.

Twenty plus years in fashion and with pageant involvements,

plus twenty years in personal development and public speaking has lead him to open an additional business called 'Runway4Life' (www.runway4life.com), a personal development, pageant & life coaching and wardrobe styling organization. Runway4Life has provided him the opportunity as keynote speaker at various events both nationally and Internationally, teaching his self-empowerment & personal development courses to hundreds of students.

His clothing line: 'Joey Galon Atelier' was officially launched at Miss USA 2010 in Las Vegas, showcasing his collections of evening gowns to the pageant world. His gowns have been seen on national and international pageant stages.

"I bring forth today, my original influences in my evening gowns. I appreciate a woman's body and feel as if I am more of an artistic facilitator to enhance their natural born beauty. A good fit, well-made gown, style & color that reflects their personality is my most important motivation along with contributing my years of artistic education & experiences. This is my ultimate personal approach to design."

He continues, "Graduating with a degree in fashion design and immersing myself with fashion and creativity for all my life, it had been an easy transition when I entered the special events industry. I take the same approach to color, balance and symmetry with events as when I design my gowns."

// FACCHO'S MOVERS AND SHAKERS



organizations & clubs holding leadership positions for many years. His Ninong was Alex Esclamado, the original founder & publisher of the Philippine News where Joey grew up running around the printing presses in his God-parent's basement eventually appointed as a reporter for the newspaper covering all topics for the Youth Section of the newspaper. He was a former Philippine cultural dancer for the Samahan Dance Troupe as well as former President of his FilAm

College Club.

"I'm just carrying on the leadership torch of my Parents and God-Parents, I am giving back uplifting efforts for the Filipino communities and living my dreams and passions in Fashion, Special Events, Personal Development Training and Keynote Speaking."

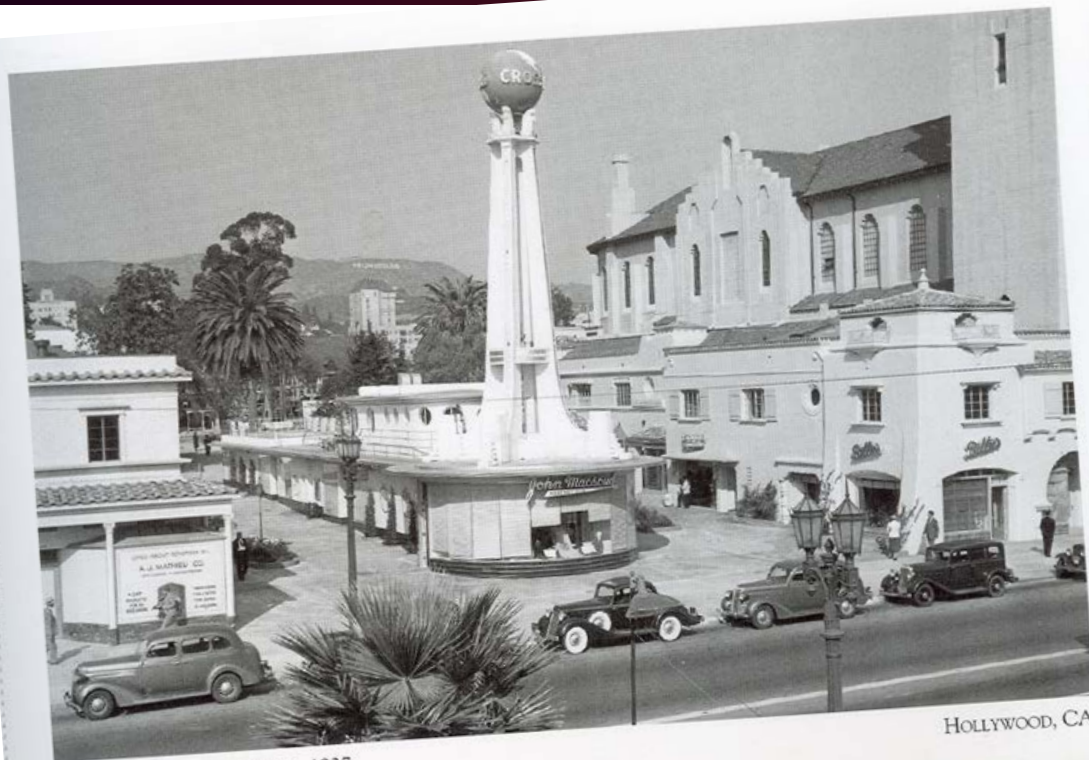
Currently the Creative Accounts Manager for Blueprint Studios, Joey joins the Filipino American Chamber of Commerce, Hollywood as its Event Director. ■

"I especially target the pageant market because women are celebrated formally during the evening gown phases of competition and it brings me back to me fond memories of many black tie events I once was accustomed to growing up in the Big City. I think every woman should celebrate their beauty and moreover in a beautiful gown!"

As a FilAm born and raised in San Francisco with his Father's origin from Bohol and Mother's family origin from Cebu, his upbringing was highly influential by his parents whom were extremely involved with the Filipino communities,







CROSSROADS OF THE WORLD, 1937

CROSSROADS ON HOLLYWOOD PROJECT

APPROVED





After a 13-to-0 vote, the Los Angeles City Council approved a one billion dollar mixed-use development on Sunset Boulevard east of Highland Avenue on January 22 that will include nine new buildings, including three

towers up to thirty-one stories tall.

The project, Crossroads Hollywood, will be built on the site of the Crossroads of the World complex, which would be retained in the new project, along with a nearby building on Sunset Boulevard that formerly served as

the headquarters for the Hollywood Reporter.

Crossroads of the World was designed around a centralized Streamline Moderne structure by architect Robert Vincent Derrah in 1936 as Los Angeles' first outdoor pedestrian village. The original

development included a mix of shopping, dining and entertainment. He designed the central building, which faces Sunset Boulevard, in the form of a ship, which “sails” down an international street lined with shops. A central pylon supports a rotating globe with neon letters spelling “Crossroads of the World.”

In the 1940s and 1950s, Crossroads began its transition from shopping center to office complex, housing such tenants as the Screen Actors Guild, Standard Oil, and American Airlines. It was threatened with demolition in the 1970s, but was rescued and

revitalized when an investor stepped forward. It subsequently attracted a new wave of creative tenants, including music producers, record companies, screenwriters, costume designers, and casting agencies.

A well-known local philanthropist, Morton La Kretz is the longtime owner and steward of Crossroads of the World and many of the adjacent properties that form the new development. For the past forty years, Mr. La Kretz has wanted to return Crossroads to its original retail heritage and make it truly the heart of Hollywood.

Mr. La Kretz chose Harridge Development Group as his partner

to help realize his vision for Crossroads. He was impressed by Harridge Development Group President David Schwartzman, whose extensive experience in the Hollywood area makes him a perfect fit for the Crossroads Hollywood project. Mr. Schwartzman built his company by focusing on urban infill projects that both reuse existing structures and create new vibrant communities.

After protests from local preservation groups, the iconic Crossroads of the World complex and the former Hollywood Reporter building, which are both designated as Los Angeles Historic-Cultural





Monuments, will be preserved and rehabilitated. A nearby 1923 building, the Bullinger building, will receive similar treatment.

Harridge Development Group will build the Crossroads Hollywood project including 950 apartments, 308 hotel rooms and 190,000 square feet of commercial space. The apartments will include 105 units of affordable housing.

Residents of the nearby Selma Las Palmas Apartments, which would be razed to make way for the Crossroads Hollywood project, will be allowed to move into the

affordable units in the new complex. Crossroads Hollywood will replace approximately eighty existing apartments.

The tenants will have to find housing while the project is being built but will be allowed to return and live in either an affordable unit or a market-rate apartment at their current rent under the city's Rent Stabilization Ordinance if they do not meet affordable housing requirements.

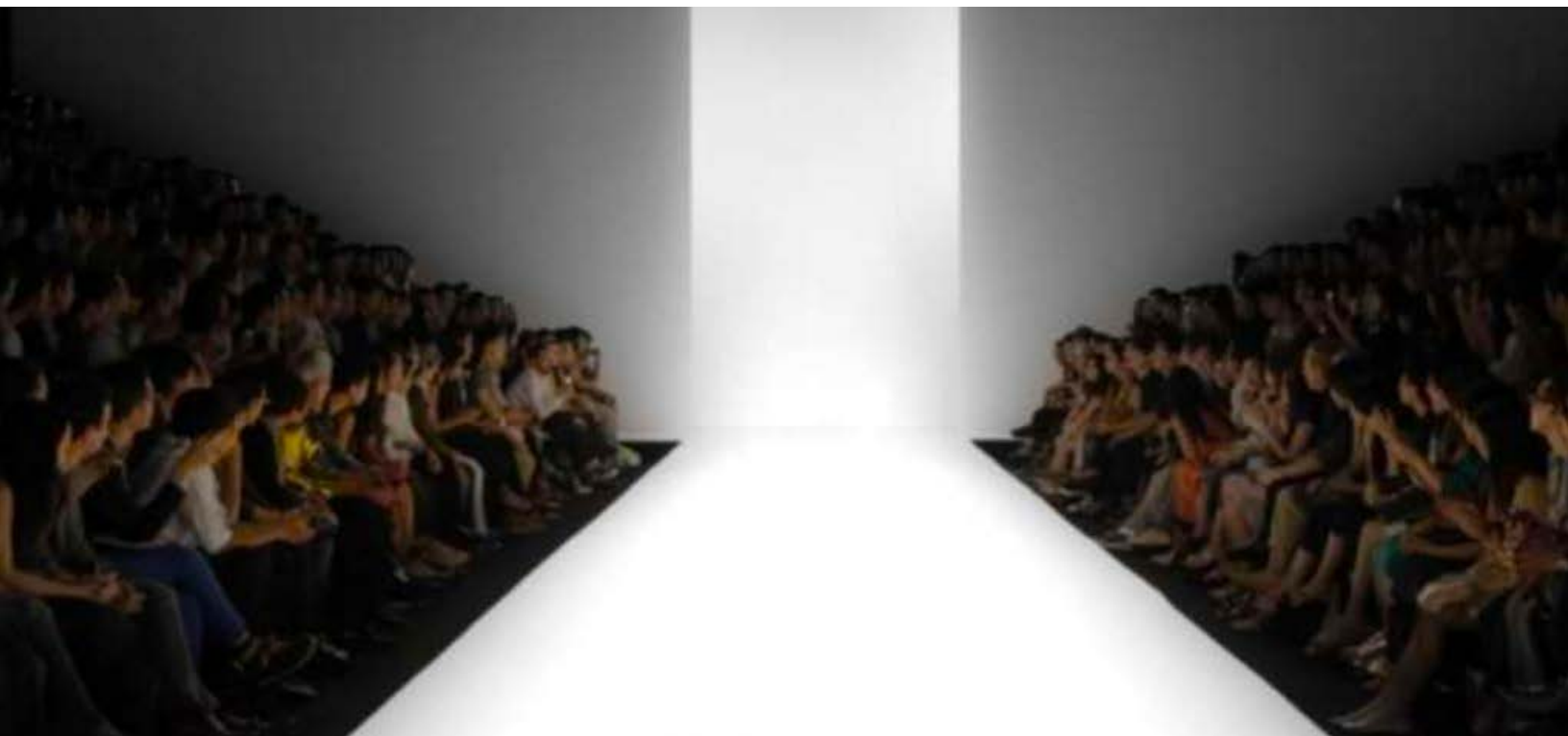
Councilman Mitch O'Farrell, 13th District, supported the Crossroads Hollywood project and

brokered the arrangement for the residents at the Selma Las Palmas Apartments.

Opponents cited density, a lack of more affordable housing, the number of new venues selling alcohol and an increase in traffic the development will bring as reasons it will be bad for Hollywood. The project was heralded as being transit-oriented because it is within a couple blocks from the Hollywood and Highland Metro Red Line subway station, but some anticipate few people at the site will use public transportation. ■

THE OTIS REPORT ON LOS ANGELES CREATIVE INDUSTRIES' ECONOMIC GROWTH





In 2017, the creative industry generated \$77.9 billion in labor income and \$207.8 billion in economic output, according to a 254-page report released February 1st by the Otis College of Art and Design.

There were 414,945 Los Angeles County workers directly employed in creative industries in 2017, the report said.

The author delineated the industry into six categories — architecture and related services,

creative goods and products, entertainment & digital media, fashion, and fine arts and performing arts.

The industry includes set designers at Walt Disney Company, architects at AECOM, and video game developers at Activision Blizzard Inc. It also includes non profits such as the Henry E. Huntington Library & Art Gallery, which has \$685 million in assets, according to the study.

Of the defined sectors, the

entertainment & digital media sector is both the largest industry, and it has enjoyed the most job growth between 2010 and 2017, climbing 32 percent to 269,714 jobs in 2017.

Only one sector did not grow as measured by economic output and jobs -- fashion. That sector dipped 12 percent to 78,839 jobs in 2017.

LINK: <https://www.otis.edu/creative-economy/2019>

MODEST INCREASE IN ON-LOCATION FILMING IN LOS ANGELES

Double-digit growth in on-location film, television dramas and pilots contributed to a modest overall increase in filming production last year, according to figures released by FilmL.A.

The Hollywood nonprofit that coordinates location film permits in Los Angeles, unincorporated Los Angeles County and other jurisdictions, handled

38,795 on-location shoot days during all of 2018, a **1.3%** increase from the previous year.

Photo owned by Edwin Santos,
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Three of the four categories the group tracks all had shoot days go up last year, with feature films the highest at **12%** to **4,377 SHOOT DAYS**.

On-location television production decreased by **5** percent to **14,466** shoot days. But out of the television category, dramas and pilots went up

by double digits. Dramas increased by 11 percent to **4,848** shoot days last year. Pilots increased by **15** percent to **508** shoot days. On-location filming of comedies, reality programming and web-based series all decreased.

A shoot day is one crew's permission to film at one or more locations during a 24-hour period. FilmL.A.'s data does not include

activity on soundstages or studio backlots. FilmL.A. President Paul Audley again credited the state's production tax incentives for creating an environment conducive to more filming in the Los Angeles region.

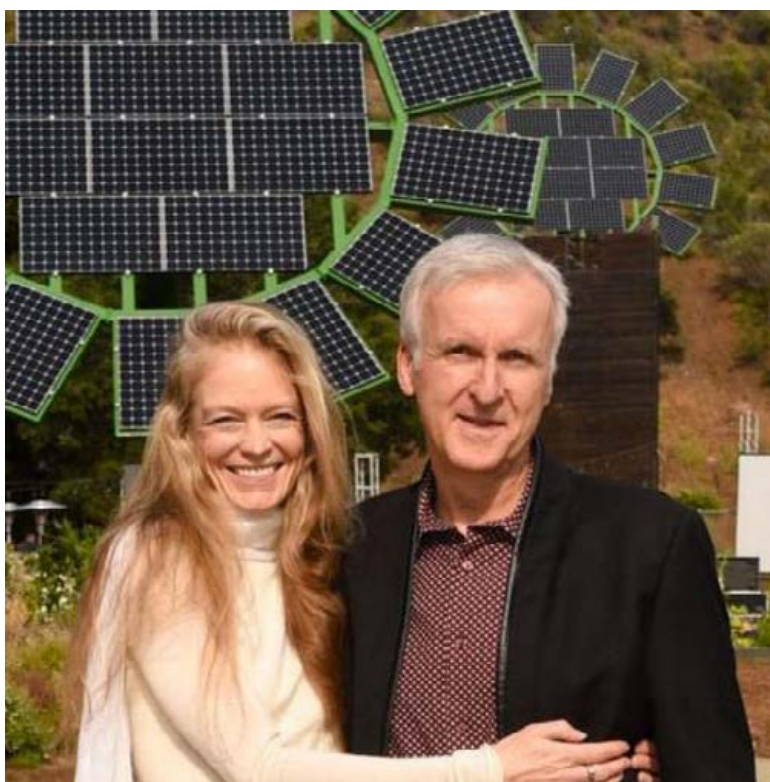
Commercial production also went up during **2018** with a 9 percent increase to **6,033** on-location shoot days. ■

JAMES CAMERON CO-FOUND'S MUSE GLOBAL OFFERING FRANCHISE OPPORTUNITIES

Muse Global, a school

in Calabasas co-founded by filmmaker James Cameron ("Titanic" and the "Alien," "Terminator" and "Avatar" movies), his wife Suzy Amis Cameron and her sister Rebecca Amis, has entered the franchise market to expand its educational format in the U.S. and internationally.

Muse, which currently has two campuses at 1666 Las Virgenes



Canyon Road and 4345 Las Virgenes Road, offers a "plant-based, sustainable learning program" that aims to teach children "self-efficacy and respect for one another and the planet."

It features a 100 percent plant-based lunch program and special

programs that focus on seed-to-table and world languages. "Educators and prospective business owners around the world who invest in Muse have the opportunity to expand this innovative learning experience

and make it available to children in their communities," the company said in a statement.

The organization, formerly called Muse School, has changed its name to Muse Global with the launch of the franchising program. ■

CONGRATULATIONS

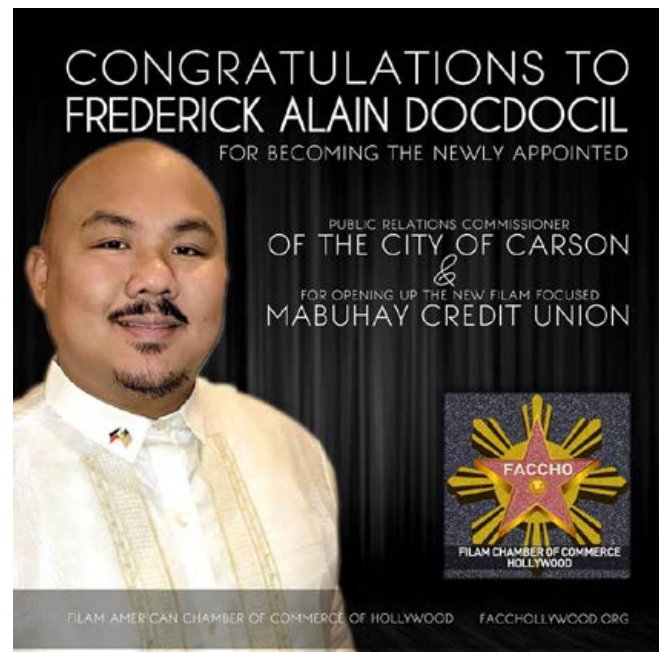
■ **MARIA JAMORA** was selected as one of eight new participants for the American Film Institute's Directing Workshop for Women.

■ **PAOLA MARDÓ**'s "Long Distance Radio Podcast" was selected to join the Inaugural Google Podcasts Creator Program.

■ **DARREN CRISS** became the first Filipino American actor to win the Emmy Award, the Golden Globe Award, the Critics Choice Award and the Screen Actors Guild Award for Best Male Actor in a Television Movie or Limited Series in FX's "The Assassination of Gianni Versace: American Crime Story."

■ Representing the Philippines, **POPS FERNANDEZ** was selected to be one of fifty international judges for the CBS television competition show, "The World's Best" airing every Wednesday night.

■ **MAE RESPICIO**'s "The House That Lou Built" received the APALA Children's Literature Honor Award from the Asian Pacific American Librarians Association. The book is published by Wendy Lamb Books, in imprint of Random House Children's Books, a division of Penguin Random House LLC, New York. ■





FEBRUARY 1, 2, 8 & 9 (7pm)
and FEBRUARY 2, 3, 9, & 10 (2pm)

- AJ Rafael plays Terk in “Tarzan: The Stage Musical” at the Landis Performing Arts Center at Riverside City College in Riverside, CA.

SUNDAY, FEBRUARY 3, 2019:

- Chocolate Festival at the Anaheim Convention Center from 10am to 5pm in Anaheim, CA.

THURSDAY, FEBRUARY 7, 2019

- HappySlip LIVE at the Brea Improv! at 8pm at Brea, CA.

SATURDAY, FEBRUARY 9, 2019:

- HappySlip LIVE at the Irvine Improv Comedy Club at 2pm at Irvine, CA.
- Valentine’s Dinner Dance Party at SMR Dance Center hosted by GRLC Entertainment and Gabriel Pagtama at 7pm in Montclair, CA.

FEBRUARY 11 & 12, 2019:

- “Pass The Aux” 2019 In-Studio Sessions with !llmind (location announced for confirmed RSVPs).

FRIDAY, FEBRUARY 15, 2019:

- Franchising & Retail Trade Conference 2019 at 7am at the Sheraton Hotel in South Cerritos, CA.



FRIDAY, FEBRUARY 15, 2019:

- A Night of Masquerade FRTC Gala Night at 6pm with the Filipino American Symphony Orchestra and Glenn Fernandez at the Sheraton Hotel in Cerritos, CA.

WEDNESDAY, FEBRUARY 20, 2019:

- Bar Wrestling's Three's Company Trios Tag Team Tournament (Night One) featuring Kris Wolf and Jake Atlas at the Bootleg Theater, 8pm in Historic Filipinotown.

THURSDAY, FEBRUARY 21, 2019:

- Bar Wrestling's Three's Company Trios Tag Team Tournament (Night Two) featuring Kris Wolf and Jake Atlas at the American Legion Post #241, 9pm in Baldwin Park, CA.

FRIDAY, FEBRUARY 22, 2019

- Charlyne Yi's vinyl record album release, "Open Your Heart" at the Collective Arts Incubator at 7pm in DTLA - Free Show

SATURDAY, FEBRUARY 23, 2019:

- Beatrock Music presents Bambu with DJ Phatrick, Golden Age Society, Faith Santilla and Sendai Era at the Bootleg Theater, 8pm in Historic Filipinotown.

SUNDAY, FEBRUARY 24, 2019:

- Great Vibes: A Yoga + Live Music Event with certified yoga teacher Nicholas Pilapil, set to live music performed by singer-songwriter Michael Barnum at 1pm at LAB in South El Monte, CA.

THURSDAY, FEBRUARY 28, 2019:

- FilAm Chamber of Commerce Hollywood Film and Business Challenge Online at 11:59pm





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schematics

art & vector

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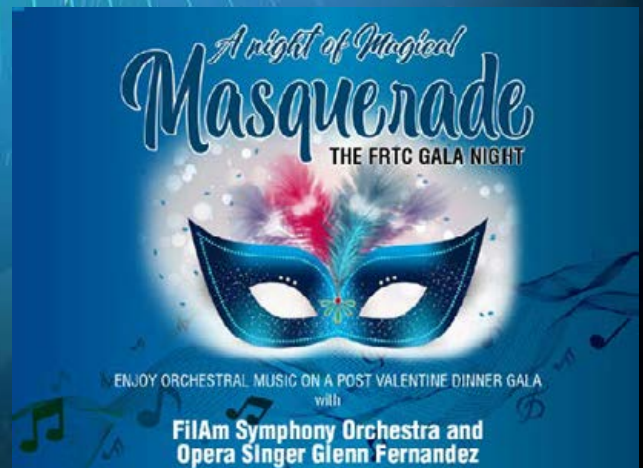
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