

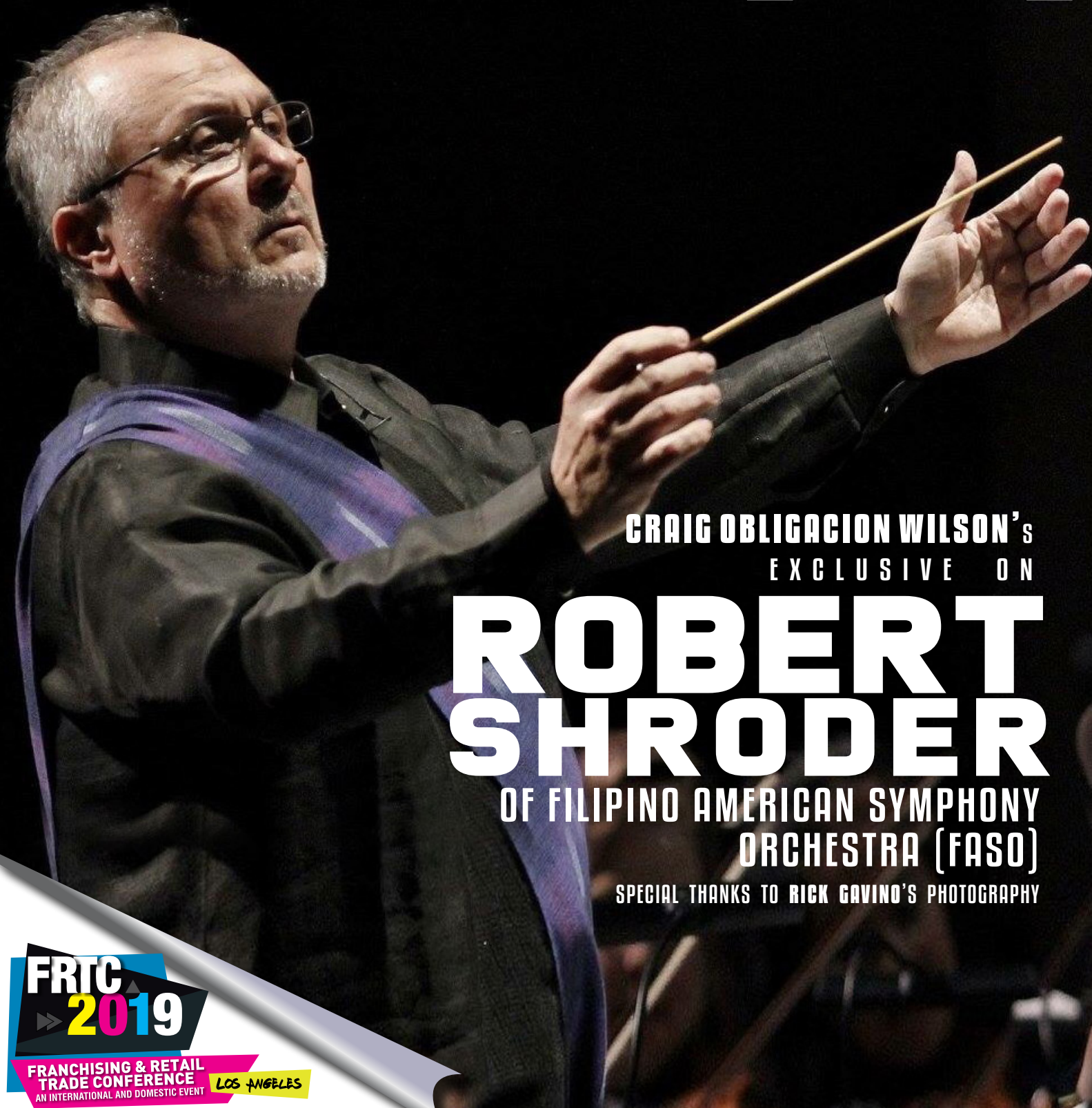
Abe

VOL.1 NO.5

ART • BUSINESS • ENTERTAINMENT



Bridging the gap of Filipino art
and business through film



CRAIG OBLIGACION WILSON'S
EXCLUSIVE ON

ROBERT SHRODER

OF FILIPINO AMERICAN SYMPHONY
ORCHESTRA (FASO)

SPECIAL THANKS TO RICK GAVINO'S PHOTOGRAPHY

FRTC
2019

FRANCHISING & RETAIL
TRADE CONFERENCE
AN INTERNATIONAL AND DOMESTIC EVENT

LOS ANGELES

President's note



A new year is upon us, bringing with it new opportunities, new challenges and I can confidently predict—a new list of accomplishments!

I am both honored and humbled to be elected as the new President of the Filipino American Chamber of Commerce of Hollywood. My goal is to cultivate the skills, talents, and resources of our members to make sure they build and grow their business successfully with all the opportunities we have available at their disposal.

The Filipino American Chamber of Commerce of Hollywood (FACCHO) is currently making big plans to bring its members productive and creative workshops, networking events and mixers, tailored to the arts, business, and entertainment industry.

Media opportunities will allow our members to get more exposure so they can promote their business and venues through print, radio, podcasts and social media platforms.

Every month, FACCHO'S Abe Magazine (Arts – Business – Entertainment) will feature our members so the readers can get an in-depth knowledge of their history, background, business, service and or products.

For our current members and prospective members, I want to assure you that the intention of this board is to grow the Filipino American Chamber of Commerce of Hollywood without limits. We will stay focused on remaining as a benefit to our members. We look forward to a productive successful year and invite each of you to participate, and most important become involved.

We welcome and value diversity.

Successfully,

Paul Mirador

Paul Mirador
President of the FilAm Chamber
of Commerce of Hollywood

Abe

VOL. 1 NO. 5

ART • BUSINESS • ENTERTAINMENT

A PUBLICATION OF FILAM
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HOLLYWOOD

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//EDWIN'S PERSPECTIVE:



Los Angeles, CA., January 2, 2019 — In an effort to grow and unite the Filipino American Community, the Filipino American Chamber of Commerce of Hollywood (FACCHO) has teamed with OBRA Incorporated to update and create new contents for the FilAm online media portal, Pinoy California. We will host a wide variety of information and news ranging from Filipino Food in America to Filipino American filmmakers.

The founder of FACCHO, Craig Obligation Wilson has big ambitions for the site. "I believe the Filipino American community is very underrepresented. I've begun to learn that Filipino Americans and Filipinos alike don't know just how influential we are in American Culture, from Hollywood Studio Executives to Nike shoe designers, Filipino

Americans are stitched into the very fabric of popular American culture."

We plan on bringing other organizations on board to contribute content therefor creating a community of well connected and knowledgeable Filipino Americans. Sewing in the news of various FilAm organizations, leaders, and supporters will bring forth their insights into newsworthy articles.

Through OBRA Incorporated, PinoyCalifornia received a Google Adwords of \$10,000 a month to market the website as part of the organization's vision of promoting Filipino heritage. This grant is a big part of what will bring the FilAm culture to the forefront of popular culture. The only thing missing is you. If you are interested in contributing content or discovering more about us, please inquire within. ■



CRAIG OBLIGACION WILSON'S EXCLUSIVE ROBERT S

SPECIAL THANKS TO RICK GAVINO'S PHOTOGRAPHY

The Filipino American Symphony Orchestra (FASO) was launched in 2008 and is the first Filipino Orchestra outside of the Philippines. They perform a variety of music ranging from Filipino classical music to both Hollywood and Filipino Film soundtracks. Their passion to represent the Filipino American community through their music has created international attention to their cause. Such FilAm Community leaders and executives as past Hollywood Foreign Press chairman Ruben V. Nepales and Chairman of FilAm Arts Rocio Nuyda have joined their Board of Directors. After a decade in the community FASO has earned high praise for its excellence winning the 2017 San Diego Fil-Am Humanitarian Foundation's Historical Heritage Excellence Award.

We recently got an opportunity to sit down and speak with the founder and orchestra conductor Robert Shroder.

Can you tell us about yourself?

I was born of a Filipino Mother and German American Father from Ohio. I grew up in Cavite, Philippines which is a wonderful city full of historical and cultural traditions. These traditions introduced me to my love for music which lead me to studying music at the University of the Philippines.

How did you get started in music?

My grandfather was the conductor of the local band Magdalo. So naturally I had a musical family, one where we woke up listening to classical music and went to be listening to Big band and Tony Bennett.



LIVE ON

SHRODER



photo by Rick Gavino





I went on to become the principal flutist in both the Manilla Symphony Orchestra and the Manilla Chamber Orchestra.

What inspired you to start FASO?

I had always dreamt about putting together a musical group of Filipino Americans. When I first decided to do this 10 years ago I had a hard time finding FilAm musicians. So, the first members were former members of the Manilla Symphony Orchestra and the Military Chamber Orchestra. Eventually we were able to reach various FilAm musicians through college campuses and various other places. The Filipino American Symphony Orchestra is now a 65 piece orchestra of mostly Filipinos and Filipino Americans and we play everything from classical to film scores.

What is it you love about the FilAm music community?

There is something special about the FilAm music community. We bring culture and education to the younger

generation. We have the opportunity to teach them about the beauty of Filipino Music.

As conductor of FASO, what is your proudest moment?

Often after shows we get lots of compliments from our audience. They let us know how their heart swells up with fond memories of music they haven't heard in a decade or more. We also take a lot of pride in being able to introduce Filipino classical music to the younger generation.

Who are your favorite Classic Filipino musicians?

Francisco Santiago. Santiago's masterpiece was the "Concerto in B flat minor" for pianoforte and orchestra and his most famous piece "Kundiman, (Anak-Dalita)".

Nicanor Abelardo was a Filipino composer known for his kundiman songs, especially before the Second World War.

Lucio San Pedro was a Filipino composer and teacher who was proclaimed National Artist of the Philippines for

Music in 1991.

Levi Celerio was a Filipino composer and lyricist who is credited to writing not less than 4,000 songs. Celerio was recognized as a National Artist of the Philippines for Music and Literature in 1997.

Tell us what you are looking forward to performing at COFACC's FRTC event?

It will be an exciting opportunity to be able to introduce to a new audience and to expand and grow our audience.

On February 15th of 2019, FASO will play at the Coalition of Filipino American Chambers (COFACC) of Commerce's Franchising and Retail Trade Conference (FRTC) GALA. The GALA will include entertainment by FASO, and FilAm opera singer Glenn Fernandez, dinner and the official induction of COFACC's founding board of directors. The FRTC will commence for 3 days from February 15-17th at the Sheraton Cerritos Hotel 12725 Center Drive S, Cerritos, Ca 90703 (visit Cofacc.org for more info). ■



with Ruben V. Nepales

FILAM CHAMBER OF COMMERCE - HOLLYWOOD

WELCOMES ANGELO

VARSOBIA

CEO - VARSOBIA ENTERPRISE

Angelo Varsobia is a self made entrepreneur with three companies in 2017 and in 2018.

In the beginning, he was part of an investment nationwide group which was an architectural design and construction company that conducted business in the States of California, Georgia, Tennessee, Florida and the Carolinas.

Then, in April of 2017, Varsobia became the Chief Executive Officer of Premier Property Preservation, LLC in Panorama City, California.

He has vast experience in supervising more than





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MISSION IS TO BEST
SERVE THEIR CLIENTS'
INTEREST AND TO
PROTECT THEIR ASSETS.
THEY PRIDE THEMSELVES
ON THEIR RESPONSIVE
AND DETAILED
ATTENTION TO THEIR
CLIENTS' NEEDS. THEY
WORK WITH INTEGRITY
AND VALUE LONG TERM
RELATIONSHIPS.**

a combined million square feet of commercial and residential portfolios in the United States. He worked as a Comptroller, a Chief Finance Officer, and a Vice President of well-established investment companies. He has traveled nationwide supervising leading management companies handling the day to day operations of each of the companies' assets. He also worked in the hospitality industry and led a Hilton Brand as General Manager thus becoming one of the top two brands worldwide.

He is supported by a team of professionals with remarkable track records in the field. Their mission is to

best serve their clients' interest and to protect their assets. They pride themselves on their responsive and detailed attention to their clients' needs. They work with integrity and value long term relationships. The Premier Property Preservation team is focused on getting the best deals for their clients' properties to their most marketable positions as quickly as possible.

His skills lie in the areas of home and commercial property improvements, office building cleaning and maintenance and property renovation and remodeling.

Then, in September of 2017, he diverged into home care services after

years of experience with hotel management, property preservation, and management with the leading Varsobia Home Care Services as its President. His focus is to provide care to the elderly in the community and to give back to the veterans who had served this country.

Also based in Panorama City, California, Varsobia Home Care Services is a non-medical all around in-home care provider that specializes in providing comprehensive and compassionate care for the elderly. They provide around-the-clock services ranging from an hourly basis up to live-in services. Their caregivers are carefully selected through

personality testing, reference checks, background checks, and multiple interviews. They ensure professional and quality care at any level of assistance you need. They provide highly personalized flexible services and their caregivers are diligent, responsible, compassionate, and love what they do. The service is operated by his wife, Sandy and two out of their four children Jon and Kevin. Manager Susan Aquino rounds out the Varsobia Home Care Services business.

And, as recent as February of 2018, he became Chief Executive Officer for Varsobia Property Management and Realty Services.

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Recently, Angelo Varsobia joined the Board of Directors of the Filipino American Chamber of Commerce of Hollywood. ■

Members are the life of our organization. By becoming a member, you gain access to people and businesses that can have a huge impact to your business needs. You also gain exclusive discounts to our events, and your membership supports FACCHO in its efforts to enhance our FilAm Community's presence in the local industry.

<http://www.facchollywood.org/joinus.html>



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GOOGLE LEASES PART OF FORMER WESTSIDE PAVILION



Last year, Google transformed the historic Spruce Goose hangar into a high-tech outpost to become a leading producer of Hollywood content on its YouTube platform.

This year, the online search giant has agreed to lease the entirety of Hudson Pacific Properties and Macerich's 584,000-square-foot Westside Pavilion redevelopment located on Pico Boulevard and Westwood Boulevard.

The Mountain View, CA. tech company will move into their second location when it is completed in 2022. The lease will last for around fourteen years.

The former Westside Pavilion Shopping Center in West Los Angeles will be called "One Westside." It is

being designed by architecture firm Gensler.

It will be taking up the entire office component of the project. The mall also has a portion that currently includes a theater, restaurants and some retail space connected to the office via a bridge that Hudson Pacific and Macerich will continue to own and operate. Westside Pavilion will remain a retail mall until mid-2021. After the conversion, the Westside Tavern restaurant and the Landmark Theater multiplex will remain open to the public.

Planned improvements include exterior terraces and patios with fifteen-foot-wide folding glass walls intended to create an indoor-outdoor environment for Google employees. It will have a rooftop garden deck and a



bridge to the mall's movie theater.

The outdoor parking lot on the south side of One Westside will be converted to landscaped park-like space where Google employees can work or relax outside of the office

The Westside Pavilion opened in 1985. It was designed by the same architect who designed structures for the 1984 Olympic Games in Los Angeles and had a look that was a cross between 1980s kitsch, a “palace” of geometrical shapes of different bright colors, and a Parisian shop-lined street. The mall quickly became a Westside landmark.

There was a plan to build a massive movie theater complex on the opposite side of Westwood Boulevard from the mall in 1986. That plan eventually evolved into an expansion of the mall which included new shops and al fresco restaurants all connected to the rest of the mall by a bridge over Westwood Boulevard. The addition to the Westside Pavilion opened



in 1991 despite criticism from many, including former Los Angeles mayor Tom Bradley. The addition, officially known as “Westside Too”, opened up with great fanfare and was very popular for the first couple of years, but its popularity soon began to decline as clients



avored the original part of the mall.

It was once one of the city's premier shopping venues and a cultural touchstone for generations of Angelenos, appearing in movies, television shows and music videos. It played a role for the music

video of the late musician Tom Petty's 1989 hit song "Free Fallin'." And, its exteriors were shot for Amy Heckerling's 1995 film, "Clueless" starring Alicia Silverstone.

In recent years the mall, now mostly empty, fell behind flashier competitors such as

the Grove on 3rd & Fairfax and the refurbished Westfield Century City malls. The rise of online shopping also took a toll, and anchor department stores Macy's and Nordstrom departed.

Construction is expected to begin later this year. ■



BOBBY RUBIO'S PIXAR SHORT **FLOAT** STARS TWO FILIPINO AMERICAN LEADS

San Francisco based filmmaker Bobby Rubio is writing and directing a new Pixar Spark short called **FLOAT** and it will feature two Filipino American lead characters!

"I'm so proud to be part of this program and to be among these very talented people! Team Float!" tweeted Rubio.

Pixar SparkShorts is an experimental storytelling initiative that welcomes new creative voices at Pixar Animation Studios to

share their stories.

Bobby Rubio was born and raised in San Diego and has been drawing since he was a child. He attended the California Institute of the Arts in Valencia and earned his Bachelor of Arts Degree in Fine Arts. After graduation, he worked for Homage Studios (Image Comics) in La Jolla, and then continued on to pursue a career in animation. He worked nine years with Walt Disney Feature Animation as a traditional animator and storyboard artist



Bobby Rubio

@Bobby_Rubio

Follow



Strolling into work on this fine [#VictoryFriday](#) morning!

[@Pixar](#)

Guess who's going to LA next Saturday?
See you at the Game, Fam!

[@Chargers](#)



Bobby Rubio



on several films including “Tarzan” and “Treasure Planet.” After Disney, he worked as an assistant director and storyboard artist for Nickelodeon Animation Studios on the Dante Basco series “Avatar: The Last Airbender” for 2 and ½ years. Currently, he is a story artist for Pixar Animation

Studios and has worked on feature animated movies “Up”, “Brave”, “Monsters University” and the animated short “Tokyo Mater.”

After work hours, he works on his creator-owned and independent comic series, “Alcatraz High”, “ENFORCEMEN” and “4 Gun Conclusion.” And from time

to time, he has freelanced for Stan Lee’s Marvel Comics as a cover artist.

Recently, he was nominated with a 2019 Annie Award for Outstanding Achievement for Storyboarding in an Animated Feature Production on 2018’s “The Incredibles.” The 46th Annual Annie Awards will take place 7:00pm on Saturday,



February 2, 2019, at UCLA's Royce Hall in Los Angeles, California.

As for the SparksShorts, see the first three films at the El Capitan Theatre in Hollywood beginning January 18, followed by an exclusive launch on YouTube in the following weeks. ■



Bobby Rubio
@Bobby_Rubio

Follow

Rubio and #Rufio
#TBT #Nickelodeon
#AvatarTheLastAirbender @dantebasco
#PrinceZuko
During my #ComicCon daze!
Fun times!
#FilipinoAmerican #Pixnoy
#Pixar #StoryArtist



Bobby Rubio with Dante Basco



Bobby Rubio
@Bobby_Rubio

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It's OFFICIAL! I can finally tell you I'm the
#Writer / #Director of the #Pixar #SparkShort
"Float"!

I'm so proud to be a part of this program and
to be among these very talented people! And
I have to give a shout-out to my wonderful
and talented crew, Team Float!



Disney·Pixar @DisneyPixar

This year, we launched #SparkShorts, an experimental storytelling initiative that welcomes new creative voices at Pixar to share their stories. See the first three shorts at the @ElCapitanTheatre beginning 1/18, followed by an exclusive launch on @YouTube in the...

9:20 AM - 10 Jan 2019

321 Retweets 1,101 Likes

62

321

1.1K



Andy Park @andyparkart · Jan 10

Replying to @Bobby_Rubio

So awesome!! Can't wait to see what you create Bobby!

1

11



Bobby Rubio @Bobby_Rubio · Jan 10

Thanks @andyparkart! And I'm looking forward to seeing #CaptainMarvel 🙌!

3

Bobby Rubio with Stan Lee

MOVIES & TV TO WATCH



A spinoff from “The Fosters,” **GOOD TROUBLE** co-starring Michael Galante and written by Ashly Perez starts January 8 on Freedom.



RENT: LIVE starring Vanessa Hudgens with Hannahlei Cabanilla and J. Elaine Marcos on Sunday, January 27 at 8/7c on Fox.



The Series Premiere of **THE PASSAGE** with Alain Uy as ‘Dr. Daniel Pet’ airs Monday, January 14 at 9pm on Fox.



POLAR starring Vanessa Hudgens starts Friday, January 25 at Netflix.



BLACK MONDAY starring Eugene Cordero starts Sunday, January 20 at 10pm on Showtime.



Yam Laranas's **AURORA** starring Anne Curtis, Mercedes Cabral, Sue Prado and Arnold Reyes opens in the U.S. on January 18.



Season 3 of **WORKIN' MOMS** starring Jessalyn Wanlim returns Thursday, January 10 at 9pm NT on CBC.

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miscellaneous BROWN

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SATURDAY, JANUARY 19, 2019:

- Ruby Ibarra at the Bootleg Theater in Historic Filipinotown at 8pm.

FRIDAY, JANUARY 25, 2019:

- Wonder Women with Diana Lee Inosanto at UCLA Pauley Pavilion in Westwood at 6pm.

SUNDAY, JANUARY 27, 2019:

- LA book launch, signing and Q&A with co-author Gayle Romasanta at the Park's Finest in Historic Filipinotown at 11am.
- Miscellaneous Brown's Karaoke Comedy Spectacular at Brewyard Beer Company in Glendale at 6pm
- The Outstanding Pilipinos (TOP) Awards at Doubletree by Hilton Whittier at 6pm.
- HappySlip LIVE! at Oxnard Levity Line at 7pm.



FRTC 2019

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LOS ANGELES

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OUR MISSION

Dementia...5.7 Million Americans are living with Alzheimer's. By 2050 this number is projected to rise to nearly 14 million. Every 65 seconds, someone in the United States develop the disease. No doubt you know someone who has been affected and if not, you will. Those living with dementia don't have to struggle alone. The mission of the Dementia: Up close and Personal (DUCP) workshop is to provide hope, relief and support as we educate individuals and families throughout their journey with dementia. We are here to help.

THE EVENT

The workshop calls on participants of all ages and abilities to take action to help support in the practical strategies, risk reduction, communication strategies, and understanding behavior of people with dementia. Supporting the DUCP workshops puts you front and center with family members and community members seeking to learn more about Dementia. Your support enables families to access these workshops at no charge. DUCP workshops are well-attended and are hosted in a variety of venues.



Photography with a story

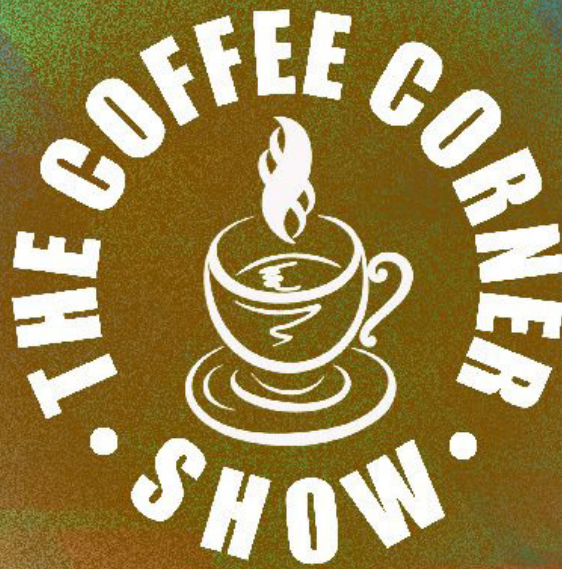
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