

TOFA 2009
Twenty Outstanding Filipinos Abroad
GALA BANQUET & BALL

-DJ-

BRIEF PROGRAM • LOTS OF TIME FOR DANCING
TOFA 2009 & OTHER PAST AWARDEES & FIL-AM VIPS

Saturday, September 12, 2009

Starting at 7:00 p.m.

Tentative Venue

J. W. Marriott Hotel

The Grand Ballroom Washington, D.C.

Strictly By Invitation Only



PLEASE COMPLETE AND MAIL WITH PAYMENT TO:

FILIPINO IMAGE Magazine

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To be with Awardee's Group, Specify Awardee's Name When Ordering Ticket**

AWARDEE : _____

Amount Enclosed: \$ _____

- () \$1,250 for 10 Guests RESERVED TABLE Gala Banquet & Ball Award Presentation Specially Discounted
- () \$ 95 Per Guest Gala Banquet & Ball Award Presentation - Special VIP RESERVED Group Table
- () \$500 Full-Page Congratulatory AD in *FILIM 2009 Souvenir Journal & 24/7 Pinoy Global Online News*
- () \$300 Full-Page Congratulatory AD in *FILIM 2009 Souvenir Journal only*
- () \$300 Full-Page Congratulatory AD in *24/7 Pinoy Global Online News ONLY*
- () DONATION to the RAM FOUNDATION

CREDIT CARD ACCEPTED: MasterCard, Visa, Discovery & American Express

NAME: _____ CARD NUMBER: _____ EXPIRATION: _____
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AMOUNT AUTHORIZED: \$ _____ DATE AUTHORIZED: _____

Why Advertise? • Electronically Distributed to: TOFA 2009 and TOFA Past Awardees • Chicago 2006-07-08 Filipino Hall of Fame Awardees • Financially Qualified Filipinos • Filipino-American Organizations & Groups • Philippine Diplomatic and Consular Posts in the world • Philippine Government Departments & Offices • Major Philippine businesses • "Powers-that-be" in the major areas globally

**AVAILABLE IN THE WEB: WWW.FILAMIMAGE.COM - Just point "Click" and Read
FILIPINO IMAGE MAGAZINE 2006 • 2007 • 2008 SOUVENIR JOURNAL
RECEIVE YOUR COPY IMMEDIATELY VIA ELECTRONICS**



2009 TOFA NOMINATION FORM
RED - INFORMATION MUST BE COMPLETED

Main purpose is to create as many role models and inspirations to our youth & community.



Filipino Achiever's TOFA 2009 Form

Gala Banquet & Ball • Saturday, Sept. 12, 2009 • Venue will be announced later.

ALL INFORMATION ARE TREATED CONFIDENTIAL

Achiever's Name : _____ **Nickname:** _____

Achiever's Date of Birth: _____ **Achiever's Place of Birth :** _____

Achiever's Father : _____ **Father's Place of Birth :** _____

Achiever's Mother : _____ **Mother's Place of Birth:** _____

Date of Arrival from abroad : _____ **Country :** _____

Previous Jobs : _____

Home Address : _____

Day Time Phone : _____ **Night Time Phone :** _____ **Cell Phone :** _____

Fax Number : _____ **EMAIL :** _____ **WEB SITE:** _____

Employer or Profession: : _____ **Position:** _____

Work Address : _____ **Work Phone:** _____

High School : _____ **Graduation Date:** _____ **Special Award:** _____

College : _____ **Graduation Date:** _____ **Special Award:** _____

Achievements : _____

Brother/Sister : _____

Awardee's Hobby: _____

Spouse Name : _____ **Spouse Nickname:** _____ **Spouse Birth Place :** _____

Spouse Father : _____ **Spouse Father's Birth Place :** _____

Spouse Mother : _____ **Spouse Mother's Birth Place :** _____

Spouse Employment/Profession : _____

Children (Ages) : _____

Affiliations/Organizations : _____

RECOMMENDED BY : _____

SIGNATURE O F ACHIEVER : _____ **Date:** _____

PLEASE EMAIL THIS FORM IMMEDIATELY TO: nonoymendoza@filamimage.com

Attach solo photo and bio-data by separate EMAIL or mail via" FEDEX" to:

FILIPINO IMAGE MAGAZINE - PINOY GLOBAL ON LINE NEWS

P.O. BOX 40068 • WASHINGTON, D.C. 20016 • U.S.A.





Twenty Outstanding Filipinos Abroad

HISTORY OF TOFA -

The current successful project, *Twenty Outstanding Filipino-Americans* (TOFA 1) in the United States and Canada, was first launched in July 4, 1990. *FIL-AM IMAGE*, the Filipino-American Magazine, established in 1987, is the initiator and founder of the TOFA project. Nonoy Mendoza, editor and publisher of the magazine conceived the idea with his wife, Aida Mendoza and two daughters, Rochelle and Rhonda, assisting.

The popular project is now known as TOFA - Twenty Outstanding Filipinos Abroad and is slated every mid-month of September. The planned venue is usually at the prestigious *J.W. Marriott Hotel* in Washington, D.C., next door to the White House, in a 3-day 2009 TOFA Planned Schedule of Activities which will commence on the night of Thursday, Sept. 10, 2009. The Banquet and Ball Award Ceremony is planned for Saturday, Sept. 12, 2009, with the venue to be announced upon confirmation from the hotel.

SELECTION PROCESS -

The TOFA Awardees are selected from either recommendations from the following: Philippine Embassy and its consular offices; Filipino centers-of-influence residing in areas where Filipinos are concentrated; by Past TOFA Awardees; and/or by Nonoy Mendoza. Names are submitted to a *Panel of Judges* headed by *Nonoy* and *Aida Mendoza*, assisted by their attorneys, and Past TOFA Awardees. The decision of the Panel of Judges are final.

CRITERIA OF AWARDEE -

The CRITERIA of selecting awardees is simplified to FOUR: (1) One must be able to personally attend all, or most of the 2009 TOFA Planned Schedule of Activities in Washington, D.C., which usually start on Thursday night. Vacation or time-off from works must be planned ahead. *No representative*. Six months *before* or *earlier*, confirmed hotel reservations booking or a firmed letter of commitment to attend, bio-data and photo of the TOFA Awardee will be posted in the *PinoyGlobal* web site: WWW.FilipinoImage.com. (2) Awardee must be accomplished and visible in one's community or profession. (3) One must be visibly active in promoting things Philippines, and in assisting the Philippines. (4) One must highlight positive Filipino image. *Bio-data of awardee not able to attend the TOFA Gala Banquet and Ball Award Ceremony are permanently removed from the web site.*

MAIN PURPOSES OF TOFA PROJECT -

There are TWO simple reasons for the TOFA project. (1) To highlight positive Filipino image by informing the powers-that-be in the world, specially from one's local regions and Washington, D.C., that there are Filipinos who are achievers, and composed of varied talents and abilities. This is done through global press

releases and announcements to the mainstream media. Awardees are requested to provide email and mailing addresses of contacts. (2) For the TOFA Awardees to serve as **ROLE MODELS** and **INSPIRATION** to others, specially the Filipino youth abroad and in the Philippines. and to discourage the practice of "**CRAB MENTALITY**" attitude.

NO COST TO AWARDEE -

Except for transportation and hotel accommodations, TOFA Awardees are special VIP guests-of-honor and are free of all charges to 2009 TOFA Planned Schedule of Activities numbering at least six (6) major social functions, including: VIP Get Together; VIP Luncheon, VIP Dinner Reception at the Philippine Embassy, VIP Sight-seeing Tour for photo OP with Dim Sum Luncheon, the elegant Gala Banquet and Ball Reception, and the traditional After-the-Ball Filipino Breakfast.

NUMBER OF CURRENT AWARDEES-

Including the 2009 awardees, there are a total of three hundred twenty (320) Past TOFA Awardees, centers-of-influence and high achievers. TOFA Awardee's bio-data and photo are in the web site: WWW.FILIPINOIMAGE.COM.

The web site can be viewed 24/7 in the United States, Canada & the Americas regions; the Middle East, Europe, Asia, including the cities and provinces in the Philippines.

FINANCING THE TOFA -

Nonoy & Aida Mendoza are the major financial backers of the *TOFA Project* from the first day of its inception in 1990. Additional financial assistance comes from the *Roxanne Andrea Mendoza (RAM) Foundation* based in Washington, D.C. Individual and Corporate Sponsors are solicited in a form of "*Congratulatory AD*" as well as Admission Tickets/Invitations per guest to one or all of the functions in order to help defray financing of the *TOFA* productions.

TOFA Awardees are not ask to solicit "*Congratulatory AD*" and is NOT MANDATORY. Relatives, friends, and business associates are requested to congratulate and be included in the prestigious souvenir journal of the "*Twenty Outstanding Filipinos Abroad (TOFA)*," which appear both at *FILIPINO IMAGE Magazine (FILIM)* and *PinoyGlobal Online News (PGON)*. However, this is NOT mandatory and not a requirement.

CONTACT FOR MORE INFORMATION -

Nonoy Mendoza, Editor & Publisher

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