



WOMEN'S

GUIDE TO BUSINESS

A MENTOR SPECIAL



WOMEN'S BUSINESS COUNCIL
PHILIPPINES

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About this issue

"Women hold half the sky" is an old Chinese saying. Truly, women hold almost \$21 Trillion dollars worldwide in spending and women also comprise 70% of farmers or agricultural workers, globally.

Truly, women are an economic power. Thus, we pay tribute to all the women workers and leaders, through this publication.

The idea for a Women's Business Guide has been in our minds for a long time now. When to publish it was the next question. It is an opportune time that with our WOMEN CONNECT: W2W Women to Women Mentoring Summit Part 2, we wanted to capture women's entrepreneurship stories while also exposing our supporters and sponsors to the general public. The result is this handy guide for women who wish to be inspired and who may choose from an array of businesses or careers, based on our featured women business owners.

We hope that this first issue will not be the last. We hope to come up with succeeding issues on other topics women (and men) will find inspiring. We also hope it is encouraging enough so there may be more who may choose to get into business or maybe even do career shifts, even in midlife.

We hope you enjoy this collection of profiles as much as we enjoyed preparing it for you.

Pacita "Chit" U. Juan
President
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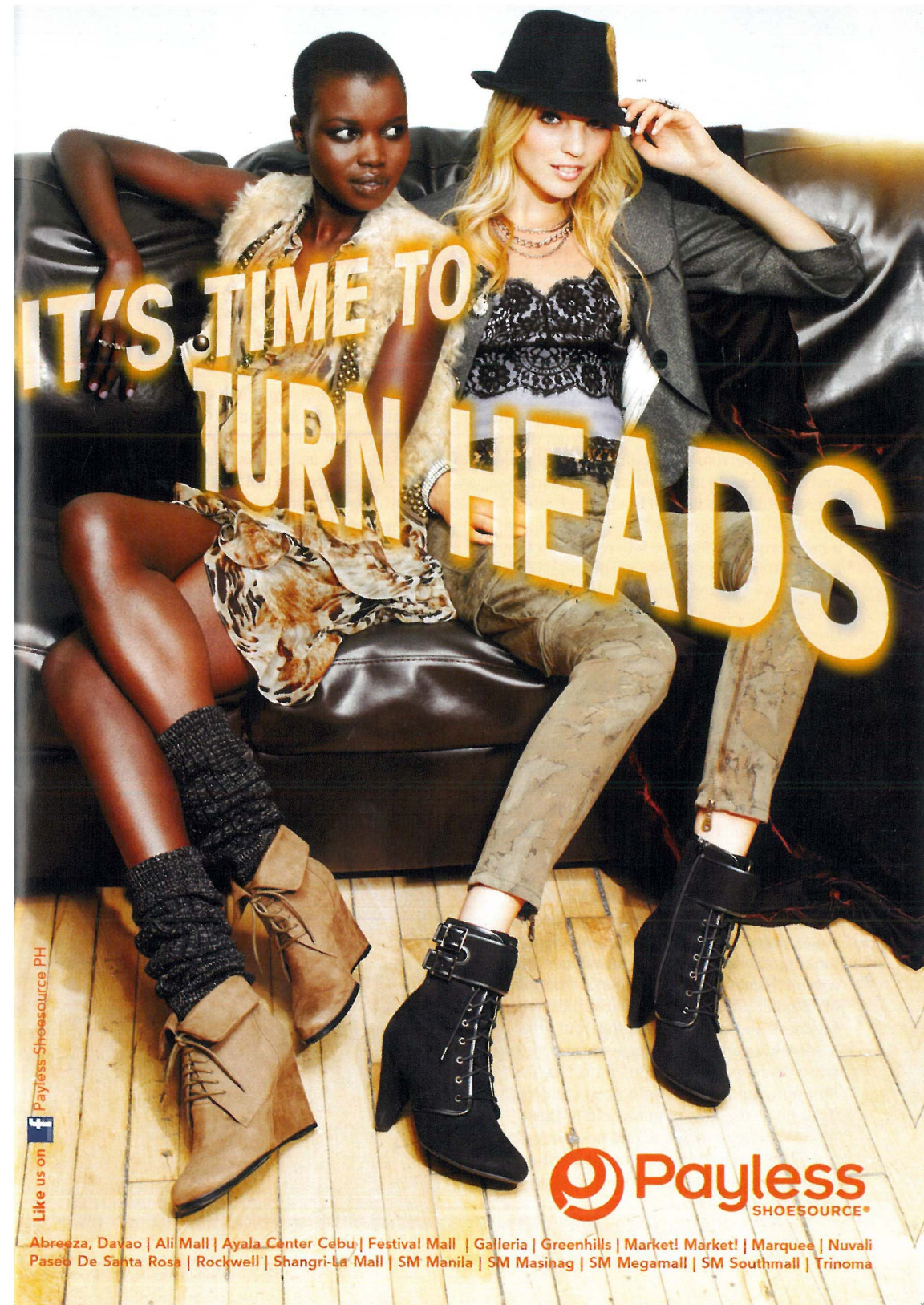
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MELY NICOLAS

For over three decades, the Commission on Filipinos Overseas (CFO) under the Office of the President of the Philippines has helped maintain strong ties between the country and Filipinos abroad. Taking the role of Chairperson of the CFO is Secretary Imelda M. Nicolas. As CFO Chairperson, Nicolas takes a more pro-active role. She is driven with the idea of inspiring change on how things are done. She shares how a government official should have "a good heart, a good head on your shoulders, and a clear grasp of what is required to impact change." With Nicolas' solid experience and passion for the country, she embodies all these and more.

On her parting words for other career women, she says, "You can only bring to the game what you have in you. Choose your battles. Do not be afraid to try new things. At the end of the day, you will only have to live with yourself."



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SUMMIT COMMITTEE SHINES THE SPOTLIGHT ON THIS YEAR'S WOMEN MENTORS

Two years ago, the Women's Business Council of the Philippines (WBCP) held a summit that gathered women leaders—each from different fields of expertise—to speak to fellow women and other guests about what it takes to be successful in the field of business. Called “W2W: Women Connect,” its aim was to be a mentoring conference where attendees go beyond listening to business tips and tricks. It became a venue where speakers allowed the listeners to take a look at their lives beyond the business, letting them in to some personal stories that have been instrumental to their achievements.

With the success of the first conference, the WBCP proudly brings us a new batch of women mentors who have been trailblazers in their respective fields. “It’s a showcase of women talent—of women bosses who lead whether by inspiration or dedication. I am very proud of what this program has put together,” says Chiqui Escareal-Go of the WBCP Summit Committee. This year, credit goes to the Summit Committee for bringing together this diverse set of women on one stage, presenting a holistic approach in looking at business. “We wanted to work with a good framework and not just a smorgasbord of speakers. We wanted to cover not just business and entrepreneurship, but also leadership and spiritual aspects and show what women can really do,” adds Go. The Summit committee is both proud and excited that they were able to get a hold of these highly-inspiring women, and now they gladly present them to the circle of established and aspiring entrepreneurs attending Women Connect Part 2.

The WBCP Summit Committee took extra

care to make this a unique and enriching summit where topics come full circle—you have topics that teach you how to work with the spark idea, as well as to make it flourish. You will hear stories not just of success, but also stories of failure and how these became a springboard for learnings.

On the WBCP Summit Committee’s behalf, Go ends, “I’m not merely inviting everyone to the conference. I’m inviting you to see for yourself how beautiful and powerful these women are, and learn what you can do, too, here in the country and outside.” 

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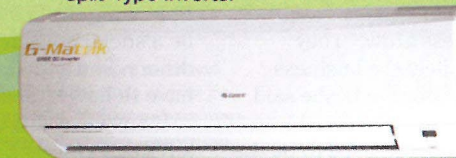
Ugong Trade & Holdings, Inc. (UTHI), a leading distributor of imported home appliances, supports the Empowering Women Scholarship Program (EWSP) of Zonta Makati and Environs Foundation, Inc. EWSP provides young women with the opportunity to pursue careers in fields traditionally viewed as male dominated such as science and engineering.

By awarding scholarships, the program aims to promote gender equality in the workplace. “UTHI believes in the objectives of the Empowering Women Scholarship Program. By supporting the education of a graduating female student majoring in Engineering at the Polytechnic University of the Philippines, we affirm our commitment to provide women equal opportunity in the workplace, even in an industry such as ours,” explained Carlo M. Pineda, Executive Vice President of UTHI.

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CORAZON DAYRO-ONG TAKING CDO FROM THE BACKYARD TO THE BOARDROOM

In 1975, a young mother left her job as a dietician to care for her growing family and started a backyard business. Passionate about food, she attended cooking classes and took up meat processing, which became her core business. Assisted by two helpers, the mom took charge, from purchasing to delivery. She offered the products to former colleagues and, slowly but surely, the business began to grow.



Today, that backyard business is now CDO Foodsphere Inc. CDO makes almost all conceivable packaged and processed foods, from hotdogs to canned meat, and has now expanded to canned seafood (under the San Marino brand) and corned beef (Highlands).

That mother, the brain behind this flourishing food business, is Corazon Dayro-Ong, Vice Chairman of CDO Foodsphere Inc. Awarded the Ernst & Young “Woman Entrepreneur of the Year” award in 2009, she admitted, “I started the business out of boredom!” Yet there was an unexpected bonus to having the business literally outside her doorstep. “Work-life balance was always in my mind,” she said. “When I started the business at home, I was lucky because I would still be with my children while supervising the business.” This hands-on approach ensured that her children were able to watch the business grow. “They made up their minds to help the business later on. Today, they are involved,” she said. Her eldest son Jerome is now the President, daughter Sharmaine, a doctor, used to be the company treasurer, and son Jason is with the

company’s research arm.


When asked the secret behind CDO’s success, she quickly listed key actions: “I was very hands-on. We treat customers as friends, not just business partners. We listen to their wants and needs. And we are market-focused.”

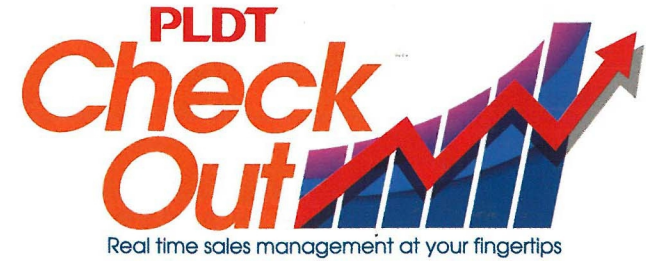
“Food was and is my passion,” said

“*Persevere, get educated and focus on whatever project in which you are involved.*”

Corazon, “and nutrition is important to me.” This passion fuels her business and guides her heart. She is the founder of the Odyssey Foundation, established in 1964, which is a supplemental feeding foundation for malnourished children. “The growth of my business – it was successful,” she explained. “I thought, why not share something? Especially for malnourished children?” Odyssey is “how I share my blessings.”

Indeed, Corazon believes that “those who inspire will be successful.” Balancing the growth of the business should be a social conscience and a heart for others. She added, “As entrepreneurs, we have to have grace and values.”

If anyone wants to succeed, she has this advice: “Persevere, get educated and focus on whatever project in which you are involved.” 



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THE REAL MEANING OF BUSINESS

A business should not be about creating profit alone. Social responsibility must be well integrated into its system, because without it, its purpose is empty. A woman who emulates this principle is **Chiqui Escareal-Go, President, Managing Director and Chief Service Strategist of Mansmith and Fielders, Inc.**, Vice Chair of Waters Philippines, the Founding Trustee of MarkProf Foundation, Inc., and President of the Josiah and Carolina Go Foundation.

"Mansmith and Fielders, Inc. is an advocacy-based company encouraging youth empowerment and education in all our activities. We used to be specialists in marketing and sales training only, which means we offer seminars, conferences and consultancy. And then, somebody came up to us and said 'We

are not just here to learn. We are here to achieve our dreams in the corporate ladder.' Because of that insight, we changed our positioning from specialists in marketing training to helping marketing and sales teams soar," says Go.

Because of that change, they have established different advocacy-based projects, such as the Market Masters Awards and the Market Masters Conference, where net proceeds from the conference goes to charity, education and youth empowerment. "We have evolved over the years, and we love what we are doing. We are not here to earn money for ourselves or for the business but to make things happen for a lot of people. We have been around for 20 years, and we have achieved what we need to as a company, and now it's time to pay back. Funny how the grace of God works. When you give back, more comes in. And that seems to be a formula that works well for us," ends Go. 



Health & Wellness

CATHERINE BRILLANTES-TURVILL'S ULTIMATE BLISS

People go to the spa to experience ultimate bliss and that's what **Catherine Brillantes-Turvill**, an internationally-licensed therapist who co-owns the Nurture Spa Village in Tagaytay, had wanted right from the beginning.

"I wanted to have a place to rejuvenate."


And rejuvenate is what one would feel as she walks into Nurture Spa, which boasts of a distinctive brand of "ecotherapy" or healing by and through nature, with its blissful combination of authentic Filipino nurturing, healing and pampering. What started out as a hobby eventually became a business in 2002 and has been renowned internationally, the Nurture Spa Village has been named one of the "28 Most Relaxing Spas in Asia" by *CNN Go* in June 2010 and one of the "Top Seven Spas of the Philippines" by *Asia Spa Magazine*, a Hong Kong-based luxury magazine. Cathy Turvill co-owns Nurture Spa with her husband, Dr. Mike Turvill, a doctor in organic chemistry.

Grateful for all the blessings, Cathy gives back by making sure that they hire therapists and staff primarily from the local communities. They teach all Nurture Spa staff how to adapt to a wellness lifestyle in order to lead healthier and happier lives. They also sponsor outreach programs by introducing concepts of wellness and sustainability to the neighboring barangays. Whenever possible, Nurture Spa uses products which support local communities like massage beds made by out-of-school youth, capiz décor made by depressed communities, and Amuin massage oils, sales of which are used to support essential oil-

producing communities.

Managing Nurture Spa is only one of the many roles Cathy plays. She also manages Spa Professionals International Development Center, the first internationally-accredited spa school in the country which offers spa training and consultancy services. She is also active in promoting local tourism as President of the Tagaytay Tourism Council, the founding President of PhilWell: Philippine Wellness and Spa Association (formerly Spa Association of the Philippines), and a member of the Tourism Congress.

But her favorite roles always have been being a doting mother to her two children, Marie Josyn, 21, and Anton, 17, and a loving wife to her husband. "My family comes first. I work out my schedules around them," shared Cathy. Creating a work-life balance is something she has mastered by being clear about her various roles and doing her best in fulfilling them through multi-tasking, keeping focus, planning, and decision-making.

"Know what makes your heart sing and pursue that path," she advised. But above everything else, she is most empowered by her ultimate bliss--her family, "put your family first. Be sensitive to their needs. Look for a job which allows you to combine being a wife, a mother and a professional all at the same time." 




TAKING THE LEAP

"Women are naturally entrepreneurial." These are the words of **Myren Garcia, President of Network for Enterprising Women (NEW)**. Indeed, Garcia's background and personal story attests to her statement, "Even if you don't have a business background, it's innate for women. Because they're more creative, more flexible." Garcia founded NEW in 2006, a support group whose advocacy is entrepreneurship for women. Garcia organizes events, trainings, conferences, seminars and exhibits for the group.

Before venturing into entrepreneurship, Garcia was a risk management analyst for a foreign bank for 10 years. "It was really a career shift. At first I didn't know what to do because of my background. [But] there was a calling for me to go to entrepreneurship," she shares.

The drive to succeed is a common denominator among NEW's members. "NEW is more for start-up businesses. What makes us different and unique is we also cater to aspiring entrepreneurs," she says. The organization's members are now nearing a hundred, and a lot of them are already success stories. "I have two members who have already expanded, starting from bazaars, and now they're in retail establishments," shares Garcia.

Garcia's leap from corporate to business may have been fueled by a need to unleash her creativity and passion, but through the years she has already realized the reason why she loves what she does. "The most fulfilling part of business is when I'm able to help other people in their [work]. Because I handle bazaars, I help people to establish their business. I help them test their products and give them exposure." 





L-R: Atty. Sonya Castillo, Atty. Lorna Kapunan and Atty. Irene Garcia

TRUE TO THE THREE C'S: COMPETENCE, COURAGE, AND CHARACTER

Kapunan, Garcia and Castillo (KGC) Law Offices, one of the most respected firms in the country, is a testament that those who uphold what is true and what is right will be hard to put down.

Partners Atty. Lorna Patajo-Kapunan, Atty. Irene Joy Besido-Garcia, and Atty. Sonya Margarita Benemerito-Castillo are the people behind KGC Law Offices, a highly-reputable full-service office able to respond to the changes in law and businesses. The firm is well-regarded for its work in litigation and in intellectual property, which are also considered the expertise of

Senior partner Atty. Kapunan. It has a strong corporate practice, but it is also a recognized practitioner in family law and domestic cases. KGC Law Offices is an advocate of environment law as well.

“There was really no conscious decision to make it all women. In fact, we had male partners when we started the law firm. Because of the differences we had on the path we wanted to take and the practice we wanted to have, our male partners opted to move on to a different direction,” shares Atty. Garcia. KGC has developed a nurturing culture towards its associates, a quality that may be attributed to the all-women partners. As Atty. Kapunan relates, “We spend most of our waking hours in the work place. It has to be a comfort zone... You know, with women, we can mix triviality with business. We are multitasking, and at the end of the day, everything is done.”

Do not take these three masterminds lightly, for they have taken on battles other firms have cowered to do so. Atty. Kapunan is a graduate of University of the Philippines and has been practicing law since 1979. She is known worldwide for her expertise in intellectual property law, and she is one of the leading litigation lawyers in the Philippines. She was awarded in 1995 with the Outstanding Women in the Nation's Service (TOWNS) in the field of Corporate Law. Atty. Garcia is also a graduate of the University of the Philippines. Her specialties are in the fields of corporate and commercial law, with extensive experience in civil and commercial litigation, special proceedings, and labor cases. Atty. Castillo has been practicing law since 1995 and is a graduate of San Beda College of Law. She is an expert in the field of intellectual property law and labor law, with a broad experience in immigration law and civil and family law.

“We have discovered the right formula: Be with people who you not only want to work with, but you want to play with. It has helped running the office well,” says Atty. Kapunan. KGC Law Offices goes by their mantra and their vision of practicing law with competence, courage, and character—three qualities that not many have embodied. “One of our strengths is that when we take on a personal cause, we are very passionate and zealous in fighting for that cause. I think this is a characteristic common to women. When we take on an advocacy, we are zealous enough to fight for it,” ends Atty. Garcia.

ECHOTRIO: SOWING THE SEEDS OF SUSTAINABILITY

The ECHOstore, which stands for Environment, Community, Hope and Organization, springs from a passionate venture within the symbiotic relationships of three women—Regina “Reena” Francisco, Jeannie Javelosa and Pacita “Chit” Juan. These women are making a green claim towards a niche specialty market that inherently strives for a better lifestyle—sustainability, being the main ingredient. Coming from 30 years of experience in the business industry, each has her own specialty that is essential in creating their social enterprise. In a way they are looped, like their ECHOstore's symbol of a triple spiral. Reena, whose zest for business and detail has always been honed through her restaurant and café businesses, works on operations; Jeannie, inclined with the arts and affiliated with cultural agencies and museums, works on communications; and Chit, a formidable figure in the world of business and an advocate for different organizations, works on the marketing side of the retail. The power of these three women, in their untraditional yet efficient ways, has bridged the gap between what is lacking in the industry and the working class of the Philippines. “We were able to make a store that became an incubator for the communities that we meet, and also, it became like a market access,” Reena shares on the first sustainable concept store in the Philippines.

Embracing the social enterprise's triple bottom line of the People, Planet and



Profit, the ECHO Trio advocates concepts of fair trade, green products, localism (or eating locally born and bred produce), ‘up cycling,’ the hybrid of philanthropy and commercial gains, and the emergence of a conscious and caring consumer group. What they have achieved is creating a sustainable lifestyle that goes for both the supplier and consumer. Beyond profit, these social entrepreneurs thrive on giving fair chances for the local farmers and marginalized communities, from the Cordillera Bag Weavers up north to the Mangyans in Mindoro, while conveniently lessening greenhouse gas emissions, carbon footprints and methane. “It is very fulfilling because we can feel the support from other kindred souls as we support many others,” shares Chit, as she expresses her penchant for meeting different kinds of people.

The idea of a sustainable lifestyle empowers people to bank on the goods that local brethren all over the Philippines produce. ECHOstore is recognized for giving consumers access to products that are healthy, organic, and most of all, Filipino-made. On their thoughts on how the concept of sustainable lifestyle is being embraced, Jeannie imparts, “When we opened ECHOstore, there was already a community that suddenly said, ‘Finally!’ They were looking for a home. And we just kind of made that home. And it just happened.”

As the rest of the economy of the Philippines grapples with the tedious growth of the GDP, low employment rate, and the lack of agriculture support, there are still people like the women of ECHOTrio who takes the littlest of seeds and grow it into an abundance of idea—one that takes a boon on the economy, environment and social welfare.



L-R: Chit Juan, Reena Francisco, and Jeannie Javelosa



WOMEN'S ADVOCATE: BOOTS GARCIA

While the WBCP is abuzz with all the activities for Women Connect 2, it is always good to look back at how it all started. This would be impossible without mentioning the work of one lady who made women-mentoring-women at the top of her agenda.

Meet Aurora "Boots" Geotina-Garcia, the woman at the helm of the WBCP when the first Women Connect conference was borne. "Being an organization of established businesswomen, we thought it was appropriate for us to share our knowledge to our peers, to other businesswomen, and to future entrepreneurs," she says. As then-President of the WBCP, she and the rest of the council thought that organizing the conference is will be good not only for the attendees, but also for the WBCP. "The WBCP has four main advocacies: access to markets, access to funding, networking, and training and education. By bringing together all these entrepreneurs in one conference, we address all four."

Even as Garcia has passed on the lead

reins for this year's conference, her passion for pushing for increasing women's opportunities in business is indefatigable. "The conference is just one of our projects. We are also trying to help government agencies in financing gender initiatives. We want them to allot budget in more sustainable causes, like teaching women to start businesses. We are also looking at getting more women in the board of Filipino corporations," she staunchly says. And it is surprising how she does all of this with aplomb, given the many roles that Boots has to play.

Co-founder and CEO of financial advising firm CIBA Capital Philippines, Director at the Bases Conversion Development Administration (BCDA), a Board Member for several corporations, and Managing Director for a foundation that crafts bags and other end-products from recyclables, Boots Garcia shows that the best way to carry out her passion to teach women is to lead by example. **T**



MONETTE ITURRALDE- HAMLIN DOES WHAT SHE LOVES

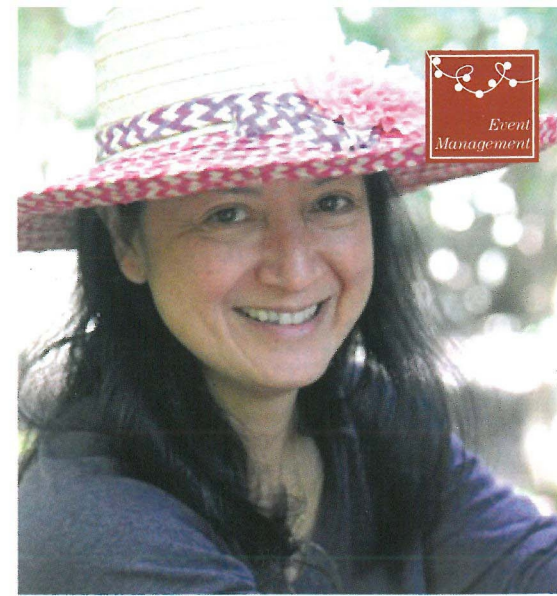
"I love events!"

For Monette Iturralde-Hamlin, President and Founder of award-winning strategic marketing communications firm TeamAsia, doing what she loves gives her the drive. "Every event is different, and so there is a continuous challenge to innovate and deliver a memorable meeting that is valuable to those attending."

With a Masters degree in Business Management from the Asian Institute of Management, with Distinction, and a BA Psychology degree from the College of the Holy Spirit where she graduated summa cum laude, it is no surprise that Monette was able to pave her way into a distinguished career in international publishing, leading her to conceptualize and create Asia's first agency dedicated to corporate identity development and non-traditional marketing communications in 1992.

Aside from general management responsibilities, she also handles the operations of TeamAsia and works closely with the Accounts and Sales department. "The principal challenge is developing and retaining talented people to work with us," shared Monette. As a service-driven business, people are at the core of what they do as an organization. "We address this by providing the opportunity to take on significant responsibility and accountability at a relatively early stage, providing a nurturing environment, and rewarding performance."

Today, TeamAsia develops place, corporate and personal brand strategies, creative concepts, and marketing communications programs and campaigns incorporating events, public relations, and Web 2.0 tools for its clients, which include Business Processing Association Philippines (BPA/P), Crocs, Nido, Fujitsu Enterprise Solutions, Globe Business, Google, Hong Kong Tourism Board, JPMorgan Chase & Co., Philippine Stock Exchange, Pilipinas



Shell, and United Nation Development Programme, among others.

Indeed, Monette finds events management fulfilling, "We meet fascinating, extremely accomplished individuals in our business, from heads of state to top CEOs in the Philippines, Asia, and the world."

As equally fulfilling for her is their corporate charity work which revolves around their relationship with BPA/P. Annually, they conduct a year-end activity for young elementary school children called "My Life in a Shoebox," distributing school supplies placed in individual shoeboxes wrapped in festive Christmas paper. In 2010, they distributed more than 3,000 shoeboxes and raised P1.2 million for students and learning facilities, and this year, their goal is to distribute 6,000 shoeboxes and raise P1.5 million for building new classrooms.

Outside work and charity, Monette is busy being a dedicated wife to her husband, Michael Alan Hamlin, Managing Director of TeamAsia, and a mother to her daughters Beatriz Pilar and Isabel Clarissa, and son Niccolo Alexander, traveling as a family whenever possible. "One thing my husband and I did several years ago was to invest in a weekend home in Alfonso, Cavite. Our little getaway provides a place and time to decompress and focus on what's really important in our lives, our family and each other."

When asked what advice to give to women, Monette has these to share: "Dream big. Risk everything. Be resolute. Focus on the positive. Believe in yourself. Keep in love. Pray and trust the Lord." **A**



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MYLENE ABIVA'S CRUSADE FOR EDUCATION

The pitfalls of old fashioned chalk talk are many and entertaining avenues for classrooms were always a welcome addition. FELTA Multi-Media Inc. is a company that knows that all too well.

Born from the combined names of Felicitio and Teresita Abiva and founded in 1966, FELTA is a manufacturer and distributor of quality educational and training materials that covers almost every subject in the Philippines' elementary up to tertiary educational level. FELTA has been the pioneer and leader in introducing the latest and most innovative instructional materials in the country.

At the helm is **Mylene Abiva**, third child of the Abiva founders. She joined the company in 1989 and in the year 2000 was appointed President and CEO. "There is no easy road to family business succession," she says. "There are a lot of personal, emotional and professional gaps that you have to address and still maintain the family harmony." Her initial step was to instill a culture of professionalism in the family corporation. To date, the company has introduced slides, DVD's, CD-ROMs, simulation hardware, digital education, and became the pioneer in LEGO Robotics in the Philippines.


"I call it 'E-ducation' because it will be the future," says Mylene. With her vision, Mylene turned the name FELTA into an acronym which stands for First in Educational Learning Trends Always.

A former president of the Philippine Marketing Association (PMA), Mylene is the founder and National Organizer of the Philippine Robotics Olympiad since 2001. In 2009, she became a finalist in the prestigious Entrepreneur of the Year in the Philippines (EOYP) awards. She is also an



active "angelpreneur" of the GO NEGOSYO Movement, and gives talks on Marketing all over the Philippines.

LEGO Robotics, through Mylene's efforts, has inspired a new crop of young Filipino engineers and scientists. "That's our contribution to nation building, a new generation of critical thinkers and science-oriented youth," Mylene explains.

"I challenge myself to always offer something new for our educational market," she states. "Even if the market is not ready, we should not be afraid to introduce something new." With FELTA's innovative and captivating products, and an innovative thinker at the company helm, it is not surprising that Filipino students will turn their interest in science and into a lifelong passion. 

For more information, please contact FELTA Multi-Media Inc., FELTA Multi-Media Center, 18 Notre Dame St., Cubao, QC. Email: felta@pltdsl.net, Website: www.felta.ph.



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THE SERENDIPITOUS BUSINESS OF FASHION: CRICKETTE TANTOCO

For years, friends and loved ones visiting the US would come back with gushing tales of the fashionable and affordable chain store Payless Shoe Source, where you could find almost all the styles of shoes under the sun: sneakers, pumps, boots, children's shoes and more. So when Payless finally arrived in the Philippines in 2010, the throng of fashionistas heading to the store was swift; other branches soon followed in Megamall and Market! Market!

Payless' entry to the Philippine market could only be masterminded by Rustan's Group's Store Specialists Inc. (SSI), which handles the acquisition and development of worldwide lifestyle brands. Payless' unique brand needed the guidance of a business-minded person in tune with the flux of fashion and well-versed in the languages of merchandising and marketing. Enter: **Crickette Tantoco, Payless Shoe Source's Marketing Consultant.**

With a stint as Vice President for Merchandising and Marketing for Shopwise supermarkets under her belt and recharged from a two-year sabbatical ("It was needed. A complete rest," she shared), she was ready to tackle the challenges of Payless.


"I understand fashion, but I'm not that passionate about it," she admitted. A Political Science major at Marymount in New York, her exposure to retail stemmed from part-time jobs at Ann Taylor and Tiffany's. "It's the business of fashion that I'm passionate about."

Her foray into business was serendipitous – she describes as literally falling into her lap. "I actually wanted to be a lawyer, and marketing and merchandising are on a totally



different area," she said. "But I believe you can learn anything at any age. You have to maximize yourself and develop yourself—I had the opportunity to do that with the businesses."

She also has a reputation as a master multi-tasker who combines work with family (she has 22-year-old twin daughters and a 17-year-old son with husband Donnie Tantoco) with ease—an essential skill in her busy life, because aside from Payless she is also the consultant for the Royal Duty Free and helps out in the other Tantoco businesses.

"I'm lucky that my path has been easy," she related, but that doesn't mean she takes things easy. "When opportunity falls into your lap, take it. Be compelled to do it." She counts an ingrained thirst for knowledge as the secrets of her success. "I am naturally curious. I have intellectual humility and I'm willing to learn from anyone," she said. "I think that's a good attitude to have in business. I'm willing to admit my mistakes and try new things." 



WOMEN CONNECT

Women to Women Mentoring Conference Part II



November 8, 2011 Tuesday, 8:30 am to 5:30 pm,
Philippine Trade and Training Center
(Sen. Gil Puyat Ave. cor. Roxas Blvd., Pasay City)

TOPIC : BUSINESS STRATEGY

Session 1 : Choose to Soar: A New Perspective on Business Strategy
Fe Perez-Agudo, President and CEO, Hyundai Asia Resources, Inc.

TOPIC : LEADERSHIP

Session 2 : Soaring With Your Influence: From Skeptics to Believers/
Choosing Your Path: From Thinking Small to Thinking Big
Maria Mercedes Mingaracal-Corrales, former Regional President Starbucks, Asia

TOPIC : ENTREPRENEURSHIP AND INNOVATION

Session 3A : Soaring With Your Imagination: From Imitation to Innovation
Dr. Mary Ann Sayoc, General Manager, East West Seeds
Session 3B : Choosing Your Partners: From Competition to Collaboration
Myla Villanueva, CEO and Managing Director, Novare Technologies

TOPIC : BUSINESS AND ECONOMICS

Session 4A : Soaring With Your Intellect: From Efficiency to Productivity
Helen Perez-Macasaet, President, Pentathlon Systems Resources, Inc.
Session 4B : Choosing Your Production: From International Trading to International Branding
*Ann Tiukinhoy-Pamintuan, President, The Gilded Expressions
President, Mindanao Trade Expo Foundation, Inc.*

TOPIC : SPIRITUAL EMPOWERMENT

Session 5A : Soaring With Your Infatuation: From Giving to Enabling
Atty. Ipat Luna, President, Tanggol Kalikasan
Session 5B : Choosing Your Participation: From Shopping to Substance
Marie Concepcion-Young, President, RFM Foundation

TOPIC : LIFE STRATEGY

Session 6 : Choose to Soar: A New Perspective on Life Strategy
Emily Abrera, Chair, Children's Hour / Cultural Center of the Philippines

Directory

Enjoy top-notch products and services from these mostly women-owned and women-led businesses that are here for your every need. From dining to wellness, fashion to business solutions, women prove their golden touch in any venture they pursue.

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Tel 294-1111

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7th Floor, 1880 Building
Eastwood City, Quezon City
Tel 709-2222

RFM CORPORATION
Pioneer cor Sheridan Sts.
Mandaluyong City
Tel 631-5024

SAN MIGUEL BREWERY INC.
San Miguel Corporation, Head Office
Complex
#40 San Miguel Avenue, Mandaluyong City
Tel 632-3000

Dining

LE BISTRO VERT
Valero St., Salcedo Village
Makati City
Tel 403-1841

THE FRENCH BAKER
2nd Floor, Mayflower Annex Bldg.
70 United Street, Mandaluyong City
Tel 635-2311

BIBINGKINITAN
FoodAsia Corporation
2nd Floor, UNIOIL Center, Commerce cor
Acacia Ave.
Madrigal Business Park, Muntinlupa City
Tel 846-4646

Financial Services

PLANTERS DEVELOPMENT BANK
Plantersbank Bldg.
No. 314 Sen. Gil Puyat Ave., Makati City
Tel 884-7600

RIZAL COMMERCIAL BANKING CORPORATION

Yuchengco Tower, RCBC Plaza
Ayala Ave. cor Gil Puyat Ave., Makati City
Tel 894-9000

Training and Business Solutions

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G/F PLDT MGO Bldg.
Legaspi St. corner Dela Rosa St.
Makati City
Tel 666-6892

MANSMITH AND FIELDERS, INC.
14 Ilang-ilang St., 4th/F Eastchem Bldg.
New Manila, Quezon City
Tel 584-5858

Beauty and Wellness

HBC, INC.
HBC Corporate Center
548 Mindanao Ave., Quezon City
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