

F MAGAZINE

Finely Filipino

because every Filipino
can make a difference

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TURN TO PAGE 30
FOR DETAILS

MUST READ

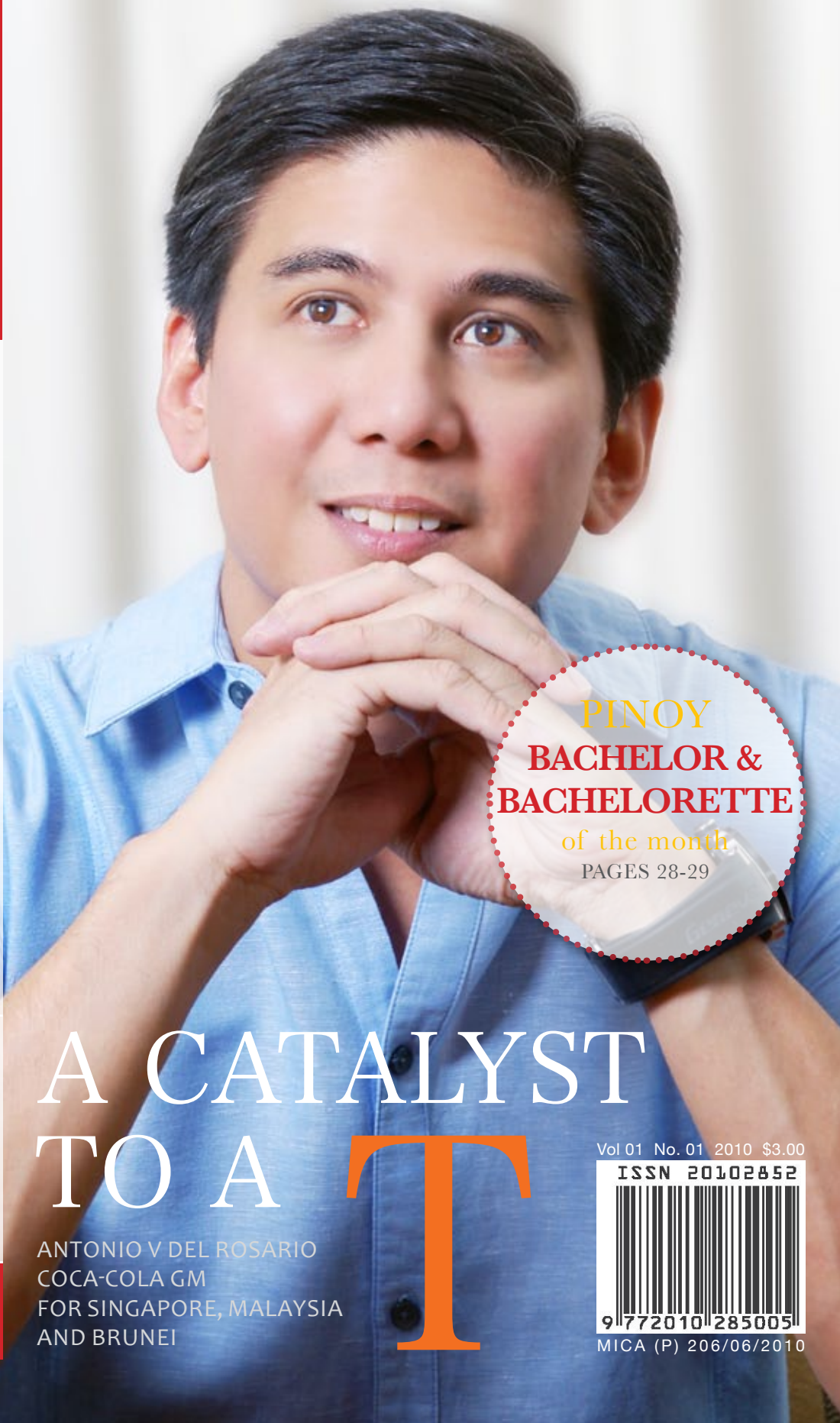
Save Today,
Not Tomorrow!

All Saints Day in
the Philippines

SURE TABLE DELIGHT!
SIMMERING GRATED
SANTOL RECIPE

FIVE THINGS TO BE
THANKFUL FOR IN
SINGAPORE

BE GRATEFUL
SPECIAL



**PINOY
BACHELOR &
BACHELORETTE**
of the month
PAGES 28-29

A CATALYST TO A T

ANTONIO V DEL ROSARIO
COCA-COLA GM
FOR SINGAPORE, MALAYSIA
AND BRUNEI

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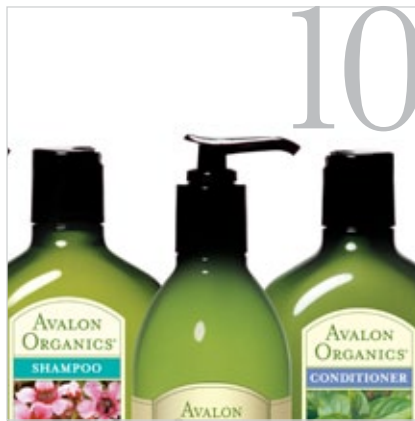
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Save today, not tomorrow



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EDITOR'S NOTE

a prod was all it took. I mentioned to my hubby, Mar, how nice it would have been to have a Filipino magazine in Singapore that would be a pride to carry around. Mar couldn't agree more and encouraged me to go for it. That was 10 months ago and the rest, as they say, is history.

Filipinos have long been a dependable human resource in Singapore and for good reasons. We have an abundance of talent and when combined with determination, we are truly a workforce that every employer is grateful to have around.

Our maiden cover personality is an absolute inspiration to every Pinoy living in Singapore. Antonio V del Rosario, Coca Cola's general manager for Singapore, Malaysia and Brunei, is an exemplary Filipino (*read page 14*) whom we should all be proud of. I am unreserved in acknowledging that he is a true catalyst to the new generation of Filipino corporate leaders because he walks the talk. Tony's highly visible job is not what makes him special; his proclamation of love for our country and for the poor is what makes him simply outstanding.

With blessings in abundance everywhere, I find it fitting to have a *Be Grateful Special for our maiden issue*. As famous American author Og Mandino once wrote, "Count your blessings. Once you realize how valuable you are and how much you have going for you, the smiles will return, the sun will break out, the music will play, and you will finally be able to move forward the life that God intended for you with grace, strength, courage and confidence."

The F Magazine (Finely Filipino) hopes to be a Filipino community magazine in Singapore that will instill pride in what defines us as Filipinos. Let us prove our worth at all times.

I couldn't end my editor's note without giving credit to the one who continues to give encouragement and inspiration to me, no matter the situation. This magazine came to be, thanks to a simple nudge from someone who has given me much more than I could have ever imagined. For always believing that I can do things I never thought I was capable of, this one's lovingly for you – Mar J Hernandez!

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EVENTS TO WATCH OUT FOR

Enjoy your stay in Singapore with these enriching events By Anna Rochelle C Olviga



go franchising

International Symposium on Franchising
Date: 21 – 22 Oct 2010
Venue: Marina Bay Sands Singapore
Admission: Free entry with registration (minors below 16 not allowed entry)

Business and investment opportunity seekers can choose from over 35 product, property and service business categories available for franchising and licensing that are exhibiting in this year's International Symposium on Franchising. Touted as the most international fair of its kind, registered visitors can screen through the exhibitor list and schedule appointments with those they are interested in, ahead of the event date through a programme called E-Match.



love your wine

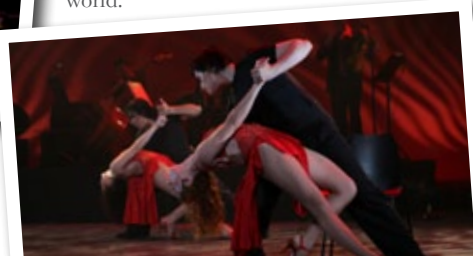
Wine for Asia
Date: 28 – 29 Oct 2010
Venue: Marina Bay Sands Singapore
Admission: Open to trade professionals only

Wine and spirits purchasers will be treated to an exciting array of activities in this year's Wine for Asia. Now on its 8th run, the event will include tasting sessions, forums and talks such as wine and food pairing as presented by a panel of top industry speakers. Also not to be missed are the Gourmet Wine Dinner Presentations and the Wine Style Asia Awards held in conjunction with Wine for Asia 2010.

dance galore

Tango Fire
Date: 28 – 30 Oct 2010
Venue: Esplanade Theatre
Admission: Tickets available from Sistic, S\$45 – 158

A must-see show for music and dance lovers, Tango Fire has been performed to sell-out audiences in the USA, Europe and Australia. It not only features ten sensational dancers but a fine singer and Quatrotango – a quartet of brilliant musicians, all from the birthplace of Tango – Argentina. Together, they trace the 150-year history of Tango from the barrios and the red light district of Buenos Aires where it was born to its prominence in contemporary ballroom. The group's choreography combines the sexy, sensual side of Tango with the sophistication of modern Argentina in a show that has mesmerized spectators around the world.



American history

Completely Hollywood / The Complete History of America
Date: 3 – 13 Nov 2010
Venue: Jubilee Hall, Raffles Hotel
Admission: Tickets available from Sistic, S\$78 – 118

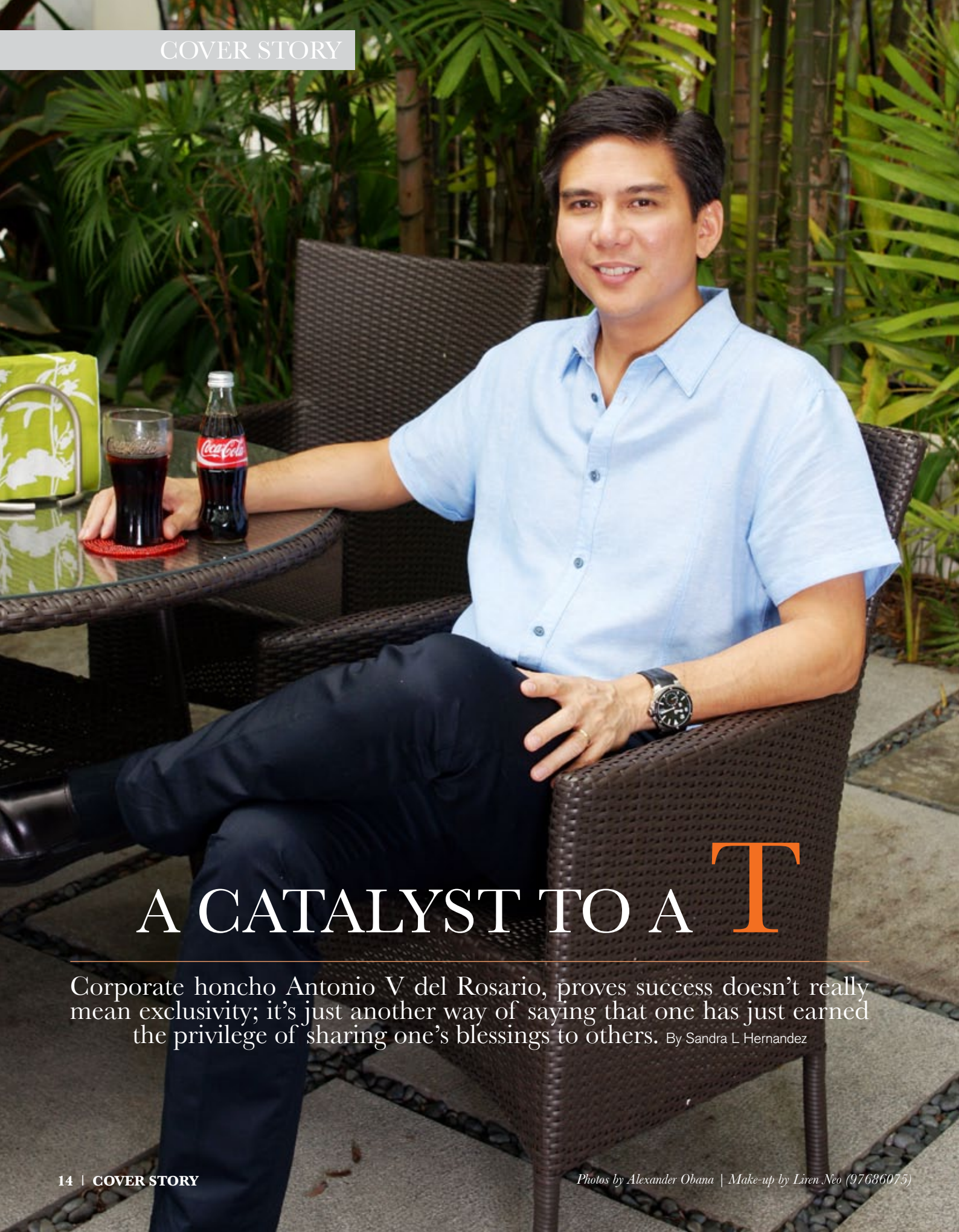
The history of America and Hollywood as you've never seen before, packed into two fast-moving hours by a rambunctious trio who call themselves the Reduced Shakespeare Company. As their group's name implies, they have managed to condense 197 of Hollywood's greatest films over the past 100 years into a potpourri of clichéd movie scenes – some classic and some, they just made up. They have also managed to compact America's 600-year history into a ninety-minute rollercoaster ride. Simply hilarious!



Dawn Zulueta in romantic musical comedy

A Little Night Music
Date: 9 – 14 Nov 2010
Venue: Esplanade Theatre
Admission: Tickets available from Sistic, S\$45 – 158

Beautiful Filipino actress Dawn Zulueta stars in this romantic musical comedy that has garnered such awards as Best Musical, Best Book and Best Original Score from the Tony Awards. In a role that was played by Catherine Zeta-Jones in the Broadway musical, Dawn performs the iconic character of Desiree Armfeldt in the Singapore and Philippine run. Her songs include the memorable Send in the Clowns. Fellow Filipino and veteran director Bobby Garcia whose work includes other Broadway hits such as Avenue Q, Rent, Legally Blonde and Xanadu, directs.



A CATALYST TO A **T**

Corporate honcho Antonio V del Rosario, proves success doesn't really mean exclusivity; it's just another way of saying that one has just earned the privilege of sharing one's blessings to others. *By Sandra L Hernandez*



open happiness

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5 THINGS I'M THANKFUL FOR IN SINGAPORE

Let's face it – there are a lot of reasons why we love Singapore By Alain Gaité

For all the complaints we hear now and then, I'm sure that there are also a hundred and one things that you and I are grateful for in Singapore. A Malaysian colleague once told me that he thinks his Singaporean wife is probably the most “patriotic” one around. That is because she never fails to notice and appreciate the conveniences we enjoy, especially after coming back from overseas trips.

It is all grounded on what we already know - the country is run by an effective and efficient leadership, with an open, tolerant society that promotes excellence and fairness through meritocracy. Yes, we have read this about Singapore at one point or another. But how do we experience this reality in our daily lives?

Even now, I still think that the things I am thankful for are the same ones I had the first time I set foot in Singapore. I realized this during that first trip here I took with my wife. The true wonder is that things have been so consistent and reliable, that my family and I have had the same great experience up to now.

Allow me to share the top five things I am thankful for in Singapore.

Changi

The feeling of Singapore starts at Changi airport. With more than 280 awards to its name since, it has been voted Asia's and the world's best in 2010 by the DestinAsian, Wanderlust and Skytrax airport surveys. It is run like the country itself, with dedicated efficiency to cater to all traveler types. You know you are “finally home” upon landing back in Changi.

clean and green

From the airport to your point of destination, Singapore is almost litter-free and yet dotted with a green living landscape. Families and enthusiasts alike also have a breadth of fresh open-air options in parks and nature reserves. Locals and tourists also continue to flock into Singapore's world class Zoo, Night Safari and Bird Park.

places of worship

I am still amazed at the variety of churches and temples available for those who practice

their faith here. This comes from Singapore's emphasis on religious and racial harmony as a backbone to national security and stability. I think this has resulted to a united and harmonious multi-religious community that ultimately contributes to nation building.

food

Ahh – Distinct, Diverse and simply Delicious! The one point I don't think anyone will argue against. ‘Nuff said.

Singapore Airlines

Probably Singapore's most famous global brand. The ground and in-flight crew, the lounges, the food, the quality of the fleet - you can almost “taste” the emphasis on service levels that this airline brings.

I have lived here with my family for the past nine years. Coming back from an overseas trip via “SQ” to Changi airport is more than just coming home. It kicks off another wonderful journey - an experience that is uniquely Singapore (plug-in pun included). 🇸🇬