FAWN2005 Organizer

NewFilipina, Inc.

NewFilipina, Inc. is a small organization whose mission is worldwide Filipina empowerment through multimedia.

How it all began...

NewFilipina.com informally began with the efforts of a group of women attempting to set forth a positive image of Filipinas on the Internet by creating an online community web site for Filipino women. It was started at www.NewFilipina.com and called BagongPinay. NewFilipina.com hoped that this would start to help balance the representation of Filipinas on the Internet because www.filipina.com was a mail-order-bride site and a query done on the word "filipina" at major Internet search engines resulted in the listing mostly of 1) Filipina mail-order-bride sites, 2) pen-pal services sites, 3) personal web pages of Filipina women looking for men-friends, and 4) porn sites. (Today, this is still the case.)

During 1998, the first year of its existence, the BagongPinay web site at www.newfilipina.com received an immense and enthusiastic response. Many Filipinas online wanted to get involved and join *BagongPinay*'s efforts. Because of the tremendous feedback, www.newfilipina.com gave birth to the incorporation of NewFilipina, Inc. in 1999 in the state of New York.

Mission and Goals

The organization aims to uplift and promote Filipina identity and consciousness. It wants to encourage Filipinas to broaden their horizons and discover and harness the power and strengths that they have within themselves.

It seeks to sponsor and provide programs and forums for Filipinas worldwide where they can: Share opinions and experiences; learn and understand more about themselves, their culture and each other; mentor and teach; exchange job and business leads; facilitate awareness of choices and opportunities, discover; acquire the skills they need to lead a successful personal and business life.

We hope to accomplish these things through web publishing, book publishing, socio-cultural events, philanthropic activities and networking-community events such as the Filipino American Women's Network conference of June 3-5, 2005, FAWN2005: Coming Into Our Own Spirit, Leadership and Success.



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Handbags, Shoes & Accessories

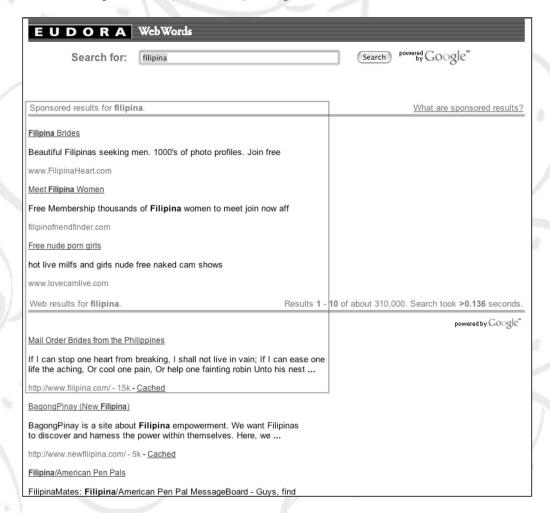
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NewFilipina, Inc.

One of NFI's main objectives is to shape the image of Filipinas in the world. We have begun this by making efforts to change the image of Filipinas online.

A search done on the word "filipina" at major search engines like Google.com and Yahoo.com yield results like the one below. As you can see, the top sponsored ads are paid for by commercial services for Filipina brides, filipina matchmaking and porn. A mail-order-bride-site tops the most significant results for "filipina," in this sample it is the fourth entry from the top. The image below is a capture of a recent search through Eudora, powered by GoogleTM:



I want to change this! We Filipinas are more than just good wives and beautiful women. We are also healers, teachers, daughters, mothers, sisters, lolas, nurses, doctors, and many other hard-working roles in society. Filipinas are honorable, persevering and powerful.

One Solution: Buy sponsored ads at major search engines such as Google.com and Yahoo for web sites like fabulousfilipinas.net and phenomenalfilipinas.com (details in ff. pages).

Please support NFI so that we can buy sponsored ads and show that Filipinas are fabulously and phenomenally diverse through the following projects...

PHILIPPINE EXPRESSIONS BOOKSHOP

is proud to Sponsor a FAWN2005 book event:

Mga Kathang Babaylan: Five Book Showcase (with Launching of Leny Strobel's A Book of Her Own: Words and Images to Honor the Babaylan)

4-5:30 PM. June 3, 2005 at the Kimmel Center

Moderated by Bino Realuyo

Plus readings by Marivi Soliven Blanco (Speak Up, Woman), Edwina Bergano, Veronica, Salcedo, Joan May Cordova (FANHS' In Our Auntie' Words: The Filipino Spirit of Hampton Roads), Patria Rivera (Puti/White) Janet Stickmon (Crushing Soft Rubies: A Memoir).

Philippine Expressions Bookshop

The Mail Order Bookshop dedicated to Filipino Americans in search of their roots.

2005 marks our 2lst year of service to the Filipino community in North America.

2114 Trudie Drive Rancho Palos Verdes, CA 90275-2006, USA Tel 310/ 514-9139 FAX 310/ 514-3485

e.mail: linda_nietes@sbcglobal.net

Our web publishing projects:

The following sites, old, new and in-development are published to effectively define a positive, strong, intelligent and creative image of Filipinas online that empowers, inspires and contributes to the global identity of the Philippine nation.

BagongPinay, An Online Community for Filipinas www.newfilipina.com Established 1998 The first comprehensive online community for and by Filipinas. Created as a fresh start from Filipina.com, a mail-order-bride service online. Also created in order to shape Filipina identity online into a broader, stronger and more positive presence. Articles, essays, art gallery, poetry, Filipino resources and links, empowerment links, book recommendations and reviews, discussion boards, ate support time, quotations. Topics range from self-discovery, sharing experiences, identity, soul-searching, humor, controversy and cultural/ethnic pride, For over 6 years, this site has been maintained and has grown by volunteer efforts and contributions from around the world. BagongPinay became the top ranking site in February 2004 and now variably ranks within top 5 query results done on "Filipina at leading search engines such as Google.com and Yahoo.com.

Fabulous Filipinas www.fabulousfilipinas.net Established 2004

Web site and webring service, a listing of various types of web publications by Filipinas. Also a listing of techniques to increase visibility of Filipina sites online such as HTML techniques to help position an increasing number of positive Filipina web sites in search engines such as Google.com and Yahoo.com for queries done on "Filipina." Launched in May 2004. This web site would like to provide some tools to help widen and do justice to Filipinas' online identity and to bust a cyberspace myth or profitable stereotyping coming from numerous commercial online services about Filipina mail-order-brides, sextour-bar-girls, and as porn models.

PhenomenalFilipinas.com www.phenomenalfilipinas.com To be developed A spin-off web site from BagongPinay about remarkable Filipinas who have overcome tremendous challenge; become successful in their fields of work; are pioneers; inspire others with their lives. This site has not been launched although its initial infrastructure has been uploaded online. Short bios of phenomenal Filipinas around the world; Links to articles and web sites of remarkable Filipinas; Phenomenal-Filipina-of-the-Month.

Pinay.com - A Future Web Portal for Filipinas www.pinay.com To be developed A future web Portal for Filipinas that provides unique services such as the use of the domain of "pinay.com" with free email and personal pages space. Hopes to offer: Email services, web page services, blog services, searchable listing of best ranking positive Filipina sites online. Established as a temporary listing of positive Filipina sites in 2003.



Heartfelt thanks to ALL of the organizations, Aunties, Uncles, and people who have supported our project!



Aunties' Book and FANHS Membership Special

Get the *In Our Aunties' Words: The Filipino Spirit of Hampton Roads* book and a FANHS Membership for **\$40**! Regular cost \$55 - you save \$15! Special good through June 30, 2005.

What's YOUR story?

Own a piece of our community's history by purchasing *In Our Aunties' Words:* The Filipino Spirit of Hampton Roads. Proceeds will go toward future projects.

For purchase or membership information, contact your nearest Filipino American National Historical Society, Hampton Roads Chapter member, or email *qilbert.salanq@fanhs-hr.orq* or go to the website: http://www.fanhs-hr.org

NEXT PROJECT: In Our Uncles' Words: We Fought For Freedom

Projected Launch date: June 2006. We are seeking volunteers for the "Uncles" oral history project. If you are interested in interviewing, writing, marketing, advertising, and graphic design work, please contact us.

Contact person: Edwina Bergano, (757) 497-2988

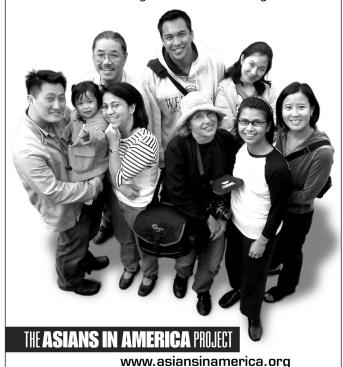




Become a member and join us in our inter-generational, Fil-Am community events and preservation projects!

The Asians in America Project is your number one source for information on Asian Pacific American events, organizations, jobs, news articles, history and more!

Knowledge is Power. Knowledge is Pride!



Great ExpectAsians proudly supports the 2005 FAWN Conference.





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What can these projects do?

After 7 years of publishing online, we are aware that there are many Filipinas around the world who are pleased to have found BagongPinay at www.newfilipina.com. 5 years from now I hope that our web publishing efforts will have increasingly connected Filipinas online with ideas and choices that enable them to make powerful choices in their lives and to connect them with other Filipinas regardless of geographical distances.

In 10 years I would like to see...

... that these sites, in combined effort along with present and future sites, continue to represent and shape a strong, positive image of Filipinas online that contributes to the global identity of the Philippine nation.

...that our site developers have begun working with schools, orgs and even cybercafes in the Philippines in order to help more and more Filipinos get access to the Internet.

... that although we may have not eliminated mail-order-bride sites, we may have helped eliminate the skewed first impression of "Filipinas online looking for foreign husbands" and replaced it with "Filipinas online are diverse, brilliant, loving, savvy and beautiful."

... that although we may have not eliminated mail-order-bride sites, we may have helped more and more women discover the myriad of choices they can apply and resources they can use in order to move forward in their lives and maybe even help others do the same.



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Visit us at www.babaehelp.org

A not-for-profit organization serving Filipina victims / survivors of violence since 2002

ALL INQUIRIES CONFIDENTIAL

BABAE Means Business

BABAE is a not-for-profit organization based in the New York / New Jersey metropolitan area, continues to make strides in its mission of providing culturally appropriate case management services for Filipina victims of violence. Four veteran GABRIELA Network members took on the initiative several years ago and are making significant strides. Taking their time to lay a solid organizational foundation, the founding Board Members are now focused on program and outreach efforts as well as funding and development work.

Still volunteer driven and even with minimal outreach efforts thus far, BABAE has already received dozens of calls from women facing such issues as domestic violence, rape, sexual harassment, and work exploitation. Bilingual members work with them to help navigate through legal, medical, and social service options. Ever mindful of the larger, systemic problem of violence against women, BABAE is documenting these cases to illustrate that and how these issues are affecting Filipinas. "Our hope," one BABAE Board Member said, "is to break the silence around these issues in the Filipino-American community and that these women's experiences will help to affect public policy and social change."

The group regularly does extensive grassroots outreach: leafleting in the Filipino enclaves throughout New York and New Jersey; tabling at community festivals; speaking to various groups about the dynamics of violence against Filipinas and encouraging a holistic paradigm of empowering survivors; partnering with like-minded organizations which share the objective of promoting the rights of Filipinas; training a core of volunteers to work with women; and mobilizing community support for societal change.

If you are interested in volunteering, need help, or would like more information, please contact BABAE.