

# TIME IS NOW

MENTORING & BRAINSTORMING EVENTS  
TO SHARE, INSPIRE AND CONNECT WITH  
GLOBAL INDUSTRY LEADERS

*Connect. Build. Grow.*

AN INTIMATE WEEKEND RETREAT WITH  
GLOBAL LEADERS AND ENTREPRENEURS



DECEMBER 1, 2018 • ORLANDO, FLORIDA

# OUR “WHY”

#PHTimelsNow exists to create time and space to gather, share, connect, help, mentor and support one another in our one #GlobalFilipinoJourney.

During our events, attendees meet, engage and collaborate with fellow innovators and changemakers; and take part in building a community of Asian and #GlobalFilipino leaders, entrepreneurs and professionals who innovate together, mentor one another and support each other for a purposeful journey of our choosing.

To #ShareTime with one another is the most valuable of all, especially as we treat each other as equals and peers, providing ACCESS and MENTORSHIP to one another to create meaningful paths for personal and professional success.

[www.TimelsNow.events](http://www.TimelsNow.events)



[@PHTimelsNow](https://www.instagram.com/PHTimelsNow)

# THE PROGRAM AT A GLANCE

## AN INTIMATE WEEKEND RETREAT WITH GLOBAL LEADERS AND ENTREPRENEURS

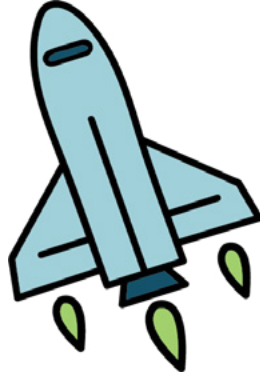
- TIME*      *DECEMBER 1, 2018 • ACTIVITY / SPEAKERS*
- 8:30AM      REGISTRATION. Program Host / Emcee: Mampi Ghosh.
- 9:20      Opening Ceremonies (with Videos)
- 9:30      OPENING REMARKS** by Carissa Villacorta
- 9:35      WELCOME Remarks** by Ian Doromal
- 9:40      INVESTING IN DIVERSITY** with Terry Berland
- 10:10      STARTUP 101: From Zero to Launch** with Serg Albino, Rechelle Balanzat, Miguel Carreon, Ian Doromal
- 10:40      DIGITAL DISRUPTION: The Future Landscape of Branding and Marketing Using Technology** with Charlene Dipaola, Dan Doromal, Erwin Felicilda, and Robert Maglalang
- 11:10      ASIAN TIME IS NOW: From the Family Table to the World** with AC Boral, Lordfer Lalicon, Johnny Tung, and David Yu
- 12:00NN      LUNCH BREAK
- 12:40PM      BEATING THE ODDS: Entrepreneurial Lessons From Martial Arts And Poker** with Serg Albino (Interviewer: Ernabel Demillo)
- 1:10      WHAT CAN WE DO – Together And On Our Own – To Increase Representation?** with Cristy Cunanan, Ernabel Demillo and Raymond Eugenio. BRAINSTORMING WORKSHOP to follow.
- 1:55      SEAL IT: The Art and Science of Dealmaking** with Gil Flores, Joy Murao, Henry Wang
- 2:25      COFFEE BREAK (15 minutes)
- 2:40      Introduction to The Entrepreneur Operating System (EOS)** with Ian Doromal and Serg Albino
- 3:10      LIVING YOUR BEST LIFE: Goal Setting and Overcoming Adversities** with Licelle Cobrador, Nate Doromal, and DiViNCi; with Ernabel Demillo
- 3:57      THANKSGIVING** by Carissa Villacorta
- 4:00      PHOTO SESSIONS
- 4:20      Walk and Talk Mentoring Hour**
- 5:30      Join us for DINNER so we can **Keep Ideas Flowing!** (Please see Registration for the latest details.)

\*Note: Program is subject to change without prior notice. Please stay tuned to onsite announcements for updates.

# ecoSPEARS

*Cleantech for a Better Future*

We are a cleantech company using patented NASA environmental technologies to clean toxins from sediments and soil.



We remove and destroy harmful contaminants from our waterways to restore the health of the fish we eat.

Our eco-friendly remediation technologies safely destroy PCBs and other POPs from earth's sediments and soil.



Let's work together to build cleaner and healthier communities by removing and destroying harmful contaminants from our environment.



**#ecoHACKERS**

CHECK OUT OUR LINKS FOR MORE INFORMATION:

[info@ecospears.com](mailto:info@ecospears.com) • 407.729.3400 • [www.ecospears.com](http://www.ecospears.com)

# Investing in Diversity

WITH TERRY BERLAND



Terrance “Terry” Berland is Managing Partner of Kirenaga Partners, a unique early stage venture capital firm. Terry will discuss Kirenaga’s decision to become the lead investor of ecoSPEARS, a Filipino-led cleantech company based in Orlando. Terry will talk about the current venture capital landscape and when an entrepreneur should “boot strap” versus raise professional capital. Terry will also discuss different types of startup capital and what professional investors look for in startups.

In addition to his leadership role at Kirenaga, Terry currently serves as Chief Executive Officer of Violet Defense Group, a portfolio company of Kirenaga. He has spent over 20 years driving large scale operational, organization and growth/profit improvement programs. Terry worked extensively in the financial services industry as a senior manager in investment banking (Bear, Lehman, JPMorgan, Barclays), asset management and advisory (Russell Investments), and most recently, hedge funds (Bridgewater Associates). Prior to his work in financial services, Mr. Berland spent 6 years in McKinsey & Company, operating as a partner in the North American Hospital and Health Insurance Practice as well as the Global Operating Practice. Terry’s first job out of college was serving our country in the U.S. Navy as an officer and instructor at the Naval Nuclear Power School.

He holds a Bachelors in Mathematics and Business Administration from the University of Notre Dame, and a Masters in Business Administration from the Kellogg School of Management at Northwestern University.

Terry is married to his wife Kristi and is the father of 5 children. He loves wine, golf, and scuba diving.



## THE LIMITED EDITION PHILIPPINE INDEPENDENCE GLOBAL FILIPINO WATCH



Celebrate the

*Bayanihan Spirit*

with the first ever luxury timepiece  
created for Global Filipinos like you

- The numbers 6 & 12 are etched in Rose Gold to highlight **June 12 Philippine Independence Day**
- The silver sun from the Philippine flag is embedded in the second dial (set to PH Time) as a reminder of our roots
- Fashion White Mother-of-Pearl Dial, Fashion Black Dial, or the Ultra Limited Diamond Edition — all with scratch resistant sapphire mineral glass in stainless steel case
- With Philip Stein's Natural Frequency Technology
- Interchangeable strap system to give you multiple looks

# GlobalFilipinoWatch.com



@GlobalFilipinoWatch

\*Available for shipping only in the USA.

# Startup 101: FROM ZERO TO LAUNCH

With businesses established about four or five years ago, our panel of entrepreneurs will share real tips and lessons learned from the trenches to help entrepreneurs ensure startup success.



## **SERG ALBINO**, Co-Founder and CEO of ecoSPEARS

Serg is an aerospace and thermal engineering professional who worked alongside the inventor of the SPEARS technology at NASA Kennedy Space Center. Recognizing the global impact of this breakthrough tech in environmental cleanup, Serg worked with NASA's Tech Transfer Program and founded ecoSPEARS to continue advancing this "Cleantech" for worldwide environmental applications.

## **RECHELLE BALANZAT**, Founder and CEO of Juliette

Rechelle combined her strengths in finance, branding and technology when she launched Juliette™ in 2017, a revolutionary way of doing laundry and dry cleaning. Juliette prides itself in creating an authentic, branded experience, and efficient technology with the personal touch. As a result, the service has attracted celebrities, supermodels, stylists and others in the fast-paced fashion and entertainment industry.



## **MIGUEL CARREON**, Founder and CEO of HollowRockGear.com

Miguel has always loved teaching the values of sports to kids, and designing uniforms for all types of sports teams. Three years ago, he started HollowRock Gear from his garage in Los Angeles. Word about the quality and philosophy of his designs got around—and now, HRG partners with the largest CrossFit events in the U.S. and is expanding distribution in Asia.

## **IAN DOROMAL**, Co-Founder and VP of ecoSPEARS

Ian loves to read an average of one new book per week. A recipient of Orlando Business Journal's "40 under 40" and "CEO of the Year" awards, Ian is a serial entrepreneur, digital marketer and brand-building expert with over 15 years of experience. Ian has also run his own digital marketing agency, serving clients in various industries as well as his own startups.



MODERATOR:

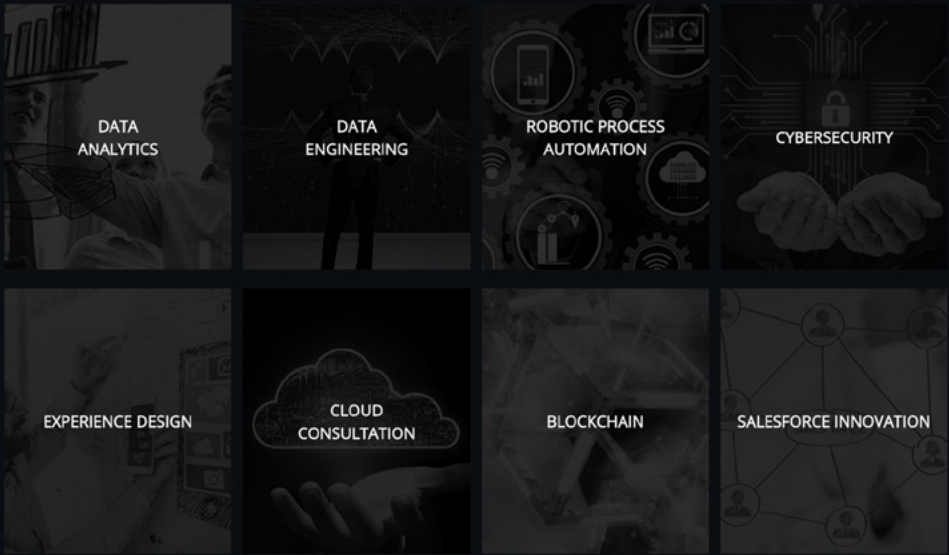
## **ERNABEL DEMILLO**

Professor of Journalism, St. Peter's University;  
Host and Producer, "Asian American Life" at CUNY-TV



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# Digital Disruption: THE FUTURE LANDSCAPE OF BRANDING & MARKETING USING TECHNOLOGY

A discussion on how to use advancements in digital technology to elevate the customer experience, generate more sales, build brands and further your professional career.



## **CHARLENE DIPAOLO**, Founder & CEO of HipShakeFitness

Charlene is a leader, strategic thinker, mentor and advocate of data driven businesses. She is a speaker and a professor of Digital Analytics in UCLA. After 10+ years in the online industry, she decided to jump head first into the world of entrepreneurship. Her company, HipShakeFitness is the first online dance workout studio, which enables Charlene to help thousands of people around the world to live healthier through dance.

## **DAN DOROMAL**, Digital Marketing Professional

Dan is an enthusiast of interpreting data and creating stories that make up strong brands. His strong suite is Search, but Social, PR, and Traditional Marketing are also part of his expertise. He values honesty and genuine people, and believes that everyone has a great story to tell; part of his job is to get the right audience and also, find the right words.



## **ERWIN FELICILDA**, Head of Growth at Partender.com

Erwin is an Entrepreneur whose passion and expertise range from Mobile Game D&D to the Food and Beverage Industry. With over 10 years of experience, he helped lead the marketing initiatives of Partender, now the preferred inventory solution for 15,000 bars and restaurants in over 29 countries. Erwin has been a mentor, organizer and Global Ambassador at Startup Weekend, 3Day Startups & Global Entrepreneurship Congress.

## **ROBERT MAGLALANG**, Entrepreneur, AI Expert, Director, Value Chain Optimization at Phillips 66

Robert took up chemical engineering in the Philippines, and left for the US to get his MBA, a decision which would eventually change his life. One of his “aha” moments while working in the corporate world was not to pursue titles and dollars—but rather, to pursue your passion and everything else will pretty much take care of itself. His efforts may take years to bear fruit, but he believes the journey will be worth it.



MODERATOR:

## **ERNABEL DEMILLO**

Professor of Journalism, St. Peter's University;  
Host and Producer, “Asian American Life” at CUNY-TV

PHTimelsNow says Thank You to:

**Hadji**

S T U D I O S

Joy Cruz of 

**MM**  
Marissa Magsino

Dr. Marissa Magsino specializes in bioidentical hormone replacement, weight loss and revitalization treatments for men and women



Vadela.agency

**Michael Knorst**  
SVP, Middle Market Relationship Manager



Lighting and Soundsystem  
provided by Ryan Butron  
of Goldmined Productions

# Asian Time is Now: FROM THE FAMILY TABLE TO THE WORLD

Four restaurateurs share their individual journeys and how culture, identity and representation play into what they put on their plates and what food they serve to other people.



## AC BORAL, Founder & CEO of RICE & SHINE

With his background in Advertising and Graphic Design, Chef AC launched RICE & SHINE three years ago. Inspired by his father's passion for food and hospitality, he ventured into the culinary world with a profound respect for Filipino heritage, which he tries to fuse into every dish he creates. His weekly pop-ups have drawn a following across the LA area, where diners enjoy mouth-watering and Instagrammable dishes like the crowd favorite Longanisa Scotch Egg, Ube Mochi Waffle, and more.

## LORDFER LALICON, Co-Owner of Kadence

Lordfer is trained in French and Italian cuisine. He and co-owners Jennifer Bañagale (Pastry training) and Mark Berdin (Japanese cuisine) are University of Florida alumni, who moved to New York City after graduating, and then went to London to train in Michelin-starred restaurants. In 2017, they opened *Kadence*, which was recently awarded the "Best Overall Restaurant" at the 20th Orlando Sentinel Foodie Awards.



## JOHNNY TUNG, Co-Owner of Bento Asian Kitchen

Johnny and his brother Jimmy inherited their passion for food from their late father, Steve Tung, who moved from Taiwan to New York, worked in a handful of Chinese restaurants, then moved to Gainesville, FL in 1980 to start his own business. The brothers worked in their father's restaurant while attending university, and founded Bento Asian Kitchen in 2002. Today, they have over 9 locations across Florida, employing over 400 people. Bento strives to remain true to Steve's original vision: good, quality food in a fast and friendly environment.

## DAVID YU, Operations and Growth, The Bento Group

David Yu is a Serial Restaurateur and Entrepreneur, managing Hospitality and Nightlife for the Bento Group, LLC. David's expertise is in company growth, operations, and building leadership. Their main concept, Bento Cafe, now has over 9 locations across Gainesville, Orlando, Jacksonville, Tallahassee, and South Florida. The Bento Group also owns other concepts such as Sushi Chao, Mochi Frozen Yogurt, Avenue Gastrobar, and Kasa Restaurant & Bar, and hopes to expand nationwide.



MODERATOR:

## MAMPI GHOSH

NYC-based Nepali TV Host and Producer, "The Pawankali Show"  
Legal Director/Certified Paralegal at Cobrador & Associates, PLLC



## *Beating the Odds:*

### **Entrepreneurial Lessons from Martial Arts and Poker**

**WITH SERG ALBINO**

Serg is an aerospace and thermal engineering professional, as well as a serial entrepreneur. While working at NASA Kennedy Space Center, he worked alongside the inventor of the SPEARS technology. Recognizing the global impact of this breakthrough technology in environmental cleanup, Serg worked with NASA's Tech Transfer Program and founded ecoSPEARS to continue advancing this technology for worldwide environmental applications.

Serg has been involved with the Crummer Entrepreneurial Scholar of Distinction (ESD) program working with teams of students to further develop and commercialize NASA technology. Prior to establishing ecoSPEARS, Serg mentored two Crummer ESD groups working on the SPEARS NASA tech on go-to-market, marketing, and sales strategies.

Prior to ecoSPEARS, Serg founded IROC Tactical, a firearms accessory company focused on improving health, safety, and performance for law enforcement and the military. Serg directs the organization's vision, mission, technical development as well as its business development and strategy formulation.

A native of the Philippines and raised in New York City, Serg moved to Central Florida. He holds an Aerospace Degree from the University of Central Florida and an MBA with a focus on Operations & Technology Management from Crummer Graduate School of Business, Rollins College. In addition to teaching at Rollins, he has taught as an adjunct professor in several local and state universities where he has taught courses in product design and development, etc.

With Serg's experience in transitioning from corporate life to entrepreneurship by launching his first startup IROC Tactical and then co-founding ecoSPEARS, he will share the different turning points and lessons that led to his successful evolution.

# What Can We Do

## – TOGETHER AND ON OUR OWN – TO INCREASE REPRESENTATION?

Amidst the growing demand for representation among minority groups, our panel of story tellers aims to explore its impact across industries.



### **CHRISTY CUNANAN**, Founder of Cheeri Cheeri

Christy Cunanan tells other characters' stories for a living. Watch for her credit on *Wreck It Ralph 1 & 2* as part of the Production Team at The Disney Animation Studios in California. But the stories she is most passionate about, are the adventures of her lolo and lola — who tell her of simple living, thoughtful gifts, and fruitful harvests in the Philippines. Christy has brought these stories to life through her vegan ice cream creations called Cheeri Cheeri.

### **ERNABEL DEMILLO**, Professor of Journalism at St. Peter's University, and Host of "Asian American Life" at CUNY-TV

Ernabel is an award-winning New York City broadcaster, educator, and journalism professor at Saint Peter's University in New Jersey. She is also the Host and Producer for the multiple Emmy-nominated "Asian American Life", a magazine-style program that highlights the Asian American Community.



### **RAYMOND EUGENIO**, Founder, Pushstory.co Creator of "Running with Raymond"

Raymond was born in Davao, Philippines, grew up in San Jose, California, and moved to New York in 2012 to pursue his passion for visual storytelling through photography and film. While attending St. John's University as a TV & Film student, he honed his technique as a cameraman for ESPN, wandered his way into the tech startup industry of NYC as a content creator and media consultant. He founded Pushstory in 2016, with the support of creative professionals who are passionate to tell stories for communities that need their voices to be heard.

## BRAINSTORMING WORKSHOP

At the end of the session, attendees will have the opportunity to share their thoughts and ideas in what they can do to help the community move forward.

# Seal It: THE ART AND SCIENCE OF DEALMAKING

Negotiation is a skill essential to many, if not all, aspects of doing business. The following professionals will speak about the many ways people can hone their communication skills and become better businesspeople.



**GIL FLORES JR.**, Senior Vice President, Payables Account Management, Wells Fargo & Co. Gil is a Senior Vice President at Wells Fargo & Co., with over 14 years of experience in working with highly motivated teams of Account Managers that deliver quality customer service and exceptional sales results. A Virginia Tech graduate, Gil's expertise is in electronic solutions and customer service, people management within sales teams, technical groups and support departments, and project management from new process rollouts to client implementations, training, and progress reviews.

**JOY MURAO**, Founder and CEO, Practice Aligned Resources, LLC Joy is a pioneer in using technology to redefine what is possible in the legal industry — implementing new strategies, technologies, and services in various practice areas for some of the largest firms and corporate clients in the world. She is an active teacher and mentor in the legal community, the Regional Director (Southwest) for Women in eDiscovery, an instructor of UCLA Extension's Paralegal Training Program, and serves as a Board of Director for the Filipino American Chamber of Commerce of San Diego County.



**HENRY WANG**, Co-Founder, Digital Revenue Growth As a first-generation son of immigrant parents, Henry's journey into business all started at a young age, from working at his parents' restaurants after school. After college, Henry combined his passion for foodservice together with his knowledge of engineering to co-found Donper America, the North American brand extension of Donper Group, the second largest commercial refrigeration manufacturer in China. Today, he has merged his love for brand building and R&D expertise to launch Digital Revenue Growth, a direct-response marketing and e-commerce company, which brings innovative, patented products to market.

## BRUNCH WITH US THIS SUNDAY, Dec. 2

CHEF AC BORAL is inviting you to his POP-UP FILIPINO BRUNCHCLUB (7 Courses for \$45) at Kadence. PHTimers will receive one free mimosa from Chef AC. Seats are flying fast, so sign up now at [bit.ly/riceandshineorlando](https://bit.ly/riceandshineorlando).

# Introduction to the *Entrepreneur Operating System (EOS)*

WITH IAN DOROMAL



Ian Doromal is a serial entrepreneur, digital marketer and brand-building expert with over 15 years of executive leadership experience of building and managing sales and marketing strategy. Ian has also run his own digital marketing agency serving clients in various industries as well as his own startups.

Ian's marketing approach is built upon his extensive organizational leadership background in building winning sales & marketing teams. Thus, foundationally, sound marketing strategy begins with developing plans to drive sales revenue. Ian is Co-Founder and Vice President of ecoSPEARS Inc., a venture-backed Cleantech company with transformative green technologies to clean earth's polluted land and waterways.

In 2015, Ian led his previous company becoming a "Florida Companies to Watch" Winner in 2014, an annual awards program celebrating second-stage entrepreneurs and the "Top 50" fastest growing, privately held second-stage companies doing between \$2 – \$50MM of revenue a year within in the state of Florida.

He specializes in traditional and digital marketing strategy, sales strategy development & implementation, web development strategy, sales funnel mapping & development, email marketing automation, graphic design strategy including web & print media, video production strategy, content marketing, online advertising (PPC & SEO), & social media channel strategy, development & implementation.

In his spare time, Ian loves to give back by mentoring others. His purpose is fulfilled by his active involvement mapping the brainstorming events and mentoring program of PHTimelsNow. He also volunteers for the Philippine Development (PhilDev) Foundation, Big Brothers, Big Sisters, and coaches beginning entrepreneurs.

Ian considers himself a life-long learner, believes in continuous personal development, and reads an average of one new book a week.

# Living Your Best Life

## GOAL-SETTING, OVERCOMING ADVERSITY AND ACCOMPLISHING YOUR DREAMS



### LICELLE COBRADOR

Founding Attorney, Cobrador & Associates, PLLC  
Licelle is a first-generation New York lawyer, recently featured in the Cardozo Journal of Outstanding Alumni. She is the vice president and executive director of the Filipino American Legal Defense and Education Fund/FALDEF, and the co-chair of Cardozo Law's Masters Alumni Committee. A leader in immigration law, Licelle advises clients on legal and strategic issues rising from the global movement of talents, high-level executives and expert staff. She has helped people realize their dreams and live their best lives.

### DiViNCi, Music Producer, Educator, Creative Coach

DiViNCi first gained notoriety by using multiple drum machines in ways the world had never seen before. In addition to his frequent work with Grammy Award-winning icon, Ms. Lauryn Hill and other top artists in the industry, DiViNCi is also a public speaker and educator, sharing his passion for creative health by helping others refine their creative process through his one-on-one coaching services, StudioSensei.com



### NATE DOROMAL, Technology Developer, Consultant, High-frequency Trader, Bucket List Achiever

Nate starting programming at the age of 8 with the desire to develop his own video games. He ended up pursuing the real-life video game of electronic and high-frequency trading where he designed his own trading platform, which was later acquired. He previously served as a Lead Launch Engineer at Google, has a Masters in Computer Science and MBA from the University of Chicago, and has worked with various trading firms. Nate is also interested in C++ programming, how to learn things faster, and traveling (33 countries so far). Check out his blog, "An Interesting Life" when you click on his photo.

## WALK & TALK MENTORING HOUR

Find your mentor and #ShareTime with them for more in-depth learning and discussion, in the grounds around ecoSPEARS headquarters. See you later, please join us for dinner to **KEEP IDEAS FLOWING!** Ask Registration for more details.



# Thankful Together

WITH CARISSA VILLACORTA



Carissa Villacorta founded and ran her own PR firm, CVPR, based out of New York City since 2007. She worked as the PR Consultant of high-profile business executives and multi-national corporations. As a consultant to the Philippine Development (PhilDev) Foundation, she also shared the story of its chair, Silicon Valley visionary Dado Banatao, who was responsible for making the GPS (Global Positioning System) accessible to consumers, and innovating computer chip sets that make up about 30% of every computer in the world today. The events that Carissa publicised in New York has attracted attendance and coverage from the likes of Bill Cunningham of the New York Times, NY1, Bloomberg, etc.

She is the author of *Surreality*, a collection of essays about life in NYC from the perspective of a young Filipina publicist. Through compelling stories, valuable connections, and a personal approach, Carissa has built bridges to connect various businesses with their target audiences, and contributed to their success.

In 2018, Carissa founded ReachUs, LLC and launched #PHTimelsNow at the Harvard Club in NYC, once again bringing people and communities together in a time and space of collaboration, motivation and inspiration through digital marketing, event planning and PR.



## THANK YOU TO THE TEAM

### ON-SITE

Alfred Espidol • Jayne Alagano  
Gagan Cambow • Adam Martinez  
Sam Johnson • Trevor Ludwig  
Miguel Dela Rosa • Xavier Barivan  
Nicalyn Perez • Ryan Butron • Andrea Espulgar  
Corinna Carlos, *Event Coordinator*

### PHILIPPINES

Pauline Mangosing, *Project Manager*  
Bituin Aquino, *Graphics, Video, Web Designer*

*Thank You  
for being here!*

Your voice matters.  
Please chime in and help us build  
the next voyage of #PHTimelsNow:

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or email [hello@reachusglobal.com](mailto:hello@reachusglobal.com)

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