

Organizations & Pageants

Community * Connections * Contribution
Bayanihan * Kapwa



Filipinos by nature seek to find commonality with others. The Filipino organizations fulfilled that need and by the 1980's the number of Filipino organizations exceeded 250. One popular event through the 1990's were pageants and popularity contests which served as fundraisers for the organizations. More importantly, it brought community together.

Sadyang ugali ng mga Pilipino ang maghanap ng pagkakatulad sa iba. Ang mga organisasyong Pilipino ang tumugon sa pangangailangang ito at noong mga taong 1980, ang bilang ng mga organisasyong Pilipino ay humigit na sa 250. Isa sa mga popular na pangyayari hanggang sa mga taong 1990 ang mga pageant at mga paligsahan sa popularidad na nagsilbing paraan ng pangangalap ng pondo ng mga organisasyon. Ang mas mahalaga ay, dahil sa mga pangyayaring ganito, lalong nagkaisa ang mga komunidad.

Los filipinos por naturaleza buscan encontrar puntos en común con los demás. Las organizaciones filipinas cumplieron con esa necesidad y en la década de 1980 el número de organizaciones filipinas superó las 250. Un evento popular a lo largo de la década de 1990 fueron los concursos o espectáculos y concursos de popularidad que funcionaban para recaudar fondos para las organizaciones. Más importante aún, unió a la comunidad.

The Filipino American Community was the fifth Filipino organization founded in 1959 with Florencio Lopez of National City as its first president. When the Philippines was given its independence from the United States on July 4, 1946, the Philippines designated July 4 as *Philippine American Friendship Day*. The organization held an annual beauty pageant the first week of July and representatives from different organizations competed in the contest.

The 1970's brought the creation of regional organizations which held various social gatherings including picnics, dinner-dances and beauty pageants to raise funds for the organization. Those regional pageant winners then ran for the Miss Philippines Contest which ran from 1960 to 2013.



The Filipino American Women's Club was established in 1949. Photos are from their first Installation of Officers on April 17, 1949.

PC: Hawkins Family

HISTORY OF THE FILIPINO AMERICAN WOMEN'S CLUB

OF SAN DIEGO COUNTY (FAWC)

1949-2019

On January 13, 1949, thirteen women gathered together and formed the Filipino American Women's Club of San Diego County (FAWC). The FAWC is considered the pioneer of the Filipino American organizations in San Diego County, and was first to present and promote Philippine culture.

The early members, with limited resources, participated in international festivals such as the Fiesta del Pacifico and other functions as the Citizens Interracial Conference held at the YMCA. The FAWC was able to present a positive image of the Filipinos and connected with other ethnic groups about the history, language, food and music of the Philippines.

As the FAWC expanded its membership, it initiated other activities such as hosting Thanksgiving dinners for the Filipino recruits from the Naval Training Center. It sponsored the Sampaguita (The Filipino national flower) Ball that drew young women and their families together. The FAWC spearheaded the functions in San Diego's social establishments.

The new focus of the organization has become the welfare of disadvantaged women and children. Donations have been made to different charities here and in the Philippines.

The FAWC, in cooperation with the Business and Professional Women's Club established a FILIPINIANA section in the San Diego downtown public library.

The FAWC has also established the tradition of hosting an annual welcome to new citizens in a joint venture with the Daughters of the America Revolution and the Department of Immigration and Naturalization Services.

Most noteworthy achievement of this organization is the strong friendship ties developed among the old (some founding members still present) and the younger generation taking over the torch. Members gather together during family picnics (Father's Day and Mother's Day) and the formal Sampaguita Ball.

As it celebrated its 70th Anniversary, the FAWC is alive and strong and looking forward to a bright and dynamic future.

In Memoriam of the Original 13 Founders

*Ruth H. Abad	President
*Helen Padua	Vice President
*Alice Hawkins	Secretary
*Julie Elegado	Treasurer
*Teodora B. Mirafior	Historian
*Anita Pastor	Chaplain
*Concepcion Cruzada	Sgt. at Arms
*Mary Mancana	Member
*Mary Somera	Member
*Dionisia Padua	Member
*Maxima Aspiras	Member
*Tudra Fernandez Pangilinan	Member
*Alejandra Abrenilla	Member

Past Presidents

*Ruth Abad
 *Teodora Mirafior
 *Helen Padua
 *Julie Elegado
 Mary Somera
 *Maxima Aspiras
 Bonnie Fejarang
 Aurora Cachuela
 *Charito P. Balanag
 Josie Isibido
 Pacita Elegino
 Julie Calo
 Vicenta Ouano
 Concepcion Amaguin



*Cecilia F. Lopez
 *Antonia Ricasa
 *Faye Ganaden
 Purisima Labao
 Lidivina Ramos
 Virginia Gomez
 Blanca Paloma
 Lita Patungan
 Norma De Guzman
 Norma Paterson
 Nedy Garcia Lao
 Elvie Magsarili
 Vicky Lagula
 Regina Agarma

Miss Sampaguita Past Queens

Past Queens / Miss Sampaguita

Deanna Mirafior Ibarra
 Janet Elegino Estiandan
 Eva Ricasa
 Edith Cristobal Antonio
 Maria Santos Tomas
 Anna Adrid Roccaforte
 Edna Tengco Ito
 Yolanda Manzano Schetter
 Gigi Rochon
 Joanne Arciaga
 Madalyne Agamata Frick
 Marisa Ramos
 Alda Sipin
 Maria Reina Patungan
 Rozelle Sungahid
 Cora Elegino Swilt
 Lauriana Arce Gougue
 Margie Taluban Horner
 Virginia Ganaden
 Alice Cristobal White
 Cora Fabian Bisquera
 Ruth Ladriagan de Guzman



Marivic Lopez Simard
 Cindy Vales
 Kathryn Cruz
 Beverly Balmeo Mance
 Maria Teresa Kraft Pimentel
 Beverly Cabral - Miss Hawaii

Rhiannon Johnson
 Catherine Balat De Leon
 Janelle Renee Mireles
 Aileen Palpal-latoc
 Aaina Nicole Mireles
 Charmaine Lao Marshall
 Jamie Ashley Evora
 Jamie Hann
 Madeline Taylor South
 Kamry Victoria Fields Terry



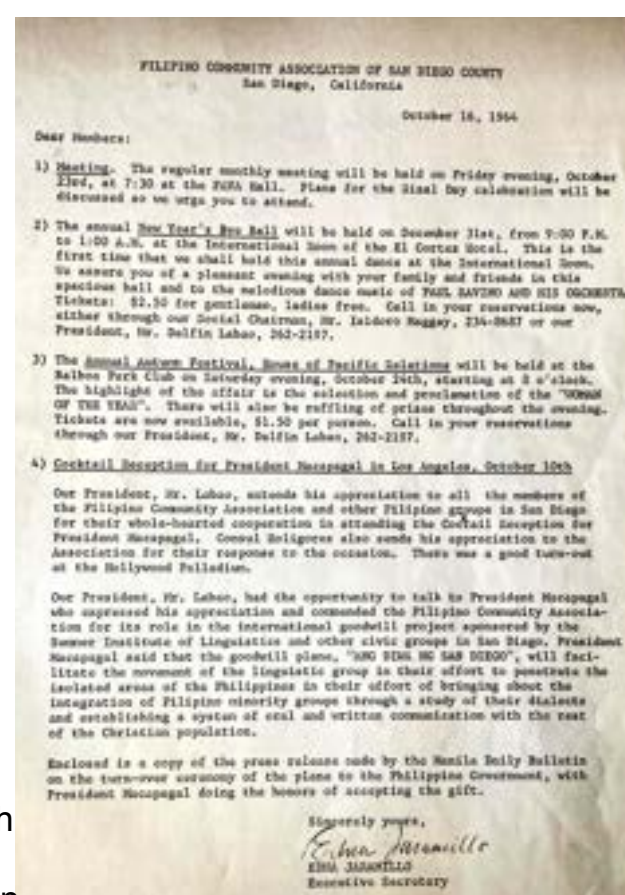
As early as 1964, Filipinos in San Diego contributed to efforts helping the Philippines. A plane was purchased to send on mission in the isolated areas of the Philippines. The **Summer Institute of Linguistics** aptly named the plane *The Spirit of San Diego* because of the generosity of the Filipinos for this mission.

Small Missionary Plane Shown at Lindbergh

A small plane named Spirit of San Diego...
 At one point, it seemed to be...
 Mayor Conroy will present the...
 The plane, a short takeoff...
 Mayor Conroy will present the...
 The plane, a short takeoff...
 Mayor Conroy will present the...
 The plane, a short takeoff...



Article SDUT
 September, 1964
Photo with Summer Institute and Puring Labao of National City and Edna Jaramillo of Sherman Heights, both officers of the Filipino Community Association of San Diego County.



Minutes of FCASD meeting October 16, 1964, acknowledging Spirit of San Diego Event.

Philippine dance once again draws an audience to the *Balboa Park Centennial Philippine American Celebration* in June, 2015. The presentation of THE EVOLUTION OF SINGKIL, a dance from Southern Mindanao was an epic performance in the first major collaboration featuring six California Philippine Dance Companies. The audience roared as fan dancers came from all directions at the Organ Pavilion for a stunning conclusion to evening's celebration.

National City based

[PASACAT](#) and

[Samahan Philippine Dance Company](#);

Los Angeles based

[Kayamanan Ng Lahi](#) and

[Malaya Filipino American Dance Arts](#);

and from San Francisco

[BARANGAY Dance Company](#).



Beauty pageants were popular in the Philippines as each village had a muse. The tradition continued and became part of the Filipino American experience in the 1960's - 1980's. The selection of queens was done in two ways: either a beauty pageant or the selling of ballots .

The *Filipino American Community Association of San Diego County* held the *Philippine American Friendship Day* to commemorate the Philippines independence from the United States in 1946. It was highlighted by a beauty pageant of young women representing various Filipino organizations.

The ballot method had each candidate sell ballots. They would have a "Tabulation Night." where the winner would be declared and then a Coronation Ball in the following month. The funds for these events helped purchase buildings or in the organizations operations.



FILIPINOS FETE INDEPENDENCE

San Diego's Filipino community celebrated the 14th anniversary of the independence of the Philippines with a ball last night in the U. S. Grant Hotel.

RAdm. Charles A. Hartman, USN, ret., spoke on "The Future of Filipinos as American Citizens."

Trophies and prizes were awarded to girls representing the Philippines, Luzon, Visayas, Mindanao, Bataan, and Corregidor.

Florencio U. Lopez, president of the Filipino Community Association, was in charge.



The first Miss Philippines Beauty Pageant was held July 3, 1960 at the U.S. Grant Hotel.

PC: Grace Aruta Lallana

1. Grace Aruta
2. Janet Elegino
3. Meding Minaflor

4. Patricia Padua
5. Cora Saladino
6. Medy Tobias



The **Philippine American Community of San Diego County** hosted the annual Miss Philippines contest from 1960 to 2011. It was the largest gathering of the Filipino community.

*PC-L: 1962 Miss Philippines held at the historic **El Cortez Hotel**.*

PC-T: 1999 Miss Philippines, Francine Maigue, (escorted by her father Edilberto) of Chula Vista whose community work was inspiring for many Filipino Americans you in the performing arts and politics. She sadly passed away February 22, 2022 from cancer.

PHILIPPINE-AMERICAN FRIENDSHIP DAY

OFFICIAL SOUVENIR PROGRAM



PHILIPPINE-AMERICAN COMMUNITY
OF SAN DIEGO COUNTY, INC.

July 3rd, 1973
8:30 p.m.

Century Room, El Cortez Hotel



Past Miss Philippines Title Holders & PACSDC Presidents



Year	PACSDC President	Title Holder
1960	Florencio U. Lopez	Grace Aruta Lallara
1961	Florencio U. Lopez	Lorraine Fernandez
1962	Filemon Adrid	Eva Ricana
1963	A.B. Santos	Bitain Cuevas
1964	Delfin Labao	Laurena Arce
1965	A.B. Santos	Rosalie Velasco
1966	Joe Ouan	Rose Adrid
1967	Filemon Adrid	Barbara Tangco
1968	Juanita Santos	Edna Tengco
1969	Delfin Labao	Yolanda Manzano
1970	Emie Flores/Bill Yumul	Linda Navero
1971	Ben Balanag	Irma Ellara
1972	Tony Cruz	Marian Manese
1973	Delfin Labao	Pat Manglicmot
1974	Delfin Labao	Loma Baquiran
1975	A.B. Santos	Maie Manog
1976	Dan Ramirez	Elizabeth Fryar
1977	Joe Halog	Debbie Zolina
1978	Ray Aragon	Teresa Abung
1979	Romy Crema	Melisa Teotico
1980	Ray Aragon	Evangelina Fernandez
1981	A.B. Santos	Escanina Guevarra
1982	Pat Ambrosio	Daisy Buclatin
1983	Pat Ambrosio	Marite Abalos
1984	Ted Aranas	Cynthia Perez
1985	Ted Aranas	Cyndy Vales
1986	Ted Aranas	Christensen Sicat
1987	Ted Aranas	Aileen Rose Elegado
1988	Charito Balanag	Gloria Paranaña
1989	Leo Sicat	Jennifer Torio
1990	Pat Ambrosio	Chrisma Farol
1991	Manny Doria	Gale Rose Reynoso
1992	Manny Doria	Kharisma Gube
1993	Manny Doria	Genevieve Sagan
1994	Manny Doria	Armi Guzman
1995	Ted Pimentel	Maria Tomas
1996	Ted Pimentel	Jocelyn Soriano
1997	Lulu Penetrante	Cheryl Zapanta Duen
1998	Lulu Penetrante	Jennifer Hidalgo
1999	Lulu Penetrante	Francine Maigoe
2000	Lulu Penetrante	Theresa Clark
2001	Lulu Penetrante	?

Florita Tulao Billena of National City, won the first May Queen of Flowers in 1967 for the ***Filipino American Veterans Association***. It was the first of many queen contests in the Filipino community in which purchased ballots determined the queen and raised funds for their activities or the purchase and maintenance of their building.

Filipino American Veterans Association



May Queen Of Flowers

Coronation and Ball

May 8, 1967

H S Grant Hotel



Souvenir Program

Souvenir Program provided by the Labao Family

Philippines Consul General Contest Guest

Perdita Evangelista, Philippine consul general to Southern California, will be the guest speaker at the presentation and first tabulation dance for the San Diego County Mrs. Philippines Contest to be held at 8 p.m. Friday at Kimball Hall, 149 E. 12th St., National City.

The contest, which is the first of its kind to be held in the county, is sponsored by the Volunteer Parents of America and the Philippine American Cultural Society of San Diego County. Proceeds from the contest will be used for the construction of a Philippine-American Cultural Center.

The candidates to be present are: Mrs. Naomi Mangosing, Mrs. Julie Javier, Mrs. Charrie McCustion, Mrs. Lorraine Peralta and Mrs. Faye Gamaden.

During the presentation, Mayor Kile Morgan of National City, will install the following officers of the society: Mrs. Pat Urs Washer, president; Mrs. Cecilia F Lopez, first vice president; Mrs. Aileen P. Biosa, second vice president; Mrs. Ene Delgado, treasurer; Salvador Blanca, auditor; Ernie Flores, public relations director; Mrs. Ruth Abad, historian and librarian; and Dr. Bill Yumul, Dr. Rose Menna, Narciso Biosa, Delta Labao, Mrs. Sally Orango, Freddie Javier and Mrs. Julie Calo, board of advisors.

Prize for the winner will include a round-trip ticket to the Philippines sponsored by the GEM Travel Agency of Los Angeles. Coronation will be held on Mother's Day in May.

PASACAT held the first **Mrs. Philippines Contest** in 1971. The coronation took place on the eve of Mother's Day and the proclaimed queen would process in a *Santa Cruzan* with floral arches and an entourage of attendants. The contest was held for 13 years and helped purchase and pay off the PASACAT Center at 102 E 16th Street, National City in 1973.

*San Diego Union Tribune PAGE B6, January, 28 1971
Souvenir Program provided by PASACAT*





Irma Ellazar from National City, represented the regional **Pangasinan Association** in the 1971 Miss Philippines contest and won the title.

Shirley Madla from Logan Heights, represented the **Cavite Association** in the 1973 Miss Philippines contest.

Souvenir Program provided by Labao Family





FABRIEST—Eva Coron Ricasa, 15, is crowned Imperial Beach's Fairest of the Fair by last year's winner, Karen Beach. Miss Ricasa was chosen last night to compete with 18 other young beauties.

Eva Ricasa from Imperial Beach, represented the **Filipino Women's Club** in the 1962 Miss Philippines Contest and won. Then in 1965 competed in the Miss Imperial Beach Pageant and won the crown.





OBITUARIES

Florence Ungab, 61, paved way for Filipinos

BY CHRISTINE HUIARD

NOV. 21, 2014 12:01 AM PT



Being first seemed to come naturally to Florence Ungab, in her family and her community.

She was the first child born to immigrant parents whose brood would grow to eight children, the first Miss National City of Filipino ancestry, and the first Filipina-American in the county to be elected to office.

Florence Ungab became Miss National City in 1972. At the age of 23 she was the first Filipino elected in a political office as she won the National City School Board seat and served till 1987. She was active at St. Mary's parish in National City.

1986 Miss Chula Vista, Grace Limbag (Nall)

Grace Nall was born in Cavite City, Philippines to USA Navy Veteran Eugenio Abrigo Limbag (Iba, Zambales) and teacher Cristina Salud Aguinaldo (Ilocos Norte). Their family immigrated to United States. She became a naturalized US Citizen. As Miss Chula Vista 1986, Grace participated in many activities for the city's 75th Anniversary. Later, she served as Secretary for the Aguinaldo Foundation and Secretary for the Filipino American National Historical Society (FANHS). From journalist to being a National Board Certified Teacher, her students created a video/film about Filipino Farm Labor Hero Larry Itliong that won best documentary at the IVIE Film Festival in 2020.



Grace Limbag, Miss Chula Vista

Miss Chula Vista

Grace Limbag, 20, a nursing major at SDSU, was crowned Miss Chula Vista 1986 in April.

The daughter of Eugenio and Christina Limbag, Jr., Grace is an active member of the University Marching Unit (Tall Flags) and helps choreograph routines for junior and senior high school tall flag teams. In addition to her nursing studies, Grace is pursuing a minor in computer science and has served as a volunteer at Bay Hospital Medical Center and for the Special Olympics.

First runner-up in the Miss Chula Vista Pageant was Sandra Barajas, and second runner-up was Edwina Gonzalez.



Grace was a presenter at the Pasuquenos Association "Flores de Mayo" in National City on May 2, 1987.



Marita Redondo
Professional Tennis
Player
(Items held by Felix
Tuyay on loan by
Redondo Family)

Assets: 1973 Silver
Bowl Award (for
display at top of
case)
Newspaper article on
Mamita
Photo of Chris Evert
& Marita Redondo
Doubles Team Won
*Atlantic City Tennis
Classic, USA*

