

August 21/2012.

Dear Jojo Quimpo,

This is Steve Marshall writing you with my thoughts about Pinoy Fiesta 2011 and 2012.

I read your Facebook post that you tagged to Luisa's account a while ago. You are welcoming the community to forward any concerns about the parade/venue for this year 2012. That is a good thing and I'm glad you welcomed that. I hope you also welcome an open and public forum which is the only way to go for this type of discussion for a public event for the community. I'm taking the time to address my concerns to you the head organizer of Pinoy Fiesta. People have asked for my observations last year so I'm sending this to your first and I hope you will put this on an open platform so others can voice their concerns.

I would like to put forward my comments about my experience last year with Pinoy Fiesta 2011. I think my observations last year are relative to this year as it sounds like some of the issues were repeated this year.

I don't want any misunderstanding and I want to be clear to anyone that reads this that Luisa Marshall and I (Steve Marshall) have always supported Jojo Quimpo unconditionally with all events that he has produced in regards to any event that is dedicated for the community. We were the first ever to interview Jojo on TV and promoted and attempted to help him make every event that he did the best it could be. Luisa Marshall interviewed Jojo during the Ati Atihan festival (January, 2010) and suggested that he take this event to an outdoor street parade platform which he did.

Firstly, I must commend you on bringing this event this far to the outdoor stage. I'm hoping you can keep it going and make it bigger and better every year for the benefit of the Filipino community as a whole.

But, to make it bigger and better I'm glad you are welcoming constructive criticism from anyone that had issues with your event. In my opinion, it is of the utmost importance that you allow an open, public and interactive discussion concerning everyone's opinions of the Hirit events.

You wrote in your post with concerns about people undermining Pinoy Fiesta behind your backs. A major reason some people do not come to you or your group directly with their concerns is the unfortunate history that some of your members very quickly attack anyone who expresses their disappointments and frustrations with your group. Usually, they are attacked very quickly by people in your group and branded as "detractors". **This is a HUGE mistake.** If you are going to do public events that are for the public you need to allow an open platform for people to see others opinions so they can decide if they want to participate in their own way.

The reality is these are the people you will learn from the most. These are the ones you

need to listen to.

If you listen to criticism you will learn how to make the event better. If you ignore it, you will fail in the long run.

I was disappointed that we did not have a post analysis meeting about what I experienced at the parade in Aug 2011. That meeting may have helped you correct some of the issues that apparently were repeated and likely will happen next year.

(For the benefit of those who don't know me, I, Steve Marshall, supplied the sound system and voluntarily ended up organizing the entertainment stage for Aug 6/2011 Pinoy Fiesta. I worked with Janice Lazano and Jojo Quimpo on the entertainment schedule. I started to work on it a couple of weeks before the event with them. Below is what I experienced or commented for our post meeting that didn't happen. This was written the day after the event 2011 and was ready for a post meeting about the event to make it better in the future)

**THESE ARE THE COMMENTS SPECIFICALLY ABOUT PINOY FIESTA, AUG. 6, 2011
FROM STEVE MARSHALL (written last year)**

Firstly, It was very easy to see that you and Janice took on too many things and were not able to attend to separate issues as they arrived before and during the event. The day before the event I could not get any response from either you (Jojo Quimpo) or Janice. The day of the event was even worse. I arrived in the morning to set up (Aug 6/2011). I was trying to get the stage organized and not long after your stage manager quit and left. So I had absolutely no help with running the stage.

In my opinion, if you are going to organize the parade and entertainment event you need to organize it. You are responsible for everything and must be in charge especially including the day coordinating and organizing everything all day making sure everything is working properly and smoothly. You need to keep an eye on everything the whole time.

Instead it seemed like you were more interested in the overseas talent that were at the event instead of running the event.

I was not impressed that Janice ordered Hirit members off the stage when they started to Join Luisa and our band during Proud Mary. (we asked them later why they left and they told us Janice told them to leave) Hirit members were having fun dancing to the song. Luisa invited them. What was the purpose of that? Was it a bad thing that Hirit members joined us?

It was also a let down that Pinoy Buzz and the Philippine Asian Chronicle didn't appear to feature Luisa Marshall as Tina Turner in any of their media after the fact. Luisa brings her whole band

which was the biggest show of the day, plays for free to support your event, I spent 2 weeks trying to organize the entertainment for you and we were not included in post media? That shows a bad conflict of interest that you better fix sooner than later. If anyone contributes to your event you as the organizer better make sure your main TV (Pinoy Buzz) and Newspaper (Philippine Asian Chronicle) supports everyone at the event in a professional and balanced way. If they can't do that get someone else.

You need to have a full committee and **DELEGATE** responsibilities by section to other people. This means you are still in charge and responsible for everything everywhere at all times.

Head of PARADE

Head of Entertainment

Head of Sound

Head of Booths

Head of Promotion/PR

Head of Security

Head of Misc.

SECURITY

You need a properly dressed security group that has on very distinct Hirit Committee shirts that are in charge of security. The people around the stage pushing was scary. I taped off my little tent to keep people out so I could work properly. People were pushing and very aggressive. When people wearing Pinoy Buzz T shirts brought Derek Ramsay through the crowd I thought was a bad move that caused a big stir and people were getting crushed. That was a staged grand entrance that could have hurt people. This was not necessary. You could have done that through the back of the stage.

OTHER THINGS PEOPLE DISCUSSED IN THE COMMUNITY IN 2011

We wanted to make you aware of the discussions about the event so you can think about things in advance for next year. (2012)

Who is organizing Pinoy Fiesta? From what we understand it was supposed to be the Pinoy Fiesta Hirit Team or Pinoy Fiesta Management with you (Jojo Quimpo) as the leader.

Media partners, sponsors, talents, associations, societies and private businesses were supporting the Cultural Parade organized by the Pinoy Fiesta Hirit Team. This is supposed to be a public event for the good of the public.

It was expected that you would have your Hirit Committee dressed in Hirit Team shirts so everyone knows who to approach if there are any issues.

What happened was everyone was dressed in Pinoy Buzz T shirts. **A lot of people were asking was this a Pinoy Buzz event/parade or a Pinoy Fiesta Hirit event?** I still want to know the answer to this. This is a conflict of interest when a separate business that is on a

public organizing committee gains advantage over others. You need to decide how you want this to look if you present this as a public event.

THIS IS THE END OF MY OPINION AND EXPERIENCE OF THE PINOY FIESTA 2011.

Unfortunately, we were unable to attend Pinoy Fiesta 2012 this year as we were on holidays. We were approached by Pinoy Fiesta 2012 participants that were not happy with certain issues with the organization of the event. I hope they forward their views, comments and concerns directly to your facebook post.

I have never heard anyone say Pinoy Fiesta 2012 was not successful. I only heard there were issues that you should look at to consider fixing.

Generally I hear It sounds like the entertainment was not organized well this year with some singing too much and others not getting their chance. Parade members were not looked after when they arrived like they should have. Sounded like the goons you hired were very pushy, disrespectful and aggressive. This was not a good idea? They could cause more problems than they stop.

The big question I want to ask you is. **Is this a Pinoy Fiesta Parade/event or a Pinoy Buzz Parade/Event.**

I hope you will welcome additional open communication from anyone that had any issues this year. Good luck in the future.

Regards,

Steve Marshall