



the world, wanting to seek employment in Canada. Business was really thriving. "It felt good each time I was able to find a sponsor for a fellow Filipino wanting to start a new and have a good life in Canada. Later, we'd meet again and they'd come up to me thanking me endlessly for the wonderful opportunity I have shared with them."

Then she was offered a job by one of the largest international direct sales cosmetics companies in the world, with over 1 million sales consultants and operations in 35 countries. In three months time, she was promoted to sales director, an opportunity that normally requires three to five years residency with the company. She proved her worth by being cited Rookie of the Year, Top Recruiter, Top Personal Sales, and Top in Unit Sales awardee every year since she joined the company. She stayed with the company for five years.

In 2000, her company sent Rebecca back to the Philippines to start its

"Multinational companies use us to bridge the gap between the local environment and their world-class requirements," says Rebecca. Chalre Associates is based here in the Philippines but has connections all over the Asia Pacific region which include Singapore, Indonesia, Thailand, Malaysia, and Australia.

The company's chairman

works in Canada. Rebecca is the president and as such, she is in charge of operations. She also handles the search for the candidates. Her connections both here and in Canada are working well for the company. "I believe in my fellow countrymen. We are one great and bright race and for me to be able to find the right match in the highest level is really something else. It gives me great joy when a decision has been made between the client and the candidate."

"Our work is not easy. A candidate will never know what company he is being sent to until the very last stage. We protect both the client and the candidate."

Rebecca believes in multi-tasking and equality. At Chalre Associates, the staff call each other by first name and Rebecca looks upon her staff as family.

Rebecca is also a consultant for the International Organization for Migration in Canada which is affiliated with the Canadian Embassy. She gives orientation seminars to caregivers who already have visas and are ready to leave for Canada.

Today, Rebecca is far from the poor girl who sold ice candy during weekends. She has made her family proud. Rebecca has built a big house for her family. She has helped her parents to send her younger brothers and sisters to college. Three of them are now in Canada while one is a priest. She has a handful of scholars, too, whom she hopes will follow her footsteps. She considers being able to help others to be her biggest achievement in life. ■

REBECCA BUSTAMANTE

Helping Filipinos Find a Job Abroad

By VICKY C. ORTIZ

LITTLE Becca was the seventh of 11 children who lived a hard and difficult life in Dasol, Pangasinan. She left the Philippines when she was barely 20 years old, armed only with an undergraduate degree in Management and an overwhelming ambition to succeed.

Her very first job was as a caregiver for two years. She used her earnings to take up courses to become a successful entrepreneur. Becca has a diploma in Micro Computer from the Herzing Computer Institute in Toronto, Canada. She also took up advancement courses

in Accounting and Marketing from the Ryerson University, also in Toronto.

In 1990, Rebecca Bustamante was hired by Belkraft International, a North America-wide multi-level marketing company that sells high-end kitchenware products. She was cited Top Seller in North America for two years, earning the respect of her superiors and colleagues.

Not long afterwards, Rebecca saw the opportunity to start her own company. She called it Hi-Q (High Quality) Personnel Inc. It was a small staffing or recruitment agency that operated to place Filipino nannies and housekeepers, from anywhere in

operations here. She said yes to this opportunity because she wanted her kids, to learn the Filipino way of life.

Despite all her achievements, Rebecca wasn't very fulfilled. She knew she was sidetracked from what she really loves, which is to help her fellow Filipinos find better opportunities abroad.

In 2004, she started her own company which she calls Chalre Associates. It is an executive search partner to multinational companies whose purpose is to enhance organizations by identifying, attracting, and developing outstanding people from Managers to CEOs.