

Perla Paredes Daly

www.perladaly.com

EDUCATION

200 HR Yoga Teacher Training. February 2005. Lotus Gardens Yoga Center, Sherman, Connecticut. Directress, Lara Azzarito Ward.

Project Management. Career Track Seminars, Danbury CT. 1999.

College:

Graduated 1986. Bachelors of Fine Arts, Major Visual Communication, College of Fine Arts, University of the Philippines, Diliman, Quezon City, Philippines

Attended 1980-1982. BS Management Engineering, Ateneo de Manila, Loyola Heights, Quezon City, Philippines (*Not finished*)

High School:

Graduated 1980. St. Scholastica's Academy, Bacolod City, Philippines

EXPERIENCE

Not-for-Profit Positions

- 2010-Present. Co-Director of the Center for Babaylan Studies. Santa Rosa, California
- 2007-2010. Founder and leader of Seekers of Feminine Wisdom. Women's spirituality and meditation group. Austin, TX.
- 2003-2005. Chairwoman of the Filipino American Women's Network Conference FAWN 2005.
- 1998-2006. Founder, President, Creative Director, Editor of NewFilipina, Inc. First online community for Filipinas.

Conferences

- First International Babaylan Conference 2010. 2-day conference held at Sonoma State University. Brought about by the Center for Babaylan Studies. April 16-17, 2010.
- Filipino American Women's Network FAWN Conference 2005. June 3-5, 2005.

Yoga Teaching 2005-2006

Harmony Yoga and Dance Studio, New Milford CT. And Lotus Gardens Yoga Center, Sherman CT.

Speaking

- *Morning Welcome and intro first keynote speaker.* 2nd Day of the First International Babaylan Conference. Sonoma State University, CA. April 17, 2010.
- *HONEST CONVERSATIONS: What is "Pinay Power"?* Fishbowl discussion of the cultural, political, and spiritual aspects of Filipina/American identity, leadership and power moderated by Dr. Melinda de Jesus. Presentation at the Filipino Women's Network, FWN SUMMIT: Power, Leadership & Influence for Filipina Women, San Ramon, California. October 2004
- *From Asia With Love*
Documentary/Film Essay, by Sari Lluch Dalena on mail-order-bride services. Sound by Chen Chang, Sunghie Hong, Noora Niakan. Costume designs by Francisco Pablo. Full Record at UNC Media Resources Library.
Distributed by Third World Newsreel. New York City. (2003).
- *Ilongga Ka 'Day*
Interview with award winning host Charie Ginete-Ilon of ABS-CBN. Bacolod City, Philippines. April 2002.
- *Filipina Literature and Arts in the Diaspora*
Asian American Writers Workshop, AAWW, Launch of Merlinda Bobis' THE KISSING with Eileen Tabios, Lara Stapleton, Gina Apostol and Angel Shaw. A unique presentation of Filipina literature and arts. Sponsors: Arkipelago and Aunt Lute Press. New York City. October 2001.
- *Business Presence on the Internet.*
Presenter on Business Panel at the Filipino American Women's Network FAWN 2000 Conference. San Mateo, California. March 2000.

Workshops & Retreats

Create and/or participate in various workshops, retreats, panels.

- *Babaylan Retreat*. Facilitator & attendee. Sta Rosa, CA. January 2011 and January 2010.
- Panel speaker on *Babaylan Revival among Filipino-Americans*, with Christian Cabuay, Mary Ann Ubaldo and Christine Balza. First International Babaylan Conference, Sonoma State University, CA. April 16, 2010
- *Deprogramming from Patriarchal Programming*. Seekers of Feminine Wisdom. Northwest Austin, TX. November 2008 and November 2009.
- *Women's Monthly Meditation Circles*, Seekers of Feminine Wisdom. Northwest Austin, TX. 2007-2009.
- *Women's Wisdom Circle*. New York, New York. October 22, 2005.
- *Goddess Balance (or Intro to Goddess)*. Harmony Yoga Dance Studio. New Milford, CT. October 2005.
- *Uncovering Feminine Power and Strengths within yourself*. [Goddess Introduction](#). Hygeia Holistic Health Center, New Milford. November 2, 2005.
- *Malakas at Maganda Factor Workshop*, The Malakas at Maganda Factor. Realizing and balancing the masculine and feminine strengths within us. [FAWN 2005](#). Kimmel Conference Center, New York University. June 3, 2005.
- *4 Sets of Panel Speakers, Fire (Activism, Politics & Justice Professionals), Water (Medicine and Healing Professionals), Earth (Teaching, Culture and Arts Professionals), Air (Visionaries)*, [FAWN 2005](#). Kimmel Conference Center, New York University. June 3, 2005.
- *Women's Spiritual Retreat*. [FAWN2005](#). New York, New York. June 2, 2005.
- *Babaylan Spirit Workshop. Intro: Spirit of the Babaylan - Glimpse of the Roles of Power*. Brooklyn, New York. April 2004.
- *Wowie, Celebrating Women's Wisdom*, Manila, Philippines. 2002.

Professional Creative

1990-present. Worked in the field of graphic design, desktop publishing, interactive multimedia, print design, television, web design and development. As a freelancer and employee and in self-employment capacity. In high-end graphic design and web development and thriving on campaigns, publishing, and community projects of intelligence, compassion, warmth and depth.

- *Senior Art Director*, Charles Schwab & Co., Inc. Austin, TX. 2008-Present.
- *Freelance designer and project manager*, BagyoPerla.com. Comprehensive marketing and editorial packages on multimedia dimensions. Graphic design. Web design and development. 1995-2008.
- *Art Director*, MSA Design, January 1990-July 1995

NEW MEDIA PUBLISHING

Conceptualize, design, create content, develop and publish the following web sites individually or with different teams:

- **Pinay.com**. Love Being Filipina. A site for and by Filipinas. www.pinay.com. 2008.
- **NewFilipina.com**. *BagongPinay*, First online community for Filipinas, www.newfilipina.com. 1998-present.
- **Babaylan Files**. Information, books, articles and links on Babaylan & Related Topics. babaylanfiles.blogspot.com. 2004-Present
- **Baybayin Alive**. Decolonization through the deeper meanings of Baybayin. baybayinalive.blogspot.com. 2007-Present.
- **Pakikipagkapwa**. Sacred Interconnection. www.pakikipagkapwa.net. 2005-Present.
- **Phenomenal Filipinas**. www.phenomenalfilipinas.com/phenomenal. 2008-Present
- **Fabulous Filipinas Online Campaign**. www.fabulousfilipinas.net. 2004-Present
- **Tagipusuon sg Babaylan**. Art and Poetry of the power roles of the babaylan. www.babaylan.com. 2003-Present.

AWARDS

- **Outstanding Scholastic Achiever 2003** in the Field of Information Technology. Saint Scholastica's Academy Alumni Association. Bacolod City, Philippines.
- **Babaylan 2000 Award** for BagongPinay community at www.newfilipina.com
- **National Diocesan Convention Best Web Site Award 2000**

FEATURES & INTERVIEWS

- "Pinay Honors the Filipina through the Internet." People at Work. Philippine Daily Inquirer, June 9, 2004
- "Pinay Redefined," by Althea Lauren Ricardo. *Femme*, Quarterly Special, Philippine Star, Philippines, June 22, 2002
- "Meeting a New Filipina," Star Life, Philippines, April 18 2002
- "Bacoleña Perla Paredes-Daly, former Scholastican, is a pioneer in interactive women empowerment." Star Life, Visayan Daily Star, Philippines, April 14 2002

On FAWN2005 Conference

- *Filipinas Talk Issues, Values*. Philippine News, June 8, 2005
- *Listings Spotlight*, Asians in America, May/June, 2005

On BagongPinay.NewFilipina.com

- "NewFilipina.com: A site Specially for Filipinas," by Aileen B. Laserna. Infonet, Philippines, 3rd quarter 2003. (Coverage of New-filipina.com)
- "Filipinas Reclaim Dignity in Cyberspace," Philippine News, december 4-10, 2002
- "Re-inventing the Pinay," by Nathalie Adele M. Tomada. I.T. monthly section, Philippine Star, Philippines, April 15 2002
- "Women on the Web," Aileen R. Toribio. The Web Magazine, philippines, february 2001
- "Millenium women, Filipinas use web to advance women's cause." by Corin Ramos. Philippine News, United States, August 1999.
- Bamboo girl, Issue#8. New York City, United States. 1999

Television

- Interview with award winning hostess, " Charie Ginete-Ilon. Ilongga ka 'day! ABS-CBN, Bacolod City, Philippines. April 2002.

CAMPAIGNS

Fabulous Filipina Cyberspace Presence Campaign, Online campaign launched via email and on the web from www.fabulousfilipinas.net. 2004 to present.

PUBLICATIONS, ARTICLES, REVIEWS

2011

- *The first featured Filipino member at Pinay.com!* January 2011 post, Perla's Pinay blog, Pinay.com
- *2011 is here! Mabuhay---may you and yours be filled with Life, Light and Love*, December 2010 post, Perla's Pinay blog, Pinay.com

2010

- Review of *Filipino Tattoos Ancient to Modern* by Lane Wilcken, Schiffer Publishing, Ltd., 2010 *Amazon.com*, December 2010.
- *Ancient Filipinos Believed That All Things Have a Spirit and Meaning*, December 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Giving Symbols Meanings is an Ancient Tendency*, November 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Oops! This is not a dating/penpal site!*, September 2010 post, Pinay.com.
- *In defense of the mystical experience of being Filipino*, October 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Baybayin is Alive for Bing Veloso*, October 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Ancient Filipino Math*, October 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Maganda ka! Ikaw ay indio. Ikaw ay Pilipino*, August 2010 post, Perla's Pinay blog, Pinay.com
- *I don't go around saying "I'm Filipina,"* July 2010 post, Perla's Pinay blog, Pinay.com
- *Of our Filipino Ancestors, Wu Li Masters and Ancient Greek Muses*, July 2010 post, Baybayin ay Buhayin!, October 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Bayani de Leon, Musician Extraordinaire and Baybayin scholar*, July 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>

- *Optimism...* June 2010 post, Perla's Pinay blog, Pinay.com
- *Kabuhayan na dalisay*, June 2010 post, Perla's Pinay blog, Pinay.com
- *Sikolohiyang Pilipino, the Baybayin of Bahala, and a Westerner's Mockery of Filipino Beliefs and Subjectivism*, March 2010 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>

2009

- *Siya. Pronoun of no genders.*, November 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Filipino Personhood | Indigenous Filipino Values*, November 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Thinking in Metaphors - Talinghaga*, September 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- "Bahala Na" and "Bathala", September 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Bahay Nakpil Museum*, September 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Doctrina Christiana, first book printing of Baybayin*, September 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Wisdom, Dreams and Symbols*, August 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Psyche, Maker of Symbols. Symbols, Keys to the Psyche*. August 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Fertility Symbols, Feminine Principle and BA*, August 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Holistic Approach: Returning to Ancestral Thinking*, July 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Intro 2 | Shifting One's Perception*, July 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Tacit Perceptions of Symbolism*, July 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>
- *Intro 1 | Key's to Filipino Personhood*, July 2009 post, BaybayinAlive Blog at <http://baybayinalive.blogspot.com>

2008

- *Filipina CyberPresence 1995-2003*, July 2008 post. NewFilipina.com blog.
- *Google Ads Fail*. July 2008 post, NewFilipina.com blog.
- Review of *The Forbidden Book: The Philippine-American War in Political Cartoons*, by Abe Ignacio, T-Boli Publishing (2004) *Amazon.com*, July 2008.
- *Hey, Cyber Filipinas! We're Back! 10 year-anniversary of newfilipina.com*, January 2008 post. NewFilipina.com blog

2007

- Review of *The Filipino Mind (Cultural Heritage and Contemporary Change Series III Asia)*, by Leonardo N. Mercado, Council for Research in Values and Philosophy (1994) *Amazon.com*, December 2007.
- Review of *Waking Up In Time: Finding Inner Peace In Times of Accelerating Change*, by Peter Russell, Origin Press (1998) *Amazon.com*, December 2007.
- Review of *The Four-Fold Way: Walking the Paths of the Warrior, Teacher, Healer, and Visionary*, by Angeles Arrien, HarperOne; 1 edition (1993). *Amazon.com*, April 2007

2005

- "Creating NewFilipina.com and the Rise of Cyberpinays." *Pinay Power: Theorizing the Filipina American Experience*, Edited by Melinda De Jesus. 2005. Routledge Press. 2005.

2004

- *Passages of Womanhood*, Coming into our Essence, January 2004. From the Heart, BagongPinay Column 2004 | Malakas at Maganda Section. NewFilipina.com
- *Circle of Love, Thoughts on Finding Real Love*, February 2004. From the Heart, BagongPinay Column 2004 | Malakas at Maganda Section. NewFilipina.com
- *Holiday Editorial 2004: Lighten Up Your Heart*. From the Heart, BagongPinay Column 2004 | Malakas at Maganda Section. NewFilipina.com
- *Honoring Women, Their Voices and Their Roles in History, Women's History Month*, Homepage Theme, March 2004. NewFilipina.com

- Review of *Empowering Teens to Build Self-Esteem*, by Suzanne E. Harrill, Innerworks Publishing; Revised edition (1996). *Amazon.com*, November 2004.
- Review of *The Goddess Re-Awakening: The Feminine Principle Today*, by Shirley Nicholson. The Theosophical Publishing House; 1st edition (1989). *Amazon.com*, November 2004.
- Review of *A Long Way to Go for A Date*, by Henry Makow. Silas Green (2000). *Amazon.com*, November 2004.
- Review of *1421: The Year China Discovered America*, by Gavin Menzies., William Morrow; 1st US Edition edition (2003). *Amazon.com*, January 2004.

2003

- Review of *Succulent Wild Woman* by Sark, Fireside; Original edition (1997). *Amazon.com*, September 2003.
- Review of *Gendering The Spirit: Women and Religion and the Post-Colonial Response*, edited by Durre S. Ahmed, Zed Books (2002). *Amazon.com*, September 2003.
- Review of *Sacred Contracts: Awakening Your Divine Potential*, by Caroline Myss, Harmony; 1 edition (2002). *Amazon.com*, August 2003.
- [*Twinkling and Glowing of Christmas*](#), Christmas Spirit Letter, December 2003 *NewFilipina.com*
- [*Your Own Inner Treasure*](#), Site Director's Message, October 2003. *NewFilipina.com*
- [*The Woman in City Hall's Hot Seat*](#), Transcription of video interview with Joy Valdez First Woman Mayor of Bacolod City (Philippines). Ang Galing Niya Section, June 2003. *NewFilipina.com*
- "Hi! I am a mother", Pinay Ngayon, May 2003. *NewFilipina.com*
- *Do Stereotypes Have Power Over You?*, Pinay Ngayon, April 2003. *NewFilipina.com*
- *Strong Women VS Stereotypes*, Pinay Ngayon, March 2003. *NewFilipina.com*
- Book Review of *Womenagerie and Other Tales from the Front*, by Jessica Zafr., January 2003. *NewFilipina.com*

2002

- Review of *Advanced Energy Anatomy*, by Caroline Myss, Sounds True, Incorporated; Unabridged edition (2001). *Amazon.com*, November 2002.
- Review of *Reproductions of the Empty Flagpole*, by Eileen Tabios, Marsh Hawk Press, 2002. *Amazon.com*, 2002.

2001

- Review of *Reincarnation: The Missing Link In Christianity*, by Elizabeth Clare Prophet, Summit University Press (1997). *Amazon.com*, April 2001.
- *NewFilipina.com as Performance Art*, November 2001 Editorial. *NewFilipina.com*
- *Multi-Tasking in a Changing World. October 2001 Editorial in response to 9/11 Events*. *NewFilipina.com*
- A Book Review of *Coming Full Circle: The Process of Decolonization Among Post-1965 Filipino-Americans*, by Leny Mendoza Strobels, Giraffe Books (2001) *Amazon.com*.

2000

- Review of *A Woman's Worth*, by Marianne Williamson. Ballantine Books; 1st Edition, 8th Printing edition (1994). *Amazon.com*, November 2000.
- *The Accidental Feminist*, PinayNgayon Article, May 2000. *NewFilipina.com*
- *Buang ang Nanay Mo, Your Mother is Crazy*, alias Isabel Peralta, Part 3 *Being Frank About Depression*, Part 1 in "Giving Up the Silence: Series on Depression and Mental Illness" (May 2000). *NewFilipina.com*

1999

- *The Control Factor of Sexual Harassment*, PinayNgayon Section, April 1999. *NewFilipina.com*. *NewFilipina.com*
- *The Anger Ability and Filipino Nature*, Malakas at Maganda Section, September 1999. *NewFilipina.com*

1998

- *Filipina" and Filipinas on the Internet"*, PinayNgayon Section, June 1998. *NewFilipina.com*. *NewFilipina.com*

- *Mini-book feature: Unforgettable Women of the Century*, Ang Galing Niya Section, November 1998, NewFilipina.com
- *E-mail from American Men about Mail-Order-Brides*, Pinay Ngayon Section, November 1998. NewFilipina.com

ONLINE DISCUSSION COMMUNITIES

- **Pagbabalikloob Discussion Group** with Leny Strobel 2001. <http://groups.yahoo.com/group/pagbabalikloob/>
- **Babaylan Discussion Group** with Leny Strobel 2003. <http://groups.yahoo.com/group/babaylan/>

ONLINE DISCUSSION BOARDS

at NewFilipina.com aka BagongPinay

(Discussion board posts in the form of Advice, Opinions, Informal Essays)

2003

- [Re: is sisterhood equal to feminism?](#), March 2003
- [Diff. Perspective on Patriarchal History](#), February 2003
- [Thoughts on Patriarchal World View](#), February 2003
- [Re: pinayism criticized](#), January 2003
- [the many faces of feminism](#), January 2003

2002

- [your mate's bad moods](#), December 2002
- [Re: On Parenting and Being Alone \(sometimes\)](#), December 2002
- [helping the kids handle teasing](#), November 2002
- [be the strong you who you are](#), November 2002
- [Re: K!LL!N' TIME.](#), November 2002
- [Re: Message to the mail-order brides!](#), October 2002
- [Re: new filipina facing old prejudices](#), October 2002
- [masculine energy and "patriarchy"](#), September 2002
- [World powers and mail-order-brides](#), August 2002
- [marriage routes](#), August 2002
- [Verbally Abusive relationships](#), July 2002
- [personal independence](#), June 2002
- [Re: on motherhood and i need answers!](#), June 2002
- [Filipinas' descendants around the world](#), March 2002

2001

- [soulmates](#), December 2001
- [seek and you shall find](#), December 2001
- [loving and being "separate"](#), December 2001
- ["separate" vs "commitment"](#), December 2001
- [Re: My boyfriend dumped me with no reason - help!](#), November 2001
- [Be aware of yourself](#), November 2001
- [conscious living](#), November 2001
- [not our mother's choices](#), August 2001
- [Re: Filipina beauty](#), July 2001
- [implants for image booster](#), June 2001
- [Re: Still struggling](#), June 2001
- [Heightened Awareness](#), June 2001
- [being aware of colonial mentality](#), June 2001

2000

- [Re: on reconciling](#), July 2000
- [good parenting](#), June 2000

1999

- [Re: hello to teen angst](#), December 1999
- [When being good is not good](#), November 1999
- [like/dislikes](#), September 1999
- [being optimistic](#), September 1999

ART SERIES

- Babaylan Mandala Fine Art Print Series. This art was created for Filipinos to meditate and contemplate upon and rediscover their inner gold. 2009-2010. http://babaylan.net/sining_bmfineartprints.shtml
- Diwatang Babaylan, Babaylan Power Roles. 2003. <http://babaylan.com/index2.html>

BOOK DESIGN

- Babaylan: Filipinos and the Call of the Indigenous (2010) by Leny Mendoza Strobel, Editor,
- From Our Hearts To Yours: Letters To A Young Student (2008) by editors, Leny Mendoza Strobel, Nancy Figueroa Gochuico
- A Book of Her Own: Words and Images to Honor the Babaylan (2005) by Leny Mendoza Strobel

JEWELRY DESIGN

- *The Babae Pendant*, Custom-made Baybayin Jewelry. Designed by Perla Daly and Ann Ubaldo, www.urduja.com
- *The Babaylan Pendant*, Custom-made Baybayin Jewelry. Designed by Perla Daly and Ann Ubaldo, www.urduja.com

EXHIBITS

- *How Shall I Serve*. Digital Print. 2005. Babaylan Spirit Art Exhibit. Curated by Marv Velando. June 2-24, 2005. Kimmel Center's Commuter Art Gallery. New York University. New York. New York.

CONTRIBUTING ARTIST

- ArtinSite Magazine. Philippines. www.artinsite.com. 2008.

TECHNICAL ABILITIES

- **Print Design and Art Direction.** Marketing strategies, editorial projects, and web development. Experience include logos and business identity, web sites, copywriting, press kits, mail-order catalogs and packages, corporate materials, book covers & layouts, newsletters and flyers, powerpoint presentations, photography, podcasting, photo shoot direction, promo items and more,
- Web design and development for self-publishing and other organizations: DAMAYAN Migrant Workers, Texas Goddess Springfest, Our House Magazine and more.
- see www.bagyoperla.com

ORGANIZATIONS & ASSOCIATIONS

- Filipino Women's Network (FWN). ffwn.org
- Center for Babaylan Studies (CFBS). babaylan.net
- Asian American Women Artists Association, aawaa.net
- Institute of Noetic Sciences (IONS). noetic.org
- MoveOn.org
- Sierra Club
- Peace Alliance
- University of the Philippines Alumni
- WE
- PhilWeavers
- Online Advertising Professionals
- Communication Arts

INTERESTS

Web publishing, web and graphic design, writing, multimedia, interactive design, digital painting, meditation, gardening, yoga, alpine skiing, sci-fi, reading, laptop activism, environment, sustainable living.

REFERENCES

Leny Strobel, Associate Professor of American Multicultural Studies, Sonoma State University. Director of Center for Babaylan Studies. Rohnert Park, CA.

Tim Rickards, Account Director, Creative Services, Charles Schwab & Co., Inc. Austin, TX.

Lara Azzarito Ward, Director, Lotus Gardens Yoga Center, Sherman, CT.