



INTERNATIONAL NEWS MEDIA

An Exclusive Interview by **AWEE ABAYARI** WITH **ETHEL G. RUBIO**, Assoc. AIA, ENV SP

Principal | Owner, Construction Management |
Strategic Engagement & Outreach Consulting | ISI Envision Trainer

Task Force Member, Institute for Sustainable Infrastructure • Chair, Mayoral Appointee, Adams-Normandie HPOZ, City of L.A. Planning Department • Immediate Past President, UPAAGLA • Fundraising Chair, Kalayaan Incorporated • GRC Chair, UPA in America, Inc. • Associate Member, American Institute of Architects Los Angeles • Member, Construction Management Association in America (CMAA) • Member, Asian American Architects & Engineers (AAa/e) • Past President, Association for Women in Architecture (now AWA+D) • Past Board Member, AWA Foundation • Past Board Member, Asian American Architects Engineers (AAa/e) Foundation

For more of the interview: www.youtube.com/AweeAbayari • www.youtube.com/AAnewsMedia



INTERNATIONAL NEWS MEDIA AWARD OF RECOGNITION

given to

Ethel Rubio

for her intelligence, powerful vision, remarkable leadership skills, admirable strength of character and excellent use of her extraordinary God-given gifts and talents to passionately serve her community, country and the world making her an INSPIRING ROLE MODEL worthy of emulation.

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"Find your passion. Live a life with meaning."

"Faith is believing that there is a greater power beyond yourself."

To my fellow global citizens-- let's make our world sustainable for a hopeful future.

-- Ethel Rubio

AWEE ABAYARI: Who was, who is and who will Ethel Rubio be in the future?

ETHEL RUBIO: Ethel Rubio was, is, and will be forever a person who is passionate about making a difference in all that she endeavors.

AWEE ABAYARI: Define leadership.

ETHEL RUBIO: Leadership for me is about having a vision, and being able to inspire, motivate, influence, and guide others to follow that vision with you.

AWEE ABAYARI: What are the ingredients to become a leader?

ETHEL RUBIO: Having a positive attitude, being able to see beyond what's in front of you, being collaborative, being able to learn from failures and bounce back to move forward; and being open to always learn something new.

AWEE ABAYARI: What is your greatest strength?

ETHEL RUBIO: I believe my greatest strength is my love for others. I see greatness and goodness in everyone.

AWEE ABAYARI: Any weakness?

ETHEL RUBIO: Yes, of course! My can-do attitude- that I can do it all. Over time, I have learned how to bring people in and get them excited to do things with me.

AWEE ABAYARI: How can weakness be your strength?

ETHEL RUBIO: I realized that my can-do attitude is contagious and have inspired others to set no limits in what they can do. I consider myself a Jill-of-All-Trades but I learned to identify strengths of others that would bring incredible contributions to the table of any projects that I am involved with.

AWEE ABAYARI: Define failure and how does it influence your decision-making?

ETHEL RUBIO: Failure is only an opportunity to do better. I don't see failure as an end to itself, but as a step moving forward in a positive direction in one's life. It made me realize that I am not afraid to fail and when I do, I bounce back again.

AWEE ABAYARI: What motivates you every day?

ETHEL RUBIO: My daughter... and being grateful to be alive each and every day and know that I can make an impact in the world.

AWEE ABAYARI: Who are the people that influenced you most in your life to achieve success?

ETHEL RUBIO: Hands down, my parents!

AWEE ABAYARI: Define Success. Ingredients to Success.

ETHEL RUBIO: Success for me is waking up in the morning and not having any regrets because you know you did your best.

AWEE ABAYARI: What is the best way to handle conflict?

ETHEL RUBIO: Listen. Understand. Empathize. Find solutions together.

AWEE ABAYARI: What would you consider are hard decisions to make and why?

ETHEL RUBIO: The hardest decisions to make are the ones that affect others. You can pretty much control how you react to things and how you deal with those hard decisions, but you cannot determine or predict how it will affect others.

AWEE ABAYARI: Name your most successful projects and achievements.

ETHEL RUBIO: Birthing my daughter in a family full of love and raising her as a single mom. I am immensely proud of her achievements and the person she is becoming.

AWEE ABAYARI: Relate how you confronted your most challenging experience and how did it change you?

ETHEL RUBIO: Oh wow, how can I share this without having to share a *teleserye* of my life? OK, here it goes. I confronted my most challenging experience with a lot of prayers and the knowledge that I have been raised by my amazing parents to overcome adversity in whatever shape or form they come. It made me a stronger person and empowered me to do just about anything I set my heart and mind to do. Each time I come across new challenging experiences (because they never stop!), I just tell myself, if I had overcome and risen up from the lowest point in my life, I can overcome this one.

AWEE ABAYARI: What is Faith? Is it intrinsic to finding one's destiny? Why?

ETHEL RUBIO: Faith is believing that there is a greater power beyond yourself. I believe that things happen for a reason. Your life journey is more important than the destination because that's how you build your character and bring you happiness.

AWEE ABAYARI: Your favorite quotation? Bible verse?

ETHEL RUBIO: There's a wall poster in our

bedroom when we were growing up that my Dad got. It was an image of a ballerina seating in repose, and written on the space next to her says: If YOU can IMAGINE it, YOU CAN ACHIEVE IT. If you can DREAM it YOU can BECOME it. That has stuck with me and is in my psyche to this day.

AWEE ABAYARI: What is the University of the Philippines in your life?

ETHEL RUBIO: The University of the Philippines is in my heart. The friends I have made all through the four years I was there are my friends for life. I also love the new alumni friends that I met through my UP alumni association involvement. *Malayong lupain, amin mang marating... Di rin magbabago ang damdamin.* That is very true and resonates in me. No matter how busy I was with LIFE over the years, how far away I am, and far along I have come, UP still remains in my heart.

AWEE ABAYARI: How do you want to serve your Alma Mater and what is your appeal to the UP Alumni around the world?

ETHEL RUBIO: The best way for me to serve our Alma Mater is to inspire, motivate, engage more UP alums to give back. To all of my fellow *iskolar ng bayan* -- individually, you may not feel the impact of your giving (your time, talent and treasure) but collectively we will be able to help more. So let's continue making alliances with fellow UP alums to make that happen.

AWEE ABAYARI: Tell us about your future projects for UP.

ETHEL RUBIO: Currently, I have successfully concluded my final projects with the UP alumni associations that I am associated with-- my presidency in the UPAAG of Greater Los Angeles ended on June 30 of this year; and my Board position in UPAAG in America will end in December, which culminated in a successful first virtual and global reunion. I am open to collaborating with other UP alums that will benefit our alma mater because I believe helping UP is synonymous to helping the marginalized and underserved members of our motherland.

AWEE ABAYARI: What for you are the most important concerns confronting our world today and how can we be of service?

ETHEL RUBIO: Although we have made strides, we still have a long way to go with regard to women's equality in all aspects. We need to continue to amplify our important roles as women (as Filipina women) and collaborate with others to reach this goal.

AWEE ABAYARI: What is your advice to the young generation?

ETHEL RUBIO: Find your passion. Live a life with meaning.

AWEE ABAYARI: Final Message to the World.

ETHEL RUBIO: To my fellow global citizens-- let's make our world sustainable for a hopeful future.

AWEE ABAYARI: Thank you.



Ethel Rubio at her daughter Valory Banashek's 2021 graduation at Stanford University.



With Kalayaan Incorporated, recently elected as the 2021-2022 Public Relations Officer.



UPAAGLA showcasing UP alum authors in the Artificial Intelligence and Sustainability arena, November 2019



Ethel Rubio's parents, Norma and Armand Rubio with daughter Valory.



Ethel Rubio with her powerful sisters: Dr Agnes Rubio-Joaquin, Maria Lourdes Rubio and Catherine Rubio.



Ethel Rubio when she was around 6 years old.



Pre-pandemic in October 2019, celebrating Filipino American History Month with Fil-Am government and community leaders.



Ethel Rubio with the other Fil-Am professionals at the 2021 Asian American Architects and Engineers Annual Awards Banquet held at the Biltmore Hotel, Los Angeles.