



aficionado's *Joel Cruz*  
*Happy Birthday*  
 on Happy Life Yacht

Gov. Chavit Singson and Joel Cruz



Joel & Princess Synne Cruz



M/Y Happy Life



Princess Synne, Prince Harry & Prince Harvey with Joel Cruz



**IN OTHER WORLD**

By *Becky Garcia*

**J**oel Cruz, the “Lord of Scents”, president & CEO of Aficionado Perfumes, made a splash celebrating his birthday on board the “Happy Life” yacht of former Congressman Chavit Singson, currently docked at the Manila Yacht Club, which was also used in time for the 65th Miss Universe Pageant. Joel, an Aquarian, naturally loved being close to the waters of Manila Bay that spun off the nautical themed party.

The festivities started with the arrival of a short list of family and

friends. With Buganda drumbeaters creating an island feel, guests ushered to the yacht and were capped with sailor hats for men and mini blue fedoras for the ladies, adding accessory to their chic blue and white outfits.

Passing around hors d’oeuvre with chorizo paella croquettes, melon wrapped in jamón serrano, manchego cheese, and gambas, all served in a fabulous buffet setting with carvings of roast pork and beef were courtesy of M Catering by Julie Evangelista

& Fitness expert. A little went a long way there.

“Unlock your emotional barriers, so that you can have success in the next level of your business, health and relationships” was shared by Chris Salem, change strategist. These are the types of quotes that resonated with the future business moguls who attended.

Icon Masterminds three-day phenomenon was elevated by members of **Forbes**, imparting vital

wisdom and direction to an already successful niche of our society. Experts learning from experts created a feeling of equanimity, self worth and desired accomplishment.

There was even an appearance by Rachele Caco, a Filipino, whom through attending “The Queen’s Code Workshop” and has become a vital PAX member with dreams of bringing “PAX” Programs to the **Philippines**. She is a relationship expert to the Stars in Hollywood.

“Your ideas aligned properly, will transcend into the indubitable direction of you future” said Dante Reporter. But one should never forget that what leads to a successful business is not only one’s vision or ambition, it’s also the “faith, morals and ethics to sustain”, as offered by Jim Zuley. For more information and details, be sure to checkout Icon Masterminds and eZWay on social media. ■



■ Eric Zuley, Mark Geroux, Manny Lopez and Eliza Steeple



■ Ryan Treasure, VP Voice America, Tonarye eZWay Host and Jeff Spenard CEO Voice America



■ David T. Fagan Coaching