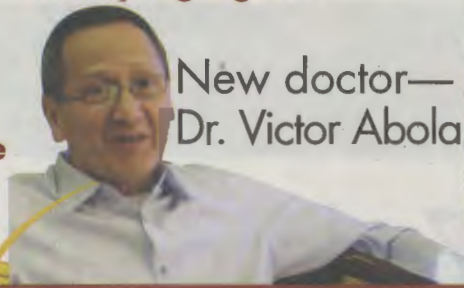


The 2nd IMC
Effectiveness Awards



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Dr. Victor Abola

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Award

alumni 23»



universitas

An Official Publication of the University of Asia and the Pacific

September 2007



th year

The year was 1967, a year that presented a promising economy but would soon be confronted by political unrest. The time was trying, to say the least, and as if entirely made to take on the challenges, the Center for Research and Communication was born.

University Day 2007



The vision of our University is expressed clearly in the following words from our Vice Grand Chancellor:

The Christian vision of man presents the radical ideal, model, and challenge of the University... [in fulfilling its role] in the development and education of the individual person. The only way that the University can create and sustain this objective is by having a strong institutional and professional culture that constantly encourages and supports the practice and growth of the human and Christian virtues both individually and collectively.

It is a vision that has thoroughly permeated all the activities of the Center for Research and Communication. It is from CRC that our UA&P takes its inspiration to exist not only for ourselves but also for the betterment of the society in which we operate. It is also from CRC that we take our responsibility to make sure that our contribution, our education, is education for a whole lifetime. Our goal is not merely to teach students a means of living, but to help them find for themselves a reason for living, a greater purpose that goes beyond oneself and fulfills our conviction in the unity of life.

To quote the philosopher John Dewey... our kind of society "must have a type of education which gives individuals a personal interest in social relationships and control, and the habits of mind which secure social changes without introducing disorder."

As the cycle goes, our society relies on its citizens as they rely on their education; so our education stands on the foothold of the intellectual investigation that precedes it. Indeed, our mission statement urges us to adapt our teaching programs "to the actual

needs of a society undergoing progressive change and of a wide region." But the same mission statement also urges us to ground our teaching programs "upon basic research and the study of the humanities." Research, after all, is the beginning of education, and while we are here today to celebrate the beginning of our University, our formal entry into the world of education, it is fitting that we renew our commitment to the driving principles upon which UA&P was built and one of its hallmarks: research and communication.

What the CRC has taught and continues to teach us is that we can build our prestige on *research as an instrument of service*. The University will continue to orient its constituents to the generous task of helping one's neighbor, of Christian fraternity. This spirit of service begins in campus life, where talents are placed at the service of all, if they are to be of any real value. But in the world of work, a generous disposition alone is insufficient. What is needed is focused training, and a continuing effort to study, share, and direct knowledge to "the resolution... of human problems, both spiritual and temporal, in [concrete] times and places."

It is good that we remind ourselves that at the present moment the challenge of an integral Christian education of the human person takes the form of a *common set of priority research area* that reflect the concern of our Grand Chancellor to influence new fashions, new legislation, and a new culture; youth and human love, civic education, and the ecology; poverty eradication, the new media, and the world of work and the professions.

At the same time, the complexity of today's social problems cries out for solutions that transcend the rigid system of compartmentalized fields. Since the good of every person has economic, political, social, cultural, and spiritual dimensions, our Grand Chancellor also advised a *common approach*—multidisciplinary effort that aims at an integrated view, which can

be achieved by close teamwork among the protagonists. Indeed, interdisciplinary dialogue has become a demand we ignore only at our peril, because a developed multidisciplinary mentality is increasingly a resource required for effective service to society, no less than it is required for advancement in one's profession. This includes developing an intellectual flexibility to recognize the need for expertise other than one's own and the disposition to teamwork with people of all classes and conditions. The aim is this: to get as many sectors of society as possible "appreciate the need of offering a Christian solution to the problems that arise in the exercise of a job and profession."

The experience last school year of program accreditations clearly reveals our capacity to intensify research and its communication in all sectors of the University for better than level-three accreditation standing. In anticipation of this development, the Management Committee has decided to put in place a structure of awards for internationally published and refereed research work—a modest structure for now. But something we hope to make more substantial as we increase our capacity to reward such efforts.

But beyond external recompense and recognition, there is that pursuit which is its own reward. In the work of research and communication, there will always be some tension arising from the requirements on time, distribution of tasks and resources, varied personalities, diverging opinions and approaches to problems and their solutions. But tension is overcome when there is a desire to serve, to share knowledge, to subject passion to reasoned conversation in an environment of loyalty and friendship. This too we have learned from our parent institution—that the pursuit of truth can be had only in an atmosphere of freedom and serenity. ■

Excerpts from the closing remarks given by Dr. Jose Maria Mariano, UA&P President, during the University Day celebration last August 22.

universitas

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ERRATA

The previous *Universitas* issue should have said:

1. *Citizenship Challenge* is a project of the Office of Student Affairs, not IPE (p. 15). • 2. *Freshstart* is organized by the Office of Student Affairs through the Guidance Center in cooperation with SEB (p. 24). • 3. Dr. Angelito Antonio – photo caption (p. 22) • We apologize for the errors.

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School of Management
School of Communication
Institute of Political Economy
Institute of Information Technology Studies



UA&P
UNIVERSITY OF ASIA AND THE PACIFIC

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Education for democracy

University Day lecture

When we look at the events that have followed EDSA I and II, we are dismayed. But if we look deep into ourselves, we should be terrified because all that is there is a yawning chasm where the requisite knowledge, skills and dispositions critical to sustain our system of government should be.

In the recent State of the Nation Address, there was deafening silence on how our society was slowly descending the rungs of international measures on good governance, human rights, freedom of the press, corruption and rule of law indices, all vital measures of our democracy.

How could we, proud inheritors of "people power," have arrived at this situation today? I think that it is because we have mistaken 1986 as the end, when in reality, it was only the beginning. As a consequence, we have become oblivious to the true problem staring us in the face: our ignorance of what the democratic way of life is.

Democracy is not a machine that goes by itself

We have to remember that democracy, having consecrated the people as the ultimate source of governmental powers, is therefore reliant on the quality and nature of its citizens. The quality of government is simply a reflection of the quality of the governed. Choosing who will rule is just the first act. With sovereignty comes the greater responsibility of holding accountable those whom we choose to represent us.

If we are to do this effectively, we need education in and for democracy. But this begs the question – who will teach the essential knowledge, skills, and dispositions of citizenship?

The Philippine Constitution clearly identifies the family as having the primary right and duty of rearing the youth for civic efficiency. But if those in the family are themselves not knowledgeable, or do not have the necessary skills and dispositions, can we reasonably expect this most basic of social institutions to educate the youth in citizenship?

Meanwhile, the primary and secondary years, in spite of the Makabayan curriculum, are so riddled with problems that we cannot realistically expect them to address the concerns of citizenship effectively at this point in time. Government support is not enough, and oftentimes, will be limited to the provision of funding for physical resources. The intellectual capital must come from somewhere else, and wherefrom but the University.

Universities are strategically situated because we are the primary trainer of teachers, and we are the source of research and innovation in education.

In our University, we do have a Citizenship Curriculum that spans the first three years, and we have incorporated Project Citizen, an internationally-implemented pedagogy for citizenship training, into the second year course in Philippine Politics and Governance. But we take in only around 400 students a year. This is hardly going to make a dent on electoral outcomes.

Challenging the hidden curriculum: The democratic classroom

Aside from the formal curriculum, there is another crucial factor. According to Dewey (1916) "the required beliefs cannot

be hammered in; the needed attitudes cannot be plastered on. It has to be by means of the action of the environment in calling out certain responses." This is the importance then of what the "hidden curriculum" in our schools can do. It can either help or stunt the development of our incipient democrats. The way which we structure interaction in our schools can help in the creation, or alternatively disfigurement, of true citizens in our developing liberal democratic state.

No amount of lecturing on liberalism and rule of law or respect for human dignity can ever compensate for the valuable lessons that each student picks up when they interact with people in authority. Therefore, that makes every single one of us here, from the president, to each member of the faculty and staff, an exemplar for citizenship training.

We have to impart the critical lessons of fairness, toleration, respect for truth, respect for reasoning, and freedom to each student both within and outside the formal curricula. This is what comprises the democratic classroom, or university. These are procedural values that sustain democratic life, and as Crick (2000) asserts, like a game, they are best learned by playing them instead of reading a rule book.

Conclusion: Our civic mission

What we do today will have a lasting impact on our students, because for many of them, this will be the last time they will be subjected to systematic education. Once they leave the University, they begin in earnest (or at least, we hope they do) the process of self-learning. This is why it is so critical that we in the University stop hoping that the elementary or high school years would have already taught them education for democracy or that their parents or community will take up the slack. Because the reality is, we are saddled with this very heavy burden, and we cannot walk away from it. We must confront this task head-on because it is most likely the last chance they will get.

But for this education to be effective, it cannot be the work of just a few units within the University. We need a systematic reconfiguration that allows our students to learn and practice the knowledge, skills and dispositions essential to democracy. This is where the dialogue among disciplines and institutions becomes crucial.

We have to fight the increasing tendency of what has been labeled as the "instrumental view of education" or the view of education as simply a means to economic prosperity. What is the use of churning out teachers, doctors, nurses, managers, engineers, or IT professionals, if for the lack of love of country and concern for societal welfare, they leave in droves?

The solution to our problems is staring us in the face and whether we like it or not, we in the University are a big part of that solution. Education for democracy is intergenerational work. It is a demanding task, and it never ends. But nevertheless, it has to be done. Now. By us. And by others, with our help. Unless of course we are prepared to consign ourselves to be slaves ruled over by tyrants. ■

Excerpts from the University Day lecture delivered by Mr. Mirshariff C. Tillah (IPE faculty) on August 22, 2007



Front Row (L-R): Del Rosario, Mandy; Nobles, Grace; Buagan, Edu; Laguador, Elsie; Dizon, Ethel; Verches, Mercy; Back Row (L-R): Cantaros, Eric; Lacsamana, Odie; Ravina, Audie; Fernandez, Wilfredo; Ornedo, Iran; Barrosa, Alejandro; Compendio, Liberato; Arellano, Randy; Reyes, Perry.

Service Awardees

Every year, as part of the University Day celebration, UA&P recognizes individuals who have rendered 10 to 25 years of service to the University.

This year, the University is grateful to 28 Service Awardees from different units and programs exemplifying the meaning of commitment and dedication by growing with the institution, assiduously working to ensure

that the University functions smoothly.

As a token of gratitude, the University, with the help of the Human Resource Management and the Management Information Services, has put up an internal website (www.uapnet/serviceawardees) that features the profiles of the service awardees, who are a true source of inspiration. ■

MR. ALEJANDRO T. BARROSA

Carpenter
Facilities Management Unit
Building and Equipment Maintenance
June 1, 1992

MR. LIBERATO D. COMPENDIO

Gardener
Facilities Management Unit
Building and Equipment Maintenance
June 1, 1992

MS. JOVI C. DACANAY

Instructor
School of Economics
Industry Group
August 22, 1988

MRS. AMANDA V. DEL ROSARIO

Supervisor
Facilities Management Unit
Housekeeping and Reservations Office
September 2, 1991

MR. WILFREDO M. FERNANDEZ

Audio-Visual Custodian
Facilities Management Unit
Housekeeping and Reservations Office
December 2, 1991

DR. LEODIVICO C. LACSAMANA

Assistant Professor
College of Arts and Sciences
Department of Filipino
June 1, 1992

DR. ANNA MARIA E. MENDOZA

Assistant Professor
School of Management
MScM Program
January 3, 1991

MR. ERANIO B. ORNEDO

Carpenter
Facilities Management Unit
Building and Equipment Maintenance
February 18, 1992

MR. ADOLFO P. PEPITO

Circulation Assistant
Facilities Management Unit
Housekeeping and Reservations Office
April 1, 1992

MR. PERRY FERDINAND O. REYES

School of Economics Operations Committee
Secretary
School of Economics
Office of the School Secretary
February 1, 1992

MS. BENILDA F. SALAZAR

Supervisor
Accounting and Finance Unit
General Accounting
January 15, 1992

MRS. MERCY C. VERCHES

Administrative Assistant 3
Management Information Services
May 18, 1992

MR. RANDY G. ARELLANO

Electrical and Mechanical Technician
Facilities Management Unit
Building and Equipment Maintenance
April 7, 1997

MS. EDWINA J. BUAGAN

Oratory Attendant
Facilities Management Unit
Oratory Services
July 1, 1997

MR. RODERICK C. CANTAROS

Junior Programmer
Management Information Services
January 1, 1997

MRS. NERISSA S. CEBRITAS

Administrative Assistant 3
School of Economics
SBEP
April 30, 1997

MS. ETHEL C. DIZON

Registration Officer
Registrar's Office
July 1, 1997

MS. ELSIE A. LAGUADOR

Program Officer
School of Management
MScM Program
June 2, 1997

MR. CEASAR R. MATEO

Instructor
College of Arts and Sciences
Department of Physical Education
June 2, 1997

MRS. MARY GRACE O. NOBLES

Cashier
Accounting and Finance Unit
Treasury
August 7, 1997

MR. JONATHAN S. ORTIZ

Facilities Manager
Facilities Management Unit
September 19, 1996

MR. AUDIE U. RAVINA

Library Assistant 1
University Library
Technical Services Division
June 1, 1997

MRS. MA. CHERRYLYN S. RODOLFO

Program Director/ Instructor
School of Economics
Industrial Economics Program
July 1, 1997

MR. RODRIGO A. ROMEA, JR.

Discipline Officer/ Instructor
Office of Student Affairs
Discipline Desk
May 1, 1997

MRS. HILDA F. SAN GABRIEL

Cooperative Specialist
Center for Social Responsibility
February 3, 1997

MRS. GINA D. TAMONDONG

Accounting Assistant 1
Accounting and Finance Unit
General Accounting
June 23, 1997

MRS. ELSIE TINGZON

Program Assistant
School of Economics
Applied Business Economics Program
March 8, 1997

MR. SAMUEL C. VISPERAS

Administrative Assistant 1
Executive Offices
University Secretariat
November 1, 1996

IT student—Microsoft Most Valuable Professional

Chester Coronel, a junior student of the Institute of Information Technology Studies, has recently been recognized as one of this year's Microsoft's Most Valuable Professionals (MVP) in the Microsoft Office System Category.

The MVP is an annual award that acknowledges outstanding members of Microsoft's technical communities all over the world. Nominated members go through a rigorous evaluation of their technical expertise and voluntary community contributions.

Of more than 100 million members of Microsoft technical communities all over the world, only around 4,000 are incorporated into the MVP roster every year.

This year, Chester is the only student among the 18 Filipinos who made it to the different categories of the MVP.

"I regard it as a result of my passion," Chester Coronel said of his feat. "I did not expect it, but I think the recognition is a result of my strong advocacy to empower students with technology," he added.

Indeed, as member of the Microsoft Junior Program and the incumbent secretary of the Philippine Windows Users Group, Chester has been active in organizing training seminars about Microsoft programs in a number of universities in the country. He has also put up an instructional blog (<http://msforums.ph/blogs/chestercoronel>) featuring tips and information about Microsoft programs.

"I read the email informing me of the award at two in the morning, and I could not keep myself from jumping because of joy," Chester recounted. "It happened last July, a fitting birthday gift, actually!" he added.

Aside from prestige, Chester won for himself a \$150 Microsoft Company Store voucher,



a one-year subscription to a Microsoft online service as well as special support from the MVP program. He also has the chance to attend the MVP Global Summit at the Microsoft headquarters in Redmond, Washington.

"Now I plan to renew the award next year and maintain it for as long as I could," Chester said, explaining that the MVP roster changes depending on the consistency of the awardees in their efforts and technical expertise. "I actually plan to form an organization of Microsoft Office experts, starting with my classmates in the university," he added.

Chester also plans to publish an instructional book that would provide helpful tips for different programs. "I envision it to be a concrete way of helping students simplify the way they get things done in their applications," he said.

Asked what his recent accomplishment has taught him, he quickly replied: "It pays to be daring. I would not have accomplished things if I did not face the risk of failing from one commitment to another. We should not be afraid of failures." ■

The 2007 Health and Fitness Symposium



Over 400 UA&P Physical Education students converged for the Health and Fitness Symposium at the Li Seng Giap Auditorium last August 4 to face the challenges of keeping a healthy and active lifestyle.

The symposium, an annual project of the Department of Physical Education, aims to present to our students cutting-edge trends and updates that may not be covered in their regular PE classes. In this year's installment, two UA&P faculty members, Ms. Jam Mancenido of SED and Mr. John-D'Borra of the Literature Department gave testimonies on the benefits of a healthy and active lifestyle. They also provided practical tips on how to motivate one's self to be active, as well as guidelines on how to achieve one's goals.

Ms. Mancenido recommends that people be clear about their source of motivation to lead a healthy lifestyle, and that the best and lasting way is to do something for yourself. On the other hand, Mr. Borra was very clear about his inspiration (his young family) and said that firm dedication made him quit smoking and started a weight training program.

The students responded well to these talks since they could mostly relate to the experiences of people other than their PE teachers.

In the symposium, Mr. Aries Magpily of the PE Department delivered the highlights of his thesis about the fitness levels of our PE students. His findings that conditioning classes, rather than the sports classes, more improved physical fitness may influence the future PE choices of the students, as well as their preferences in activities after their PE requirements are over.

Another PE teacher, Mr. Irvin De Castro, presented the benefits of outdoor recreation as exemplified in the Entrepreneurial Management Physical Education program. With luck, enough interest will be sparked by his talk to resuscitate in the campus the concern for the outdoors and the environment.

Finally, Ms. Winnie Lim of Fitness First demonstrated techniques to improve posture, breathing, and relaxation. Some of the demonstrations were close to acrobatic, with a couple of the volunteers standing on their heads. Ms. Winnie also showed stretching exercises that could reduce stress and improve relaxation behind the school desk. The response from the audience was expectedly enthusiastic. The PE Department is motivated to present more interesting and thought-provoking topics in the coming years. ■

Mr. Luigi Bercades
CAS Faculty

The 2nd Integrated Marketing Communications Effectiveness Awards

Setting a new standard for marketing communications campaigns

HOSTS Ms. Che-Che Lazaro and Mr. Manny Ayala

The 2nd Integrated Marketing Communications Effectiveness Awards, a celebration of excellence in marketing communications, is a great opportunity to honor remarkable contributions to the advertising practice in the country. The people and organizations behind effective marketing communications campaigns are given due recognition for their deliberate efforts to promote universal values among Filipinos.

"We are especially proud of the entries that we received this year because all our finalists did a wonderful job. But of course, tonight, we are giving recognition only to those whose campaigns stood out despite stiff competition," Mr. JJ Calero, Chairman of the IMCEA Advisory Board and IMCEA Board of Judges, said.

The IMCEA is the first and only award in the Philippines that defines "effectiveness" on two levels: **notable business results and promotion of societal values**. Being so, it has set a new standard of effectiveness among Filipino marketing communications practitioners. It is different from other existing industry awards that are focused solely on creativity, values or the various aspects of the advertising agency business. Participants submitted their entries in a case study format where they detailed how their campaigns contributed to their client's bottom line while promoting societal values at the same time. Furthermore, they submitted audited sales figures to verify the commercial effectiveness of their campaigns.

An initiative of the University of Asia and the Pacific's (UA&P) School of Communication, the IMCEA is aimed at promoting accountability and underlining the importance of corporate social responsibility and ethics among corporations in the country. "IMCEA entries are submitted by advertising agencies in coordination with their clients. This way, we are encouraging both agency and client to be more involved in building a nation where citizens live meaningful lives because

people have high regard for ethics and values. By being able to come up with campaigns that correspond to our definition of "effectiveness", they are reassured that they can do something positive to the benefit of the community without compromising profitability," Dr. Jerry Kliatchko, UA&P's VP for Academic Affairs and Corporate Communications, said.

The IMCEA Advisory Board, headed by advertising veteran JJ Calero, is composed of reputable marketing communications practitioners, verifying the integrity of the awards. They are Carmencita Esteban, President, Philippine Survey and Research Center-Research International (PSRC-RI); Herminio Ordoñez, Chairman Emeritus of Publicis Manila; Eric Canoy, President, Radio Mindanao Network; Jaime Puno, Former Chairman, President and CEO, Dentsu, Young and Rubicam-Alcantara and Lecturer, UA&P School of Communication; Ramon Jimenez, CEO, Jimenez Basic Advertising; Francine Calero-Racho, Dean, School of Communication, UA&P; and Jerry Kliatchko, Vice President, Academic Affairs and Corporate Communications, UA&P.

Equally reputable are the Board of Judges who selected the Bronze, Silver and Gold awardees in the award's nine categories: *Best New Product Brand Introduction, Best New Service Brand Introduction, Best Small Budget Product Brand Campaign, Best Small Budget Service Brand Campaign, Best Established Product Brand Campaign, Best Established Service Brand Campaign, Best Integrated Internal Marketing Program, Best Innovative and Integrated Media Campaign, and Best Insights and Strategic Thinking*.

The IMCEA, produced in cooperation with BusinessWorld and Marketing and Opinion Research Society of the Philippines (MORES), is sponsored by the *Manila Broadcasting Company, Millward Brown, AGB Nielsen Media Research, Radio Mindanao Network (RMN), and PSRC-Research International and ABS-CBN News Channel (ANC)*. □



"Choose Wellness, Choose Nestlé" campaign won the gold prize in the 2nd Integrated Marketing Communications Effectiveness Awards (IMCEA) Night

Shown in photo are the following: L-R: Javier Calero (IMCEA Advisory Board Chairman), Lieza Punsalan (Account Manager, Publicis Manila), Sofia Genato (Account Director, Publicis Manila), Sandra Puno (Media Director, Nestlé Philippines), Corazon Sager (VP-Corporate Wellness, Nestlé Philippines), Matec Villanueva (Chairman & CEO, Publicis Manila), Barbara Locsin (President and CEO, Businessworld), Pedro Dy-Liacco (Communications Director, Nestlé Philippines), Ronald Barreiro (EVP-Client Services Director, Publicis Manila), Patrick Tolentino (Business Unit Director, Publicis Manila) and Dr. Jose Maria Mariano (President, UA&P).

Dr. Jerry Kliatchko, member of the 2nd IMCEA Advisory Board and Vice President for Academic Affairs and Corporate Communications of UA&P with the 2nd IMCEA Board of Judges.



Petron received 4 silver trophies



Philamlife "Money Tree" and Philamlife "Milestones" with 1 bronze award each



Prudentiallife: "Buhay ang Pag-asa" campaign won 3 awards.



MEMBERS OF THE BOARD OF JUDGES

1. MS. EMILY ABRERA
a. Chairman Emeritus, McCann Worldgroup
2. MR. RAÚL ALVAREZ
a. President, Philippine Association of National Advertisers (PANA)
b. Assistant Vice President -- Retail and Marketing Services, PLDT
3. DR. NENA BARREDO
a. Managing Director, Millward Brown Asia Pacific-Philippines
4. MR. LORENZO BARROS
a. Vice President for International Operations, UNILAB
5. MR. JAVIER CALERO
a. Chairman, IMCEA Advisory Board and IMCEA Board of Judges
b. Chairman, Full Circle Communications
c. Former Chairman and CEO, J. Walter Thompson, Philippines
6. MR. JOSE CUISIA, JR.
a. President and CEO, Philamlife
7. MR. VICENTE DINGLASAN
a. President, IDS Philippines
8. MS. NANETTE DIYCO
a. Columnist, Adobo Magazine and BusinessWorld
b. Lecturer, School of Communication, University of Asia and the Pacific
9. MR. DELFIN GONZALEZ, JR.
a. Chief Financial Officer, Globe Telecom
10. MS. MARILES GUSTILO
a. President and CEO, Lowe, Inc.
11. MR. REY ICASAS
a. President and General Manager, Ace Saatchi & Saatchi
12. MS. BARBARA LOCSIN
a. President and CEO, BusinessWorld Publishing Corporation
13. MS. NONNA NAÑAGAS
a. President, Dentsu
b. Chairman, Association of Accredited Advertising Agencies-Philippines
14. MR. HERMINIO ORDOÑEZ
a. Chairman Emeritus, Publicis
15. MR. JAIME PUNO
a. Former Chairman, President and CEO, Dentsu, Young and Rubicam-Alcantara Brand Communications
b. Lecturer, School of Communication, University of Asia and the Pacific
16. MR. MARCH VENTOSA
a. Marketing Division Head, ABS-CBN Broadcasting Corporation

2nd IMCEA Winners

GOLD WINNER

CHOOSE WELLNESS, CHOOSE NESTLÉ
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: Publicis Manila
Client: Nestlé Philippines

SILVER WINNERS

BPI GET STARTED ON TOMORROW OMNIBUS CAMPAIGN
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: McCann Worldgroup, Inc.
Client: BPI Family Savings Bank

PETRON XTRA MILES CHALLENGE
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: Ace Saatchi & Saatchi; Studio 5 Designs, Inc.
Client: Petron Corporation

PLDT WEDDING SOUVENIR
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: DDB Philippines
Client: PLDT

THE BPI Inoy AD CAMPAIGN
BEST NEW SERVICE BRAND INTRODUCTION
Agency: McCann World Group
Client: Bank of the Philippine Islands

TOUCH MOBILE RELAUNCH
BEST NEW SERVICE BRAND INTRODUCTION
Agency: JimenezBasic Advertising
Client: InnoVe Communications, Inc.

COKE PLANET PROJECT
BEST NEW SERVICE BRAND INTRODUCTION
Agency: McCann Worldgroup-MOMENTUM
Client: Coca-Cola Foundation

MAKING A LEADERSHIP STATEMENT WITH ST. LUKE'S INTERNATIONAL EYE INSTITUTE
BEST NEW SERVICE BRAND INTRODUCTION
Client: St. Luke's Medical Center

LBC INSTANT PESO PADALA P 39
BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN
Agency: Blackpencil Advertising, Inc.
Client: LBC Express, Inc.

PLANTERS DEVELOPMENT BANK: SME COMMUNITY PHIL.
BEST SMALL BUDGET SERVICE BRAND CAMPAIGN
SPONSORED BY: MILLWARD BROWN ASIA PACIFIC-PHILIPPINES
Agency: Blue Bottle, Inc.
Client: Planters Development Bank

BPI GET STARTED ON TOMORROW
BEST ESTABLISHED PRODUCT BRAND CAMPAIGN
SPONSORED BY: AGB NIELSEN MEDIA RESEARCH
Agency: McCann Erickson
Client: BPI Family Savings Bank

ALASKA SISTERS
BEST ESTABLISHED PRODUCT BRAND CAMPAIGN
SPONSORED BY: AGB NIELSEN MEDIA RESEARCH
Agency: Lowe, Inc.
Client: Alaska Milk Corporation

ART PETRON: ALAY SA SINING
BEST ESTABLISHED SERVICE BRAND CAMPAIGN
Agency: Studio 5 Designs, Inc.
Client: Petron Corporation

ST. LUKE'S MARKETING LEADERSHIP POSITIONING: BRINGING HEALTHCARE QUALITY IN THE PHILIPPINES TO INTERNATIONAL STANDARDS
BEST ESTABLISHED SERVICE BRAND CAMPAIGN
Client: St. Luke's Medical Center

PRUDENTIALIFE: BUHAY ANG PAG-ASA
BEST ESTABLISHED SERVICE BRAND CAMPAIGN
Agency: Publicis Manila; Banana 3 Productions; MEDIAEDGEcia
Client: Prudentialife

CEBU PACIFIC: LEADERSHIP CAMPAIGN
BEST ESTABLISHED SERVICE BRAND CAMPAIGN
Agency: JimenezBasic Advertising
Client: Cebu Pacific Air

PETRON'S AN HOUR WITH THE CHAMPIONS
BEST INTEGRATED INTERNAL MARKETING PROGRAM
Agency: Studio 5 Designs, Inc.
Client: Petron Corporation

TOUCH MOBILE RELAUNCH
BEST INSIGHTS AND STRATEGIC THINKING
SPONSORED BY: PHILIPPINE SURVEY AND RESEARCH CENTER-RESEARCH INTERNATIONAL
Agency: JimenezBasic Advertising
Client: InnoVe Communications, Inc.

BPI EXPAT PINOYS
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: Dentsu Philippines; Image Dimensions
Client: Bank of the Philippine Islands

PETRON XTRA MILES CHALLENGE
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: Ace Saatchi & Saatchi; Studio 5 Designs, Inc.
Client: Petron Corporation

JOLIBEE BEE-2-WIN
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: Universal McCann
Client: Jollibee Foods Corporation

BRONZE WINNERS

LOVIN' LEGASPI
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: Geiser MacLang Marketing Communications, Inc.
Client: Community Innovations, Inc.

MCDONALD'S McRICE BURGER
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: Leo Burnett Manila
Client: Golden Arches Development Corporation

VIRTUOSO SILK TOUCH
BEST NEW PRODUCT BRAND INTRODUCTION
Sponsored by: Manila Broadcasting Company
Agency: Geiser MacLang Marketing Communications, Inc.
Client: Pacific Paint (Boysen) Philippines, Inc.

PHILAMLIFE MILESTONES
BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN
Agency: Rapp Collins, Philippines
Client: Philamlife

PHILAMLIFE MONEY TREE
BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN
Agency: Rapp Collins, Philippines
Client: Philamlife

SECURITY BANK FIXED INCOME INVESTMENT SOLUTION 1
BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN
Agency: Ethos Advertising
Client: Security Bank

ASTIG REVICON DRIBBLING CHALLENGE
BEST SMALL BUDGET PRODUCT BRAND CAMPAIGN
Agency: JimenezBasic Advertising
Client: Unilab

SECURITY BANK FIXED INCOME INVESTMENT SOLUTION 2
BEST SMALL BUDGET SERVICE BRAND CAMPAIGN
SPONSORED BY: Millward Brown Asia Pacific-Philippines
Agency: Ethos Advertising
Client: Security Bank

SOLMUX ETO O ETO GORILLA
BEST ESTABLISHED PRODUCT BRAND CAMPAIGN
SPONSORED BY: AGB NIELSEN MEDIA RESEARCH
Agency: JimenezBasic Advertising
Client: Unilab

PRUDENTIALIFE: BUHAY ANG PAG-ASA
BEST INTEGRATED INTERNAL MARKETING PROGRAM
Agency: Publicis Manila; Banana 3 Productions; MEDIAEDGEcia
Client: Prudentialife

PLDT WEDDING SOUVENIR
BEST INTEGRATED INTERNAL MARKETING PROGRAM
Agency: DDB Philippines
Client: PLDT

ENVERON HAPPY
BEST INSIGHTS AND STRATEGIC THINKING
SPONSORED BY: PHILIPPINE SURVEY AND RESEARCH CENTER-RESEARCH INTERNATIONAL
Agency: Lowe, Inc.
Client: Unilab Consumer Healthcare

PSBank's THANK GOODNESS IT'S FIVE DAYS
BEST INSIGHTS AND STRATEGIC THINKING
SPONSORED BY: PHILIPPINE SURVEY AND RESEARCH CENTER-RESEARCH INTERNATIONAL
Agency: Publicis Manila
Client: Philippine Savings Bank

GLOBE SA PILING MO
BEST INSIGHTS AND STRATEGIC THINKING
SPONSORED BY: PHILIPPINE SURVEY AND RESEARCH CENTER-RESEARCH INTERNATIONAL
Agency: Universal McCann
Client: Globe Telecom

PRUDENTIALIFE: BUHAY ANG PAG-ASA
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: Publicis Manila; Banana 3 Productions; MEDIAEDGEcia
Client: Prudentialife

PLDT WEDDING SOUVENIR
BEST INNOVATIVE AND INTEGRATED MEDIA CAMPAIGN
SPONSORED BY: RADIO MINDANAO NETWORK
Agency: DDB Philippines
Client: PLDT

The MAVE story

Whether in India or in the Philippines, in the Occident or in the Orient, in urban New York or rural Patan, the school is a microcosm of the country's present and its future," said Dr. Severina Villegas, Program Director of the UA&P Master of Arts in Education, Major in Values Education (MAVE) at this year's Annual MAVE Conference held at the University. Her talk, entitled "Gains and Prospects in Values Development," discussed the importance of enhancing teachers' education through values development and the strides MAVE has taken in this regard.

"The teacher makes or breaks the school," Dr. Villegas said. "The school's mediocrity or excellence is brought about much more by the mediocrity or excellence of its teachers than the state of its facilities, the sufficiency of teaching materials available, or the qualities of its administrators. Good teachers plus poor everything else can still yield a good school. Poor teachers and good everything else can never make a good school."

"It is this close interweaving among teachers, schools, and human development that inspired us to put up the MAVE Program in 1989. MAVE is human development for teachers, and human development is the person and the profession of the teacher," she said.

Established in 1987 the Institute for Development Education (IDE) was the precursor of the UA&P School of Education (SED) under which the MAVE program now resides. According to Dr. Villegas, IDE's primary goal was "to help the country's educators attain professional excellence anchored on technical competence and profoundly human values." While partnering with several renowned companies in the Philippines and abroad, the Institute, under the principle of values as "the foundation of all education and human development," held its first values education seminar in Iloilo City. In the four years that followed, the series had directly addressed around 20 thousand educators all over the country.



Current batch of MAVE students with Dr. Severina Villegas

"With the seminar series on values education in place, and with the realization covering all 450,000 teachers nationwide would take more than two lifetimes, it was deemed timely to put up a full trainers training program. Thus, MAVE was born aimed at the training of teachers, to enable them to formulate and carry out development education initiatives for fellow teachers and other sectors in their work stations," Dr. Villegas said. She added that the program has three characteristics: the common experience of academic rigor and personalized education, the return of the graduates to their work stations as teachers, and the close monitoring of the SED after their time at the University.

"The most significant element in the MAVE Program is the strong family life that is cultivated within the broad walls of an academic community. Efforts to maintain academic standards are not wanting, yet there is warmth and very personal dealings with the student," she explained. "It is no wonder that a huge majority of alumni avail themselves of all opportunities to go back to their alma mater or to meet other MAVE graduates and students from whatever batch. The graduates, even after the lapse of some time, readily dispose themselves to help out in institutional research work that the University conducts every now and then."

Recounting stories of the program's former students, Dr. Villegas said that many of them went on not only to become more successful in their professional pursuits, but also became better

people. MAVE graduates, many of whom have had to rise above personal struggles, have found themselves promoted to the upper levels of their previous positions. Some have been designated head teachers, department heads and even principals while quite a few have become regional or division supervisors for Values Education and other subjects.

"Through their own efforts, the MAVE alumni have reaped rich development education harvest in their regions, cities, provinces and towns," Dr. Villegas said. "The most important harvest, however, remains to be the students' conversion toward being better persons, better family men and women, better workers, better teachers, better associates or superiors or subordinates, better citizens, better vessels of their faith."

After reading some of the heartfelt letters sent to her by her former students whose lives were enriched by the program, Dr. Villegas said, "MAVE, in the end, is the story of a man or a woman with natural endowments and limitations, of one's effort to make a difference in the lives of people, of one's desire to be formed for the sake of others, of one's response to the development education opportunities that come one's way, of one's fidelity to the truth and to the good. MAVE is an instrument, a channel, at the service of individuals and society, enabling teachers to become masterpieces of human personality." ■

Carlo Cabrera

Corporate Communications Office



Dr. Severina Villegas, Program Director of the UA&P MAVE Program.



Focus on our library

The library is a key resource of a university. It is integral to the learning, teaching, and research activities of the university community. In short, no library, no university!

Conscious of its crucial role in helping fulfill UA&P's purpose as a center of higher education and research, our library has set as its vision—to be a dynamic world-class learning resource institution. It has been implementing improvements by, among others, adding to the collections, developing information resources, and providing access to external information. It has also taken sure steps toward providing a fully computerized system of information dissemination, storage and retrieval.

The following is a conversation with two key people of the University's library—Mrs. Rosal Bulaong, the University Librarian, and Mr. Rey Asperas, Reference Librarian and supervisor of the Ejercito Library.

Universitas: How has the library made research easier for faculty and staff?

Rey Asperas: You know that the Eugenio Lopez Library at the CAS Building houses materials for the college students, and the Ejercito Library contains materials for the graduate level. All in all, there are about 50,000 titles of books and multimedia sources, all of which can be found using the Athena Online Public Access Catalog (or OPAC). To maximize online searching, we have merged the bibliographic information of materials of both libraries. Students and faculty can also access OPAC via Internet through the University website, on the library web page and UAPNet.

Mrs. Rosal Bulaong: Aside from the books, the faculty and students can get the latest data from 140 journals in print. They can also do a search, while at home or in their office, on topics on biology, physics, humanities, chemistry, education, engineering, religion and theology, psychology and sociology with the Ebsco Academic Search Elite database. They can download full text articles of current and back issues. Searching from this Ebsco database can be done anywhere in school and at home at <http://search.ebscohost.com>.

Most of the periodical print subscription is done through Swets Information Services, which assures us that we display only the latest issues. It also provides a database for a good number of titles with full text articles that can be read anywhere within the University at <http://www.swetswise.com> with just a click at the IP authentication. We also subscribe to Ateneo University Library's Computerized Index to Philippine Periodical Articles and CD Roms of *Philippine Star* and *Philippine Inquirer*.

U: Any additional facilities?

Mrs. Bulaong: With the increasing collection of materials, we have additional space that can accommodate two to three years of shelving expansion.

The multimedia center at the Ejercito Library will soon have more new computers for Internet and encoding use especially for students, television viewing and a new listening corner. There is also a viewing room for at least four persons. For those who want to listen to music, there is a listening corner with six headphones that can be used simultaneously or individually to enjoy the music of the masters played by renowned orchestras.

Rey: Study carrels are now being used by faculty as well as graduate students writing their theses. We try very much to maintain the atmosphere of both libraries conducive to individual research, with the help of the OSA discipline officers.

U: How is the beefing up of our collections going along?

Mrs. Bulaong: The faculty is active in building up and updating the book and film collection of the library. Management supports us with generous funding for books as well as periodicals both in print and electronic formats. A number of faculty members spend time going to book fairs and visiting bookstores to provide students with resources as



current as 2007.

We already have a good collection of Philippine government publications and serials published by foreign organizations such as World Bank and ADB. Aside from that, students should make use of the existing rich trove of collections such as the Blair and Robertson series, Harvard Classics, and L'Observatore Romano from 1968 in CD form and bound volumes. Newspapers on DVD-ROM (*Philippine Daily Inquirer* and *The Philippine Star*) are also available. We have a good collection of subject encyclopedias and other references with general encyclopedias on CD-ROM format installed in both libraries for quick reference.

U: What has been done to improve library services?

Mrs. Bulaong: Efficient workflow is now more defined in the Technical Services Department, which has made sure that books and multimedia orders of the faculty are available within a month of the request. These improvements mean that materials are serviced for use of the class within the semester that materials are needed. No longer the long wait for materials ordered. Circulation records are now being cleared every semester, with almost zero overdue books.

U: Any other plans?

Mrs. Bulaong: The University Libraries are looking forward to being of more help to the community with the active involvement of the Faculty Library Committee and the outcome of the survey by the Student Library Committee on the needs and concerns of students. ■

Pioneers of change



SEB President Gibby with San Joaquin Elementary School students.

A bunch of faculty and staff decided to do something different to start the school year—we joined BIGKAS, a project of the Office of Student Affairs' Civics Desk. BIGKAS, an acronym for Basa, Isip, Galing, Katekismo, Arte at Sport, is a socio-civic university-wide project based in UA&P. It consists of a program that aims to assist public elementary school students in grasping subjects—namely, English, math, science, values and catechism, art, health and sports—better by means of tutorial classes and workshops. Each tutorial unit/group comprising Project BIGKAS seeks to aid children (Grades 4–6) of San Joaquin Elementary School in acquiring a more solid and enriched comprehension of the subjects.

We were asked to join BIGKAS' first official gathering in Bluroze camp in Batangas and meet the rest of the team that will comprise its Core Group.

32 of us arrived in UA&P at around 8:00 a.m., all eager to know what BIGKAS has in store for us—for the day and the rest of the year. Bluroze, a multi-purpose venue frequented by people far and near, offered plenty to see for its visitors. Aside from enjoying the sights

with newfound friends, we mulled over ideas that will hopefully evolve into what we envision BIGKAS to be. The aim was to emphasize the importance of socio-civic engagement among us volunteers and for that day, it was "mission accomplished."

Now with nearly 100 volunteers, BIGKAS can be a positive influence on the whole University population. It provides a fresh outlook for outreach programs not only as a medium for charity but also as a product of the collected efforts of a community—the UA&P community. From such volunteer work and infectious enthusiasm, we ultimately plan to change the world... from Pasig and beyond. We know it's ambitious, but it's not impossible.

BIGKAS is now tutoring 178 school children and we can see that it would grow fast. Everyone is welcome to join. To volunteer, you may visit us at the Civics Desk at ACB 1st floor landing. ■

Ms. Corinne Romabiles
CIVICS Desk Project Coordinator

Braving "Egay" for Illac Diaz



Aiming to give its volunteers an icon of civic consciousness, BIGKAS set a get-together with Illac Diaz, a highly recognized social entrepreneur. A Ten Outstanding Young Men (TOYM) awardee for Social Entrepreneurship in 2005, Mr. Diaz is the co-founder of MyShelter Foundation and Pier One, a dormitory for Filipino seafarers.

In spite of his achievements, he was not intimidating (except perhaps for his Italian suit). He was engaging and enthusiastic about almost everything that we said. Surprisingly, such a busy man like him found time to entertain (and have lunch with) us.

In our lively chat, he pointed out that being successful does not mean losing contact with what is common. Success is about having as many people as possible succeed with you.

The conversation went from his projects to his track-and-field days and how he spent his childhood days in Pasay. Growing up in Pasay and being exposed to the city's shanty dwellers had a profound effect on him. He "knew" the poor not from what they discussed in the classroom or what was reported on television; they were his friends. He played with them, grew up with them and actually invited them to his house. His parents welcomed the idea that he was forming his social consciousness at a very young age.

So we asked him, how do you form social consciousness among people? Exposure, he answered. According to him, exposure to the situation outside your window is very important as it serves as an agent in carrying out your civic duties. Everyone has a call to civic duty, but unfortunately, not everyone answers it.

Illac answered his call wholeheartedly, helping thousands of people with Pier One and MyShelter Foundation. And his innovative spirit is nowhere near exhaustion point. Recently, he launched a competition among architects from all over the world to come up with the best architectural plans for public schools. This project calls for using cheaper alternative materials to build sturdier and more learning-conducive classrooms.

Looking back, those of us who met Mr. Diaz in person can definitely say we were immensely influenced by him to do good, especially for the less fortunate. His enthusiasm for social consciousness is undisputable. He himself admits that one driving force behind his success is the youth like us, UA&P students, who later on will "pass the baton" to others in the same way that he has passed it on to us on that exceptional stormy day of August 18. ■

Gibby Gorres
SEB President



The 2006-07 Philippine Expedition Team to Mt. Everest: A triumph of the human spirit

Ang Pinay naabot ang tuktok, káya ng Pinay (The Pinay has reached the top, the Pinay can)." This was what Noelle Wenceslao excitedly proclaimed last May 16th over the hand radio to Art Valdez (former undersecretary of the Department of Transportation and Communication), the leader of the Mt. Everest Expedition team, when the three Filipinas reached the summit of Mt. Everest.

Despite acute mountain sickness, Noelle achieved the feat, followed by Carina Dayondon and Janet Belarmino (head coach of the UA&P Varsity Tennis Team from 2001 - to 2003). They were the first ASEAN women on the summit, and the first women ever to traverse the mountain, climbing from Tibet on the north side and going down the south side to Nepal.

Together with Leo Oracion and Erwin "Pastor" Emata, the first Filipinos who reached the world's highest peak, the

Philippine Expedition Team shared their experiences with the UA&P community in a get-together held at the Celestino Dizon Auditorium on July 6, 2007.

The faculty of the Department of Physical Education hosted the get-together, mindful of the need of our students for role models who exemplify fortitude through a unified struggle of the body, mind and spirit. Through the models' example,

the students and the rest of the UA&P community are better influenced to participate in physical activities and are motivated to sustain this for a lifetime.

The expedition team gave an overview of the physical and psychological preparation each member had to endure to conquer the world's highest peak. Noelle, Janet and Carina expounded on the capacity of a woman's spirit to struggle against physical difficulties and natural hazards that posed risks to their lives. Leo and Pastor candidly related to our students their personal accounts and accommodated queries on their expedition equipment and gear, which they brought with them to UA&P.

More than just a physical challenge, the expedition to Mt. Everest was a journey of self-discovery. The team emphasized that each of us have our own Everests to conquer, be it our fears, self-doubts, even our daily, ordinary tasks or problems. Instead of perceiving these problems as our adversaries, the team has shown us how to regard them as our allies. For without them, we won't become the kind of persons that we want to be. **■**

Ms. Stella Urbiztondo
CAS faculty



Thumbs up! PE Department with the Mt. Everest Expedition Team

The 2007 SONA: Two views

Whenever the President of the Philippines gives a State of the Nation Address (SONA), there always are two reactions—support and misgivings.

Last August 1, Sec. Ricardo Saludo, Dr. Benjamin Diokno, and former Congressman Gilbert Remulla, upon the invitation of the Institute of Political Economy, provided the University with meaningful insights on President Gloria Macapagal-Arroyo's SONA.

The President's SONA, delivered last July, focused on the status of her priority infrastructure projects for the super regions she initiated in her 2006 SONA. According to PGMA, the super regions, which were mapped according to the region's comparative advantage, were intended to create a blueprint for Philippine development by addressing the country's infrastructure needs. Majority of the infrastructure projects are located in regions outside Metro Manila to increase the economic potential of the regions based on their natural resources.

As a response to the SONA, the speakers provided the audience with opposing perceptions of the SONA. Sec. Ricardo Saludo, Cabinet Secretary, backed up PGMA's speech with several statistical data on the country's condition as well as the Administration's achievements in fulfilling the priority projects stated in the President's super regions program. Sec. Saludo reinforced the SONA by saying that there is funding for the infrastructure projects, contrary to what others believe, and that the Government is indeed working to address issues that impinge on the country's development. He shows how the Government is finding ways to

create an encouraging environment for economic growth.

Dr. Benjamin Diokno, a professor of Economics from the University of the Philippines – Diliman, gave an insightful critique of the SONA and presented his own set of data that gave a picture of the Philippines that countered that of Sec. Saludo's. Dr. Diokno asserted that the country's condition is not improving and that the President's efforts to advance the state of the Philippines are mired by the wrong priorities. According to Dr. Diokno, the Administration's main concern is debt service, which gravely neglects the education and health sectors. This makes Government spending anti-poor and anti-growth. Thus, Dr. Diokno recommended that the Government use its taxes properly and promote greater political stability and rule of law.

The last speaker was Hon. Gilbert Remulla, a former member of the House of Representatives. Mr. Remulla said that the SONA was merely an enumeration of public works, and that it neglected to affirm the direction of the country. Moreover, he said that it failed to provide a status of the health and education sectors, which he deems important and needs more attention and funding. He ended with what he thinks the SONA should be about—a message to the people to make them aware of where they are going. Only then will the people believe what the President says.

Although the three speakers' views were diverging, the forum widened one's perspective of how the Philippines is doing. **■**

Claudine Dizon
IPE 5th year

On CRC's 40th year

Fresh from graduate studies abroad, then young economists Dr. Bernardo Villegas and Dr. Jesus Estanislao had realized that private businesses in the country were lagging behind the government in terms of economic capabilities.

They thought that to push the economy, the private sector should at least gain the same business and economic information that the government was using. Those who shared the same view soon collaborated in starting CRC as an institution that would advance economic literacy in the private sector.

Although it was a rather small beginning—in an inconspicuous corner on Jorge Bocobo St. in Malate—the mission and vision that sustained it was big and bold.

“It was very challenging,” said Dr. Bernardo Villegas, in one of his recollections on the CRC history. “It was challenging in the sense that we had to make the business community see that economics is important.

Economics was perceived as unpalatable, especially to the business community, who associated it with the government.”

With specially designed classes and seminars on economics as well as get-togethers about the state of the country's economy and the key role of the private sector in its performance, CRC slowly managed to create a name for itself, winning the trust and respect of key persons in the industry.

CRC was initially dependent on donations and grants from foundations, but prestige had its benefits. Realizing the institution's noble goal, those who had attended the activities conducted by the institution formed the Friends of CRC, a group that helped in the financial support of the Center.

Moreover, because of its reputation, CRC had been tapped by a

TIMELINE 1967-2007



May 1964

An intimate conversation between St. Josemaría Escrivá and Dr. Bernardo Villegas in which the idea of CRC was conceived.



1967 The Center for Research and Communication (CRC) was established by Dr. Jesus Estanislao and Dr. Bernardo Villegas. Its first home was at 1607 Jorge Bocobo St., Malate, Manila.

1969 The Southeast Asian Science Foundation, Inc. (SEASFI) officially adopted CRC as an institutional project.



1970 CRC opened its first graduate program, the Master of Science in Industrial Economics.

1982



1982 CRC moved to its new offices in Ortigas Center, Pasig. By then, its formal and non-formal programs in economics had been well established. CRC had also gained international recognition as an economic and business think tank.

1987-1989



1987 CRC set up its Institute of Development Education, which would be the forerunner of the School of Education of the envisioned university.



1989 CRC opened its College of Arts and Sciences (CAS) and admitted its first batch of college students.

1992-1993



1992 Inauguration of the Sancta Maria Stella Orientis Oratory.

1993 CRC applied for university status. It formally established its School of Economics and School of Education, and set up its Center for Management.

number of companies for projections and analysis on Philippine business.

With its consistent growth and development as an educational institution and think tank, CRC transferred headquarters to the Ortigas business district in 1982.

The next milestone of the institution came seven years later, in 1989, when CRC established the College of Arts and Sciences (CAS). It marked the beginning of the liberal education program, with CRC offering fields of specialization in communication, political economy, humanities, and philosophy, among others.

Amidst all the positive developments, the founders of CRC had kept their minds on a grander vision: the transformation of the institution into a full-fledged university offering high-quality undergraduate and graduate education.

In 1993, CRC took a concrete step of applying for university status. Only two years later, in 1995, the vision was realized with the approval of the Commission on Higher Education: the CRC became the University of Asia and the Pacific.

There are a lot of things that can be learned from the ones who began the University, said Dr. Antonio Torralba, in an address during the University Day.

"First is their magnanimity. They had a big heart, giving themselves to an institution that was still in its beginning when they could have easily been successful elsewhere because of their prestige," recalled Dr. Torralba.

"Their longevity and daring should also be commended for turning a vision into reality," Dr. Torralba said. "Without their endurance, the University would not be here."

Dr. Torralba, who was among those who saw the CRC evolve, also took note of the homey atmosphere there was in the institution. "The

ones who started CRC really took care of the people and encouraged a healthy environment of learning," he said. "I hope these characteristics would flow into us and be carried on by the next ones who would look after this institution."

In his address at the 22nd University Day celebration, UA&P President Jose Maria Mariano emphasized the brand of education the University's parent institution espoused. "What the CRC has taught and continues to teach us is that we can build our prestige on research as an instrument of service. It is from the CRC that our UA&P takes its inspiration to exist not only for ourselves but also for the betterment of the society in which we operate," he said.

"It is also from the CRC that we take our responsibility to make sure that our contribution, our education, is education for a whole lifetime. Our goal is not merely to teach students a means of living, but to help them find for themselves a reason for living, a greater purpose that goes beyond oneself and fulfills our conviction in the unity of life," he continued.

Urging everyone to liven up the culture of research in the University, Dr. Mariano also announced a timely initiative: "The Management Committee has decided to put in place a structure of awards for internationally published and refereed research work – a modest structure for now, but something we hope to make more substantial as we increase our capacity to reward such efforts."

"But beyond external recompense and recognition, there is that pursuit which is its own reward," he added.

Thanks to the tradition of learning that its parent institution had bequeathed, the University's future is far from bleak, looking ahead to the fulfillment of one dream after another, each one bolder than the other. ■

1995



1995 Exactly two years after CRC applied for university status, then Education Secretary Ricardo Gloria signed the certificate converting CRC into University of Asia and the Pacific (UA&P). Dr. Estanislao was installed as UA&P's first president. Fr. Ramon Lopez, Regional Vicar of Opus Dei in the Philippines, was conferred the honorary title of Vice Grand Chancellor of the University.



1995 Groundbreaking of the CRC Academic Building

1997



1997 Mr. Mariano Camacho was installed as the second president of the university.

1998-2000



1998 The University's Honorary Grand Chancellor, Bishop Javier Echevarria, visits UA&P.

2000 Dr. Jose Maria Mariano was installed as the third president of the university.

2002-2007

2007 40th anniversary celebration of the School of Economics.

Keeping Love Real: I Am S.T.R.O.N.G project

With the many choices now available to young people, they need to make myriads of decisions each day—for instance, in home life, studies and career, sports, entertainment, friendships, dating, and relationships. These need to be made with great unity and coherence, in order for the youth to develop a wholesome personality and lifestyle.

"Next in the decision-making process is the need for a solid set of values. Any inevitable decision made is to be based on whatever values a person has. Therefore, proper education and practice of a right set of values will determine a right decision," said Lora Tan-Garcia, a UA&P alumna, in her teaching book for I Am S.T.R.O.N.G, a leadership and values formation program for high school and university students, parents, and teachers in the Philippines.

Two virtues—patience and chastity—are crucial for teens in learning about love. "Chastity education does not happen in a vacuum," said Dr. Antonio Torralba, Dean of the College of Arts and Sciences and Senior Consultant of I Am S.T.R.O.N.G. "It has to be premised on personal effort toward acquiring many other qualities: fortitude, temperance, perseverance, even a sense of social justice, and prudence.

Sexuality is a matter so personal that it cannot be taken independently of the rest of the person. Dr. Torralba adds,

"A possible reason why abstinence education fails, if it does, is that it is focused on sex and based on don'ts instead of do's." Chastity education, conversely, is character-based and, therefore, necessarily tackles other aspects equally important for one's growth—family, friends, academics, and social awareness.

as a consequence, chastity, as essential elements of character education. Holistic programs that integrate character education and values-based education in human sexuality are the lynchpin of personal and social development.

Convinced that the youth do not have enough opportunities to show who they really are, they have also launched their nationwide song-writing and documentary film-making competition to trigger youthful creativity in conveying the message of keeping love real. Their ambitious target is entries from more than 2,000 high school and college students as well as adults.

One peak in the timeline of this campaign is November 2007, with the Second International Congress on Education in Love, Sex, and Life, to be held here in Manila. With the participation of

international speakers (such as Thomas Lickona, Kevin Ryan, Jokin de Irala, Coleen Mast, and Patrick Fagan) and youth facilitators, the congress hopes to be able to show what today's youth (and adults) think, feel and say.

In Asia, beginning from the Philippines, young people are fighting to bring back real love, self giving and commitment in education programs conveyed to them. ■

Ivanna Marie Aguilong
CSR Faculty



Innovation and creativity being part of the youth mindset, this year, I Am S.T.R.O.N.G. and two international NGOs (Intermedia Consulting and World Youth Alliance) are flexing their muscles to improve programs that approach important issues for youthful lives and create a bigger impact.

Their campaign, taglined "I Keep Love Real", advocates education of the emotions and the will and,

The Congress is being put together by InterMedia Consulting, EDUCHILD Foundation, Inc., and the Developmental Advocacy for Women Volunteerism, in collaboration with I Am S.T.R.O.N.G, a leadership and values formation program on responsible decision-making for Filipino adolescents, and with the full support of the Department of Education. For inquiries, please visit www.edicongress.com or call +632 6356114.

Asela's dream job

This year marked the third decade that Ms. Asela Santiano, UA&P Head of the Public Services Division and Reference Librarian, has been with the University. This by no means is an easy feat considering how the gradual expansion that led to the Center for Research and Communication's change to UA&P affected her post. From the simpler tasks demanded by the CRC's considerably smaller collection, Ms. Santiano has remained with the University through its transition to UA&P and is now currently tasked with the Don Eugenio Lopez Library's ever-expanding catalogue. The Library, located at the College of Arts and Sciences (CAS) Building, contains the humanities collection, books, and periodicals intended for the use of undergraduate students.

"Ever since I was assigned to CAS, my work has been more toward assessing the needs of the college," Ms. Santiano says. "But we still have to handle the Ejercito Library, for which the policies have to be the same."

Combined, the materials in Don Emilio Ejercito Library and the Don Eugenio Lopez Library have amassed to 50 thousand volumes and, according to Ms. Santiano: "The bigger the school was becoming, the bigger the needs we had to address. Back when it was still CRC, we could handle everything with just a few people. Now, there are many more students and a lot more materials."

No stranger to organizational tasks, Ms. Santiano spent years prior to joining UA&P working at the library of the National Statistics Office. "There's much more work here at UA&P, although it's a bit different because it's academic," she says. "But we don't feel too pressured. Whatever the job is, as long as we're here, we can do it."

Luckily, her duties haven't strained her from her favorite pastime, which, appropriately enough, is reading. Ms. Santiano has also spent much of her career while raising a family of four children, three of whom are already busy pursuing careers of their own. When she's not at UA&P, the Pangasinan native tries to spend as much time with them as possible in their home in Laguna. ■

Carlo Cabrera
Corporate Communications Office



Banking on efficiency

In the Philippines, the government has explicitly incorporated microfinance into its poverty alleviation strategies and perceives microfinance as an approach that has great potential in alleviating poverty and economically empowering people. The question, however, is this: Do microfinance institutions (MFIs) serve the poor in a sustainable way—meaning, as an efficient credit intermediary? Through the years, MFIs have steadily beefed up the volume of their loans to clients. Despite this, their combined market share remained below 5%. One major reason could be traced to MFIs' inefficiency.

The Philippine MFIs can be categorized into: rural banks, including cooperative rural banks (CRBs); credit granting nongovernment organizations (NGOs); and credit union/cooperatives.

CRBs, the one group of financial institutions active in Philippine microfinance, are organized by the majority shares owned and controlled by cooperatives primarily to provide financial and credit services to cooperatives. Cooperatives are duly registered associations of persons, with a common bond of interests, who have voluntarily joined together to achieve a lawful common end, making equitable contributions to the capital required and accepting a fair share of the risks and benefits of the undertaking in accordance with universally accepted cooperative principles.

The industry looks upon cooperative banking as a viable approach to microfinance because of its built-in advantages. A CRB has a dual personality—that of being a cooperative, on one hand, and a bank, on the other. This allows them to have a greater access to funds, unlike other microfinance institutions. A CRB is, thus, governed by both banking and cooperative laws.

CRBs are organized primarily to provide financial and credit services to cooperatives and may perform any or all of the services offered by stock rural banks, such as accepting deposits and lending money to individual borrowers.

The extent of support provided by the government to CRBs significantly improves cost-efficiency. At first, this seems to be contrary to common belief, but it is to be noted that CRBs that received financial assistance from the government have been closely monitored by the Bangko Sentral ng Pilipinas (BSP). As such, the intervention of the government in the activities of some CRBs proved to be fruitful.

BSP should play a more active role in monitoring MFIs that have greater diffusion of ownership. The support for microfinance by the banking regulators is evident in the establishment within the BSP of a microfinance committee headed by a deputy governor and the creation of a dedicated supervision and examination unit for banks offering microfinance services. Since the BSP initiatives to actively support microfinance in the banking sector began in 2000, the number of rural banks involved in microfinance increased from 55 to 189.

Rural banks in the Philippines that have successfully designed and integrated microfinance services were identified to have several key success factors. In all rural banks that successfully offered microfinance services in the Philippines, a senior bank officer, usually the president, was the motivating force behind the entry in microfinance. One or

more high-level operational managers were equally committed to ensuring that their microfinance services were successful. Clearly, commitment and motivation of senior management are important.

Another is understanding the market wherein a careful market analysis is critical in the proper design and enhancement of loan and deposit services that meet the needs of their clients, and in understanding their competitors. In business planning and product development, rural banks that provided and expanded microcredit services focused on introducing simplified loan documentation procedures that facilitated handling of hundreds or thousands of small loans efficiently and profitably. It should be noted that in designing microdeposit services, successful rural banks often lowered opening balance requirements while introducing innovative methods to reduce the operating costs associated with managing small deposit accounts. Certainly, properly trained and motivated staff is a key factor. Performance-based staff incentives are also said to be essential in getting the best performance out of loan account officers and field staff.

In administering and managing loans, proper procedures need to be in place to speed up loan processing. Computerized management information systems that monitor loan officer productivity, portfolio quality, and institutional efficiency are also essential for the rural banks that process and manage

hundreds of loans each month. There should also be committed bank managers to regularly monitor the performance of microfinance services. To ensure high repayment rates, successful rural banks adopt a "zero tolerance" toward loan delinquency and adopt procedures to immediately and effectively ensure high portfolio quality." Furthermore, treating all clients as business customers of the banks rather than as "beneficiaries" is practiced in a successfully managed microfinance services. ■

Ms. Analiza G. Peña

*Research Associate
Social Economics Unit, UA&P*





Globalization and religiosity

Globalization fueled by liberalism is secular, that is, it marginalizes the influence of religious tenets in social, economic and political life. Liberalism could go against man and organized society because it caters to an individual's interest more than to the attainment of the common good of society. Such common good is not dictated by a group of individuals but is rooted in man's nature, which he does not give unto himself but is given by his creator. When God, the creator, is left out the proclaimed benefits of globalization will redound only to a few.

Moreover, globalization has threatened existing cultures and traditions. It has tried to unify the world under one ideal, forgetting the legitimate existential differences present among peoples and cultures. It has corroded values that sustain the community and its identity because selfish interests could prevail rather than altruism, a virtue necessary for making a community work.

Globalization's stress on gains and wealth acquisition could make one forget that the end of wealth is for self-preservation and for meeting the needs of the family and the community. In addition, wealth acquisition should be limited by temperance and liberality. Temperance is the virtue that regulates the appetite such that man "craves for the things he ought, as he ought and when he ought." Liberality deals with giving wealth such that a liberal man will "give to the right people, the right amounts and at the right time, with all the other qualifications that accompany right giving." This

is a demand of an upright social life that could be easily discovered by men of good will; nevertheless, it has to be taught.

In a community of believers, it is taught that social relationship must be permeated with the spirit of the Gospel. Hence, it would teach that: "the development of economic activity and growth in production are meant to provide for the needs of human beings. Economic life is not meant solely to multiply goods produced and increase profit or power; it is ordered first of all to the service of persons, of the whole man, and of the entire human community." At the same time, those who live according to the faith they profess would make use of their talents to contribute to the abundance that will benefit all, and to harvest the just fruits of his labor. The economic activity carried out is not simply ruled by the laws of the market but is observant of the institutional, juridical and political entities that oversee this activity.

Ultimately, the importance of religion zeroes in on the role it plays on man. Religion with its teachings and tenets provide a light to the intellect. It gives guideposts, criterion for good and worthwhile action both in the personal and community realms. The virtue of religiosity that rests in the heart but is founded on the understanding of what one believe to be true, good and beautiful pushes the individual to do what is prudent. Man who lives his life imbued with the ideals of the religion he professes will make good use of any worthwhile advances that his fellow human beings have attained. It is he who will direct them to the end for which they are intended while trying to minimize the negative effects of such developments. It is also he who will mitigate the unintended ill consequences of intended actions.

Finally, how will strong religiosity enable Southeast Asians to enjoy the gains of globalization without falling prey to its adverse effects? The answer is by strengthening the teaching of religion and fostering religiosity.

Southeast Asians are extremely religious. It is a wonder that, with the exception of the fundamentalists, Southeast Asian countries tolerate different religions within its borders. While each country proclaims having a majority of its citizens belonging to a particular creed, there is religious tolerance among its citizens. It may be that some are more religious than others, yet religion is a powerful facet that shapes national cultures. This is a legacy that Southeast Asians must foster by strengthening the base where religiosity is first taught and practiced: the family.

In summary, it is the liberalist attitude that fueled globalization. The secularist bent of liberalism has ill effects on man and his relationship with other men, nature and God. The boons of globalization are clouded by the degradation in human dignity. Religion teaches the correct relationship among human beings, human beings' relationship with social and political institutions and the means of preserving and sustaining life. A society devoid of religion could be an easy prey to the ill effects of globalization.

Religiosity manifested in a culture of sharing and understanding of each member of the community will then be the shield that will guard the Southeast Asians against being victims of the individualistic liberalist phenomenon. ■

Excerpted from a paper of Dr. Corazon Toralba, CAS Faculty.

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¹ See *Politics* I 9 1256b 30

² See *Ibid.* II 6 1265a 30

³ *Nicomachean Ethics* III 12, 1119b 15-20

⁴ *Ibid.* IV 1 1120a 25-27

⁵ *Catechism of the Catholic Church*, 2426

⁶ *Ibid.* 2429

New doctor—Dr. Victor Abola

Recently, Dr. Victor Abola, Program Director of the Strategic Business Economics Program (SBEP), was conferred by the University his PhD in Development Management. He had successfully defended his dissertation, entitled "Measuring Efficiency of an Improving Bureau of Internal Revenue (BIR) Tax Administration," seeking to carefully assess the performance of the BIR, which generates roughly 80% of tax revenues. In it, he outlined several of the government agency's areas of improvement and whether or not it was succeeding in them.

"In order to pursue the goal of improving BIR tax administration, there has to be, firstly, an objective measure of its efficiency. Thus, this study looks into alternative ways of measuring it in general and as applied to tax administration agencies in particular," Dr. Abola wrote in his summary. "The second part of the study is the improvement of BIR tax administration. Here, we look into the theory of tax evasion (or compliance) and successful tax administration reform in other countries."

According to him, defending his dissertation allowed him to step back and look at his studies in greater detail and find ways of improving accuracy. "It's always helpful in the sense that, when you're working on something, you get too familiar with what you've done and I had to examine things a little bit more closely," Dr. Abola says. "This is a fairly broad topic, and I think it opens up many more possibilities for further investigation and it's something that has not been done in the Philippines."

Prior to pursuing his education at UA&P, Dr. Abola graduated with a Bachelor of Arts and a Bachelor of Science in Commerce at the De La Salle University before gaining



recognition as an economist here and abroad. His previous work includes being Chief of Party of the Fiscal Policy Analysis Activity of the Department of Finance (DOF), a project funded by the USAID; which sought to enhance the policy analysis and revenue forecasting capabilities of the DOF's Domestic Finance

Group. He also spent 15 years in Hong Kong as a consultant to PCI Capital Asia, Ltd. and later as the Executive Director of the Philippine Research Center (HK), Limited.

Along with his current duties as SBEP Program Director, Dr. Abola regularly writes for local and foreign newspapers and periodicals, as well as UA&P research publications. He has

recently come out with a book entitled *Money,*

Banking and Finance. This latest effort is significant in that it compiles nearly a decade's work of research on the Philippine financial system, banking system, and capital markets. What had originally begun as a paper to be presented to the Nomura Research Institute soon became part of Dr. Abola's lectures and, after accumulating enough material, finally provided him with the incentive to publish.

"The other motive for writing the book was a perceived lack of a modern money and banking book in the Philippine setting," he wrote in his foreword. "There were sufficient research available but they were dispersed. Also, the institutions in the Philippines are fairly different from those included in American textbooks that most universities and colleges relied on. I felt that students would have some discomfort in relating to foreign institutions and practices... I was afraid they would find *Money and Banking* unattractive when, in fact, the topic is not only exciting, but also challenging in this world that is globalizing."

However, Dr. Abola added, the book "is intended not only for students of *Money and Banking*, but also for banks and other financial institutions." ■

Carlo Cabrera

Corporate Communications Office



The Strategic Business Economics Program (SBEP) started in Cebu in August 1998. The 2006-07 group is the 9th batch. SBEP-Cebu has had 138 graduates. The photo above shows the most recent graduates with faculty and administration. (Standing L-R) Lormilo Galo, Manuel Tan, Ladislao Zarsuelo, Pete Dimaculangan (SBEP Program Manager-Cebu), Marris Agbon, Antonio Castro, Edwin Amahan. (Front Row L-R) Hazel Aguisanda, Dr. Emil Antonio, Joyce Yang (Guest Speaker), Dr. Vic Abola, Chorie Chan, Marjorie Cu.

Congratulations Box

DR. LEODIVICO C. LACSAMANA, former Chair of the Department of Filipino, College of Arts and Sciences, won an honorable mention place in the just concluded 2007 *Gawad Surian Sa Sanaysay-Gantimpalang Collantes*, a national contest on writing formal essays in Filipino, jointly sponsored by the Komisyon Sa Wikang Filipino (KWF) and the Jorge V. Collantes Foundation. Held yearly, this contest is open to all professional writers of the country, old and new alike. His essay, "Maraming Wika, Matatag Na Bansa 'Ang 'Laum' At 'Sanyata' Ng Wikang Pambansa Ay 'Uswag' Ng Mga Wika Sa Pilipinas," was chosen as one of the best essays of 2007.

The winning essay of Dr. Lacsamana talks about the primary importance of the other major Philippine languages in enriching and developing the national language called Filipino. He also explained in that essay that Filipino is not only based on Tagalog, the major language of the Tagalog Region. He also said that to develop the national language is to propagate national identity and national culture.

MR. JOACHIM EMILIO ANTONIO, faculty member of the History Department, won second place for his entry in the Short Story for Children Category, Filipino Division of this year's Palanca Awards. His short story, entitled "Ang Ampalaya sa Pinggan ni Peapo" teaches children why they should eat right. Mr. Antonio formally received the award last September 1, Saturday, at Manila Peninsula Hotel, Makati.

The Palanca Awards or Don Carlos Palanca Memorial Awards for Literature is the Philippines' most prestigious and most enduring literary awards and is dubbed as the "Pulitzer Prize" of the Philippines. Most major Philippine authors have won one or more Palancas.

IPE's Democracy Camp 2007: A step toward youth empowerment

Student leaders from the Philippine Science High School, Gideon Academy, Caloocan Science High School, Makati Hope Christian School, and Lourdes School of Mandaluyong came to UA&P to gain a new perspective about their leadership potentials in a democratic setting. The venue was Democracy Camp held last July 27-28. Organized by the Institute of Political Economy and Polis, it gains its roots from the annual Project Citizen: Youth in Action.

The two-day workshop-conference sought to empower student leaders by providing them with an opportunity to learn about and reflect upon what it means to be a good citizen and a virtuous leader in a democracy. The program, more importantly, aimed to pass on to the youth an optimistic view of democracy in the Philippines. Aside from IPE's Mr. Arnil Paras and Ms. Abigail De Leon, the speakers were renowned author Mr. Oliver Tuazon, a 1996 finalist of the Ten Outstanding Students of the Philippines, and Ms. Mikaela Fudolig, the trailblazing young leader who recently graduated Summa Cum Laude from the University of the Philippines at the young age of 16.

In her message for this year's delegates, Democracy Camp 2007 project manager Ms. De Leon said, "The perspective that this Camp offers is to see oneself—both as a leader and as a citizen—as the master of Democracy. Democracy is not only the government but the people. The people are not only those in power but the ordinary citizens who go about their day-to-day activities. Democracy's success is what its people determine it to be." The organizers and advisers of the program could only hope that this could be a start of a "rippling effect" toward youth empowerment as it is deemed important in forming model citizens and leaders fit for democracy. The challenge set upon the delegates to make democracy work in their own communities and areas of leadership and hopefully toward the nation is an arduous but nonetheless a possible task. ■

Michelle Relevante
IPE 4th year



"What is a Citizen?" expressed in this collage-making activity

The perspective that this Camp offers is to see oneself—both as a leader and as a citizen—as the master of Democracy. Democracy is not only the government but the people. The people are not only those in power but the ordinary citizens who go about their day-to-day activities. Democracy's success is what its people determine it to be."

I-MIC holds second Karaoke tilt

Eleven individual and group artists performed to a full audience in I-MIC's second annual karaoke contest entitled *I Came, I Sang, I Mic*. Held last February 20, *mardi gras*, at the Dizon Auditorium. This contest looks at stage confidence, more than singing prowess. I-Mic, after all, is a public speaking club; but it uses karaoke as a training exercise.

This year's event featured faculty entries. Coach Rick Reyes accompanied himself on the guitar with 'Love the One You're with'; Mr. Jonathan Guillermo did a better-than-Britney version of 'Hit Me One More Time'; and Ms. Marie Puyat did 'No Good Deed' complete with green body paint and fog machine.

The rules were few, and performers could do almost anything to grab the audience's WOW! Bien Caro had a confetti canon that took everyone by surprise. The three members of the Dynamic Duo, Martin Cruz, Tom Huang and Jarom Vicencio, read their own poetry to the crowd before performing *Tigerlily*. Xergei Sta. Ana sang solo with his take on *Higher*. CJ Virtucio treated the crowd to the *Zephyr Song*. The Iliad and the Odyssey with front man and certified academic genius Ted Valderrama rocked to *I'm Just a Kid*. Miguel Orleans, with Jopet Arrobo on the *cahon* and Peepo David on the violin made hearts melt with their version of *Kahit Kailan*.

Last year's winner, Cathy Gonzaga, or Cathy G, gave what will go down in history as the funniest sentimental number ever performed in Dizon's history.

This year's winners were: Ms. Marie Puyat (first place); Mr. Miguel Orleans (second place); and the Dreamboyz, composed of Julius Gonzales, the late JF Blanco, Greg Acacio, Aristo de Borja, and Gab Lajara (third place), whose formidable fans club came in full force.

The judges of this event were all performance experts. Ms. Maxine Syjuco, a professional artist; Dr. Gil Claudio of the physics department and a classically trained musician; and Mr. Tommy Lim of the international public speaking club Toastmasters, a national champion in judging rhetorical pieces.

I-Mic's project team was composed of project manager Nikki Tan and gang members Mar Corazo, Richard Del Rosario, Chex Pagano, Kat Junio, Sherwin Guzon, and Rex Donato, with the support of many other I-Mic members.

The next karaoke contest will be held on February 5, 2008, *mardi gras*. ■

Dr. J. Enrico Lazaro
CAS Faculty

Manila high schools come to UA&P

In an effort to boost awareness on the intricacies of UA&P as a viable option for college education, the University recently conducted a series of campus tours that allowed high school students a look at the inner workings of the school.

Organized by the Corporate Communications Office, in cooperation with the Admissions Office, the tours saw the participation of a number of high schools from Metro Manila who altogether sent hundreds of representatives for trips to UA&P over the last few months. These visits coincided with UA&P's participation in a number of campus fairs and a series of career talks delivered by the University's representatives to around 20 different schools in various locales around the country.

Preceding the tours were presentations about the school, which discussed in great detail UA&P's history, culture, the courses it offered, and the benefits of its brand of education. UA&P student volunteers would afterwards split the visitors in groups to walk them around campus and explain the highlights and nuances of the facilities around campus.

Among the high schools that have visited the University so far are EIC Australia, MGC New Life Christian School, Montessori Integrated School, PAREF-Southridge, PAREF-Springdale and PAREF-Woodrose. Several students from Korean schools also came to UA&P to participate and learn more about the University. □

Carlo Cabrera
Corporate Communications Office



Fostering freshmen student development

"Study Skills 101." "Stand Up and Stand Out." "The ABCs of Writing Papers." These make up the first set of seminars conducted for the university freshmen. This set is a part of the newly launched program of the Office of Student Affairs-Guidance Center—The Student Development Seminar Series. It seeks to address the developmental needs of students in every year level. Through the program, the Center offers various topics based on the perceived needs of the students in every phase they enter.

Held last July 18, the Freshmen Development Seminar was presented to the first-year students in cooperation with the Center for Social Responsibility particularly tied up with their NSTP classes. Since the students are new in the University, the set of topics offered intended to equip them with skills they need to survive the academic adjustment problems they may encounter.

"Study Skills 101," given by Mr. John Borra, was for those who wanted to gain information and skills on effective and

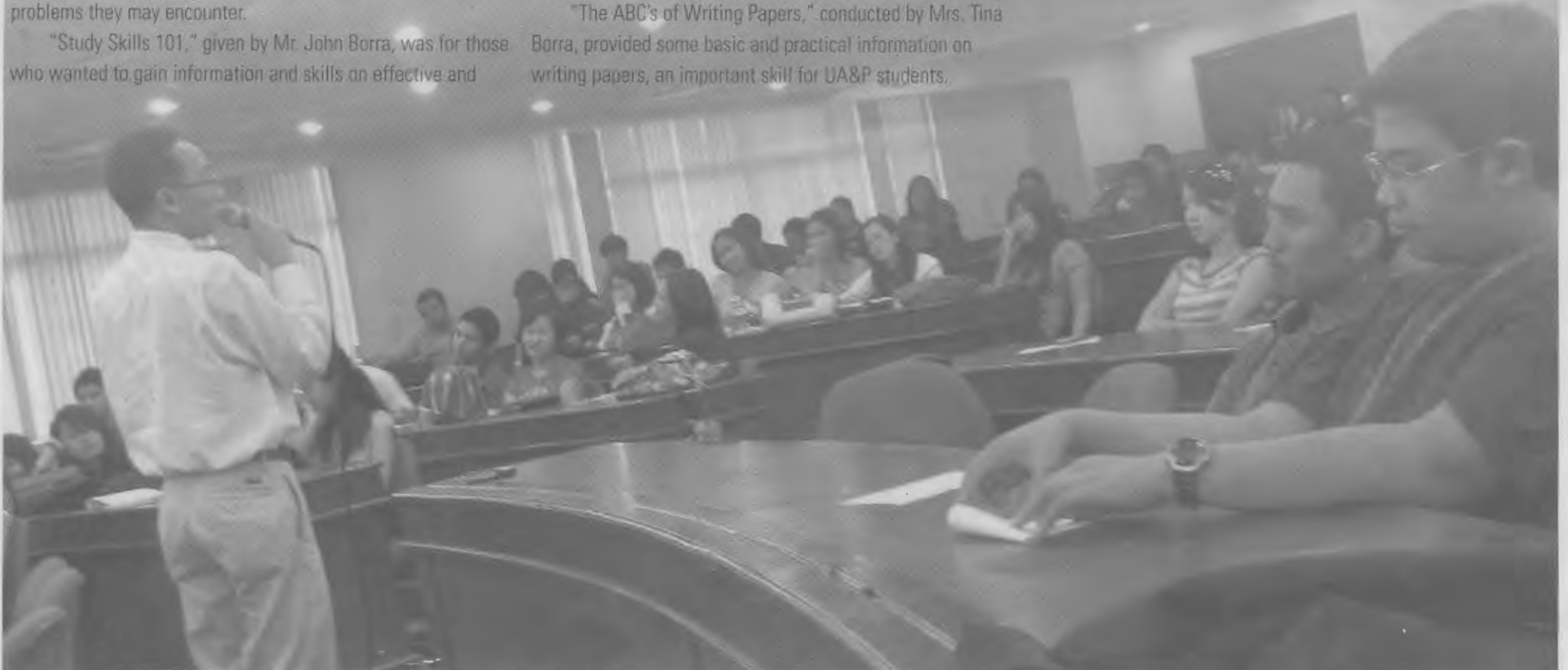
efficient ways of studying. Areas on academic preparation, study techniques, and styles were tackled.

A seminar on presentation skills entitled, "Stand Up and Stand Out," was given by Dr. Chito Tongco. The topics included preparation and management of presentations and audience communication.

"The ABC's of Writing Papers," conducted by Mrs. Tina Borra, provided some basic and practical information on writing papers, an important skill for UA&P students.

Aside from this development seminars, the Guidance Center, through the freshmen mentors, intends to give a more focused and intensive program on time management to assist the students in managing and balancing their academic and nonacademic load. In September, the sophomores will be the focus of the Student Development Seminar Series. The possible topic offerings are: *Decision-making Skills, Personality Development, and Interpersonal Relationships*. With the help and support of the other academic units, the office will be able to successfully deliver this project. □

Ms. Annie Mendoza
Guidance Office



IEP student leader looks up to outstanding model

The highest calling next to serving God is serving one's fellowmen." This inspiring thought stayed fresh in my memory long after hearing a series of talks, workshops and testimonials from distinguished speakers and other student leaders during the "Pathways to Leadership: Young Leaders Conference."

I was privileged to attend this leadership conference held last July 14 at the Far Eastern University. Sponsored by the Alejandro Melchor Jr. Foundation, it gathered 30 delegates chosen by national search bodies for leadership—the Ten Outstanding Students of the Philippines (TOSP), the Collegiate Leaders Consortium, the Young Ambassadors of Goodwill, Philippine Military Academy (PMA) Cadets, and the Ayala Young Leaders Congress (AYLC).

The congress sought to gather, unify, mold, and organize men and women with vision, character, audacity, and commitment into a new breed of leaders to build the nation. My fellow delegates from AYLC and I shared experiences and insights with the distinguished delegates from the groups invited as well as the members of the board of the Foundation regarding the different issues facing the country, such as the power crisis, the conflict in Mindanao, regional development, and national unity.

During talks and discussions, we were all introduced to the person of the late Sec. Alejandro Melchor and his work, which, according to the late Cardinal Jaime Sin, could be summed up as a "testimony and testament left behind for future generations." He was a soldier, Secretary of Defense, and Ambassador to the Soviet Union. He initiated the rural electrification program that brought electricity to remote provinces; his work of using AFP resources for civic action in the rural areas was cited by international groups; and he initiated numerous talks between Muslims and Christians in Mindanao to resolve conflicts peacefully. The foundation sponsoring the congress was established to continue his vision of development and nation building. We learned about his policies, the principles he lived with, and his legacy, all geared toward service to his fellowmen and his country.

Indeed, throughout the entire congress, one thing that stood out about this man is his passion for our country's development, for service. I consider him one of the best models of leadership, or as AYLC calls it, servant leadership. For him, recognition comes in last.



Presenting the results of the workshop

Fortunately, there are others who believe in the same things and whose love of country we can emulate. Roberto De Ocampo, Jose Concepcion Jr., Placido Mapa, Washington SyCip, and others came to the event to share with us their experiences and wisdom.

All of us, at the end of the day, came out inspired and enlightened. However, we also felt the responsibility that has been passed to us by these people. They hope that the ideals of Sec. Melchor wouldn't end with them. It is also with great optimism that they entrust the future of succeeding generations to the youth so that their vision of a developed and unified Philippines would be achieved. ■

John Jardy G. Adolfo
IEP 5th year

IEP student in Bangkok conference on ASEAN-China relationship

Either you are with China or you are with China." This amusing statement by one of the speakers in the conference I attended in Thammasat University in Thailand speaks of the growing importance of cooperating with this emerging superpower. This trend was recognized in the theme of the International Conference of Economics Students (ICES)—"ASEAN-China Regional Integration of Diversity."

ICES is the first international conference initiated by the economics students and faculty of the Thammasat University in Thailand. Held last July 13 to 17 in the Royal City Hotel in Bangkok, Thailand, the conference sought to provide a venue and opportunity for economics students

around the world to exchange ideas and cultures through various academic and social activities. The theme was designed to create a common understanding toward promoting sustainable economic development and regional security for both the ASEAN region and China.

The conference was attended by 60 economics students from Thailand, France, Taiwan, Indonesia, Vietnam, Singapore, South Korea, and the Philippines. I was chosen, along with 59 other participants (22 of whom were non-Thai), on the basis of an essay I submitted regarding the conference's theme. The only Filipino representative, I was also chosen to be one of nine paper presenters on policies and strategies that would enhance cooperation between ASEAN and China.

In my presentation, I tackled how the Philippine-China collaboration can become a win-win situation for both countries. Economically, there is no doubt that China can help our country by influencing local industries through mediums such as trade. However, I believe that the best way for China to influence development in the country is to implement programs that would eradicate poverty and develop rural areas where most of the less fortunate people are. These can include developing the agricultural potential, fostering research and development, and spurring the flow of investment between the two countries.

The conference was, of course, not just purely academic. Aside from the edifying talks and presentations, there was a lively and open exchange among participants about their distinct cultures and religions. This openness could be a microcosm of the fellowship and goodwill that could surely spark regional cooperation and integration among ASEAN countries and with China. ■

Robe Ann Paccial
IEP 5th year



Robe Ann (front row, first from right) with other foreign delegates

EM Cup: Learning through basketball

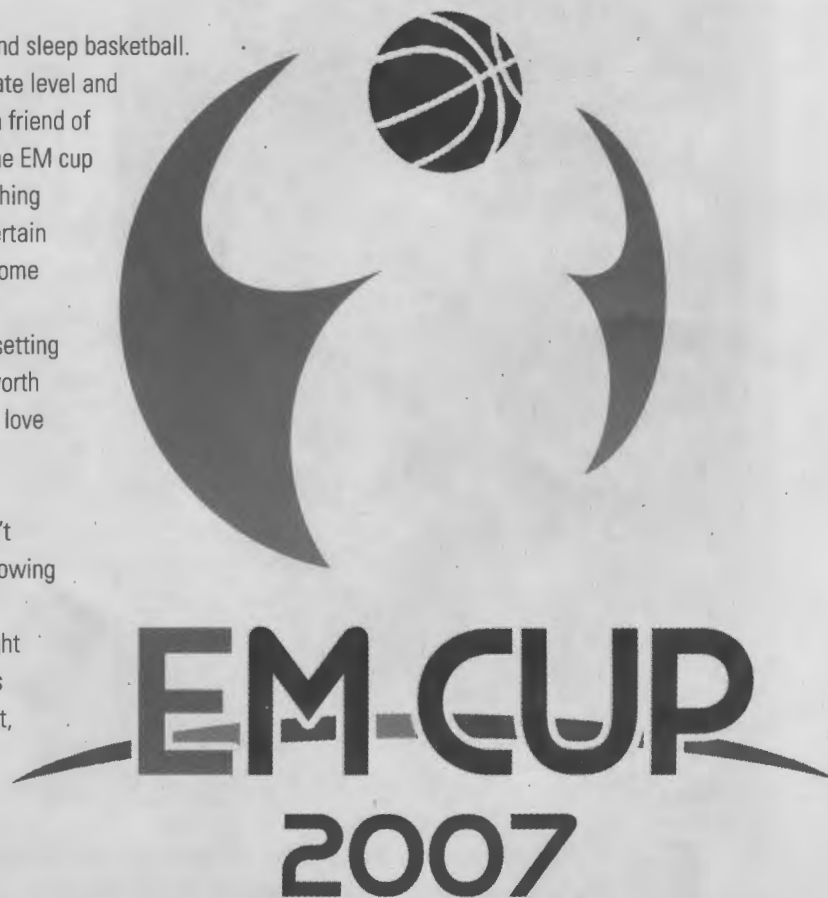
During a recent get together, I was able to catch up with some friends who eat, drink, walk, talk, and sleep basketball. We talked about basketball all night long, which ranged from the NBA, to the PBA, to the collegiate level and finally some underground commercial leagues. We ended up talking about the EM cup, because a friend of mine is from EM; he is a fierce rival on the court but a good friend off it. We were thinking that the EM cup would be an equivalent to an intramural tournament back in high school, nothing special, and nothing spectacular. However, it would always seem very interesting as the conversation goes along. We would talk about certain players, a particular team, and some incidents that would happen in previous games. Our friends, even though they come from different schools, would listen attentively as we talk about the EM Cup.

What makes the EM Cup special? Is it worth the sleepless nights of working on schedules, dividing the teams or setting up schedules for referees, court reservation and the hassle of setting up meetings with different team captains? Is it worth it to pay for a set of jerseys to be used for at least ten games max? These are definitely downers. But what the players love about the EM Cup is the competition.

Rivalries are often anticipated with as much pride on the line. Pride is what makes a player keep going, whether the seniors showing off who is boss or the freshmen trying to gain respect. Respect is what everyone wants but doesn't necessarily get. Or are they just in it for fun, which is the most important thing in the league? Or is it showmanship, showing off to everyone that you belong?

I don't have all the answers but this is my take. The EM Cup is more than a friendly basketball tournament. It taught me to trust my teammates—not everyone will be as good as the star player but putting trust in your teammates makes everyone a perfect team member. By simply doing a small act of trust in a team and in your teammates, you get respect, friendship, and their confidence all in one package. ■

Timothy Micah Esparaz
EMP 4th year



The First UA&P Iranian Film Festival

Most of the students taking the film course of the College of Arts and Sciences (CAS) walked away, their minds hit by the image of two children, siblings from a poor Tehran family, alternating the use of an old pair of sneakers to go to school. Most of the students also claimed that the film where this image comes from—*Children of Heaven*—now number among their favorites. The popularity of this film among the students served as the motivation behind the inception of an Iranian Film Festival.

Through the initiative of the film teachers and Iranian students Mohammad Zanjani of the Industrial Economics Program and Ali Maheronaghsh of the Entrepreneurial Management Program, the First UA&P Iranian Film Festival opened with the film *Son of Maryam* last August 13 at the Dizon Auditorium. The dean of CAS, Dr. Antonio Torralba, formally welcomed the audience after cocktails that showcased Persian cuisine. The event was marked by the attendance of representatives from the Embassy of the Islamic Republic of Iran headed by the Charge d'Affaires, Hon. Ramazan Parvaz, who gave the Opening Address.

Three more films were screened on the days following—*Bashu, the Little Stranger* on August 14, *Color of God (Color of Paradise)* on August 22, and *Children of Heaven* on August 24.

As part of the Arts Program, the Iranian Film Festival sought to expose the University community to the cinema of Iran; a cinema that despite the lack of highly advanced film technology was nevertheless able to produce films of admirable artistic quality and narrative depth. Also, it was refreshing to see an Iran from outside the political context. The films likewise helped correct some misconceptions that foreigners may have about the country and its people. In the films, we saw Iran from the eyes of Iranians: an Iran where people are polite and helpful; a multicultural country where Muslims and Christians coexist in peace and cooperation. ■

Mr. Arthur Joseph I. Vito Cruz
CAS Faculty



Proud to be UA&P



Now that I am in the corporate world, it struck me that there are still a lot of things I need to learn about human realities, for instance, the values that some people in the workplace hold. I realize that I have to stick to my values because these are a sure basis for every decision I need to make.

I owe my deepest thanks to my professors (spiritual director, MScM, CAS), mentors, friends, and everyone in UA&P for the priceless learning I gained from them. A memorable one is from Mr. Ferdinand Delos Reyes, my teacher in "Work & Society," who said that, "Heroism is something that will not be glorified by the many. You do your work well because it is the right thing to do." ☐

Go UA&P!

Mia Tapiador
SMN 2007



I'm so proud of professors like Mr. John-D Borra, Atty. Delia Tantuico, Mr. Joseph Bayana, Mr. Ungriano, Mrs. Kaluag, Coach Fil Bueno, Mr. Al Hiquiana, Dr. Jerry Kliatchko, Fr. Carlos Estrada, and of course Dr. Antonio Torralba. They so moved us and touched our lives with their words and their confidence in us. They stimulated our growth and inspired us to think and go beyond hard facts. I'm proud of how classroom discussions turned into precious experience, which we turned to account outside the classroom as we engaged in deeper conversations on various aspects of life.

Because of them, we know who we are and what we can do. And we can do great, great things. I know we are far from being perfect, but with all its singular traits, I'm proud to be UA&P. ☐



Ivanna Marie Aguilung

SCM 2004



Our University is so rich and there is much to be proud of. We are proud of the fact that our institution was founded by two doctors from Harvard University, Cambridge, Massachusetts. We are proud to be the lone university that still champions a liberal education grounded in the Humanities, the classics, and the sciences. In a world where education has degenerated to the creation of money making machines, UA&P has remained steadfast in its zeal to provide individuals with an education that not only prepares you for the working world, but also champions the tenet that education is a way of life and not simply a means to earn money. We are proud to know that students at the University are tasked with completing Calculus, a subject discarded as a general subject because some believe it to be "too hard." We are proud to say that we still, in this day and age, uphold the values of a true Christian education, ever championing the cause in a world that seems to believe that faith and morals are simply not in style. We are proud of the fact that the University calls upon all its students to lead and be involved in extracurricular activities; due to our small population, students are tasked with being in varsity teams, or student organizations while coping with the ever increasing standards of "retention" at the University. We are proud of the fact that our athletes are REAL students, devoid of special favors and academic incentives, no free cars or rest houses in Batangas. We are proud of the fact that although many of our students are blessed with material wealth, we never forget the fact that to those that much is given, much is expected in return.

We do have an identity and there is much to be proud of at the University. We have to rekindle the fire that burns within, realize the wealth of education that the University has imparted. We have our own identity, and it should be one that we choose to have. This begins by realizing all the great things that is the University of Asia & the Pacific. With the star of the orient forever our guide, with St. Josemaría Escrivá as our mentor and inspiration, it's about time we show our true colors. UNITAS UA&P! ☐

Nicky Mapa

IPE 2003



SCM graduate grabs Cannes prestigious advertising award

It was late in the afternoon at ad agency BBDO Guerrero-Ortega. I was typing away on my "Jurassic" PC, desperately scouring my brain for a decent radio script that my boss needed to see yesterday. Then Mich, my art director, faintly called out my name. I turned to see her doubled-over, stricken with what I assumed was dysmenorrhea. I reached into my drawer for some Advil.

"No," she suddenly sat up and smiled sheepishly. "We won a Bronze," she said quietly, "For 'Paramedics'."

I froze in place for what seemed to be like eternity.



One in Thousands

Every year, advertising agencies around the world pit their best ads against others in the prestigious Cannes Lions International Advertising Festival. This year, there were over 25,000 entries from 80 countries. One of them was our "Biker" series that was entered by BBDO-GO into the Press and Outdoor categories. An addition to Pizza Hut's "Hate Late" campaign, it shows people who cannot afford to be late—a bunch of harried paramedics, the SWAT team, and a bride—hitching a ride with the pizza delivery guy. While we were informed a few days earlier that individually all three were shortlisted, the judges in charge of the Outdoor Lions took "Paramedics" a step further and declared it worthy of a Bronze. Wow!

In shock

A million thoughts came surging through my poor, overloaded brain like rush-hour traffic. Ohmigosh, what?! My first-ever award is a Bronze Lion?! I haven't even been a copywriter for a year! No way, this can't be! How is it possible that Mich and I won an award for a "Hate Late" poster, when we're the ones notorious for coming in late at the office?! It's absurd. Surreal. Ironic, even.

"Are you sure?" I asked Mich when I came to my senses. She held up her phone. A text message from Joel, one of our Creative Directors, confirmed what she had said.



Type Of Entry: PRODUCT & SERVICE
 Category: Restaurants & Fast Food Outlets
 Title: **PARAMEDICS**
 Advertiser/Client: PHILIPPINE PIZZA
 Product/Service: PIZZA RESTAURANT*
 Entrant Company, City: BBDO GUERRERO ORTEGA, Makati City
 Country: THE PHILIPPINES
 Advertising Agency, City: BBDO GUERRERO ORTEGA, Makati City
 Country: THE PHILIPPINES
 Executive Creative Director: David Guerrero
 Creative Director: David Guerrero/Joel Limchoc
 Copywriter: Tiffany King
 Art Director: Joel Limchoc/Mich Uy
 Photographer: Dindo Villaester
 Producer: Al Salvador
 Account Supervisor: Ombet Traspe
 Advertiser's Supervisor: Elaine Guzman

I couldn't hold it in any longer. A shriek escaped my throat. A few seconds later, I found myself jumping up and down and hugging my partner. Pretty soon, the whole office was congratulating us with high-fives.

Lucky

Mich and I wasted no time in treating everyone to drinks. I couldn't help but feel lucky – lucky that I work for a company that puts creativity first, lucky to have a boss like David Guerrero who believes in our ideas (well, most of the time), and most of all, lucky that I had been introduced to and prepared for the crazy yet loveable world of advertising. This I have UA&P, especially IMC, to thank for. ■

Tiffany King
 SCM 2005

Francis Miranda: From UA&P to Malaysia

UA&P alumnus Francis Miranda has come a long way since his education in Integrated Marketing Communications at the University. After gaining experience with various advertising agencies in the Philippines, he recently became the Business Unit Director of Publicis Dialog, in charge of setting up the events, activation, and "below the line" (BTL) arm of Publicis Malaysia.

"After an interview with Shukri (Rifaie), the CEO of (Publicis) Malaysia, and a one-week trial, I decided to stay on," Francis said in an interview with the agency's newsletter. "The chance to be actively involved in shaping exciting new forms of marketing communications figured greatly into my taking on of this assignment."

Some of the first responsibilities entrusted to him by his new post involved coming up with creative ideas and strategies for activations and events, interfacing with clients, managing the business and revenues of the department, and taking care of his new team. "(T)he first challenge was setting up the team. I'm fortunate to have a team now that is young, creative, hardworking and cheerful. We work long

grueling hours sometimes, so it helps to have a team that is filled with positive energy," Francis said. "Another challenge for me is really the culture. I've got to contend with three different cultures in one country and I've made it a personal goal to learn Malay and, if I'm lucky, pick up a tattering of Chinese."

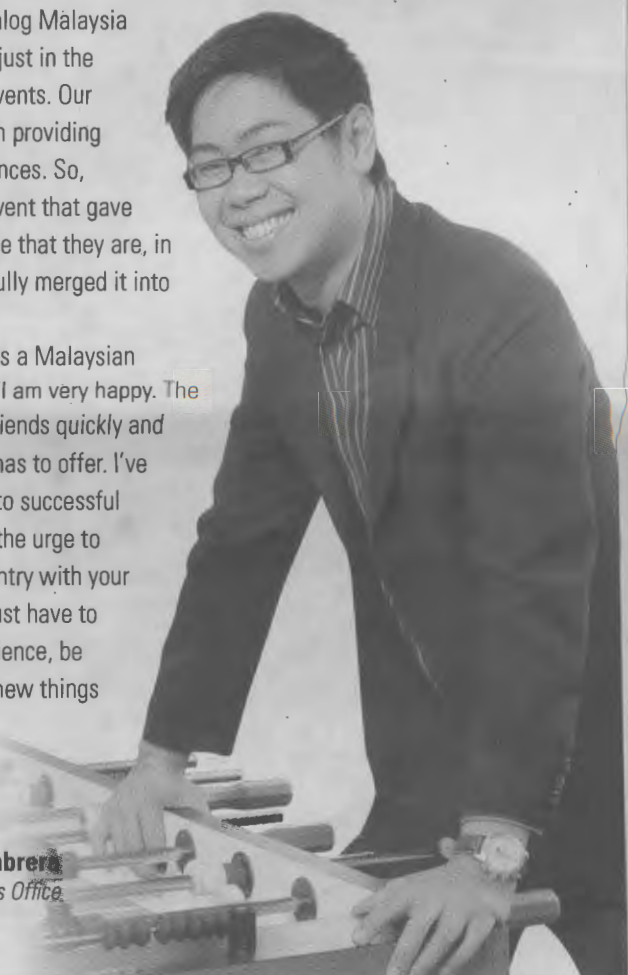
Prior to joining Publicis Malaysia, Francis spent most of his career in JimenezD' Arcy where he started as an "above the line" copywriter before shifting to BTL and then to another agency in Spain. After some time, he returned to his previous employer and was eventually promoted as an Associate Creative Director before moving on to the agency's planning department.

"After only six months in the planning division, the opportunity to work in Publicis Malaysia came," he said. Under his direction, the agency won the opportunity to organize the annual commemoration gala night for the agents of Mitsui Sumitomo Insurance Group, in spite of the relatively new team and rigid time constraint. According to him: "(I)t was our innate understanding of the total consumer event experience that made us win the

pitch. We in Publicis Dialog Malaysia believe that we are not just in the business of executing events. Our main task actually lies in providing consumers with experiences. So, we conceptualized an event that gave agents a total experience that they are, in fact, stars and successfully merged it into an awards night."

Of his experience as a Malaysian emigrant, Francis said: "I am very happy. The key is to make a lot of friends quickly and enjoy what the country has to offer. I've also learnt that the key to successful expatriation is to resist the urge to compare your home country with your new host country. You just have to learn to enjoy the experience, be open-minded to try out new things and live everyday to the fullest!" ■

Carlo Cabrera
 Corporate Communications Office





Images of the 40 years of CRC