

## DLSU-D fetes Outstanding Staff and ASP

DLSU-D, through its Human Resource Management Office (HRMO), continues its culture of paying tribute to its exemplary staff as it holds its Staff Recognition 2010 on May 18 at the Ugnayang La Salle.

After thorough screening of the 17 candidates, John Paul Repato of the HRMO emerged as the 2010 Outstanding Staff of the Year. In his response, Repato emphasized that just like teaching, being a staff of DLSU-D is also a vocation where they see work not just as a means of living but as an opportunity to help and serve others. On the other hand, Deodoro Abiog II, controller of the Accounting Office, was hailed for the third consecutive year as the Administrative Service Personnel of the Year, making him the first hall of famer of the Outstanding Administrative Service Personnel category.

Both Repato and Abiog are often called to work extended hours, even having to go to work on weekends and holidays, but none of them complained. Rather, they just worked more ardently and finished their tasks of high caliber. They are indeed among the rare few who embody the Lasallian tenets of faith, service, and communion not only in the confines of their work but in their personal lives as well.



# A day of celebration with DLSU-D

Recognizing the valuable contribution of the partner companies in shaping DLSU-D as Cavite's premier university, the Institutional Linkages Office spearheaded a ceremony dubbed "Partners Appreciation Day: An afternoon of celebration with DLSU-D partners." Held at the Ugnayang La Salle, the very first Partners Appreciation Day gathered sponsors, feeder schools, and partner agencies and industries in an afternoon celebrating the support and contributions of these University lay partners to the formation of DLSU-D students. The event also served as a venue for establishing a more solid camaraderie between the representative of partner companies and DLSU-D administrators, top graduates, student leaders, and scholars.



The celebration was graced by DLSU-D and DLS Health Sciences Institute President Br. Gus Boquer FSC. Br. Gus expressed his gratitude and emphasized the value of their partnership with DLSU-D. As the Brother President said in his inspirational message, "because of your partnership with us and our partnership with you, we were able to make a difference."

Representatives of ABS-CBN Interactive, Bigtop Media Productions, UNO Magazine, Robinsons Land Corporation, Philippine National Bank, Allied Bank, Max's Ermita Inc. - RPL Imus, Goldilocks-Walter Mart Dasmariñas, Turkish Airlines, GSA Manila, The Orchard Golf and Country Club, Philippine Wacoal Corp, Pag-Asa National High School, St. Angela Merici Montessori, Dasmariñas National High School, DLS Health Sciences Institute were only among the several attendees of the first Partners Appreciation Day.

## CSC faculty wins in The North Face 100 ultra marathon

All hours spent on training after office paid off as Heidi Bailon-Sarno, Cavite Studies Center faculty researcher, won 1st place in the 11K female category of The North Face 100. The North Face 100, Asia's 1st Trail Running Ultra Marathon Series, brought together elite athletes to test their endurance as they traverse the gnarly paths, knife ridges, and treacherous mountain trails from Baguio to Benguet.

Through uphill climb and descending trails, Sarno finished the 11K race from Camp John Hay to the iconic Burnham Park in 1 hour, 6 minutes, and 31 seconds. Another Lasallian who brought pride to his alma mater is

DLSU-D alumnus Angelo Gonzalo, finishing 2nd place in the 11K, Men's Solo in 40 minutes and 41 seconds, only 3 minutes and 24 seconds shy of the 1st placer Cesar Castaneto.

Other DLSU-D graduates who finished the race are Paulus Joseph Soliven (100K, Male) Mark Jester Lara (22K, Male), and Alvin Neil Sarreal (22K, Male).





# ARPO holds first career forum

As part of its commitment in creating and identifying career development opportunities for graduating students, the Alumni Relations and Placement Office (ARPO) of DLSU-D recently held its first two-day career forum in partnership with the De La Salle University Alumni Association.

This event featured topics on how to survive medical and law schools which were facilitated by two of DLSU-D's successful alumni, Dr. Jhanssen Faust Castillo (BS Biology '98), and Atty. Marforth Fua (AB Philosophy '01). Together, they shared their experiences and tips on the right attitude and skills for graduating students to increase their chances of being admitted into and

succeed in medical and law schools, and learn how to set-up professional school career to be more successful in their chosen field. Dr. Castillo and Atty. Fua even inspired the participants to pursue their chosen professional studies to create positive change to society.

On the second day, two of the ARPO's company partners gave graduating students a glimpse of Business Processing Outsourcing (BPO) industry. Orly Agawin of Aegis People Support and Cecille Ramos, with Laarnin Privado (DLSU-D Batch 2002) of Technosys Global Support, Inc., discussed the motivating and exciting career in BPO industry that awaits graduating students of DLSU-D. The speakers also addressed

the "myths" or the wrong impressions of the people about working in BPO.

This activity is part of ARPO's Career Forum Series. On the upcoming career forums, ARPO will feature professionals with expertise on various career topics, ranging from job searching to career change, self-employment to alternative and/ or continuing education; and everything in between. Other topics to be discussed in this seminar series include how to develop successful strategy; industry talks about the four employment sectors of corporate, non-government organizations, government agencies and academe; and self-employment option and other career-related matters.

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## KABALIKAT's new officers take

KABALIKAT ng DLSU-D, Inc., the University's cooperative for its non-teaching staff elected their new set of officers for the schoolyear 2010-2011. They are William Rivero Jr. from Accounting Office, president; Sylvia Diesta from the Office of the Assistant Vice Chancellor for Administrative Services, vice president; Jenielyn Padernal from Management Department, secretary; Marineth Cubio and Sheryl Ann Bautista from Accounting Office, treasurer and auditor, respectively. The councilors are Wilma Sayas,

College of International Hospitality Management; Ariel Magsino, Facilities Management Office; Edwin Javier, Housekeeping and Grounds; and Rutchelle Dineros, Physical Education Department. Serving as Councilor's

adviser is outgoing KABALIKAT President Mylene Joson from the Office of the Registrar. The officers took oath during the Staff General Assembly held on May 25 at the Severino de las Alas Hall Auditorium.



# “We live to learn, we learn to grow and we learn to

*Excerpt from the commencement address of Jose Pardo, chairman of the Board, Philippine Savings Bank*

“Yesterday is history, tomorrow, a mystery and today, a gift,” so goes the saying. Education, after all, is nothing less than the most precious and irreplaceable gift which can be given to anyone.

What you make of tomorrow and how you shape and position your life is nobody else’s but your responsibility! You are now in the driver’s seat and should have a clear vision of where you want to go and how soon it should take you to reach your destination. Understandably, many among you are still unsure which route to take and which road will lead you to prosperity, happiness and a good life.

As your commencement speaker, I was told by Br. Gus to simply and briefly highlight the different passages in my life which could perhaps provide you an insight on how I coped, managed and struggled after graduating from La Salle.

I begin with my Age of Responsibility. That was when my father died in a plane crash when I was only eight years old. As an only son, I felt the burden of responsibility for my sisters and my mother early on. This pushed me to do summer jobs and after school work so I can earn extra income, which I set aside to at least augment my needs in school.

Then I moved to my Age of Education. To my mind, getting an education and a college degree is a must and definitely non-negotiable. After college,

the government, believing that in public service, I can make a difference and be part of the national agenda of uplifting the economic well-being of the masses of our people.

That started my Age of Service. Here again, I was able to satisfy the need for more education when I was given short-term scholarships to the United States and in France where I was exposed to the productivity movement and the promotion of small and medium-scale enterprises.

But the yearning to be on my own continued and in 1983, at the height of a political upheaval which came after the assassination of Ninoy Aquino, I again took a leap of faith and decided to start the 7-Eleven and the Wendy’s

franchises. Here again, I found myself in the crossroads of change and against the advice of many, I “jumped” and invested my savings to start both retail companies. This was my Age of Entrepreneurship.

In between growing these businesses, the opportunity for public service again presented itself. During the time of President Ramos, I was made member of the Monetary Board of the Central Bank, a member of the Career Executive Service Board and as Commissioner of the Presidential Anti-Crime Commission representing the Philippine Chamber of Commerce and Industry which I then headed.

Thus I entered my Age of Paying it Forward. This was a time when I had already gone full circle as an entrepreneur and thought that going back to public service was a rare opportunity to give something back to society.

After life in government, I stepped into another significant Age—the Age of Second Chances when I successfully earned yet another degree, a degree in Heart By-pass. It was this very month in 2002 when I was awarded another shot at life having undergone an open heart bypass surgery.

So, whenever I am asked about the secret of success, my stock answer is for you to lead a balanced life—that which is in service of God, country and fellowmen. There is no single life’s strategy that can

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an opportunity presented itself when I qualified and was awarded a full corporate scholarship for my post-graduate MBA studies. And I could not have wished for better timing as La Salle's graduate school then was co-administered by Harvard University with faculty seconded by them. It was then that my journey to a professional and entrepreneurial career began.

A choice presented itself, either to stay in my comfortable position or go into the unknown, a posting in government at the National Economic Council, now the National Economic Development Authority. With lesser pay and the uncertainty of tenure, I opted to join

guarantee success. Through many books have been written to develop and improve skills, and even sharpen character traits so that one make it in today's competitive world, the ability to succeed lies in one's sheer determination and positive outlook in life. Nature does not reveal the secrets to a well-balanced life; it only responds to our methods of questioning. It is in believing that leadership is not just a position, it is action with vision. Nothing is impossible if one puts his mind, heart, and energy behind any goal.

My advice to you, now my fellow Lasallian alumni, is not to be overwhelmed by the uncertainties of the

future but to continue to dare, excel and make a difference. However, in your life's journey, never but never forget to care and share. Remember, "we live to learn, we learn to grow and we learn to share".

Through all these, find strength as I have the charisma of St. John Baptist de La Salle and what the school stands for. La Salle to me is not just an educational institution that adheres to cutting-edge system of education, nor the continuing pursuit of evolving technology, but a school which is uncompromising in this commitment to the principles of honesty, integrity and honor. These are the values that define you, the Lasallian of today.

*Excerpts from the commencement address of Jose Avellana Jr., Honorary Consul from the Consulate of the Republic of Mali in the Philippines*

DLSU-D, true to its slogan "creating possibilities," will really make possibilities happen for you. And as you walk out of this campus later today, you go into the world a better person because you came this way.

Let me give you my quick take on the significance of today's events in a nut shell:

1. I think you are all extremely fortunate for having been prepared the Lasallian way. Your stay in DLSU-D has given you all the skills you need to compete for the best jobs, best opportunities, best pay in the market.

2. As you have been blessed by the experience of studying in this fine

academic institution, you are also expected to share the blessings you have received to others, especially the poor and marginalized in our society.

3. Embrace change, because you are now the catalyst for meaningful change in our society. Challenge the status quo, because there always is a better way to do things.

4. Never accept mediocrity. Strive always for excellence. But always be humble, because ideas are not ours to keep, but rather to share, because brilliance is about taking ideas to the next level, where they can shine.

5. In everything, offer your best effort. Never mind that you fall short of the

goal you set. Just don't quit because true learning is about mastery of the pitfalls and the wrong turns, AND AVOIDING THEM!

6. Be a student of life. Learning is a life-long activity, and you must learn something new everyday. That way you not only exercise your mind, you also nurture your intellect.

7. Participate in things of social and national importance. Do not be a fence-sitter, but make a difference by your effort and your taking a stand.

8. Remember always to pray, because you have been created by God's grace. To Him should return all the glory and Honor.

Let's say that your life is a book, and there are three major chapters that comprise it.

The first chapter is your entire school life, from nursery to grade school, to high school, to undergraduate school and, for some of you, up to graduate and post-graduate school. The first chapter of your life culminates today during your graduation.

The second chapter of your life is just about to begin as you start your careers. After today, when you graduate, all of you will take diverse paths. Some of you will become scientists, architects, engineers, IT specialists, business leaders, entrepreneurs, and educators. Some of you will end up with careers that have nothing to do at all with your course – those who took up engineering may become politicians or those who took up architecture may end up as teachers. You will also be surprised to see that high grades do not automatically equate to a successful career. While grades and

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academic performance are important, it does not mean that poor grades will result in failure. On the contrary, there are many factors in determining your success in life.

First, you will have to define success in your own terms. What is success to you? Is it amassing wealth and gaining power and influence? Or is it being able to contribute to society by applying the skills, knowledge and talents that you have been blessed with? Start with the end in mind. Define what success is then do everything you can to work towards that goal of achieving it.

But before you all go your separate ways today in pursuit of your dreams- whether that is to be an engineer, an architect, an IT specialist, a teacher, a business owner- or maybe even the President of the Philippines one day- there is one thing that you will have in common: your Lasallian education.

Today, as face the new world out there called reality, each and every one of you is blessed not just because of your Lasallian education. You are blessed because you are taking with you your LASALLIAN VALUES.

And during the third and final chapter in your life, many, many years from now, when you have reached a certain level of maturity and success, you will realize this success has been greatly influenced or has been a result of your Lasallian values.

These are namely FAITH, ZEAL and COMMUNION.

I would also like to emphasize the importance of LOVE OF GOD and SHARING.

On a personal note, I myself have lived and foremost with God on top of

everything else, followed by my family, my corporate family and then my career. Other values I learned as a student of La Salle and as a football player are:

- **Hardwork.** In other words, practice, practice, practice. I was not the most intelligent nor was I the best in sports—but I worked hard to be better. I would wake up at 5 AM to practice football so that I can improve and ultimately be the best I could possibly be. I practiced this discipline both in academics and in sports.
- **Teamwork.** I learned to work with others to accomplish my goals.
- **The importance of setting priorities.** When our football team was not allowed to participate in a huge tournament abroad to represent the country because of a conflict in our exams schedule, I was very disappointed. I loved the game so much and wanted desperately to play! But we had to obey our Lasallian president. In the end, obedience to the school regulations allowed me to eventually graduate with a Lasallian education.

At the end of the day, whether you are still in your pursuit of what you are trying to accomplish, or after you have gained success and maturity you will remember and be proud of the values that St. John Baptist de La Salle and his fellow brothers have taught you.

Let me assure you that you will not find happiness in material things. You will experience more happiness and satisfaction by helping and sharing as compared to those who have simply taken their achievements and success to amass wealth, power and influence.



# DLSU-D faculty in int'l confabs

It is indeed another manifestation that DLSU-D is a globally-competitive academic institution as its faculty from the departments of Business Management (BMD), Communications Arts (CAD), and Religious Education (RED) presented their papers in various international conferences.

BMD faculty Dr. Norberto Orcullo delivered his papers titled "Technology Interventions in Classroom Learning Sessions: My eClass Initiative of De La Salle University-Dasmariñas" at Touchpoint 2010 – An International Conference on Information Technology in Education recently held at the Centruy Park Hotel, Manila. His study delved on the practical use of information technology and use of internet through conducting a pilot project with his four classes. For a semester, he handled his classes through learning modules and deferred from the traditional use of chalk and board. Instead, he maximized the use of information and communication technology including the internet through his eClass and online examinations through the internet facility of DLSU-D's Electronics Resource Services. His study gained the nod not only of his students but also of the participants and resource persons of Touchpoint 2010 coming from countries such as USA, Sweden, Australia, Saudi Arabia, Qatar, Japan, and Thailand, among others.

In related events, RED Chair Henry Bernardo presented a paper during the Asia Association for Global Studies (AAGS) 2010 Conference held at the National Chung Cheng University, Taiwan. Dr. Bernardo's paper "Welcoming the Other: Interreligious Dialogue in Catholic Higher Education Institutions (CHEIs) in Cavite, Philippines," focused on the indispensability of interreligious dialogue in globalization and described the existing condition and atmosphere in the CHEIs relative to the promotion of interreligious dialogue. His presentation also provided the different challenges that CHEIs have to address in the promotion of interreligious dialogue and the possible strategies to effectively promote this dialogue in institutions of higher learning in general and in Catholic higher education institutions in particular.

Themed "(En)countering Globalizations: Religion in the Contemporary World," the conference gathered researchers and educators from 17 educational institutions from India, Saudi Arabia, Japan, California, USA, United Kingdom, Taiwan, Bahrain, Iran, Cuba, Malaysia, Germany, Poland, and Canada.

Moving on to declaring that the electronic or online admissions shall be the next battleground for recruitment

of college-bound students, CAD faculty Marco Polo shared the findings of a research he recently conducted concerning the impact of new information and communication technologies in the college admissions process. He presented his paper at the Branding and Marketing Asia Higher Education Conference held at the JW Marriot Hotel in Kuala Lumpur, Malaysia.

The conference, themed 'Developing Actionable Strategic Plans with Competitive Differentials that Drive Colleges and Universities' Enrollment' was sponsored by The Asia Business Forum, a regional research and business conference organizer.

In his paper, entitled "Experiences and Expectations in On-line Admissions: Insights from the Philippines," Polo discussed the findings of a survey conducted among 3rd and 4th year high school students from one public and three private high schools. The respondents were surveyed on their usage of the internet and other new media in searching for college and university information. The respondents indicated heavy usage of the internet for doing school research, for engaging in social network activities and even for researching for school information online. Polo also showed the ranking of college and university websites with respect to its usability and other metrics.

During the same conference, Polo also served as a panelist for the session: 'Developing Strategic Brand Identities for Universities – What Works and What Doesn't.'



# Getting closer to One Million Trees

The Green for Life: One Million Trees and Beyond (OMTB), a project initiated by Br. Armin Luistro FSC and the Lasallian Institute for the Environment (LIFE), surpasses the half-million mark as 610,694 seedlings were planted as of February 2010. The project aims to plant one million trees around the Philippines by June 2011, in time for the centennial celebration of the Lasallian presence in the Philippines.

For 2010, the project aims to plant more than 350,000 seedlings, with focus on broader participation and awareness among De La Salle member schools and partner organizations. OMTB remains committed to planting native and endemic species in various sites to promote biodiversity and preserve the flora and fauna.

Aside from planting trees, the project aspires to raise the awareness of the public and the youth in particular on environmental issues that confront the country. It seeks to inculcate important values and promote the active participation of the youth in actual tree planting. In line with this, LIFE and the La Salle schools organized forums and researches as support activities for the project. Last year, LIFE hosted talks on mangroves by TIME Environmentalist of the Year, Dr. Jurgenne Primavera. Special attention has been given to mangroves, such as those in Calatagan, Lian and Cuenca in Batangas; Barangays Balot, Camachile, Capunitan, Sta. Elena and Wawa in Orion, Bataan; Punta Taytay in Negros Occidental; and Balaring Silay in Misamis Oriental, among others. Other sites include Ilin Island in Mindoro; Salikneta Farm and Karahume in Bulacan; Pililia in Rizal; Orion, Bagac, and Balanga in Bataan; Barangays Bihawovillar, Mt. Binandilalan and Botolan in Zambales. For further inquiries regarding OMTB, please visit [www.1milliontreesandbeyond.com](http://www.1milliontreesandbeyond.com).

## 6 We live to...

And when you've reached the end of the final chapter, and you have closed the book as the Lord stands before you, you have to take account of how you have lived your life. Are you prepared to answer what He will ask you?

Because he will not ask you how much you have in your bank account; he will not ask you how many properties you

own or what position you hold in government or in your company.

Instead, he will ask you:

Did you try your best to achieve your objectives?

Did you help your fellowman along the way?

Did you leave a good name for yourself and the generations after you?

And finally, did you live the Lasallian values?

Once again, I congratulate you as you begin your journey towards the rest of your life.



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