



Searches for Caviteños/Caviteñas who have committed themselves to serving people who are living models of Lasallian values.

De La Salle University-Dasmarniñas (DLSU-D) now accepts nominations for its annual search for the **Outstanding Caviteños, THE GAWAD BAYANI 2012.** Now on its 19th year, Gawad Bayani seeks to recognize Caviteños who posses exemplary morals and integrity both in their public and private lives and have exceptional contributions for the welfare of the society.

Those who are interested to nominate can submit the nomination forms and pertinent documents to the Office of the Vice Chancellor for Mission, External Affairs, and Advancement (VCMEAA).

Nomination Process

- 1. The nomination should be made by any individual or a civic (Rotary Club, Kiwanis, Lions, etc.), professional (Cavite Medical Society, alumni associations, or some other professional organization), local government units or religious (Pastoral Council, Couples for Christ, etc.) group. Any number of nominations may be made provided the nominees satisfy the criteria for evaluation.
- 2. Supporting documents must accompany each nomination.
- 3. Criteria for nomination forms are available for download at www.dlsud.edu.ph/gawadbayani. The nomination form and supporting documents must be submitted to the VCMEAA's Office, De La Salle University-Dasmariñas on or before 05 December 2011.

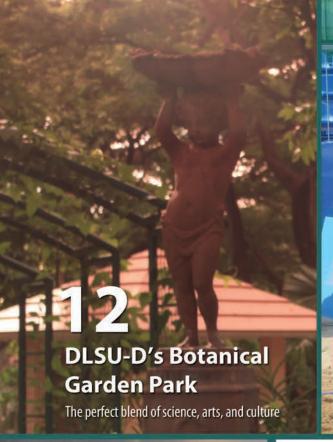




For further inquiries, please call (02) 844-78-32 | 844-91-16 | (046) 416-45-33 (046) 416-45-42 | (046) 416-45-41 | locals 3003/3017 | 416-44-35 or visit the OVCMEAA, DLSU-Dasmariñas, Cavite 4115.











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Gabriel on his visit to Thailand and how he
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Expanding global horizons



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Five recent graduates from this university embark on a journey, not towards a well-paying job but to a life-changing adventure in the Lasallian Volunteers Program.

DLSU-D at 34

Celebrate and reminisce the university's rich past, embrace the gifts enjoyed at the moment, and accept the challenge that lies ahead for DLSU-D.





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They Teach.

Newsette features faculty members of the university who do not only teach minds but also excel as practitioners in their respective industries.



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E-mail newsette@dlsud.edu.ph for contributions, comments, and suggestions.

Newsette reserves the right to screen and edit articles for publication.

www.dlsud.edu.ph/mco

ARPO director is Outstanding PESO Manager

DLSU-D, through its Alumni Relations and Placement Office (ARPO)-University Public Employment Service Office (UPESO), has been one of the lynchpins of public employment service in Cavite. For two consecutive years, 2010 to 2011, it was adjudged the Best Academe-Based PESO in Region IV-A. This time, the provincial PESO confers ARPO Director Nathaniel Golla the distinguished Outstanding PESO Manager Award.

The award is in recognition of the leadership of Golla in his efforts in implementing relevant programs and initiatives in support of the government's thrust to lessen, if not totally eradicate, unemployment and career mismatches. Golla is the concurrent UPESO manager with Leo Manansala as Deputy Manager. "We were very hopeful because we already won the Outstanding UPESO

in the regional level. For the individual award, we did not really anticipate it. Rest assured [we] will remain a staunch partner of the government and the private sector in creating more possibilities for the welfare of the Filipino people," Golla shares. Despite all these recognitions, there is no resting on their laurels for his team.

Among the notable projects of ARPO-UPESO are the Alumni Portal, annual job expo, career seminars, pre-employment services such as on-site application of NBI clearance, SSS number, postal ID, community tax certificate, and passport. Most of the endeavors of the



office are open to the public. The office has also created a scholarship endowment fund which will benefit the relatives of displaced overseas workers in the Middle East. The endowment fund hopes to raise half a million pesos in the next two years.

With reports from the Alumni Relations and Placement Office

A tribute to a Cavite historian



The Cavite Studies Center, in cooperation with Cavite Historical Society, Municipality of Naic, and Office of the Provincial Governor, Province of Cavite, gave tribute to a renowned Cavite historian, Ryan Sebastian. Being the president of Naic Historical Society, Sebastian has made remarkable contributions in promoting local history, culture, and arts. The tribute was held last Aug. 24 at The Zaguan, Museo De La Salle.

The awardee, Ryan Sebastian, together with Vice Chancellor for Academics and Research Olivia Legaspi and Cavite Historical Society President Cesar EA Virata.

fast figures

9.5

The amount of years you may live longer if you are an optimist.

13,477

The number of enrolled students in the university for the 1st Semester of SY 2011-2012.

DLSU-D is crowned Petron volley champs, joins World University Games



Jennifer Mazano and Satchel Senupe of DLSU-D's Ladies Volleyball Team were crowned as the 2011 Petron Ladies' Beach Volleyball Tournament Champions. Placing 2nd is another DLSU-D team composed of Wen Yongco and Giselle Bembo. The win assured Manzano and Senupe a seat in the upcoming Battle of Champions in Puerto Princesa City.

The chosen representatives of the Philippines for the women's volleyball also came from the university. Manzano and Senupe represented the country and placed 17th out of the 70 competing universities in the 2011 World Universiade (World University Games) held last Aug. 12 to 23 in Shenzhen, China.

VCMEAA attends 19th ASEACCU Conference

Vice Chancellor for Mission. External Affairs, and Advancement Myrna Ramos represented DLSU-D in the 19th Association of Southeast and East Asian Catholic Colleges and Universities (ASEACCU) Conference held on Aug. 25 to 27 at Sophia University, Tokyo, Japan.

With this year's conference themed "Caring for God's Creation," the delegates exchanged best practices on sustainable development, environmental preservation, ecological culture, and poverty



Dr. Ramos poses with administrators of DLSU College of St. Benilde who also attended the 19th ASEACCU Conference in Tokyo, Japan.

reduction. They further proposed tangible steps to address the pressing needs of the mentioned issues. Dr. Ramos presented their group's plans. Their group proposed the creation of institutional offices specifically tasked to supervise and monitor activities in their university that will help towards sustainable development and environmental preservation. Creation of scholarships and conducting of livelihood programs and health education were also proposed to assist the needs of the less privileged.

MAO grabs medals in 1st Luzon **Regional Meet**

With Ronaldo Bong Lubiano as their coach, DLSU-D's representatives from the Martial Arts Organization (MAO) snared a total of 11 medals from the different divisions of the recently concluded 1st Luzon Regional Meet.

Miecka Zenarosa returns home with a gold medal from the advanced kata, Females' Division while Keith Varias and Naoya Saito snared the silver and bronze medals, respectively, in the Male Division. In the team kata event, Cedric Revelar, Ronald Ross Lubiano, and Keith Vargas brought home the silver medal in the Male Division while Sibelle Gallivo, Dafny Joy Jocson, and Marianne Ramolete got bronze in the Female Division.

It was a tough fight but DLSU-D MAO managed to bring home bronze medals in the 60kg, 55kg and +75 Divisions of the kumite event. New members proved worthy of their slots in the team as Toshinari Gokavchi placed 2nd while Adonai Mangosan and Raiymbek Samarbekov placed 3rd in the Male and Female Category of the Novice Kata Division.

Ako ay Lasalyano, **Tapat na Pilipino** Movement

In celebration of the 100 Years of Lasallian Presence in the Philippines, DLSU-D, together with all other 16 La Salle Schools, expressed its support to the Lasallian Youth Commission in a bid to promote nationalism and patriotism,: the Ako ay Lasalyano, Tapat na Pilipino Movement. The launching



was held simultaneously with other La Salle Schools on July 1 where a synchronized flag ceremony and renewal mass took place.

CEM holds seminar on admissions test data interpretation

The Student Admissions Office (SAdO), in cooperation with the Center for Educational Measurement, Inc. (CEM), held a seminar last July 21 on student admissions test data interpretation attended by deans, associate deans, and select Student Wellness Center (SWC) faculty members. As SAdO Director Mario Torres shared in his welcome remarks, "the seminar manifests [the office's] relentless quest to improve the university's admissions and testing procedures."



SAdO Director Mario Torres with Esperanza Buen and Janet Evasco of CEM after the awarding of certificates.

Deans and associate deans were invited as they were the ones that determine the cut-off scores of the programs under their respective colleges. Janet Evasco and Esperanza Buen of CEM gave a comprehensive discussion on how the key players can make sense of the test scores and how they can maximize its

results. Tests are more than just a series of problems to be answered by hopeful applicants, its results show something about the applicant's strengths and weaknesses, and how the university can help them survive their college life, thus the presence of the guidance counselors from SWC.

MTAP holds convention in DLSU-D

The Mathematics Association of the Philippines-Tertiary Level held its annual convention last Aug. 11 to 12 in Severino de las Alas Hall Auditorium. Themed "Keeping Abreast with Educational Reforms

in Mathematics," the convention gathered more than 150 teachers from higher education institutions all over the country. Hon. Elpidio Barzaga, Jr., Representative of the Lone District



of Dasmarinas was the keynote speaker while Sr. Iluminada C. Coronel, FMM, National President of Mathematics Teachers Association of the Philippines, gave the inspirational talk. Presenters during the plenary and parallel

sessions came from the University of the Philippines-Diliman, Batangas Peninsula State University, Pamantasan ng Lungsod ng Maynila, and Arellano University, to mention some.

Student councils spearhead series of bloodletting activities



In coordination with the Lasallian Community Development Center, the student councils of the College of Criminal Justice Education (CCJESC) and College of Liberal Arts (CLASC), and College of Engineering, Architecture, and Technology (CEATSC), organized a bloodletting activity last June 28, July 25, and Aug. 15, respectively. CCJESC gathered a total of 28 donors, CLASC accommodated 43 blood donors, while CEATSC, 37.

Save these dates!

LCDC will hold the Lasalyanong Sandugo-an on **Sept. 19-20.** Next student council to hold their bloodletting event is the College of Education Student Council on **Sept. 26.**

MKA studes place 2nd in Gardenia IMC Competition

Marketing and Advertising students placed second out of the 17 competing schools in the Gardenia Cream Roll Integrated Marketing Communication (IMC) Competition held last Aug. 18 at the Gardenia Centre in Biñan, Laguna. The comprehensive IMC plan that placed second was made by the group composed of Francoislito Awitan, Jil Gabriel Gonzales, Jasmine Layugan, Jomar Tito, and Janine Micah Vicente with Marketing Department faculty members Arlynne Awayan and Rodelyn Torres as advisers. The competition was organized by the Philippine Junior Marketing Association in partnership with Gardenia Bakeries (Phils.) Inc.

"John" is now out

Better understand the life of the Great Founder through "John: A Comic Book on the Life of St. John Baptist de La Salle". As a contribution to the Centennial Celebration of the Presence of Lasallian Education in the Philippines, DLSU-D's Jubilee Office presents the story of St. La Salle through this comic book designed to captivate the readers' imagination and keep them yearning to learn more about how the Founder taught minds, touched hearts, and transformed lives.

The comic book is priced at P50 each and proceeds will go to the One La Salle Scholarship Fund. For orders, contact (02)844.7832 local 3004 and 3017 or e-mail jubilee@dlsud.edu.ph.



As part of the launching, Gerson Garcia of the University Lasallian Family Office symbolically hands a copy of the comic book to Mary Ann Jimenez-Salvador, Reader's Services Head of Aklatang Emilio Aquinaldo.

project carbon neutral BLACKOUTGREENIN



Exercise and control your weight.

Walk, ride your bike and take the stairs instead of elevator or escalator.

A true conservationist is a man who knows that the world is not given by his fathers but borrowed from his children.

-John James Audubon

www.dlsud.edu.ph/mco/pcn/index.html

ACD faculty delivers professorial chair lecture

Accountancy Department faculty Vivian Pascual, DBA, delivered a professorial lecture on her paper titled "Financial Health and Performance of the Top 300 Corporations in the Philippines" last July 11 as sponsored by the University Research Office. Dr. Pascual's study found out that financial health ratios such as asset turnover

ratio and working capital correlate to performance ratios such as net profit margin and return on asset.

Being the SY2010-2011 Br. Fidelis Leddy-President Ramon Magsaysay Professorial Chair in Business Administration holder, "Dr. Pascual has produced groundbreaking research in the field of accounting and finance," says College of Business Administration Dean Danilo Merais. "A heartfelt congratulations to Dr. Pascual for this meritorious achievement," he adds.

Dr. Vivian Pascual during her professorial lecture



BeSD holds 2nd Research Colloquium in Psychology

The 2nd Research Colloquium in Psychology spearheaded by the Behavioral Sciences Department was held on Aug. 31 at the Severino de las Alas Hall Auditorium. This year's conference is themed "Understanding and Addressing the Issues and Challenges of Today's Youth."

Byaheng Verde starts its ride



The Byaheng Verde: The Alumni Reach-Out Caravan of the Alumni Relations and Placement Office (ARPO) recently started its ride with the Dasmariñas City Hall as its first stop. Fifty-two alumni, from batches 1984 until 2008, working in the local government unit of Dasmariñas joined ARPO Director Nathaniel Golla, Placement Services Coordinator Leo Manansala, and office staff Menchie Peralta. The team updated the alumni of the latest news about their alma mater and gathered feedback that could help the university better its services to its graduates.

COE GS director and SSD faculty present papers in int'l conference



Dr. Fanny Cuyos with fellow delegates in the International Conference on Humanities

College of Education Graduate Studies Director Fanny Cuyos and Social Sciences Department faculty Gilbert Macarandang presented their papers in the recently concluded International Conference on Humanities held in Penang, Malaysia. Organized by Universitis Sains Malaysia, the conference is themed "Empowering the Humanities in Upholding Heritage, Knowledge, People, and Nature."

Before the scholars from different Asian countries, Dr. Cuyos presented her paper titled A Phenomenological Inquiry of the Bahay-Lingkod Community Center: An Experience of People Empowerment.

"It was a phenomenological approach so it was widely accepted [by the delegates]," Dr. Cuyos shares. Her study explored the experiences of the Bahay-Lingkod Center in Cavite and how these experiences contributed in motivating and mobilizing people for empowerment, capacity building, and social transformation.

Wishcraft counting results

As Wishcraft starts its search for most eco-friendly professor/adviser, section of CBA, and student organization, sections handled by faculty members of the Business Management Department start bringing their recyclable materials for the search. HRD42, handled by Pete Mendiola, placed first as they collected 572.6 kg of recyclable materials worth P4,192.40 during the recently held counting.

LLD revitalizes English language teaching

The Languages and Literature Department (LLD) recently signed a memorandum of agreement with Edulynx Corporation on the development and purchase of a special software to be used in all ENGL103 subjects. Edulynx's ePIP©: English Proficiency through Technology is a software that uses latest speech recognition technology to help students improve their English pronunciation skills and confidence when speaking.

The program's interactive, online, multi-sensory program allows students to interactively work on their reading and listening comprehension, oral pronunciation, and vocabulary with fun and ease. It also provides online practice and assessment needed to facilitate learning and monitor student's progress more efficiently.

LLD Chair Severino Perez said that this is one of the programs of the department to revitalize English language teaching and learning in the



The faculty members of the Languages and Literature Department with Edulynx officials after the signing of the agreement.

university. The department has also started streamlining its curriculum using the Understanding by Design framework and the Task-based Language Teaching approach. The said program has resulted in pedagogically-enhanced English syllabi for students.

To facilitate the implementation of the changes in the curriculum, at least three module development projects are also ongoing. Students of ENGL100, ENGL101, and ENGL103 are currently using new materials

conceptualized and written by expert writers and teachers in LLD. Similar module development projects will also be implemented in other English subjects in the coming semesters.

With English as one of the dominant languages in the world, LLD pushes for comprehensive developments to hone students into globally competitive graduates, ready to face the challenges of the 21st century workplace.

With reports from Ernesto Ramos Jr., LLD faculty



The relic of the Great Founder, St. John Baptist de La Salle, arrives in DLSU-D on Sept. 12. The relic was carried by faculty members and students during the procession from Ugnayang La Salle to the Our Lady of the Holy Rosary Chapel.

Managing by Process

The Human Resource Management Office held a forum on standard operating procedures last July 19 at the Luis Aguado Viewing Room. Dubbed "Managing by Process," the forum paved way for Vice Chancellor for Finance and Administrative Services Epifania Anfone and Vice Chancellor for Missions, External Affairs, and Advancement Myrna Ramos to refresh and clarify certain policies and procedures of concern to the administrators.

DLSU-D

Moving towards transformative development development

ho would have known that the General Emilio Aguinaldo College established on the 18th of July 1977, with only 57 students and 15 faculty members, will become the DLSU-D we know today? No more of the dusty grounds in the summer and muddy roads during rainy days, only state of the art buildings that will bring us back to the 19th century. The student population has remarkably grown from fewer than a hundred to more than 13,000. From 15 faculty members from two divisions to more than 700 teachers from the seven colleges of the university, DLSU-D has undeniably undergone immense changes, growth that goes beyond what these numbers can prove.

As part of the celebration of its 34th Foundation Day, select administrators gave the highlights of the university's rich past and retraced the university's development in research, plans and development, physical plant, graduate studies development, community development, and enrollment trend. With its theme "Moving on Towards Transformative Development," this year's celebration featured an exhibit dubbed "Sibol: The Emerging Lasallian Education in Cavite," which opened after the Eucharistic celebration and short programme for the celebration.

College of Liberal Arts Dean Emmanuel Calairo, in his message of circumstance, gave the audience a glance of the highlights of our institutional history. The current location of the university is relative to the project of former president Ferdinand Marcos to relocate the less fortunate from Manila to Dasmariñas. He shared how former president Marcos encouraged Dr. Paulo Campos, the institution's first president, to help build Dasmariñas Bagumbayan (DBB) to lessen the impact of the relocation. General Emilio Aguinaldo College was established primarily to cater to the needy in the area. Since its inception, the institution's commitment is to help the underprivileged.



Bet you didn't know this!

The Batibots we enjoy now are not just a haven for relaxation in the campus. Dr. Ramos shares that the height of this Batibot actually sesrves as a reminder of the original altitude of the grounds of DLSU-D before it was landscaped to its current level.

The Jesuits approached Dr. Campos expressing their desire to buy the school but as we see now, our color is green and not blue. The De La Salle Brothers acquired the university in 1987, 10 years after it was founded. Under its new name, De La Salle University-Emilio Aguinaldo College was led by one of the lynchpins of the university, Br. Andrew Gonzalez FSC. Since then, the university saw a remarkable increase of enrollees and advancement in its programs, facilities, and faculty development.

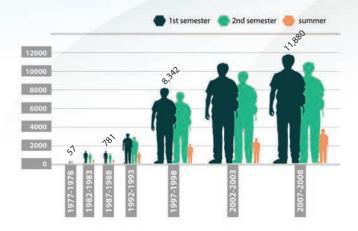
Vice Chancellor for Mission, External Affairs, and Development Myrna Ramos, who has served the university for 34 years, said that the coming of La Salle was really accepted by the community. "The population doubled every year, there's an exponential increase in the sense that we have really to peg to this number," she recalls.



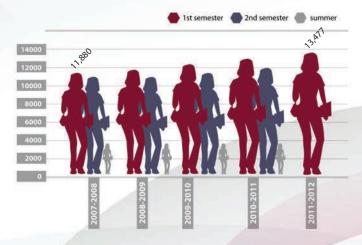
Aerial view of the the Gregoria Montoya Hall (Admin Building) at the center with LDH and FCH at the right.

The ribbon-cutting for the exhibit "Sibol: The Emerging Lasallian Education in Cavite" was led by the three vice chancellors.

DLSU-D Enrollment Trend



The first graph shows how the enrollment trend every five years. In the last thirty years, the graph would show the tremendous growth that took place since 1977 and thirty years after-from only 57 students to almost 12,000. It was in 1987 when the institution was acquired by the De La Salle Brothers and as observed from the graph, the student population more then tripled only five years after the transfer of management.



It was in 2007 when Br. Gus Boquer became the president of DLSU-D and first invited the community to dream with him. It is also in this same year when the university adopted the tagline "Creating Possibilities." As the graph reflects, the number of students--of lives--who experience these possibilites keeps increasing year after year.



DLSU-D's Botanical Garden

The perfect blend of science, arts, and culture





We have [a very beautiful environmentally friendly campus] where I would like to help create an ideal climate where the experience of God is lived and shared.

This is my first responsibility as animator.

-Br. Gus Boquer FSC, EdD, First point of Br. Gus' 14-point agenda

t was a gloomy Tuesday morning and though typhoon "Juaning" has just left the country, rain was still pouring heavily. The weather definitely made it look like it was not the best day to open DLSU-D's Botanical Garden Park but as DLSU-D President Br. Gus Boquer FSC, EdD said in his message during the opening program, "It is raining, but it is part of God's plans." So despite the heavy downpour, the Botanical Garden Park opened in Aug. 2 with the Environmental Resource and Management Center and Community Development Office as the lead unit for the event.

Park



"Hopefully, as you go around, you'll see what God has given us, and that we'll also take care of God's blessings to all of us. And keep in mind, there are four botanical garden parks in the Philippines, we [have] one of the four," Br. Gus shared before the tour of the park. After the recent launch of Black Out, Green In: Project Carbon Neutral, the opening of this garden once again proved how the university strives to fulfill its commitment to the environment.

The outdoor museum

DLSU-D's Botanical Garden Park is more than just a park. It is envisioned to be the environmental alternative classroom of the future thus the active involvement of Biology students in the development and nurturing of the Botanical Garden. While it is undeniably a hub for learning, one cannot help but reflect how beautiful God has crafted nature once you walk around the garden park and actually bask in the serenity the place gives. This, actually, is part of what the Brother President meant in his first of the 14-point agenda he presented

during his investiture: to create an ideal climate where the experience of God is lived and shared.

Among the key visitors who celebrated the opening with DLSU-D are Br. Vic Franco FSC, chairman of the Board of Trustees of DLSU-D, and Br. Ricky Laguda, sector leader and president of De La Salle Philippines. Br. Ricky, in his message, thanked Br. Gus for his creative initiatives, "I would like to thank Br. Gus for his vision and leadership to turn this particular space into something beautiful."

He revealed that wherever the Brother President is assigned, he turns that nook into something beautiful.

The garden park was landscaped from what was only a land with a couple of trees and plants sprouting here and there. Now, what used to be an eyesore is the very same place that houses diverse impressive plant collections in its botanic sections named Biblical Garden, Bahay Kubo Garden, Philippine Native and Endemic Garden, Scent Garden, Exotic and Ornamental Garden, Orchid Garden, Herb and Medicine Garden, Desert and Rock Garden, and Fern Garden.









"Why are we doing this? What are its purposes?" Br. Vic asks the community during his message. As Br. Vic beautifully puts it, "We have to keep in mind that we are doing this for you, our students. This is actually an outdoor museum. Not of work done by men but work done of men and God. Let's always remember that what we are doing [are] for the students to learn and to appreciate and to really know what God's beauty is by seeing it around them everyday."

Of splendour and beauty

Making DLSU-D's surroundings more scenic than it already is, the Garden-Park is the place to go when one needs a place to get away from the stress of exams and deadlines, or simply to relish the splendour of God's creation. Br. Gus shared how this will offer no ordinary park experience. "In a month's time, the lake will be in full use. Kayaks, boats with katigs, if you [want to] go boating and fishing, *tilapia* will be made available at certain times of the month," he enthused. He furthers that there will be cultural and musical events, fiestas, flower exhibits, and more activities that will make DLSU-D a place to see, a place to visit.

With its Museo De La Salle, Bahay Pag-asa, Dasmariñas and the opening of the Botanical Garden Park to the public, it won't be long before we see DLSU-D as one of the well-known, must-see spots in Cavite, joining the ranks of Tagaytay and Kawit.

The Botanical Garden-Park is DLSU-D's gift to the community and to the environment. As the years pass by, even with the new generations of Lasallians, may this legacy become a symbol of how just as trees grow and flowers bloom, this university has become a catalyst of change through creating possibilities and making these possibilities happen.



"I adore in all things the will of God in my regard."

ST. JOHN BAPTIST DE LA SALLE | APRIL 7, 1719

VENERATION OF THE HOLY RELIC

ST. JOHN BAPTIST DE LA SALLE PATRON SAINT OF TEACHERS







Lasallians Babove and beyond

Collaboration at its Asst vice chancellor for research wins int'l best paper award









he research conducted by Assistant Vice Chancellor for Research (AVCR) Willington Onuh, co-authored with Xiaotian Tina Zhang and Yung Jae Lee of St. Mary's College of California, U.S.A., won the Best Paper Award in the Global Business and Social Science Research Conference held last June in Beijing, China.

Titled Domestic and Offshore Outsourcing and Labor Productivity: Evidence from Firms Located in Philippine Economic Zone (PEZA) in Cavite, Philippines, the paper bested more than 50 research works in the fields of accounting, banking, economics, finance, management, and marketing. The best paper is automatically selected for publication in Journal of Business and Policy Research, an international journal that publishes scholarly papers containing convincing, timely and interesting arguments and/or findings.

The paper delves into the link between labor productivity and outsourcing in firms located in Cavite Export Processing Zone in Rosario, Cavite and First Cavite Industrial Estate in Dasmarinas Cavite. The results proved to be interesting. They found out that offshore outsourcing, meaning moving certain company operations to a company in another country, has a positive impact on firm's labor productivity while domestic outsourcing is negatively related to productivity. The latter raises important policy issues about government local requirement for firms located in the economic zone.

If these foreign- and domestic-owned firms engaging in domestic outsourcing do not benefit from productivity gains, they might eventually opt for offshoring which, in effect, would mean lesser job opportunities for Filipinos. Onuh, Zhang, and Lee recommend that the government improve certain strict measures that slow down information and linkage flow between firms in PEZA and the specialist input providers outside these zones to counter such undesirable outcome.

A cause for celebration

"They are celebrating as well in St. Mary's," Dr. Onuh shares. He met his co-authors Zhang and Lee while he was a visiting professor in the School of Economics and Business Administration of St. Mary's College of California, the same institution that conferred an honorary degree to DLSU-D President Br. Gus Boquer FSC, EdD.

This winning paper funded by the University Research Office is not the first paper that Dr. Onuh had co-authored with Zhang and Lee. Their first collaboration was already published in another international journal, the Journal of Global Business. In her e-mail to Dr. Onuh updating him of the award, Zhang expressed her appreciation to the former College of Business Administration dean, "I'd like to take the opportunity to thank you and Yung-Jae for the great collaborative experience. It's amazingly productive to get two papers published within two years."

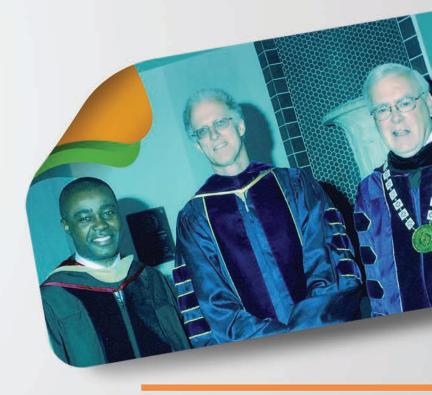
Becoming the cradle of innovation

Dr. Onuh was recently appointed as the university's AVCR. "I was the dean [of CBA] for five years, coming here is really a new thing for me. I feel happy that this is happening just as I took the post as assistant vice chancellor [for research]. It is going to generate some momentum for me," Dr. Onuh enthused. His interest is really in research. With a number of papers already published, he hopes to use his experience to "try to advance and possibly convert this community to a research community that is connected to scholars around the world."

Is it possible that Cavite, known as the cradle of the Philippine Revolution become the country's cradle of innovation as well? With DLSU-D creating possibilities, and in partnership with the concerned bodies, this dream will not be far from reality.

At present, the Cavite Development Research Program is one of his major ventures being the AVCR, a project that will look at the potential problems in Cavite and find ways to counter these potential problems through research. "This is Br. Gus' dream. My job is to put it in a framework [packaged] in such a way that it will receive funding from outside. I'll make sure that we have all the resources for funding," Dr. Onuh said.

He shares his dream for the office to exist not just as an overseer but a mentoring office in research as well. "This time around it's going to be different. Most people say, 'We don't know about research," Dr. Onuh shares how people find research a little overwhelming. "We just want people to put their ideas in paper. Our office has been reconstructed and reconstituted to function as a mentoring house so that even if you walk in here and say, 'This is my idea I don't know how to do it,' you'll receive help on how to do it," he adds. This is just one of the many steps his office will undertake to develop a research-oriented and enterprising DLSU-D community.



Dr. Willington Onuh is the first Assistant Vice Chancellor for Research and former dean of the College of Business Administration. He was a visiting researcher at the Institute of Comparative Culture, Sophia University, Tokyo (1993 –1995); visiting professor at the Social Science Research Institute, International Christian University, Mitaka, Tokyo (2004); visiting research fellow at the Institute of Developing Economies and Japan External Trade Organization (2005); and visiting professor at the School of Economics and Business Administration, St. Mary's college of California in 2008 and 2009.

Expanding Global MARS NOTIZONS

PRE-PAINTED TILESPAN ROOFING THE SPANISH TYPE PRE-PAINTED GUTTER

EXISTING CONC

anguage Learning Center (LLC) Director Christopher Gabriel recently visited Chulalongkorn University, St. John's University, Assumption University, and the Philippine Embassy in Thailand. The visits covered the marketing and promotion of *Experiencing English in Philippine Culture*. Since 2007, this program has been successfully administered to LLC's

Korean, Japanese, Chinese, and Indonesian clients. Offered at very reasonable rates and schemes, the program fosters accessible English language education to its local and international clientele with embedded cultural immersions and exposure trips at key destinations in the province of Cavite and the Manila cosmopolitan area.

Experiencing English in Philippine Culture is expected to be uploaded online by these universities and institutions following the positive responses of the students, faculty members, college deans, and international affairs officers during the program presentation. In the Philippines, collaborative undertakings concerning the implementation of the program involve the Department of Tourism and the Department of Foreign Affairs. Philippine Embassy in Thailand Consul General Edgar Badajos and Vice Consul General Randy Arquiza expressed interest in the program which delineates a systemic language programming between Thai learners and LLC. This avoids the existence of potentially disadvantageous misrepresentation arranged by certain agencies not directly associated with LLC nor with learning institutions in Thailand. The same program marketing and collaboration is set to be arranged at middle, junior, and senior highs in South Korea and Indonesia in the coming months.

Gabriel also presented LLC's online international and internationally refereed open access journal *Language Culture Communication in Asia* to universities in Thailand for scholars who might wish to contribute scholarly works and/or reflections on language, culture, and communication studies in the Southeast Asian region. In the coming months and in the journal's subsequent issues, LLC sees scholarly contributions coming from these universities.





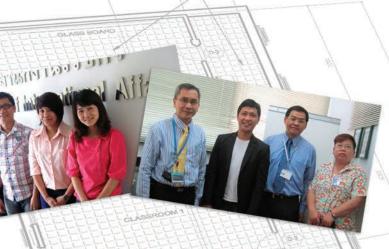


The artist's impression of the Language Learning Hall in La Porteria De San Benildo which is set for completion in November 2011. This new hall will house LLC's diverse foreign clientele and the center's comprehensive collection of English language teaching materials and learning acquisitions from Thomson Learning, Cambridge University Press, and Oxford University Press. The language hall could house 90 participants for large-scale seminar-workshops, cubicles for one-on-one language instruction, faculty and student lounges, and a learning conducive reception area.

On research and materials exchange

The current involvement of LLC in the TEMASEK Foundation sees the strategic innovation of the Communication in the Workplace Context for Graduates (formerly English Proficiency Program) module.





This \$450,000.00-research funded by Asian-based TEMASEK and spearheaded by the Center for English Language Communication-National University of Singapore (CELC-NUS), one of the leading English language teaching institutions in the world, has tapped LLC in upgrading the Business English communication skills of graduating students. This undertaking fosters collaboration between and among select universities in the Southeast Asian region for the design, trialing, and implementation of teaching materials for Southeast Asian learners who are likely to engage in the discourse of business and its related strands.

A collaborative endeavor between De La Salle University-Manila (DLSU) and DLSU-D for the NUS-TEMASEK project is very well put in place. Gabriel, together with LLC Programs and Communications Officer Alvin Nabayra, LLC Research and Technical Writer Rachel Ballesteros and DLSU's International Relations Director Paolo Niño Valdez are the course developers for minutes taking and promotional materials. These Business English materials included in the Southeast Asian-wide research project were formally and personally presented on the fourth week of July 2011 to CELC-NUS deputy director KC Lee and CELC-NUS senior lecturer T. Ruanni Tupas who are both TEMASEK project directors.

Prior to presentation, initial materials trialing was also administered in the classes of Marianne Jennifer Gaerlan of DLSU and Arlyn Awayan of DLSU-D. The advisors for this international project are Tim McNamara of University of Melbourne, Brian Paltridge of University of Sydney, Shameem Rafik-Galea of Universiti Putra Malaysia, and Brian Tomlinson of Leeds Metropolitan University. A formal symposium is set in June, 2012, where a convergence of 80 course developers from ASEAN universities, directors, and advisors highlights the culmination of the project.

Starting the change they want to see

We make a living by what we get, but we make a life by what we give.

-Winston Churchill

hile the rest of the people their age get all busy with their latest Androids, iPhones, tablets, and whatnot, five young men prepare for a life-changing experience. Obviously, working in some far-flung area has less cachet than choosing a well-paying job, especially because they are newly graduates. But Elmer and Leo Gacusana, Mark Wynne Ivan Pollescas, Rafael Louise Gregorio, and Jason Calventas, recent graduates of DLSU-D, still joined the latest batch of volunteers for the Lasallian Volunteer Program (LsVP). Together with five volunteers from other schools, they will stay in their mission areas for ten months. With "mission areas," we mean far-flung needy communities in the country where many would not bother visiting, where people are living in subsistence, trying to make ends meet, where majority of children do not get enough nourishment, where many are deprived of quality education. Elmer, Rafael, and Jason were assigned in the community in Bagac, Bataan while Ivan and Leo in the Alayon Community in Purok Alinganon, a remote community in Iligan.

Off to Iligan

Leo, with his mind set in joining the program, recalls how excited he was when he found out he has been assigned in Iligan, Mindanao. "[I really wanted to be assigned in Mindanao instead of Bagac. I haven't been to Mindanao before and I don't know their language so I feel like I'm starting from scratch. It's such an exciting and fun experience.]"

Iligan City is known as the City of Majestic Waterfalls, but Ivan and Leo's mission area proves to be a stark contrast to that. "[They make furniture out of bamboo materials for a living. They also sell vegetables, coals, fire logs, vinegar, coin banks. Isang kahig, isang tuka.]" Despite the fact that people there could barely keep their heads above the water, Ivan describes them as cheerful and hardworking. "[The kids are really eager to go to school, to learn. It's priceless when their parents thank us for teaching their children.]"



The most recent batch of voluntee

The volunteers take comfort in the children they are teaching whenever they feel exhausted. "[I get thrilled whenever they get what we teach and their smiles make me happy,]" Leo shares. To sacrifice their comfortable lives in exchange of helping educate these children is more than worth it. "[I won't be a volunteer forever. But while I'm still young, while I still have the strength, I will volunteer because our country needs me. If we will not give our help, who would?] May mga bata na kailangan ng edukasyon. May mga bata na nagsisipag umakyat para lang matuto."

Before their LsVP, there's SERVE

Before joining LsVP, these Lasallian volunteers already joined the Career Pathing Program of the Lasallian Community
Development Center (LCDC) held last April 2011 in Bagac,
Bataan. Elmer, Leo, and Raffy were also part of SERVE, a very fitting acronym of the student organization which stands for Students' Extension of Resource through Voluntary Efforts.

SERVE became one of the training grounds of the students, a means of preparation for what they will experience in their assigned communities.



COLINTO DE LA CO

As a symbolic sign of appreciation and recognition of the volunteers, LCDC held a send-off activity last June 22. On June 30, the lads joined the other five volunteers from other La Salle schools during the mission sending organized by LSVP in De La Salle Greenhills.

Leo recollects how his first intention in joining SERVE was simply to gain more friends but gradually, the organization helped change his outlook in life. Leo's cousin, Elmer, received an advice from one of the community elders he met during one of his immersions in SERVE:

"[If you want to experience life here, you should come not during the time of harvest, you should come here when it is still planting season.]"

As an LSVP volunteer, the call is to live among the people in the community and serve during the time of planting, not just at the time of harvesting what was already been sowed. This is similar to how St. John Baptist de La Salle was the first to respond and plant the seed of Christian education during his time. The seed of Christian education was planted so that the youth will have equal opportunity to learn and be saved from illiteracy and poverty. At present, this is the same kind and brand of planting that the LSVP volunteers are engaging in. It is also the challenge and the vow of service that the four volunteers took upon themselves.

To deviate from the zeitgeist is far from easy, but with their zeal for service, Elmer, Leo, Mark, Raffy, and Jason did just that. To take part in LsVP is to act out of faith as they embrace an amazing opportunity that demands not only their time but their unselfish caring and compassion to the people they will encounter in their mission areas. As they accomplish their work with passion and purpose, discovering themselves transformed in the process is not far from happening.

With reports from Allan Rosarda, faculty, Lasallian Community Development Center

July to August 2011 Newsette | 23

They practice. They teach.

They say experience is the best teacher. But is it safe to say that those who learned from those experiences are also among the best teachers? Think about it and you be the judge.

While you're at it, read on as **Newsette** features 'faculty members of the university who are also currently practitioners in their respective industries. This is, in a way, a step towards lessening the wide gap between what the industry really needs and what the academe produces. These faculty members-slash-practitioners teach the students what they have learned straight from the industry, whether these be theories and practical applications or anecdotes that are sure to exhilirate and challenge students at once.



Atty. Rommel Abitria

College: Criminal Justice Education
Course taught: Juvenile Delinquency

Industry work: While he is a part-time faculty in CCJE, he also acts as the excutive director of Humanitarian Legal
Assistance Foundation, Inc. in Medical Plaza, Ortigas. He litigates pro bono criminal cases and conducts seminars and trainings where his expertise is requested. He performs the crucial role of preparing projects and budget proposals to funding agencies.



Atom Araullo

College: Liberal Arts

Department: Communication Arts
Course taught: Introduction to Journalism

Industry work: He is currently a field correspondent for ABS-CBN Broadcasting Corporation. As a reporter, he provides stories for the many news programs and platforms of the company, including TV Patrol, Bandila, Umagang Kay Ganda, the ABS-CBN News Channel (ANC), Studio 23, and ABS-CBN News Online.

Career highlights: Araullo is one of the most sought after reporters of his generation. He was one of the anchors of ABS-CBN's Umagang Kay Ganda, Studio 23's Breakfast, and The National Quiz Bee, and Probe Media Foundation Inc.'s Kabataan Xpress, Basta Sports, and Probe Productions' 5 and Up.

Photo is taken from www.isabellemagalona.com



Freddie Asis

College: Criminal Justice Education

Courses taught: Correctional Administration and Law Enforcement Administration

Industry Work: Asis is a Parole and Probation officer in Imus' Parole and Probation Office. When he is not teaching, he

conducts criminal background check of subject petitioner and supervises probationers, parolees, and pardonees.



Cristopher Aspa

College:

Department: Computer Studies

Science

Courses Taught: Computer Fundamentals and Programming, VB. Net and ASP.Net Programming

Industry Work: At the young age of 26, Aspa juggles teaching and his work as a Java developer in Fujitsu Enterprise Solutions in Makati. Before his present work in DLSU-D and Fujitsu, he has served as an associate systems and software engineer

and technical consultant in various firms.



Rahyan Carlos

College: Liberal Arts

Department: Communciation Arts

Course taught: Scriptwriting, Film Criticism, and Film and TV Production Management

Industry work: Carlos is a renowned film and TV scriptwriter, director, and acting coach. He is ABS-CBN's Star Magic Artist Training Head where he teaches and trains all ABS-CBN Star Magic artists and creates public workshops. He directs soap operas and weekly shows from time to time.

Career highlights: He started writing scripts for television at the young age of 18. Among his noted works as a scriptwriter for television are Mother Studio Presents, GMA 7- Campus Romance, Pamana, Hirayamanawari, Sineskwela, GMA Love Stories, Darating Ang Umaga. Some of the well-known films he had directed are *Pamahiin*, Hide and Seek, and Shake, Rattle, and Roll Part 8 which won 3rd Best Picture in the 2006 Metro Manila fil Festival. He also directed TV shows like Lovespell, Florinda, and Maricel Drama Anthology. Carlos is a recipient of the Manuel L. Quezon Philippine Tuberculosis Advocacy award for his

outstanding contribution as film director and scriptwriter in support for the advancement of the society advocacy.



Ron Gagalac

College: Liberal Arts

Department: Communication Arts **Courses taught:** Investigative Journalism

Industry work: He is usually seen "nagpapatrol" in ABS-CBN's TV Patrol. A trusted and respected national field correspondents of ABS-CBN Broadcasting Corporation, he is one of the few reporters who scored an exclusive interview with Rolando Mendoza, the hostage taker in the 2010 Manila hostage crisis in Rizal Park, which aired when the crisis was over.



Atty. Makamasa Gapit

College: Criminal Justice Education
Course Taught: Criminal Jurisprudence

Industry Work: A part-time faculty of CCJE, Atty. Gapit is a practicing lawyer and he works at Marfil Law Office

in Makati.

Career highlights: He placed 1st in the 1999 Criminologist Licensure Exam

Paquito Garcia, PhD

College:

Education

Department:

College of Education Graduate Studies

Courses taught:

School Financial Management and Strategic Management for School Development

Industry work: Dr. Garcia is the Senior Department Manager for Human Resources of the National Power Corporation. Career highlights: His research works titled "The Impact of Training on the Transformation of Employees' Behavior" and "Preparing the People for Corporate Transformation" were published and presented in various international publications and

conventions.

Arch. Renato Heray

College:

Engineering, Architecture, and Technology

Department:

Architecture

Courses Taught:

Creative Design in Architectural Interiors and Landscape Design

Industry Work:

He is a celebrated architect at IC Architecture and Landscapes and the congregational architect of the Augustinian Sisters of Our Lady of Consolation. This internationally acclaimed architect is the creative mind behind the design of the university's Botanical Garden Park and Brothers' Memorial Cloister in the La Salle Novitiate. He is currently affiliated with key architecture organizations, United Architects of the Philippines and Philippine Association of Landscape Architects

Career highlights: Arch. Heray won first place in international landscape design competitions including the HUADU

People's Park and the HUANAN New Town Environmental Landscape Design in Guangzhou, China.



Atty. Rina Sayarot

College:

Business Administration

Department:

Accountancy

Courses taught:

Law on Sales and Bailments

Industry work:

Aside from her part-time work in DLSU-D, Sayarot is a private law practitioner who has put up her own

law office, the RM Sayarot Law Office located in Aguinaldo Highway, Salitran at the very young age of 31.

Career highlights: After passing the 2007 Bar Exams, she became a legal researcher turned associate lawyer in Riguera and Riquera Law Office before she became a private law practitioner and part-time faculty. During her early years as a lawyer, she had already won quite a number of labor cases under the Supreme Court.



Cecille Lardizabal

College:

Liberal Arts

Department:

Communication Arts

Course taught:

Introduction to Journalism

Industry Work:

She currently anchors Inquirer Balita Ngayon and Tapatan Part II of Radyo Inquirer

DZIQ (990 kHz).

Career highlights: Lardizabal is a familiar face in television as she was an anchor and reporter for Reuters TV, ABS-CBN and ABC 5 (now TV 5). Above all her work experience and awards, she considers her being a true and incorruptible journalist as her best accomplishment especially during these highly political times with the predominance of money and power.



Fulepro Alberto Madrilejos

College: International Hospitality Management
Department: Hotel and Restaurant Management

Courses taught: Baking and Pastry Arts, Culinary Arts and Science, Asian Cuisine, Western Cuisine,

Quantity Food Production and Catering Management

Industry work: A teacher, entrepreneur, and cake decorator, Madrelejos teaches part-time in the university while running Berryl's Cakeshop at the same time. His bakeshop provides made-to-order cakes for weddings, birthdays, and other events. He also coached HRM students in various national culinary competitions.

Career highlights: The DLSU-D teams in various culinary competitions Madrijelos mentored won medals most of the time. To mention some, DLSU-D won the gold medal for cake decorating in QC-na, Q-linarya, Atbp 2008, the silver and diploma awards Pasta Making Category and Set Menu Traditional Filipino in Chefs on Parade 2007 and 2011, respectively.



Edwin Purificando

College: Criminal Justice Education

Courses Taught: Forensic Chemistry & Toxicology, Fire Technology & Arson Investigation, Bomb Identification,

Detection & Neutralization

Industry Work: Part of his work as a senior forensic chemist in the National Bureau of Investigation in Taft Ave., Manila is to collect and receive evidence through conducting examinations in crime scenes and testify in court as expert witness in the field of Forensic Chemistry. He has rendered 33 years of service in NBI and has been sharing his expertise to DLSU-D students for 18 years. With his skills and experience, it's no wonder he is usually invited to lecture in different law enforcement agencies.

Career highlights: He conducted the examination of explosive residues in the 2000 Rizal Day bombing in LRT and 2004 Super Ferry 14 bombing. And just recently, in one of the most contentious cases he was part of, the 2010 Manila hostage crisis in Rizal Park, he examined gunpowder residues in the tour bus and testified in front of Joint Incident Investigation and Review Committee (JIIRC) and the international media.



Mark Salazar

College: Liberal Arts

Department: Communication Arts

Courses taught: Investigative Journalism and Media Ethics

Industry work: Salazar is currently a senior reporter in GMA News and Public Affairs. He anchors Balita Pilipinas with Maki Pulido in GMA News TV and he is one of the usual faces seen in GMA Flash Report and GMA News TV Live. He is also the associate producer of 24 Oras Weekend.

Career highlights: The title DLSU-D's Most Outstanding Alumnus in the Field of Broadcasting very much fits this DLSU-D graduate who has etched his name in the field of broadcasting. As he slowly, yet surely, goes up the ladder of his career, this Caviteño was hailed as a Cavite Awardee through a municipal resolution and recognized as "Anak ng Indang."

Engr. Edwin Sta. Maria, PECE

College: Business Administration
Department: Business Management

Courses Taught: Purchasing and Supply Management, Total Quality Management, Productivity and Quality

Tool, Environmental Management System, among others

Industry Work: When he is not teaching, Engr. Sta. Maria implements the strategic goals and objectives of Advance Data Comm. Phil. Inc. where he is a CEO and Head of Engineering. Advance Data Comm. Phil. Inc is a company that provides business solutions systems and specializes in design and implementation of structured cabling. An engineer, a teacher, a leader, a trainer—a public relations officer even—Engr. Sta. Maria is all these.

Career highlights: He passed the Professional Electronics Engineering Board Exam (PECE) with flying colors.



Bruno Tirel

College: International Hospitality Management

Department: Hotel and Restaurant Management

Courses taught: Quantity Food Production and Asian Cuisine

Industry work: Chef Tirel is a native of France whose profile boasts of vast experience as restaurant manager in world class hotels from around the world. He has worked from Paris to United Arab Emirates, from California, USA to Africa. At present, Chef Tirel works part-time in two Lasallian schools: here in our university and De La Salle College of St. Benilde.

Career highlights: Chef Tirel finished his Advanced Vocational Training Certificate in Culinary Art School of Jean Drouant in Paris. Before finally working in the Philippines, he is the Assistant Kitchen Manager of a Thai restaurant in Paris, the Blue Elephant Restaurant.



newsettesnapshots

This issue's Snapshot features a participant in the 2009
Perspectives and Trends in Education, Counseling, and
Human and Spiritual Formation (PTECHS) held in Hong
Kong, China. This year, the international seminar and
educational tour will be held in South Korea on
Oct. 22 to 25.

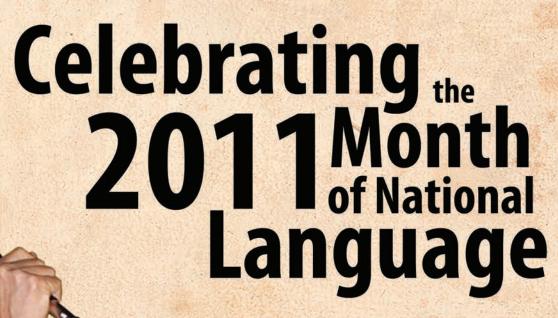


Photo taken by Ohsie Austria, staff, Information and Communications Technology Center

Don't just take pictures, share them!

If your shot can indeed paint a thousand words, send them to newsette@dlsud.edu.ph together with your full name and brief info about the photo.





LSU-D welcomes Buwan ng Wikang Pambansa with a
Eucharistic celebration followed by a lecture delivered by
Michael Andrada of the University of Philippines-Diliman.
Young and downright witty, Andrada captured the attention of
the students who laughed a lot during his lecture revolving
around the theme "Kulturang Popular: Mga Napapanahong Isyu at
Kalakaran."

Regular features of the annual celebration are the Lutong Pinoy, a competition that featured delectable Filipino dish prepared by different sections handled by faculty members of the Kagawaran ng Filipino at Panitikan, and Poesia. This year's Poesia paid tribute to no less than Rogelio Ordoñez, the "Makata ng Bayan."

Gabi ng Pinoy caps off this year's celebration that featured student performances of local songs famous during the different decades.

What made this year's affair different are the well applauded interpretations of famous OPM selections by the faculty members.

Ordoñez remains self-effacing despite being a multi-awarded writer and journalist. When asked how he felt while hearing his works read before him, "Nahihiya ako," he replied with a laugh.

Excerpt from

Ikaw and Talahib ng mga Ala-ala ni Rogelio Ordonez

oo, ikaw ang talahib ng mga alaala sunugin man nang sunugin sisibol at sisibol pa rin muli't muling iindak ang puting bulaklak di luhang mangalalaglag sa masukal na damuhang dinilig ng iyong dugo mananariwa ang lahat maging naluoy na mga pangarap muli't muli kang mamumulaklak sa puso't isipan ng bawat sawimpalad ikaw, ikaw na talahib ng aming mga alaala!







