



Celebrating October as the Month of the Most Holy Rosary, the DLSU-D Community pray the yearly "Living Rosary" at the University Chapel on October 7.

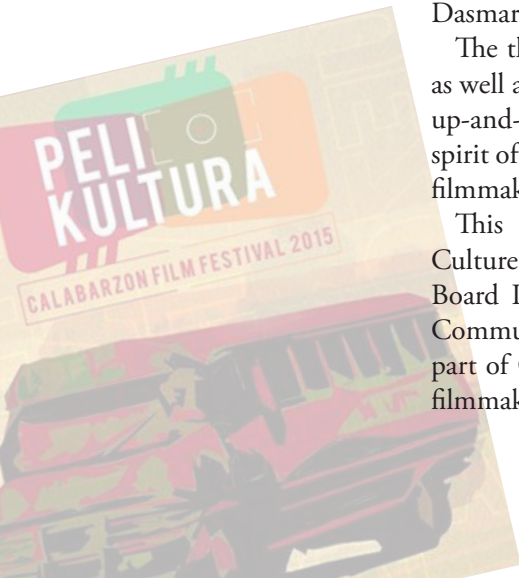
CALABARZON Film Fest 2015 PELIKULTURA SCREENS AT LA SALLE-DASMA

ON ITS FIFTH YEAR, Pelikultura—the regional film festival showcasing movies by filmmakers from all over CALABARZON Region (Region IV-A)—is coming to DLSU-D (De La Salle University-Dasmariñas) on February 18, 20 and 21, 2015.

The three-day event, consisting of film screenings and competition as well as seminars and workshops, will be graced by both veteran and up-and-coming luminaries in the Philippine movie industry in the spirit of encouraging, developing, promoting and establishing regional filmmaking that reflects local arts and culture.

This film festival, sponsored by the National Commission for Culture and the Arts and this year by the Cavite Provincial Tourism Board Inc. (headed by DLSU-D Prof. Aquino Garcia), DLSU-D's Communicators' Society, and the Cavite Filmmakers Association, is part of Cinema Rehiyon—the national competition for independent filmmakers from the different regions of the country.

[to page 2](#)



Roots

Pelikultura was started in 2010 by the UP Film Lab of University of the Philippines-Los Baños, which has been hosting the event in the last four years.

Rosanni Sarile, director of DLSU-D's Marketing Communications Office, says the temporary "transfer" of the hosting job to DLSU-D (and consequently, to other universities/venues in the region) was in coordination with UP Film Lab in the hopes of generating widespread awareness of the film festival in the entire CALABARZON (Cavite, Laguna, Batangas, Rizal, Quezon) region.

"This is to discover new talents in terms of filmmaking [and to open up

a venue for] all CALABARZON film enthusiasts, hobbyists, students," says Sarile. "It's to showcase their films that tell stories from home. It's about them being proud of their roots."

Given this purpose, other regions have also been holding their own film festivals in the same spirit. Cebu and Davao have theirs. "In Bacolod, they call theirs 'Bacollywood,'" says Sarile.

CALABARZON special

As for CALABARZON, Sarile believes the region is a rich mine for concepts and material for storytelling and moviemaking. "Even more so in Cavite," she furthers. "Besides our *anting-anting* (amulets), we have so many rituals, traditions, folk beliefs

we can use for cinema that is distinct from the mainstream. Plus, our heroes in the revolution—they could inspire documentaries and even epic films."

A born-and-bred Caviteña hailing from Kawit, Sarile was elected secretary with the NCCA Committee on Cinema (along with DLSU-D's Cecile Gelicame and Dr. George Francisco who are also secretaries with the NCCA Committees on Museums and Language/Translation, respectively) in April 2014.

She says she is both proud and happy that Pelikultura 2015 has opened up a venue for "exploring" and "exposing" this richness. And this aim has been intensified this year, with the festival making it this year's theme (i.e., more

n e w s

2014 grads post 86% CPA passing rate

Quezada, 10th placer, leads DLSU-D's new CPAs



Thirty-two out of 37 Accountancy graduates (batch 2014) passed the recent CPA (Certified Public Accountancy) board examination, giving DLSU-D an 86.49 percent passing rate vis-à-vis the national passing rate of 37.02 percent.

Janelle Quezada led this year's new CPAs from DLSU-D by placing 10th in the board.

The DLSU-D community congratulates all new CPAs, including our board passers: Karren Jill Abito, John Vincent Aguilar, Ivy Jeska Agustin, Ira Lourdes Alcantara, Louis Paulo Batac, Mike Emelson Baurile, Agape

Joy Castillo, Keinth Roger Castillo, Sarah Marie Cortez, John Michael Dela Cruz, Mikka Dela Cruz, Jecelle Dominguez, Ma. Eloisa Enobal, Jennierose Estopin, Ena Florizza Liwanag, Kristiana Marie Llemos, Raymond Joseph Maalihan, Clinton Magbitang, Kathlyn Ann Masil, Edison Omar Maza, Ma. Lisset Nuestro, Mary Jane Pagarao, Kaith Marjorie Ramores, Diane Eunice Reyes, Albrecht Roasa, Rose Mae Rubio, Joanna Marie Sacapaño, Blaise Agatha Sambas, Kevin Oliver Tan, Carla Theresa Tanieca, Paola Erika Virata.

on folk culture, more on historical adaptations, story and socioeconomic realities of the place, etc.) and adding a new award category: the Sulyap Kultura Award.

“With the technology we have now, it’s just so much easier and cheaper to produce a film,” says Sarile. “And we have lots of talented young people who have the means and skills...so why not push these young people to make films that are more artistic and more culturally inclined?”



Students, faculty and parents enjoy a healthy snack which they themselves prepared, coached by Atma’s Vegetarian Pastries’ Jessica Ortega, during “Healthy Bites,” a joint activity of DLSU-D’s Student Wellness Center and the College of Tourism and Hospitality Management Student Council. Healthy Bites was one of the activities featured in DLSU-D’s month-long observance of “Wellthy U” in September 2014.

n e w s

BOM students’ ‘Ubod Patty’ tops 8th BIDA

It may have been their first time to join a national competition, but it sure didn’t make them shy away from winning a top prize.

Fourth year students Christine Tolentino, Angela King, Erika Jeleen Barbosa, and 3rd year students Diana Louise Violeta and Mart Loui Francisco—all taking up DLSU-D’s Business and Operations Management program—won 1st prize in the food category of the 8th BIDA or Best Business Idea and Development Award.

Their business idea was the Ubod Patty—a burger patty mainly made up of chopped soft pith of a palm tree (ubod) and other vegetables. The judges cited its newness, its health benefits (with vitamins, minerals and fiber), and its socioeconomic impact, since besides costing less to mass produce, its recipe also uses duck meat and thus, a potential boost to duck raisers in the country.

Held on October 9, 2014 at the Philippine Chamber of Commerce and Industry in Taguig City, the 8th BIDA was participated in by 73 schools from all over the country. The winners were recognized during the 40th Philippine Business Conference and Expo at the Manila Hotel on October 28.

DLSU-D’s winning students were coached by Dr. Crispina Corpuz and

Arlene Romasanta, both faculty with College of Business Administration and Accountancy’s Business Management Department chaired by Alice D.P. Descallar who was also instrumental in the students’ participation in the competition.

For winning first prize, the winners received a trophy and a P50,000 cash reward.



Communication students win 1st runner-up in PRSP Grand Prix



The Big Shift—a team composed of nine PR (Public Relations) students under DLSU-D's AB Communication program—won 1st runner-up (silver) in the PRSP (Public Relations Society of the Philippines) Grand Prix Finals held at the Colegio de San Juan de Letran, October 12.

The annual event, showcasing competing PR programs developed by communications

n e w s

Polo gets UPLB Distinguished Alumni award

Marco Polo, director of DLSU-D's Advancement Office and a faculty with CJD (Communication and Journalism Department) was conferred the Distinguished Alumni Award in Communication, Education and Institutional Leadership by his alma mater UPLB-CDC (University of the Philippines Los Baños-College of Development Communication).

Polo, a BS Development Communication graduate, was recognized for his initiatives in ensuring the continuing training of communication and media educators in the Philippines, particularly in his leadership of the Philippine Association of Communication Educators, the largest and oldest professional organization of teachers of communication and media education. He was also recognized for his competent leadership in various capacities with the De La Salle University System, the Commission on Higher Education, and DLSU-D.

In a forum with UPLB's other Distinguished Alumni awardees, Polo shared his insights and experiences in being a Development Communication practitioner to students and faculty of UPLB-CDC.



and PR students for a given case study, challenged participants to develop an integrated marketing communications plan for PRSP's various programs using a mix of new and traditional media.

The Big Shift's entry was "PRSPPEAK," and it won for the team P30,000 cash, gift packs and exclusive invites to PRSP events. The team was composed of Angelito Miguel Adrias, Karen Kaisy Cabula, Dezza Castilla, Elyssa Grace Dela Cruz, Honeylett Javier, Hazel Mascarinas, Charlene Villanueva, Florence Rio Bistoyong and Ana Sevilla.

Remarkably, of the seven teams that competed in the finals' round in this year's PRSP Grand Prix, three teams were from DLSU-D. Aside from The Big Shift, there were also Prime Communications (composed of Jeziel Alulod, Mishael Ferrer, Victoria Isabel Gonzales, Jeseree Patalud, Niña Pauline Tapawan, Jeong Hwa Heo, Mark Daven Magno and Jeremy Ann Moralidad) with their entry "#PUSHPR";

and The Prodigy (Krissia Agcol, Aiko Castro, Nicole Castro, Diana Dela Torre, Avril Diña, Angelica Ferrer and Celene Villon) with their "Re-Vibe PR" campaign. Prime Communications and The Prodigy each received P10,000 and gift packs for making it to the final round.

All three DLSU-D teams, coached by CJD (Communication and Journalism Department) faculty Marco Polo, received assistance from the College of Liberal Arts and Communication-CJD Achievers Fund.

UP Manila and Ateneo de Manila University took home the gold and bronze awards respectively. (**Marco Polo**)

n e w s

Team DLSU-D is 2nd runner-up at 16th ICFC

Team DLSU-D, composed of 5th-year students Carl Mari Ilagan, Feliz Patrick Cuyos and Jelome Empedrad together with 4th-year students John Michael Delos Reyes and Charles John Robertson Mojica—all from La Salle-Dasma's CBAA (College of Business Administration and Accountancy)—was 2nd runner-up at the 16th ICFC (Intercollegiate Finance Competition), October 20, 2014 at the Bangko Sentral ng Pilipinas.

Team DLSU-D was among 22 teams who advanced to the final round from some 100 teams invited to join from different colleges and universities all over the country. Coached by Don Malabanan, a faculty with CBAA's Allied Business Department, with the help of Julian Rey Odyssey Hernandez, a DLSU-D alumnus and veteran of the 14th ICFC, the team trailed UP-Diliman and Ateneo De Manila



University who emerged Champion and 1st runner-up respectively.

ICFC is an annual quiz competition organization by the Financial Executives

of the Philippines in partnership with JP Morgan Chase and Co. and sponsored by the Chartered Financial Analysts Society and the Asian Institute of Management.

IE students present paper in int'l conference



Industrial Engineering students Neil Jonas Antonio, Aeroll Nicko Advincula, Carlos Gorospe, Michael Angelo Tulang, Renz Julius Tabilin presented their paper in an international conference in Jeju, Korea, October 12-15. Their paper is titled “Composite Board Development: Use of Cardava Banana Peel and Watermelon Rind as an Alternative Raw Material” and was presented during the 15th Asia-Pacific Industrial Engineering and Management Systems Conference.

n e w s

DLSU-D students tackle Cavite newspapers in nat'l confab

Five AB Communication students recently presented their research paper in the national conference of the Consortium of Development Communication Educators and Practitioners of the Philippines (CDCEPP) at the Visayas State University in Baybay City, Leyte

Senior students Dan Lawrence Elairon, Jeseree Patalud, Bernard Penaranda, Arianne Mae Soniega and Nina Pauline Tapawan presented their study entitled “Qualitative Risk Analysis of Selected Community Newspapers of Cavite.”

Their research analyzed risk and crisis stories published by *Southern Tagalog Herald* and the *Asian Star Express*, both community papers published and circulated in Cavite. They found out that human-induced crises are the most common type of stories that were published by these newspapers. They also looked into the

publication management and practices of these publications and whether or not they observe the journalists’ code of ethics. The group also produced a poster that aims to educate communities about the common risks and crises in Cavite and on how these can be prevented or avoided,

The paper presentation of the students was made possible through the support of the College of Liberal Arts and Communication Achiever’s Fund. They were accompanied by their thesis adviser Marco Polo of the Communication and Journalism Department. **(Marco Polo)**



Pop radio's Chico Loco leads awardees in 1st Gawad Radyo Lasalyano

Popular radio personality Chico Loco led awardees in the 1st Gawad Radyo Lasalyano given by 95.9 Green FM, DLSU-D's radio station run by students, faculty and staff under CJD (Communication and Journalism Department). Chico Loco was joined by three other DLSU-D Alumni Achievers, on-air talents, broadcast workers, and 27 radio shows in the radio station's long list of awardees recognized at DLSU-D's Tanghalang Julian Felipe, October 15.

Chico Loco, a.k.a. Mark Jimel Gales, a Broadcast Journalism graduate belonging to batch 2009, was a former disc jockey with La Salle Radio in his student days. He is currently a radio jock with 101.1 YES FM and, just last year, was awarded Most Outstanding DJ by Top Brands Awards.

Also named Alumni Achiever Awardees were Jon Luis "Spider" Rodas (batch 2007), Allan Francisco (batch 2013), and Amor Jude Thadeus Soriano (batch 2013).

Rodas, more popularly known as DJ Bravo Cancionero on iFMLaoag, is also a station manager with U-Radio Northwestern University in Laoag, Ilocos Norte. A voice talent and director, he owns Studio 101, a media specialist company that scouts for new musical talents and manages events in Ilocos. As an undergrad at DLSU-D, Rodas pioneered as La Salle Radio's first station manager when the station began operating in 2005.

Francisco is currently news head at DZUP 1602 at University of the Philippines-Diliman, Quezon City, where he is in charge of the station's news programming. When still in college, he was Green FM's (formerly La Salle Radio) program director for news, leading its news team in putting the station "on the map" with live interviews with news headliners, congressmen, governors, and even entertainment personalities over his radio show "One-on-One Usapan." Francisco is also credited for coining the station's tagline "Basta Radyo, Dito Ka," which remains in use to this day.

Soriano, meanwhile, is an up-and-coming digital music artist who, when still with Green FM as its programming director for music, composed the station

jingle based on its "Basta Radyo, Dito Ka" tagline. Upon accepting his Alumni Achiever Award, he regaled and surprised the audience with an updated version of the Green FM jingle, which he presented as a gift to the station.

Outstanding shows

Also recognized were DLSU-D units who exemplified creativity in their units' radio shows. This year, they were the broadcast teams of Aklatang Emilio Aguinaldo led by Program Manager Mary Ann Salvador for the show Airwaves Research hosted by

DJs Angeli, Angelo and Veggie; and the Psychology Department for their show Psych Avenue, hosted by DJs Terrific, Jack and Braveheart.

The pioneering live tri-media coverage of President Benigno Aquino III's SONA (state-of-the-nation address) on July 28 was also hailed for its extensive, real-time reportage, with student teams (from CJD classes under Aurora Quadra-Balibay and Marissa Umali) conducting the reports and interviews live and on location and guest panelists—specialists on the subject—

to page 16



Frederick Agustin, artist and in charge of DLSU-D MCO's web projects, discusses his art and its meaning with viewers at the opening of "Salvo," an exhibit of artworks by Caviteño artists at the HRR Lobby of the Y.C. James Yen Center, Km 39, Silang, Cavite on October 9.



Dr. Louise Lambert (3rd from left), registered psychologist and professor at Canadian University of Dubai Schizophrenia Treatment and Management, receives flowers and a plaque of appreciation from Dr. George Francisco (extreme right), dean of the College of Liberal Arts, and Psychology Department Chair Normita Millano (2nd from left) and Professor Claribel Amihan. Lambert was guest speaker at the "First International Conference in Psychology: Living Productively, Achieving Balance Holistically" at DLSU-D's Ugnayang La Salle, September 24.

Ramos, Francisco attend ACUCA

Ramos shares ethical elements in Lasallian education

Dr. Myrna Ramos, vice chancellor for mission, external affairs and advancement, and Dr. George Francisco, dean of the College of Liberal Arts and Communication, were DLSU-D's delegates to the 2014 ACUCA Biennial Conference and 20th General Assembly held at Fu Jen Catholic University and Altheia University in Taiwan, October 24-27.

ACUCA's (Association of Christian Universities and Colleges in Asia) theme for this year was "Values Education: A Vital Constituent for Successful Education in the 21st Century" and had Ramos presenting her paper "Ethical Education:



Its Elements in Lasallian Education" in one of the conference's parallel sessions.

In Lasallian education, Ramos stressed, "Christian formation is not [just] something that is added on the curriculum alongside secular instruction, but [is] an essential part [of it]."

In the discussion that followed, Ramos said that the participants expressed concern over the blurring between what's morally/ethically right and what's considered "legal" or "normal" in today's society, resulting in distorted values among many people, particularly the impressionable

n e w s

Sarno presents study on Cavite folk chants in int'l forum

A closer examination of folk songs could reveal their cultural and historical milieu and, thus, be an aid in understanding a locale's past and how it has affected its present society.

Such is the case in Heidi Sarno's study "Thanksgiving Chants and Chants for the Soul in Mahabang Kahoy Cerca, Indang, Cavite: A Response to Colonialism," which she presented at an international forum at UP (University of the Philippines) in Diliman, Quezon City, October 14-16.

Sarno, a part-time faculty with DLSU-D's Kagawaran ng Filipino at Panitikan, was among 22 researchers from different universities and institutions from both here and abroad who presented their papers at "Laon-Laon: A Forum and

Conference Workshop on Preservation of Music Heritage in Asia."

For her paper, Sarno examined selected folk chants in the said locality in Indang, Cavite using Clark's Transfer Theory as a reference. Among her findings, the paper reveals the songs' colonial influences, and the relationship between and among the folk songs, indigenous beliefs, the use of amulets, the prevalence of brigandage, and other experiences of the locals who articulated these in their thanksgiving chants and chants for the soul.

The distinctive feature of the study lies in the combination of textual and musical aspects of the songs that have not been hitherto documented. The paper also sought to explain how the chants, the people's belief in amulets, and other

native traditions had resisted colonialism.

Sarno presented her study through the recommendation and support of DLSU-D's Cavite Studies Center led by its director Dr. Teresita Unabia, who suggested the topic for Sarno's master's degree thesis.

Laon-Laon is a forum of music research centers in Asia where the different practices in the preservation of musical traditions and cultures are discussed in a collegial and collaborative fashion. It was spearheaded and launched by the UP Center for Ethnomusicology back in 2008, and had already been held in Cambodia and in Taipei in 2009 and 2012 respectively.

young. Seeing this as a burden that falls on the shoulders of Christian universities, it was resolved that in the next ACUCA conferences, student delegates will probably be asked to participate.

At present, DLSU-D has the University Formation Council—which is “held equal with the academic and operations councils,” says Ramos. However, she believes that another vice chancellor—specifically, vice chancellor for formation—should be instated in the University and that, ideally, a De La Salle Brother should be appointed for the position. Ramos says that she and DLSU-D President/Chancellor Br. Gus Boquer FSC have already discussed it, and that Br. Gus was “amenable” to it.



n e w s

Admin, profs read papers at SEAAIR conference

In preparation for the emergence of AEC (ASEAN Economic Community) in 2015, DLSU-D administrators and faculty attended the 14th Annual Conference of SEAAIR (South East Asian Association for Institutional Research) at Aquinas University, Legaspi City, Albay, October 8-10.

The conference—a gathering of 118 local and international participants from Malaysia, Lebanon, Vietnam, Thailand and Indonesia—tackled “Cross-Cultural Education for AEC 2015: Realizing Possibilities, Defining Foundations.” The sub-themes discussed were: Development Education Model for AEC 2015; Cross Culturization of Higher Education Institutions in AEC; Leading Edge Strategies and Practical Solutions to Educational Quality; Contemporary Problems in Education: Exploring the AEC Boundaries; and Education and Authentic Human Development for AEC.

Representing DLSU-D and reading their papers at the conference were DLSU-D Vice Chancellor for Academics and Research and SEAAIR Vice President Dr. Olivia Legaspi (“Responding to the Challenges of the ASEAN Integration in 2015”); Aklatang Emilio Aguinaldo Director Dr. Sonia Gementiza, and College of Education faculty members Dr. Necitas Sayoto (Physical Education) and Dr.

Sonia Atienza (Professional Education) (“The De La Salle University-Dasmariñas K-12 Undertakings and Challenges to the Academic Community”); Human Resources Management Office Director and Psychology faculty Dr. Susan Mostajo (“Bring Me On Time to My School’: Implications of Public Utility Vehicle Drivers’ Behavior on Student Commuters”); College of Business Administration and Accountancy faculty Dr. Alice Valerio (Allied Business) (“Perceptions of Entrepreneurship as a Career: Evidence from Selected Tertiary Schools Across Programs in the Philippines”); and College of Criminal Justice and Education Dean Dr. Alrien Dausan (“The Impact of Police-Community Relations to Policy Formulation in DLSU-D”).

A “must-attend” event for academicians, educators, researchers and practitioners in higher education, the SEAAIR annual conference facilitates networking with peers and keeping abreast with leading experts in the field of Education. It also aims to facilitate and advance research leading to improved understanding, planning and operation of post-secondary education and encourage comparative research into national higher education in South East Asia.

DLSU-D's Student Scholarship Office Coordinator and POLCA President Frederick "Sir Lucky" Godinez Sr. talks about his past, parenting, POLCA's silver anniversary, and 'paying it forward.'

Life According to Sir Lucky

By Orlando A. Oliveros

f e a t u r e



Frederick "Sir Lucky" Godinez, Sr. sits behind a small desk checking his files while attending to a student scholar. From time to time, he looks up at the student, asking her questions, which she responds to with clear answers. He then asks her about her GPA (grade point average). The girl smiles, hesitates a bit, and then murmurs a figure that she doesn't seem very proud of. Sir Lucky Godinez jokingly exclaims: "*Antaas, ah* (Ah, that's very high)...."

It was supposed to be a sarcastic remark: the student barely made the grade to retain her scholarship. But the teasing way he said it only made the girl smile some more—but with a smile that crosses one's face when one hears a joke sooo corny, it turned out funny anyway.

"*Medyo taas-taasan pa natin ang grades natin, ha?* (Let's raise up our grades some more, okay?)" he advises her. She nods happily, stands up and leaves the Student Scholarship Office with her papers. Godinez then attends to the next student scholar.

A multi-tasker, Godinez juggles responsibilities between his two University functions: as coordinator of DLSU-D's Student Scholarship Office and as president of POLCA—La Salle-Dasma's parents club. Incidentally, POLCA (Parents Organization of La Salle Cavite) is celebrating its 25th anniversary this year.

"We have got activities lined up for that," he says. He enumerates: a mangrove tree-planting activity in Lian, Batangas; Lasallian formation with a segment on outreach work and a few other training programs for parents; a visit to an orphanage in Silang, Cavite; and so on. Godinez sure has got his hands full this year.

But this is nothing new to him. Ever since he started work—and that was since he was around 9 years old back in Olongapo City—he has been juggling responsibilities like a pro.

"Actually, my employment history has always been in two settings," he says. "One is academics and the other is outreach work." He was a teacher back in Olongapo. If he was not teaching, he was doing NGO work: "Save the Children" under the USAID Program; scholarship

and capacity building with the Pearl S. Buck Foundation. Godinez took to these functions like a hand that fits the glove. Perhaps, because it was in these two areas that he found respite from his woes. And perhaps, because it was in these two areas that he found his salvation....

'Lucky'

When one gets a glimpse of Godinez' personal history—especially the first half of his life—one would probably find his nickname “Lucky” a misnomer. Probably.

Because, as he would tell you himself, he didn't have a happy childhood. “I was a street kid; I grew up working on the streets.” But even so, he probably wouldn't get to where he is now if not for the “luck” that got him through that stage in his life. So...yes—“probably” is the right word.

His mother gave him the nickname “Lucky.” Why? He doesn't know. He was born 1968: “I was an only child.” They lived in Olongapo's red light district, where night clubs, bars, and restaurants were crawling with American personnel who came and went with their ships at the naval base. “The place was alive from 6 p.m. until 5-6 in the morning.”

It was when he was 5 that he finally got told that his father left the family (and the country) for good. For a time, his mother had to work as cashier in one of those bars for support. Eventually, she settled to washing other people's clothes for a living—which just wasn't enough for two, especially when Godinez had started attending school. And so, both mother and son had to work for their keep. Whatever they earned, they summed together.

“I worked very early in the morning selling banana cue, and then I was at school by 7 or 8 [a.m.],” he relates. During summers, he peddled ice buko and ice drops.

When he got older, he worked extra as a “*pulot* boy” at the Olongapo City Tennis Court on certain nights—he chased after stray tennis balls for which he was paid P2 per game (one game lasted around 1-2 hours). The players were the city's rich and well known who, sometimes in a burst of amusement, gave him P50 as bonus.

But more often, on average, he earned

P20 per day. This was in the 1980s. Back then, P20 was enough to buy a kilo of rice and the day's viand (ulam). Sometimes, when harder days hit, they ate just one meal a day. This, they endured up until his college days. “*Tubig lang*,” he says. To relieve their hunger, they just drank more water—water was free. “*Ganun talaga ang buhay, e* (Life is just that way),” he shrugs his shoulders.

Misery

What made life doubly difficult for Godinez was his darker skin color. Growing up “black” and always on the streets, Godinez was no stranger to prejudicial treatment and racist name-calling. “Negro,” “Ita,” “Nognog,” “Baluga”—they hurled these at him like daggers. At the beginning of school, until high school, his classmates avoided sitting next to him. “*Ayokong tumabi sa 'yo* (I don't want to sit beside you),” they would tell him. “*Andumi mo* (You're dirty).”

Often, he responded to these with silence that held the anger seething within. Home alone, his young heart cried out the hurt.

But good-natured that he was, as school wore on, he made many friends. His grades were good. He was even elected officer of the class, a member of the student council, and was a senior officer in CAT. “If I was ever an outcast,

to page 12

What made life doubly difficult for Godinez was his darker skin color. Growing up 'black' and always on the streets, Godinez was no stranger to prejudicial treatment and racist name-calling.



Planting mangrove trees with other POLCA members in Lian, Batangas, October 2014.

'You can choose to work and earn money [instead of study]... but will your entire life be always like this? Or will you choose to break the cycle that impoverishes your family?'

I don't remember being held back by it."

He did what he could to cope. He engaged in sports. "I was a good badminton player," he relates. "I was even a varsity player in high school and college. And I played soccer and volleyball too."

There was, however, one other sorrow that capped the miseries of his young life. To this day, the memory of not having a permanent house to come home to still brought out the pain from time to time.

"We moved from place to place a lot. You didn't pay up rent for three months, you got thrown out. I remember, I was in Grade 4-Grade 5. One time, arriving home, I found out we just got thrown out. All our things were sitting outside of the house. What does one do about it? You live on the street, that's what—for a week or two."

Sometimes, a friend would let him stay at their place, while his mother looked for her own space somewhere else to sleep in. This was the case, until another rental place was found for them to move to. At least twice in a year this happened. And for several years, this happened.

In search of solace, there were days when Godinez did not "go to school." He went to school all right, but he just loitered within campus premises: he did not go in to class. "I just did not feel like going...because I was down."

This weighed more heavily on him for reasons he could not quite grasp: "We're moving again? Didn't we move just recently?" The answers were obvious, but the reason for the misery was not.

And so, if ever one wants to go to Olongapo City and doesn't know his way around, Godinez can make for the perfect guide. "We'd lived on [almost] every street there. Tell me the street you're looking for and I can tell you how to get there." His mental map of the place is so vivid that, to this day, the details of its memory could still drive him to silent tears.

Breaking the cycle

Of course, we've heard it often said: When God closes a door, somewhere He opens a window. If Godinez' "luck" was not in his lot, it just has to be somewhere else. True enough, it was in his friends—teachers and school administrators who believed in him, especially. He mentions

several names from his elementary days up to college. They mentored him, molded his character, and provided opportunities for him, not just to get by, but to move on and excel.

In the face of severe financial need, he would have been a college dropout, barely keeping a job that paid well. But a school administrator who knew him—a good friend—reasoned with him: "You can choose to work and earn money, that's fine. But will your entire life be always like this? Or will you choose to break the cycle that impoverishes your family?"

It took him a month to think things through. But in the end, he made up his mind: he would "break the cycle" that impoverished his family.

He became a working student with the school, cleaning up comfort rooms and tidying up classrooms before and after the evening classes. And then he became a library aide; a records clerk with the school registrar; and on his 4th year, because he was taking up AB Guidance and Counseling, they made him "guidance aide."

It was also during college that he got exposed to outreach work. He became a member of TAMBALAN—Tayong Maga-aaral Para sa Batang Lansangan (literally, "us students for children of the streets"). They taught reading, writing and basic Math to street children at the city park. "It was fulfilling because there were kids there whom we had helped who, later on, finished high school and college."

He also volunteered as street educator about HIV/AIDS. He worked with a couple more NGOs (nongovernment organizations) before he was absorbed by his alma mater (Virgen Delos Remedios College) to work there as guidance counselor.

"My wife knows my story," he says. "We're childhood friends." Their love story, begun when he was a senior in high school, is now a union blessed with six children.

Exodus

They got married in 1992. Around this time, two other things happened: Mt. Pinatubo erupted in 1991, wreaking havoc not just in Zambales, but also in nearby Bataan, Pampanga, Tarlac, etc.; and then the following year, the US naval



base pulled out of Olongapo.

When the Americans pulled out, almost 80 percent of the city's employees— heavily dependent on business with the naval base—were displaced. The remaining 20-30 percent were also affected since, with not much money going around in the city, there was not much money for their businesses as well.

Wasn't it a depressing time to get married? "Not really," says Godinez, "I wasn't thinking about it." Perhaps he has had too many hard times and rarely any good times in his life that he didn't let those events dampen his spirit.

Reality set in soon, however. He continued to work at school, but left eventually, opting to do outreach work with NGOs—which was more needed then because of the massive devastation brought on by Mt. Pinatubo's eruption. With his NGO work, the family got by. But still, it didn't pay much. His wife even thought of living in Manila to work at her relatives' printing press.

In 2002, his mother died of pulmonary tuberculosis. At this last blow, Godinez did not even flinch. She had been sick on and off, sooner or later, death had to follow. This is life—the way it really is.

But then, perhaps it was already the last straw. Because one year after that, God opened a door for Godinez. It was

a bigger door this time—and opened more widely, too. In 2003, he saw an announcement of a possible employment at De La Salle University-Dasmariñas. Coincidentally, he also got invited to a friend's wedding—in Dasmariñas, Cavite.

In short, he applied for a job at La Salle-Dasma, got accepted as part-time guidance counselor, worked his way to permanent employment, and then two years after he started, his family made an exodus from Olongapo to Dasmariñas, Cavite to live with him.

This move brought on many changes in their lives, says Godinez. When asked what those are, Godinez counts only blessings—and counts them as if each one is etched on each finger.

"It is better here," he says. "There are plenty of opportunities to grow; salary-wise, it's much higher. Second, I'm able to continue my PhD [studies]. Third, thanks to Br.Gus (Boquer FSC, DLSU-D president) through the Enhanced Brother President Scholarship, I am able to send three of my children here in the University."

He likes La Salle-Dasma—"the ambience is pleasant ...not crowded...." And the community—"the employees get

to page 14

'My children should involve themselves in community activities. They should volunteer in various causes.'

'I was once poor and my children know that. I do not tell them to become poor just as I was. But it is much better if they immerse themselves—realize for themselves--the realities of life.'



along well...we were well received..." Most significantly, the Godinezes now own their own house (through the Pag-ibig housing program—"we didn't have that in Zambales").

Giving back

With the family settled and life finally easing up on the stronger and wiser "Lucky" Godinez, giving back to the community once again became part and parcel of University life for him. From 2004 to 2011, he was part of LCDC (Lasallian Community Development Center)—DLSU-D's community extension arm. And when he became president of POLCA's BOT in 2011, he continued and even intensified the organization's support for student scholarships.

"Dr. Carmelyn Antig (previous POLCA president) started the P5-million pledge for the scholarship endowment fund," he explains. "It then reached P7.5 million, so now we're targeting P10 million. From one to two scholars before, we now have 11 scholars."

Besides this, POLCA has also started giving financial incentives to DLSU-D graduates who make it to the Top 10 passers in the board exams. They give transportation allowance to a number of the University's scholarship grantees, and also donate all the proceeds of their "Ikot Jeep" operations to scholarships and other funds in support of various University causes.

At home, Godinez the father passes on—or rather, imposes—this same ideology to his children. "They should involve themselves in community activities," he says. "They should volunteer in various causes."

Fortunately, it is evident that the three older children had inherited their father's "do-good" gene. His eldest son, a graduating Education student, has been a volunteer with LCDC for four years now. His daughter, taking up Community Development, just loves doing community work. And his second son, an Engineering student, has aligned himself with the cause of environmental conservation.

"I was once poor and my children know that. I do not tell them to become poor just as I was. But it is much better if they immerse themselves—realize for themselves—the realities of life."

Many times, he has told his story to his children, albeit in subtle ways. Sometimes, he would joke about it. Sometimes, when watching TV showing a true life story of poverty and struggle, he would simply point out to them, "That happened to me, too." His children would just look up at him, incredulous.

He tells them, "You should study hard; always persevere"—the same advice he gives the student scholars he meets in his office. But he says he is under the impression that his own children don't believe his "outrageous" story.

"Or maybe they do, they just didn't want to show it. But what can I do? That's the way life really was for me...."

Parenting

"I think I'm a loving father," he says. Loving, but strict. Now that everything is stable with him now, it is important that rules be laid down to keep intact—and propagate—that stability.

Aside from volunteerism, his other rules keep the house in order. First rule: Do not disrespect your mother. "They can disrespect me, that's okay. But not their mother."

Second rule: Sunday is family day—"We rarely get together during weekdays because of our different schedules, but on Sundays, [everyone has] to be in the house for lunch."

Third rule: Do not neglect your studies. "If they're having a hard time with their studies, it's okay. It's normal. They can ask for help. But as much as possible, they should not fail a subject." So far, none of his children has earned a

failing mark.

He says he commends La Salle-Dasma for orienting and guiding both parents and students on the difference in approach between high school and college studying. "In high school, everything is spoon-fed," he explains. "In college, it's survival of the fittest. You have to do your own research. And the professors have different teaching styles. If a child's study habits in high school were well developed, college should pose just minor adjustments."

When it comes to discipline, he says he doesn't believe in corporal punishment, even though he admits that when his children were growing up, he spanked them on the buttocks—albeit just with his hand. "Just for them to realize that there are consequences to their actions."

Reprimanding their children, he and his wife do not nag together at any one time. "When my wife verbalizes, I just keep silent. But when I do the talking, my wife clams up. With two of us doing the talking, the children might feel bombarded already. Only one of us can be angry at any time. That way, we can buffer each other's anger."

Gadgets (cell phones, laptops, etc.) and the internet, they consider as a "necessity—no longer just a want." "But children should be guided on their proper use." If children don't have the internet, they should be encouraged to use the library's ERS, he tips.

This "digital literacy," he believes parents should also have—"you have to know something about these things... just enough to be able to monitor what's going on with your children's lives."

He says that it was POLCA that pushed for the online submission of grades, and so now, parents are able to monitor their children's academic performance—prelim, midterm, final. And now, to get parents become more involved in their children's studies, POLCA has slated a training seminar in January 2015 on the DLSU-D Schoolbook—a virtual learning tool where teachers create and post "electronic classes" that their students can access "anytime, anywhere" via the internet.

With ubiquitous technology at our disposal, Godinez says it irks him when

any of his children stays out late without texting or calling their parents of their whereabouts. "For me, they should be home around 9 or 10 p.m. at the latest," he says. But if they really needed to stay out late for a school activity or any valid reason, Godinez tells his children to just spend the night safe at a friend's house, instead of out on the road going home.

When it comes to his children's romantic pursuits, however, Godinez believes parenting has "no hard and fast rules." As much as he is open to his children being in love, he wishes that they would "go slow" and not take it seriously.

He says he doesn't worry much about his daughter, whom he sees as goal-oriented—one who knows her priorities in life. Instead, he worries more about his boys: "We welcome their girlfriends at home—we might as well get to know them. But we ask them, "*Nagmamadali ba kayo?* (Are you in a hurry?) If so, then there's nothing we can do to stop you. But as for the consequences, I'm sorry but we won't help you."

"I tell my boys: 'It is you who will be bringing up your own family. Do not be in a hurry. You still need to graduate. If you don't graduate, what kind of job do you land on? In raising a family, you should be prepared—psychologically, physically, financially.'"

Making the bed

This fatherly eye on his family, Godinez also lends to POLCA. As its president of almost four years, he knows enough to gauge it's high time that everything about it—from its day-to-day operations to its history—should be set in order, considering its 25 years of existence.

"We've been looking for files and documents around 1989, the year that POLCA started. We found out that the old dormitories for our athletes were supported and funded by POLCA, and later donated to the school. As for the early officers, those are still what we need to find because when you go to POLCA, only the more recent officers [are documented]."

to page 16

Life According to...

from page 15

POLCA is also bringing back the collegiate assembly, with five parent-representatives from each college. These representatives in turn would elect their own set of officers headed by a president. The parent presidents (representing the seven colleges) will then automatically form the BOT (board of trustees), and then among them, they will elect POLCA's next set of officers.

"We're organizing everything now, so the next officers of the organization would have a definite system they'd follow."

This should help POLCA standardize and smoothen its various "services" to the DLSU-D community, including the Ikot Jeep, the scholarship endowment fund, the interest-free guaranteed loan program, and of course, the POLCA Hall (complete with internet, computer, LCD, etc.) which the community can use on a first-come-first-serve basis. Recently, POLCA has gone online—"if there are queries about POLCA activities or whatever we can do to help, we have what we call the 'Parents Organization FB.'" Yes, POLCA is on Facebook now.

"I am thankful that the DLSU-D Community continues to regard POLCA as one of the sector representatives," says Godinez. "As I always say, please tell us if there's anything we could help the community with. At the same time, give us more opportunities to open up some of our ideas for the betterment, not just of our children, but also of the University."

Indeed, the years has prepared Godinez for all this. A beneficiary of scholarships, he now heads an office for student scholarships. Once a devoted son and currently a devoted parent, he now heads POLCA with sensitivity to the needs of both students and their parents. And because he well knows what it feels like to be on the receiving end, he takes these things to heart—and naturally so, like a hand that fits the glove.

Finally, the house he had long longed for, he now owns. He tidies it up and puts it in order. In it, he makes the bed and, beside it, he puts on the lamp whose light will shine for the world to see. Such is life for Sir Lucky Godinez. Perhaps, life is such just as it should be. **n**

*'Please tell us if
there's anything
we could help
the community
with...give us
opportunities to
share our ideas for
the betterment of
the University.'*

Pop radio's Chico

Loco... from page 7

analyzing and commenting on the event as it unfolded. Simultaneous with the SONA coverage, Green FM launched its website (959GreenFM.wordpress.com), and even went live on ustream.tv/channel/greenfm959 throughout the day with the new mobile television equipment operated by the media production team led by CJD faculty Richard Padernal.

Three "best programs" were also cited: Raiders for "Best Music, Culture and Arts Show"; Tapatán for "Best Public Affairs Show"; and Carabao Island (produced by Maan Alto) for "Best Radio Documentary."

Other bests

Green FM's Top 3 radio shows (ranked in a survey by DLSU-D listeners) were also recognized: top-ranked "By Request"; followed by "Tutok Lasalyano" (a daily newscast; also adjudged "Best Newscast") in 2nd; and "Media Watch" (a weekly news program) and "Overheard sa Secret Files" (an entertainment show) both tied in 3rd.

Individual awards went to: Jonathan Andal (Best Newscaster and Best Radio Manager); Mariel Basaran (Best Field Reporter); Elaise Povadora (Best Public Affairs Show Host); Mara Lagdamen (Best Disc Jockey); Arnalyn Francisco (Best Radio Staff); and Christian De Ramos (Radio Lab Technician).

"Best Station Promotional Plug" went to DJ Search West, with script by Maan Alto, and produced and voiced by Rodas; and "Best Station Promotional Poster" went to Jambox, designed by Katrina Ann Cruz, Pauline Joy Sanchez, Justin James Ardiente, and Edward Anderson Dela Cruz.



De La Salle University-Dasmariñas

Marketing Communications Office
Cavite 4115 Philippines
Telefax (046) 481-1900 loc 3031
direct line (02) 844-7832 loc 3031

Rosanni Recreo-Sarile, *Director*
Frederick Agustin, *In Charge, Web Projects*
Christine Caparas, *In Charge, Special Projects*
Christopher John Catapang, *In Charge, Print Projects*
Jacquelyn Torres, *In Charge, Media Relations*
Roanne Mitschek, *Secretary*
Joseph Neil Romerosa, *In Charge, Multimedia Projects*
Orlando Oliveros, *In Charge, Publications*

Newsette welcomes contributions, comments, and suggestions from the community. Editorial deadline is 12nn, every Wednesday. E-mail articles to mco@dlsud.edu.ph.

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

www.dlsud.edu.ph/mco