



Tribu Animo, DLSU-D's representatives to the opening parade of ParuParo Festival 2015 bagged not only the top award in the Street Dance Category (College Division) but was also awarded Best in Costume for their attire. This was the group's fourth consecutive championship win in the said category. Composed of students from DLSU-D's College of Tourism and Hospitality Management, the group has been competing in the said competition under the leadership of Jose Bagamasbad. ParuParo Festival, held November 27, 2015, celebrated the 6th anniversary of the cityhood of Dasmariñas (Photo from CTHM Student Council Facebook).

BR. GUS LEADS DLSU-D 3 MORE YEARS

Steps up vision for DLSU-D, Cavite

WITH TERTIARY institutions transitioning to K-12 starting next school year, the DLSU-D BOT (Board of Trustees) has reappointed Br. Gus Boquer FSC to a fourth term as De La Salle University-Dasmariñas' President/Chancellor from May 15, 2016 to May 15, 2019.

The appointment, stated in a letter dated December 12 and signed by DLSU-D BOT Chair Br. Victor Franco FSC, is aimed to provide the De La Salle University-Dasmariñas community “a sense of stability and continuity...during this critical time of transitions and changes in the curriculum...”

Global perspective

Br. Gus says he is happy with his reappointment, taking it as “God’s will.” For this, his vision for the University in the next three years involves being “sensitive to where La Salle is vis-à-vis the national scene, and at the same time, in context with global perspective.”

CILP hosts digital education workshop for DepEd leaders

Thirteen out of 19 DepEd (Department of Education) divisions in Region 4A sent representatives to “Designing Adaptive Digital Education Programs,” a three-day workshop conducted by DLSU-D’s CILP (Center for Innovative Learning Programs).

Held November 16-18, the workshop aimed to train education administrators and executives to develop the digital learning capability of schools within their division.

The workshop enabled the participants to get a clear picture of

the division’s capabilities to integrate technology in instruction in terms of physical resources, equipment, human resource, knowledge and attitudes, funds and ICT (information and communication technology) infrastructure.

They were also guided in developing a strategic plan for integrating digital technology to instruction within the division.

One workshop highlight was the multi-stakeholder forum in which participants were asked to present their programs to students, parents,

teachers, and education service providers to get their feedback and identify areas for collaboration. During the forum, DepEd Region 4A Director Dr. Diosdado San Antonio discussed the direction of DepEd initiatives for ICT and also expressed encouragement and support for the participants’ commitment to digital education programs.

The course was designed and facilitated by CILP Director Arlynne Awayan, DepEd Consultant Dr. Ferdinand Pitagan and E-Kindling founders Joel and Tessa Yuvienco.

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Br. Gus leads DLSU-D...from page 1

His plans include:

- reiterating to everyone that the DLSU-D campus is “a place where the experience of God is lived and shared,” because “the moment that God-centeredness is gone, this University will not move at all, regardless of what we can successfully do or not”;
- creative programs that will take care of environment;
- reviewing the University’s academic programs—“Are we in tune to the signs of the times? Are we producing graduates to be employed...?”;

- the offering of a special program for governance, public service and corporate leadership starting next school year—“We will train local leaders (government and corporate) to be the best of what they can be”;
- reviewing the University’s social orientation—“We are an institution that is supposed to graduate catalysts for social transformation”;
- strengthening the University’s research program—“Our research should be...global in perspective, but the adaptation is for our nation”; and

- strengthening the University’s Lasallian formation program for faculty, students and staff.

“De La Salle University-Dasmariñas is no longer just a small institution,” he said in an interview with *Newsette* (see full interview on page 20). “It is an institution that has been placed in Cavite for a purpose.”

In the interview, among the University’s many accomplishments, Br. Gus stressed the University’s role and efforts in environmental preservation. While honored by the invitation to join—and subsequent membership to—ISCN (International Sustainable Campus Network) for its environmentally sustainable programs, DLSU-D has to “make

CEAT profs conferred ASEAN charters

Ar. Renato Heray and Engr. Jose Rizaldy de Armas—both faculty with DLSU-D's College of Engineering, Architecture and Technology—have been conferred ASEAN charters. Heray was conferred AA (ASEAN Architect) on June 22, while De Armas was conferred ACPE (ASEAN Chartered Professional Engineer) on October 30.

As an AA, Heray adheres and stands to benefit with the ASEAN Agreement on Mutual Recognition Arrangement on Architectural Services, which was signed by ASEAN economic ministers in November 2007. This “[facilitates] the mobility of architecture professionals within ASEAN and

[enhances] information exchange in order to promote adoption of best practices on standards of architectural education, professional practices and qualifications.”

De Armas, on the other hand, is now listed with ACPECC (ASEAN Chartered Professional Engineer Coordinating Committee), an “overseeing body” for the region whose

functions include, among others, “developing, monitoring, maintaining and promoting mutually acceptable standards and criteria for facilitating practice by [ACPEs] throughout the participating ASEAN Member Country.”



AR. RENATO HERAY, AA



JOSE RIZALDY DE ARMAS, PECE, ACPE

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sure that we maintain what we have started because this is now in light of climate change.”

‘We need visionaries’

When asked if he is worried because of the many challenges ahead, Br. Gus said he is rather “concerned at the lack of vision.”

“We need visionaries. That’s why our programs here must remind our students that they should be visionaries. And if we expect our students to be visionaries, more so with our faculty and administrators. We must look beyond what the eye can see.”

He mentioned Cavite’s impending water shortage problem, and how this has been worsening with time. “What is this telling us? That something’s already happening that our citizens and leaders have failed to address.”

And so, besides having the vision, there must also be cooperation between the local government and the University to reeducate the people, “especially the masses because it is they who are inclined to pollute our rivers.”

As for the impact of K-to-12’s implementation in the University, Br. Gus said the academic community should first accept the fact of K-to-12

“because this would put us in equal pedestal with the rest of the world.”

The next five years, however, would be critical for the business aspect of tertiary academic institutions as these five years will be characterized with significant shortages of student enrollees. For SY 2016-2017 and 2017-2018, there will be no college freshmen and sophomores as they will be diverted to go through Grades 11 and 12 in senior high school. As such, there are faculty members and staff who will have to tide this crunch which will continue to be felt in universities and colleges all over the country as the enrollment void climbs up the rungs of college.

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DLSU-D, YIBU sign accord offering grad studies for Chinese nationals



DLSU-D (De La Salle University-Dasmariñas) and China's Anhui YIBU (Yibu Education Technology Company Limited) recently signed a MOU (memorandum of understanding) enabling Chinese nationals to pursue graduate studies at DLSU-D.

The MOU, signed by DLSU-D President Br. Gus Boquer FSC and YIBU President Jack Bing Meng, will have YIBU promoting DLSU-D's programs to Chinese nationals and helping to facilitate their studies at DLSU-D.

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Bio prof paper adjudged 'best' in int'l confab

A paper presented by Wilson Jacinto, a Biological Sciences Department faculty under DLSU-D's College of Science and Computer Studies, at the 4th ICIST (International Conference on Integration of Science and Technology) for Sustainable Development in Hanoi, Vietnam, was adjudged "Best Research Paper" in the conference.

Jacinto's paper was "Quorum Sensing Inhibition by Philippine Ethnobotanicals," which featured 10 Philippine plants used by the indigenous cultures on Mt. Imanduyan, Nueva Vizcaya. The plants were evaluated to find out

their capability to prevent bacteria from producing toxins (and other products) harmful to humans.

"The objective of the study is to continually look for sources of raw materials for drug development," says Jacinto. He adds, however, that the aim is not to develop antibiotics ("the plant sources are not supposed to kill bacteria") but rather, only to prevent bacteria from releasing toxins and other harmful products that may damage host tissues.

"Since the bacteria are not threatened, they are not likely to develop into resistant forms.



Hence, we eliminate the need to develop more powerful and similarly dangerous antibiotics to kill these resistant bacteria, which seemingly becomes an endless process." The paper's results showed "considerable potential" for the

For starters, several Chinese nationals are set to enroll in College of Education's Doctor of Philosophy programs in Educational Management and in Language Education with specialization in English. Soon, other graduate programs will be offered to YIBU enrollees.

Prior to their engagement with DLSU-D, YIBU has been recruiting and sending Chinese nationals to several other higher education institutions in the Philippines. Says President Meng, they chose DLSU-D

because of its reputation, conducive learning atmosphere and flexibility in offering special programs.

As part of its internationalization strategy, DLSU-D actively partners with recognized education service providers in expanding and accelerating its program reach and delivery to interested students and institutions abroad.

The partnership was facilitated by the University Linkages Office. **(Marco Polo)**

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plants in this direction and, as of this writing, "another research is underway to verify results."

Two awards for "excellence in agriculture" were also given out to two other Filipino delegates: Zamboangadel Sur Provincial Governor Antonio Cerilles and UPLB Agronomy faculty Dr. Teodoro Mendoza.

The conference, "a venue for exchanges and discussions on visions and insights relevant to science and technology intended for the sustainable improvement of humans' living conditions, and international networking among academic members, researchers and scholars" with topics ranging from animal and plant science, food,

DLSU-D faculty, now licensed Psych practitioners

With the aid of the grandfather clause of RA 10029 (Philippine Psychology Act of 2009), five DLSU-D faculty have earned their license from PRC (Professional Regulation Commission). They are Dr. Susan Mostajo, Dr. Roslin de Ala, Rowena Heradura and Evangeline Ruga—all faculty with the Psychology Department under the College of Liberal Arts and now licensed psychologists, and Agnes Berosa—associate with the University Advancement Office and now licensed psychometrician.

The grandfather clause provided for PRC registration of Psychology practitioners without having to take the licensure examination.

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Communication prof, student read paper in Dubai confab



AB Communication faculty Isolde Valera and student Jan Charlain Austria read papers at the 2015 International Conference on 21st Century Education November 13-15 at the Higher Colleges of Technology-Dubai Men's College, Academic City, Dubai, UAE.

Isolde's paper was "Perceived Status of the Filipino Film Industry: Implications to Media Education," and aimed to "find out the status of Filipino film industry in terms of technical, artistic, business and social responsibility aspects... from [which], the study will determine

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Accountancy profs shine at PICPA summit

Accountancy professors with DLSU-D's College of Business Administration and Accountancy played active roles in the successful conduct of the 70th Annual National Convention of PICPA (Philippine Institute of Certified Public Accountants) held November 25-28 in Puerto Princesa City, Palawan.

DLSU-D's Vice Chancellor for Finance and Administrative Services Mary May Eulogio chaired the summit's technical sessions, while Assistant Vice Chancellor for Finance Belinda Nervaez led the Finance

Committee in which Treasury and Ancillary Services Director Beverlyn dela Cruz served as constituent. Dela Cruz is current secretary of PICPA Cavite Chapter.

Also busy at the summit were Professors Sancho Castro (selected as regional representative for education for PICPA Southern Tagalog Region), Eden Cabrera (president-elect of PICPA Cavite Chapter), and Elma Mallorca (vice president for professional development of PICPA Cavite Chapter).

Themed "Sharing Success Beyond Borders," the 70th PICPA summit was graced by CPAs (Certified Public Accountants) from all over the Philippines, who were "encouraged to think outside the box by exploring the breakthroughs of the Accounting profession surpassing the limitations of the usual." (**report from *Incessant Brilliance*, issue No. 1**)

the Cavite communication educators' suggestions on how the academic sector can contribute to its condition and likewise propagate media education."

Austria's paper was "The Communication Styles Used by Certain Networkers in De La Salle University-Dasmariñas," which focuses "on the communication styles and persuasion techniques of certain multi-level marketing companies in the Philippines...to undermine their verbal and nonverbal methods of communication."

The conference's theme was "Applied Learning: Preparing 21st Century Citizens for Work and Life" and was organized by 21st Century Academic Forum, a global group of researchers and educators dedicated to supporting research that has the potential to influence the shaping of educational policy and practices to more effectively prepare students for the unique challenges of the 21st century, and the Higher Colleges of Technology.

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DLSU-D's Dr. Jacqueline Morta (*right*), a Management professor with the College of Business Administration and Accountancy, poses for a photo just before winning 1st runner up in the PACSA (Philippine Association of Campus Student Advisers) Ambassadors to the World 2015 tilt, held during the 26th PACSA Annual National Convention on November 25-28 at the Baguio Crown Legacy Hotel in Baguio City. Beside her is De La Salle Araneta University's Jennifer Dungo who won the title.

Bio prof paper...from page 4

soil and environment, agribusiness to agricultural mechanics and engineering, microbiology and water sustainability and climate change, was themed this year with "Biological Diversity, Food and Agricultural Technology."

Attended by academic members, researchers and scholars from the 23 member countries of AATSEA (Association of Agricultural Technology in Southeast Asia) plus their national representatives, this year's conference was held at the Center for Woman and Development Hotel in Hanoi, November 27-28, and was organized by AATSEA, with Agricultural Genetics Institute and Northern Mountainous Agriculture and Forestry Science Institute of the Ministry of Agriculture and Rural Development of Vietnam.

Legaspi, Sayoto

speak at 15th SEAAIR

share DLSU-D's International Students Office



Adhering to the theme “Internationalization and Inclusivity of Higher Education in South East Asia: Perspectives, Practices and Pragmatics,” DLSU-D’s Dr. Olivia Legaspi, vice chancellor for academics and research, and Dr. Necitas Sayoto, faculty with Physical Education Department under the College of Education, shared a descriptive study of DLSU-D’s ISO (International Students Office) at this year’s SEAAIR

(South East Asian Association for Institutional Research) in Hanoi and Halong, Vietnam, September 30-October 2.

In their study “The International Students Office (ISO) of De La Salle University-Dasmariñas: Status and Prospects,” Legaspi and Sayoto discussed ISO’s services, the level of satisfaction foreign students have with the office (i.e., “satisfied”), and ways for ISO to improve its services (as recommended by the respondent foreign students).

Although given an overall “satisfied” rating, ISO should “think of other ways to improve its services,” said the study. “Through these, the foreign

students can look forward to a better and more efficient service from the ISO. This will also assure them of a successful transition from their admission to the university until their graduation.”

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 Southeast Asia.

Corps Com. Cabrera trains with Guam ROTC

Cadet Col. Juan Miguel Cabrera (1st class), a DLSU-D College of Business Administration and Accountancy student and corps commander of the 267th Naval ROTC based in DLSU-D, was among the 18-member AFP (Armed Forces of the Philippines) and ROTC (Reserved Officers Training Corps) delegates from the Philippines who participated in a joint military training and exposure with ROTC cadets from University of Guam, USA.

The three-day training, running from October 16-19, was a component of the the AFP-Guam National Guard State Partnership Program aimed at enhancing the capacity of the Philippine Armed Forces.

The training program, related Cabrera in an interview, was made up of a six-mile rucksack (weighing 10 kilos for each soldier) march from University of Guam to a mountain camp on the first day; squad and individual movements training as well as first aid and leader's reaction course on the second; and a simulation of a rescue mission on the third, among other things.

The training introduced the delegates to packed MRE (meals ready-to-eat) intended for soldiers on mission. It was his first time to eat MRE, said Cabrera, adding that MRE packs are very handy and take 15 years before they expire.

The rescue simulation taught them how to deal with and interrogate strangers. "You don't readily trust them," said Cabrera, "they could be enemies and you could fall into their trap." They were also taught how to recognize "leads" in conversations, how to "take cover" in case of enemy attacks, and how to rescue and evacuate casualties.

Back from Guam, Cabrera passed on what he had learned in the training on to his subordinates in the 267th Naval ROTC on October 30. Their training was held at the Marine Base in Ternate, Cavite.

The AFP-ROTC delegation was led by Brig. Gen. Jonathan Ponce, AFP (Armed Forces of the Philippines) assistant deputy chief of staff for reservist and retiree affairs, J9. Besides the training, the delegates also paid a courtesy call on Philippine Consul General Marciano de Borja at the Philippine Consulate General in Agana on October 15.



The rescue simulation taught them how to deal with and interrogate strangers... recognize "leads" in conversations, how to "take cover" in case of enemy attacks, and how to rescue and evacuate casualties.

Pol Sci student's report wins in Indonesia program



Beating 16 other participants, Joshua Villanueva's creative report, "Jogja: Up Close and Personal," won 1st place in the short-course program "Impression: Implication of Multiculturalism in the Region" held at UAJY (Universitas Atma Jaya Yogyakarta), Indonesia, October 27-31.

The competition's theme was "Intimate Escape: Engaging with Yogyakarta's Media and Community." Franziska Wessels of Murdoch University (Australia) won 2nd place, while Samuel Dimas Suryono of UBAYA Surabaya (Indonesia) won 3rd. One of the judges, Prof. Desideria

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Electronics Engineer board passers named

Passers of the October 2015 Electronics Engineering board examination from DLSU-D posted a 53.85-percent passing rate, vis-à-vis the national passing rate of 39.24 percent.

Our new electronics engineers are Janno Agapor, Christian Amparo, Niño Antonio Arbasto, Elaine Hilary Bayla, Francis Kenneth Billones, John Cyrille Chavez, Miguel Tristan Levarado, Francis Anthony Luna, John Christopher Pernes, Madeliane Pilapil, Dean Amiel Reyes, Kristine Jealeen Roasa, Justin Demet Vales, Mark David Valguna.

November 2015 licensure yields new civil engineers

The November 2015 licensure examinations yielded new civil engineers from DLSU-D, who posted a passing rate of 54.17 percent. The national passing rate was 41.5 percent.

Our new civil engineers are Kim Mariae Angeles, Aldrich Ariola, Raylene Coronel, Joear de Quiroz, Catherine Diaz, Joseph Oliver Estipona, Kevin Darner Ferrera, Sean Patrick Filoteo, Paul Emill Macalaguim, Luchie Marie Pacatang, Joana Marie Pineda, April Uy, Ralph Khristian Veluz.

Com student wins at Adobo Festival

Cempaka, vice dean of UAJY's Faculty of Social and Political Sciences, said that Villanueva delivered "the best impression of the short-course program and the culture of Indonesia."

Another judge, Prof. Diyah Hayu Rahmitasari, who was also one of the committee heads of the program, said that, "Overall, the presentations are all good, especially from the delegates of the Philippines." Rahmitasari also praised the delegation for being "very active participants, curious about the culture in Yogya, often asked questions, and learned a lot of things."

The Philippine delegation was

composed of DLSU-D's Villanueva, John Lloyd Macunat, also a senior Political Science student, and Jayson Villagomez, a graduate student under DLSU-D's Master of Arts in English. They were joined by delegations from Australia, Germany, Malaysia and Indonesia.

Through a lecture, visits to media and nongovernment organizations, a tour of the city, and living with the community, the program enable the delegates to explore the implications of multiculturalism and diversity in Yogyakarta in terms of gender, media and social policies.

Ella Gale dela Cruz, an AB Communication student under DLSU-D's College of Liberal Arts and Communication, was one of three winners who won at the 2nd Adobo Festival of Ideas, held November 7 at Resorts World Manila. She won with her entry "Don't think outside the box. Think without the box."

The challenge was to submit any idea highlighting Philippine innovation and creativity. The contest was sponsored by Future Now Ventures.

(Erica Bravante)

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New electronics technicians post 100% passing rate

DLSU-D's new electronics technicians posted a 100-percent passing rate in the October 2015 Licensure Examination. The national passing rate was 84.82 percent.

Congratulations to Janno Agapor, Robert Neil Ambion, Christian Amparo, Niño Antonio Arbasto, Elaine Hilary Bayla, Francis Kenneth Billones, Karl Erin Carta, John Cyrille Chavez, Miguel Tristan Levardo, Francis Anthony Luna, RomerdMaraan, Christine Joy Mendoza, Chrisbert Noriega, MadelianePilapil, Christine Jayne Rizo, Jealeen Kristine Roasa, JanelTaopo, Vann Joseph Tined, Mark David Valguna, and John NicoVidad.

Criminology board names DLSU-D passers

The October 2015 Licensure Exam for Criminologists has named passers from DLSU-D who posted a 45.16-percent passing rate. The national passing rate was 32.68 percent.

Our congratulations to Bichelle Abaggoy, Mario Abragon, Joseph Christian Alon, Glenn Barcelon, Cyril Billones, Carlo Chiong, Kamille Gretche Cuevas, Rizza Nikka Rebecca Detruz, Fernalou Garces, Gerard Ashley Gervacio, Ralf Randel Guanlao, Alfred Larrenz Hernandez, Juan Paolo Marquez, Maria Carizza Matel, Karl John Miranda, William Montera Jr., Jim Ray Parcon, Don Carlo Patambang, John Paulo Ramientos, Lianne Emerie Roxas, Reynaldo Reyes Jr., Roel Rue, Stella Sevilla, Ranilo Tadeo, Franz Trinidad, John Philip Ubal, Matthew Villena, and Timothy Villon.

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Winning students (left to right) Maureen Bautista (Best Debate Speaker-Negative Side), Kristine Patricia Reyes (Top 4-Essay Writing), Roxanne Ugdiman (Champion-Oration), and Nheryn Estrella and Jose Lorenzo Bullozo (Top 5-Quiz Bowl), all under DLSU-D's College of Criminal Justice Education, beam in this photo after shining at the 2nd Annual National Criminology Students Congress, held October 23-25, at Teachers' Camp, Baguio City. Themed "Cornicing conscientiously the academic framework of Criminology students through highbrow competition," the congress was attended by over 700 delegates from 42 member schools in the country.

DLSU-D posts 100% passing rate at CPA board

DLSU-D's takers of the October 2015 CPA (Certified Public Accountant) licensure examination—all 30 of them—passed the board. The national passing rate was 41 percent.

Our new CPAs are Stephen Lay Argamaso, Coleen Asiman, Ma. Irene Bautista, Beren Bello, Kara Sade Marie Briones, Rogena Rose Bunagan, Queenie Comandante, Ralph Justine Cruz, Feliz Patrick Cuyos, Daniel Cacios dela Cruz, Jamielee Princess Diamante, Jelome Empedrad, Liezl Galve, Marren Bien Gorobat, Carl Mari Ilagan, Zaira Camille Javier, Ailyn Loyola, Lester Loyola, Abigail Magno, Faith Kyko Mallabo, Charmaine Kate Molano, Jenette Morena, Maica Nato, Shennalyn Nual, Maxell Queen Olaes, Ynnarei Peteros, Marverick Sang-Olan, Ralph Louise Sayat, Ricardo Servida Jr., and Krystel Princess Valenzuela.

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CPM Liyag 2015 reaches out to special kids

Student member-volunteers of DLSU-D's CMP (Campus Peer Ministry) spent a day of service in Bukal ng Kapayapaan Center for Abandoned Special Children, doing household chores and helping the house parents by taking turns in preparing the food, feeding and interacting with the children.

Entitled "CPM Liyag 2015: Sailing Away," the outreach activity is part of the formative encounters provided by the Campus Ministry Office to its student volunteers as a means to

continually increase their awareness of social realities that hopefully will encourage them to effect liberating action, as they strive to exemplify zeal of service (Lasallian Guiding Principles-Social Development). It is also a means for the members to progress in becoming faithful servants of Jesus Christ as they strive to follow His footsteps of genuine service and giving to others, especially the poor, the marginalized and abandoned.

The term *liyag* means "beloved," which takes on a deeper meaning when taken in the context of Jesus and St. John Baptist de La Salle, as it pertains to God's "beloved little ones" beyond one's self. The project is also CPM's way of meaningfully contributing in the Catholic Church's celebration of the Year of the Poor. The outreach was conducted on September 30, October 4 and 25.

College of Educ venerates Blessed Scubillion Rousseau

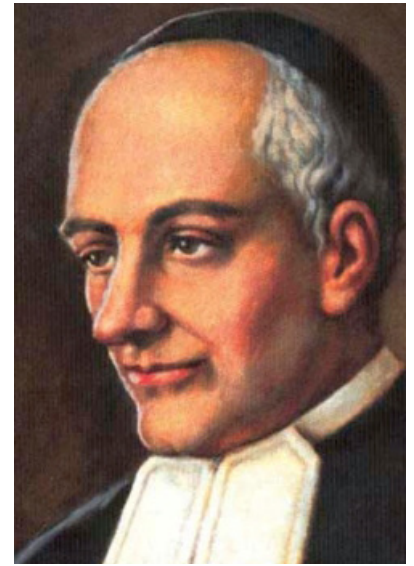
Mass was celebrated on September 28 at the University Chapel to commemorate the feast day (September 27) of Blessed Scubillion Rousseau, designated Lasallian patron of DLSU-D's College of Education.

Br. Scubillion was born Jean Bernard Rousseau in Annay la-Côte on March 21, 1797. He was serving as a catechist when he was introduced to the Lasallian Brothers, who had just opened a school in a nearby town. He entered the Paris novitiate in 1822. After serving for 10 years in elementary schools throughout France, Br. Scubillion left the country in 1833 to dedicate his life to the enslaved natives on the island of Reunion in the Indian Ocean. He is remembered as "catechist

of the slaves" because he inaugurated evening classes for them, and conducted those well-attended classes even after a long day of exhausting labor.

He devised special programs and techniques suited to the slaves' needs and abilities in order to teach the essentials of Christian doctrine and morality, and prepare them to receive the sacraments. He won them over by his kindly manner and his respect for them.

After the slaves were freed in 1848, Br. Scubillion continued to care for them and help them adapt to their new life of freedom and responsibility. In his



last years, despite failing health, he assisted the local pastor in visiting the sick, winning over sinners, encouraging vocations, and even effecting what seemed to be miraculous cures. He died on April 13, 1867, venerated everywhere on the island as a saint. He was beatified by Pope John Paul II on May 2, 1989.

CTHM commemorates Feast of St. Marciano Jose and the Martyrs of Turon

Hailing St. Marciano Jose and the Martyrs of Turon as patron saints of DLSU-D's CTHM (College of Tourism and Hospitality Management), members of CTHM's studentry, faculty and staff celebrated a Mass commemorating the saints' feast day on October 9.

There are 10 Martyrs of Turon in all. Eight of them formed a community which ran a school in Turon in the center of a mining valley of the Asturias, northeast of Spain; they were martyred in 1934. The Passionist Father who was with them had come to the Brothers' school in Turon in order to hear the children's confessions. The ninth Brother was from Catalonia and was martyred in 1937 near Tarragona.



In 1934 Turón, a coal-mining town in the Asturias Province in Northwestern Spain, was the center of anti-government and anticlerical hostility in the years prior to the outbreak of the Spanish Civil War. The Brothers' school was an irritant to the radicals in charge of the town because of the religious influence it exerted on the young. The Brothers were known to defy the ban on teaching religion and they openly escorted their students to Sunday Mass. On the First Friday of October, the authorities broke into the Brothers' house on the pretext that arms had been hidden there. Fr. Inocencio, a Passionist, who had come the night before, was preparing to say Mass for the Brothers.

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With the theme “With Mary, we run in haste to bring the Eucharistic Lord to the Poor,” the 2015 celebration of DLSU-D’s Lakbay Maria, running from September 8 to October 23, has included an outreach activity for children of SitioDavilan in Barangay Lantic, Carmona, Cavite into its activities.

Lakbay Maria is an annual devotional practice celebrating the Feast of Mary’s birth and commemorating the month of the Holy Rosary through processions and the veneration of an image of Mary at different parts of the campus. It seeks to strengthen the community’s appreciation of the role of the Blessed Mother in the history of salvation, thereby deepening the academic community’s devotion to Mary as model disciple whose life leads us to Christ.

For the outreach, Lakbay Maria school kits (bags and school supplies) were donated by different University offices and units with the assistance of

Lakbay Maria 2015 outreach

Bringing the Eucharistic Lord to the Poor

members of the University Spiritual Formation Committee.

Composed of about 100 families, SitioDavilan was identified as main beneficiary through the coordinated efforts of University Chaplain Fr. Mark Anthony Reyes and Fr. Orly Jimenez of NuestraSeñoradel Santo Parish in Lantic, Carmona. SitioDavilan’s children walk for two hours to get to the nearest school in another barangay. Also, the community has no access to electricity and potable water, and

has very limited access to basic health services.

Lakbay Maria 2015 was organized and conducted by the Offices of the University Chaplain and Campus Ministry with the assistance of University Pastoral Committee. The event is in solidarity with the Catholic Church celebrating the Year of the Poor and the 51st International Eucharistic Congress held in Cebu in 2016.



Praying the Holy Rosary, creative and reflective presentations of the rosary’s Glorious Mysteries were performed by representatives of the University’s different colleges and sectoral groups, followed by the celebration of the Eucharist, October 7, at the University Chapel. Culminating the celebration was a procession of an image of the Our Lady of the Most Holy Rosary. The image was donated by Mr. Philip Reyes, a University benefactor, who says that by the donation, he wants to inspire his children, as well as other people, to deepen their devotion to the Blessed Mother, as he himself does. The activity was spearheaded by the University Spiritual Formation Committee, with the assistance of Rosanni Sarile, director of DLSU-D’s Marketing Communications Office. **(Photo by Jojo Romerosa)**

October 2015 graduates hailed

A total of 556 October graduates (487 and 69 from undergraduate and graduate programs respectively) were hailed at DLSU-D's 37th Commencement Exercises held at Ugnayang La Salle, November 27.

Leading this year's awardees were Kathleen Grace Maniago (BS Medical Biology) who earned magna cum laude, and Gabriel Archemedes Flores (Ph.D. major in Educational Management), whose study ("Understanding Curriculum Change Among Basic Education Teachers in CALABARZON: A Grounded Theory Approach") was awarded "outstanding dissertation," was acclaimed "with highest distinction" along with Redentor Isles, Michael Sta. Brigida, Monalissa Isles (MS in Mathematics), and Maria Rosalie Manalo (MS in Environmental Science).

Other awardees included:

With high distinction: Maria Rizalina Cruz (MA in Education major in Guidance and Counseling), Ronaldo Avelino, Leslie Ann Marcelino, Christine Vedar, Rodelllabres, and Hershey Ann Signey (Master in Business Administration);
With distinction: Mark Solo III, Ma. Sheila Ricalde (MA in Education major in Guidance and Counseling), and Margaret Eusebio (Master in Business Administration).

Outstanding thesis works: Kristoffer Data (MA in Education major in Guidance and Counseling), Michael Sta. Brigida, Maria Rosalie Manalo, and Elena Mercado (MS in Biology). Emil Franz Ferrer earned the University's "loyalty award."

In his message to the graduates, DLSU-D President and Chancellor Br. Gus Boquer FSC reminded the graduates that their next steps need not be "leaps" but, instead, "strides" that "calls on you to be faithful, service-oriented and someone who recognizes everyone as part of your journey." "The opportunities are out there for you to grab," he added. "But more importantly, the calling to make a difference is also yours to embrace."

For her message, DLSU-D Vice Chancellor for Academics and Research Dr. Olivia Legaspi advised the graduating batch: "Please remember that as there are things that must be changed, there are also important aspects in our lives that must remain. I pray that DLSU-D has been instrumental for you to know the difference."

Gerardo Ablaza Jr. tells Lasallian grads

'Commit to a future that betters you, your family, community and country'

Addressing DLSU-D's October 2015 graduates, Gerardo Ablaza Jr. enjoined his listeners to be "willing to commit to a future where your success at work leads not only to your own individual fulfillment, but also contributes to better lives for your family, your community and your country."

Ablaza, a DLSU alumnus (batch 1974) who is now president and CEO with Manila Water Company Inc. and member of the Ayala Corporation Management Committee, among other posts, emphasized how everyone should try to define a personal vision





for oneself. “This vision will point your way forward and create a sense of purpose for your life,” he said.

The first step is “discerning what career would make you happy and fulfilled, regardless of what your diploma certifies to be your field of expertise.” He reiterated this by quoting IT entrepreneur and inventor Steve Jobs: “The only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.” He clarified though: “Steve Jobs didn’t ask us to seek material riches, he encouraged us to follow our passion.”

The second step is to “strive to make your vision whole and complete by also articulating your aspirations for your family, community and country.” Citing developments with Globe Telecom and Manila Water Company in the last two decades, Ablaza pointed

out how organizations can make a difference in uplifting the condition of majority of Filipinos; that in different roles and capacities, people can provide Filipinos with at least the basic requirements of a life lived with dignity, thriving in “an environment that enables and encourages people to create products and services with a quality that is globally competitive, yet available to all.”

“...There is nothing as fulfilling as being able to [attain one’s career goals and objectives] while helping enrich the lives of our families, community and country,” he added.

Values

Yet with many hurdles and obstacles on their way to achieving one’s vision, Ablaza stressed that one should dedicate oneself to a set of values on which to stand “when the going gets rough.” He enumerated his own set which he

said has strengthened him in his own journey, and which his listeners might consider embracing. They are:

- Excellence, which is about working to achieve the most from what one is given, and aspiring to be the best that one can be. “We cannot choose the circumstances of our birth, but we can decide to rise above our limitations so that we can make a difference... Resist mediocrity by adhering to this....”
- Hard work, 10,000 hours of which, says Malcolm Gladwell, achieves the highest standards of excellence and expertise. “Seek to continually improve yourself.”



Gerardo Ablaza Jr. from page...from page 14

- Integrity, which is “saying what we mean and doing what we say,” and high ethical conduct, which is about “doing things the right way, being honest in our dealings, and not creating undue advantage for oneself at the expense of others.”
- Teamwork, about which Ablaza advised: “Keep sharpening your ability to relate and work with other people. It will help you appreciate that you are part of a larger community, and that striving with others to uplift that community will multiply your sense of satisfaction and fulfillment.”
- Humility, which is one’s “keen awareness and recognition of our human imperfection.” No matter how gifted one might be, expounded Ablaza, there will always be room for improvement. “Come to think of it,” he added, “the values I just cited...would be difficult to live by if one did not have a sense of humility.”

Ablaza summed up his message thus: “express your dream; pursue it relentlessly, guided by the values you stand for and the principles you believe in; and strive for success that brings blessings not just for yourself, but for your family, your community and your country.”

He concluded his address with the prayer of Sir Francis Drake, part of which goes: “Stir us, O Lord, to dare more boldly, to venture on wider seas where storms shall show Thy mastery and, when losing sight of land, we shall find the stars....”



Br. Gus leads DLSU-D...from page 2

Br. Gus said that the University already has a program in which affected employees, particularly faculty members, can “come back” after the lull in their stint at DLSU-D. In the meantime, he prescribes “thinking out of the box” and turning challenges into opportunities.

“For example, a friend of mine who owns a big company said to me, ‘Brother, I can take 10 of your faculty in our company...’” he related. He also suggests that faculty members could also take the time to finish their graduate degrees.

Going higher

Asked about points in his 14-Point Agenda that have already been accomplished (i.e., attaining Level 4 accreditation for the University and the setting up of Bahay Pag-asa), Br. Gus said the agenda would either be rephrased or expanded. Whichever happens, “there would be some renewed way of looking at things.”

For the University’s Level 4 and institutional accreditations, Br. Gus said he will “look at the higher level [which is] international linkages.”

“I want us to be a world-class research [facility],” he explained, “...that we have outstanding faculty who can deliver international research papers and be acknowledged as one of the world’s best.”

As for Bahay Pag-asa, he said the next step is “to get more cooperation from social workers and the judges so that they will know that if they send the boys here, we will take care of them.”

Bahay Pag-asa is DLSU-D’s rehabilitation residence for children in conflict with the law. It was established in July 2010, and at present, five residents are enrolled at DLSU-D’s free night college. “We’ll just strengthen [Bahay Pag-asa] with the cooperation of the local government,” said Br. Gus. “And so far, [the local government has] been very very supportive.”

Asked for his message to the DLSU-D community, Br. Gus reiterated the shared responsibility of fulfilling God’s plan. “The work we do here is God’s work...but there will be challenges. It is in how we look at these challenges and turn them into opportunities.”

“I want our faculty members and students to realize that God is here with us, and we should support the University,” he added. He reminded the community of the journey that everyone is making, and with it, the legacy that “should not die with us.”

“My legacy here is to do all these possibilities and make this 27-hectare property as a magnificent gift of God to us, which we redevelop for the needs of future generations, for dreams to come true, and [so] we must continue dreaming, hoping, believing, because with God, nothing is impossible.

Martyrs of Turon...

from page 14

They and their chaplain were arrested, detained over the weekend without trial, and then in the middle of the night were marched out to the cemetery where they were summarily shot. Br. Cirilo, the director, was 46 years old and Br. Marciano, the cook, was 39. Br. Julián was 32 and all the rest were in their twenties. Aniceto, the youngest at 22, was still in triennial vows. They were arrested, detained, and executed as a community, victims of the hatred and violence against the Church, witnessed by their death to the faith they so courageously professed and so effectively communicated to their students. They were beatified April 29, 1990, and canonized November 21, 1999. **(From La Salle.org)**

Newslette chats with Br. Gus

“My vision is very simple. I have to be sensitive to where La Salle is vis-a-vis the national scene and in context with global perspectives. DLSU-D is no longer a small institution. It is placed in Cavite for a purpose.”

Newslette: Your appointment came at a “critical time of transitions and changes.” Please tell us your thoughts/sentiments about this.

Br. Gus: You know, when we Brothers are given an appointment, we know it’s three years. And those three years can be renewed, depending upon the need of the institution or the overall needs of the country, as well as the Lasallian East Asia District. Our Superior usually informs the Board of the master plan, so we just wait for that. If it’s given to me, it’s God’s will. If I’m asked to go elsewhere, it’s God’s will too. So, whatever the assignment, because it’s given by our Superiors, we Brothers take it as God’s plan for us. Which means that God is asking us to do something and we accept it, and the grace of God will be there to make sure that such assignment will be full of blessings.

Newslette: So, we take it that you’re happy with the appointment?

Br. Gus: Oh yes, I’m always happy with whatever assignment is given to me, and I always give my heart and soul to whatever is the assignment. I have been here since 2007. I gave my all. I turned challenges to opportunities. And now, there are challenges coming up in the next couple of years, so I will ask the Lord, “Lord, what do You want me to do here? And I’ll just do what You want.”

Newslette: What is your vision for the University until 2019?

Br. Gus: Well, my vision is very simple. I have to be sensitive to where La Salle is vis-à-vis the national scene, and at the same time, in context with global perspectives. De La Salle University-Dasmariñas is no longer just a small institution. It is an institution that has been placed in Cavite for a purpose. And today, the University has achieved Level IV—the highest accreditation; institutional accreditation; Autonomous status....

And, if you look at the property, there are lots of structures that are giving impetus in aid of instruction. We have foreign students coming in; we have foreign lecturers...so we are now on the international level, especially in the environment scene.

We now belong to a network of over 70 universities in the world, and we are the only Philippine university invited to be a member of this network.

The other university members are Harvard, Oxford, Stanford, National University of Singapore, University of Hong Kong University—these are renowned universities in the world that are recognized for their environmentally sustainable programs. It’s “by invitation only” to be a member of the network, and we are very honored. Of course, with that, we want to make sure that we maintain what we have started because this is now in light of climate change. This is a very important concern in the world, and I hope that we will lead—with our other schools in the Philippines,

I'm talking about all tertiary schools whether public or private—to take cognizance of what the environment can do for or against this planet, if we don't take care of the environment. It's a serious matter, and we intend to be very serious about this. This will be one of my concerns during the next three years. While I have 14 points in the agenda, they will remain that way, but there are a few I have extracted.

Newssette: What are they?

One is that I want to reiterate to everyone that this campus should be a place “where the experience of God is lived and shared,” and if all of us are focused on that, we would move forward. But the moment that **God-centeredness** is gone, this University will not move at all, regardless of what we can successfully do or not.

The second one is the **environment**. We have to look into more creative programs that will take care of the environment. One of them, of course, is our research component on the environment which is now going into—especially—water and sanitation. So we are working on that.

Then our **academic programs**. We have to review them: Where are we now in the academic programs? Are we in tune to the signs of the times? Is this K-to-12 in any way complementing what we do here, or are we complementing K-to-12? Will our Grades 11-12 be providing enhanced programs to aid our students who are coming in from junior high school all the way to tertiary education? Are we producing graduates to be employed, or are we producing unemployable graduates? We have to make sure. We

have to have a lot of linkages with industry, so we can work together.

Then, we will begin the program that I have planned, and God-willing, we'll start it next school year. It's a **school for governance, public service, and corporate leadership**. This is needed in the Philippines. It's a new certificate program that leads you to a masteral or doctoral degree. It will be in the Ayuntamiento Building. That's why I want the Ayuntamiento Building to be finished because that would be the center. But while it's not yet ready, we could probably look for a facility here....

Local government and corporate leaders—instead of going to Harvard, which has the program—will have it here. And it will be just as good. We will train local leaders to be the best of what they can be. And this will also strengthen our training for the clergy also, for example. It's a pastoral

“Where are we now in the academic programs? Are we in tune to the signs of the times?”

to page 22

“Change just for the sake of change is not good. It should be change for a purpose, for a noble cause.”

management program. I want to strengthen that so that the Diocese of Imus will have an ongoing formation program for them through the efforts of the University.

Then there's also our **social orientation**. We are an institution that is supposed to graduate catalysts for social transformation, and therefore, we have to review: What we do here, our students' social orientation—are they in tune with the needs of society, especially the poor? Because what's important here are our graduates: When they graduate, do they use their degree to embrace society and build up the country through leadership?

At this time in the history of the nation, we have situationers that call for men and women who are catalysts, who can make a difference in society, who can change, who can be advocates of change. Change is good. But change just for the sake of change is not good. It should be change for a purpose, for a noble cause. And now, we need transformational leaders—*hindi lang yung nagsasalita kundi gumagawa rin*—who can inspire people. And we hope we can train them.

And then, our **research program** must be strengthened. Our research should be in tune with society's needs, with the local government, provincial government, national government... [It should be] global in perspective, but the adaptation is for our nation. So we want to make sure that Cavite will be self-sufficient in water and sanitation in the next X number of years because there might be a drought in the future. We shouldn't wait for the last minute. So, within three years, within my time, I want to make sure that it's in place.

And then the **Lasallian formation** of our students, faculty and staff is very important. That's already in place but we want to strengthen it some more. Those are just some of the most important areas that I want to strengthen.

Newsette: The program offerings you mentioned—will they be lumped with the undergraduate programs, or are they special programs?

Br. Gus: They are special programs... some of which will be certificate programs, others will be credited programs. I still have to meet with the Deans, the Chairs and the Vice Chancellor for Academics for this, including with our Vice Chancellor for Mission.

Newsette: With many challenges ahead, are you worried?

Br. Gus: I don't want to say I'm worried. [Rather,] **I'm concerned at the lack of vision**. We need visionaries. That's why our programs here must remind our students that they should be visionaries.

And if we expect our students to be visionaries, more so with our faculty and our administrators. We must look beyond what the eye can see. We don't want to wake up one morning and then they tell me, we are drilling all the way down to see if we can get some water. But now, we're drilling even much deeper than a hundred feet, and it is still difficult to get water. So, what is this telling us? That something's already happening that our citizens and leaders have failed to address. So, there must be a good relationship between local government and the University to re-educate the people, especially the masses because it is they who are inclined to pollute our rivers.

Of course, who will correct them? I'm sure it's second nature for them because they lack education. So, that is our advocacy. If we do that, this country will be okay.

Like Singapore. You go to Singapore today, there is nothing dirty. Even their river that used to be really muddy and much more polluted than our Pasig River, it is now sparkling clean. You can go fishing there, you can do many things. And now, they are able to transfer salt water and desalinate it to become drinking water. Even their sewage water. They're doing it there today. That's Singapore, small island country.

Newsette: So, you're also hopeful...?

Br. Gus: Yes, we can. I'm concentrating on Cavite. Get the cooperation of everyone. The governor is very cooperative. Here in Dasmariñas, the mayor and congressman are very cooperative. Wala akong masabi. They're truly very supportive. And I think we can really work together.

Newsette: On K-to-12, how do you think the academic community should conduct themselves in meeting this challenge?

Br. Gus: The first we need to accept here is that we need the K-to-12 program because this would put us on equal pedestal with the rest of the world. Otherwise, we will be two years behind. We have to be equal with them.

Filipinos by nature are very talented. Even without the added two years, the Filipino talent is very evident. And with this [added] two years, we will not just be at this level, we might even go higher. So, it's very important to have that.

Secondly, because it's a transition period, we will have two years of no freshmen enrollees. And then, no sophomore enrollees...etc. And so, all of us have to be conscientious of the fact that some faculty members will not have any loads. But the University has a program where they—those who will be affected—can come back after the period. So, all of us, we should pull up our sleeves and help our school. But the manner of helping it should follow the program we devised. This is because we see the whole picture. We communicate with government; we communicate with local leaders, with the academe as a whole...so we know all the aspects. Even the investors, they tell us what we should do, what we should not do. So, the faculty should accept that and work with us. The future is secure. Even if you have to leave the school, you'll be okay, you can come back. You just deal with those periods that are very sensitive, when classes are out. Of course, we will allow them to do other things. There would be some who will be affected seriously, but we're trying to lower that the best we can. But with that, if everybody cooperates, we'll be okay. In other words, there will be some inconveniences for a short while, but they're temporary.

There are schools that will close. La Salle? I don't think we will close. But then, if without everyone's cooperation, we will be forced to close. But we will not do that—by choice. And so, they have to support us and cooperate with us. And I can feel that they will cooperate. Because I've been meeting with the faculty in small groups. And you can see that they know the realities, and have accepted them. If it suits them, it's okay. If not, then they will do what has to be done.

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“We need to accept that we need the K-to-12 program because this would put us on equal pedestal with the rest of the world.”

Newsette: So far, how have they been taking it?

Br. Gus: There are many concerns, but those concerns, you look at them as challenges that require creative thinking—thinking out of the box—and turning them into opportunities. And that's what I'm trying to do. For example, a friend of mine who owns a big company, said to me, "Brother I can take 10 of your faculty in our company, as long as they qualify. We will send you the requirements within this crucial period."

Also, faculty members can also do their master's, their doctoral...because now is the best time. So they'd be finished with it. Don't wait anymore... Five years from now, they will be very busy again when they get back here... So, when they come back here, with better training, better degrees, more degrees...by then, they'd have finished their master's, or even their doctoral...

Newsette: There are points in your 14-point agenda (#9 – concerning the University's Level 4 accreditation, and #12—concerning the setting up of Bahay Pag-asa) that have already been addressed. What are your plans regarding your agenda?

Br. Gus: What I'm planning to do is to integrate what I've just said to you earlier.... Expand it (14-point agenda) or rephrase them.... There would be some renewed way of looking at things. The spirit is still there, but there are areas we will remove. We already have the Autonomous status and the Level 4 accreditation—what else can we do? So, I will look at the higher level.

The higher level now is international linkages. For example, we now belong to this exclusive network for the

environment. So now what I want to do is, for example, in research. I want us to be a world-class research [facility]... that we have here with us outstanding faculty who can deliver international research papers and be acknowledged as one of the world's best.

We sent a team of researchers (mostly students) to an international conference in Thailand, and then the Hong Kong University administrator (who organized the event) said, "We are in the top 100 institutions in the world, but you are the best that were sent to this research forum...."

Bahay Pag-asa remains a strong unit of the College of Criminal Justice Education, and it's our best feature there. So, we have to continue with that, but we have to get more cooperation from social workers and the judges so that they will know if they send the boys here, we will take care of them. Five of them are now in the night college. They're doing well. And that's a scholarship given to them.

You see, there are many young kids who are lost, and by coming to Bahay Pag-asa and going through our night college, we are doing very well with them. Of course, not all of them could go to college, because not all of them are college-ready. There are those still in high school; and there are also those who may already be 18, but the level is still in the elementary. We're definitely doing something. We'll just strengthen it...with the cooperation of the local government. And so far, they've been very very supportive.

Newsette: Your message to the community?

Br. Gus: The work we do here is God's work. And if we do God's work, God will bless us. But there will be

challenges. It is in how we look at those challenges and turn them into opportunities. That is why there is such a thing as our legacy.

All of us are here on a journey. We should leave behind when our journey comes to an end as our legacy for the next generation. Mahalin natin ang La Salle. But our legacy should be passed on. It should not die with us.

So my legacy here is to do all these possibilities and make this 27-hectare property as a magnificent gift of God to us, which we redevelop for the needs of future generations, for dreams to come true, and for that, we must continue dreaming, continue hoping, continue believing, because with God, nothing is impossible.

The Prophet Habakkuk said, "Lord, the work is yours." If this is God's work, God will be with us. And I want our faculty members and students to realize that God is here with us, and we should support the University.

*"The work
we do here is
God's work.
And if we do
God's work,
God will
bless us."*

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Success Stories Series

PD Vaño Jr.

keeps the faith



Anyone dreaming of becoming somebody someday should always keep in mind the steps and sacrifices one has to take in order to get there. So believes Police Director Juanito Vaño Jr., guest speaker in this installment of DLSU-D's Success Stories Series, October 9. However, quoting well-known author Paulo Coelho, he assured his audience that there is always—and will always be—help coming to those who keep the faith: “When you want something, all the universe conspires to helping you achieve it.”

Born in Guagua, Pampanga and raised in the Visayas, the formerly diminutive Vaño used to be called “Putot” (Visayan for “small”) when he was growing up. A son out of an estranged marriage, he was raised by his grandparents alongside eight aunts and uncles.

“My grandfather was a pastor of a small congregation in Negros Oriental, receiving a very meager salary.... You can just imagine [how they worked hard] to sustain the family.”

As he was a grandchild, his aunts and uncles took priority on the family's resources. Nonetheless, Vaño remains grateful that his grandparents doted on him no different from any other children. He got sent to school—“a very basic elementary school” which, at that time, was education attainment higher than most people's.

Small but terrible

In high school, Vaño developed his “militaristic leanings”: “I was already in third year and, even in just shorts and rubber slippers, I joined the student cadet officers' training corps in school.”

He was the shortest guy in the batch. Came senior year and his turn to be CAT officer, the corps couldn't give him his own platoon to have command over. At below 5 feet tall, his height was awkwardly disproportionate to the length of the sword officers then carried around. When worn around his belt, his sword reached up to just below his shoulder. Thus put, he contented himself being an ordinary duty officer.

However, what he lacked in height, he made up for in academic standing. When he graduated high school, out of 300 graduates, he was at number 10. “I was very good at copying from my classmates,” he joked.

“People say short people are more intelligent,” he furthered. “You know why? It takes shorter time for the blood to reach the brain.” And so, Vaño advises little people everywhere: Do not lose hope.

Becoming a soldier

For college, Vaño’s studies took him to Siliman University (in Dumaguete) and one semester in the University of Visayas (in Cebu), the latter, on account of his perfect NCEE (National College Entrance Examination) score.

With the aid of scholarships and a monthly P20 allowance from home, he drifted in between courses, taking up Agriculture in Siliman, then Mechanical Engineering in University of Visayas, and then back to Siliman again, studying BS Psychology,

Industrial Education, and so on. For his upkeep, he even worked as translator for Thai students (“I got to learn Thai. I translated for Thai students our English lessons—even if my English was flawed”).

His militaristic leanings also led him to be an ROTC (Reserved Officers’ Training Corps) cadet officer in college. There were drills and initiations and various other tribulations, but “therein lies the secret,” he said. Those tests helped form him, particularly his attitudes and thoughts. “I am thankful that I got through that stage in my life.”

Running out of courses to take up in college, he jumped at the chance to study at PMA (Philippine Military Academy). “One night, I heard that a team from PMA arrived in Dumaguete to conduct an examination for those interested in studying with them. Back then, walk-in applicants were tolerated...and so I was advised to get in line.”

For the entrance exam, he “prayed hard,” although he said he was “happily prepared.” He passed—of course—even the medical exam that he dreaded so much because of things he heard (or misheard): “They said those who lacked teeth would not be accepted...and I already had many tooth extractions” or “You might have a lung condition—make sure you are fit,” or that he was too short in stature.

Regardless of these worries, he qualified and got the call to join PMA—all 5’4” of him then. He was 19. As if to mark this new stage in his life, he had to go to Guagua, Pampanga (his birthplace) for his birth certificate, and finally get to know his birth mother in the process.

Conqueror

For this probinsyano and others like him then, the world was just the countryside, and life was about having “no goal other than to exceed the ordinariness and mediocrity of life which were present [where I grew up].”

“That was the first time I set my foot in Luzon,” he related. Back then, “we didn’t know where Luzon was... because we just stayed in our place.”

The search for his mother’s family was easy (“they were well known there... my grandfather on my mother’s side was also a pastor”), and getting accepted by his mother’s family, even more so (“I looked very much like my mother”). It was a mission he easily conquered.

Then came his first year at PMA.

“The academy was very rigid,” he said. Everyone was competitive—academically, physically—“you cannot relax, you have to keep yourself in

*He used
to be called
“Putot.”
But what
he lacked in
height, he
made up for
in academics,
with
perseverance,
and heroism.*

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*At 23, he
already had
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the survival or
death of those
under him.*

competitive mode.” At the sight of his grandfather’s handwriting in his first letter to him, he cried. “I wanted to go home. I missed them so much...but you have to keep yourself emotionally intact.”

And so he did. His past experiences in life, particularly his trainings as a cadet officer—these helped made things easy for him at the academy.

Then, in his third year, he met an accident that totally affected his vision in the left eye. It disabled him from doing anything that required heavy physical exertion. To make matters worse, he also caught whooping cough—just when the doctor had told him that he should avoid coughing altogether for fear that his eye might pop out of its socket if he did. He also caught sore eyes.

All this caused him to be absent from his studies for an entire semester. He was severely disheartened because of this, and would have concluded it was the end of everything he struggled for, had it not been for the friendship he struck with the hospital chaplain who helped him strengthen his faith in God.

Finally, he came through. When he got “back to barracks,” surprisingly, he got back with a vengeance. In his first class year, not only did he get one of only four battalion commander positions in the cadet corps (out of 250 candidates), he was also adjudged “Best Battalion Commander” for that year.

He had not fully regained his eyesight then (he was blind in the left eye up until 2001, when he had his lens

implantation), but in terms of physical prowess, he was the man to beat. He broke the 100-meter dash and long-jump records in the academy that year. And when he graduated, he was bestowed the “Athletic Saber Award”—which is given to the graduate “with the highest overall rating in all athletics-related activities, intramural and sports participation” with PMA, dubbing the awardee: “amongst strong men, you are the strongest.”

Defender

After graduation, he joined the PC (Philippine Constabulary), forerunner of the current PNP (Philippine National Police). The PC then was different, said Vaño. “We were cops that were also with the military—reared up and trained as military,” which was unlike the “civilianized” PNP.

His job got him assigned in remote areas, with operations that jolted him to the realization: these are no longer games, and the enemies are for real—actual enemies of the state. At 23, he already had people under his command. This drove the point further: on his decisions rest the survival or death of those under him.

Steadily, he climbed up the ranks of PNP, eventually becoming police regional office director for Region 9 in 2012.

And then, on the night of September 8, 2013, it happened. Zamboanga City was besieged by rogue elements of the MNLF (Moro National Liberation Front). The attackers were over 300. They gathered innocent civilians at the onset, holding several barangays hostage.

For a moment, Vaño was taken aback by the suddenness of the developments. In such desperate times, not few people would think of running away. Vaño thought that, too. “Why does this have to happen to me? Why on my watch?” But instead of giving in to his impulses, he contemplated the situation. Perhaps this could be a shining moment in which the PNP would be able to showcase its capability as a national police force. And so, Vaño collected himself, and then rallied his men to face the enemy.

It was 21 continuous days of war, each day averaging six hours of fire fight. Dead bodies were piling up—around 300-400 casualties by the end of the war. Vaño was at the frontline, in charge of protecting a 3-kilometer perimeter stretch against enemy attack. “Anybody could just breach the line of defense. So you can just imagine how tedious the task was. In the wee hours of the morning, you had to go around...I had to randomly check if my people were still present or awake, because if they’re not, our security plan would suffer.”

It was something he had to do, a commitment he had to see through, so that others may survive. “To serve and protect,” he drummed this into the heads of his audience who were mostly students under DLSU-D’s Criminal Justice Education.

The war ended with the government forces regaining control over sieged areas. Vaño attributes their victory to the attitude that the soldiers maintained throughout—“this kind of attitude molded through years of challenges in life.” The war was “cruel,” he said. But thankfully, they have been prepared to handle it.

Lessons

In light of his heroism, Vaño received his 2nd-Star and has since been hailed as among the “liberators of Zamboanga City.” Today, he is no longer out there on the field. At present, he is PNP director for logistics, currently stands 5’7” tall, and is tackling a different warfare—that of translating PNP’s modernization plan to reality.

“In 2030, we (PNP) shall have reached a status of one credible, capable and professional police organization... that our police personnel are equipped with the proper implements of their trade, such as firearms, ammunitions, uniforms, vehicles, investigative tools, and other law enforcement implements and equipment.”

For this, PNP is employing a program—the Performance Governance System, a tool with which to ensure that the PNP is headed toward its desired direction. Concluding his talk, he extolled the values of discipline, courage, commitment, and love of God and country, and how having these values, those who desire to pursue the uniformed service “will never go wrong.”

Vaño is set to retire in May 2016. At the time of this speech, he counted 234 days before his retirement. “I am counting days, because I have to do something better this day....” He advised his listeners thus: “That’s what you’ll project. Count the number of days from the day of your graduation. Don’t count the number of years... Live each day—the moments of each day.”

“Count the number of days from the day of your graduation. Don’t count the number of years... Live each day—the moments of each day.”

Zalora's zoom to the top

Have you ever shopped online? If so, have you tried shopping at Zalora.com?

Zalora is an internet-based shopping store specializing in fashion apparels. "We carry the best fashion brands alongside our in-house brands: women's and men's wear, children's clothes, footwear, accessories and beauty products," says Paulo Campos III, Zalora cofounder and CEO, during DLSU-D's Success Stories Series seminar on October 9. "Anything you wear, that's what we sell."

Founded over three years ago, Zalora has achieved success and rapid growth in such a short period. It now carries a thousand brands with 80,000 products to choose from, with deliveries spanning the country from Batanes to Sulu, over a million items in stock at its two warehouses: one (5,000 sq.m.) in Parañaque and a new one (10,000 sq.m.) in Carmona, Cavite; and a pop-up store in one of the leading shopping malls in Metro Manila.

But this success shouldn't come as a surprise. For, besides zeal and dedication and all those other traits that are said to guarantee business success, there was also proper timing with which Campos and his partners struck their gold.

"For us business people, the internet is still the world's single most powerful technological advancement that has happened in recent times," says Campos. "The power of the internet is that it now allows us to very quantitatively assess market demands and to make

smart decisions about what products customers are looking for."

What the numbers say

With this power in place, Campos not only had an idea of the structural trends and market forces at play, it made him assess whether or not to leave his "very comfortable job in the corporate world" and take "a big leap of faith" to venture into e-commerce. To Campos and his partners, the numbers spoke volumes, and "somehow, we had a feeling that it's a good time to start."

Campos shared the following numbers to illustrate the potentials of e-commerce in the country:

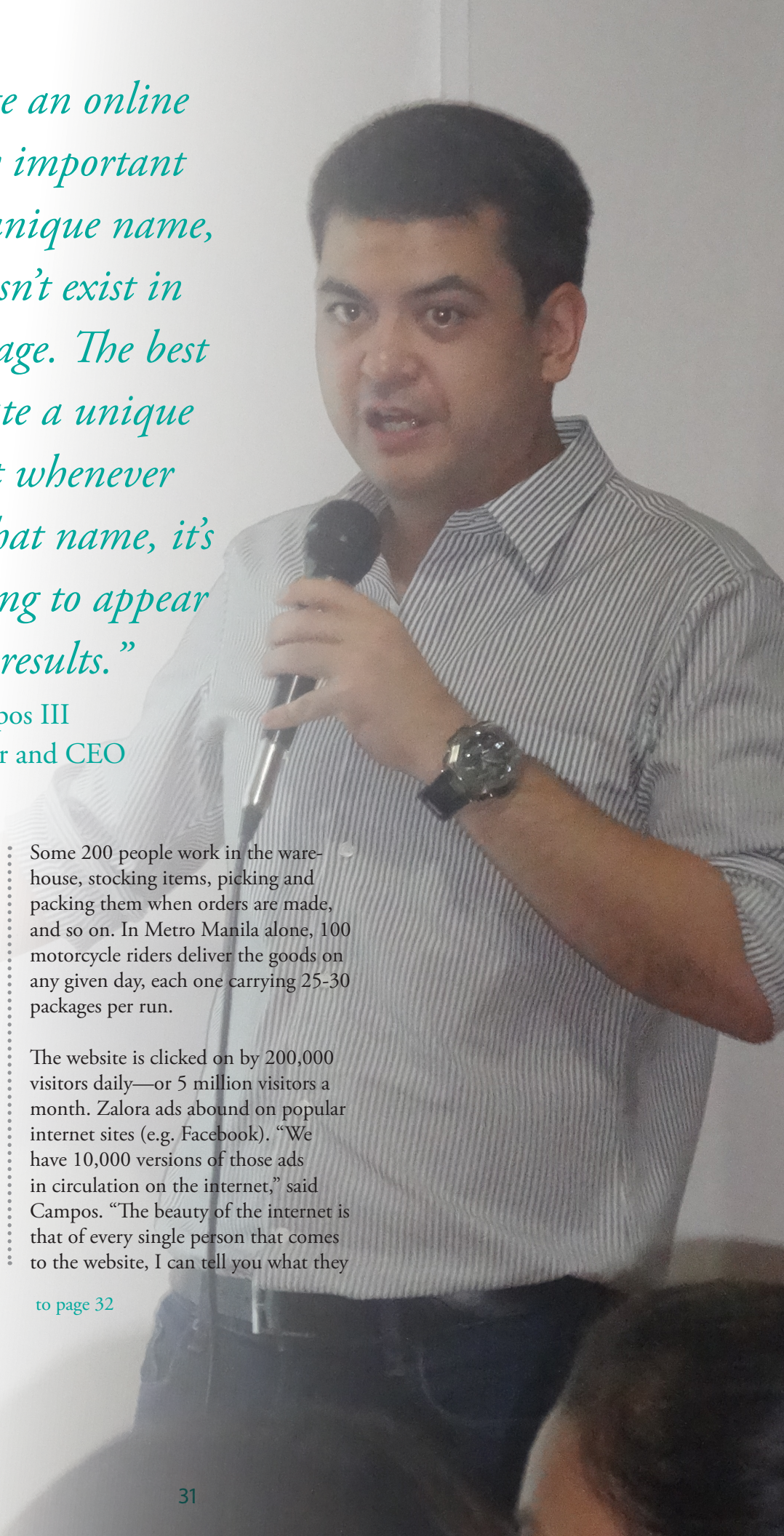
- Of about 600 million people across Southeast Asia, 39 percent have internet access.
- The Philippines has the second biggest population (100 million) among ASEAN countries, 44 million of which have internet access. Given these netizens' capability to engage in e-commerce, they compose Zalora's "addressable market."
- In the last 15 years (or since year 2000), internet users in the Philippines grew from 2 million to 40 million. Driven by smart phones, wireless internet connection, etc., by 2017-2018, this number will have jumped up to 75 million.

Right now, internet users in the country are already almost 10

times the population of Singapore and six times the size of Hong Kong. Come 2017-2018, it is estimated that Zalora's addressable market will grow by 30 million. "In terms of business, that's a huge opportunity," said Campos. "This is why it was a good idea to start an internet business when we did."

- At present, e-commerce in Europe, China and the U.S. compose 6-7 percent of each country's overall retail market, with China showing the most noticeable growth. In the Philippines, meanwhile, e-commerce is at a mere 0.3 percent. However, added Campos, "the reality is that, over time, this number is going to grow," fuelled partly by the people's rising disposable income, and their becoming more and more used to transacting online.
- Another set of data that's making the world more optimistic about e-commerce in the ASEAN region (in general) and the Philippines (in particular) is the population's young majority. "Seventy-one (71) percent of our population is below 35 years old," said Campos. This also means a great opportunity because, "if you think about who are most likely to shop online, it will be the young people."

There is no stopping it. "All the numbers are going up. There's not a single country where it goes down....

A photograph of Paulo Campos III, a man with dark hair wearing a light blue and white striped button-down shirt, speaking into a black microphone. He is wearing a black watch on his left wrist. The background is a plain, light-colored wall.

“When you create an online business, it’s very important that you create a unique name, a name that doesn’t exist in the English language. The best practice is to create a unique name, such that whenever anyone looks for that name, it’s only you that’s going to appear in the search results.”

Paulo Campos III
Zalora cofounder and CEO

With time and technological development, more and more people will shop online.”

Online perks

Of course, just because it’s online, it doesn’t mean the business is easy and simple. First off, they have to sign reseller contracts with companies and suppliers in and out of the country. “All in all, we have about 900 brands in Zalora—more than you can find in the mall.”

The products pictured on the website were made through in-house productions. “We shoot about 300 new items every day, 20 days a month.” This, with the help of eight in-house photographers, models and stylists, among other personnel.

Some 200 people work in the warehouse, stocking items, picking and packing them when orders are made, and so on. In Metro Manila alone, 100 motorcycle riders deliver the goods on any given day, each one carrying 25-30 packages per run.

The website is clicked on by 200,000 visitors daily—or 5 million visitors a month. Zalora ads abound on popular internet sites (e.g. Facebook). “We have 10,000 versions of those ads in circulation on the internet,” said Campos. “The beauty of the internet is that of every single person that comes to the website, I can tell you what they

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clicked on, or [which website] they came from, or whether they directly typed Zalora on their browser or if they clicked on those ads.... We can also tell which ads perform the best, which ads bring the most traffic to the website, etc.”

Besides being open 24/7, 365 days a year—“rain or shine”—and absolutely no space constraints to limit items’ display, another online perk e-companies enjoy is the internet data that help identify consumer trends and customers’ behavioral patterns and preferences. “I can tell that in January, we better have prom dresses; in summer, we better have swimsuits and bikinis... Over time, as customers interact with us more and more, we would know what they like—whether they’re into branded stuff, shoes or clothes...” Knowing these things, Zalora can customize their marketing campaigns through sending their customers “a little email” featuring Zalora items that each customer might like.

Challenges

But while e-commerce has its perks, it also has its share of challenges, many of which have to do with customers who are not yet comfortable doing online transactions. For Zalora, Campos related ways with which the company “very systematically” addressed the following issues:

- Deliveries take a long time, plus they add to the cost. Zalora guarantees customers

that within Metro Manila and CALABARZON, deliveries last only 1-2 days, and just 3-5 days for the rest of the country. Also, they offer free shipping for packages worth P900(?); below that amount, delivery costs only P100.

- Customers are not sure of the products’ quality and condition. Zalora offers a free 30-day return policy, “no questions asked.”
- Only 4-5 million have credit cards. Many are not willing to give out personal and credit information on the internet for fear of cyber fraud and other risks. Zalora now offers COD (cash-on-delivery) payment mode to their customers. With this done, two-thirds of their customers now order from them on COD basis. What’s more, Zalora has a chat dialogue for customers who have questions about the products and their transactions.

A sense of mission

Yet, more than the challenges, what every business person should have is a sense of mission. “More important than the numbers, more important than the company, I think it’s important for us as business people to realize what our mission—and where our mission—is,” said Campos.

It’s easy for lawyers or doctors or anyone in any other profession to determine what that mission is. But for business people? “I think all of you are on the right track,” he told his audience who were mostly Business Administration and Accountancy students, “because in my mind, the way to help our country develop is through making our economy grow.”

“That’s one lesson my grandfather taught me before he passed away,” he furthered, pertaining to the late Dr. Paulo Campos, a distinguished citizen of Dasmariñas who founded EAC-Cavite before it was bought by the De La Salle Brothers and turned into what is now De La Salle University-Dasmariñas. “If there’s one way to help the country, it’s to create jobs. And I fundamentally believe that.” At present, Zalora has 500 employees all over the country. Knowing this—that there are 500 people whose livelihood and daily needs depend on Zalora—is what motivates Campos to go to work everyday.

He concludes his talk thus: “Business is not a zero-sum game. Business is not “if-I-make-money-the-other-guy-loses-money”—that’s not how business works. It’s about creating value. It’s about servicing demand. So, at the end of the day, as business people, your job is to create more opportunities, not only for yourself or for your family, but for hundreds....”



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