



DLSU-D students lounge in the cool new Learning Commons at the second floor of AEA-IRC (Aklatang Emilio Aguinaldo-Information Resource Center). Designed for collaborative learning with wi-fi access, Learning Commons was opened for use of the DLSU-D community in the second semester of the year. AEA-IRC's environmentally sound practices were recently featured in the **2016 WEF-ISCN GULF Report** (see story on p. 2) **Photo by Jojo Romerosa**

UI Greenmetric World University Ranking 2015: WE'RE NOW 50TH IN WORLD'S GREENEST UNIVERSITIES

11th in Asia and still No. 1 in the Philippines

FROM 70th in 2014, DLSU-D (De La Salle University-Dasmariñas) has immensely improved its ranking in the world's "greenest universities" by jumping 20 notches up to the 50th spot in UI (Universitas Indonesia) Greenmetric World University Ranking for 2015.

The news far exceeded ERMaC Director Marlon Pareja's expectations who said that he was merely praying for a spot in the 67th-68th area. ERMaC (Environmental Resource Management Center) is DLSU-D's office responsible for all the university's programs and policies, as well as its compliance to national government standards related to environmental management, pollution control and disaster risk reduction.

Greenmetric World University Ranking is an initiative of Universitas Indonesia and other global universities. Its rankings are based on the invited universities' programs in terms of sustainable campus development, climate change initiatives, waste management, use of renewable energy, research and education, water and transportation, among others. These are measured based on instruments espousing "a broad philosophy that encompasses the three Es: Environment, Economics and Equity."

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DLSU-D library's green practices

featured in *2016 WEF-GULF ISCN Report*

De La Salle University-Dasmariñas once again made it in the ISCN (International Sustainable Campus Network) report of the GULF (Global University Leaders Forum) meeting at the WEF (World Economic Forum). This time, it's the school's green practices in the operations and management of its library, AEA-IRC (Aklatang Emilio Aguinaldo-Information Resource Center).

Among the library's green initiatives in lieu of the University's program to reduce the carbon foot prints are:

- rehabilitation of electrical connections and capacity to avoid energy wastage;
- installation of energy-efficient equipment, which the University has been doing since 2011 (80 percent of the University's heating ventilation and airconditioning systems were replaced with energy-efficient technologies, while 90% of the library's lighting systems now utilize LED bulbs);
- implementation of energy-saving practices such as turning

- off of airconditioning units one hour before closing time; presetting library temperature to 24 degrees Celsius; regulating the number of airconditioning units turned on based on the number of library users present; maximizing natural lighting; and
- usage of digital resources such as online and paperless communication.

By adopting these sustainable programs, the energy consumption cost of the library was reduced significantly: from about US\$67,000

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The jump in ranking came after the University climbed up seven notches the previous year (from 78th in 2013 to 70th in 2014). The 20-notch climb the following year was a big surprise to Pareja that he now feels "uneasy."

"*Nakakakaba* (It makes me nervous)," he said in an interview, "the pressure next year would be it's either we maintain it or we get a much higher ranking."

The feat now ranks DLSU-D as the 11th (from 13th) greenest university in Asia, and still Top 1 in the Philippines. But what makes this development even great news is the fact that the number of universities now considered in the Greenmetric ranking has also been increasing over the years: from 302

universities in 2013 (when DLSU-D first joined) to 367 in 2014, and now, 402. Also, two other Philippine universities have figured in the rankings: Mindanao State University Iligan Institute of Technology (currently at 267th) and Xavier University Ateneo de Cagayan (currently ranked 280th), both of which are in Mindanao.

Still a lot to do

When asked about what he thinks were reasons for DLSU-D's 20-notch climb, Pareja said it probably had to do with Greenmetric's increased number of information sources. "Right now, they use Google Maps. They look into the physical map of the campus. Then they also do random checking with other universities—they compare the University with other universities to see

how you are doing."

Pareja said DLSU-D's edge is in waste management and in its efforts to help curb climate change.

"I think they also focused on climate change [in 2015]," he added. "I think we were able to place our program on [being] carbon neutral on our website. They do check our website, if we have links there for the environment. And of course, our publications: we have more research works on the environment now compared with last year."

Since this development has made Pareja feel uneasy, he has been assessing the University's current state and the different ways with which DLSU-D could at least maintain its ranking and,

annually to only about US\$16,000. This, despite the increase in the number of library users.

These green practices have been acknowledged and included in the report titled “Demonstrating Sustainable Development in Higher Education,” which also focused on the sustainability skills and capacities of the world’s leading universities in the area of energy consumption and environment preservation. It can be accessed online at www.international-sustainable-campus-network.org. De La Salle University-Dasmariñas is the first Philippine university that was invited to and accepted as a member of the ISCN. The WEF-GULF meeting was held in Davos Switzerland.



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more importantly, keep up with its environment goals.

“I’ve been looking into the practices of the other universities, particularly those in the higher ranks—from top 1 to 49. There are those who really invest in sustainability; they really have budget for that, like Chulalongkorn University (in Thailand, ranked 30th), for example. They have gardens, beautiful infrastructure and physical plant, and [they place a premium] in their support system in terms of research... and international participation in these areas. The others in the top 10 also invest in technology—green buildings, clean energy....

“To be honest, we still have a lot to do,” said Pareja, “—not just in the overall

... maintenance of the campus, but also in integrating sustainability in all our operations and even in the curriculum.”

Changing our mindset

Based on his experience, Pareja says people’s behavior is the biggest obstacle/factor in effecting change in the community—“about 70 percent of the effort.”

“Of course, educating people is mostly what’s needed. We have to make them understand how important it is, and support our efforts with policy.”

But Pareja also says that beyond educating people, a broadening of our mindset is what’s really needed.

“We need to change our ‘business-as-usual’ attitude. We need to look at how we make sure our operations are efficient

... and with less cost to our resources... We have to go beyond what we know... saving the environment is beyond tree-planting and solid waste management only. We have to change our mindset... change our paradigm.”

This is because, in the end, “everything we do—from buying things to consuming those things to disposing those things—has to do with the environment.”

DLSU-D ROTC's Cabrera,

267th Battalion top AFP annual search

Cadet Col. Juan Miguel Cabrera 1CL, corps commander of the 267th NROTC (Naval Reserve Officers' Training Corps) Unit based in DLSU-Dasmariñas, was adjudged "ROTC Male Cadet of the Year 2015" by the AFP (Armed Forces of the Philippines). Sharing this honor is the battalion he commands, having been chosen "Naval Reserve Command ROTC Unit of the Year 2015."

A senior Marketing student with DLSU-D's College of Business Administrations and Accountancy, Cabrera, who in October was part of a joint military training program with ROTC cadets from University of Guam USA, was singled out from 12 candidates from the ROTC units under AFP's three branches: Army, Navy and Air Force.

Cabrera received his Plaque of Recognition from no less than Philippine President Benigno Aquino III on December 21 at the Haribon Hangar, Clark Air Base in Pampanga, on the occasion of AFP's 80th anniversary.

Outstanding

Cabrera was cited "for [his] outstanding achievements in the performance of duties as a Corps Commander 267th NROTC Unit of De La Salle University-Dasmariñas." DLSU-D was also cited "for its outstanding support for being the academic institution" from which Cabrera hails.

Earlier on December 9, the 267th battalion also received a Plaque of Merit for being "the Naval Reserve Command ROTC Unit of the Year 2015" from the Philippine Navy Headquarters Naval Reserve



Command under AFP Commander Brig. Gen. Alvin Parreño.

In an interview with *Newsette*, Cabrera said he was not expecting the award as it is not his habit to expect recognition for doing his work. It's his guiding principle in life, he said. "Just do the best you can with the work given to you. It's hard to yearn for greater things ahead when you still haven't finished with your present work."

For honor

When asked about which part of the selection process proved most memorable to him, Cabrera said it was the final interview. There were just six finalists of them left then, he related, and a panel composed of representatives from the different offices of the deputy chiefs of staff from J1 to J9 interviewed them one by one. Each interview lasted an hour on average, but with Cabrera, the interview lasted an hour and a half—due to "many follow-up questions." He said each of them was asked a hypothetical question: to choose between completing the assigned mission but losing the lives of 200

men under his command in the process, or not completing the mission but saving the lives of all his men.

For his answer, Cabrera said he would choose to complete the mission despite losing his men, "because I find the mission objective carries more weight."

"It's not like I don't care about my men's safety or their lives," he explained. "But it's part of our job—part of our honor as military men—to face possible death in fulfilling our mission." He added that every kind of work has its own occupational hazards. For those in the armed forces, death is one of them.

Cabrera said he had already taken the AFP Aptitude Test, and passed it with a high score, which merits for him the eligibility to be ranked as "officer" should he enter AFP. But since he is only 20 years old, he cannot yet enter the service for another year. He said he would probably get himself employed first in a regular job before he decides to enter the military when he turns 21.

CBAA students among Bloomberg Asia's top champs

Three DLSU-D students—Gaezelle Pelejo, Erika Joy Legaspi and Clarice Joy Emata—all under the College of Business Administration and Accountancy, made it into the Top 6 spots of the Asian edition of the Bloomberg Champions Program for 2015.

Pelejo, an Economics student, landed on the Top 3 spot, while Legaspi (BSA) and Emata (BSM) landed on the 5th and 6th places, respectively. Their ranking was based on a year-long process of selection and evaluation, including trainings and some graded activities and programs. They are the first batch of winners for the Asia-Pacific division, said Pelejo in an interview with *Newsette*, although the Bloomberg champions program has already been around for some time now elsewhere.

As Bloomberg champions, the three are currently commissioned to train DLSU-D professors (starting with CBAA faculty) and students on how to use the Bloomberg terminals, which are located at DLSU-D's Aklatang Emilio Aguinaldo. "Eventually, our aim is to [have this know-how] integrated in the curriculum, even to the entire school," said Pelejo, "because students who have this kind of training have higher credentials for the workplace."

Bloomberg certified

The Bloomberg Professional service is a software platform that provides trusted real-time and historical data, market moving news and analytics to help business and financial professionals make better informed investment decisions. As a resource, it enables student users to become familiar with

tools used in financial services, thereby reinforcing classroom theory, while professors can use it to further their own research.

DLSU-D is the only university in the country that has the Bloomberg laboratory.

So, what does it mean to be Bloomberg-trained?

"It means you're financially literate," Pelejo explained. Besides having insight into stocks trading, "you [also] know how to use the Bloomberg terminal, and that you have been taught to analyze financial data, market data...."

Bloomberg is considered "Google of the business world," added

Pelejo. But the main difference with accessing Bloomberg is in the credibility of the information they issue out.

"With Bloomberg, you are very sure that all the information you receive are credible, so you can cite it. [That's because] everything that comes out of there is really from the company's research analysts."

Along with providing credible and by-the-minute updates, Bloomberg also provides users with their contact details. "So, if you have questions, you can ask them directly."

Empowering

Now that they are Bloomberg

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College of Educ hosts 5th Young Educators Congress

DLSU-D's College of Education-Professional Education Department has done it again in apprising teacher training institutions with updates relevant to the K-to-12 curriculum when it hosted the 5th Young Educators Congress at Ugnayang La Salle, December 3-4.

The congress' theme this time was "21st Century Skills for Teachers: from Power Teaching to Power Learning" and featured speakers Dr. Allan de Guzman, whose topic was "The Power Teacher," and Dr. Lualhati Cadavedo, who

updated the attendees on the K-to-12 curriculum. De Guzman, a Metrobank Most Outstanding Teacher awardee, is Dean of University of Santo Tomas' College of Education, while Cadavedo is OIC Division Superintendent, DepEd, in Imus City. Also featured were seminars and research presentations, a quiz bee on professional education subjects, and contests on demo teaching, storytelling and jazz chant.

Attended by 2,068 participants who were Education students and faculty from different universities and colleges

from Cavite, Sta. Mesa, Laguna, Batangas, Taguig City, and Malabon City, the annual event is hosted by DLSU-D's College of Education-Professional Education Department to provide teacher training institutions in Cavite and nearby provinces a venue for seminars, research presentations and competitions that uphold the nobility of the teaching profession.

Specifically, the congress is aimed at keeping participants abreast of current information and trends relevant to the Grades 4 and 10 K-to-12 Curriculum

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Captain's Sweet Galley of Treats supports DLSU-D scholars

An MOU (memorandum of understanding) was signed on January 18 between DLSU-D's SSO (Student Scholarship Office) and Captain's Sweet Galley of Treats, a known cupcake bar and gourmet cake restaurant in Dasmariñas, Cavite. The MOU provides for "support meals" for student assistants under the Lasallian SPOON (Support Program and Opportunity for Oneness through Nourishment)

Under the MOU, Captain's Sweet Galley of Treats is to provide daily meals to three deserving scholars for a certain period.

Located on Congressional Road, Captain's Sweet Galley of Treats has been reaching out to the less privileged sector of society since its founding in 2013. Since majority of the founders were Lasallian scholars themselves, they have been finding ways to work with DLSU-D in providing support to scholars with their sumptuous products and the best services they can offer.

Captain's Sweet Galley of Treats co-founder and chef Joylyn Francisco (*third from left*) is flanked by (*l-r*) DLSU-D Assistant Vice Chancellor for Academic Services Dr. Marco Saez; Center for Student Admissions Director Jefferson Buenviaje; Lasallian SPOON scholar Mary Christine Agojo; and Student Scholarship Office Coordinator Eric Vargas.

Framework especially on teaching strategies appropriate in K-12 classroom; giving them the opportunity to review on the professional education subjects that they have taken through the quiz bee in preparation for the licensure examination for teachers; and providing them a venue to showcase their skills in paper presentation, performing demonstration teaching, jazz chant and storytelling. (Dr. Florencio Abañes)



Dr. Florencio Abanes (*left*), Professional Education Department chair, looks on as Dr. Lualhati Cadavedo (*center*), OIC Division Superintendent of DepEd Imus City, is cited and congratulated by Dr. Manuel Camarse, dean of DLSU-D's College of Education, for her talk at the 5th Young Educators Congress. (Photo by Jojo Romerosa)

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DLSU-D faculty Jacqueline Morta and Eden Cabrera (*l-r, front and center*) pose for a photo with partners of the Paliparan 4, Dasmariñas City branch of Livelihood and Enterprise Development Center or LEDC during a community outreach activity conducted by DLSU-D's College of Business Administration and Accountancy Student Council on January 29v. Morta trained the partners in Basic Marketing while Cabrera was resource speaker for Basic Accounting and Financial Management. Also featured in the training was Pastimallows making with Audrey Vallejo and Parissha Mazuooth.

New architects post 91% passing rate for DLSU-D

Passing the January 2016 Architecture Licensure, alumni Allan Edward Alix, Mark Cantos, Ayn Carlo del Mundo, Jason Figueroa, Camille Jabola, Algil Mae Magallanes, Christopher Oreiro, Micah Pealane, Ronie Sapad, Reuben Lorenz Talingdan, and Jose Harson Vinoya posted for DLSU-D a 91.67 percent passing rate, vis-à-vis the national passing rate of 55.66 percent. A toast to our new architects!

IE board passers named

Our congratulations to DLSU-D's new industrial engineers: Lara Kaye Aquino, Zayra Jane Atendido, Lourdes Caalam, Abigail Carriedo, Kier Castillo, John Aldrindela Cruz, Jessica Jane Levardo, Ma. Claudette Morales, Nelvin Neil Panaligan, Pamela Pangilinan, Xanthynn Candize Romea, Magda Katrina Saflor, and Edgarlyn Blesilda Villafranca. They passed the IE licensure held in November.

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3 new Lasallian sanitary engineers

Our congratulations to DLSU-D alumni Erlton Sadia, Ranil Jay Boa, and Robin Christopher Reyes for passing the January 2016 board examination and joining the roster of DLSU-D's sanitary engineers. Their performance yielded a passing rate of 60 percent for DLSU-D, vis-à-vis the national passing rate of 57.14 percent.



HRD students shine at JPMAP

Exhibiting their academic and extracurricular talents, Human Resource Development students under the Management Department of DLSU-D's College of Business Administration and Accountancy bagged places at the 15th JPMAP (Junior Personnel Management Association of the Philippines) National Convention in Subic Bay, Zambales, November 28-29.

The team of Jasmin Soliven, John Joseph Lantin and Danne Francis Abutas placed 2nd in the convention's Debate event; Minerva Espinosa, Ariane Jasmin Perucho and Allaine Marnikka dela Cruz were 3rd Runner Up in the Academic Quell; while Gian Carlo Magallanes landed on Top 5 and was adjudged "Mr. Congeniality" in the Mr. JPMAP 2015-2016 contest.

DLSU-D's delegates were coached by Professors Epitacio Mendiola and Dr. Crispina Corpuz.

IMA Philippines inducts new CMAs

Recent CMA (Certified Management Accountant) passers in the country, including those from DLSU-D, were inducted by IMA Philippines Chapter when it convened its 2nd General Assembly (themed “Close the Gap”) on December 20 at Marriott Hotel in Manila.

So far, DLSU-D’s CMA examinees have posted an 83 percent passing rate.

With Hon. Joel Tan-Torres, current chair of Professional Regulations Commission BOA, as speaker, the assembly inducted CMA passers of

the June, September and October 2015 board exams.

DLSU-D’s new CMAs are Alfonso Miranda and Jim Bryan Castillo (July examinees); Roda Jane Austria, Arianne Kaye Alvaran, Edrei Bergado, Ma. Luisa Felonia, Ye Eun Kim, Richelle Angeline Papa, Katherine Prades, John Paul Gajudo, Jan Michael General, Nestor Salino, and Regine Marie Talucod (September examinees); and Justine Nicolle Abutan, Victoria Isabel Albo, Carissa Grace Belardo, Joy Bruno, Sheryl Jhane Casera, Alden

Chuidian, Sarah de Guzman, Ma. Lourdes dela Merced, Ann Geleen Felix, Marko Louise Hernandez, Larrae Magbanua, Trisha Kaye Manahan, Mae Ann Pastolero, Keziah Mace Prado, Lara Myka Puchero, Maricollin Ramirez, Kamille Anne Rosendal, Ma. Fatima Sandoval, Marverick Sang-olan, Dan Joseph Sorilla, Gracielle Anne Tacbas, Pauline Tañedo, and Jacqueline Uy (December examinees).

IMA is the worldwide association of accountants and financial professionals working in business.

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Economics majors excel at A-BEST nat’l congress



Senior Economics majors under the Allied Business Department of DLSU-D’s College of Business Administration and Accountancy stood out at A-BEST National Congress, January 29-31, at A&A Plaza Hotel, Puerto Princesa, Palawan.

The 26 delegates presented individual research papers at the congress while excelling in three congress events: Michael Rowie Valencia (Champion) and Larizza Gail Palorma (1st Runner-Up) in the A-BEST Quiz Bee; Ana Chustin Factoran (3rd Place) in the A-Best The Voice; and Patricia Gelera, Gaezelle Pelejo, Paul Diaz, Mary Hannah Christiana Coching, and Ansherina Roman (1st Runner-Up) in Green Fashion Show.

Entrep students garner top awards in summit

Third-year BS Entrepreneurship JAPI (Junior Achievement Philippines) members under the Allied Business Department of DLSU-D's College of Business Administration and Accountancy garnered top awards at the JAPI Mini-Companies competition featured at the JA Grand Business and Product Expo of JA Entrep Summit 2015.

For the competition, students Ma. Anabelle Balili, Bianca Basilio, Jacqueline Dacanay, Kevin de Ramos, Gillian Laforga, Janel Lumbré, Ayssa Joyce Maningding, France Fay Manuel, Maria Lorraine Manuel, Daryll Menta, Mary Joyce Montano, Princess Osorio, Noriel Paras, Irish Reyes, Ray Christian Rosell, Enzo Salta, Ma. Mikhaela Sanchez, Neil Sarte, Micole Seron, Ma. Sophia Karen Tan, and Bernalyn Vasquez formed "Ezure Corporation," which manufactured and exhibited BOUND (an acoustic audio amplifier made of half a coconut shell). They were mentored by Prof. Michael del Rosario.



For their participation, DLSU-D's delegates won 1st Place in the Highest Delegates Category, while for their product, the team won 1st Place twice for having the "Best JA Mini-Company Booth" and the "Best Business Plan Presentation Competition."



CBAA students among....from page 5

champions, does this mean that Pelejo, Legaspi or Emata can now be consulted on stock market options and investments?

"We actually don't encourage consultations," said Pelejo. "Instead, we will teach you how to use the Bloomberg terminal yourself, so you won't be too dependent on stock market brokers." What about analyzing data? "Yes, we will also teach you that."

So far, the presence of the Bloomberg laboratory at DLSU-D has had a big impact on Business Administration students. Besides the prospect of being Bloomberg-certified,

they are also exposed to actual case examples and simulated "trading" activities for their lessons. Another advantage is that Bloomberg has also been most helpful in providing resource persons for the college's business seminars and forums. "We have access to international speakers, and we can request for them for free," said Pelejo.

Those interested to learn more about Bloomberg Professional service at DLSU-D may contact Allied Business Department at (046) 4811900 with locals 3023 or 3185. For a minimal fee, the service can be available to non-CBAA students and even DLSU-D visitors.

Office Admin students shine at 12th PASOA

Office Administration students under the Business Management Department of DLSU-D's College of Business Administration and Accountancy pulled off an outstanding display of their skills and talents as they swept major honors in the 12th PASOA (Philippine Association of Students in Office Administration) National Convention, held November 28 at the University of St. La Salle, Bacolod City.

Janine Rae Perez, coached by Prof. Mercedita Lee, was declared "Keyboarding Champion," while John Michael Gerona, coached by Prof. Presentacion Bolario, landed 1st Runner Up in the Shorthand event. Meanwhile, the team of Reina Cleo Franchette Paler, Jayson Tamayo, and



..... Diane Kate Casia, coached by Prof.
..... Alice D.P. Descallar, won 2nd Runner
..... Up in the Quiz Bee. The University's
..... candidate for Mr. PASOA 2015

..... James Peter Aragonos also emerged
..... 2nd Runner Up in the event. He was
..... coached by Profs. Bolario, Lee and
..... Descallar.

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Psych students read paper at int'l forum



Senior Psychology students Margaret Aribon, Charlotte Basco, Merici Ednalino and Kristine Oasin presented their undergraduate thesis entitled "An Interpretative Phenomenological Analysis of Masturbation among Young Adult Filipino Women" at the 2016 APCESP (Asia-Pacific Conference on Education, Society, and Psychology)-Higher Education Forum, January 6-7.

The presenters were mentored by Dr. Evangeline Ruga.

Held at the Courtyard by Marriott Seoul Times Square in Seoul, Korea, the forum was also attended 18 senior Psychology students and their faculty-in-charge, Rowena Heradura of Psychology Department.

Computer Studies students shine in Android Masters events

Three teams of Computer Studies students under DLSU-D's College of Science and Computer Studies shone in Android Mastersheld October 23 at the PLDT InnoLab in Mandaluyong City.

Team Sync, composed of Frederick Bon V. Javier and Donna MarycarPaguinto, was finalist in

the Game Category, while the team of MarloIso, Samuel Louis Rodica and Enrico Rubiales Jr. was named Champion in the People's Choice Award.

Meanwhile, team AlgoFusion, composed of JielynnDiroy, Rochelle Hernandez and Alonzo Manaloto received the award for the Most

Downloaded App in the Android Masters-Utility/Productivity Category.

Android Masters is a collegiate interschool Android app development challenge which aims to encourage students to develop their creative app ideas and publish it on Google Play Store.

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*How does one become....*from page 15

themselves; they've been to places, and they know the value of what they have. So, in a way, they are art connoisseurs themselves. And from my experience, there are serious collectors—notable people—who do share. They do recognize that they are keepers of tangible heritage.

In general, tangible heritage is a representation of civilization, of culture, of humanity. From a technical perspective, when you say heritage, it has to be anything that is at least 50 years or older. So, if you regard a cell phone model that just came out in the market, it may not exactly be something to be considered of heritage

or historical value—just yet. But for future generations, yes, it might. So, you may want to collect it for personal benefits, and eventually in time, it would be a piece which may be shared among future generations as a piece of novelty.

For our guidance, “antiques” are items that are at least 50 years old. It's the same with “vintage.” Actually, it should be 75, even 100. But according to our heritage laws, 50 is okay.

If you're thinking of becoming a serious collector today, technology can be an interesting area. What may be high-tech for us will definitely be

something outdated 50 years from now. And it would be nice for the next generations to see how things have evolved, especially in technology and communication.

However, in terms of the arts and heritage, all of them, in time, will have historical value. But then, collecting isn't just about doing it for your collections' historical value. I always say, collecting is about passion. It's about hobby. At the end of the day, collecting is about your love for something that would drive you to your passion that, in turn, should drive you into doing something that's more beneficial to people around you.

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2nd & 3rd Prizes

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Q: *How does one become a serious collector?*

Cecille Gelicame answers:

Technically, collecting is acquiring something that is of interest to you. If you remember in childhood, collecting starts there. When we were in grade school, we would collect different pieces of stamps, stationeries, sometimes rocks, coins, even toys and figurines—anything under the sun that captured our personal interest. Because collecting, after all, is very personal. It actually reflects, or it is somehow a manifestation of your personality. It all starts with the hobby, and the hobby is always based on your interest. That's how you start becoming a collector.

Through time, your collecting interests either wane or become even more developed and you become more of a serious type of collector, depending on your exposure to, or how you nurture, the hobby.

Becoming a passion

In my experience from childhood, I used to collect stamps. But I would just collect stamps because my father was an OFW (overseas Filipino worker) and I was interested in the images on the stamps. I didn't realize then that I was actually collecting stamps. I thought I was just keeping them. Of course,

eventually, it waned, because my father came home and stayed home for good, and so I have lesser opportunity to collect stamps.

But for other people, this becomes a passion. How? They start collecting beyond what they actually could have. That is already a strong indicator. They start swapping items with fellow collectors, start looking for missing pieces, looking for rare items; they start looking for something beyond what is within their reach. And how did this happen to them? It has to do with the long process of being exposed to the hobby, which eventually becomes a passion.

In the arts, for instance, for you to become an avid collector and for you to be able to identify what it is that you'd want to collect, it would require a lot of exposure, a lot of investment in time and effort, researching and educating yourself on what your collection is all about. That's the only way you'd be able to hone your skills in collecting.

Fromm collecting to something else

I believe parents should encourage their children to take up the hobby. Why? Because, one, it can teach kids

how to appreciate little things...that little things could actually lead into something bigger or greater in the end. That's how you always start—with the little things. So, kids can start collecting rocks, marbles, papers, photos, and even toys. And from there, their level of appreciation can increase. Valuing it, gaining more exposure to it, reading further about it...it always has to start from a very basic activity.

Normally girls are interested in stationeries, but nowadays we don't really write much because we have the internet, email, and all. Personally, I no longer see stationeries as often as we saw them when we were growing up. But there are stores now that are slowly reviving and introducing these beautiful papers, and there are girls who are interested in collecting them (although I don't think they want to write on them).

And from collecting them—who knows? One day, it might encourage them to write. So, here, collecting goes beyond simply acquiring a piece to complete or to satisfy your pleasure. From there, it could lead you to do something else.

As for little boys, they can collect marbles. Or if their family has habit of going to the beach, they can collect shells and study the shells afterwards. Given that there is a system for scientifically classifying shells, little boys can go beyond shell collecting, and go on doing something deeper and more intellectual.

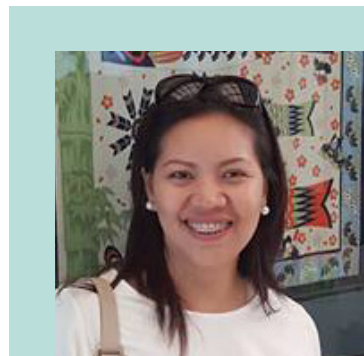
For grownups, there are those who collect refrigerator magnets. Some collect travel souvenirs like plates, key chains, etc. And when they show these off to friends, they become conversation pieces. At the end of the day, what you collect, you should put on display because the satisfaction is different when people appreciate your little treasures.

It would be nice if your collection can be exhibited even in a small space or in a small cabinet. We have heard it said that museums started out with “cabinets of curiosities.” These are cabinets in which collectors put in all their collected pieces—beautiful, weird, exotic, scary—for their guests and friends to be curious about. There’s another level of satisfaction when people appreciate and learn from what your collection. Besides that, people can get to know you more. Because, after all, collecting is personal. It’s an expression of yourself.

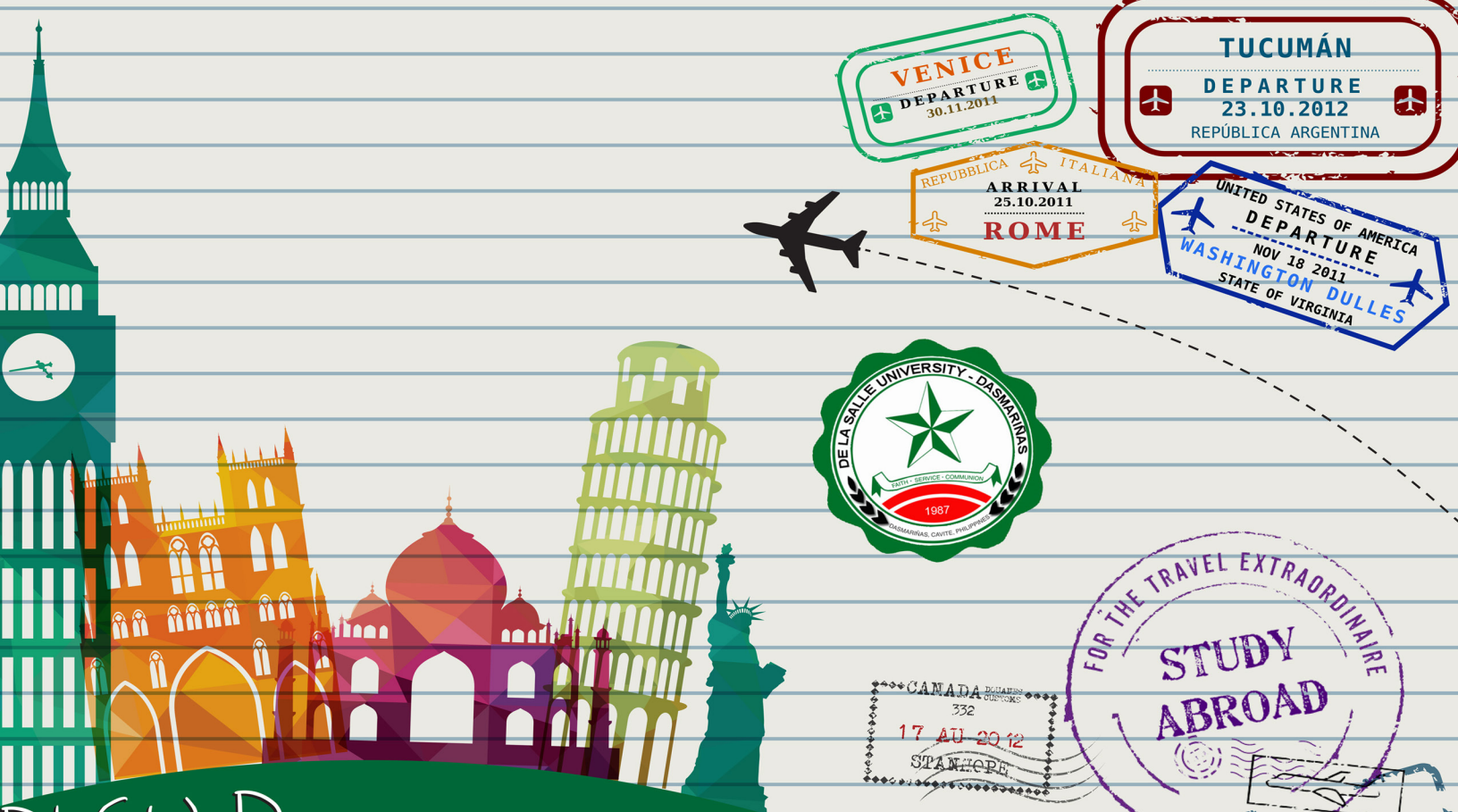
Serious Collecting

Of course, in everything we do, passion could turn into obsession. We hear of serious antique collectors who, usually, have the means to acquire and to purchase for their collection. This is where the obsession sets in—because they have the capacity. And because they have the capacity, they can buy the rarest, the originals, the most expensive ones to complete their collection. The thing with serious collectors is that we can benefit from them when they share their collection with the public through exhibitions in museums. These serious collectors are important. They have studied, researched, exposed

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Cecille Gelicame has been director of DLSU-D's Museo De La Salle since 2000, when the Museo was first opened. A graduate of UP-Manila, she took up BA Philippine Arts, majoring in Arts Management. Prior to her engagement with DLSU-D, she had a three-year stint with Metropolitan Museum of Manila. At present, she is president of Southern Luzon Association of Museums, secretary of NCCA (National Commission for Culture and Arts) National Committee on Museums, and a member of the technical working group under NCCA's Project Busilak Cultural Mapping for local government units.



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