

Sir Leon "Sir Tags" Magno Gelle of Citizens Brigade Band of Dasmariñas City directs members of the DLSU-D Symphonic Band in a concert of rousing numbers for the protection and conservation of the environment at Ugnayang La Salle during Lasallian Festival 2016 (see story on p. 17). Organized in partnership with DLSU-D's ERMaC (Environmental Resource Management Center) and LS Verde (Lasallian Vigilance for Environmental Development), the concert, titled "Animusika 8: Melodies of the Wind," also featured performances by the DLSU-D Choral, Lasallian Pointes 'n Flexes Dance Company and the Citizens' Brigade Band of Dasmariñas City. Symphonic Band President Carlo Rementilla said the concert was "a way...to intensify and mobilize the involvement of the youth" in environmental causes. A tree-planting activity also by the organization was held days later as an offshoot of the concert (Photo: LS Verde).

# AUTONOMOUS STATUS of DLSU-D renewed until 2019

DLSU-D (De La Salle University-Dasmariñas) has finally renewed its Autonomous Status with the country's CHED (Commission on Higher Education), allowing it to enjoy three more years—from April 1 this year to May 31, 2019—of autonomy in curricular design and program offerings, among other privileges.

CHED has granted the renewal following the recommendation of the commission's technical working group on HEI (higher education institution) classification, and the approval of the commission en banc during its meeting on March 14. The complete list of HEIs granted autonomous or deregulated status is contained in CMO (CHED Memorandum Order) No. 20, series 2016, which can be viewed and downloaded at CHED's website.

Prior to this, DLSU-D's Autonomous Status, which expired in 2014, was extended for several months a few times after the University's QAO

## AUTONOMOUS STATUS... from page 1

(Quality Assurance Office) complied with all of CHED's requirements for renewal.

"We presented all the requirements in 2014; we were on time," said QAO Director Lucile Rivera-Calairo. However, she explained that the difficulty in the renewal owed to the more stringent set of criteria contained in CMO No. 46 issued in 2012.

Calairo, who had just finished over-a-year-long international training on internal quality assurance (*see story below*), describes CMO No. 46 as an "overhaul" of CHED's provisions on "everything relating to quality assurance of HEIs (i.e. Center of Development, Center of Excellence, Autonomous

Status, Deregulated Status, University Status, etc.) in the Philippines."

"For example, under CMO No. 46, when they ask for published research, they don't ask just for the titles anymore; they also ask for each work's abstract, proof of copyright, etc. which we have to provide also."

Calairo said that someone from CHED had informed her that the commission had been very strict and thorough in reviewing every piece of paperwork submitted by the schools, thus explaining the delay.

When asked how the University's Autonomous Status impacts the implementation of the K-to-12 scheme

in DLSU-D, Calairo pointed out that it could pose a challenge to faculty members who are currently laden with teaching overload.

"Autonomous Status requires that 30 percent of our faculty should be engaged in research," she explained. "And we cannot ask CHED to be lenient about it because for them, it's already a 'floor'(read: basic) requirement—no more haggling about it."

Autonomous Status allows for universities to (1) design their own curricula, (2) offer new programs, (3) put up branches or satellite campuses without having to secure permits, (4) confer honorary degrees, and (5) carry out operations without much

## n e w s

# QAO director finishes ASEAN-QA workshops

Lucille Rivera-Calairo, director of DLSU-D's QAO (Quality Assurance Office) had just finished the fourth and last module of the ASEAN-QA workshops under its TrainIQA (Training on Internal Quality Assurance) course which ran from November 2014 to February 2016.

Calairo, who was among the Top 32 selected from 150 applicants from all over ASEAN (Association of Southeast Asian Nations), finished the course with her output PAP (Program Action Plan) "Strengthening IQA Structures at De La Salle University-Dasmariñas, Philippines." In completing this PAP, she spearheaded its implementation at DLSU-D with the mentoring of international experts in the field of quality management at higher

education institutions." Her mentors were Duu Sheng Ong from Malaysia and Oliver Vettori from Austria.

"We each had our poster presentation of our PAP," she said when asked about the program's culminating activities. "It also ended with the top management of the 32 participating schools joining us in the last conference. We were there for a week, and in the last two days, we had a joint session with the top management people. We presented to them what the program has achieved, including the success factors and limiting factors." For DLSU-D, Vice Chancellor for Academics and Research Dr. Olive Legaspi attended the session.

The modules Calairo completed were:



"Designing Effective Quality Management Systems in Higher Education Institutions" (held in Kuala Lumpur, Malaysia, February 23-27, 2015); "Tools and Procedures in Quality Assurance in Higher Education Institutions" (Potsdam, Germany, July 27-August 4, 2015); "Quality Assurance in Teaching and Learning in Higher Education Institutions" (Bali, Indonesia, November 9-13, 2015); and "Quality Management and Its Linkages to Higher Education Management" (Bangkok, Thailand, February 22-27, 2016). An online module ("Information Management in Higher Education Institutions") accompanied these four modules, lasting from September 2015 to February this year.

interference from CHED.

Generally, universities are awarded either the Autonomous or Deregulated status when they exemplify a long tradition of integrity and untarnished reputation; commitment to excellence; and sustainability and viability of operations.

Specifically, a university has to earn a minimum grade of 70 percent under “commitment to excellence” and a minimum 91-100 percent in total score in order to be granted the Autonomous Status.

DLSU-D was first granted the Autonomous Status in March 2009.

# DLSU-D school year now August-June

## ‘Second summer’ marks transition

With academic year 2016-2017 slated to start in August instead of June, DLSU-D has designated a “second summer” to mark the transition of the school year opening. Says University Registrar Marialita Esberto, the second summer—officially, “Transition Summer Term”—will begin June 20 and end July 26 and will be a term for graduating students to finish up their course requirements and for those taking up Graduate studies.

Summer for this year runs May 2-June 7, while faculty entitled to a summer leave have been allotted April 18-June 17 for it.

Enrollment for the coming school year has started in April. Classes for academic year 2016-2017 will open on August 15.

## n e w s

# RP ass’n of criminologists cites Dausan



Dr. Arien Dausan, director of DLSU-D’s Student Development and Activities Office and a faculty with the College of Criminal Justice Education, was recently presented the “Presidential Citation Award” by PCAP (Professional Criminologists Association of the Philippines), Inc.

Dausan was cited for her professional competence; participation in professional activities; and contribution in the advancement of the Criminology profession and the effective discharge of the profession’s social responsibility

through meaningful contribution and participation in socio-related activities.

Dausan received the award during PCAP Inc.’s 25th national convention, January 29-31 at Bayview Park Hotel, Manila. PCAP is the accredited and professional organization for licensed criminologists in the Philippines. It coordinates with the Professional Regulation Commission and the Philippine Board of Criminology in helping promote the Criminology profession.

# Com, Languages profs conduct English training in Thailand

Four DLSU-D faculty with the College of Liberal Arts and Communication were recently invited to conduct English training for the staff of RMUTT (Rajamangala University of Technology Thanyaburi) in Thailand, February 8-12.

The five-day training was conducted by Communication Professors Isolde Valera, Nornelyn Cachuela, and Brenda Fajayo (Communication and Journalism department chair), and Languages and Literature Professor Evelyn Rayos. Their training course included presentation and persuasive communication skills in the workplace.

In a letter to DLSU-D President Br. Gus

Boquer FSC, RMUTT's Assistant to the President for International Relations Assoc. Professor Dr. Natha Kuptasthien expressed RMUTT's gratitude and

appreciation and commended the four faculty members for their patience, hard work, wit, perseverance, extraordinary talents, and kindness during the training.



## n e w s

### How we wear...from page 21

belongs to us.” And so, for Esguerra, this appreciation of the Pinya should find meaning in wearers of Pinya-made clothes: “That’s why when you wear the Pinya *barong*, you wear it with dignity.”

#### Down south

Down south, Filipinos wore their “more elaborate, more flashy, more showy indigenous cultures.” Aside from weaving, embroidery was employed. Just like their Tagalog siblings, Visayans also wore gold. And when they dressed up, it was always “full regalia.”

It was the southern portion of the country that had (and still has) active connection to the rest of Southeast Asia further down the continent. “That’s why there are times when it gets to be confusing, too. For their textiles...some

would come from Borneo, some from Indonesia, some from Malaysia....”

Esguerra made special mention of the T’bolis—“the vainest of all the cultural groups,” he said. A typical characteristic of T’boli fashion shows their liking for bells, which used to be made of silver and are worn by unmarried women as girdles for attraction. Among the men, they have a penchant for wearing T’nalak—traditional T’boli cloth made of abaca fiber woven with motifs and patterns based on the T’boli environment.

“The old t’nalak—as *tapis* [wrap-around cloth] for the women or top cloth or trousers for the men—carried crocodile design elements before, signifying power. Nowadays, there are no more

crocodile designs because the crocodile has been eradicated from the natural environment.”

Esguerra also laments that Muslims who have gone to the cities to live as traders no longer practice their crafts. “Most of these Muslim traders that you see in *tiangges*...are Maranaos. I kid them: ‘Why are your wares mostly made in China? Weren’t you well known for brass works before?’ And the younger generation don’t know about it. I don’t know who to blame....”

The lecture, “In the Thread: Understanding the Development of Philippine Wear Through Ayala Museum’s Doll Collection,” was part of the celebration of Lasallian Festival 2016.

# Spanish ambassador visits DLSU-D



Spain's Ambassador to the Philippines His Excellency Luis Antonio Calvo Castaño (4th from right), accompanied by Spanish Embassy Technical Adviser on Education Mr. Fernando Zapico and Instituto Cervantes de Manila Director Dr. Carlos Madrid (4th and 5th from left respectively) are flanked here by DLSU-D administrators (l-r) Liberal Arts and Communication Dean Dr. George Francisco, Education Dean Dr. Manuel Camarse, Vice Chancellor for Finance and Administrative Services Mary May Eulogio CPA-MBA, DLSU-D President and Chancellor Br. Gus Boquer FSC, Vice Chancellor for Mission, External Affairs and Advancement Dr. Myrna Ramos, and Linkages Office Director Marco Polo. Ambassador Castaño delivered his lecture "The Impact of Education on the Economy of the Future" for his Ambassador's Address at Aklatang Emilio Aguinaldo-IRC, March 2. His lecture was followed by a tour of Museo De La Salle and a luncheon with DLSU-D administrators (Photo by Jojo Romerosa).

## n e w s

### Psychology Dep't's 6th CALABARZON Research Colloquium

# Papers on social, industrial Psychology read

With their 6th CALABARZON Research Colloquium in Psychology, Psychology Department under DLSU-D's College of Liberal Arts and Communication held an entire day of plenary and parallel sessions of paper presentations—all by DLSU-D undergraduate students—in the areas of Social and Industrial Psychology, March 18 at DLSU-D's Alumni Auditorium.

Themed "Trends and Prospects in Social and Organizational Psychology," the colloquium was keynoted with an address by Full Professor and Chair of Ateneo de Manila's Department of Psychology

and former President of Psychological Association of the Philippines Dr. Regina Hechanova, who presented "I/O Psychology Practice and Research in the Philippines: Trends, Challenges and Best Practices."

This was followed by the plenary paper presentation "Interpretative Phenomenological Analysis of Masturbation among Young Adult Filipino Women" by Margaret Aribon, Charlotte Basco and Merici Ednalino.

Other paper presenters were Daniella

Shaira Cortez and Jessica May Ibay ("An Interpretative Phenomenological Analysis on the Lived Experiences of Abortionists"); Mikael Cahilig ("Psychological Distress Among Breast Cancer Survivors"); Jaycee Lou Dee, Mitzi Faye Soriano and Yna Alyanna Tulay ("From Snow White to Merida: A Look Into the Filipina's Construction of Femininity"); Maria Contessa Pagulayan, Maria Catrine Go and Charmaine Veloso ("Understanding Spatial Knowledge of the Visually Impaired");

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# Gabuten, Alicio land in Top 5 of RMP, RBP exams



Gabuten

Marketing graduate Ruby Venette Gabuten and Allied Business graduate Justine Marie Alicio from DLSU-D's College of Business Administration and Accountancy landed in the Top 5 spots in the registered marketing and business professional licensure examinations for 2016.

Gabuten at Top 3 leads fellow DLSU-D graduates and new RMPs (Registered Marketing Professionals) Shayne Angela

Abela, Mary Christine Joy Astillero, Aldin Baluarte, Justine Bisnar, Marc Ryan Clamor, Elaine Grace Cornejo, Merry Ann Cristobal, Steven Joseph Cruz, Clarissa Cuello, Penny Laine de Vega, Kristine Dicafo, Mariel Erin Jen Espinella, Dominique Mojica, Joana Nieto, Mariah Kerriey Nuñez, Peter Jesse Oreta, Mary Jane Robiato, Mary Rose Serena and Johanne Marie Tatlonghari.

Alicio at Top 5, meanwhile, leads fellow Lasallians and new RBPs (Registered Business Professionals) Elizabeth Abin, Ziona Viveka Apao, Rolando Bautista Jr., April Kryshene Berico, Exyz Cornista, Larabelle Cruzado, Catherine Cuarto, Jaslyn Joy Galope, Josephine Lacap, Rose Arianne Leonida, Gerill Lloyd Malijan, Daisy Charlene Supan and Djany Unabia.

Both the RMP and RBP certification programs were conceptualized to ease the need of companies/industry for skilled graduates. By raising the bar of excellence among business graduates, passers of

these certification programs not only increase their skill levels and knowledge, they also increase their employability. The programs also benefit the business schools by guiding them on the skills and knowledge that are in-demand in the industry, and through assessments of the schools' current curriculum and teaching methods.



Alicio

## Pepito, LET 10th placer



Riza Pepito, a 2015 graduate of DLSU-D's College of Education, finished 10th in the March 2016 Licensure Examination for Teachers. She took up Bachelor of Secondary Education.

# Outstanding CSCS grad school researchers

Our congratulations to Maria Rosalie Manalo, a graduate of DLSU-D's Master of Science in Environmental Science program under CSCS (College of Science and Computer Studies) and Dr. Edwin Tadosa, a faculty with CSCS's Master of Science in Biology program, for producing works recently adjudged "Outstanding Graduate School Research" in the Health and Environment Strand of the Philippine Association for Graduate Education-Region IV-A Chapter.

Manalo, who finished her Master's degree in November last year, wrote "Lead Levels of Sediments, Mollusks and Sea Cucumbers from Calancan Bay in Sta. Cruz, Marinduque: 25 years Post-cessation of Mine Tailings Deposit" which was adjudged "Outstanding" in the Graduate Student Category, while Tadosa's coauthored work "Analysis of Forest and Grassland Vegetation at Southwestern Side of Quezon Protected Landscape" topped the Graduate Faculty category.

# Business students place 3rd in 8th CFA's nat'l challenge



Rodmhar Ambata, Michael delos Reyes, Jessica Escoto, Jela Mae Oasin and Keanne Fhey Sarno—all students of DLSU-D's College of Business Administration and Accountancy—landed 3rd place among four finalists in the 8th CFA IRC (Institute Research Challenge).

Their team trailed after Ateneo de Manila University and University of Santo Tomas who landed 1st and 2nd Place, respectively.

Team DLSU-D was coached by Prof. Don Malabanan.

The four finalist teams from top universities in the country presented their findings about this year's subject company, SM Prime Holdings Inc., to the five judges namely: Valens Securities Chief Investment Strategist, Joel Litman; Fund Managers' Association of the Philippines Founding President, Mr. Marvin Fausto; JP Morgan Head of Research, Jeanette Yutan; Bloomberry Resorts Corp. Director-Investor Relation, Leo Venezuela; and COL Financial Group Inc. Investment Analyst, Richard Laneda, CFA.

The national final challenge was held February 23 at the PSE Auditorium, Philippine Stock Exchange Center, Ortigas Center, Pasig City.

CFA IRC is an annual global competition providing students with hands-on mentoring and intensive training in financial analysis. In the Philippines, CFA IRC is organized by CFA Society Philippines. Only selected universities are invited to compete in CFA IRC.

## Papers on social, industrial psychology...from page 5

Rylle Evan Gabriel Zamora, Deniesse Abygail Villabona, Micah Denmise Malia and Jann Ethel Felice Janolo ("Reciprocity and Empathy in Motivating Altruism Among Sixth Grade Students"); Jacklin Alwil Cartagena, Erika Anna De Leon and Sarah Mhae Diaz ("Child Workers: Life Story, Life Graph, and Life Satisfaction"); Antoinette Reyes and Nadine Lea Mae Mendoza ("Gossiping in Workplace-Setting: An Interpretative Phenomenological Analysis"), and Juvelyn Amodente, Ma. Monica Lualhati and Amelia Salazar ("Determining Self-Efficacy of Prior Out-of School Youth Factory Workers in EPZA Rosario, Cavite: Basis for Determining Work Intervention Program").

The colloquium was attended by all third- and fourth year Psychology students as well as faculty members of Psychology Department.

# DLSU-D hosts 2nd JAASHPI nat'l convention

For the second time, DLSU-D played host to Junior AASHPI's (Asian Association of School Human Resource Practitioners, Inc.) annual national convention, February 3 at Ugnayang La Salle. The convention—Junior AASHPI's second—was themed this year as “Building Future World-Class HR Professionals,” and featured keynote speakers Carlo Iñigo Montaña speaking on the said theme and Bob James Carreon, who spoke on the topic “What does it take to succeed in the workplace?”

Montaña is current program director of Hero in Me for LinkOD (Link Organizational Development) and is an accredited facilitator for 7 Habits of Highly Effective Teens™, while Carreon is a Business Administration faculty with

SISC (Southville International School and Colleges).

In the contest events, DLSU-D's Patrick Jean Estacio emerged Champion in poster making, followed by LPU (Lyceum of the Philippines)-Batangas' Jazelle de Araw in 2nd Place and UNP (University of Northern Philippines)-Vigan City's Jennifer Luna in 3rd. Estacio, who studies under DLSU-D's College of Business Administration and Accountancy's Night Class program, was coached by Prof. Epitacio Mendiola.

In essay writing, DLSU-D's Georgenn Benozza (coached by Prof. Eduardo Malvar) ended in Third Place, trailing after Santa Isabel College's Stephanie Solon who was Champion and UNP-Vigan City's Pauline Louice Arucan in

2nd Place.

In HR trivia, meanwhile, DLSU-D representatives Justin Rose Justo, Denise Ysabelle Argamaso, Clariss Pagadora, and Ana Kiela Cruz (coached by Dr. Crispina Corpuz) ended in Third Place also, following representatives from UNP-Vigan City (Champion) and SISC (2nd Place).

The youth arm of AASHPI, Junior AASHPI is an organization of collegiate students who are enrolled in human resource, psychology and business administration across the country. AASHPI'S mission is to enhance and advance the science, art and best practices in human resource management and development in the Philippines and Asia.

## n e w s

# Marketing studees at PANAnaw Awards



(L-r) Prof. Michael del Rosario pose with Marketing students Joanna Nieto, Kathrene Ann Mendoza, Angela Obaldo, Danica Anne Tamayo, Cris Albert de Mesa, Mery Ann Cristobal, and Jade Alcantara right after their team landed 6th place in the IMC (Integrated Marketing Communications) Students' Competition of PANAnaw Awards 2015.

The event, a “battle arena” for future marketing professionals, yearly brings together top marketing students from different colleges and universities all over the country to compete by conceptualizing, designing and presenting an IMC plan that incorporates the different communication theories learned from school into a strategy well worth an actual marketing campaign.

# Testimonial dinner fetes 2015 LET passers

A testimonial dinner for DLSU-D graduates who passed the March and September 2015 LET (Licensure Examination for Teachers) was hosted by the COEd (College of Education) in cooperation with De La Salle Dasmariñas Alumni Association, COEd Alumni Association and COEd Student Council at Café Museo, March 18.

First-time takers who passed the September board posted an 83.33 percent passing rate (vis-à-vis the national passing rate of 35.36 percent) in the Bachelor of Elementary Education licensure, and 80.49 percent passing rate (national: 41.75 percent) in the Bachelor of Secondary Education licensure.

COEd Dean Dr. Manuel Camarse welcomed everyone, with DLSU-D President and Chancellor Br. Gus Boquer FSC delivering an inspiring message to the guests, and Dr. Florencio Abanes presenting the board passers. Representing the feted LET passers was 2015 alumnus Royce Salva who delivered a response speech.

The September 2015 successful examinees in Bachelor of Elementary Education were (with area of concentration in Special Education) Cielo Norman Alejo, Angelica

Baybay, Kriza Jane Diloy, Jaime Anne Lopez, Laiza Matienzo, Patricia Necesito, Venus Palattao, Angela Joy Rafol, Joanna Camille Rivera, Royce Salva, Audrey Jamille Santos, Meri Janvier Sorrel; (with area of concentration in Early Childhood Education) Maridel Camino, Charlene Marie Cron, Jeane Pauline Mojica, Franzelle Nasol, Charlene Joyce Peraz, Ria Lynda Romanes, Abigael Sumague; (other batches) Ma. Carlotta Baguion, Anna Fe Glean Tagalag, and Princess Waniwan.

Successful examinees in Bachelor of Secondary Education were (major in English) Aries Alberto, Julie Ann Bojos, Raymundo Constantino, Myra delos Santos, April Joyce Lopega, Lizette Ongpico, John Michael Papa, Janne Marie Pelayo, Louis Lea Stuart, Dastin Tabajunda; (major in Mathematics) Andrea Alexa Acosta, Klarizza Anne Bautista, Lalaine Buenaobra, Sacrizein Calma, Christine May Mandigal, Shane Marielle Marges, Cyrene Panti, Chelsea Parreño, Jean Santiago, Beatrice Janela Tarcena, Marie Anne Viado, Dexter Bren Yumang, Joice Pamela Zorca; (major in Social Studies) Sunshine Joy de Jesus, Cherry Lyn de Ocampo, Anjanette Montoya, Janica Rose Silvano and Mark Jigger Villanueva.

Passers of the Bachelor of Physical Education board were Anjjiyah Gimena, Robinson Laxamana, Hannah Camille Ruaza, Ramon Sayoto, Michael Sumulong; (other batches) Kristeen Myrl Aguila II, Hannah Cristina Alvendia, Rhodora Aida Bardalo, Renelyn Barrios, Eloisa Bausas, Buenaventura Bellen Jr., Rhyncels Mae Besa, Elizabeth Buena, Jamaira Lee Bueza, Aubrey Capistrano, Michelle Cordovilla, Ma. Theresa Rose David, Christine Joyce Dilig, Louwellyne Dimaano, Princess Dimapilis, Justine Faye Eljay, Marianne Gosgolan, Criselda Gutierrez, Roque Joyner Kersee Hizola, Maria Jasmin Layugan, Emelyn Leaban, Clarissa Llana, Bennielen Longares, Eleonor Malabanan, Elaine Montoya, Liezel Montoya, Jazmin Naguit, Maria Theresa Nillo, Edison Vincent Olegario, Magdalena Orale, Franze Jaycel Paderan, Tiffany Haven Padilla, Emilliwati Pereyra, Arlexson Perido, April Ann Peña, Lesley Resurreccion, Jansen Amor Reyes, Xavier Maindrian Reyes, Kristine Sanchez, Rozene Santiago, Kristine Joy Sarmiento, Ann Criezel Villamino, Eissa May Villanueva; (other batches) Meya Cleto, Stella Marie Favorito, Sheila Gay Ferrer, Louella Eunice Andrea Jamora, Kathlene Shere Naval and Lenicia Tulac.



# Rappler and MovePH at COMPACT 2016

Rappler CEO and Executive Editor Maria Ressa speaks before student leaders, campus journalists and teachers from around Cavite on “Harnessing the Power of the Crowd” at DLSU-D’s Alumni Auditorium, March 15. Ressa was joined by MovePH Executive Director Rupert Ambil II, Rappler News Editor Miriam Grace Go, multimedia reporter David Lozada, and Rappler Social Media Team member Raisa Serafica in conducting the MovePH Citizen Journalism Workshop and #PHVote:The Leader I Want forum, which was co-hosted by DLSU-D’s Communication and Journalism Department under the College of Liberal Arts and Communication on the occasion of COMPACT (Communication Impact) Week 2016, March 14-18.

This year’s COMPACT was themed “Communication for Sustainable Development,” in support of the United Nation’s Global Goals for Sustainable Development. MovePH is the citizen-engagement arm of Rappler, which is an internet-based social media news network (Photo by Jojo Romerosa).



## Max’s scales new..from page 23

To reach this goal, Max’s Group abides by growth strategies that cover various aspects of their operations: from brand building and marketing, to point-of-sales services, to human resource and institutional tieups.

For instance, online delivery ordered by overseas Filipinos for their loved ones in the homeland has given the company a growth rate of 20-30 percent. “We used to have sales of just about Php500K a year; now, we’re doing about Php4-or-5 million a month in terms of revenues from online.”

For the overseas expansion of, say, Max’s Fried Chicken, the company is smart enough to rely on the existing Filipino community as their “brand ambassadors” who know what a Max’s Restaurant is all about. But for Yellow Cab, it’s a different approach: “We’ve hired an international CEO, an international marketing director, and a Filipino director for operations.

The three of them will propel us internationally and will make us very proud that Max’s Group is among the best of the best worldwide.”

As for institutional tieups, Max’s Group also does food and beverage servicing to companies like Philippine Airlines and various hotels and resorts in the country.

As vice chairman of PFA (Philippine Franchise Association), Trota is optimistic that more Filipino brands would soon be flourishing in the international market via franchising. He related that when PFA started in 1995, most of the oft-franchised brands were foreign: McDonald’s, Shakeys, Pizza Hut, etc. Nowadays, it is the local brands (led by the likes of Jollibee and Max’s) that have dominated the scene.

“The Philippines has the largest number of franchise brands in the ASEAN Region. We have over 1,500

franchise brands and over 140,000 franchise outlets. If you look at the economic impact, it creates thousands of enterprises and creates millions of jobs.”

Trota attributes this most welcome development to Filipinos’ attitude towards their work: “Filipinos are very good at excelling in operations. Customer service, service platform...we execute very well. We seem to know how to do it, and do it better. That’s why our local brands are flourishing. All we need now is for government to help us to make the Philippines the franchise hub of Asia.”

Who would have guessed that a simple gesture of welcoming American soldiers with drinks and delicious fried chicken would give birth to a proud global institution? With Max’s Group’s inspiring example, we can make the same happy prediction about our other local brands as well.

# DLSU-D delegates attend 51st Int'l Eucharistic Congress



photo credit: Church W.A.V.E.S. Newsletter vol. 10 no. 3

An estimated 12,000 Catholics from all over the world, including delegates from DLSU-D, convened in Cebu for the 51st International Eucharistic Congress, January 24-31. On those historic dates, the Catholic Church paused, prayed and reflected on the centrality of the Eucharist in its life and mission.

The event is historic for the Philippines as it was only the second time for the country to host the congress after 79 years since it first hosted the Congress in Manila in 1937. The theme of the Congress this year was “Christ in You, Our Hope of Glory,” which is from St. Paul’s letter to the Colossians: “To them God has chosen to make known among the Gentiles the glorious riches of this mystery, which is Christ in you, our hope of glory” (Col 1:27).

In the eight days of the Congress, distinguished leaders of the Catholic

Church and lay partners/missionaries shared their knowledge, experiences and insights on the Eucharist.

Among the presentations was that of His Eminence Luis Antonio Cardinal Tagle DD, Archbishop of Manila, whose provocative and inspiring message called on everyone to be an authentic and credible presence of Christ by developing “cultural quotient” brought about by a culture of convocation—a culture that is characterized by a “community of neighbors, brothers and sisters, [sharing in the] meal that the Lord hosts.”

In such a meal, he said, no one is isolated, regardless of his or her status, background, color, etc. Instead, everyone is seen as a gift from God that is to be treasured. He furthered that this “culture of communion and gift shared will truly make a Eucharistic community, a real,

credible presence of Christ.”

One highlight of the Congress was the Special Mass intended for 5,000 first communicants from the different Dioceses in the Philippines, held January 29, and officiated by Cebu Archbishop Emeritus Ricardo Cardinal Vidal. Cardinal was in Manila at the country’s first hosting the Congress in 1937. That was when Cardinal Vidal first received Holy Communion.

On the same day, a massive Eucharistic procession took place, participated in by an estimated 2 million devotees.

The Congress concluded with Papal Legate, Charles Maung Cardinal Bo of Yanguan, Burma, presiding over the Mass. In his homily, he reminded the delegates of the Congress on the true

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photo credit: Church W.A.V.E.S. Newsletter vol. 10 no. 3

purpose of the Church as a “hope-generating” fellowship. Specifically, he encouraged Filipinos to “multiply and populate the countries that do not have enough young people” as a means of living out their mission as the country with the most number of Catholics in the world.

Aside from this, he recognized the Philippines for having two great graces: the integrity of the Filipino family and the great number of Filipino youth. He furthered that it is necessary to protect the family and the youth from the dangers brought about by environmental and economic injustices. He also encouraged the faithful to bring the Church back to the youth, by extending understanding to them, instead of judgment.

## n e w s

# Reflections on the 51st International Eucharistic Congress



**Paul Christian Tungol,**  
Office Assistant, Chaplain's Office

“It was eight-day bathing in the wonderful and impenetrable mystery of the Word-made-flesh that deepened the understanding and appreciation of the Eucharist through a series of catecheses and personal testimonials. But of all the activities of the Congress, it was the

Eucharistic procession that left a deep mark in me. In the procession, I saw how we, as Church, journey together, people of different backgrounds and of different tongues walking towards our goal, God's glorious Kingdom, with Jesus, the Bread that has come down from heaven taking the lead. Though we did not know each other, there was a feeling of unity among all those present all because Christ was in our midst. Christ in the Eucharist is our goal and it is this same Christ in the Eucharist that feeds us and gives us nourishment to reach our goal.

“His Eminence, Manila Archbishop Luis Antonio Cardinal Tagle said that the ‘Eucharist offers an experience of other cultures. The culture of convocation... The wall of alienation has been torn down at the Supper of the Lord.’ In the

Eucharist, we break the one bread; we share to others as we break ourselves for them, thus the breaking down of barriers between individuals, between communities and between nations. The Eucharist is a meal of unity. This is the very act of Jesus at that blessed Supper when He said, ‘Take, eat; this my body... Take, drink of it; for this is my blood.’

“From this Sacrament of love, therefore, flows every authentic journey of faith, of communion, and of witness. May this experience of the unconditional love of God give us the courage to bleed for others, to be broken and shared. As the Holy Father wrote in the *Evangelii Gadium*: ‘Let us go forth to offer everyone the life of Jesus Christ’ (*Evangelii Gadium*, 24).”

Finally, Cardinal Bo reassured the Philippines that God is already preparing a great future for the country as he considers it a “nation of hope” for God’s glory.

The IEC is a quadrennial “gathering of people aimed at promoting an awareness of the central place of the Eucharist in the life and mission of the Catholic Church.” DLSU-D’s delegates to the congress included University Chaplain Fr. Mark Anthony Reyes and faculty members from the Campus Ministry Office and Religious Education Department under the College of Education. (From *Church W.A.V.E.S.* Newsletter vol. 10 no. 3)



Photo from 51st International Eucharistic Congress website

## n e w s



**Maria Gracia Olorga**  
Campus Minister

“At the start of the Congress, I was asking myself: Why do you have to go to another place to spend an entire week reflecting and deepening something that’s already very much part of you? At times, taking part in the Holy Mass on an almost daily

basis becomes routine and ordinary.... And yet, precisely in the daily routine and ordinariness of life, God comes... love becomes incarnate...the Eucharist is made manifest in the ordinary, in the form of bread and wine. And in the simplicity of its matter, God comes and transforms them into the pledge of His love.

“I will always remember the words of Fr. Timothy Radcliffe OP, one of the speakers in the Congress when he gave a definition of Christian hope: ‘Hope is the certainty that things make sense whatever it may come out.’ This hope is rooted in the commitment to stay with the Lord no matter what, because, truly, ‘all things work together for the good of those who love the Lord.’ This is the Eucharist: ‘Christ in you, our hope of

glory.’ Thus, being in communion with Christ has equipped me for the mission. It is from the Eucharist that the Lord gives Himself profoundly to us, that, configured to Him, we may be able to empty out ourselves in loving service to those most in need.

“This is a challenge to go out of oneself and to respond to ‘the last, the lost, and the least.’ The bread broken at the table of the Lord needs to be broken [further] in the ‘altar’ of the streets and shanties where the poor and needy undergo the struggles of daily life. Only then can communion with the Lord find its deepest meaning in communion with those who are His very image and reflection.”

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# Feast Day of St. Miguel Febres Cordero

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Commemorating the feast day of St. Miguel Febres Cordero, the DLSU-D community was enjoined to reflect and draw inspiration from his life with a Mass celebrated on February 9 at the University Chapel.

St. Miguel Febres Cordero is the Lasallian Patron Saint of the College of Liberal Arts.

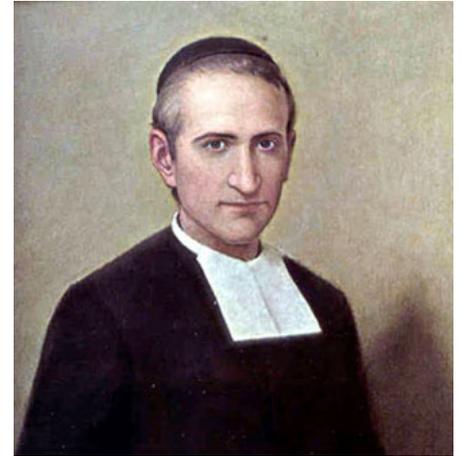
Born November 7, 1854 in Ecuador, Francisco Luis Febres-Cordero y Muñoz was born with a disease that rendered him incapable of standing or walking. This ceased at the age of five when he received a vision of the Mother of God. His mother took great care of him and also assumed charge of his education until he was nine.

In 1863 he was enrolled into a school that the Brothers of the Christian Schools ran—an order that was a new arrival in the nation.

Muñoz was the first Ecuadorian to become a member of that order on March 24, 1868. He assumed the religious habit on the eve of the Feast of the Annunciation with the name of “Miguel.” He entered despite the opposition of his father.

He held the position of a school teacher in Quito for over three decades where he became known as a gentle and dedicated individual. He published his own school textbooks, including one for the teaching of Spanish, as well as odes and discourses on teaching methods. The government adopted some of his textbooks that were circulated across all schools. He also did research and authored books on literature and linguistics, which earned him membership in the Ecuadorian Academy of Letters in 1892, followed by the Academies of Spain, France, and Venezuela.

As a result of his high standing in



educational affairs he was elected to educational academies in his home in 1892 as well as in France and Venezuela. He conducted religious retreats and also helped to prepare children for their First Communion. He also served as the novice director for his order's house from 1901 to 1904.[5]

In 1888, he was sent as the representative to the celebration in which Pope Leo XIII beatified St. John Baptist de La Salle. Muñoz was sent to Europe in 1905 in order for him to translate texts from French to Spanish for the Order to use and he worked to that extent in Belgium. His health started to deteriorate in 1908 and he was transferred to Barcelona in Spain where he continued to work until his health would not permit him to do so. Despite strikes breaking out and Churches being burned (leading to the evacuation of the Order), he managed to make a pilgrimage to Zaragoza.

He died in 1910 of pneumonia and was buried in Premià de Mar. He was exhumed during the Spanish Civil War and was found to be incorrupt. In 1937 his remains were transferred to Quito where his tomb became a popular pilgrimage site.



**ASHES TO ASHES.** University Chaplain Fr. Mark Anthony Reyes marks a cross on a faithful's forehead with ash during one of four Ash Wednesday Masses held February 10 at the University Chapel. Ash Wednesday marks the start of the Season of Lent in the Roman Catholic World. As a Catholic university, DLSU-D, headed by the Chaplain's Office and the Campus Ministry Office, conducts various activities to enjoin the Christian faithful in observance of these rites (Photo: *Church W.A.V.E.S.* Newsletter, vol. 10 no. 3).

GRAND RAFFLE DRAW

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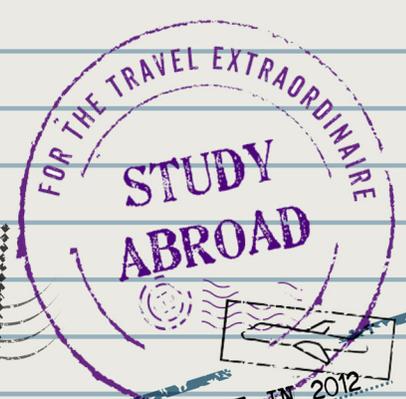
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ASEAN Village photo credit: Jojo Romerosa

# ASEAN-themed village highlights Lasallian Festival 2016

Straying from the usual Lasallian Festival celebrations DLSU-D had in previous years, Lasallian Festival 2016 opted for a more focused celebration by having an ASEAN-themed village on Lake Avenue as festival centerpiece.

The four-day festival, running from February 17 to 20, was

themed “Lasallians in the ASEAN Horizon” with focus on the University’s support and the Lasallians’ role in creating an ASEAN (Association of South East Asian Nations) region geared towards one caring and sharing community.

Following the Eucharistic celebration that opened the festival

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## ASEAN-themed village...from page15

in the morning, a Karakol by the Senior Citizens of Brgy. Zone 1A, Dasmariñas City, led the opening of the ASEAN-themed village in the afternoon. A Karakol is a devotional procession with participants dancing to music in waltz rhythm in honor of a patron saint. The Karakol was followed by a repeat of the winning street dance of DLSU-D's Junior High School students in Dasmariñas City's Paru-paro Festival last year. They were accompanied by Jocson Band.

The ASEAN village was composed of 12 booths in all, with one booth for each of the 10 ASEAN member countries plus two more for the Dasmariñas Tourism Office, Cavite Provincial Tourism and DLSU-D's University Lasallian Formation Office. Each booth was prepared and manned by the different colleges and sectors of the community, most of whom were students. The village's aim was to create awareness among members of the DLSU-D community of the vision of ASEAN Integration that was put into effect in 2015.

Welcoming guests at the opening program, DLSU-D President and Chancellor Br. Gus Boquer FSC told everyone how "very heartened" he was that the different nations in the ASEAN could "get together...believing, dreaming, hoping...as one body in a world with lots of potentials [and] possibilities." He added that the academe is "probably the best example" there is for different nations to work together, and he expressed hope that the Department of Foreign Affairs would look into more opportunities for such collaborations.



Gracing the opening of the ASEAN Village were Ms. Emmylou Felimer representing the Department of Foreign Affairs and Mr. Rizany Irwan Muhamad Mazlan, counselor with the Malaysian Embassy.

Other activities in the festival included a bazaar at the Gate 1 Student Parking area, seminars and fora, Lasallian Family Day, talent shows and competitions, food fests, the Museo De La Salle open house, an ASEAN cultural show, and a concert for the environment by the DLSU-D Symphonic Band combined with Dasmariñas City's Citizens Brigade Band performing in a concert under Maestro Sir Leon "Sir Tags" Magno Gelle.



*The academe is 'probably the best example' there is for different nations to work together.*



## Ayala Museum's Dolls Exhibit at Museo De La Salle:

# How we wear our way of life

How much of our way of life is reflected in the clothes we wear? How much can we know of our ancestors' way of life from the clothes they wore?

An accompanying lecture to Ayala Museum's traveling exhibit "The Evolution of Filipino Costumes Series" (Fe Panlilio-Sarmiento Room of DLSU-D's Museo De La Salle, February 1 to March 26) presented glimpses into our ancestors' way of life via a discourse on the exhibited dolls' costumes and accoutrements.

The dolls, totaling 69 and representing various Filipino tribes all over the Philippines, are already 42 years old, said lecturer Kenneth Esguerra, senior curator and head of conservation with Ayala Museum.

"Each doll is made of carved wood—Batikuling—a certain wood grown in Paete, Laguna. It's the same material used for our *santos* (images of saints). Ayala Museum commissioned several master carvers from Paete...and with the costureras, bordadores and everything, they turned out all these miniatures in the scale of 1:4."

Esguerra said that a people's material culture is "basically based on the environment." "Surely you would not wear a jacket on a hot day, right? You adjust yourself to the environment, to the temperature."

However, Esguerra also said that the day's fashion trends could also be a factor,



particularly for those who are into following the latest fads. He explained that while clothes can be a defense mechanism to one's environment, it could also be a "layer of defense" for one's emotional wellbeing as well.

Overall, our ancestors' clothing materials and manner of styles are telling signs of the extent of colonization that took over the country. "It's the [country's] middle portion—from the plains of Luzon and even down to the Panay islands, the Visayas—that were very much affected by colonization. However, those from upper Luzon (the Cordilleras) and down South, they were the ones least

affected—they have kept their so-called indigenous clothing."

### Up the mountains

Tribes who live in the mountainous regions of northern Luzon (i.e. Bontocs, Kalingas, Ilonggots, Isnegs, etc.) have retained *panghabi* (weaving) for their clothing; tattoos for body ornamentation replete with symbols and meaning; and for their cherished possessions, they treasure their shells and beads from their trading with lowlanders, especially those who live by the sea.

"Among these groups of people, they

treasure their clothes so much that there are times when they would take their clothes off so as not to soil or ruin them...and they only bring out these clothes on special occasions.”

Besides their tattoos, they also wear accoutrements to symbolize tribal feats. Among the formerly headhunting tribes, for example, warriors wore particular earrings to signify that they had beheaded an enemy in battle.

“The problem amongst these groups is that they have already intermingled so much with each other that even the actual Kalinga cannot define the purity of their being Kalinga. But it’s a good thing that among the Kalingas and the Bontocs, whenever there will be occasions up the Mountain Province, the younger men are not ashamed to wear the g-string. They wear with honor, and that’s how it should be.”

### On the lowlands

Among the lowlanders, meanwhile, their means of livelihood and status in society are evident in what they wore. For example, with cotton being a product of the Ilocos in the second half of the 1800s, Esguerra said “[the Ilocanos] were really working on cotton to do their *saya* (skirt), their *belo* (veil), their *tapis* (wrap-around skirt)...the Ilocano regalia dress [which] was really full regalia.”

“Now, there’s a revival in the Ilocano textile, which is the *Inabel* (handwoven cloth), which also makes use of cotton—but [cotton] is now imported, sadly.”

Around the same time, the Kapampangans, on the other hand, were into trading. “The Kapampangans were one of the more industrious subcultures, which is why [in the exhibit] they are depicted as peddlers...they traveled, selling their wares.” For them, it was the typical upper garment and pants for the men, and wrap-around skirts and blouse for the women, and of course, around their necks were the scapular or *estampita*. “Somehow, the *estampita* becomes some kind of amulet/*anting-anting*...part of the accoutrement as



maybe protection or *bantay* (guard).”

In Manila, where Spanish trade and colonization were in full swing, Manileños wore clothes made of *seda* (silk) imported from India and China. “That’s where our colonial mentality comes into play,” said Esguerra. “Because silk was an imported commodity, it was considered a status symbol. It was one of the main commodities we imported [via the Galleon ships] in exchange of our exports abaca, hardwoods, tortoise shells, gold.... Each and every galleon that sailed out of the Philippines carried bullions of gold...as part of our

payment to Mother Spain.”

### The Tagalogs

While Lakan Dula’s wife wore a cape to depict royalty (being married to a chieftain) in Manila, it was also customary among Tagalogs (from “*taga-ilog*”—those who live by the river) who were noblemen to wear gold accoutrements—from beads for anklets and necklaces for men and women to ceremonial items with gold handles.

“Each and every subculture in the Philippines knew how to harvest gold and work on gold—whether you’re from Luzon, Visayas or Mindanao. Gold is really abundant in our country, and that’s the reason why we were colonized. The three Gs—gold, glory and, of course, God.”

Also typical during the 1900s were the *Barong* and the *Baro’t Saya*—or the *terno* (“pairing”). “This time, we have the Pinya fiber, which has actually become our export commodity.” Esguerra stresses that Pinya is really synonymous to our country—“we started the Pinya.”

There was once an attempt by an international fashion designer to buy exclusive rights to the Pinya. “Of course, we won’t sell. Because the Pinya really



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# Success Stories Series

By Orlando A. Oliveros

DLSU-D's Success Stories Series featured three talks recounting inspiring triumphs of business tenacity and acumen. The first, held January 29 to inspire CBAA (College of Business Administration and Accountancy) students, was about a well-known Filipino restaurant that started with its beloved fried chicken and went on to carry international food brands under its wing. The second, held March 11 before CBAA students also, featured a former DLSU-D administrator who beat the odds and reached her success with the lessons of her humble beginnings. The third, held March 18 for the inspiration of DLSU-D's student scholars, related the misadventures and subsequent victory of a Christian man who honchos a brand of beauty salons south of mega-Manila.

## Max's scales new heights

First, there was the egg that hatched the chicken.

Just after World War II, Stanford-educated teacher Maximo Gimenez befriended some American soldiers stationed in Quezon City and invited them over to his house for drinks. Their friendship grown warm, soon the soldiers were visiting Maximo at his house on a regular basis, later resisting Maximo's generosity by insisting that they pay for their drinks. This prodded Maximo to open up a bar and café on Scout Tuazon, Quezon City in 1945, serving, among others, fried chicken with a recipe developed by Maximo's niece Ruby S. Trota who also managed the café's kitchen. An instant favorite among their American customers, the deliciously fried chicken ("so tender that its meat easily came off the bones") soon became well known among the general public as well. And thus was how Max's Fried Chicken nestled itself in the hearts of the public as a steadfast institution and a beloved Filipino tradition.

Fast forward to 2006. The fried chicken company, fully grown now, has since built its nest bigger. With branches all over the Philippines (including several in the United States), Max's management felt it was ready to fly and scale greater heights. "We wanted to

grow the company further," said Robert Trota, Max's Group, Inc.'s president and CEO, and one way they thought they could do that was to bring in international brands into the country via franchising.

Franchising, according to the dictionary, is the act of a company (the "franchisor") granting a right or license ("franchise") to an individual or group (the "franchisee") to duplicate the franchisor's system and sell its products or services in a specified territory.

Earlier in 1998, Max's had opened itself up to granting franchises of its restaurant. From the experience, Trota cites the convenience. "Most of my stores in the provinces are franchised. The reason is I don't want to be there because I don't know the area; I'm not familiar with the territory; I most probably don't speak the dialect... More so when I franchise international: I don't want to go into a country that I'm not familiar with. However, I can give a master franchise. And so it is much better for me to build [the restaurant] there as a franchise."

Playing international franchisee this time, however, may seem like a different ball game, but for Max's, their confidence in the company's capabilities



was just unshakeable.

For their first international acquisition, they acquired Krispy Kreme—an American doughnut shop that is “a global brand...close to Filipinos’ hearts.” As expected, not only did the move prove profitable, it also proved beyond doubt that this Filipino company indeed has what it takes to do well and excel in the global franchise arena.

“As early as 2010, there were only six outlets in the world outside of the US that were considered ‘training stores’ for Krispy Kreme worldwide,” said Trota. Of those countries, only the Philippines had two of the six training stores, notwithstanding how difficult it can get to become one. “It’s like getting an ISO certification—it’s THAT intense. Because for you to be able to train others, you better be a good trainer to begin with, and your store has to have excellent operations.”

Three out of the first five years since acquiring the franchise, Max’s Group was the No. 1 international franchisee for Krispy Kreme. What’s more, following this, “we became the training hub for Krispy Kreme worldwide.”

Which means?

“We are responsible for training new markets of Krispy Kreme that open in, say, Thailand, India, Singapore—they came here to train; they did not go to the US anymore. And we went to those places to open their stores for them to the point that they wanted to keep our people. But we said, ‘Don’t worry; we will lend you our people for a while, but you need to return them because they are very well-trained people and we love them too much to give them away.’”

Savvy.

Soon, other brands began filling up Max’s roster of companies: Jamba Juice, Pancake House, Yellow Cab, Dencio’s, Le Coeur de France, Teriyaki Boy.... In 2014, the company became publicly listed, trading as MAXS in the Philippine Stocks Exchange. At the time of this writing, Max’s Group carries

14 brands in all, with 547 outlets, and system-wide sales of Php 10.4 billion. Owing to their track record, they have been “preferred locator” at different malls and by different developers, and a partner of choice for foreign brands.

“We are confident that with the leadership of the consortium, the experience and capability of our employees and the general code we fully serve our customers in our ‘delights restaurants,’ we will be able to achieve our vision to be the leading Filipino company with the most loved brands by 2025.”

A vision with “loved brands”? Just how does this compute?

With 70-plus years’ experience and three generations of restaurateurs’ expertise, Max’s Group knows well enough what to do to remain relevant in their consumers’ lives: “to be relevant is to be loved.”

This somehow has served as a kind of guiding principle for the company. “When we were given the opportunity to acquire the Pancake House group, we could not let it go because it is something that we grew up with as well.”

Pancake House, Krispy Kreme, Yellow Cab, Max’s Fried Chicken—these are “loved” brands not just by Max’s Group’s standards, but also by their target middle-class consumers’ standards. This, of course, is backed by careful research that the company places a premium on.

“I’m spending about Php10 million a year on research alone. Because that would give me information on how to address the customers’ needs. If I don’t address your needs, then I’m not relevant. If I’m not relevant, you will go somewhere else. I need to stay on top of my game. That’s why research is important to me and the group. I need that information because I cannot drive the corporation in the right direction without proper guidance.”

And so far, the company is confident that it is properly guided and headed in the right direction.

“Max’s Group is poised for growth. Our goal is to have 1000 stores by 2020. We’ve set in motion aggressive expansion plans to also make the goal of 200 international stores across our brands by 2020.”

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*‘I spend about Php10 million a year on research alone. Because that gives me information on how to address customers’ needs. If I don’t address your needs, then I’m not relevant. If I’m not relevant, you will go somewhere else. I need to be on top of my game.’*

# Leveriza's leverage



Born and bred in Dasmariñas, successful entrepreneur Mabini “Bining” Leveriza, 78 years old and former DLSU-D vice president for administration, had early life as simple as it could get.

It was just after the war. Frugality was everywhere.

Young Leveriza attended Sabang Elementary School, and then Dasmariñas Elementary School, walking to and from there everyday, with just a piece of boiled sweet potato or banana as *baon* (snack) and P0.05 as allowance. Of that, she says she spent just P0.01 for a snack of “flavored ice,” while P0.04 went into her *alkansya* (coin bank), which was the bamboo post that held the *pawid* walls of their house.

“When school opening came, we pried [the coin bank] open. [With the money,] we bought *bakya* (wooden clogs—“there were no rubber slippers then”), *bayong* (native market bags), umbrellas, pad paper, etc.”

In school, teachers made their students use up the back surface of their test papers as well to conserve on school materials. Pencils got used up really small. At home, coffee was made of burnt rice, or if rice was hard to come by, they boiled ginger brew sweetened with *panutsa* (muscovado). Square meals were eaten with *bagoong* (salted shrimp paste), dried fish, eggs, or some vegetables picked in the garden as viand choices. Or they made do with just *pakumbo*—grated coconut with muscovado. At night, the children studied by the light of a *perok-perok*—a kerosene lamp.

Mabini “Bining” Leveriza (left) did not let poverty and hardships get the best of her and went on to become a successful entrepreneur. She is honored here by Vice Chancellor for Mission, External Affairs and Advancement Dr. Myrna Ramos after she shared her success story with DLSU-D students..

With just these simple things everyday, young Leveriza was longing for better things in life. Like cheese and Coca Cola, for example. “What a difficult life this is! When could we ever eat cheese and drink Coca Cola?” And she answered her own question with the promise of a washtub filled with cheese and a container drum-full of Coca Cola. And this promise, she made to her mother.

Encouraging her, her grandmother always told her that poverty is not reason enough for not being educated. “Poverty is man-made and is not a hindrance to success. I always kept that in mind...and I was always telling myself ‘I can do it, I can make it.’”

She got through high school as a scholar with the same persistence and frugality that characterized her elementary days. And then after just one year as a scholar in college, she stopped. She heard news that a cashier was needed in the local bank owned by the Campos family. She applied for the position and got accepted. The salary was P2 a month. “There were no calculators or adding machines then. Your head is just about ready to burst [with all the calculating], but still you keep at it.”

Because of her exemplary performance, a review by the Central Bank recommended that Leveriza be given an increase in her salary. The bank manager, however, opposed the idea. She’s not a graduate, the manager said, her current salary is just right for her. Hurtful and insulting as it was, for Leveriza, the manager’s decision became a challenge.

She became a working student, taking up night classes at Southeastern College in Pasay City. It was no mean feat: every school day, after work, she barely made it on time, and more so on rainy days, when the streets got flooded. One time, she had to write a letter to her teacher in the first subject, requesting to be called last during recitations and to please bear with her tardiness—she just really wanted to finish college.

This setup, however, proved so taxing to her that Leveriza wrote a letter to

Dr. Paulo Campos, requesting to be transferred to Medical Center Manila (along Taft Avenue, Manila), another Campos company. The transfer, she said in her letter, would make it easier for her to finish college. Her request was approved. She became manager/treasurer of MCM’s credit union, thereby receiving hands-on training in money management along with her college (and subsequent MBA) education.

Later on, her latent entrepreneurial spirit would bug her to quit her job and start her own company. “I was really inclined to go into business, even when I was young. I was selling plants and eggs in the market then.”

In 1980, she attempted to resign from MCM. But then, Dr. Campos had other plans for her. She was, instead, transferred to the Cavite branch of the Campos’ GEAC (General Emilio Aguinaldo College, which eventually became DLSU-D when the De La Salle Brothers bought it in 1987). Her new job was as administrative officer.

“It was hard. I handled all the non-academic units, and I had no experience in that.” But she persevered. She visited all the offices, observing, making friends, learning the ropes. She also studied for a master’s degree in education just so she could familiarize herself in the field. Her work day started as early as 6 a.m. consulting with Dr. Campos for the day’s tasks. At 6 p.m., she left for home, not at all mindful of the 12-hour work shift since this job was comfortably closer to where she lived.

In the many years she was with the University, Leveriza found an outlet with which the entrepreneur in her was honed to fill a need—that of a University partner that catered to the needs of the community. Her SBC (Small Business Center) served as the University’s books/school-and-office supplies go-to store in the early years.

In 1994, when there was need for a canteen on the eastern side of the campus, she opened the SBC Building—a two-story edifice that currently houses a

canteen and a National Bookstore outlet on the ground floor, and the University’s Lasallian Community Development Center and the College of Liberal Arts and Communication’s Social Sciences Department on the second floor.

Her frugality, dedication and business acumen worked hand in hand to make these endeavors grow, enabling her to acquire additional properties here and there, which she then developed into income-generating establishments, chief among them is Café Verde, a canteen-cum-convenience store inside the De La Salle Health Sciences Campus. And as with any smart businessperson, Leveriza uses leverage to grow her investments.

“Use other people’s money [for your business],” she tips. For example, if a supplier allows 15-day or 30-day loans of their products, one doesn’t have to pay the loan earlier than the due date. The money from the sale of the loaned products can be used in other ventures in the meantime. “That is how your money grows. And you get to use the money you save in other investments.”

Yet with all her success, one source of happiness for Leveriza was the fact that not only did she provide employment, she also enabled people to help themselves and reach for their dreams. “Our cook’s three children are all La Salle graduates. One is already abroad, working as an engineer with BMW. Our dishwasher’s daughter finished Office Management. She’s now married to a doctor...” And so whenever DLSU-D asks for her help with support for scholars, Leveriza is not one to say no.

Now semi-retired, Leveriza claims she currently has no permanent address. And what for? What else is there for her to prove? A go-getter for her ambitions, she did not let poverty and hardships get the best of her. Instead, she persevered. And now that she has earned all that she has worked hard for, she says that she has passed on all of it to her two sons and their families. In their care and in the delight of her eight grandchildren, what else is there for her to do...but to live happily ever after?

# Samot's saving grace

Edwin Samot, owner of one of the more recognizable brands of beauty salon chains in South Luzon, was a “lost sheep” who “stumbled” many times early in his life before eventually finding God and the purpose of his life and success. Born and raised in a brood of 12 siblings, Samot’s childhood was one characterized with violence and abuse. “With 12 of us, why was I singled out [by my father] to look after him? We never talked about anything that he faulted me with, or any ill feelings he had [towards me].”

His father was a jeepney driver who never brought home much money and, instead, drank a lot after work. Coming home drunk late at night, he would wake his son up with a kick, and young Samot would get up and set his father’s supper before him and then wait on him for as long as the old man was awake. “Those situations were what distanced my affection from my father. I had this fear that kept me awake every night he came home drunk. Sometimes I would look for any box I could hide myself in so he wouldn’t find me...or I slept in the cabinet.”

There were times, too, when he was in Grade 3 or 4, during Holy Week, when his father stripped him naked and tied him up outside of their house. “There was nothing I could do. I couldn’t cuss back at him or shout at him...all I knew then was that we children should respect our parents even if they did many bad things to us.”

He was never taught how to pray or go to Church, but he learned how to pray on his own anyway. And at such a tender

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tender age, he  
prayed for his  
father to die  
soon.*

age, he prayed for his father to die soon. His prayer was not answered—“my father was fated to live a long life.” And so young Samot’s suffering was prolonged as well. And because his family was poor and had not much money for food or for his school allowance, young Samot learned to steal. He stole food at his relatives’ houses, and then later, he also stole money at his neighbors’ and in the market place. He didn’t bother with education anymore—he didn’t study beyond first year high school. Instead, “I mastered stealing.” Soon, he was operating in high-end malls, and his thievery was lucrative enough that he could now afford many things beyond his needs. He had many “friends” and he enjoyed their company. With them, however, he had to pretend: that he was a college student studying at “La Salle-Taft,” and that he lived in Dasmariñas Village.

And because he grew up gay, he thought he could afford to buy the “love” of other men. And so, because he didn’t know of any other means to earn money except through stealing, this drive to buy love and appreciation from other people only meant that he had to steal bigger and go deeper in the mire.

Three times, he was caught and put in jail. Each time, he prayed that he be released soon, but this was always just so he’d be able to see his boyfriend again and commit thievery again.

But then, “all things—whether good or bad—they can get tiresome....” And so one day when he was high (with drug abuse) and rendered tired and paranoid by his own notoriety, he prayed to God

in earnest: “Lord, I want to change... except that, I don’t know by what means, or where I should go, or what job I could have since I only reached Grade 6 in school.”

He got inspired to work as assistant in a beauty parlor, although “I did not really want to become a beautician, I just got compelled to do it.” His prime motivation was that, working in a beauty parlor, the money and the men would form a beeline to him. “I will study [cutting hair]...I will be very good at it, and the men would come to me....”

He started saving money. Of the P150 he earned everyday, for example, he saved P100 in a bank. In time, he had around P6,000 in savings which, in 1986, he deemed enough to start his own beauty salon. He rented a place in Binakayan Cavite where he set up shop. His landlady lent him one mirror, a vase, a chair, a pair of scissors, three towels. “I started with what I could make do with. I didn’t borrow money; whatever I got saved, that was it.”

His salon was a hit from the onset. It turned out he had already made a reputation for himself when he was working as a beautician in the various beauty parlors that employed him earlier. His clients—old ones as well as new—came to him in droves. Financial success followed closely. Still, however, he did not feel content—“because I could see that I was living a sinful life....”

“I had many clients, the money, at the same time, a boyfriend. But still, there was this emptiness in me. Whatever joy or pleasure I felt there was, it was just momentary; it didn’t last—a mere tickling in the ear, nothing more.”

One time, while watching a Christian TV show (“The 700 Club”), he saw a featured testimony of a gay man who “accepted Jesus...and was transformed by God.” Before this, Samot had always thought that homosexuality is a lifetime bond: “You live gay, you die gay.” However, his reaction to the feature was one of open-mindedness. “Aba,” he said,

“there is still hope.” He took a chance on that hope.

“We are all made to believe that only those who are in jail are in prison. But once you have trapped yourself in a wrong relationship, a wrong view of life, or a wrong situation, then you are in prison as well.” He wanted to be “free,” he said. And so he accepted Christ.

He broke up with his boyfriend of five years. He also let go of the “extra weight”—the burdens, the pride and arrogance that hindered him from fully accepting God’s will in his life. With his attitude rectified, he also began to embrace his line of work as more of a

vocation—a form of “mission/ministry” that was “entrusted” to his care. And because it was just entrusted to him, he feels he shouldn’t discriminate against anyone who goes to him for help.

“But then, it happens that the applicants who knock at my door are those who reflect my past—former thieves, former drug addicts, school dropouts, gays, etc. There are times when I wanted to turn them away because I was thinking [these applicants] could ruin the salon’s image that I worked so hard to achieve. But

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*‘I did not really want to become a beautician, I just got compelled to do it.’*



## Samot's saving grace... from page 26

*'We are all made to believe that only those who are in jail are in prison. But once you have trapped yourself in a wrong relationship, a wrong view of life, or a wrong situation, then you are in prison as well.'*

then there is always this voice telling me, 'Accept them...I raised you up because [with your ministry] you will be facing up to the challenges that you've dealt with in your past.'

And thus was how Samot's success reached a higher level. His brand of leadership took a turn towards touching and transforming lives. His Edwin B. Samot Hair Design, now 28 years old with 18 branches and P75 million worth in assets ("they're not ours; they're just entrusted to us"), has become an instrument for uplifting people.

He says he is not aggressive when it comes to building more salon branches. He first looks for someone from among his personnel who has leadership potential. And when he finds that person, that's when he sees it fit to build a new branch. Interestingly, "the leaders I find suitable to head my salons are usually those who got schooled up to Grade 6 only, or sometimes, are illiterate ('no-read, no-write')."

He has also paid his debts, advising his listeners that paying one's debts is also an important secret towards achieving success. He also constantly looks back on the lessons of his past, a reminder for him to be humble always and continuously reach out to people who are going through similar misadventures.

More importantly, he has also learned to forgive. Before he died, his father

witnessed for himself the success and transformation that his son had achieved. By then, Samot had already forgiven his father and was generous enough to share his blessings with him and the rest of the family.

At present, Samot dotes on two children whom he adopted early on. The older child, a girl, had just graduated from DLSU-D, while the younger one, a boy, is going on to senior high school.

There's a twist in Samot's story that borders on the miraculous for its remarkableness. One time, he was given a free trip to Singapore for his endorsement of a beauty product. He didn't want to go at first for fear that his past notoriety had gone on record with the NBI and, once discovered, would open up a can of worms for him.

Incidentally, however, he found a copy of his birth certificate. On it, he found out that his real name was neither Edwin nor Edgardo, but just "Edgar." And so, when he secured an NBI clearance for "Edgar Samot," there was nothing on record to implicate him with anything. He was clean. Truly, God had made things new for him. And he was made free. **n**



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