

One hundred and thirty-two delegates—mostly students and faculty from colleges and universities all over ASEAN (Association of South East Asian Nations)—gathered at DLSU-D on January 9-13 for AUYS (ASEAN University Youth Summit) 2017. Themed “ASEAN Youth: Advocates of Environmental Sustainability,” the summit’s aim was to promote the role of young people in the pursuit of ASEAN sociocultural integration, particularly in environmental sustainability, and to empower them as agents of environmental sustainability. A DLSU-D delegate, Harries Kester Riego, won “Best Declaration” (Group Presentation), Ministerial of Science and Technology. AUYS will be held in Thailand next year. (Photo by Jojo Romerosa)



Photo: Jojo Romerosa.

DLSU-D now 60% RE-powered

Now ranking among 10% of world’s greenest universities

TRUE TO ITS environmental advocacy, DLSU-D has made a significant step in its efforts to reduce its carbon footprint. The University now sources 60 percent of its energy load from RE (renewable energy).

In a letter to the community dated February 6, Marlon Pareja, director of DLSU-D’s ERMaC (Environmental Resources Management Center), announced that the University has taken advantage of a recently enacted law that allows institutions with large power consumption (at least 1 megawatt) to choose their preferred source of energy.

In this light, DLSU-D has opted to source its electricity from a power supplier sustained by geothermal energy. The supplier is First Gen Corporation, which started its services with DLSU-D on December 26.

Renewable energy, or RE, is energy sourced from natural sources, such as sunlight, wind, rain, tides and geothermal heat (i.e., heat energy generated and stored in the Earth). These energy sources are constantly naturally replenished and are not perceived to run out or be depleted for as long as the planet sustains it.

Rain trees (*Albizia saman*) lining majestically DLSU-D's Lake Avenue absorbs up to almost 1,200 tons of Greenhouse gas per year, provides shade to passersby, blocks air pollutants, cools ambient temperature by 2 degrees Celsius, absorbs soil and air toxins, and gives priceless aesthetic value to everyone (from "Ermaac Dlsu-d" Facebook page, posted February 11, 2017).



Photo by Jojo Romerosa

DLSU-D now 60%... from page 1

What's more, contrary to non-renewable energy (for example, fossil fuel), RE is neither a threat to the environment nor a health hazard.

DLSU-D's switch to RE, said in the letter, is comparable to any of the following: (1) removing 1,781 passenger vehicles off our streets for a year; (2) saving 3,592,162 liters of gasoline that may have been consumed; (3) switching 146,759 fluorescent lamps to LED; (4) the 10-year existence of 218,559 trees; or (5) protecting 220 hectares of our country's rainforest from deforestation.

"Moreover, with ongoing improvements in our electricity lines, we expect that RE will be our 100 percent power source in the immediate future," Pareja furthered.

Among world's greenest

Incidentally, by maintaining its 50th ranking out of 516 universities coming from 65 countries by the end of 2016, DLSU-D now belongs to the top 10 percent of the world's greenest

universities. With this development (based on the Greenmetric World Ranking of Universities), DLSU-D is now 10th in Asia (from 11th previously) and still the only Philippine University belonging to the top 300!

Other Philippine universities that also made it to the list are De La Salle University-Manila (322nd), Xavier University Ateneo De Cagayan (334th), and Mindanao State University-Iligan Institute of Technology (447th).

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, among others, sustainable campus development, climate change initiatives, waste management, use of renewable energy, research and education, and water and transportation. These are measured with instruments espousing "a broad philosophy that encompasses the three Es: Environment, Economics and Equity."

Featured again

Meanwhile, for the third consecutive year, DLSU-D was once again featured in the WEF (World Economic Forum) presentation of ISCN (International Sustainable Campus Network) and GULF (Global Universities Leadership Forum).

Featured on page 12 of the ISCN presentation was DLSU-D's "BLACK OUT! GREEN IN!" campaign, a 10-year two-fold carbon emission reduction program which the University launched in 2011.

GULF is the technical advisory group of WEF. DLSU-D has been a member of ISCN since 2014. ISCN is a global forum for universities pursuing sustainability by employing sustainability principles and measures in their educational and research missions and operations. Among its members are top-tier colleges and universities all over the world, including Harvard University, Yale University and Massachusetts Institute of Technology.

Dausan, DLSU-D cited for excellence by PCAP

For “producing topnotchers” in recent Criminology licensure examinations, DLSU-D (De La Salle University-Dasmariñas) and Dr. Arien Dausan, dean of DLSU-D’s College of Criminal Justice Education, were honored with certificates of excellence by the CALABARZON Chapter of PCAP (Professional Criminologists Association of the Philippines), Inc.

Thrice recently, DLSU-D produced graduates who made it to the Top 10 of the Criminology licensure examinations: in 2010 with Ruby Espineli in 7th place; in 2014 with Van Allen Padolina ranking 1st; and in 2016 with Harold

Sarita ranking 2nd.

The association also placed DLSU-D in the top rank of HEIs (higher education institutions) with less than 50 examinees in CALABARZON in the October 2016 Criminology Licensure Examination.

The citations, given on January 13 on the occasion of the first PCAP and PRC CALABARZON Oath-Taking Ceremonies at Salrial Ballroom of DLSU-D’s Hotel de Oriente, also recognized Dausan’s and DLSU-D’s “outstanding contribution, achievement and commitment” to PCAP CALABARZON.

A graphic advertisement for a certificate course in sign language. It features a dark background with a green and yellow border on the left. At the top left is the DLSU-D logo. The text reads: "College of Education Professional Education Department", "CERTIFICATE COURSE in Sign Language (Basic and Advanced)", and "A different language is a different Vision of LIFE." Below the text is a graphic of five hands in different colors (red, green, blue, orange, white) arranged in a circle.

College of Education Professional Education Department

CERTIFICATE COURSE
in Sign Language
(Basic and Advanced)

A different language
is a different
Vision of LIFE.

CERTIFICATE COURSE IN SIGN LANGUAGE. Basic and Advanced Sign Language lessons can be had for Php3,500 only. Classes are on June 10, 17, 24, July 1, 8, 15, 22 and 29. For particulars, please call (046) 481-1900 local 3085. Discount will be given to early birds who register on or before June 2.

‘All roads to DLSU-D’ for Cinema Rehiyon 8

With De La Salle University-Dasmariñas playing host to the 8th year of Cinema Rehiyon Film Festival, over a hundred filmmakers, movie enthusiasts and members of media from all over the Philippines trooped to the University for the five-day festival of films and film forums, which ran from November 28-December 2. Themed “Creating Cinema Communities, Celebrating Cultural Legacies,” Cinema Rehiyon 8 (or “CR8”) was hosted by DLSU-D, led by Festival Director Rosanni Sarile, on behalf of the province of Cavite and of Region 4.

All in all, 104 films were exhibited, with 19 full-length features and 85 short films representing the regions from all

over Luzon, Visayas and Mindanao. The films were exhibited at seven screening venues within DLSU-D and at The Backyard, an open-air multi-cuisine eating place along Aguinaldo Highway. Some of the films are award winners in their respective festivals and are even official entries in international forums.

Among the full-length features this year were three Tagalog classics—“The Moises Padilla Story” (1961); “Pedro Penduko” (1954); and “Hulihin si Tiagong Akyat” (1973)—as a tribute to (respectively) Leopoldo Salcedo, Edna Luna, and Ramon Revilla, all legendary screen luminaries from Cavite. And because Cavite was host province this year, a showcase of films by Caviteño



Nick Deocampo (Photo: Director's Cut)



(From left to right) Teddy Co, NCCA Committee on Cinema vice head, independent sector; Madelyn Garcia, UPLB PelikuLAB project coordinator; Rosanni Recreo-Sarile, NCCA Committee on Cinema secretary and DLSU-D Marketing Communications Office head; Liza Diño, Film Development Council of the Philippines chairperson and CEO; Marichu Tellano, NCCA Board of Commissioners OIC-executive director III; and Archi Adamos, NCCA Committee on Cinema ExeCon member, mainstream sector. (Photo: Jojo Romerosa)

filmmakers was also in the program to demonstrate how vibrant independent filmmaking is in the province.

An exhibit on Philippine cinema was also opened at DLSU-D's library, AEA-IRC (Aklatang Emilio Aguinaldo-Information Resource Center). The exhibit featured the library's collection of books and electronic media on the subject and lasted until December 16. It was initiated by DLSU-D President/Chancellor Br. Gus Boquer FSC and Aklatang Emilio Aguinaldo Director Sharon Samaniego.

Also held was a day-long tour of Cavite's tourist attractions on Day 3 of the festival. CR8 guests visited Nurture Farmacy (an ecotourism wellness, heritage and farm destination in Amadeo, Cavite), and from there, proceeded to Tagaytay, thence to Maragondon Bonifacio Trial House, and then to Emilio Aguinaldo Shrine in Kawit, at which, lunch was served the delegates. They were also treated to a demonstration of Caviteño cuisine—Adobong Dilaw—by Chef Chris Carangan of Razorchef Philippines, and a lecture on Philippine cinema by film historian, director and writer Nick Deocampo. The day was capped by a night party sponsored by FDCP (Film Development Council of the Philippines) headed by Chairperson and CEO Liza Diño. The tour was sponsored by Cavite Provincial Tourism Office and Nurture Farmacy.

The festival concluded with a dinner party recognizing the delegates and presenting them with the gift of “un-activated” *anting-anting* (amulet), reflective of the province of Cavite as home to the country's many amulet makers and possessors.

CR8 was produced by the National Commission for Culture and the Arts, Film Development Council of the Philippines, University of the Philippines Los Baños Foundation Inc., PelikuLAB, in cooperation with the Communication and Journalism Department of DLSU-D. Next year's Cinema Rehiyon will be held in Compostela Valley, Davao Region.



Cinema Rehiyon 8 delegates from Luzon...



...Visayas...



...and Mindanao. (Photos: Jojo Romerosa)



Photos by Jojo Romerosa

school facility but “a time tunnel of your destiny,” and as such, should be a cause for remembrance and appreciation of, and gratitude to, “those who had made possibilities for us to be where we are today.”

Galeria Oriente inaugurated

The affair was also graced by the Ms. Faye Cura of Filipinas

Galeria Oriente—the latest gallery/exhibition facility under Museo De La Salle—was inaugurated on October 28. Located at Room 108 of CTHM (College of Tourism and Hospitality Management) Building, the gallery opened with Ivan Angkaw Bilugan’s “Kinulayang Kasaysayan” exhibit, featuring colorized historical photos from the archives of Filipinas Heritage Library.

Speaking at the inauguration, Museo De La Salle Director Cecile Gelicame said that the gallery was a mark of “progress” in their partnership with CTHM, whose Tourism Management students have been learning about docenting, heritage guiding and museum exposure at Museo De La Salle since 2006.

Serving as a “laboratory” for their students, Galleria Oriente, said CTHM Dean Rowell Paras, will serve as a “heart hatchery—a place where student

proficiency, ability and skills will be developed and honed in order to prepare them on their own expected life journey.”

DLSU-D President/Chancellor Br. Gus Boquer FSC stressed that with the new gallery, the community is expected “to produce...materials to inspire...to learn...to remember...to urge us to undertake creative initiatives that can make a difference in our nation.” He reminded everyone, especially DLSU-D students, that the CTHM Building, being a replica of Hotel de Oriente (“the first hotel in the country”) in 19th century Binondo, Manila, is not just a

Heritage Library, Prof. Lorenz Honkiss of Rajamangala University of Technology, Thanyaburi, Thailand, and family members of Geminiano Mendoza whose old pictures Bilugan also colorized and were part of the exhibit.



Sen. Aquino on millennials, K-12

In a dialogue with DLSU-D's Council of Student Organizations on October 25, Sen. Bam Aquino described millennials to be "more willing" and "open" to connect with society and befriend those beyond their own generation.

Millennials are young people today born in the 1980s and grew up around the turn of the millennium, characterized with their proclivity for technology and the internet, among other things. Having said this about millennials, Aquino then encouraged every Filipino to connect to everyone around them, despite age gaps and generational differences.

"The challenge is to cross from virtual connections and be able to come

together to create real change," he said. Aquino also defended the K-to-12 program from naysayers, saying that 92 percent of junior high school graduates continued on as senior high school students this year, despite the earlier prediction that only 70 percent of them would.

"[Senior High School] gives students more [career] options and makes sure they have the chance to learn skills needed by industry. The only problem is infrastructure or lack of classrooms," he said.

He mentioned, however, that the government is doing its best to answer and cater to the needs of the people, especially when it comes to educational reforms and the K-to-12 program,

furthering that the Department of Education's proposed budget for 2017 is P566 billion, with 70 percent allocated for construction and rehabilitation of new classrooms, facilities, and teachers.

Aquino also discussed his office's different programs and advocacies for labor competence to help address unemployment and underemployment, which he considers as the country's "biggest problems" today. He also answered questions from students just before the dialogue concluded.

The dialogue was held at DLSU-D's Centennial Hall at Hotel Rafael (*from a report by Jazmine Estorninos; photo by Kathelyn Ann Bravo; Herald Filipino; heraldofilipino.com*).



PTECHS goes to Taiwan

DLSU-D signs accord with Nat'l Chi Nan U

For the 2016 edition of PTECHS (Perspectives and Trends in Education, Counseling, and Human and Spiritual Formation), participants composed of mostly DLSU-D faculty and students went on a seminar/educational tour in Taiwan, December 18-22.

The seminar was “Taiwan and Philippines Educational Reform Symposium,” held at College of Humanity, NCNU (National Chi Nan University), December 19, and featured presenters from both DLSU-D—Feliz Tayao, Dr. Marie Gethsemanie Hilario, Irma Peñalba, Rubymín Millena, Janet Jay Amboy, Dr. Bethel Hernandez, and Yuh Ann Mae Aldemita—and NCNU—Dr. Chen-Sheng Yang, Dr. Fortune Shaw, Dr. Chih-Chun Wu, Dr. Shih-

Ying Yang, and Dr. Chao-Yun Robert Huang.

Incidentally, an MOA (memorandum of agreement) between the two universities was signed, with the view of cooperation in the form of student, faculty/staff and information exchange, and “joint research and academic activities.” The agreement was signed by DLSU-D President and Chancellor Br. Gus Boquer FSC and National Chi Nan University President Dr. Yuhlong Oliver Su.

This year’s DLSU-D delegation included Robin Abañó, Sonia Atienza, Sancho Castro, Jenneth de Guia, Michael Glindro, Maria Elena Hsiung, Jose Carlos Hubilla, Mario Hubilla, Jr., Mario Hubilla III, Dr. Olivia Legaspi, Cristeta Montano, Juan

Pablo Eduardo Nazareno, Sonica Roque, Evelina Ruiz, Ria Camille Soriano, Mae Marie Acero, Ma. Cristina Atun, Dr. Paulito Hilario, Samuel Feliz Hilario, Josefina Madrid, Daisy Jane Nava, Cristina Padilla, Dr. Cristina Sayoto, Feliz Tayao, Dr. Paterno Alcartado, Maria Luisa Abiador, Dr. Manuel Camarse, Jing Abarca, and Ara Vindan.

Formerly led by DLSU-D’s Graduate School of Education Arts and Sciences, PTECHS, begun in 2003, is an annual seminar/educational tour that has gone international since 2008 and now spearheaded by DLSU-D’s College of Education Graduate Studies. Invitations and call for paper presentations are conducted each year for parties interested to join PTECHS.



Gelicame elected NCCA-NCoM vice head, SLAM president



Museo De La Salle Director Cecille Torrevillas-Gelicame has been elected vice-head of the NCCA-NCoM (National Commission for Culture and the Arts-National Committee on Museums) for 2017-2019. The oath-taking for the new committee

members headed by NCCA OIC-Executive Director Marichu Tellano was held February 9, at the Manila Pavilion Hotel. Gelicame represents SLAM (Southern Luzon Association of Museums) at the NCOM as the association's re-elected president, serving another three years, or until 2019.

Gelicame, a graduate of BA Philippine Arts major in Arts Management from University of the Philippines-Manila, previously worked with Metropolitan Museum of Manila before joining Museo De La Salle. She is currently a member of the Technical Working Group for Project Busilak, NCCA's

Cultural Mapping Toolkit project, which involved various cultural mapping projects in Capiz and, just recently, South Luzon.

Gelicame recognizes the enabling power of heritage and culture in national development. Her involvement in various cultural organizations asserts the critical role of museums in the preservation of Philippine cultural landscapes, which includes the environment, globalization, and migration, etc.

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Representatives from academic and industry associations gathered together for the 1st CALABARZON Academe-Industry Linkages Summit held at DLSU-D's Ugnayang La Salle, October 25. The summit, organized by NEDA RDC and hosted by DLSU-D, was a "historic meeting" of regional players in the academe and industry to foster partnership and collaboration. The summit, said Wilson Jacinto, director of DLSU-D's University Linkages Office, was also aimed to realign the skills and job readiness of Filipino students with our ASEAN neighbors using 21st century employment assessment.

CJD prof presents papers, forges linkages in 3 int'l conferences

Communication and Journalism Department faculty Marco M. Polo presented three research papers in three different international conferences recently while facilitating the forging of partnerships with new partner HEIs (higher education institutions).

Polo was one of the plenary session keynote speakers in the 3rd International Conference on Corporate and Marketing Communication held at AJCU (Atma Jaya Catholic University) in Jakarta, Indonesia on October 18, 2016.

Polo's paper "Stakeholder Engagement in the Social Media Landscape: Prospects and Possibilities" discussed the importance of stakeholder engagement as mediated by social media platforms. He discussed several successful case studies of such engagement and proposed the establishment of a social mediate engagement index as well as the development of localized metrics for social media measurement and monitoring. He also shared a stakeholder engagement model.

In the said conference, a MOA (memorandum of agreement) was signed between DLSU-D and AJCU President Dr. A. Prasetyantoko. The partnership

will involve faculty and student exchange and research collaboration.

AJCU, ranked third (among private universities by GlobeAsia Magazine in 2008) and first (among best universities by Tempo magazine from 2005 to 2007) in Indonesia, has two campuses: one in the Semanggi area, South Jakarta, which is its main campus, and the other in Pluit, North Jakarta. The General Directorate of Higher Education categorizes AJCU in 50 Promising Indonesian Universities out of 2864 higher education institutions in Indonesia. AJCU has, since 2008, been increasing the number of its undergraduate and graduate programs, and is constructing a new campus in Bumi Serpong Damai, Tangerang. The university was visited by Pope John Paul II on October 12, 1989. One of its main buildings was named after him.

Upon the invitation of the prestigious Shanghai International Studies University in Shanghai, China, Polo was the lone Filipino delegate to the Asian Forum for Deans of Journalism and Communication. He was one of three plenary speakers to address the close to 100 delegates from over 40 countries who attended the forum on November 30 and December 1.

Polo presented his paper "Innovative Practices in Expanding and Enhancing Cooperation and Collaboration among Asian Journalism and Communication Educational Institutions." He cited his experience with DLSU-D as well as his involvement with two professional organizations: PACE (Philippine Association of Communication Educators), of which he is national president; and AMIC (Asian Media Information and Communication Centre), of which he is member of the Board of Management.

Finally, upon the invitation of ICAT (Institute for Communication Arts and Technology) of Hallym University based in Chuncheon, South Korea, Polo presented his paper "Philippine Digital Strategy and Information Technology Business Process Association Road Maps: Complementing Strategies, Overcoming Challenges and Seizing Opportunities" at the ICAT International Conference.

The conference was themed "Changing Ecologies of Media Industries." In his

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CLAC dean, prof at Hawaii U forum

Dr. George Francisco, dean of DLSU-D's College of Liberal Arts and Communication, and Rosanni Sarile, professor with the college's Communication and Journalism Department, attended the 5th Asia-Pacific Forum on Translation and Intercultural

Studies held at University of Hawai'i at Mānoa, October 28-30. The international event is a forum that brings together perspectives on current trends across disciplines in the Asia-Pacific region. Francisco presented his paper

“Lexicographic and Translation Studies in the Philippines: Trends and Future Perspectives,” in which he discussed the current state of lexicographic and translation studies in the Philippines, and the development of a procedure to facilitate a scholarly lexicographic work.

Clores conducts Sikolohiya ng Kapangyarihan Lecture Series



Reflecting on how individual power is generated and at the same time dispensed, Psychology faculty Ricardo Clores delivered the first of a three-trenched lecture/workshop series on Sikolohiya ng Kapangyarihan (Psychology of Power). Entitled “Kapangyarihan at Simula,” the seminar was presented at Museo De La Salle, October 20.

Fifty students, ages 9-10 from Dasmariñas 2 Central Elementary School (morning batch), and another 50 students in the collegiate level (afternoon batch), were treated to an animation production of creation stories from Luzon, Visayas and Mindanao.

After the 45-minute film viewing, Clores lectured on various concepts of power as demonstrated in the creation stories of our

ancestors. Three major themes were drawn: nature, or the natural environment and its symbiotic relations to power; abuse of power and the attending consequences therein; and love, or the experience of love and its pendulum balance to power.

The launching of Kapangyarihan at Simula was also part of Museo De La Salle's month-long celebration of Museum and Galleries Month (October). Its first part was intended for students of selected public elementary schools in Cavite. The second instalment was about the “feared myth stories” of the Philippines for high school students, while the third was a lecture/workshop reflecting on the psychology of power drawn from Philippine politics for collegiate or university level students.

Clores says that DLSU-D as an academic institution “should be at the forefront of the

discourse in understanding and reflecting how individual and even collective powers germinate, are dispensed, accepted and flourish in our midst.”

“We owe it to ourselves, our children and our children's children. This is especially true now that as a nation we wake up, on a daily basis, with disconcerting images of death. Indeed, the use—or even abuse—of power could literally mean life or death to all of us.”

Kapangyarihan at Simula is in collaboration with Think'Ta (DLSU-D Psychology alumni); students under DLSU-D's College of Engineering, Architecture and Technology's Graphic Arts Department who rendered the Filipino creation stories in animation; DPS or DLSU-D's Psychological Society; and students taking up Sikolohiyang Filipino under Clores

Dr. Bolivar book donation



Former dean of DLSU-D's College of Education Dr. Mericia L. Bolivar (*second from right, seated*) officially turned over 262 books (Politics, *Reader's Digest*, Foreign Affairs, Economics, History, Journal, Dictionary, etc.) for the Benjamin M. Bolivar Collection of DLSU-D's CSC (Cavite Studies Center). The deed of donation was signed October 28 at Salon de Nicole-Hotel Rafael by Br. Gus Boquer FSC (*seated, far right*) with two witnesses (*from left, seated*) Dr. Wellington O. Onuh and Dr. Palmo R. Iya. Also in attendance were (*standing, from left*) Dr. Cristina E. Sayoto, Dr. Manuel G. Camarse, Romel Bolivar, Dr. Sonia Atienza, Eloise Bolivar, Dr. Mark Aspra, Dr. Sonia M. Gementiza, Dr. Paterno Alcartado, Dr. Melanie Medecilo, Ma. Luisa Abiador, Dina Gagasa, Dr. Aquino Garcia and Dr. Emmanuel F. Calairo. **(Photo by Jojo Romerosa)**

Dr. Paulo Campos Memorial Lecture



The life and works of Dr. Paulo C. Campos Sr.—dubbed “Father of Nuclear Medicine in the Philippines,” National Scientist awardee, and founder of De La Salle University-Dasmariñas (formerly Emilio Aguinaldo College)—were put on exhibit at DLSU-D's College of Tourism and Hospitality Management Lobby, November 18-25. In photo are (from left to right) DLSU-D Vice Chancellor for Mission, External Affairs and Advancement Dr. Myrna Ramos, DLSU-D President/Chancellor Br. Gus Boquer FSC, with Dr. Paulo Campos Sr.'s sons: Emilio Aguinaldo College President Dr. Jose Paulo Campos; internist/cardiologist Dr. Enrique Campos; and lawyer Atty. Paulo Campos Jr. A lecture on the life of Dr. Paulo Campos Sr., delivered by Dr. Enrique Campos and attended by DLSU-D student leaders, followed the exhibit's opening. The lecture was the first of a series of annual lectures on Dr. Paulo Campos Sr. **(Photo by Jojo Romerosa)**



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n e w s



Representatives from University of Surabaya (Indonesia), Naresuan University (Thailand), Multimedia University (Malaysia) and King Mongkut's University of Technology (Thailand) visited the College of Engineering, Architecture and Technology to discuss forging linkages with DLSU-D, October 28.

Dr. Crispina Corpuz

'Co-op Diva'

defies the odds

By Orlando A. Oliveros

AT FIRST GLANCE, her small frame and “differently-abled” countenance might fool you. But external standards aside, her string of achievements just might make you rethink your prejudices and see her instead as a gem of her own making—a jewel with its own rare glitter.

“I know deep within me that I’m not intelligent,” says Dr. Crispina Corpuz, faculty coordinator of the Human Resource Development program of Business Management Department under DLSU-D’s College of Business Administration and Accountancy. “But I am diligent. If need be, I can sit still for many hours, or I can stay up until the wee hours of the morning, just so I would accomplish what I need to accomplish.”

It is this diligence—coupled with her love of reading and self-study—that armed her with skills that led her to defy the odds.

And achieve.

She was *magna cum laude* when she finished her doctorate in Human Resource Development at University of Sto. Tomas in 1998. At CAFFMACO (Cavite Farms Feed Milling and Marketing Cooperative) where she served as personnel assistant with the cooperative’s human resource department, she honed her presentation

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and training skills, while studying for her master’s degree in Human Resource Management on the side. And when she became a professor under DLSU-D’s College of Business Administration and Accountancy (Business Management Department), she mastered the craft of writing feasibility studies, business plans and project proposals.

But more than her personal triumphs, it’s her work with people—in empowering them—that has taken her places and into people’s hearts. They call her “Co-op Diva”—diva of *kooperatibas*—due to her expertise in setting up and operating cooperatives. Whether in Silang, Cavite or typhoon-ravaged Leyte, this diva inspired, enjoined and uplifted people with practical knowhow and good business sense, uniting them to rise up over and above their circumstances which, years and years ago, are almost no different from her own.

Scholarship

Born in 1961 to farmer parents in Silang, Cavite, Corpuz is the eldest of five children, all of whom were conceived and born without receiving any professional medical attention. And so at age 2, Corpuz caught poliomyelitis—a viral disease usually affecting children and young adults. This disease causes motor paralysis,



followed by muscular degeneration and, often, permanent deformities. Poliomyelitis can be prevented by a simple polio vaccine, although this wasn't the case with young Corpuz.

"But then, what did my parents know? They did not finish elementary," she explained sadly. The disease left her with a deformed right leg, disabling her from walking like most people do.

For a time, Corpuz as toddler crawled to get herself around, until her father fashioned for her a crutch made of wood. The crutch enabled her to walk and, later, got her going to and from elementary school. There being no electricity at home, young Corpuz studied her lessons by the light of a *perok-perok* (kerosene lamp). She had no books of her own—the family couldn't afford them. And so she frequented the library.

So diligently she studied that, by the time she finished high school, not only did her hard work pay off, she ranked first honorable mention in her batch. To celebrate, her mother cooked *sopas* (macaroni soup).

"But then it rained," she recalled. The rain water dripped through the holes in

the roof of their *barong-barong* (shanty) and into the pot of soup, spoiling it. Yet the unfortunate incident did not spoil her drive. On the contrary, it strengthened her resolve: "I have to do something about this."

"I have a very positive outlook in life," she furthered. "It's not in my style to just sit down in one corner and cry about my situation." To maintain her positivity, her friends are a big help. "I see to it that I go out with my *barkada* (clique). I have many friends; my disability has never been a hindrance."

I have a very positive outlook in life. It's not in my style to just sit down in one corner and cry about my situation.'

Owing to her good grades, she got a scholarship at UP (University of the Philippines) Baguio as an Economics student. "I chose Economics because I felt it was the easiest course that I could finish fast, without any hitches of a potential back subject that could take away my scholarship."

By then, she already had a metal crutch to walk with. It was given to her by a kind stranger whom she met while on a bus ride to Manila. The man was recuperating from an accident and promised Corpuz he would give her his metal crutch once his leg fully healed. He kept his word, although Corpuz says that to this day, she doesn't know his name.

At UP Baguio, she also became a dean's list scholar. "My parents did not have to provide a single centavo for my studies." Aside from free tuition, she had book allowance, a monthly stipend, and for her other expenses, she worked as a receptionist at the dormitory where she also stayed.

With her limited budget, she had to be very frugal. "I remember, one time, I bought one slice of pork chop, and I divided it into three pieces—one each for my breakfast, lunch and dinner."

‘There have been times when, on my way to school, they’d call out ‘Pilay (Cripple)!’ But those were kids. Sometimes among my students, they couldn’t help but give me a curious look, observing how I’d sit down or stand up...but I understand that. They’re generally kind.’

At La Salle-Dasma

After graduating from college in 1984, she went back to Silang and had a two-year stint as History teacher at a high school before she moved on to CAFFMACO where, aside from working as personnel assistant, she also became a co-op member. She also became accredited with PCLEDO (Provincial Cooperative Livelihood Entrepreneurship and Development Office) and with the Cooperative Union of Cavite.

When DLSU-D had an immediate need for a Human Resource faculty, she was approached by Dr. Virginia Hernandez (then dean of the College of Business Administration) to fill in the vacancy. She gave it a try for a couple of months and soon found the job to her liking. The following school year, she became a full-time DLSU-D faculty and was even made coordinator of the college’s Management Department.

Perhaps her experience as cooperative trainer—dealing with people of diverse levels of understanding—prepared her well for the job. In evaluating their teacher, her students count her organized presentations and her efforts at adjusting to her students’ learning curve as among her strengths. For these, among other reasons, she has been ranked “outstanding” many times. Her passion underlines her commitment: “When it comes to teaching, I want to feel that my students love what I do inside the classroom.”

Not settling for just the teaching job to keep her busy, she pursued her doctorate as well with the help of a FAPE (Fund Assistance to Private Education) scholarship. All throughout, she never let her physical condition get in her way.

“There was still no internet then. I would go to the National Library when necessary. Despite my handicap, I’d commute all the way to Manila using public transport....”

The only drawback to her efforts was the attention she got from people who are not accustomed to seeing differently-abled people. “Usually, it’s the children. There have been times when, on my way to school, they’d call out ‘Pilay! (Cripple)’ But those were kids. Sometimes among my students, they couldn’t help but give me a curious look, observing how I’d sit down or stand up...but I understand that. They’re generally kind.”

Yolanda and One La Salle

In Silang, for her community service, she serves as consultant for the local government’s human resources and cooperative projects. Among her expertise is project proposal writing.

“There are actually many government agencies that have programs to help the poor,” explained Corpus. “But then, many of the poor don’t know about them. Another hindrance is the technical difficulty of preparing the project proposal to avail these programs....”

Corpus wrote one project proposal for a garments factory for a women’s group in Metro Bulihan Silang (with P1 million funding), and another for coco jam and peanut butter production in Biga (with P220,000 funding). Both were submitted to—and approved by—DOLE (Department of Labor and Employment) who funded the projects under its DILEEP (DOLE Integrated Livelihood Emergency and Employment Program) unit.

“These [projects proposals] are what I duplicated in Tacloban and Leyte,” she related. “My commitment to them was to really help them in preparing their documents—requirements for their livelihood programs.”

The Tacloban and Leyte projects were in light of Typhoon Yolanda's impact on the region. On November 8, 2013, Super Typhoon Yolanda (international name: Haiyan) ravaged the Visayas region, with the two provinces among the hardest hit. Yolanda is the strongest tropical cyclone ever to make landfall on record, with winds of up to 315 kilometers per hour, causing destructive storm surge of 13 feet high, leaving around 4,500 people dead, 1.9 million homeless, and 2.5 million survivors without food and safe drinking water and at a high risk of contacting diseases.

In response, La Salle schools all over the Philippines under DLSPI (De La Salle Philippines, Inc.) came together as one to help the victims through relief drives and through its One La Salle Yolanda Rehabilitation and Recovery Project. Of course, this wouldn't have been possible if not for the generous donors who poured in cash and kind to help the cause.

"It was truly 'One La Salle' working together," said Corpuz. "That was my first time to work with representatives from other La Salle schools in the country. There were times when we'd all eat together, and it really felt like we were one."

A main concern of the project was rebuilding the schools, and for this, One La Salle centered its endeavors on three localities, with each locality headed by a De La Salle school: De La Salle-Zobel in Giwan; De La Salle-Lipa in Diit; and De La Salle University-Dasmariñas (represented by LCDC or Lasallian Community Development Center) in San Miguel.

Holistic in their approach, One La Salle's recovery efforts also involved feeding programs; medical missions (with trainings in herbal medicine, etc.); psychological counselling and therapy (for children and trauma victims); livelihood training programs (tapping the expertise of Lasallian faculty); and even team building and *barangay* rehabilitation—"because even the *barangay* records were destroyed."

Diva delivers

Having done these things, One La Salle was still not satisfied: what other intervention could One La Salle do to help? Answer: cooperative formation.

Given that cooperatives are her territory, Corpuz readily said yes to the project when it was presented to her in March 2015.

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“Their misconception was ‘La Salle is in town to give away money.’ Some of the fishermen just wanted us to give them money and then let them do business on their own. I told them, no, that is not what cooperatives are about.’

Her task involved three steps: (1) assessment of the people’s needs and attitudes towards cooperatives; (2) assistance in preparation of the needed documents to establish the co-ops; and (3) business plan preparation—“so they could avail of government funding through the government’s programs for poverty alleviation.”

The first time she went there, her audience included mostly farmers, fishermen, market vendors, and so on. “Their misconception was ‘La Salle is in town to give away money.’ Some of the fishermen just wanted us to give them money and then let them do business on their own. I told them, no, that is not what cooperatives are about.”

Corpuz had to make people understand the value of “share capital”—money that the people are required to contribute to become co-op members. This proved a minor setback in their cooperative formation because the people were indeed very poor.

“For us, shelling out P100 is easy. But for them, it’s not. They had to work for most of the day just to put food on the table—*isang kahig, isang tuka* (one scratch per bite of food). And many of them couldn’t attend our meetings

because of it. But then, we couldn’t tell them, ‘Okay, we’ll just dole out the money for your share capital.’ We couldn’t do that. They had to develop a sense of ownership by working hard for the money they put in.”

Corpuz had to explain to them how a cooperative actually empowers ordinary people: “When people’s money are pooled together to start a business (and then people take good care of the business), when that business grows, everyone who is part owner of the business also grows.”

She also assured the people that De La Salle Philippines would help and support them in their startup. “They thought, at first, that La Salle was just a one-time giver. Apparently, that’s not the case. By then, La Salle had been there for over two years already. They saw how serious we were in helping them.” In fact, it was De La Salle Philippines that paid for the cooperatives’ registration fees.

The co-op movement, said Corpuz, was actually a big factor in the success of economies like Japan and many European countries. And so, she is happy that the current government has made CDA (Cooperative Development



Authority) an office directly under the Office of the President, identifying the co-op movement as very important in poverty alleviation.

Lots of paperwork

In 2015 alone, Corpuz went back and forth eight times between Cavite and Tacloban and Leyte. Through needs analysis, the following businesses were identified for the cooperatives: a garments factory in Diit, Tacloban City; rice retailing in Barangay San Miguel, Dulag, Leyte; and a bread factory in Giwan, Samar.

“The Giwan co-op covers the entire Tubabao Island—that comprises several barangays,” said Corpuz. “For their bread factory, De La Salle-Zobel had already provided all the needed equipment, while De La Salle College of St. Benilde trained their personnel in bread making.”

Taking advantage of the developments, Corpuz also wrote a research paper about their efforts—a case study on the experience of Yolanda survivors in organizing cooperatives. Because she had research funding from DLSU-D’s University Research Office, some of the funds went to providing office supplies for the cooperatives’ paperwork. “They had many documents to submit, among them, six copies of their constitution and bylaws. That needed several reams of bond paper.”

The considerable paperwork, of course, also involved, among other things, registration with CDA, BIR (Bureau of Internal Revenues—“because they need to be able to issue receipts for their products and services”), and the writing of project proposals for funding by government agencies (such as DOLE and DTI) whose document requirements were rather meticulous. Through it all, the De La Salle schools, particularly De La Salle-Zobel, were always on hand to give assistance.

“The good thing about the co-ops is that they are now organized and have their own sets of officers; they now have a legal personality; and they have livelihood projects that are aligned with the government’s priority programs.”

Corpuz herself personally accompanied and guided the people in making their transactions with the government agencies, establishing the needed connections between the co-ops and the local government units. “That’s the difficulty usually encountered by most people—when they approach a government agency, they don’t have an idea what to say. And so they don’t get entertained by these offices.”

Because of the frequency of her dealings with the government units, “I became a familiar face to them...they said I had become an ‘adopted daughter’ of Tacloban.”

A life lesson

In November 2016, when everything was already in order, De La Salle Philippines Inc. went back to Tacloban and Leyte to officially turn over the projects to their “partner communities.” The turn-over ceremonies also marked the end of De La Salle Philippines’ three-year community service in the provinces (with the exception of De La Salle-Zobel, which extended its community service for another two years). At this writing, the businesses established in the said communities have since been operational, with each cooperative receiving a grant from One La Salle Philippines Inc.

Corpuz was also at the turnover ceremonies. Seeing how things had developed in the communities thus far, she said she feels very happy and elated—and deeply so since, from start to finish, her approach to her work with the cooperatives there had been “very personalized”—almost no different from the way she handled hardships in her own life.

“Those are hardships that something had to be done about. We have to do something about them because it is better that they do not happen again.”

For now, with her Leyte-and-Tacloban stint on a temporary lull, Corpuz is back to her normal busy life. At DLSU-D, she has just started teaching business analytics, a new course in CBAA’s Business Management Department, and is learning Microsoft Power BI, IBM Cognos on the side. In Silang, she had just finished writing a solid waste management plan for the local government. The diva is still on a roll.

“I never liked it when I’m not doing anything that’s helpful to anyone,” she explained. “It’s just one of my traits, I guess.”

When asked what life lesson would she like to inspire people with, especially her students, she reflected: “Maybe, you should always be open...open to help others...open to opportunities to help. Because when you’re generous, the blessings come. I know so...because they came to me.”

“Sometimes, when I travel abroad, I post [on Facebook] pictures of myself in Europe...in Paris, in Germany.... I tell people, ‘I hope you would not take this against me—you might think I’m bragging. I just want to serve as an inspiration; that despite my handicap, I was able to go to these places; I was able to achieve these things....’” **n**

Business grads in Top 10 of RMP passers



Three Marketing graduates from DLSU-D's College of Business Administration and Accountancy made it to the Top 10 passers of Registered Marketing Professionals for this schoolyear. They are Maila Angela Fernandez (4th Place), Madeleine Joy Soliman (6th), and Berzon Gatchalian (10th).

The three lead fellow Lasallians and new RMPs Denisce Emmanuelle Adea, Eiluj Daimil Janz Alegado, Jared Bariata, Judithe Ruth Basnilo, Christynne Janicka Gimeno, Richmond Henera, Jencenn Paul Morales, Rhodel Marlon Realica, and Dally Jed Villamil.

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New Lasallian CPAs, CMAs named

The 2016 licensure examinations for Certified Public Accountants and Certified Management Accountants yielded new CPAs and CMAs from DLSU-D.

Posting a DLSU-D passing rate of 88.57 percent (*vis-à-vis* the national passing rate of 36.48 percent), our new CPAs are Genrey Arcilla, Anahstaceah Bacit, Rafael Antonio Balayan, Johann Pierre Brania, Marjorie Calantog, Sherie Anne Cantada, Enrico de Lara, Dayanaradelos Angeles, John Michael delos Reyes, Tracy Anne Duran, Jessica AlianneEscoto, Abigail Jacinto, Sharlene

Ann Joson, Leia Labangco, Virnadette Lopez, Anne Janeth Marasigan, Cheska Mae Monzon, RonalynMujar, Jonathan Orale, Maida LenyPagsuyuin, Jaiose Noire Pantorgo, Glianca Pascual, Reena Alysa Penus, Alexa Kay Peredo, Noel Jonathan Rabaja, Eldion Rama, Irish Gail Santiago, Adrian Ronald Saraza, KeanneFheySarno, EmmenuueleTuala, and Myca Valencia.

Meanwhile, our new CMAs are Ma. Angelica Badong, Jemely Bagang, Claire Bernados, Kristine Dianne Boquiren, Camille Caramanzana, Lorelyn Joy Cerbito, Sheena Rogeleendela Cruz,

Ma. Micaela Ferino, Julrey Florence Garcia, Lyndon Maratas, Cindy Mejica, John Michael Ramos, Shajaira Serrano, Christopher Rey Tayam, Anahstaceah Bacit, Marjorie Calantog, Dayanaradelos Angeles, Jessica AljanneEscoto, Anne Janeth Marasigan, Cheska Mae Monzon, Jaiose Noire Pantorgo, Glianca Pascual, Reena Alissa Penus, Noel Jonathan Rabaja, and Myca Valencia.

CJE grads pass licensure

Graduates of DLSU-D's College of Criminal Justice Education passed the October 2016 Licensure Examination for Criminologists, posting a passing rate of 66.67 percent for DLSU-D. First-time takers from DLSU-D posted 78.13 percent. The national passing rate was 31.35 percent.

Congratulations to our new criminologists: Willie Anne Ambito, Jose Lorenzo Bullozo, Neil Thristan Causaren, Rey Edward Dalwatan,

Kathleen de Villa, Aivie delos Reyes, Nheryn Estrella, Elias Abdullah Imlani, Arlene Jae Lara, Mikko Miguel Macalalad, Jodiel Mandawe, Marco Oraña, Karla Carizza Orozco, John Carlo Ramientos, John Roland Ramos, Ronaldo Rosales Jr., Emar James Serrano, Marielle Sison, Junaidah Sultan, Dianne Sumagui, Rhudie Mark Sy, Rhiz Sañel Toledo, Alvin Valdenarro, Edilberto Tibay, Elizabeth Viernes, and Marcial Fidel Binalon.

n e w s

CJD prof presents papers...from page 10

paper, Polo analyzed the digital strategies of DICT (Department of Information and Communication Technology) and IBPAP (Information Technology Business Process Association of the Philippines). Both road maps were scrutinized in terms of their processes, governance, employed benchmarks and standards, outputs and impact. Polo also served as moderator in one session on ICT Policies around the world.

During the conference Polo also facilitated the signing of an MOA between DLSU-D and Hallym University. The agreement will focus on the areas of faculty and student exchange, student credit transfer scheme, possible joint degree program offering and research collaboration.

Established in 1982, Hallym is a private university designated in 1995 by Korea's MOE (Ministry of Education) as one of a handful of universities entitled to receive the ministry's financial support for their specialization programs. It continued to be designated so five years thereafter. The ministry has also granted it the status of "distinguished university" three years in a row. In addition, it has also been selected to receive funding from Brain Korea 21 Project.

In another earlier trip to South Korea, Polo also facilitated the signing of an MOA between DLSU-D and Suwon University which is based in Hwaseong, Gyeonggi Province.

2016 Educ board passers listed

Licensure examinations conducted for Education graduates in 2016 yielded licensed Elementary and Secondary educators from DLSU-D. Their performance ratings are as follows: March 2016 licensure

DLSU-D's first time takers of the March 2016 licensure for elementary teachers had a 77.78 percent passing rate. Overall, the school performed at 47.62 percent *vis-à-vis* the national passing rate of 28.39 percent. Our passers are Bianca Camille Gellecanao Andoy, Cindy Rodrigo Añonuevo, Bernalin Antolin Belen, Ivy Rose Yabillo Crebillo, Kristina Bianca Ocon de Jesus, Jeunesse Deputo Eusebio, Jeric Rivera Gallardo, Michelle Mesa Jamellarin, Lea Aquino Macario, and Isaac Vitor Dote Navarro. For the licensure for secondary educators, our first-time takers performed at 78.95 percent. Overall, our passing rate was 67.21 percent, *vis-à-vis* the national passing rate of 35.43 percent.

Our passers here are Kiev Cerrero Albarico, Asel Sheen Lucenario Andes, Nicole Anne Anderson Antonio,

Roselle Tenorio Apalis, Rommel Bautista Ascaño, Alyza Camille Acosta Barro, Judy dela Torre Bentoy, John Renz Duller Broñola, Rounel Gen Altamerano Bulilan, Shayne Verli Olaes Cadavedo, Karen Toledana Cervantes, Angel Gato Cholia, Jascel Mae Resurreccion Colico, Freddie Ray Gula Cuizon, Kristine Joy Rodillo de Castro, Niezl Lagazon Elacion, Jammie Aure Esguerra, Anna Mae Gofredo Esmeralda, Alnie Bajar Francisco, Alexis Marvin Villafrante Gañalongo, Rose Genevieve Sepontos Gueta, Gemph Amoy Hate, Vern Julius Cahinusayan Himor, Maria Louise Remaldora Idamla, Irene Bonete Japlos, Marjorie Reyes Japson, Alden Crisostomo Landicho, Aquilyn Dado Molina, Anjenette Atuli Noarin, Christine Balisa Obar, Riza Sumigin Pepito (10th placer), Brigitte Erika Martinez Rodriguez, Criselda Rapay Roque, Aliza Mara Hernando Rupido, Pamela Albajeso San Juan, John Reb Caoile Sitjar, Edru Leandre Roxas Soriano, Trina Tabjan Tagala, Jesica Cortez Tenorio, Colyn Aguilar Vergara, Dianne delos Santos Vergara.

September 2016 licensure

For the September 2016 licensure, our first-time takers of board examination for elementary teachers posted a passing rate of 61.54 percent, while overall, the University posted a 47.06 percent *vis-à-vis* that national passing rate of 30.18 percent.

DLSU-D passers here are Ser Voie Olaes Cadavedo, Camille Oliver Casunuran, Maria Jessa Mae Fernandez Cayago, Caila Jorge Ayon Domingo, Therese Joy del Moral Dunton, Francesca Marie Bagara Egay, Renato JR Buen Escueta, Maritess Bautista Galinato, Mary Antonette Partoza Galon, Geramie John Harold Sornito Garais, Genesis Sumulong Lopez, Aljun Cena Porciuncula, Ellen Grace

Torrevillas Saura, Samantha Kuizon Siapno, Janine Plinky Yssa Castro Valdez, Nikka Frances Peralta Valerio. Meanwhile, the licensure for secondary educators yielded a 63.49 percent passing rate for DLSU-D's first-time takers, while posting a 51.69 percent overall, *vis-à-vis* the 33.69 percent passing rate posted nationwide.

Among the passers are Danica Villegas Alcantara, Michelle Avellano Amante, Gem Florence Alvarez Andaya, Maria Zharina Antonette Angcao, Charmaine Kate Bencito Bautista, Shannen Kyle Relatado Benolirao, Venetia Conag Bruza, Mary Grace Ornales Caraan, Niño Rodel Garperio Casio, Winona Rose Ropeta Catahan, Maria May Odonon Cruz, Kynah Amor Mojica Darwin, Lovely Callano del Mundo, Emmanuel Peregrino dela Cruz Jr., Lilibeth Camadela Torre, Jessica Penuliar delos Santos, Donnel Nave Dimaano, Patricia Mae M. Estenoso, Paul Khristian de Guzman Eusebio, Kryzza Lyn Bencito Faustino, Angelo Demate Fajardo, Jorenel Regala Fernandez, Gabriel Archemedez Yumol Flores, Junnielyn Rose Gandia Gahum, Judith Anne Rose Yabut Ganaden, Charlene Mae Manabat Labadan, Maria Christina May Abergos Logro, Riskey Jane Suarez Lotik, Rominasol Almodovar Macapinlac, Richard Mallari Magsino, Maria Elizabeth Hortiz Mariano, Jennifer Eso Maribbay, Jomel Alberto Medodia, Jasmine Jaro Mercado, Shiela Rubio Ochoa, Belly Jane Labisto Pano, Janet Mostar Presnillo, Eunice Amiller Rato, Jasmin Smith Marquez Reyes, Shella Alarcon Sico, Patricia Anne Alvarez Sinsay, Danica Bandal Timajo, Jovalen Abelong Tablante, Yrene Anne Moquite Taguiam, Ciena Cristelle Alano Valderama, and Adrian Garcia Villanueva.

New architects, engineers from CEAT

Licensure examinations conducted from November 2016 to January 2017 yielded new Lasallian architects and engineers from DLSU-D's College of Engineering, Architecture and Technology.

Civil Engineers

Posting a 81.67 percent passing rate for DLSU-D's first-time takers, the school's overall performance was at 76.67 percent *vis-à-vis* the national passing rate of 45.90 percent.

Our new civil engineers are Jenny Bitome, Charissa Caponpon, Camille Chavez, Roselle Cubol, Daphne Daoa, Beatrice Rose Diamante, Ramon Cornelius Drice, Ramonchito Encarnacion Jr., Maria Nancy Escartin, John Jacob Espallardo, Jameel Espinosa, Frances Gae Estanislao, Kirstie Fuggan, Mark Robinson Garcia, Bethoven Kho, Kyra Manimbao, Jan Marie Nadal,

James McHenry Panganiban, Maria Lareign Peña, Keenan Paolo Pineda, Charmaine Edna Ramos, David John Sandoval, and Zarah Joy Sarno.

Industrial Engineers

Meanwhile, the December 2016 Certified Industrial Engineers licensure yielded the following passers: John Karlo Alaba, Iski Arguelles, Andrea Eiza Bañas, Luis Daniel Bravo, John Paul Cotoner, Lenilyn Dinglasan, Renzel Aira Escusa, Maria Jeremae Magadan, Rommel Breynard Mendoza, Jason Palanog, Neil Adrielle Ramirez, Michelle Ann Salle, Ariane Sambrano, Mark Vincent Anthony San Juan, Roydalyn Santos, Nicka Arnelie Sayaman, Carla Mae Tan, Danielle Elaine Umali, Carlson Valencia, Gemma Villacorte, and Diane Ashley Yu.

Sanitary Engineers

By January 2017, DLSU-D yielded seven newly licensed sanitary engineers: John Jefferson Aquino, Romeo Bravo Jr., Adrian Hoby Cinco, Jayson Hamtig, Jhoanna Matining, Earl Jasper Lance Mercado, and Ian Santos.

Architects

Posting a 91.67 percent passing rate *vis-à-vis* the national passing rate of 57.62 percent, DLSU-D's new architects are Michael Argel Alcabaza, John Mikhael Bulaga, Sean Maxwell Diana, Laurence Francisco, Mark Homer Lastimoso, Chona Mae Manliguis, Aivie Dianne Napolitano, Jon Israel Nelvis, Angelo Nikko Ocampo, Melvin Omalay and Edgar Osio Jr.

HRD student tops JPMAP essay contest

Jorina Caparal, a Human Resource Management student under the Business Management Department of DLSU-D's College of Business Administration and Accountancy, was adjudged Champion of the Academic Quell in Essay Writing (English Category) in the latest JPMAP (Junior People Management Association of the Philippines) National Convention, held November 25-27 at Davao Convention Center, The Ritz Hotel, and Garden Oases. Her essay was "Ending 'endo' to contribute to inclusive economic growth." She was coached by Dr. Crispina Corpuz. The three-day conference-workshop was themed CHRYSALIS or "Convergence of

HR Young Successors to Actualize Leadership, Innovation and Synergy" and is an annual gathering of Business Management students from all over the country.



Com students shine at PR congress

Three teams of AB Communication students under DLSU-D's College of Liberal Arts and Communication shone brightly at the 2016 PRSP (Public Relations Society of the Philippines) Congress and Grand Prix Competition, held November 12-13 at Henry Sy Hall, DLSU-Manila.

Team Prominence Communications—composed of Mariah Joenelle Baldo, Justine dela Cerna, Pauline Fontanilla, Pauleen Joyce General, Krizanne Marie Mercado, Angela Ortiz and Ericka Jenn Poliran—placed 2nd Runner Up (Bronze) after San Beda College and Pamantasan ng Lungsod ng Maynila (which were Champion and 1st Runner Up, respectively).

Teams Grey Matter and Fusion PR, meanwhile, were finalists. The teams were composed of Ana Margarita

Adrias, Chaira Mae Aguilar, Bryan Baybay, Jane Pamela Enriquez, Furruzzia Landrito, Patricia Anne Lopez, Maria Francesca Ronario, Jezzryl Blas Sualibio (Grey Matter); and Eloisa France Bacason, Yeshua Roilan de Torres, May Fernanda Escobin, Jeianne Eusebio, Ellaine Grace Grisola, Maria Kimberly Ioannou, Jessone Purificacion, Rochelle Rivera, Ysabella Tan and Jemimah Ubando (Fusion PR).

All three teams were coached by Communications and Journalism Prof. Marco Polo.

Attended by delegates from colleges and universities nationwide, the congress' theme "PR4YOUth" centers on youth education, specifically the Department of Education's and National Youth Commission's Abot-

Alam National Program for Out-of-School Youth—a nationwide interagency convergence effort that seeks to locate out-of-school youth and enroll them in program interventions in education, entrepreneurship, and employment.

For more than a decade now, PRSP has been organizing the annual Students' PR Congress and Grand Prix for students in the fields of communications, advertising and media. The event gives students a look at current industry practices, trends, issues and concerns, and provides a venue for them to apply what they have learned in the classroom to the actual working environment. The interschool competition component also trains students in preparing an actual communication plan.





3rd RUNNER UP IN PANANAW. Marketing Students under DLSU-D's College of Business Administration and Accountancy landed 3rd Runner Up in the 17th PANAnaw Awards Integrated Marketing Communications Students' Competition, held November 19 at Elements, Centris, Quezon City. The students— Rhodel Marlon Realica, Rhoanne Mañalac, Christynne Janicka Gimeno, Jencenn Paul Morales, Isabel Maca, Olivia Anne Sison, Antonette Tamonan, Nicole Joy Viva, Shiela Marie Hisugan, Jamile Ann Umandal—were cited for their entry "Pusuan Movement." They were coached by Prof. Michael del Rosario. PANAnaw Awards, IMC (Integrated Marketing Communications) Students' Competition is especially geared towards the professional advancement of young marketing students and serves as a battle arena for future marketing practitioners. It brings together some of the country's best marketing leaders and gurus and attracts more than a thousand students in attendance and dozens of schools as participants.

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Psych students bag Special Jury Award at AISEC in Malaysia

After competing with more than a hundred participants from 11 different countries, senior Psychology students Ainah Salcedo and Diana Rhane Go received the Special Jury Award for their research "Trustworthiness and Perceived Social Support of Ex-Convicts: A Case Study." The research was presented at the ASEAN Innovation on Social Sciences Exhibition and Conference (AISEC) held at Universiti Utara Malaysia, Sitok, Kedah Malaysia on October 11-12.

Their study provided a venue for ex-convicts to share the affirmative support as well as the stigma and prejudices they encountered once they got out

of prison and reintegrated into a community. "We are more than happy to share the stories of people we think are not given space to be heard. We believe in our hearts that in a way we have been true to our Lasallian mission. Winning the Special Jury Award was just a bonus," said Salcedo.

The students' presentation was funded by the College of Liberal Arts and Communication Achievement Fund.



Psych students present sports psychology paper at ICSPHW 2016

Carlo Garcia and Hannah Pauline Rico, senior Psychology students under the Psychology program of DLSU-D's College of Liberal Arts and Communication, presented a research paper entitled, "Drawing Sports Experiences from CICL (children in conflict with the law) in Bahay Pag-asa: An Interpretative Phenomenological Analysis," which they co-authored with Dr. Vangie B. Montillano, faculty with College of Education's Physical Education Department, who also served as research adviser. Considered a first in combined Psychology and Physical Education

research, their work attempted to describe the rich sports experiences of residents of Bahay Pag-asa, which is DLSU-D's rehabilitation center for CICL.

The research paper was presented at the 1st ICSPHW (International Conference on Sport Pedagogy, Health and Wellness) held at the Celebrity Sports Plaza and University of the Philippines in Diliman, Quezon City, November 18-20.

Some 850 researchers from various countries such as South Korea,

Germany, Turkey, India, Malaysia, Slovakia, New Zealand, Singapore, Indonesia, South Africa, Spain, Thailand, USA, Bulgaria, Poland and Macedonia presented papers related to sports.

ICSPHW 2016 was organized by UP-CHK (College of Human Kinetics of University of the Philippines-Diliman) in cooperation with the Sports Management Council of the Philippines, and the Asian Council of Exercise and Sport Science.



Ivan's palette

By Orlando A. Oliveros

ONE DAY, TWO years ago, Ivan was helping his mother organize their old family photos when they found a very small picture (*below*), taken in 1953, of his mother (then five years old) with her three-year-old brother and their cousins. Wanting to preserve the photograph and knowing Ivan's skills in digital graphics design, Ivan's ma asked him to digitally restore the picture and have it enlarged. Ivan thought he could do better than that. Not only would he restore the picture, he would also transform the sepia photograph into a full-color memento.

'For millennials, color is one approach to entice them to be curious and learn more about history.'



The picture was Ivan Bilugan's first ever colorized photograph and his first dip into photo colorizing. For it, he had to research the techniques involved, the different palettes he could use, some history lessons, and, of course, a who's who in the practice of the craft—beginning with mostly foreigners, including one Brit of Filipino descent: Jordan J. Lloyd, a London-based artist whose roots go back to General Trias, Cavite. It was only later that he learned of the country's handful of "colorizers": Manolo Quezon, Derrick Makutay, Edmon Sison, Homer Fernandez, Venjoy Alegre.

"They were very helpful and generous with suggestions on the techniques and principles of colorizing photos. Sir Jordan even told me to strongly observe the lighting and the shadows in the black-and-white photo even before adding the colors. I needed their advice for me to grow and learn more about this craft."

A 2008 AB Communication graduate from DLSU-D's College of Liberal Arts and Communication, Ivan's fascination with graphic design started in his sophomore year, while taking up Computer Journalism. His teacher, Prof. Tina Saulo, praised his early work: basic shapes manipulated to form a logo. "You have artistry in your blood," she told him, and he wondered about it because he couldn't recall anyone in his family who was ever an artist, a designer, or a writer. But he took the comment to heart, delving further into digital design.

After graduating, armed with his knowledge of Pagemaker and Photoshop, he worked as graphics designer and videographer with DLSU-D's MCO (Marketing Communications Office).

"I was taught by Sir Fred (Agustin) and Sir PJohn (Catapang) about

techniques and principles of design—I learned so much while I was there. That marked my transition from beginner to intermediate level.”

By then, his roster of software knowledge came to include Moviemaker, Adobe Premier and Aftereffects. After three and a half years, he left MCO and formed his own design portfolio: Bilog Bilugan Design. From then on, he did freelance work here and there, even accepting a part-time teaching job (teaching multimedia design) to DLSU-D’s College of Engineering, Architecture and Technology, while maintaining a Facebook page devoted to colorized historical photos when he had become very good at it.

“With personal photos, only minor research is involved. But with historical photos, the research goes deeper... including background of the photo, identity of the subject, color of the costumes [and accoutrements], where the photo was taken (interior or exterior) and what time of day, what camera was used, even the story of why the subject(s) was there....”

Skin tone is another thing altogether. “[Filipinos in northern Philippines] have darker skin tone because they live in the highlands, [while] those in the southern lowlands tend to be lighter. The Chinese before were more yellowish. Manilans also tend to be yellowish due to Chinese influence. Overall, Asians and Africans tend to share the same color palette: brown and red. Caucasians, however, are orange and red with a little brown.”

‘Filipinos in northern Philippines have darker skin tone because they live in the highlands, while those in the southern lowlands tend to be lighter.’



Datu Bulon, 19-year-old chief of the Bagobo Tribe, was admired for his handsome physique and his colorful and elaborate costume. Original photo was in sepia, taken by the Gerhard Sisters in 1904 at the Louisiana Purchase Exposition, USA. Colorized by Ivan Bilugan in April 2016.

Through Facebook, Ivan met John Tewell, a retired American pilot turned photographer based in the Philippines.

Some of Tewell’s pictures had been making the rounds of the internet without due acknowledgement. When Ivan colorized one of Tewell’s pictures (Manila’s Metropolitan Theater), he

acknowledged the latter’s authorship. This was in June 2015. It was at this point that Ivan decided to seriously consider colorizing as a career.

At first, he thought colorizing is still a young and small field in which he could find his niche. “I still think that way,” he says, except now, it has become his advocacy to color historical photos.

“They say history should be viewed in a new light. For millennials, color is one approach to entice them to be curious and learn more about history.”

Just this August, Ivan collaborated with FHL (Filipinas Heritage Library) in marking FHL’s 20th anniversary. Of this collaboration, an exhibit of 30 colorized historical pictures, selected from FHL’s Retrato collection, was mounted, tied up with an exploration of colors mentioned in Philippine literature and songs, as well as Felice Prudente Sta. Maria’s nomenclature of 40 colors identified and verbalized in various Philippine tribes and cultures. The exhibit was titled “Color in History: FHL Now 20.”

This same exhibit was brought to DLSU-D as an inaugural event for the

‘To understand society today, we have to understand what happened before. We should not be estranged from our past just because of generation gap or time gap. We have to connect—not just with the present and through social media. We have to connect with and be useful to our society as well.’

opening of Museo De La Salle’s Galeria Oriente on October 28. The exhibit ran until December. Ivan was also a finalist nominee in Rappler.com’s Move Awards, honoring individuals who excel in the creative field to make a difference in society. It was his cousins and siblings who nominated him there, he said.

But more than advancing his own popularity, he would like opportunities like that to popularize his advocacy to promote Philippine history in color.

“To understand society today, we have to understand what happened before. We should not be estranged from our past just because of generation gap or time gap. We have to connect—not just with the present and through social media. We have to connect with and be useful to our society as well.” n

Luneta, Manila at Sunset, circa late 1800s-early 1900s. Photo source: University of Michigan Special Collections Library. From the Everett Thompson Photograph Collection 1900/1930. Colorized by Ivan Bilugan in April 2016.



121 The Luneta at sunset

PHILIPPINE HISTORY Color by: Bilug Bilugan

Tata Simon's Legacy

By Orlando A. Oliveros

ON OCTOBER 28 2016, Caviteño artist Simon Saulog would have celebrated his 100th birthday. To honor the late master, his students (members of Imus-based Malayang Sining—now a “technically defunct” socio-civic organization of artists who still get together from time to time) culled together six of the master’s *obras* in oil and other media, and pooled them with their own works for the exhibit “Tata Simon: Simon Saulog: The Master and His Legacy” at Museo De La Salle’s Fe Panlilio Gallery, October 19-December 10.

Says Angelo Aguinaldo, a devoted student of Saulog (and “yet-to-be-unseated” president of Malayang Sining), there has been a resurgence of interest in Saulog’s works recently. For instance, reportedly, a Saulog painting fetched around P350,000 at Leon Gallery. Online, Saulog has also been “creating a lot of noise.”

“Filipinos [based in Florida, USA] are asking for a catalogue of the exhibit... A lot of collectors are now curious about him, about the artworks.”

“The artworks are intact,” adds Aguinaldo, “but they are dispersed.”

Besides private collections, among places one can find Saulog paintings are the National Museum (Manila), Makati Medical Center, Far Eastern University, UP Vargas Museum and Filipiniana Center, and Manila Polo Club.

Owing to his pioneering eminence, Saulog is to Cavite just as Botong is to Angono. The son of a horse trader, Saulog

was born in Malagasang, Imus in 1916, and grew up sketching his father’s horses. Recognizing the artistic talent of the boy, his father encouraged him, sending him to University of the Philippines to learn more about art and painting in 1931.

Among his mentors were the Amoroso brothers (Fernando and Pablo), Fabian dela Rosa and Candido Alcantara who described him as “a painter at heart.”

In honor of his favorite mentor Pablo Amoroso, Saulog joined the AAP (Art Association of the Philippines), and won various painting competitions thereafter.

Among his winning works were “Hope” (2nd Prize, FEU Art Exhibition), “Parting Kiss” (Honorable Mention in the AAP’s 4th Annual Art Exhibition and 1st Prize in 1956 in New Delhi, India), “Madonna of the Sampaguita” (2nd Place for the Purchase Prize during 11th Annual Art Exhibition of 1958), and his most celebrated “Offspring” (2nd Prize in the 1952 AAP Art Exhibition), featured on



the cover of *Mobil Ways Magazine* in 1955 and now in the collection of the country's National Museum.

It is not surprising that, given his mentors and their tutelage, Saulog espoused “traditional” painting, in the footsteps of Fernando Amorsolo and European academic painting. The colors are very Amorsolo, “but the themes are somewhat different because they were actually very close to his heart,” says Aguinaldo.

Frequent themes involved women, modeled by one of his in-laws, his daughters, granddaughters, neighbors—“women of the countryside [with] unspoiled, fragile purity....”

Typical of the classical style, some of the exhibited works are steeped in symbolism (e.g. “Maria Makiling,” “Baclaran Scene,” “Basag na Banga,” etc.) and, as such, have stories to tell. “That’s one thing Saulog was always telling us,” says Aguinaldo. “‘Make a story.’ A picture should speak a thousand words.”

For his traditional approach and popularity with foreign art buyers, Saulog was identified with the “Mabini Artists”—a group of painters whose artistic inclinations were “traditional” and appealed mostly to tourists who frequented Mabini Street starting the post-war years and bought their artworks on demand and by bulk. This practice was frowned upon, and later derided, by the “modernists” whose influence started to dominate the local art scene in the latter half of the 20th century.

“When Anita Magsaysay-Ho went to the US, she came back with a new style—the cube style,” related Aguinaldo. “Previously, she had lost to Saulog in one contest. Before she left, Anita made a promise, albeit jokingly, to Saulog: *Pagbalik ko, tatalunin kita* (When I return, I shall defeat you)! It happened. When Anita came home from abroad, Saulog lost to her because it was also the time that traditional painting was already waning.”

For Aguinaldo, Saulog’s—and every artist’s—story is a “sad story” of struggle, although in Saulog’s case, it’s not entirely



unfortunate. People still went to Saulog for commissioned works at his gallery in Imus. But to further hone his skills, instead of going abroad (which he could have done easily), he opted to teach those young and budding artists around him. This, of course, did not afford him to create a sizable fortune from his art. But then again, says Aguinaldo, “he was happy the way he was, much to the displeasure of a lot of people around him. ‘What a waste of talent,’ they must have felt.”

In 1982-1983, *Malayang Sining* (formerly, Painters Club) was born, first as a school club based at Imus Institute, and then later, as a socio-civic organization supported by then Imus Mayor Jose Jamir, and mentored by Saulog—who conducted the group’s art sessions for free.

For a “traditionalist” artist, Saulog as a mentor was rather “modern.” Besides the classroom sessions, “we went out a lot: field trips, excursions, visits to galleries, museums....” Says Aguinaldo: “I think the reason why Saulog brought us to those places was so that we could explore a lot of styles. He did not have this dream of perpetuating the old tradition... that’s why we were called *Malayang Sining* (‘free art’). We started out with the traditional approach, but he was open to—and even encouraged—the possibility that everyone would absorb or assimilate modernism. Ultimately, it was the artist who will decide.”

At his age, Aguinaldo says he himself is still exploring a lot of styles, although these days, he tends “to become more modern due to the influence of a lot of people.” But still, Saulog remains his *maestro*. “Being with Saulog was like a long educational journey... It’s amazing that when you talked with him everyday, you learned new things.”

Another student, Hermie Baryas-Manalaysay, also a *Malayang Sining* member, related how Saulog influenced her by bringing “a shy girl out of her shell”: “He became our friend, our mentor and a father figure to all of us. He opened new doors for us and widened our horizons as artists.”

Among the more remarkable lessons she learned from Saulog was “the power of the mind.”

“He demonstrated this mind power when he had a stroke and his right hand could not move, yet he was able to paint with his left hand.”

Fortunately, Saulog’s art is experiencing a revival in our day. “If you talk about legacy, we at *Malayang Sining* cannot boast that we were the only ones taught by Saulog,” says Aguinaldo. “There are others.”

In our day, thankfully we can view for ourselves how Tata Simon’s legacy lives on. **n**

How art can heal

By Orlando A. Oliveros

BECAUSE CREATIVITY and healing arise from a single source, we have to recognize that the artist (as creative) is also a healer. Thus, medical doctor and professor Dr. Johannes Dayrit, a dermatologist and dermatopathologist by profession, established the premise of his talk “Art and Healing,” held at DLSU-D’s Museo De La Salle on October 10.

The talk centered on how works of art—or the practice of making art—could aid in a person’s healing. And it’s not just the artistically inclined (so-called “right brain-dominant” people) who can benefit from this.

“The creative process involves the whole brain and results from the interaction of networks. Both right and left [brain hemispheres] have their own functions and they just send signals to one another.”

Dayrit cited studies made at the University of Utah in the U.S. in which respondents were asked to stare at the bent right wrist of a figure in a Michelangelo painting. With the use of electrodes attached to the respondents, there were detected signals from the respondents’ brain stimulating movement of their right hand.

“It’s the same thing when you see a painting of ballerinas,” explained Dayrit, “you feel like dancing, too.”

With this finding, Dayrit stressed the probable effectiveness of art therapy when used in rehabilitating stroke patients or injured athletes. He mentioned centers in the US that are already using art therapy in catering to patients with psychological problems.

Dayrit himself saw a demonstration of art’s therapeutic capability in his friend who suffered depression at age 30. For this, his friend went to the US to seek psychiatric help, during which, he started drawing/painting landscapes. “After one to two months, he regained his normal functioning. He was no longer depressed. He decided to become a fulltime artist.”

Himself an artist, Dayrit presented samples of his paintings and photographs to his audience who were mostly Senior High School students. With his portraits, he explained to them how he expressed his feelings towards his subjects—some of whom were fellow doctors and patients; how he interpreted events that unfolded around him; and his sentiments towards people he met and places he went to.

“Art can relate to daily experiences,” he said. “Art is a language that gives voice to how we feel in our hearts and in our thoughts.”

When asked about how art has been helping him in his medical practice,



Dayrit explained how the holistic approach in the way he treats his patients makes them feel relaxed and even raises their confidence when needed. “In consultations, that’s one of the most important aspects.”

To which renowned artist Manny Garibay, who was in the audience, agreed. In his experience, Garibay said he finds doctors who can appreciate art more compassionate, as opposed to doctors who tend to treat their patients as mere cases. “Art,” Garibay said, “connects you to your basic humanity.”

“Artist Talk: Art and Healing” was part of Museo De La Salle’s lineup of activities for October, which is Museums and Galleries Month. The talk was held in partnership with “Paghilom, Cavite Arts Camp and Festival 2017.” **n**

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