



Photos from the groundbreaking ceremonies of the Manuel V. Pangilinan Center for Student Leadership

The Manuel V. Pangilinan Center for Student Leadership groundbreaking

The groundbreaking ceremony of the Manuel V. Pangilinan Center for Student Leadership of the Loyola Schools was held on Monday, September 12 at 9:30 in the morning at the Colayco Pavilion of the Loyola Schools. The Ateneo College Glee Club led the singing of the Philippine national anthem, which was then followed by the welcome remarks of the university president,



The Provincial Superior of the Society of Jesus, Philippine Province, the Very Rev. Daniel P.L. Huang, S.J., blessing the mementoes to be placed in the time capsule



Bienvenido F. Nebres, S.J.
President, Ateneo de Manila University

Bienvenido F. Nebres, S.J. Anna Miren Gonzalez-Intal, Ph.D., the Vice President for the Loyola Schools then spoke about what would be housed at the Pangilinan Center and thanked Mr. Pangilinan for his continuing generosity to the Ateneo (*see related article*). This was followed by a message from Philip

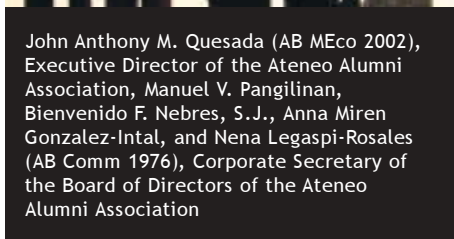


Gerardo A.I. Esquivel, Chairman of ASEC Development & Construction Corporation, the construction company for the Pangilinan Center, with Daniel P.L. Huang, S.J., and Ms. Ma. Teresa V. Esquivel



Sanggunian President Philip Francisco Dy placing a copy of the mission statement of the Sanggunian into the time capsule

Francisco Dy, president of the *Sanggunian ng mga Mag-aaral*.



John Anthony M. Quesada (AB MEco 2002), Executive Director of the Ateneo Alumni Association, Manuel V. Pangilinan, Bienvenido F. Nebres, S.J., Anna Miren Gonzalez-Intal, and Nena Legaspi-Rosales (AB Comm 1976), Corporate Secretary of the Board of Directors of the Ateneo Alumni Association

Mr. Manuel V. Pangilinan also spoke light-heartedly to the student leaders and the guests. This was followed by the groundbreaking rites, which were led by the Provincial Superior of the Society of Jesus, the Very Rev. Daniel P.L.

photos of groundbreaking by Cocoy Sarmenta



The Manuel V. Pangilinan Center for Student Leadership
Architect's Perspective

Huang, S.J., and assisted by the director of the Campus Ministry Office, Ma. Roberto R. Buenconsejo, S.J. The rites included the blessing of various mementoes – such as the newspapers of the day and copies of the mission statements of the offices to be housed in the Pangilinan Center – which were later placed in a time capsule and lowered into the foundation of the building.



Manuel V. Pangilinan, Daniel P.L. Huang, S.J., Bienvenido F. Nebres, S.J., and Anna Miren Gonzalez-Intal lowering the time capsule

Address of the Vice President for the Loyola Schools at the groundbreaking ceremonies of the Manuel V. Pangilinan Center for Student Leadership of the Loyola Schools



photo by Cocoy Sarmenta

Anna Miren Gonzalez-Intal, Ph.D.
Vice President for the Loyola Schools

The Loyola Schools takes great pride in the holistic education that it provides its students. Academic excellence is emphasized in the core and major curricula. Over and above this, what makes college education in the Loyola Schools true to its mission of total development of students in character, spirituality, leadership and service are the many avenues for the non-academic formation of students.

The Ateneo's core belief in the total development of men and women for others, together with the

principle that learning does not only occur in the classroom, are the reasons why the Loyola Schools invests a great deal of human and material resources and energy in the development of student organizations. Student organizations are our essential partners in the non-academic formation of students into culturally rooted, spiritually mature, and socially responsible leaders of the future.

There are at present thirty-nine accredited student organizations in the Loyola Schools that together

with the *Sanggunian ng mga Mag-aaral ng Ateneo* or Student Council, the Council of Organizations of the Ateneo, the Confederation of Publications, and the Athletics Council, help in carrying out the mission of giving students a holistic formation and create a strong foundation for leadership development among students.

All these underscore the importance of providing excellent facilities to serve as the physical base for the non-academic formation of our students and the development of student leadership. Every year, between seventy to eighty percent of our college student population are members of student organi-

(continued on page 2)

Address of the Vice President *(from page 1)*

zations. This translates to over five thousand students. The previous student center had a floor area of only 782 square meters. The four-story Manuel V. Pangilinan Center for Student Leadership will have a floor area of 4,282 square meters with structural provision for an additional two floors for future expansion.

The Pangilinan Center will also bring together the Office of Student Activities (OSA), the Office for Social Concern and Involvement (OSCI), and the Campus Ministry Office (CMO) – the three units in the Loyola Schools most involved in student non-academic formation and leadership development. In bringing these three student formation offices together under one roof with the student organizations, the Manuel V. Pangilinan Center for Student Leadership will provide an excellent venue for the synergism among OSA, OSCI, CMO, and our student organizations towards the formation of our students into excellent leaders.

Aside from the spacious rooms for the accredited student organizations

and the offices of OSA, OSCI, and CMO, the Center will also house a large multi-purpose hall, conference rooms, consultation rooms, and prayer rooms, the long-needed University Bookstore and photocopying station, a coffee shop and lobby-lounge for students, and a twenty-four-hour operations room with complete toilet and bath facilities for students who need to work overnight on organization projects.

For all of these we would like to express our deep gratitude and appreciation to Mr. Manuel V. Pangilinan, Chairman of the Board of Trustees of the Ateneo de Manila University, and Chairman of the Board of PLDT and Smart, and of the Philippine Business for Social Progress, among others. We thank him for his great generosity to the Loyola Schools and to the Ateneo.

As I had told the students last week when I met with them about the Center, Mr. Pangilinan has been a most generous donor to the Loyola Schools and the Ateneo through the years. Among the facilities that he and his companies have donated are the original Horacio de la Costa Hall building, the First Pacific Center for the Biological Sciences building in

the SEC Complex, the PLDT Convergent Technologies Center Building, the Ateneo Java Wireless Competency Center, and the Ateneo-PLDT Advanced Network Testbed. He and his companies are also among the major donors of the Church of the Gesù, the upcoming Ateneo School of Medicine and Public Health, and the Ateneo Macroeconomic Research Unit that prepares the quarterly economic forecast Eaglewatch.

Mr. Pangilinan has been a major supporter of student groups at the Ateneo that seek to excel, specially at national and international levels, such as the Ateneo Glee Club, the Ateneo Debate Society, the Ateneo Basketball Team, and other varsity athletic teams.

Outside of the Ateneo, Mr. Pangilinan through the Philippine Business for Social Progress (PBSP) has been working with corporations to put resources for the betterment of the poor and disadvantaged of our country. His companies are at the forefront of helping the poor – they are one of the biggest partners of Gawad Kalinga that have built the fire-ravaged Baseco, Tondo community, is the only partner of Gawad Kalinga in rebuilding the typhoon-and-landslide ravaged

community of General Nakar, Quezon. His companies have also been working for the development of entrepreneurship and the entrepreneurial spirit among the youth in schools, colleges, and universities in the country. For example, just recently, SMART together with the Notre Dame of Marbel University reached out to more than three hundred students in South Cotabato through the SMART Entrepreneurial Program. The SMART Entrepreneurial Program will be making its way through the heart of Mindanao in several colleges and universities in the region.

Why am I relating all of these when my task this morning is to talk about the Center? Because Mr. Manuel V. Pangilinan embodies what the Center stands for and what it hopes to develop in the generations of students who will live, love, laugh, cry, and grow in the Center. Because he embodies the leadership and generosity and the commitment to building a better future for our people that we hope and pray our students will embody as they leave the four walls of the Center when they finally go down from the hill of their alma mater and out into the world.



photo by Cocoy Sarmanta

Manuel V. Pangilinan

“Manny said yes.”

At the MOA signing for the Manuel V. Pangilinan Center for Student Leadership, Anna Miren Gonzalez-Intal related how, in 2002, she asked Fr. Nebres with some hesitation to ask Mr. Pangilinan if he would be interested in donating to the Center for Student Leadership because he and his companies had already donated so much to the Ateneo, and how Fr. Nebres got back to her later with three words: “Manny said yes.”

Much has been said, can be said, about Mr. Pangilinan – his working on Sundays; his calling for meetings in the wee hours of the morning; his going straight into a meeting after alighting from a long-haul flight – the stuff of which urban legends are made. Any sports-minded person will know he is into badminton, skiing, and, need we say, basketball. It is a rare event that he is not present at a Blue Eagles game of the UAAP men’s basketball tournament.

His achievements are many – graduating *cum laude* from the Ateneo de Manila University with a Bachelor of Arts degree in Economics; completing his MBA degree at the Wharton School of Finance and Commerce at the University of Pennsylvania, as a Procter & Gamble Fellow; founding the First Pacific Company Limited in 1981, and now building its Philippine investments, which include PLDT, Metro Pacific

Corporation, Landco Pacific Corporation, and Smart Communications Incorporated.

But the man is not all just sports or business either. His ties with his foundational academic roots remain, being a member of the Board of Overseers of The Wharton School, and Chairman of the Board of Trustees of Ateneo de Manila University.

An embodiment of being a man-for-others, he also serves as Chairman of the Hong Kong Bayanihan Trust, which provides vocational, social and cultural activities for Hong Kong’s foreign domestic helpers; Chairman of Philippine Business for Social Progress (PBSP), a social action organization made up of the country’s largest corporations; Vice Chairman of the Foundation for Crime Prevention, a private sector group organized to assist the government with crime prevention; Commissioner of the Pasig River Rehabilitation Commission; Chairman of the Board of Trustees of Makati Medical City, and a partner of Gawad Kalinga in rebuilding areas ravaged by fire or natural disasters.

But as the Manuel V. Pangilinan Student Leadership Center rises and slowly becomes part of the Ateneo’s everyday, it is not so much this growing list of MVP’s achievements and concerns that will be called to mind. It will be that the name Pangilinan and leadership are said in the same breath, and that this leadership shines through the many occasions in his life when MVP was called to serve, called to give, and Manny said ‘yes’. *kbv*



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Engaging China:

The Ricardo Leong Center for Chinese Studies

“The events we celebrate today began with a lunch with Dr. Rosita Leong in September last year. It was inspired by a book entitled *Heroic Leadership* by Chris Lowney about the leadership legacy of the early Jesuits, in particular the Jesuits in China.” Thus, narrated Fr. Bienvenido F. Nebres, S.J., during the launch of the Ricardo Leong Center for Chinese Studies on September 1.

Fr. Nebres continued, “The Jesuit contact with China from the late 1500s to the 1700s was in education, science and culture. They brought Western mathematics and science to the imperial court together with the technology of clocks and fortifications and casting cannons and in turn brought to Western Europe the culture of scholarship and learning from China. They gained great renown by accurately predicting eclipses. In turn, Europe was fascinated by the system of Imperial Examinations to select government officials – a meritocracy of the mind. France, in particular, set up a whole system of education, the so-called *Grandes Ecoles* to select and prepare talent for public leadership and service. Its Chinese inspiration can be seen from the name given to the elite of this system: the *Mandarins*.”

The spectacular rise of China as an economic dynamo and its emergence as one of the world's biggest economies; its stature in the geopolitical arena; the centuries of relations between China

and the Philippines dating back to pre-colonial times – these are just a few of the reasons why it is important for Filipinos to understand China and engage her for the mutual benefit of both countries. Fr. Nebres pointed out that “We value, of course, political and economic ties with China. But, cultural and educational relationships are perhaps even more important and fundamental. Together then with economic ties with China, it is my dream that the Ricardo Leong Center for Chinese Studies will also help us learn from an ancient culture that has prized hard work and learning so much. Through the Ricardo Leong Center for Chinese Studies, we hope to make our contribution in this cultural and educational exchange. For our own work in education, I look forward to this exchange bringing to the Ateneo and to the Philippines educational and cultural values that place a high premium on hard work and education as the way to leadership and success. This is a path to an intellectual meritocracy, which I believe can do much to help transform our nation.”

Named after an outstanding graduate of the Ateneo de Manila High School and the Jesuit-run Fordham University in New York City, and funded with an endowment from his family, the Ricardo Leong Center for Chinese Studies aims to help Filipinos understand and appreciate China in all her aspects, including language, culture, history, politics, business, and economics, so as to be able to engage China in a constructive way. It will help improve Mandarin-language teaching in higher education institutions in the Philippines, and also strengthen the Ateneo's teaching and research capability towards the development of a Master of Arts in Chinese Studies.

The Center will organize activities and award funds for four main programs: Chinese language proficiency; scholarships and subsidies to students of Mandarin and Chinese studies; academic linkages with Chinese universities; and conferences, research, and publications on China and the Chinese, the Chinese in the Philippines, and Chinese language training.

Indeed, the Ricardo Leong Center for Chinese Studies opens many opportunities to Ateneo students and faculty. It will enable the Ateneo Chinese Studies Program to be of greater service to other higher education institutions in the country and enable the Ateneo to contribute substantially to our country's constructive engagement of China.

What is a Naming Right?

It is common practice in universities around the world, particularly in the United States, to obtain major donations for the construction of buildings and to give the naming rights to the donors in return. Thus, if you visit the campuses especially of the top universities in the United States you will find that many of their buildings are named after the building's donor. The giving of naming rights to the major donors is a policy of the Ateneo de Manila University approved by the Ateneo Board of Trustees. Giving the donor the naming rights to the building that he/she donated is both in appreciation of the donation and in recognition of the donor's contribution to the mission of the University through the donation of the building. The Board of Trustees has to approve the name and the naming rights. All existing naming rights in buildings in the Ateneo have been discussed with and approved by the Board of Trustees. Without naming rights and these major donations *either* the Ateneo will not be able to build the needed facilities *or* we would have to raise the tuition fee to very high levels in order to finance the construction of new facilities.

Leong Hall: New building for the Social Sciences

A new four-story building will rise adjacent to the Social Sciences Building along University Road and the West Carpark. The Ricardo and Dr. Rosita Leong Hall will house all of the departments and programs of the School of Social Sciences except for the Department of Education, which will remain in Bellarmine Hall, and the Department of Communication, which has its own building on Seminary Road. The new building will also be home to the new Ricardo Leong Center for Chinese Studies and the Confucius Institute, the official Chinese language and cultural

institute in the Philippines of the People's Republic of China.

The building is a donation of Mr. Ricardo Leong and his wife Dr. Rosita Leong who also recently provided the funding endowment for the Ricardo Leong Center for Chinese Studies. Ricardo Leong, a successful industrialist and President of Flexo Manufacturing Corporation, is a graduate of the Ateneo High School 1953. He was a basketball sensation of the high school NCAA team. Mr. Leong spent two years of college in Ateneo where he contributed to the college team's winning the 1953



and 1954 NCAA Championships. He moved on to Fordham University in New York City where he earned a Bachelor of Science in Mathematics.

The building was designed by Recio + Casas Architects who also designed the Church of the Gesù. It will have a total floor area of approximately 2,800 sqm. The center of the building will feature a plaza breezeway that will provide throughviews between Quad 3 and the open fields to the north. It will also act as a pre-function space for the new 300-seat auditorium that is one of the highlights of the building. Construction will begin in January 2006.

The offices in the Social Sciences Building that will be vacated by the Social Sciences departments and programs will be converted into classrooms, seminar rooms, conference rooms, and other facilities.



Out of the classroom, into the marketplace: The School of Management Business Accelerator (SOMBA)

The John Gokongwei School of Management (JGSOM) continues to distinguish itself as the country's center of excellence and leadership in undergraduate business education through its SOM Business Accelerator (SOMBA). Launched in May 2003, SOMBA is the first, and so far, the only business incubator facility for students in the Philippines. Now on its third run, SOMBA provides students the opportunity to successfully conceptualize and implement their own business plans, under the guidance of top-notch faculty and business practitioners.

From 'idea' to 'incorporation'

SOMBA is a twelve-month program for aspiring student entrepreneurs, taking an enterprise from 'idea' to 'incorporation'. Enterprises that are accepted for incubation into the SOMBA include for-profits, as well as non-profits; product-oriented as well as service-offering types of businesses; commercial ventures, as well as R&D-type projects. Students can earn as many as eighteen credited units by participating in the SOMBA program. Students enrolled in the program receive guidance and business coaching from the SOMBA staff as they work to take their fledgling business ideas from the realm of the classroom and out into the marketplace.

The program is divided into three stages. In the first, or **Jumpstart** phase, aspiring entrepreneurs take the summer term to develop business plans for product ideas that have been pre-selected and approved by the SOMBA Board of Advisers. They can do this either individually or in groups. They are exposed to strategic visioning workshops, taught detailed action planning, and helped to develop their entrepreneurial skills, including self-management, team-building, and project management. At the end of the summer term, each aspiring new company presents its business plan to the SOMBA Board. Only those groups with proposals that are deemed to have business potential are allowed to move on to the next stage.

The **Prototype** phase is run during the first semester; student teams are expected to create a working prototype of their proposed product or service. Action plans developed in the Jumpstart phase are carried out, including the incorporation of the new company, hiring of employees as necessary, and preparation for the commercial manufacture and sale of the product. Only those companies that are able to develop commercially viable and economically feasible product prototypes are allowed to move on to the third and last stage.

In the **Takeoff** stage, students prepare to commercially launch their new company, including sourcing capital, setting up manufacturing

operations, negotiating contracts with suppliers, and identifying channels of distribution. The goal is to have, by the end of the second semester, an economically viable new business, able to carry out operations on a continuing basis.

Unique incubation program

What makes the SOMBA different from other incubation programs is its wide network of coaches and business advisors from among the faculty and alumni. The program also provides student teams with resource speakers almost every week (around five to ten per semester) on topics that are important to the aspiring entrepreneurs, including contracts law and venture capital finance. Mr. Paul Ambas, Founding Director of SOMBA, emphasizes that the program offers a full value-added team-based incubation model that is not just a virtual incubator. "[Aside from that] the nice thing about this is that when students need professional help, they don't get charged," Mr. Ambas adds. The program also boasts of a network of funding sources, which consists of "angel" investors, corporate sponsors, and development institutions such as the Small Business Guarantee and Finance Corporation.

In addition to intellectual and financial support, student teams are provided free office space and equipment. Currently, the JGSOM provides each team with work cubicles and personal storage areas; conference rooms; PABX with direct lines; internet access; a metered photocopier; a networked laser printer; a shared fax machine; a centralized accounting PC with licensed accounting software; secure mail drop facility; and miscellaneous equipment, such as a water dispenser, a coffee machine, a refrigerator, and a microwave oven.

A SOMBA company is given the privilege of staying on and continuing to use the SOMBA facility for as long as six months after graduation. Access to professional advice continues indefinitely, until such time as the company is able to stabilize its business operations. *jtigno*

For more information on the SOMBA, please visit www.jgsomba.com

tykes to tycoons

Twenty-six enterprising students organized into six business units comprise the batch of successful student business ventures under the SOMBA program for schoolyear 2005-06.



Sugarush, Inc.

Sugarush, Inc. aims to become the leading provider of sugarcane juice in the country by making a seasonal product available in the market throughout the year without risking quality. It also aims to offer a product that is truly Filipino and worth patronizing.



sugarush. Inc.

The company's pioneer product is *All Seasons Tubo* made from freshly harvested sugarcane stalks and packaged in 330 ml plastic bottles. What is unique about *All Seasons Tubo* is that *Sugarush, Inc.* has found a way to produce sugarcane juice, a natural and seasonal product, and make it available all year round, at room temperature with a shelf life of one year.

Sugarush, Inc. tycoons are Roslyn Chua, Christina Sioco, Catherine Tsang, and Yan Mei Zheng.



Encync Beverages Incorporated

Encync Beverages Incorporated aims to become the definitive benchmark for ready-to-drink coffee frappés in the Philippines.



Coffee Dean is the umbrella brand for its line of coffee products; *Frappei* is the brand name of Coffee Dean's first product line—bottled coffee frappés made from a perfect, distinct blend of Arabica and Robusta beans.

Encync Beverages tycoons are Jeffrey Choi, Marc Cu, Ian De Leon, Raizelle So, Rickie Tan, and Vendric Tan.



ThinkBox

ThinkBox is a food processing enterprise producing a tuna jerky called *Tuna Tapas*. The company positions its product as a high protein, low carbohydrate, low fat snack that will appeal to health enthusiasts and snack aficionados.

THINKBOX INC.

The company aims to become locally competitive in the manufacture, packaging, transport and distribution of high quality tuna jerky.

ThinkBox tycoons are Kevin Chua, Johann Garcia, Jill Lao, and Miguel Villadolid.

tykes to tycoons

**First Sachi Marketing Corporation**

First Sachi Marketing Corporation aims to be the premiere lunch bag manufacturing company in the country and eventually penetrate the international market.

The company's product is *LunchSAK*, a lunchbag that has an insulated hot or cold retentive interior to accommodate snacks and meals that have to be kept at a certain temperature. *LunchSAK* has a sturdy base especially made to avoid spillage, so that food containers inside the lunch bag remain intact. The washable nylon interior seals in food smells. The lunch bag is not only durable and functional, but stylish as well.

First Sachi Marketing Corporation tycoons are Michael Austria, Kristine Chuacokiong, Clarisse Pua, and Tony Quetulio.

**PyroMedia**

Pyromedia is a service-oriented company whose main objective is to provide mobile solutions and mobile content for specific groups and organizations. It aims to personalize mobile services and applications to suit the needs of people of diverse lifestyles.



Pyrotext, the company's initial offering, is an SMS broadcasting service that allows an organization to send pertinent information of events, meetings, and other functions to its members. By texting a specific keyword assigned to each organization and its respective subgroups, an sms message can be received by all the members of the specific group, regardless of the number. The product is also capable of conducting text polls and info-on-demand. Through *Pyrotext*, an organization will be able to communicate with its members efficiently, while managing its costs.

PyroMedia tycoons are Rita Alo, Ma. Kristina Barreiro, Juan Leo Cabredo, Julian De Guzman, Anna Katrina Echevarria, and Karlo Mortel.

**Biggulp! Inc.**

Biggulp! Inc. aims to become a world-class producer of innovative health drinks that will cater to gym enthusiasts and athletes.



The company's initial product is *Promax* a cool and refreshing ready-to-drink whey protein isolate that has 22 grams of protein. The drink, in apple and orange flavors, does not contain fat, sugar, carbohydrates, or lactose. It is packaged in 500 ml plastic bottles.

Biggulp! Inc. tycoons are Sarah Liuson and Harrier Ongsun.

SOMBA Thoughts

Passions at work

Our initial attraction was the mentorship program. It seemed very appealing because it would provide us with a guide to actually running a business. The program allows us to actualize our business dreams, giving us a feeling of security because there are professionals who are there to help us with our initial everyday operations. It also serves as a place for us to make practical use of the theoretical knowledge being taught in our other business courses.

Since we all believe in starting young, we see SOMBA as our stepping-stone to be successful entrepreneurs in the future. We strongly believe in our product and company and we would definitely continue this well after graduation. It is more than just a class; it's really our passions at work. **Sugarush, Inc.**

Striving for the best

We expect to fail and learn from our mistakes. We saw SOMBA as a good opportunity for us to be independent and creative in thinking. In addition to having our own office space, we loved the fact that we would get to start our own business with few restrictions. In this sense, SOMBA is a good training ground for us before we go into the more "rigid" or "formal" corporate world. Compared to the usual Leadership and Strategy classes that management students have, SOMBA also requires us to actually incorporate and operate for a longer term.

During a trip to Canada, one of our groupmates came across quite a tasty snack that turned out to be salmon jerky, which he brought back with him for us to try. It was meant to be a *pasalubong* since we were already working on a different product as our business. But its taste captivated us so that we scrapped our previous plans. Salmon would be too pricey, but tuna proved to be a viable substitute. Only time will tell how our product will do. But we are working hard, striving for the best! **ThinkBox Inc.**

Combining business and education

Many entrepreneurial students are not able to pursue their potential business ideas because they are still in school. However, SOMBA gives us an opportunity to execute our own business without compromising our education.

We apply the various theoretical lessons that have been handed down to us by our teachers, providing us firsthand experience

on how to run our business; from incorporation to adapting on a day-to-day basis.

Being part of the SOMBA program has defined our priorities and the things we value. Grades do matter; however, experience and learning are more important. Credentials may seem representative of one's capabilities, but from an entrepreneur's perspective, it is character that truly counts. **PyroMedia**

Experiencing the "real thing"

SOMBA is an experience of the real thing. We expect a lot of hands-on learning that we cannot get from regular textbook knowledge. It's actually a complete experience — we have an office, we talk to business people, and we make contracts and deal with the government. When we go out of Ateneo that's what matters most when we apply to companies or choose to pursue our business.

First Sachi Marketing Corporation

Being business-minded

The best feature of the program is the consultants/advisers provided for us—both our professor and the director—since opinions of more experienced and very capable persons from the real business world is what we need to lessen the risks involved in a start-up business.

Encync Beverages Incorporated

Changing lives

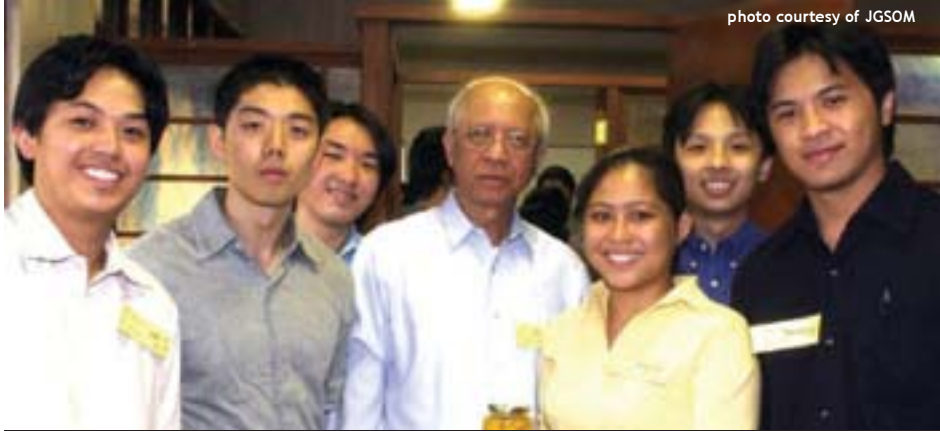
We really wanted to put up our own business, but just couldn't find the time nor the resources to do it. SOMBA allows us to work and study at the same time. The program, by providing us with an office, also made it easier for us to start our business by minimizing expenses. It is also very helpful that our teacher and the SOMBA director are always available to give us comments and suggestions. We are hoping for more talks from entrepreneurs who can share their stories or give us practical advice on marketing, advertising, product development, taxes, etc.

SOMBA has changed our lives. Hopefully, our business will take off and give us stable sources of income after college. This venture has given us experience that will be very useful in other career pursuits even if our business does not proceed as planned.

Biggulp! Inc.

Keeping SOMBA businesses alive

Even after graduating from the Ateneo, students continue to run businesses that they established through the SOMBA. Jason Tan (BS Mgt '04) of Tropical Kiss, Incorporated and Joel Dayrit (BS Mgt '04) of Mirrus Advanced Nutrition share how they established their groups' respective businesses and how they continue to run them. Tropical Kiss is a manufacturer of preserved tropical fruits while Mirrus produces sports nutrition and food supplements.



Tropical Kiss tycoons with Bienvenido F. Nebres, S.J., University President, Jason Tan is second from the left

Forging partnerships

TAN: "We were just like-minded college students sharing and matching mixed feelings of ambition and boredom towards the upcoming summer break."

DAYRIT: "[My friends and I] attended the management talk that introduced the SOMBA program. First, there were three of us who became interested. However, there was a slight problem—although we thought alike, we thought "too much" alike. We were all taking up management, and although that wasn't necessarily bad, it didn't help with having diversity in the group. We started talking among ourselves who we could add to the group. Friends again were the most logical choice, but finding which friends would be good partners was entirely something else. Fortunately, about a month later, we had the six that would eventually comprise Mirrus Advanced Nutrition."

Generating ideas

TAN: "The group was going back and forth on whether to do solid mango slices/halves or to do powdered all-natural fruit juices that could be contained in soluble capsules."

The group eventually decided it would be easier to come up with a prototype for the mango slices/halves idea since it was easier to manufacture. They also found out that the Philippine purchasing branch of Wal-Mart was looking for that exact product, which reinforced the decision.

"Although we all knew that being a profitable Wal-Mart supplier would be one of the most unlikely scenarios to ever happen in the world, it gave us a worthy goal to focus on."

DAYRIT: The product Dayrit's group eventually pursued was actually its fifth or sixth idea.

"Our previous ideas had absolutely nothing to do with food or food supplements. It just so happened that one day in March, some of us in the group were working out and noticed that a lot of people in the gym were taking supplements."

They observed that the trainers themselves were pushing these products on their clients.

"The idea was brought to the other members of group, and after running through all the pros and cons, we decided to pursue it."

Keeping the fire burning

TAN: "The business has accomplished a lot of its naive college goals in a combination of minor ways." The company's product has reached consumers in the United States, Germany, Dubai, Belgium, and Hong Kong, but the company's clientele consists mainly of Europeans. Locally, its main clients are hotels, gourmet stores, and tourist gift shops.

"There is still a long way to go in terms of being competitive, diverse and sustainable."

The group this year hired three additional people to work with them in Bulacan, where the bulk of production is done.

"I think those who stayed are more corporate-averse people to begin with. We wanted to personally see to it that we didn't waste anything that we had started on and we also wanted to try and confront the consequences of the mistakes made early on. We felt like in entrepreneurship, the one thing that we didn't want to back out of is the inevitable humbling learning process."

DAYRIT: Mirrus is currently in the middle of its second official production run.

"Almost all of our efforts are now concentrated in marketing the product and building up our brand equity."

The company has no full-time employees at the moment; its handful of part time workers is utilized for running errands and product packing.

"We try to keep a very tight ship to reduce costs."

The company has two bases of operations – an office and the warehouse, both in Dayrit's family compound.

"Our market consists primarily of gym-goers and body builders, but we've been working to expand the market."

The company initially had difficulty in looking for distribution channels because most contact people didn't take Dayrit and his partners seriously, referring to them as "very young".

"It was only after we closed a deal with Gold's Gym that we were actually taken seriously by other distribution channels, the retail channels especially."

Today, Mirrus' products are available in over three-dozen different retail outlets and gyms.

Influencing peers

TAN: "I would like to encourage anyone thinking of joining SOMBA to train a bit in a family business first if they are fortunate enough to have ties to one."

He explains that such exposure will go a long way in honing fundamentals such as dealing with people and respecting one's own money.

"In any good family business there's at least one key figure who is main driver of the company... they usually are good mentors and advisers. They're indispensable and if they're part of your family, it just makes you appreciate the quality of your bloodline more."

DAYRIT: "In time, you will come across a problem wherein the solution is so simple but for one reason or another, it just can't be solved. It may be with the way your product is stacked in stores, or something else. Whatever it is, it will test your patience, your resolve, and even your checkbook. I guess the only advice is to keep going forward."

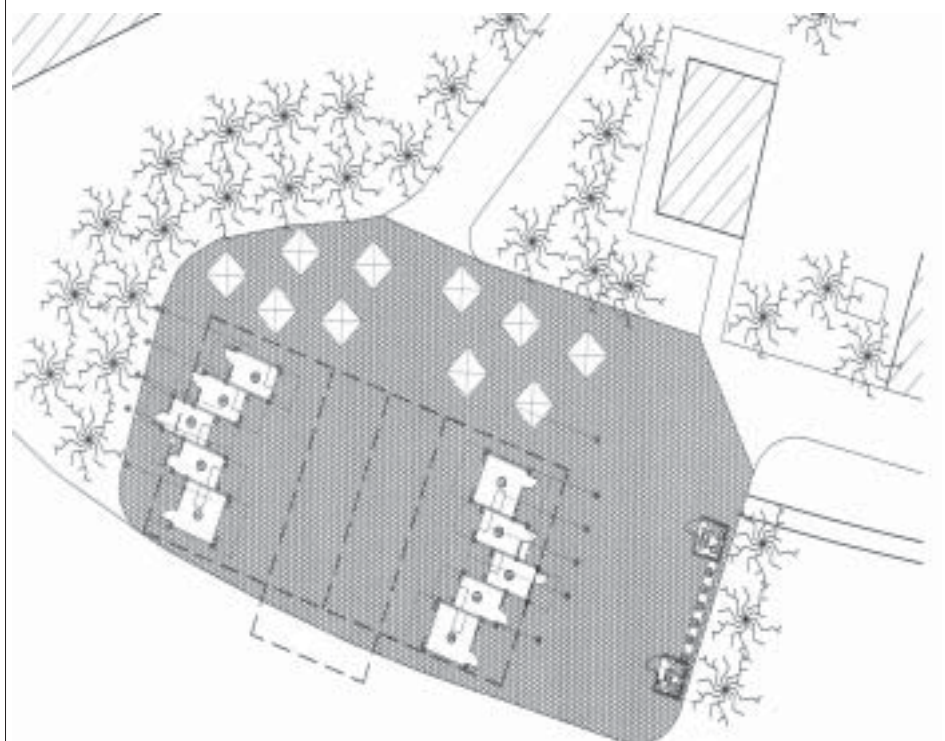
"It sounds pretty cliché, but the one thing young entrepreneurs should always have is the drive... as the saying goes, in business, you're either gaining ground or losing it, you can't stop moving."



Mirrus tycoons with Bienvenido F. Nebres, S.J., University President Joel Dayrit is on the extreme right

JGSOM to construct Management Mall within the year

To further encourage entrepreneurship among students, the John Gokongwei School of Management will put up an experiential learning laboratory currently referred to as the Management Mall. The mall, which will undergo construction within the year, will lease out commercial spaces exclusively for student-run enterprises, primary retail and service operations.



From the architects' drawing board

The gift of education:

The Loyola Schools Scholarship and Financial Aid Program

Blue Eagles are fast. Strong. Sharp. They dribble. They dunk. They score. They don't give up. An apology to the UAAP fanatics out there, but the term "Blue Eagle" does not only refer to basketball players, the visible brawn of the Ateneo. Blue Eagle brains reside in charismatic leaders and innovative managers, talented performers and gifted artists, lethal-edged debaters, obsessive-compulsive inventors, fashion-conscious trendsetters and simple boys-next-door among the students. However, not all of these academic 'high-and-mighties' belong to the upper echelon of society. In fact, more than a tenth of the Ateneo's college student population is composed of brilliant minds without full pockets. These students are the embodiment of the Loyola Schools' passion to attract the best and the brightest among the youth regardless of financial capability.



Thomas B. Steinbugler, SJ

The Ateneo College Scholarship Program was initiated in the early 1960s through the bold initiative of then Admission Director Thomas B. Steinbugler, S.J. The University opened wide its doors to students eager to receive an Ateneo education, but were without sufficient financial resources. Through the succeeding years and decades, from scholarship fund generation, screening thousands of applicants, and awarding of grants, every effort has been exerted so that no qualified student is deprived of an Ateneo education.

To ensure that this gift of education is awarded only to the most deserving students, the Office of Admission and Aid (OAA) undertakes an aggressive nationwide yearly recruitment program to disseminate information and attract the top high school students from all over the country. Loyola Schools' faculty travel far and wide to conduct stimulating recruitment talks all over the Philippines. This recruitment program is all-encompassing, reaching far-flung schools in the provinces as well as public, parochial, and science high schools.

The Loyola Schools Scholarship and Financial Aid program is considered one of, if not the strongest and best in the country. There are three types of scholarships given: Merit Scholarships, Academic Scholarships, and Financial Aid Scholarships. These are awarded to carefully chosen students who successfully hurdle stringent selection requirements. These include excellent performance in the Ateneo College Entrance Test (ACET), consistent high academic achievement in high school, leadership skills, extra-curricular involvement, and potential for service.

The Ateneo Freshman Merit Scholarship and the San Ignacio de Loyola Merit Scholarship are awarded to the top outstanding student applicants to the

Loyola Schools. These are students who have excelled in the ACET, who have distinguished themselves in their respective high schools, and who show great promise for the future. The San Ignacio de Loyola Merit Scholarship is offered only to graduates of public high schools. Each Merit scholar is awarded a full tuition and fees scholarship.

Academic Scholarships are offered to valedictorians and salutatorians of Jesuit and science high schools nationwide. The top two students of the Ateneo Junior Summer Seminar Program (AJSS) are also awarded the same distinction.

Financial Aid Scholarships are awarded to students belonging to the top fifteen per cent of applicants who have excellent academic records, are highly recommended by their teachers and counselors, and have been actively involved in school organizations in high school.



Roselle Ambubuyog

Through the years, despite budgetary constraints, the Loyola Schools commitment to provide quality education to the best and the brightest has never wavered. In fact, each school year, the Loyola Schools allocates fully fifteen percent of its tuition revenue for scholarships and financial aid. This, by far, is the biggest budgetary allocation for scholarships and financial aid of any private university in the country.

On top of this fifteen percent budgetary allocation, the Loyola Schools has a large number of endowed scholarships given by benefactors to the University. No matter the ups and downs of the country's political and economic life, indeed through good times and bad, the Loyola Schools' external benefactors both here and abroad have been a strong beacon of hope. This includes various Ateneo alumni classes and associations, foundations, corporations, government, families, Jesuit priests, student activity groups, parents, *barkadas*, and individuals. Among these are the Bank of the



William H. Kreutz, SJ and Executive Committee of the Scholars-for-Scholars Scholarship Fund

Philippine Islands, Caltex Philippines, DOST, Equitable Bank Foundation, GSIS, Metrobank Foundation, Mitsubishi Corporation, National Book Store, Philippine Long Distance & Telephone Company, and Uratex. To date, some two hundred sixty five endowment funds and scholarship awards support scholarship and financial aid costs each year. For this Schoolyear 2005-06, the total scholarship and financial aid allocation from tuition revenue and endowed scholarships combined is PhP 113 million.

This school year's batch of 912 scholars is the highest number of scholars supported by the Loyola Schools since the program started. The table below provides a brief profile of scholars.

Scholars not only receive, but also give back. Every semester, scholars are required to render ten hours of service to the Loyola Schools (with a routine guidance interview being part of those ten), as part of their formation towards developing the spirit of giving back. The spirit of giving back is manifested more significantly by members of the Ateneo Alumni Scholars Association through the Scholars-for-Scholars Scholarship Fund. Fr. William H. Kreutz, S.J., the OAA Director in 1987, envisioned the fund as an avenue through which all alumni scholars "pay forward" the support they received while in college. An executive committee leads the group in yearly get-togethers and fundraising activities. Through these activities the alumni scholars further strengthen their ties with their alma mater.

A large number of scholars have chosen to give back by giving of themselves to the Loyola Schools, that is, by sharing their many gifts of teaching, mentoring, counseling or undertaking administrative work. Some notables are Leovino Ma. Garcia, Ph.D., Dean of the School of Humanities and Philosophy Professor;

John Gokongwei School of Management's Dean, Rodolfo Ang; School of Science and Engineering Professor Assunta Cuyegkeng, Ph.D.; and Ricardo Abad, Ph.D., Professor of the School of Social Sciences and artistic director/moderator of *Tanghalang Ateneo*.

The gift of education has also been acknowledged by various alumni scholars through faithful service to the country and being role models to the youth: Roselle Ambubuyog, Ignacio Bunye, Avelino Cruz, Jr., Eduardo Fajardo, Monsignor Jose Jesus Ignacio, Edgar Jopson, Emmanuel Lacaba, Danilo Mojica II, Leonardo Montemayor, Ernesto Ordonez, Alan Ortiz, Jim Paredes, Ricardo Pascua, Antonio Rivera, and Amando Tetangco, to name a few.

Our current crop of scholars are a source of joy and pride to the Ateneo, just like each year's batch since the program began. They are not only academically excellent, but they also embody the spirit of *magis* and service.

Philip Francisco Dy is a senior taking up AB Development Studies. Better known as Boyet, the *Sanggunian* President, he is an Academic Scholar having graduated salutatorian from the Ateneo High School. Being a scholar is best said in his own words: "[Being a scholar] puts you in a position of empowering thankfulness. You realize how much of what we have and what we are, are gifts, of how real and actual the goodness of God is." It is no wonder that he has been a familiar face on and off the campus, doing volunteer work, reaping honors and awards, and even turning up as the admirable, disillusioned bandit/narrator Matanglawin in Dulaang Sibol's production, *Sinta*, for Boyet, the most profound way of expressing his thankfulness for the privilege of being a scholar is to be the best student that he

(continued on page 8)

PROFILE OF SCHOLARS Schoolyear 2005-06

By Grant Type

Merit	60
Academic	23
Financial Aid	829

By Gender

Male	492
Female	420

By High Schools

Provincial	326
Metro Manila	586
Public	83
Jesuit	198
Science	225
Private	406

By Degree Programs

Humanities	40
Social Sciences	220
Science & Engineering	429
Management	223

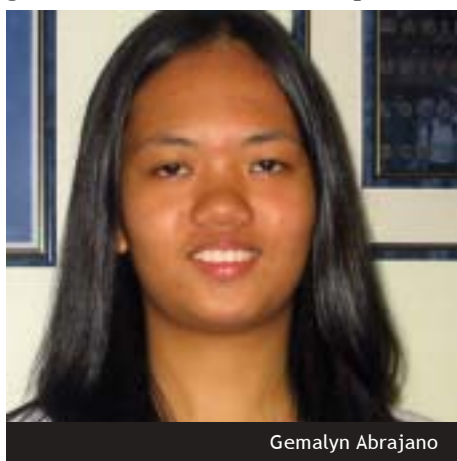
The gift of education *(from page 7)*



Philip Francisco Dy

can be. More importantly, he is inspired to share the goodness he is so thankful for to others who are less privileged. “In the end,” says Boyet, “the greatest way of saying thanks and paying respect to goodness is propagating and spreading it.”

“Being a scholar is not just a call to study and be good in my academics, but also a call to be of service to others who are less privileged [so that they may also become scholars like me],” notes **Gemalyn Abrajano**, a third year BS Electronics and Communications Engineering San Ignacio de Loyola Merit Scholarship recipient. Gem graduated from Rizal High School and needed financial assistance to enter Ateneo as her father’s earnings as a family driver could only go so far. “This reminds me of the Bible verse ‘to whom much is given, much will be required’. I want more deserving students to enjoy it [the privilege of being a scholar] also. Much is given to me, so it is just appropriate that I give back.” And she has, indeed, paid back



Gemalyn Abrajano

the favor in several small ways. Gem is part of *Gabay*, the scholars’ organization, where she helps grade school students attain a better high school education by preparing them for entrance tests and monitoring their progress as they go through high school. She was also a part of LEaDI, the Leadership Empowerment and Development Program of Loyola Schools organized by the Office of Student Activities (OSA), which made her better appreciate what she had, and what she could give or do for the welfare of others. “When I grow older and more stable in life,” she adds, “I hope to be able to give back to Ateneo in more concrete ways.”

A sophomore AB Economics Honors major, **Paul Christopher Cheng**, is a Merit Scholar and valedictorian of his AJSS batch. “I believe that more than the prestige and privilege, more than the monetary equivalent of the forgone tuition fee, being a scholar is about being held up to a higher standard. One is challenged to rise above mediocrity and explore, if possible extend, the boundaries of human excellence,” he says, and continues in all eloquence: “This standard of distinction continuously drives me to try to deliver more than

what is required. It reinforces the virtues of patience, dedication and determination. It motivates me to accept or refuse responsibilities within and outside of campus knowing how this treasure of experiences will benefit me in the long run. It hones me not only in academic performance but moreover, in light of holistic development – the spiritual, socio-emotional and physical facets of a well-rounded person. The company of excellence-driven peers reinforces the environment with an air of encouragement and strength. When circumstances are spiraling out of control and it seems too strenuous to move on, I place my trust in our Lord, knowing that He would not have placed



Paul Christopher Cheng

me in such a predicament were He not prepared to reach out and help me rise when I fall. With much gratitude to the One above and to the University, I try my best to return the favor by volunteering my humble skills in projects that help raise the standard of excellence on campus. I am currently a mentor of the Freshman Academic Support System (FASS) of the OAA which aims to identify and help freshmen in danger of not meeting their QPI requirement. We give them regular pats on the back to remind them of how important (and fragile) their college education is. I also volunteer as a Grade 5 teacher in the Ateneo Mathematics Olympiad. The vision here is to foster a culture of excellence in Mathematics, specifically in the field of problem solving, by providing an unbroken series of training seminars from grade school all the way to college.”

The parents of **Ruth Divine Agustin** are public elementary school teachers. Four growing children depend on them. Life in the province was carefree and simple until Ruth decided she would like to be a doctor. That meant enrolling in an expensive Manila school after graduation from Philippine Science–Cagayan. It didn’t help that a strong typhoon destroyed most of Isabela at that time. Ruth’s only hope was an offer of financial support. Having graduated with honors and with academic proficiency awards in Biology, Filipino, and Social Science and being recipient



Ruth Divine Agustin

of a Speaker of the House Award for Academic Excellence, the Ateneo offered her a full tuition and dorm scholarship. Ruth is grateful to her benefactors “for providing not just the means to reach our dreams but also reinforcing the dreams we already have.” She adds that “although I will never be able to give back all of what you have given me, I hope that through my small acts of service, I will be able to demonstrate my gratitude for the kindness you have shown my family.” With a baby boy added to their family last Christmas, Ruth is more determined to excel in her studies and finish after two more years. She believes “the Lord works in surprising ways to let us see that life is beautiful. The support and provisions of my benefactors continue to encourage me to look beyond the limiting horizon of struggles and uncertainties, to trust in God and in the goodness of people.”

Louie Franciscus Yazon, a freshman BS Management Engineering major, had always wanted to study at the Ateneo High School. His parents could not afford it with two other children to provide for. He took the Philippine Science High Schools exams and passed with flying colors. Through leadership in the school council, participating in the school’s robotic team, and doing various outreach activities and tutorial programs, the Ateneo dream persisted. Four years later, with both De La Salle University’s Star Scholarship and the University of the Philippines’s Oblation Scholarship offers to choose from, Louie opted to come to the Ateneo. “I consider being where you want to be of utmost importance in the attainment of one’s ambitions in life. Indeed, sometimes one



Louie Franciscus Yazon

can only truly grow and flourish in a particular environment, and this, I believe to have found for myself in the Ateneo. Being in the BS Management Engineering course which offers a curriculum that best suits my goals after college and in a school that I deem to be capable of providing me with a superior education, I would most definitely be able to harness everything that I have to offer. I know my potential will be maximized in Ateneo.”

Emily Mae Herrera, or Meh, is a pretty, *chinita* girl with long straight hair and clear skin, who sits and laughs demurely, and keeps an extremely neat corner at Eliazo Hall. She is a freshman Merit Scholar taking up BS Management Engineering. She has adjusted well to college life, though she does observe that “College life is most certainly different from the easy and carefree life that I knew in high school. It requires me to be more independent and entails a lot of room for adjustment considering that I am living in the dorm, away from my family and from everything that I’ve been accustomed to.” To Meh, being a Merit



Emily Mae Herrera

Scholar not only offers financial benefits, it is also a privilege, not something to be taken lightly. “Studying here in the Ateneo with a scholarship has manifested in me a relentless drive and determination to prove that I am worthy of receiving this honor of being a Merit Scholar.” One cannot put her case better than the heartfelt sincerity of her next words: “The Ateneo has given me this great opportunity to lay out the foundation for my future. I am not one to be ungrateful. I believe that by being active in my chosen organizations, I become a brick in the great wall that is the Ateneo community, helping it to become greater than it already is. I also help keep the standards of the school at the highest levels by doing my best in all my subjects. Hopefully, when I finish my studies here, I will be able to help this country in my own way with the knowledge the Ateneo will impart to me.”

Not all scholars are equipped to handle things alone; no matter how brilliant they are, they have their respective Waterloos. This is where support systems like *Gabay*, DSWS or the Academics Committee of various organizations, come in. Scholars help each other in accomplishing their tasks, from proofreading reports to choosing teachers. For example, James Andrew Alcantara, a freshman San Ignacio Merit Scholar taking up BS Mathematics, spends long hours with a sophomore Lit major who helps him analyze fiction and advises him on research papers. This Lit major helps not only James, but also around a fourth of the freshmen in the dorm. When asked why she spends so much time helping others, the Lit major replies, “During my first year, I really had a hard time with Math. But Ian, another scholar, would review me until two or three in the morning, until I could understand our lessons. He didn’t have to, but he did. I’m just returning the favor.”

A truly auspicious beginning, then, for them to desire to “pay it forward”; they’ve begun in a small way, but someday these future doctors, lawyers, engineers, businessmen, teachers, chemists and so on, will be serving the country well and doing the Ateneo proud. The Jesuit spirit of *magis, cura personalis*, and striving for excellence lives on. As scholars pursue their dreams, they pause to help others along the same path. They have become men and women for others because of the ones who had stopped and helped them as well.

As Fr. Steinbugler, the scholarship program’s founder aptly pointed out, “Although the returns may be intangible for the moment, there are certain and permanent legacies for community and posterity.” **Ad Majorem Dei Gloriam** *icortez, nzabala & jmorata*



left to right: Anj Atadero, Tidoy Abastillas, Diane Carasig, Aya Silva, Boyet Dy

The *Sanggunian ng mga Mag-aaral*: Governance and partnership

The *Sanggunian ng mga Mag-aaral* is the autonomous student government of the Loyola Schools, and serves as the student body's official link to the administration. *Sanggunian* officers convene in pursuit of advancing the academic rights and general welfare of the students. It is for this reason that the *Sanggunian* sits and votes in the various administrative committees that decide on matters that directly affect student life in the university. For example, by virtue of having representatives in the Cafeteria Sub-Concessionaire Committee, students actually have a say in what gets served in the cafeteria.

The *Sanggunian* also provides various services that the students need. The *Sanggunian's* Ateneo Student Concern Center or ASCC, for instance, is an office any student (or even non-student) can contact for queries, comments, or reports. As the centralized reception point of student concerns, the ASCC makes sure that student concerns are brought to the attention of the proper authorities for resolution.

But most importantly, and specially this year, the *Sanggunian* has taken on the vital role of being a partner in the Loyola Schools' efforts in student formation. The *Sanggunian* is determined to contribute significantly toward the development in students of the Ateneo ideals of academic excellence, cultural-rootedness, spiritual maturity, and social responsibility. The *Sanggunian* intends to achieve this by way of proactive

and responsible representation, formative activities, and effective services.

The *Sanggunian* is structured much like the Philippine government, with a centralized 'national' government and regional 'localized' governments. The Central Board, principal in consideration and wider in scope, is the student governing body that reaches across all year levels, in contrast to the more localized year councils. The Central Board is composed of the different year-level legislative and sectoral representatives from the Council of Organizations of the Ateneo (COA), the Cervini-Eliazo Resident Students Association (CERSA), and the Athletics Council (AC). Top 5 officers elected at-large head the Central Board: the President, Internal Vice President, External Vice President, Secretary General, and Treasurer.



Top Row: David Cubar, Angela Cuadro, Hazel Fernandez, Angelo Atadero, Second Row: Angela Paguio, Boyet Dy, Nikki Castro, Anna Arancon, Vanessa Abastillas, Carlos Lacson

Philip Francisco Dy, *Sanggunian* President, is the chairperson of the *Sanggunian* and is the student body's chief representative. He oversees and supervises all the other *Sanggunian* units, such as the departments. **Angelo Atadero**, the Internal Vice President, is in charge of all issues and concerns within the university. He coordinates with the various administrative offices to promote student welfare and advance student rights. Life at the Ateneo invariably includes a tricycle ride or two, and the standardized rates of tricycle fares, as a safeguard against unreasonable pricing, is an example of an initiative from the Internal Vice President. The External Vice President, **Vanessa Abastillas**, handles all issues and concerns outside the Loyola Schools' campus. She represents the student body in various groups outside the Ateneo and is responsible, together with the President, for voicing out the students' stand on various social issues. This school year, the *Sanggunian* has released statements on several social issues: the proposed VAT-increase, the Camp Bagong Diwa Jailbreak incident, the Philippines being the most dangerous place for journalists, and the Gloriagate issue. The Secretary General, **Diane Carasig**, is the chief administrative officer of the *Sanggunian*. The Sec-Gen keeps all the *Sanggunian* files and is responsible for information dissemination. The Treasurer,



Back Row: Angelo Atadero, Angela Cuadro, John Zamora, Anna Mae Tuazon
Front: Anna Arancon, Issa Tobias, Hazel Fernandez, Diane Carasig, Mike Son

Andrea Antonia Silva, is the principal budgetary officer responsible for handling all financial concerns.

The Central Board is also composed of the different year-level legislative and sectoral councils. Within the Central Board are various committees that share in the general functioning of the student government. At present, the Central Board has five specialized sub-committees, each responsible for a specific aspect of student life. Among the concerns are Academics, Constitutional Amendment, Externals, Internals, Magna Carta, Rules, Student Activities, and Social Concern.

On the local level, year-level councils exist to take care of year-level based matters: Freshman Year Council, Sophomore Year Council, Junior Year

TOP 5	NAME	NICKNAME
President	Philip Francisco Dy	Boyet
Internal Vice President	Raoul Angelo Atadero	Anj
External Vice President	Vanessa Joy Abastillas	Tidoy
Secretary General	Dianne Renee Carasig	Diane
Treasurer	Andrea Antonia Silva	Aya
AUXILIARY UNITS		
AC	John Vincent Zamora	John
CERSA	Anna Marie Arancon	Anna
COA	John Michael Joseph Pineda	Mic-Mic
DARS	Ma. Charisse Margarette Remoso	Charisse
DOE	Neil Andrew Cortez	Neil
DSWS	Corazon Angela Cuadro	Cuads
SENIOR YEAR COUNCIL (4YC)		
Batch President	Clarissa Ma. Rosario Tobias	Issa
JGSOM Leg	Katrina Leung	Kat
JGSOM Exec	Jaime Alejandro Mendejar	Jaime
SOH Leg	David Nimrod Cubar	David
SOH Exec	Ma. Cristina Lobregat	Cris
SOSE Leg	Hazel Inessa Fernandez	Chachic
SOSE Exec	Jedrek Estanislao	Jed
SOSS Leg	Michael David Son	Mike
SOSS Exec	Anna Mae Tuazon	Anna Mae
THIRD YEAR COUNCIL (3YC)		
JGSOM Leg	Nill Arroyo	Nill
JGSOM Exec	Angela Paguio	Anj
SOH Leg	Herschel Lisette Sy	Herschel
SOH Exec	Anna Francesca Respicio	Cheska
SOSE Leg	Karen Angela Tiambeng	Karz
SOSE Exec	Jessica Anne Evangelista	Je
SOSS Leg	Luis Andres Abad	Luis
SOSS Exec	Justine Andrea Paredes	Jap
SECOND YEAR COUNCIL (2YC)		
Batch Pres	Christopher Nicholes Castro	Nikki
JGSOM Leg	Marvyn Llamas	Marvyn
JGSOM Exec	Sabelo Bibit	Sabz
SOH Leg	Camille Beatrice Cabreira	Cabrei
SOH Exec	Jan Mari Adan	Jori
SOSE Leg	Carlos Miguel Lacson	Carlos
SOSE Exec	Rosary Anne David	Sari
SOSS Leg	Gabriela Luz	Abbi
SOSS Exec	Diega Villanueva	Diega
FIRST YEAR COUNCIL (1YC)		
Batch Pres	Danessa Kim Chrise G. Lu	Danessa
JGSOM Leg	Juan Gabriel B. Arellano	Uana
JGSOM Exec	Ryan Albert B. Pascual	Ryan
SOH Leg	Juan Gabriel Alfonso B. Liboro	Gab
SOH Exec	Gabrielle Denise L. Nakpil	Bea
SOSE Leg	Jose Antonio C. Pacapac	Jet
SOSE Exec	Joanathan F. Tirados	Joana
SOSS Leg	Agustin Dela Cruz Balictar	Dustin
SOSS Exec	Jezalin M. Panaligan	Jez

Council and Senior Year Council. Each Council is headed by a Batch President who oversees all of the affairs of the year level. The Batch President is also the Chief Executive Officer of the Year Council and is the official spokesperson of his/her batchmates. Each council also includes two representatives from every school: the legislative and the executive representatives. The legislative representative focuses on issues, resolutions, and policy making, and is also the representative to the Central Board and so shares the task of governing the student body. The executive representative formulates and executes programs and projects beneficial to the batch.

Aside from the nine year council positions, a representative is also elected for every block/course who serves as the year council's link to the block/course. Block/course representatives serve with both legislative (for consultation) and executive (for manpower) functions.

The *Sanggunian* also houses three departments that attend to different student needs: the Department of Environment or DOE, the Department of Academic Rights and Services or DARS, and the Department of Student Welfare and Services or DSWS.



Kneeling: Hazel Fernandez, Jap Paredes, Cheska Respicio, Je Evangelista, Luis Abad
 2nd Row: Anna Arancon, Anna Mae Tuazon, Issa Tobias, Diane Carasig, Fr. Ben Nebres, Jori Adan, Angela Paguio, Diega Villanueva, Abbi Luz, Mhir R. Delos Santos
 Back: John Zamora, Mike Son, Jed Estanislao, David Cubar, Boyet Dy, Vanessa Abastillas, Angela Cuadro, Angelo Atadero, Tatot Quiblat, Rene San Andres, Nikki Castro, Herschel Sy, Sari David, Carlos Lacson, Camille Cabreira, Sabz Bibit



Top Row: Mike Son, Anna Arancon, Jed Estanislao, Angela Cuadro, Angelo Atadero, Boyet Dy
 Second Row: Anna Mae Tuazon, Diane Carasig, Hazel Fernandez, Mhir R. Delos Santos, Issa Tobias, David Cubar
 Kneeling: John Zamora, Vanessa Abastillas

The Department of Environment undertakes environmental efforts that aim to make the Atenean green-minded, but still proudly blue-blooded. DOE takes pride in pioneering such movements as the "ride-a-bike" campaign, and being instrumental in the waste segregation policy being enforced in the university.

The Department of Academic Rights and Services deals with the academic concerns of students. It takes charge of the annual Honor's Assembly, which gives recognition to the year's Deans' Listers. More importantly, it assists students in processing different academic concerns. For example, complaints against teachers relating to the Magna Carta of Undergraduate Student Rights can be brought to the

attention of DARS, which will pursue the matter with the administration.

The Department of Student Welfare and Services handles the arranging of carpools and renting of the numerous lockers around the campus. DSWS is also the place to go when you badly need a computer or a printer, or when you have found or lost something. But perhaps one of the most significant projects of the DSWS is its all-around rental shop where students can rent textbooks, calculators, umbrellas, and even bibles.

At the end of the day, when classes come to an end, one may find the *Sanggunian* still running extra errands addressing student issues or conducting meetings in the interest of the student body. *vabastillas*

Stories of inspiration:

The ASPAC Search for Outstanding Teachers of the Loyola Schools

Teaching is a science. Mastery of teaching is gained from knowledge of the subject matter and the appropriate methodologies of teaching for the particular subject matter and level of the students. But like the proverbial iceberg, the science of teaching is only the tip of the iceberg. The heart and soul of teaching is what lies underneath – what is within the teacher and how that is brought forth uniquely by the person of the teacher. It is for this reason that teaching is far more importantly an art because it is how the teacher draws from his or her own humanity those qualities of character that make the difference between a technician and a mentor, between a person that instructs and one that develops others, between a good teacher and a great teacher.¹

This, in essence, is the ASPAC's Search for Outstanding Teachers of the Loyola Schools. Every year, the Search has led to the awarding of outstanding senior, junior, and recently part-time teachers whose stories of dedication and service, commitment and passion, faith and hope, excellence and love have served to inspire others.

Last September 9, ASPAC launched the Schoolyear 2005-06 Search for Outstanding Teachers in a simple and inspiring affair that was capped by testimonials from last schoolyear's awardees, Outstanding Senior Teacher Norman Quimpo, Ph.D., Outstanding Junior Teacher Darwin Yu, Ph.D., and Outstanding Part-time Teacher, Walfredo Belen. The stories of these teachers exemplify the

qualities that make them the outstanding teachers that they are and serve as inspiration to others especially the younger faculty and those who are experiencing the inevitable frustrations that once in a while come about in one's career.

Outstanding Senior Teacher Norman Quimpo, Ph.D.

Jumela Sarmiento, Ph.D., Chair of the Department of Mathematics, describes Dr. Quimpo as follows:

"When asked what he has gained from his many years of stay in the Ateneo, Dr. Quimpo's answer was 'knowledge, wisdom and grace.' But how did he acquire that, when it remained elusive to others?"



Norman Quimpo

"As a young man, Dr. Quimpo had no clue about ending up being a teacher someday – and a mathematics teacher at that! He so much loved literature and writing and he still does even now, but he had to take up engineering to fulfill what he felt was his engineer father's wish. Thanks to Wallace Campbell, S.J., the founder of the Mathematics Department, Dr. Quimpo was soon to be convinced to teach mathematics in the Ateneo. Thus, in 1967, Dr. Quimpo – this lover of arts and literature – started to teach mathematics, and in 1987, became Full Professor."

"Dr. Quimpo served as Chair of the Mathematics Department for three terms, from 1983 to 1991. Aside from being a

good administrator, Dr. Quimpo is a teacher and mentor to many of the faculty members of the Department. He is very generous in giving advice to younger faculty with regards their career as well as personal life. He is also very concerned that the tradition of teaching mathematics in the Ateneo will continue. To ensure that, he has remained active in organizing colloquia on teaching math and has continued to share his experiences with the faculty."

"As a scholar, he has written and published many papers on graph theory, as well as textbooks and monographs on college algebra and discrete mathematics. He has served as
(continued on page 12)

The ASPAC Search for Outstanding Teachers of the Loyola Schools (from page 11)

editor of conference proceedings and reviewer of the German journal “Zentralblatt für Mathematik und ihre Grenzgebiete.” He has introduced many young faculty to book writing and has continued to encourage them to write.”

“Outside the Ateneo, Dr. Quimpo has been actively involved in different organizations such as the Mathematical Society of the Philippines, the Southeast Asian Mathematical Society and the National Research Council of the Philippines, which gave him a ‘Lifetime Achievement Award’ in 2004.”

“Dr. Quimpo is as dedicated and passionate about teaching in 2005, as he was when he started out in 1967. Despite his highly esteemed stature, he still volunteers to teach the students who are deemed weakest in math, and continues to discover and use innovative techniques to make his teaching more effective.”

Outstanding Junior Teacher Darwin Yu, Ph.D.

Dr. Darwin Yu, Outstanding Junior Teacher, relates his story as follows:

“Back in early 1991 when I was deciding what to do when I returned to the Philippines after being in the U.S. for six years, I had three options. One, join a management consulting firm; two, teach in Ateneo; or three, continue looking for a job in Manila.”

“I decided to take the Ateneo option. I had taught accounting in the Management Engineering Program the semester after I graduated from college in 1983. It entailed a lot of hard work, but I found it quite fulfilling and enjoyable. The Ateneo option gave me a chance to reconnect with Ateneo and to teaching. But I also wanted to use Ateneo as a home base to regain my bearings. My plan was to look for a better job in the area of investment banking, or in corporate controllership. I wanted a job that would help me recover the 95% pay cut I took to teach in Ateneo. ‘Three years at most in Ateneo,’ I told myself.”

“Well, fourteen years have passed since I came back to Ateneo and I’m still here. I’ve realized that teaching is the best form of ‘investment banking.’ We, teachers, invest our most precious resources – time, skills, and passion – to develop young men and women into leaders with character. This we do so that we can bank on them for our future as a community and as a country. It is hard to compute our ROI ‘return on investment’ for non-finance people out there but I assure you, the cost of not doing it would be so much that we won’t have much of a country left.”

John Gokongwei School of Management Dean Rodolfo Ang describes Darwin:

“If teachers could be compared to the clothes in our closets, Darwin would best be described as your favorite t-shirt and faded jeans – yes, the ones that you really should stop wearing because you’ve already worn them out, but you



Darwin Yu

keep wearing anyway because they’re just so darn comfortable and you need them on when you want to get some serious work done. He isn’t the flashy tuxedo or coat-and-tie, not the loud Hawaiian shirt, and definitely not the skimpy running shorts and half-shirt. He can sometimes be the serious business suit or barong, but usually, he is simply the comfortable t-shirt and faded jeans.”

“Most students are scared of accounting, and by extension, their accounting teachers. Not Darwin’s students. He ably shares his passion for accounting with his students, and he brings the subject to life by asking them to work on actual projects for NGOs or SMEs as part of the class. He is one of that rare breed of accounting teachers whose class students actually look forward to.

“But Darwin’s contributions to the Ateneo are not restricted to his teaching excellence. He was one of the main movers that helped to make the School of Management a reality, and continues to be one of the pillars on which the School stands.”

“He is a reliable professional who is always punctual for everything and forever well-prepared. He is the dependable ‘go-to’ guy who never lets you down when you need someone to go over the numbers for a university project or an NGO. He is the calm and steady one – a teacher who never loses his temper, is always collected and in control. The efficient, disciplined and oh-so-organized one who completed his Ph.D. at breakneck speed.”

“Darwin is a valued member of the JGSOM administrative team because of his clarity of thinking and balanced views, a valued faculty member and former Chair of the Finance and Accounting Department because of his commitment to quality education and his genuine concern for the Ateneo and for the students under his care, a valued friend because of reasons too many to enumerate.”

“Tuxedos spend most of their time mothballed in our closets. Hawaiian shirts and trendy athletic gear quickly go out of fashion. A favorite t-shirt and a comfortable pair of jeans? We bring them around with us wherever we go because they mean something to us. They never go out of style. The warm and secure feeling they bring us when we put them on? Priceless.”

Outstanding Part-time Teacher Walfredo Belen

Dr. Fernando Aldaba, Chair of the Department of Economics, describes Walfredo Belen:

“How can one ever begin to discuss what is outstanding about a teaching career that spans nearly half a century? What can one say about the man who has given so much to his vocation?”

“A colleague says in jest that Mr. Belen is the Economic Department’s only ‘permanent’ part-time faculty member. How permanent can one get when one has been lecturing on introductory economics to undergraduate students consistently for twenty-four years? How would one classify such a status? The joke is that he may one day serve as a precedent, and that there may come a time when another employment category in the Ateneo is considered and accepted – the ‘permanent’ part-time designation or the Wally Belen status.”

“For somebody who has been a teacher for almost forty-six years, Mr. Belen got into teaching accidentally. Bored and with nothing to do after graduating with an economics degree from the Ateneo de Manila University in 1959, he decided to give teaching a try.”

“His former students recall how he made the learning of economics enjoyable. It is also not surprising to hear of students who have shifted into economics or students who have stayed in the program after their ‘Belen’ experience. What made it worthwhile for the

students? Was it his animated lectures? The comic strips, magazine articles and newspaper clippings that made economics fun and stuff of the everyday? One thing is for sure: Every ‘Belen’ class is entertaining.”

“Undoubtedly, Mr. Belen’s major contribution is in economics education. He has been generous of his time in sharing his insights about teaching to the younger faculty. He involves himself in meetings and fora that discuss ways by which Economics 102 can be made more interesting. His methods have been trailblazing efforts in translating the abstraction that is economics into humane terms, not to mention the pioneering task of teaching the course in the Filipino language. Today, his passion and commitment continues within and beyond Ateneo. In the past few years, he has devoted himself to teacher training, curriculum development, and textbook development as he works closely with the Department of Education, private organizations, educational institutions, and publishing companies. There is really no stopping this man’s energy.”

“I am a teacher, more than an economist,” Mr. Belen would always declare. This choice to be an educator has made the accident forty-six years ago almost unthinkable. He retires from full-time teaching at Mirriam College this year. When asked about how he would like to be remembered as a teacher, he has this to say: “That I did make a difference, even the slightest, in breathing life into numbers, laughter into economic theorems, and compassion into calculations... I have always wanted my students to learn that more than keeping house, economics is keeping a self intact.”

Walfredo Belen had this to say on receiving the award:

“This award is indeed most welcome at this point in my life when I am in the sunset of my teaching years.”

“All these years, there is one episode in the play, A Man for All Seasons, that I always remember. When Thomas More advised a young man, ‘Why not be a teacher? You’d be a fine teacher. Perhaps a great one.’ The young man asked, ‘But if I was, who will know of it?’ Thomas More replied, ‘You, your pupils, your friends, and God.’ “Not a bad public,” Mr. Belen concludes.

¹ This draws mainly from Banner, J.M., Jr. & Cannon, H.C. (1997). *The Elements of Teaching*. New Haven: Yale University Press.



Walfredo Belen

this | month

School of Humanities

September 24, 3:00 pm
Birthday Tribute for Fr. Joseph Galdon, SJ
 Hosted by the Fr. Galdon Club & The Women of Ateneo in cooperation with the Ateneo Center for English Language Teaching (ACELT) and the Department of English. Everyone is invited. RSVP ACELT 426-4322; 426-6001 loc 5315
 At the Convergent Technologies Center, Room 201, John Gokongwei School of Management, AdMU, Loyola Heights, Quezon City

September 26, 2:30 pm to 5:30 pm
Art Basics for the Non-Artist Lecture Series: "The Art of Collecting Art"
 by Leovino Ma. Garcia, Ph.D., Dean of the School of Humanities
 At the Fine Arts Exhibit Hall, 3/F Gonzaga Hall, AdMU, Loyola Heights, Quezon City

September 27, 4:30 pm to 6:00 pm
Henry Lee Irwin Chair Lecture
 by Bienvenido Lumbera, Ph.D., Henry Lee Irwin Chair Recipient, First Semester 2005
 At the Natividad Galang Fajardo Conference Rooms 1 & 2, 1/F Horacio de la Costa Hall, AdMU, Loyola Heights, Quezon City

September 28, 2:30 pm to 3:30 pm
Special Topic Lecture
 by H.E. Lise Favre, Ambassador of Switzerland to the Philippines
 At the Natividad Galang Fajardo Conference Rooms 1 & 2, 1/F Horacio de la Costa Hall, AdMU, Loyola Heights, Quezon City

October 3, 2:30 pm to 5:30 pm
Art Basics for the Non-Artist Lecture Series: "The Art of Painting"
 by Christina Dy, Lecturer, Interdisciplinary Studies Department, SOH
 At the Fine Arts Exhibit Hall, 3/F Gonzaga Hall, AdMU, Loyola Heights, Quezon City

October 17, 19 & 21, 1:00 pm to 5:00 pm
Workshop on Scriptwriting for Film and Television
 by Mr. Ricky Lee, veteran scriptwriter
 Hosted by the Ateneo Institute of Literary Arts & Practices (AILAP). Open to faculty, students, and staff who have a deep interest in learning how to write scripts for film and TV but have never found a way of getting professional training. The workshop is free to qualified participants. Deadline for the submission of all applications is 5:00 pm on Thursday, 6 October 2005. Refer all inquiries to Mr. Jelson Capilos or Mr. Yol Jamandang of the Kagawaran ng Filipino (426-6001 local 5320-22). At the Social Science Conference Rooms 1 & 2, Social Sciences Building, AdMU, Loyola Heights, Quezon City

*All "Art Basics for the Non-Artist" lectures are open to a limited number of drop-ins from the Ateneo faculty, staff, Jesuits and seminarians. If there is space available, others may be allowed to sit in upon the payment of a per lecture/presentation fee to cover costs, which may include handouts and other materials. For more information, please contact Xander of the Fine Arts Program office, 426-6001 loc 5330 or 5331. Those who intend to sit in are advised to inform Xander, at least one week in advance, so that seats may be prepared for them.

John Gokongwei School of Management

October 8, 8:00 am to 5:00 pm
Marketing Competition
 At the Escaler Hall, Science Education Complex, AdMU, Loyola Heights, Quezon City

October 8, 8:00 am to 12:00 noon
Strategy Formulation (LS 126) Final Presentation
 Participants: Senior Students of JGSOM
 At the JGSOM Building, AdMU, Loyola Heights, Quezon City

October 15, 8:00 am to 12:00 noon
Strategic Management (LS 125) Presentation
 Participants: Senior Students of JGSOM
 At the JGSOM Building, AdMU, Loyola Heights, Quezon City

School of Science and Engineering

September 30, 4:30 pm to 6:00 pm
IT Forum on IT in Industry and Academe
 The talk by Ms. Nora Terrada is organized by the Computer Society of Ateneo, Management Information Systems Association, Ateneo Placement Office, and the Department of Information Systems and Computer Science
 At the PLDT Convergent Technologies Center, Room 313, AdMU, Loyola Heights, Quezon City

October 28 & 29
ACM-ICPC Competition in the Ateneo Grade School
 Hosted by the Department of Information Systems and Computer Science and sponsored by IBM.

School of Social Sciences

September 28, 1:30 pm to 4:30 pm
Seminar: "The Journey to Professionalization: Experiences of Small and Medium Sized Filipino Family Businesses"
 Speakers: Ricardo H. Mercado, Nikki Cruz Ibañez, & Dr. Regina M. Hechanova, Ph.D.
 At the Amorsolo Grand Ballroom, Holiday Inn Galleria Manila, One Asian Development Bank Avenue, Ortigas Center, Pasig City
 Early Registration Fee is P1,000; Walk-in Fee is P1,250. Fees include snacks and a copy of the monograph. For more details, please call Ms. Lianne A. Asuncion, Programs Officer, at 426-5931 / 426-6282 / 426-6001 loc 5263, fax at 426-6065, or e-mail ateneocord@adm.u.edu.ph, or visit www.ateneocord.org

September 28, 4:30 pm
Faculty Research Colloquium: "A Comparative Study of Rido and Vendetta: What Can We Learn for the Transformation of Feud-driven Clan?"
 by Mr. Gerard Rixhon
 At the Social Sciences Conference Rooms 1 & 2, Social Sciences Building, AdMU, Loyola Heights, Quezon City
 For more details, please call the Department of Sociology & Anthropology at 426-6001 loc 5270-71.

About the Talk. Research on clan feuding (the rido of the Meranao, lido to the Higanon, konila among some aguinidanaon, and the pagbantá of the Tausug) and the killings that strike families across generations needs to look into its nature and contextual practice. As this societal phenomenon is far from being unique to these Southern Philippines cultures, the author contends that its understanding would benefit from a look at other societies where clan feud is common. Among such are the Corsicans of Southern France, a Mediterranean culture where the vendettas were frequent in the 19th Century and still are in practice these days but more occasionally and fewer than before. From this comparison and feud literature findings, the following three common features emerge: segmentary lineage system with a deeply emotional attachment to kin and land, the key value of "honor", a history of political instability brought about by colonial/external forces, and a fair degree of individual autonomy under local circumstances. The conclusion suggests how the findings could be applied to a program of action for the concerned people to use in planning and undertaking themselves the reforms needed.

About the Speaker. Gerard Rixhon obtained his MA in Anthropology from Ateneo de Manila University in 1971. Although retired, he remains a part-time lecturer at the Department of Sociology and Anthropology of the same university. This study on revenge is part of a larger "personal" study on violence the author is working on. In it, he draws his materials from his experiences in Europe during World War II and in maritime Southeast Asia for the past fifty years.

September 30, 4:30 pm to 6:00 pm
M.A. Thesis Defense: "Historicizing Ritual in Lucban: The Pahiyas in Context"
 by Mark Alexander C. Dizon
 At the Social Sciences Conference Room 3 & 4, Social Sciences Building, AdMU, Loyola Heights, Quezon City

September 30, 4:30 pm to 6:30 pm
JSP Graduate Research Colloquium: "Asian Horror Films and Globalization"
 by Paul S. Simbulan
 At the Social Sciences Conference Room 6, Social Sciences Building, AdMU, Loyola Heights, Quezon City

September 30, 5:00 pm
Graduate Research Colloquium: "Traditional Craft Village in the Context of Urbanization"
 by Nguyen Anh Tuan
 At the Social Sciences Conference Rooms 1 & 2, Social Sciences Building, AdMU, Loyola Heights, Quezon City
 For more details, please call the Department of Sociology & Anthropology at 426-6001 loc 5270-71.

October 12, 4:30 pm
Visiting Scholar Lecture Series: "Everyday Politics in the Philippines and Vietnam: Similar Content, Different Consequences"
 by Dr. Ben Kerkvliet
 At the Social Sciences Conference Rooms 1 & 2, Social Sciences Building, AdMU, Loyola Heights, Quezon City

About the talk. Everyday politics occurs where people live and work and involves people embracing, adjusting to, and/or contesting norms and rules regarding authority over, production of, and allocation of resources. It includes quiet, mundane, and subtle expressions and acts that indirectly and, for the most part, privately endorse, modify, or resist prevailing procedures, rules, and regulations. In contemporary Vietnam, the everyday politics of ordinary villagers has contributed significantly to major national policy changes. In the Philippines, the everyday politics of villagers has had no comparable impact. This talk will explain why.

About the speaker. Ben Kerkvliet is the Professor and Head of the Department of Political and Social

Change, Research School of Pacific and Asian Studies, The Australian National University, Canberra. Two of his books are *Everyday Politics in the Philippines: Class and Status Relations in a Central Luzon Village* (Berkeley: University of California Press, 1990, and *Quezon City: New Day Press, 1991*) and *The Power of Everyday Politics: How Vietnamese Peasants Transformed National Policy* (Ithaca, NY: Cornell University Press, 2005, and *Singapore: Institute of Southeast Asian Studies, 2005*).

For more details, please call the Department of Sociology & Anthropology at 426-6001 loc 5270-71.

October 3 & 4, 10 & 11, 17 to 19, 8:30 am to 5:30 pm
Performance and Rewards Management Certificate Course
 by Ateneo Center for Organization Research and Development (CORD) Facilitators: Tess Tolosa, Rene San Andres, Peter Cauton, Ma. Victoria Cortez
 At the Ateneo CORD Training Room, 2/F Höffner Building, Social Development Complex, AdMU, Loyola Heights, Quezon City

October 17 & 18, 8:30 am to 5:30 pm
Basic Statistics for Organization Research Certificate Course
 by Ateneo Center for Organization Research and Development (CORD) Facilitator: Dr. Regina M. Hechanova, Ph.D.
 At the Ateneo CORD Training Room, 2/F Höffner Building, Social Development Complex, AdMU, Loyola Heights, Quezon City

International Conference on Challenges in Preserving and Managing Cultural Heritage Resources

The Ateneo de Manila University-Rizal Library will hold an International Conference on "Challenges in Preserving and Managing Cultural Heritage Resources". It will be held on October 19 to 21 at the Walter Hogan Conference Center, Institute of Social Order (ISO), Ateneo de Manila University, Quezon City.

The conference was conceptualized in response to the call for a greater understanding of the need to manage and preserve our cultural heritage resources. It aims to provide the opportunity for colleagues from around the world to share, disseminate and discuss current key issues and trends concerning the preservation and management of our cultural heritage resources; to explore an opportunity to develop a national cultural heritage repository which will mirror the history and aesthetic pleasure of a society; to encourage information professionals to take a critical perspective on the nature and practice of marketing cultural heritage resources; to gain strategies and knowledge on regional or global networking and partnerships on preservation and conservation activities in libraries and information centers.

The conference will bring together a range of international speakers from several fields specializing in the areas of preservation, conservation and management of cultural heritage resources. The speakers and poster presenters include:

Hon. Ambeth R. Ocampo, Chair, National Historical Institute, Philippines, National Commission for Culture and the Arts
Dr. Yushman Mansor, Deputy Dean, Department of Library Science, Kulliyah of Information and Communication Technology, International Islamic University Malaysia
Mr. Steve Maxner, Director, Oral History Department, Vietnam Virtual Archive, Texas Tech University, Texas
Dr. Khaw Lake Tee, Dean/Professor, Faculty of Law, University of Malaya, Kuala Lumpur, Malaysia
Arch. Jose F. Ignacio, Assistant Head, Environmental Architecture Lab, College of Architecture, University of the Philippines
Arch. Nurtati Soewarno, Professional Lecturer, Department of Architecture, National Institute of Technology, Bandung, Indonesia
Ms. Heather Brown, Preservation Manager, State Library of South Australia
Mr. Chuck Sutyla, Managing Director, Asia Pacific, LORD, Cultural Resources Planning and Management, Inc., Hongkong
Mrs. Lourdes T. David, Director, Rizal Library, Ateneo de Manila University, Philippines
Mrs. Angela Fe Verzosa, University Archivist, De La Salle University, Philippines
Ms. Makeswary Periasamy, Senior Reference Librarian, Lee Kong Chian Reference Library, National Library Board, Singapore
Mrs. Teresa Montesa, Archives and Research Administrator, Asian Development Bank, Philippines
Ms. Yuki Nagano, Library Director, International Christian University, Tokyo, Japan

Poster Presenters: Arch. Jose F. Ignacio, Arch. Nurtati Soewarno, Mr. Richard B. Ragodon (Rizal Library Special Collections), Heidi Dizon (ALIWW), Ma. Cristina Samson (Pardo de Tavera), Waldette Cueto (American Historical Collections)

The conference is open to librarians, archivists, museum curators, conservators, information professionals, and students of library science, archives and records management, history and anthropology.

For more information / reservation contact:
 Ljevelyn A. Cacha, Conference Chair, 426-6001 loc 5809, lcacha@ateneo.edu
 Anicia O. Corpus, Chair, Registration Committee, 426-6001, loc 5813, acorpus@ateneo.edu
 Susan O. Pador, Chair, Accommodation Committee, 426-6001, loc 5814, spador@ateneo.edu
 Fax No.: (632) 426-5961

notable achievements

English Department takes pride in its faculty who are Palanca winners this year



MR. EXIE ABOLA
First Prize, Short Story in English
“The Shakespeare Guy”

Exie graduated from the Ateneo in 1990 with an AB Literature (English) degree. After graduation, he taught for two years at the Ateneo High School, and has been a part-time faculty member at the Department of English since 1999. He was a Fellow for the UP

National Writers Workshop in 1990, and won his first Palanca Award in 2000, First prize, Essay in English for “Many Mansions”.

His published work includes: “Pursuit”, a poem included in *100 Love Poems*; “Behind Dark Glasses”, an essay included in *My Fair Maladies*; “The Sleepless Struggle”, an essay included in *Sleepless in Manila*; “A Soundtrack to the Eighties”, an essay published in the *Free Press*; and “At the Ends of the Hyphen”, a short story published in the *Free Press*.

NAYA VALDELLON
Second Prize, Poetry in English
“Evasions” (a collection of 20 poems)

Yavana S. Valdellon graduated from the Ateneo in 2002 with a BFA in Creative



Writing and a Dean’s Award for the Arts. This is her third year of teaching at the Department of English. She has received fellowships from the UP and Dumaguete National Writers’ Workshops. Naya won the Maningning Miilat Award for Poetry in 2003 and the Palanca Award, First Prize in Poetry in English in 2004, for her collection *Casual Ties*.

Joseph Patrick V. Arevalo
B.S. MAC, 2001

won the Palanca Memorial Literary Awards, Second Prize Dulang May Isang Yugto for “Sa Loob ng Kawayan”. He was a Dean’s Awardee for the Arts in Creative Writing, Fiction in 2001.

Ana Maria Segunda Katigbak
AB Communication, 2001

won the Palanca Memorial Literary Awards, Third Prize for Poetry in English for *The Proxy Eros*. Mookie was the recipient of the Dean’s Awards for the Arts for Poetry in English in 2001.

A copy of this year’s Palanca Awards winning entries may be read at http://www.geocities.com/phil_literatura/literatura10.html

New licensed chemists

Congratulations to the following Ateneo graduates of the Department of Chemistry and/or faculty and personnel who passed the Chemist Licensure Examination held September 1 & 2.

Mitzi Lynette Sy Ang (7th Place)
Renemilda Baquilod Alura
Delson Alfonso Alvarado
Jesus Don de la Cruz Aquino
Olivia Erin Macapili Buenafe
(Part-time Assistant Instructor, Chemistry Department)
Faye Magno Espe
Ferdinand Lumio Mesa
Ellazar Villacampa Niangar
(Assistant Instructor, Chemistry Department)
Katherine See Ong
Jaime Rene Macalalag Perez
(Assistant Laboratory Technician, Chemistry Department)
Joanna Maria Nolasco San Pedro
(Assistant Instructor, Chemistry Department)
Marie Bianca Esteban Santos
Christine Duhaylungsod Suamen
Benjamin Karlo Paolo Tagayuna
Junicelle Buslon Tapales
Flordelisa Ong Taroma

The Ateneo de Manila University was ranked Second Top Performing School with a passing rate of 88% for 2005.

Congratulations go to **Victoria Dominique C. Ang** who placed Ninth in the 2005 Medical Board Examinations. Toyang graduated with a BS in Psychology in 1999, and was Valedictorian, Summa cum laude, and Departmental Awardee.

Veepee Pinpin goes to Salzburg

Architect Vincent Martin B. Pinpin was appointed as a Fellow to the Salzburg Seminar for its session *Architecture and Public Life* that was convened in collaboration with the Yale School of Architecture at Schloss Leopoldskron in Salzburg, Austria, on July 23 to 29.

Since 1947, the Salzburg Seminar has been a leading forum for global dialogue dedicated to the professional advancement of tomorrow’s leaders from government, business, academia, and the non-profit sector. Through a competitive process, the Seminar selects, from around the world, Fellows who have shown exceptional talent and have demonstrated a commitment to making a difference in their professions and in their societies.

The Seminar’s work is primarily conducted at Schloss Leopoldskron, home to the Seminar since 1947. This Austrian historical monument has welcomed more than twenty-six thousand individuals from 156 countries.

Veepee Pinpin earned his undergraduate degree of BS Architecture from the University of the Philippines, Diliman in 1990. He completed his elementary and secondary education at the Ateneo de Manila University. Veepee is currently a part-time lecturer for the Department of Interdisciplinary Studies and Department of Fine Arts of the School of Humanities,

Loyola Schools. He teaches a course on Asian Vernacular Architecture and its related Artforms, with a focus on Philippine Vernacular Architecture.

Veepee is responsible for a number of new buildings, as well as renovation of existing spaces, on the Loyola Heights campus. Among these are: the renovation of the Chapel of the Immaculate Conception (College Chapel), the Manuel V. Pangilinan Center for Student Leadership, the Matteo Ricci Study Hall, The Garage, the Chapel of the Sacred Heart at the Church of the Gesù, the Gonzaga Hall Cafeteria expansion, the Colayco Multi-purpose Pavilion, Chapel of



Veepee having afternoon tea with co-Fellows Irina, Jasmina and Rob

CS 2005 graduates and faculty present papers at the 4th National Conference on eLearning



Left to Right: Trina Anne Florencio, Gerard Vonn J. Abrencillo, William Emmanuel S. Yu, Mercedes T. Rodrigo (DISCS Chair)

CS 2005 graduates and faculty members of the Department of Information Systems and Computer Science (DISCS) presented papers at the Fourth National Conference on eLearning held at the University of Sto. Tomas on August 25 and 26:

Trina Anne Florencio (currently with the AJWCC) and Ian Carlo Ricohermoso on Operation Demeteron: an online carbon trading simulation

Alvin K. Ang and Hee Soo Lee on Calamansi King: an educational business simulation on the mobile phone

Elgine Oh Chua and Carolyn Aquilino on a Virtual Chemistry Lab

Gerald Vonn J. Abrencillo (currently with the AJWCC) and Katrina Marie M. Cruz on Something Fishy: a reef simulation game for mobile phone

William Emmanuel S. Yu (DISCS) on a study on the application of a blended learning strategy to technical support skills transfer

Helen Amante and Marvin Marbella from the Ateneo Grade School, and Mercedes Rodrigo, Chair of DISCS on Information technology project management.

Maylani Galicia: outstanding student, outstanding teacher



“I want AdMU to know that being part of the institution for fourteen months is one of the many blessings God has showered upon me.” This was the text message sent by Maylani Galicia, a day after she was awarded as one of the four Metrobank Foundation’s Outstanding Teachers, Secondary Level on September 2. Maylani is a mathematics teacher of Ligao City, Region V.

The Ateneo de Manila University celebrates Maylani’s achievement and shares in her joy as a parent does of a child. Maylani belongs to the second batch of DECS-NEAP scholars who were enrolled in a 14-month master’s program (M.S. in Teaching Mathematics) in the Loyola Schools’ Mathematics Department. A talented student in mathematics, she was a scholar of DOST and finished her BSE-Mathematics degree, *cum laude*, at the Philippine Normal University.

Although she has yet to finish her thesis for her master’s degree, Maylani has already accomplished much for herself. In Ligao, she takes on many duties: Demonstration Teacher, Teacher-Trainer, Test Item Writer and Subject Coordinator in both the Division of Ligao and in Region V, and member of the Board of the Secondary School Teachers Association of Ligao City. She is also currently the Department Chairperson in her school.

Maylani is a recognized leader and serves as organizer, facilitator, and consultant for training programs and seminars for mathematics teachers. Her strong desire to share her own appreciation of mathematics produced a successful program for parents and children. She initiated the annual team competition for families in mathematics dubbed “Mathira ang Mathibay.” Maylani could have easily landed a high-paying teaching job in Manila, being one of the best graduate students in her batch, but chose to go back to her hometown to stay and continue teaching in the school where she started.

Maylani is the third DECS-NEAP scholar of the Loyola Schools to be named Outstanding Teacher at the Secondary Level by Metrobank Foundation. Last year, Allan Canonigo (Mathematics) of New Ormoc National High School and Genersol Monton (Biology) of Fort Bonifacio High School also won the prestigious award along with our very own Dr. Manuel Dy of the Philosophy Department for the Tertiary Level. Indeed, the Ateneo de Manila University, especially the Mathematics Department, takes pride in Maylani’s wonderful achievement this year. *ay*

notable achievements

Ramón C. Sunico: A lifetime of achievements

The 31st National Congress of *Unyon ng mga Manunulat sa Pilipinas* (UMPIL) or Writers Union of the Philippines was held on August 27. At the congress, the prestigious 18th *Gawad Balagtas* for lifetime achievement in literature was conferred on seven prominent writers. Ateneo is proud of Ramón C. Sunico who was given the *Pambansang Gawad Alagad ni Balagtas* for Poetry and Children's Fiction in English and Filipino. This lifetime achievement award is given to those who have made a significant contribution to the literature of the Philippines.



Ramón C. Sunico

The citation for RayVi reads: "For his poetry possessed of an acute metaphysical eye that probes quietly, as well as a refined playfulness, and whose sense of rhythm and musicality are unmistakable in the two Philippine languages he uses; and his children's stories that instructively entertain and propound the value of respect for fellow human beings and the nature that surrounds them. As editor and translator, prime and patent in his works are a tight artistry and imaginative exuberance. Proof is the numerous awards recognizing his insistence on creative output appreciated not only locally but also internationally. He has also lent a constant hand to the promotion of literary books, especially in his role as an able manager of publications.

His literary output will fill pages, but he is probably best known by his followers for his poetry collections: *Bruise: A 2-Tongue Job*, which he wrote and then designed himself, and was co-winner of the National Critics' Award for Poetry, Book of the Year,

1996; and *The Secret of Graphite: Poems in 2 Tongues*, which he wrote, then himself designed, typeset, printed, and bound, in Augsburg, Germany in 1989.

His children's literature includes *Ang Inuwi ni Nanay* (a counting and cooking book for children in English and Filipino), 2004; *Ang Nawawalang Araw* (Children's Story in English and Filipino), 1991; *Two Friends, One World* (Children's Story in English and Filipino), 1991. This story has been presented as a play for the Filipino community in the New York, New Jersey and Pennsylvania Tri-State area (1995) by Mr. and Mrs. Rene Encarnacion. It has also been adapted as an experimental short film (16 mm) by the filmmaker Mark Villena and was screened in the Pelikula & Lipunan film festival of the UP Film Center, 2002. The film has won awards from the Cultural Center of the Philippines and the Film Academy of the Philippines.

His literary awards include the Palanca Memorial Literary Awards: Children's Story in English, 1990; Children's Story in Filipino, 1990; Poetry in English 1988; the Free Press Runner Up in Poetry, 1993; the Free Press Grand Prize in Poetry, 1992; and the Philippine Literary Arts Council Annual Poetry Awards, 1986.

He has also served as judge for the Palanca Memorial Literary Awards: Children's Story in English, 2005; Children's Story in Filipino, 1995; Children's Story in English, 1992; and the Free Press Poetry Award in 1994.

He is/has been member of various literary and book boards: Sa Aklat Sisikat-Petron Foundation; Book Development Association of the Philippines (BDAP); Libro/National Book Network; Book Exporters Association of the Philippines (BEAP); Philippine Literary Arts Council (PLAC); the Publications Board of the Office of Research and Publications of the Loyola Schools; Treasurer, Philippine Board on Books for Young People (PBBY), and consultant and conference moderator for dotPH/The E-Mail Co.

RayVi has been the manager of Cacho Publishing House Inc. since 1989. He is looked up to as a guru of book design, editing, and production. He has been teaching, when time permits, at the Ateneo since 1976, for the departments of English, Philosophy, and Interdisciplinary Studies. He is currently teaching part-time for the School of Humanities. He teaches a

creative writing online course for the MA in Journalism program of the Department of Communication's Konrad Adenauer Center for Journalism.

RayVi is an Atenean through and through, having taken his elementary and high school education at the Ateneo, as well as completing his AB in Humanities (graduating honorable mention in 1976), and his MA in Philosophy in 1981. He then went on to complete a master's degree in the History of Ideas at the University of Sussex, England in 1982 under a British Council Grant. While in college, RayVi founded The Humanities Club; was managing editor of the *Heights* board that revived the publication after martial law, together with Ediboy Calasanz and Rolando Tinio. He will always be remembered by his peers as having begun the poetry readings on campus that have now become an integral part of the Ateneo literary scene.

RayVi has also recently been named a Fellow for poetry of the U.P. Creative Writing Center. The UPCWC aims to stimulate writers from all parts of the country to create and contribute to national cultural development. The Likhaan: U.P. Institute of Creative Writing is composed of Associates, Resident Fellows, and a Board of Advisers under a Director appointed by the Board of Regents. A Fellow is selected on the basis of how he has distinguished himself in his literary field.

The 24th National Book Awards

Since 1982, the Manila Critics Circle has given the National Books Awards to the best books written, designed, and published in the Philippines. This year's crop of finalists and winners includes works written or edited by faculty members of the Loyola Schools. The winners were announced on September 4 at the Manila International Book Fair held at the World Trade Center, Roxas Boulevard. Congratulations go to:

Studies, Major in Family Ministries, for winning the **National Book Award for Education** for their book entitled *Helping Our Children Do Well in School*. Published by Anvil Publishing, Inc.



Heidi Aquino, Renán Prado and Evelyn Soriano

Heidi V. Aquino, Assistant Professor; **Renán S. Prado**, Assistant Professor; **Evelyn Soriano**, Associate Professor of the Department of Modern Languages, and **Shirley R. Torres**, former full-time faculty member of the Department of Modern Languages, for winning the **National Book Award for Translation** for *Cuentos Filipinos*.

Cuentos Filipinos is by Jose Montero y Vidal, a distinguished historian of the

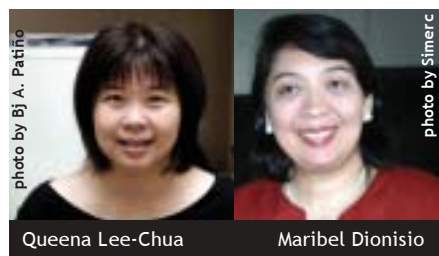
Spanish era. The book was edited by Renán S. Prado and **Lourdes C. Brillantes** (part-time Lecturer of the **Department of Modern Languages**), and translated by Aquino, Prado, Soriano, and Torres. It is a collection of nine short stories, originally written in Spanish, portraying the life and times in nineteenth-century Philippines. The colorful and graphic vignettes describing the customs and traditions come alive, as characters weave in and out of a historically and culturally documented milieu. Published by the Ateneo de Manila University Press

Communities at the Margins: Reflections on Social, Economic, and Environmental Change in the Philippines, was a finalist for the **National Book Award for Social Science**. **Germelino M. Bautista, Ph.D.**, Professor of the Department of Economics, co-edited the book with Hiromitsu Umehara. The book provides snapshots of issues in contemporary Philippine rural society set against the changes that transpired from the 1920s to the 1990s. Focusing on microlevel conditions in communities in Antique, Cavite, Dalaguete, Negros Occidental,

Nueva Ecija, South Cotabato, among others, the case studies reveal the complex interrelation of population movements, economic underdevelopment, state inefficacy, environmental degradation, and peoples' survival strategies. With contributions from Germelino Bautista, Atsuko Hayama, Shinzo Hayase, **Hiroko Nagai** (Assistant Professor of Japanese Studies, School of Social Sciences), Yoshiko Nagano, Koki Seki, Yoshiki Seki, Tsutomu Takigawa, and Hiromitsu Umehara. Published by the Ateneo de Manila University Press

Two other books by **Queena N. Lee-Chua, Ph.D.**, Associate Professor of the Department of Mathematics and the Department of Psychology, were finalists for the National Book Awards. *MAGIS, Writings on faith, love, and joy* was compiled and edited by Queena and published by the Office of Research and Publications of the Loyola Schools.

Ten Outstanding Filipino Teachers, Metrobank Search for Outstanding Teachers, 20th Anniversary (1985-2004), which she put together, is published by the Metrobank Foundation, Inc.



Queena Lee-Chua

Maribel Dionisio

Queena N. Lee-Chua, Ph.D., Associate Professor of the Department of Mathematics and the Department of Psychology, and **Ma. Isabel Sison-Dionisio**, 1999 M.A. Theological

Blue Eagles bow out of UAAP title contention

“Bittersweet.”

This was the word Blue Eagle Emmanuel B. Nazareno, IV AB Com, used to describe the Second Round of UAAP Season 68 Men’s Basketball Tournament. After fourteen grueling battles, the Ateneo Blue Eagles live to tell the tale of the elimination round. Following a 5-2 win-loss record in the first round, the Eagles sealed the second round with an identical record, closing the elimination with a 10-4 slate and an eventual third place standing, and entry to the Final Four.



Japeth Aguilar, AdMU vs. DLSU

Like its predecessor, the second round had its share of suspense and drama. Early in the round, Claiford Arao, III AB IS, fell by the wayside, suffering an Anterior Cruciate Ligament (ACL) injury that effectively took him out of the year’s remaining UAAP games (See related article). “We were inspired [to play well] because of what happened to Ford,” says Ken Joseph Barracoso, II AB MEco.

And play well, they did; for the most part. The Eagles lost just two games in the second round. They started their second round



Jai Reyes, AdMU vs. DLSU

campaign on a winning note as they crushed the Adamson University Soaring Falcons, 71-58. The Eagles then emerged unscathed with a 67-57 win against the University of the Philippines Maroons. This was followed by a 75-69 victory over the dangerous University of the East Red Warriors. The Eagles’ disappointing 73-77 loss to the University of Santo Tomas Growling Tigers was followed by a precarious win against cellar-dwellers National University Bulldogs, 70-65. Their sixth game, a crucial match against the Far Eastern University Tamaraws, spelled sweet revenge for the Eagles, as they emerged victorious, 69-66, on a mammoth 25-point game by Lewis Alfred V. Tenorio, IV AB IS. The victory was short-lived, however, as they lost their last game to archrivals, the De La Salle University Green Archers, 55-72, pushing them into a playoff against the UE Warriors, winning, 76-65.

“It was a learning experience,” Benedicto L. Membrere III, MA Com, and Zion C. Laterre, III AB IS, agreed about the second round matches. “The game against UST was a wake-up call,” continued Membrere, “we took it for granted that we were on a winning streak.” The team and the coaching staff have also learned more about each other, “the team has definitely jelled further,” says Arao, “and this translates on the court.” The Eagles’ wins, specifically against the league-leading FEU

Tamaraws and the UP Maroons, were built on teamwork.

In addition to better teamwork, individual players have also seen improvement. Tenorio, Japeth Paul C. Aguilar, II AB IS, John Christopher A. Intal, IV AB IS, and Douglas R. Kramer, IV AB IS, were still forces to reckon with on the hardwood. Barracoso, for his part, has improved on his offensive skills, generally scoring more points per game, culminating with an 11-point output against the NU Bulldogs. Mark Anthony Z. Escalona, IV AB IS, had a season high 19-point game against UP, proving that he is a worthy complement to Tenorio. Laterre and Martin Enrique O. Quimson Jr., III BS Psy, have tried their best to fill the shoes left by Arao. Both have improved on their defense, grabbing valuable rebounds and pestering opponents. Rookies Jose Antonio G. Reyes, II BS MCT, and Rabeih T. Al-Hussaini, I AB IS, have gotten more playing time, with the former scoring extra points for the Eagles. Nazareno has also seen more action on court, allowing him to show his heart for the game and the team. Christian Joy D. del Rosario, MA Com, who sat out the last few games due to a bad bout with the flu, and Membrere, who did not play against UST because of a sprain, continued to give support and guidance to their less experienced teammates.

“It will be a different kind of competition; it is going to be more difficult,” says Tenorio on the Final Four.



Macky Escalona, AdMU vs. DLSU

They lost neither their cool, nor their class.

The Championship dream of the Ateneo Blue Eagles splintered into pieces as they lost to the De La Salle Green Archers, 57-74, in the Final Four Round of UAAP Season 68. The sorry loss cost the Eagles a spot in the Championship Round against the Far Eastern University Tamaraws. They will instead play the University of the East Red Warriors for third place.

While the defeat was painful, the Hail Mary Squad accepted it graciously, choosing not to retaliate against the Archers. The Eagles’ archrivals have tried their best to annoy the Ateneans in their past three meetings. The Archers’ antics have included a jig at center court by Ryan Arana, and an imaginary photo session in the dying seconds of the game by all five Archers who were inside the playing court. Through all this, the Blue Eagles behaved like true sportsmen, not taking any cheap shots at the Archers. Likewise, the Blue and White community who came out to watch the game kept its cheering and jeering in context, clapping as the Gang Green sang its school song.

Next year’s Eagles will look different without Tenorio, Membrere, and del Rosario, each having played out their five years in the UAAP. The Ateneo community will miss these three gentlemen and wish them Godspeed in their future endeavors. Thank you very much LA, Magnum, and Badjie.

As the Hail Mary Squad marches on to face the UE Red Warriors in its last game of UAAP Season 68, the Blue Eagles continue to soar in the hearts of the Ateneo family.

ANIMO ATENEO, ONE BIG FIGHT!

ANIMO ATENEO! ON TO THE FRAY!
mpkalejo & mclina, III AB Com



photo by Bj A. Patiño

Ford Arao: As sure as the sun shines

As the Blue Eagles continue on with the last stages of the campaign in the 68th season of the UAAP, they miss the presence of one of the most improved players in the roster this year. Claiford A. Arao, III AB IS, sustained an Anterior Cruciate Ligament (ACL) injury at the start of the second round of the eliminations.

Ford is now on his third playing year for the Blue Eagles. A former member of the legendary San Beda College High School Red Cubs, he only started playing serious basketball in his third year of high

school. “I started playing basketball by myself; I only played with marbles when I was younger. My coaches in San Beda helped me improve,” says the 6’5” center.

On his last playing year with the Cubs, Ford helped San Beda to win eight championship titles in different tournaments, among them the Fr. Martin’s Cup, Metro Manila Basketball League, and Palarong Maynila. Together with Green Archer JV Casio, and Ateneo Team B members, Yuri Escueta and Mike Baldos, III AB IS, they gave San Beda another Juniors’ title in the NCAA 2003-04 season.

When he was offered a spot on the Blue Eagles’ line-up in the 66th UAAP Season, he was ecstatic. “I was very happy because I had always wanted to play for the Ateneo, among all the schools that were recruiting me; I wanted to play for this school.”

Now on his junior year with the team, Ford has improved from a slower, bulkier big man, to a leaner, more athletic force to be reckoned with in the shaded area. “He (Ford) is a tough player. And for his height, he can run fast,” says team captain, Lewis Alfred V. Tenorio, IV AB IS.

Indeed, Ford’s game has matured. He averaged 4.4 points and 4.1 rebounds per game in the first round matches of the UAAP, an improvement from his averages during his first year (2.9 ppg and 3.0 rpg). He had also developed into a go-to guy of

sorts for the Eagles, especially under the basket.

Then the injury.

“They (the physical therapists) were not sure if I had suffered an ACL injury because my knee didn’t look like that of someone who had just torn his ACL.” They had to accompany him to St. Luke’s Medical Center the following day for Magnetic Resonance Imaging (MRI) test. It was team doctor, Dr. George Canlas, who broke the news to Ford. “I thought that Doc Canlas was kidding when he told me the news. I was even smiling when I got out of the MRI room because I had fallen asleep; the MRI took about forty minutes.”

Ford is currently in his third week of recovery. “He’s a man on a mission, very dedicated. Fighter. Winner,” says teammate Emmanuel B. Nazareno, IV AB Com. Ford will undergo a conservative type therapy, unlike what Benedicto L. Membrere III, MA Com, underwent when he sustained the same injury a couple of years ago. “They don’t want to force my recovery. We’re not in a hurry anyway so I’m ok with this type of therapy.”

For someone who has sustained an injury that was once considered career ending, Ford is actually taking everything in stride. “He’s always smiling, even when he was playing,” says LA Tenorio, “He’s a great guy to be on a team with, on and off court,” continues Emman Nazareno. This sunshiny demeanor helps Ford these days. “I do not

really feel sad, I did not get depressed or anything. While I was lying on the court right after I fell, I prayed that it was not my ACL (that was injured). I said, ‘Lord, anything but my ACL.’” Even when the MRI results finally came out, he maintained this outlook, “Sure, God did not answer my prayer about my ACL, but I know that He still has a plan for me.”

So, will he be back in the Blue and White? “I will be back a hundred per cent. But more than the physical aspect of my injury, I’m working on my psychological game.” The Eagles have helped him in this phase of his rehabilitation. Membrere has been a constant source of inspiration, as well as former Eagles Larry Fonacier, MA Com ’05, and Paolo Bugia, MBA ’05. “They always tell me that I can get through this,” Ford says. “Look at them, they suffered the same injury and they were able to make it back.”

He laughs went told that one of his teammates said that he is an inspiration, and has this to say to the rest of the Blue Eagles, “I hope you do all you can to win this year’s championship, not for me, but because you can do it.” What does he have to say to the Blue and White believers and his other fans? “Win or lose, please keep on supporting the team, that’s all,” he says with a shy smile.

It’s not over for this down-to-earth former jolen player. See you next season, Ford! mpkalejo & mclina, III AB Com