



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

2401 (twen 'tē fōr', σ, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is now the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

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Global Resource

This section highlights Lasallian educators with outstanding research projects. Experts in their respective fields, they share their new ideas and learning in national and international discussions in various areas.



Business and Economics

Cristela Goce-Dakila, associate professor of the Economics Department, presented her paper “A General Equilibrium Model of the Impact of Impedance Factor in Transport on Interregional Flows in the Philippines” during the 2006 International Conference on Policy Modeling from June 28 to 30 in Hongkong Convention and Exhibition Center.

Dr. Angelo Unite, full professor of the Economics Department, discussed his paper “Liberalization of Cross-Border Capital Flows and Effectiveness of Institutional Arrangements Against Crisis in East Asia: Papers 3 and 4” at the Workshop on How to Promote Cross Border Capital Flows in Asia on August 27-29 in Keio University, Minato-ku, Japan.

The following faculty members presented their papers during the Asean+3 Research Projects 2006-2007 Conference on August 30-September 2 in Tokyo, Japan.

Dr. Liberty Patiu and **Dr. Neriza Delfino** of the Financial Management Department presented their paper “Financial Conglomeration in the East Asian Region: Recent Trends and Implications for Regional Financial Market Development.”

Dr. Ponciano Intal, University

Fellow and full professor of the Economics Department, discussed the paper “Towards Greater Financial Stability in the Asian Region: Exploring Steps to Create Regional Monetary Units.”

Mitzie Irene Conchada, assistant professor of the Economics Department, presented her paper “Estimating a Translog Cost Function for State Universities and Colleges in the Philippines” during the International Higher Education Policy and Research Management Forum 2006 held on November 7-11 in Dewan Persidangan Universiti Sains Malaysia, Penang, Malaysia.

Education

Paulina Gocheco of the English and Applied Linguistics Department discussed her paper “Genre Analysis of Legal Provisions in Philippine Real Estate Industry” at the Hawaii International Conference on Social Sciences held from May 28 to June 3 in Hawaii, USA.

Dr. Allan Bernardo, University Fellow and full professor of the Science Education Department, presented the following papers in international conferences:

“Current Practices in Professionalizing Psychology in the Philippines” during the Asian Regional Union of Psychological Societies from July 29 to August 3 in Jakarta, Indonesia.

“Language, learning and medium

of instruction in multilingual contexts” and “Is the trichotomous theory of achievement goals universal? The nature of achievement goals of Filipino students” at the Asia’s Educational Miracle: Child Development in Family, School and Cultural Contexts Conference held in Inha University, Incheon, South Korea on October 28-29.

Engineering

Dr. Andres Winston Oreta, full professor of the Civil Engineering Department, presented his paper “Modeling the confinement effect of CFRP and steel in circular RC columns using neural networks” during the 10th East Asia Pacific Conference on Structural Engineering and Construction from August 3 to 6 in Bangkok, Thailand.

Liberal Arts

Dr. Romeo Lee, associate professor of the Behavioral Sciences Department, presented his research paper “Use of traditional penile implants among Filipino men” during the 1st Asia Oceania Conference on Sexology on November 1-4 in Bangkok, Thailand.

Dr. Madelene Sta. Maria, associate professor of the Psychology Department, gave a talk on “Examining personal, family, and peer factors as predictors of street youth’s positive attitudes towards education” at the Asia’s Educational Miracle: Child Development in Family, School and Cultural Contexts



University Fellows, Star Scholars dialogue

The best and the brightest of De La Salle University-Manila met for an intellectually-engaging dialogue on November 8 at the Br. Richard Duerr FSC Board Room.

Headed by Dr. Esperanza Cabrera, the Society of Fellows, in cooperation with the Student Financial Assistance Office, held the Society of Fellows-Star Scholars Dialogue Series featuring University Fellow and Chemistry Department Full Professor Dr. Wyona Patalinghug. She led the discussion on the use of the Filipino language in teaching Science and Mathematics.

Started in August 1999, the series of dialogues are held regularly to promote scholarly discussions within the Filipino Christian context. Each session is meant to introduce the Star Scholars to the professional concerns of a University Fellow. At the same time, the featured University Fellow gets the opportunity to know the concerns of these young Lasallian intellectuals.

The Society of Fellows constitutes some of the most outstanding members of the DLSU-M faculty. The University Fellows have been honored for their distinguished teaching, research, publications, professional involvement, institutional commitment, and community service.

The Star Scholars are students availing of the most prestigious scholarship program in the University. They were chosen for their excellence in academics, extra-curricular activities, and community service.

A Life of

By Dr. Florentino Timbreza



Drawn from a four-decade-long experience in academe, teaching, apart from its being a tedious-but-rewarding learning process and a lofty profession, is a self-fulfilling art of performance.

Firstly, teaching as an art involves special skills and techniques, insofar as teaching is a live and animated performance that requires a methodical preparation and an orderly presentation. The teacher must perform well enough for him to be impressive and effective inside the classroom.

It is in this context that the teacher must be a good performer, an actor, a motivator, a facilitator or moderator, and an entertainer rolled into one. As such, he/she must be articulate, fluent and an effective speaker with a calculated sense of humor.

Secondly, teaching is a learning process in which the teacher not only imparts knowledge by lessons and examples but also draws out and develops the mental power of students. In this respect, a teacher plays a very vital, threefold role: as a transmitter of knowledge as a carrier and catalyzer of culture, and as a molder of character.

As a transmitter of knowledge, a teacher communicates wisdom and trains others by critical thinking, practice, and exercise (be it through the Transmissive or Transformative Approach); as a carrier of culture, a teacher bears the cultural values that keep society intact and stable; and as a molder of character, a teacher inculcates values by example.

That is, the teacher practices and lives values he/she would like to instill

into his/her students. He/she must be a disciplinarian, insofar as moral values can be effectively imbibed through self-discipline.

In this light, through the indefatigable mediation of the teacher, knowledge transmitted from one generation to next, cultural values are passed on and inculcated, and student character molded.

Thirdly, teaching as a lofty profession is a noble way of life. For the teacher, teaching is life and life is teaching. One lives well as one teaches well and one teaches well as one lives life well. As such, teaching is a form of self-giving and a giving of self, a giving of life and a life of giving. It means to give and give until there is nothing more to give.

Ang pagtuturo ay isang uri ng pagbibigay, pagbibigay ng sarili, pagbibigay ng buhay at habang buhay na pagbibigay.

If only for this reason, teaching is regarded as a lofty and selfless profession. But, paradoxically, it is in the selfless dimension of teaching that a teacher finds a lifetime sense of self-fulfillment, joy, and inspiration. Truly enough. "as you give so shall you receive."

Postscript

In a battery of T.V. and radio interviews conducted by the Bato Balani Foundation, Inc. and Diwa Learning

Systems, Inc. in connection with this year's (2006) search for outstanding educators under their "The Many Faces of the Teacher" programs, I was repeatedly asked the following intriguing question: "In heaven's name, Dr. Timbreza, how come you have lasted this long in teaching, forty long years? With all your impressive credentials you could have been a successful businessman, a powerful politician, and a multi-millionaire!"

My apt and reassuring response was to this effect: "If the measure of professional success is self-fulfillment, then a self-fulfilled individual is successful. I have found this sense of self-fulfillment in teaching and I will never compromise it for anything else in the world."

"Perhaps, I could have had enormous power and wealth. But wealth and power come and go, and sex weakens over the years and finally vanishes in time. Whereas the sense of self-fulfillment a teacher derives from teaching will last for a lifetime."

And so I would like to pass on this teaching legacy to our young successors and promising colleagues in academe. Spend the best years of your life in teaching and you will never regret it. Teaching as a noble way of life is worth living, worth doing, and worth dying for.

University Fellow and Philosophy Department faculty Dr. Florentino Timbreza is the Father of Filipino Philosophy. He is one of the four recipients of this year's The Many Faces of the Teacher Award given by the Bato Balani Foundation, Inc.



LSPO, COSCA host Lasallian Action Week

De La Salle University-Manila celebrates its first-ever Lasallian Action Week from November 20 to 24. The week-long festivity is a joint undertaking of the Lasallian Pastoral Office (LSPO) and the Center for Social Concern and Action (COSCA).

The merging of LSPO's annual Christ Week and the COSCA Week celebrations seeks to challenge the Lasallian community to look at the current social realities through the eyes of faith. Furthermore, it aims to move Lasallians to act zealously with compassion and love towards their neighbors, particularly the lost, the least, and the last.

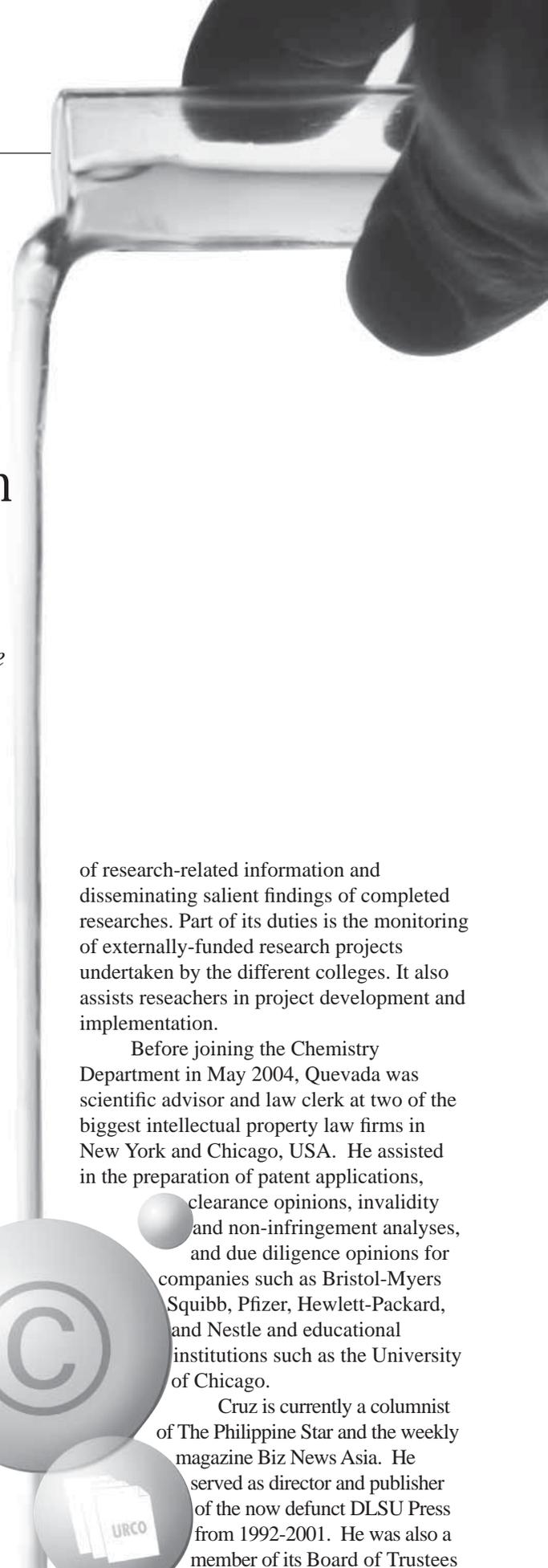
The theme for this year's celebration is "*Pananampalatayang may gawa... Nagpapalaya!*" This is to remind members of the community that our faith, in the Lasallian tradition, is liberating and is deeply rooted in the mission of our Lord Jesus Christ as exemplified by our founder, St. John Baptist de La Salle.

Among the activities lined up for the week are daily Masses sponsored by the colleges, film viewings, conferment of the sacrament of confirmation, exhibits, and religious book and trade fair.

Institutional Christmas cards and calendar for sale!



For pre-orders, call 144 and look for Virgie.



New URCO offices to intensify DLSU-Manila research program

To further strengthen its research program, De La Salle University-Manila recently created two new departments under the University Research Coordination Office. These are the Academic Intellectual Property Office, which will be led by Chemistry Department Vice Chair Dr. Nikko Quevada, and the Academic Publications Office, which will be headed by University Fellow Dr. Isagani Cruz.

The Academic Intellectual Property Office will develop an intellectual property strategy for La Salle, particularly in the development of commercialize technology arising from University research. The Office will assist faculty and students in filing for protection of intellectual property.

Meanwhile, the Academic Publications Office will handle the publication of University researches. Its vision is to have all journals published by the University be abstracted by the Thomson Scientific, formerly known as Thomson Institute for Scientific Information (ISI).

Thomson Scientific has been an established leader in providing access to high-value, essential information for researchers and scholars worldwide for over 45 years.

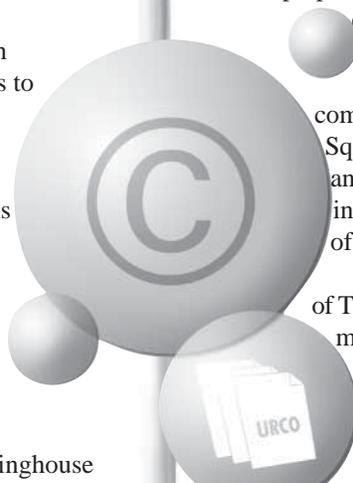
With the Academic Publications Office, DLSU-Manila seeks to meet its target in Strategic Decisions 2003-2013 in the area of research and publications, particularly in the achievement of international status for college and university journals.

URCO administers the Faculty Research Program, serving as a clearinghouse

of research-related information and disseminating salient findings of completed researches. Part of its duties is the monitoring of externally-funded research projects undertaken by the different colleges. It also assists researchers in project development and implementation.

Before joining the Chemistry Department in May 2004, Quevada was scientific advisor and law clerk at two of the biggest intellectual property law firms in New York and Chicago, USA. He assisted in the preparation of patent applications, clearance opinions, invalidity and non-infringement analyses, and due diligence opinions for companies such as Bristol-Myers Squibb, Pfizer, Hewlett-Packard, and Nestle and educational institutions such as the University of Chicago.

Cruz is currently a columnist of The Philippine Star and the weekly magazine Biz News Asia. He served as director and publisher of the now defunct DLSU Press from 1992-2001. He was also a member of its Board of Trustees



MCO head wins communication excellence honor

Marketing Communication Office Executive Director Jose Mari Magpayo recently received the Communication Excellence in Organizations (CEO) Excel Award by the International Association of Business Communicators (IABC) Philippines for his role in the development of academic marketing in the country. The awarding ceremony was held on November 8 at the Philippine International Convention Center.

This year's roster of CEO Excel awardees included top-level executives of some of the largest Philippine-based corporations, national agencies, local government units, and non-government organizations. The winners came from 12 industry and sectoral clusters.

Magpayo was the only honoree under the Academic, Research, and Training Institutions Category. Other CEO Excel Awardees honored alongside Magpayo were Manuel Pangilinan (Philippine Long Distance Co.), Aurelio Montinola (Bank of the Philippine Islands), Carlos Ejercito (United Laboratories), Atty. Felipe Gozon (GMA Network, Inc.), Mayor Feliciano Belmonte (Government of Quezon City), and Mayor Jejomar Binay (Government of Makati City).

In his acceptance speech during the event, Magpayo shared how MCO utilized communication to position DLSU-Manila as a center of academic excellence in the Philippines and in the ASEAN region.

"Today, top honor students from

our feeder high schools believe that their future begins at De La Salle University-Manila. And it's because our University believed in the power of communication to make its mission understood more profoundly by the future leaders of our country," he said.

"I thank you for this award but it really belongs to everyone in the University who shared our belief in the power of communication not only to shape ideas, but more importantly, to help shape the Filipinos who shape the Philippines," he added.

The CEO Excel Awards, the local version of the world IABC Excel Awards, are given annually to senior managers who have successfully harnessed communication in advancing the reputation, enhancing the profitability, or achieving major stakeholder objectives for their organization.

IABC Philippines is the official chapter of San Francisco-based IABC, one of the world's largest public relations association with some 13,000 members in North America, Europe, Asia, and Australia.



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By Br. Edmundo Fernandez FSC

Brother Visitor

Delivered during the Mass of the Resurrection

November 8, St. Joseph's Theater, La Salle Green Hills

In the last few years of his life,
Love shone through Rafe. He had become
the Serene Elderly, the Sage
the Strong One who learned
how to lose graciously.

Life

There is much that we can learn from the passage from Ecclesiastes. It is a reading that is loved by many and often used in interment liturgies because it speaks powerfully about the Dance of Life. It talks about seasons and moments in a person's life. It tells us that life is a series of valleys and peaks, of ebbs and flows, of flux and change, of wobbles and twists and turns.

Ecclesiastes shows us that life is not an even, straight journey. It is not a smooth ride. Being born and dying, planting and harvesting, killing and healing, breaking down and building up, weeping and laughing, mourning and dancing, seeking and losing, loving and hating – all these happen to each of us several times in our lifetime. As Joan Chittister writes, "Ecclesiastes invites us to see life as a mosaic made up of small pieces of human experience common to us all but lived uniquely by each one of us; it calls us to the universals of life so that we can understand it before we lose it, enjoy it before we miss it."

Rafael Serafin Donato understood this very well and enjoyed every giddy part of life. "Death is more universal than life," a writer once wrote. "Everyone dies but not everyone lives". Rafe lived life joyfully, lovingly, fully. He lived it as it was meant to be lived. He knew that Life demanded much but also gave much to the generous. He epitomized the faithful and prudent manager in our Gospel: "From everyone to whom much has been given, much will be required; and from the one to whom much has been entrusted, even more will be demanded." Indeed, Rafe was given much and he gave back according to his vows, "to procure your glory as far as I am able and as you will require of me."

He knew what it was to mourn and weep. He buried his sister and his mother. He buried several Brothers including Gabriel, Andrew, Greg Refuerzo. Rafe knew what it meant to plant seeds of hope and seeds of love because it was he himself who

harvested what, in disciplined love, the American Brothers planted. He saw the great expansion of the District and enjoyed the period of stability that he himself helped create. When he was in AMRSP, he broke down structures that maintained unjust systems and perpetuated wrong values.

Rafe was one of a handful of Brothers who transitioned well from a pre-Vatican II religious life to a post-Vatican II model. His openness and flexibility – characteristics that would mark his life – carried him through a difficult and tumultuous time. He was also one of the few who linked us to the very early years of the District when all we had was one school.

Rafe clearly understood that life was rough and that gave him his sense of serenity, his calmness in the face of adversity and pressure. He chose not to fight each passing wave or each undertow of life. Instead, he let himself be carried, caressed and massaged by the beauty of it all. He didn't have to dance to a different beat because the regular rhythm of life was all he needed to make



Love

We can remember Rafe for many good things, but what truly marked his life was his love for his vocation and his Brothers, and his commitment to the mission.

His obedience was truly inspiring. For one who had been President of several schools, who had been Visitor, who had enjoyed so much authority, for one who was a giant in the District, he could have dodged another assignment and simply retired. I was actually stunned when he accepted, on the spot, his assignment to be Auxiliary Visitor. What I did not mention during his Golden Jubilee was that there was another incident when I asked him to be school head, but upon reflection and discernment thought otherwise. I rehearsed my spiel for a day as I thought he would feel bad about my decision, but after I had said what I needed to say, he looked at me straight in the eye and in the inimitable Rafe way said, "Whatever you want, Brother Visitor."

Together with Gabriel Connon, Andrew Gonzalez and Benildo

Feliciano, Rafe may be the last of the Master Builders, the end of a generation. These are the Brothers who greatly expanded our ministry, strengthened our institutions and professionalized our systems. What Gabe and Andrew did for DLSU and Benildo for the District, Rafe did for the other early institutions. We who come after them could only follow their tradition and example.

He took calculated risks and was not afraid to try out new things. He brought in professional men and women to help him out.

People only throw stones at trees that bear much fruit. Like Andy, Rafe had his fair share of critics and detractors, those who misunderstood him and what he did, or those who simply thought they could do better. Rafe took it all in stride and just smiled at them. To his credit, he rarely ever said anything bad about those who badmouthed him or undermined him. Like anything else in life, he was serene and calm about it.

Rafe wasn't a saint and he didn't

pretend to be one either, but he had been made holy by his 50 long years of commitment to the mission. In his own quiet way, he loved the Brothers very much. I think this was the gift that was given him towards the end of his life. He spoke to me often about the need to understand the senior Brothers. He gave me a glimpse of their concerns. He also understood what school Presidents were going through and impressed upon me the importance of supporting them.

He rarely, if at all, said anything bad about a Brother or any person. But he would also not hesitate to say why a Brother should not be assigned to a certain community or a certain position. His firmness was often softened by compassion.

In the last few years of his life, Love shone through Rafe. He had become the Serene Elderly, the Sage, the Strong One who learned how to lose graciously. Suffering, the love of friends, family and Brothers, his many experiences as Visitor and as President of several schools had tempered him greatly.

LOSS

And so we bid Rafe goodbye.

Let us peel away the profound sadness that we feel today and reveal that underneath all the sorrow is the joy that is Rafe's homecoming. I am certain Rafe would want it that way. We cannot hold on to Rafe, much as we may want to. As Joan Chittister says, "whatever we are not prepared to lose diminishes our sense of soul and depth of spirit".

I have heard some people say how pointless Rafe's death was. I firmly believe that there is no such thing as pointless death. It may be pointless to those who do not know him. It is probably pointless to those who have no faith.

Rafe's departure confronts us with the fragility of life. It teaches us to enjoy every little moment that life offers. It teaches us to cross every river and hurdle every tiring obstacle, to learn from every portion and segment, to suck every marrow out of every chunk, to dance to its mesmerizing music. Rafe knew this and did this well. He is an example of a man who lived Life upon Life upon Life, who knew Joy upon Joy.

I would like to believe that, as he was calm and serene in his life, he was also calm and serene in his departure. I am certain that at some point he realized that he was being called back to the Father's house. And when he knew that the time had come, he closed his eyes, asked for forgiveness, said a prayer and surrendered to the embrace of the sea. As in our responsorial psalm, he was ready to go home. "In the triumph that he brings me, I can hold my head high. In his house, I shall lift up my voice. I will sing, I will praise the Lord."

Let me end by paraphrasing Thomas Merton's poem for his brother John Paul who died in World War II:

*Sweet Brother, if we do not sleep
Our eyes are flowers for your tomb;
And if we cannot eat our bread,
Our fasts shall live like willows where you died.
If in the heat, we find no water for our thirst,
Our thirst shall turn to springs for you, fellow traveler*

*Come, in our labor find a resting place
And in our sorrows lay your head,
Or rather take our life and blood
And buy yourself a better bed –
Or take our breath and take our death
And buy yourself a better rest*

*For in the wreckage of your November Christ lies slain,
And Christ weeps in the ruins on your spring;
The money of Whose tears shall fall
Into your lifeless hand,
And buy you back to your own land:
The silence of Whose tears shall fall
Like bells upon your alien tomb.
Hear them and come: they call you home.*

Rafe, thank you very much for your life and your love. You have taught us much. You are truly a teacher to the end. We know that you are now experiencing the great joy that John Baptist de La Salle described in his meditations, the great reunion in heaven.

Please pray for us. Till we meet again, Rafe.

Br. Rafael Donato FSC (1937-2006)

Tour of Ministry

1956	Postulancy
1956-1957	Novitiate
1957	First Vows
1957-1961	Scholasticate
1961-1962	De La Salle College, Grade School Teacher
1962	Final Vows
1962-1963	LSA (Iligan), HS teacher
1963-1964	LSGH, GS Teacher
1965-1968	LSGH, GS Teacher; Sub Director Juniorate; Administrator: Engineering Department Head and 3 rd Yr Moderator.
1968-1970	DLSL, Community Director. and Principal
1970-1973	LSGH, President
1973-1977	Harvard University, Cambridge, USA, Doctoral Studies (scholarship)
1977-1983	LSC Bacolod, President; Dean of Graduate School; Teacher; Community Director.; HS Principal
1983-1986	PRV, Visitor; Formation of Jr. Scholastics; Community Director
1986-1990	PRV, Visitor, LSGH President; Community Director
1991-1994	DLSU-M President
1995-2002	DLSL, President; Community Director; Dean of the Graduate School
2003	DLSL, President Emeritus; Teacher
2004-2006	PRV, Auxiliary Visitor
2006	DLSAU, President; LSGH Brothers' Community Director