



THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

2401 (twen 'te fôr 'o, 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 seminars, workshops, and conferences.

Business and Economics

Cristela Goce-Dakila, associate professor of the Economics Department, presented the following papers abroad:

- “Interregional Multiplier Effects of Urban Transport Infrastructure Investment in National Capital Region, Philippines : A Spatial General Equilibrium Approach” at the 31st Federation of Asean Economic Association (FAEA) Conference, held from November 23 to 25 at Singapore Management University.
- “Impact of Port Infrastructure Development on Environment-Related Macroeconomic Variables : An Applied General Equilibrium Approach” at the 5th Regional Symposium on Infrastructure Development and the Environment, held on December 7-8. The event was under the auspices of Japan Society for the Promotion of Science-Department of Science and

Technology (JSPS-DOST), Tokyo Institute of Technology-Kasetsart University, and the University of the Philippines-College of Engineering. “An Assessment of the Spatial Impact of Technological Improvement in Transport Water Services Sector in NCR, Philippines: A Computable General Equilibrium Approach,” co-authored with Dr. Shoshi Mizokami; during Session 259 of the 45th Annual Meeting of Transportation Research Board held at Hilton Hotel Washington DC on January 22.



Chiu



Engineering

Dr. Anthony SF Chiu of the Industrial Engineering Department was plenary speaker at the UNESCO International Workshop on Engineering Education for Sustainable Development (EESD) at Tsinghua University, Beijing last October 31-November 1. Chiu emphasized the need for interdisciplinary, trans-disciplinary, and system thinking in the new era of engineering education. Chiu was named to the 2008 UNESCO EESD Workshop Organizing Committee; a midway preparatory meeting will be held in De La Salle University in 2007.

Economics faculty completes development plan for Silay City

Ruben Carlo Asuncion, part-time faculty member of the Department of Economics, recently presented to urban planning and architectural firm Concep. Inc. the local economic development plan of Silay City, Negros Occidental.

Asuncion recently served as the firm’s local economic development specialist for the said city. Part of his project was to develop ways to advance the economic situation of the locale vis-a-vis, the opening of the new Bacolod Airport in July this year.

In his paper, Asuncion presented strategies to advance the agro-industrial and tourism industries of the city. He also analyzed the area’s strengths and weaknesses.

Like other Occidental Mindoro cities, Silay City is highly-reliant on the sugar industry. It also boasts of a rich, revered history as seen in the tourist spot, Paris de Negros, a row of houses that mirror its glorious past.

Asuncion, acknowledging the great potential of the city’s tourism industry, highlighted in his document that the lack of tourism development program deters the development of its promising market.

“This is an exciting time for Silay and its people,” he said, “as the opening of the new airport promises to speed up the development of the city.”



DLSU-Manila participates in 3rd World Englishes videoconfab

De La Salle University-Manila represented the Philippines in one of the five sessions of The 3rd World Englishes Videoconference, with Sydney Gonzales-Villegas, assistant professor of the Department of English and Applied Linguistics (DEAL), leading the discussion.

Prof. Michiko Nakano, chief promotion officer of the Digital Campus Consortium of Waseda University (Japan), acted as moderator while Prof. William O'Grady of University of Hawaii at Manoa served as resource speaker.

The videoconference, which was held last November 8, was joined in by La Salle students enrolled in the Bachelor of Science in Secondary Education (major in English) and graduate students enrolled in Foundations of Language Studies under Gonzales-Villegas. They used

the E-classroom in Miguel Hall to discuss with students from six other universities in Asia namely, Hong Kong Baptist University, Chulalongkorn University (Thailand), University of Malaya (Malaysia), Korea University, National University of Singapore, and Waseda University.

Part of the culminating activity of the videoconference is the 2nd RELC-Waseda International Student Seminar to be held in Regional Language Centre in Singapore on February 10-15 this year.

Discussions focused on the theme "World Englishes and Miscommunication in View of English as an International Language (EIL)." Participants shared their studies, insights, and questions on the different varieties of English – Indian English, Malay English, Chinese English, Philippine English, Korean English, Singapore English, Hong Kong English, and Japanese English.

The videoconference also featured a lecture of Dr. Danilo Dayag, associate professor of DEAL. At present, Dayag is a visiting professor at Chukyo University in Japan.

Special kids find their *ates* and *k* in annual La Salle event



Around 650 special children from 37 institutions were treated by the Center for Social Concern and Action (COSCA) to a day full of fun and laughter with the For-the-Kids (FTK) 2007, held last January 14.

For this year, FTK, which is an annual event, revolved on the theme “Makulay na mundo ay ating ipinta, sa isang maghapong pagsama-sama.”

The whole-day affair exemplified the spirit of the theme as the children engaged in various activities with members of the Lasallian community, who served as the children’s *ates* and

kuyas.

Also present were 185 special education teachers, and around 200 parents/guardians of the children. Some 1,000 volunteers also made the event possible and successful.

FTK is a mini-olympics for special children organized by DLSU-M’s Center for Social Concern and

CEPD reaches out to typhoon victims

Realizing the immense trauma of the people who greatly suffered from the recent typhoons that hit the country, the faculty and students of the Counseling and Educational Psychology Department (CEPD) recently spearheaded a psychological counseling mission, Critical Incident Stress Debriefing (CISD), in Guinobatan, Albay.

CISD, according to Bong Quiamno, one of the organizers of the DLSU-Manila Community Counseling Post Trauma Research, seeks to help the victims, particularly those who

are still staying at evacuation sites, cope with their present conditions.

He said that the project allowed CEPD graduates to share their expertise in counseling, helping traumatized people, particularly children and old people, to process their experiences.

He noted that the real challenge for the CISD team is in the monitoring of the conditions of the survivors. He said the team would be coordinating with the evacuation sites leaders to follow up the developments on the state of the victims.

uyas



Action (COSCA) under its Volunteer Formation Program's volunteer group Lasallian Outreach and Volunteer Effort (L.O.V.E). It aims to help children with physical, emotional, and mental difficulties to achieve self-worth through games and activities. It also seeks to provide an enjoyable form of social outreach for DLSU-manila students, alumni, faculty, and staff.

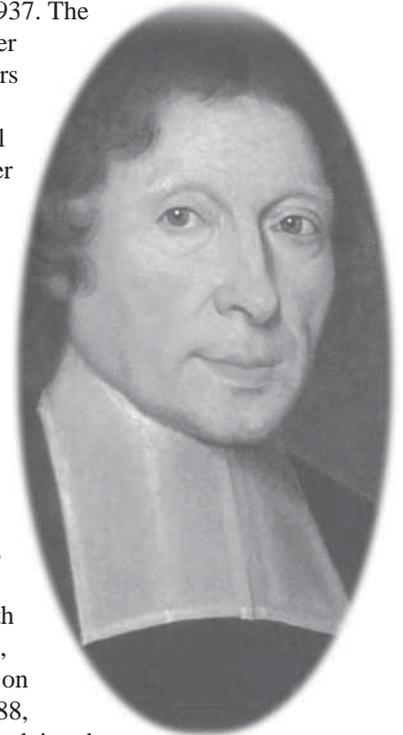


Remembering St. John Baptist de La Salle

Every January 26, the De La Salle University-Manila community commemorates the life of our Founder, St. John Baptist de La Salle. Historically, this date marks the transfer of St. La Salle's relics to Rome, at the chapel of the Generalate, in 1937. The relics were earlier kept for 187 years at Rouen, where he spent his final days, and another 31 years at Lembecq-lez-Hal in Belgium.

There are other special dates to remember St. La Salle by: his birth on April 30, 1651, his ordination as priest on April 9, 1678, his death on April 7, 1719, his beatification on February 19, 1888, and his being proclaimed Patron of Christian Teachers on May 15, 1950. But for the Lasallian community in Manila, every January 26 is a perfect occasion to celebrate as one family the life of the Founder, as it often falls within the University Mission Statement Week, a time for reflecting our Lasallian heritage.

St. La Salle's special merit is that 300 years ago, he established a liberating education system for ordinary people. He pioneered modern education and not only educated young people but also prepared teachers for so important a mission in remote rural districts.



City of Muntinlupa honors Timbreza as Outstanding Citizen in Education

University Fellow and Philosophy Department Faculty Dr. Florentino Timbreza, the Father of Filipino Philosophy, has been selected as The Outstanding Citizen of Muntinlupa City 2006 in Education.

Dr. Timbreza, a dedicated teacher and educator, received the award for his outstanding, significant, and innovative contribution on a national scope in the field of education, particularly in Filipino philosophy, serving as an inspiration and a model of excellence for all.

The City Government of Muntinlupa holds the annual Search for The Outstanding Citizens of Muntinlupa to recognize and honor those who have made significant contributions to Philippine society in their respective fields.

Other prominent awardees were former President Fidel V. Ramos for the Most Distinguished Citizen Awards, Secretary Ignacio Bunye for the Muntinlupeno Lifetime Achievement Award, and Solicitor General Atty. Francisco Chavez for Excellence in Professional Services in the Field of Law and Public Service.

The awarding ceremony was held last December 19 during the 89th Muntinlupa Foundation Day celebration at the Quadrangle, Muntinlupa City Hall.

First Philippine solar car to be launched January 27

The first Philippine solar car, which is being developed by a team of Engineering faculty members and students with the support of major sponsors Ford Group Philippines, Shell, and San Miguel Corporation, will be formally launched at The Fort in Fort Bonifacio, Taguig on January 27.

The winning entry for the Name the First Philippine Solar Car Contest, which was held from January 10 to 17 on campus, will be announced during the event. The winner will receive P10,000 in cash. A screening committee composed of one representative from each participating

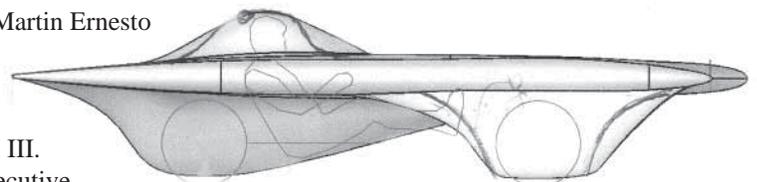
company and institution will determine the winner.

The first Philippine Solar Car will be competing with other entries from other countries in the World Solar Car Challenge 2007, to be held in Australia from October 22 to 28.

The members of the Technical Working Group, who are all from DLSU-Manila, are Engrs. Rene Fernandez (Project Leader), Martin Ernesto Kalaw, Anthony Escobar, Jose Antonio Catalan, and Isidro Marfori III. DLSU-Manila Executive

Vice President Dr. Carmelita Quebengco and Vice President for Academics and Research Dr. Julius Maridable serve as their advisers.

The minor sponsors of the project are J. Walter Thompson, Creasia, Tuason Racing School, La Isla Lipana, and Sun Power.





DLSU-Manila signs research pact with US-based electrical firm

In a bid to boost its research program, De La Salle University-Manila entered into a memorandum of agreement with Littelfuse Inc., an electrical company based in Illinois, USA, on December 18.

The research agreement was signed by DLSU-Manila Executive Vice President Dr. Carmelita Quebengco and Ming Nang Yuen, Asia Pacific director of Littelfuse.

Under the MOA, the Physics Department will collaborate with Littelfuse in the study of electrical arc suppression materials, as well as in the development of techniques and technologies to be used in electrical fuses or other circuit interruption devices and equipment.

The best and the brightest of the faculty and students of the Physics Department will be tapped to do research projects for Littelfuse, which will in turn provide the funding.

According to Dr. Romeric Pobre, chair of the Physics Department, undergraduate and graduate students and some faculty members will conduct an exploratory visit of the company's facilities in Malvar, Batangas in the last week of January. They will observe the company's systems, interact with its

engineers, and evaluate the company's capabilities.

La Salle and Littelfuse have the following specific goals: suppress the electrical arcing that occurs when an electrical fuse opens under a fault condition; optimize electrical arc interruption properties of test fuse configurations; select materials and designs for optimum performance, repeatability, reliability, manufacturability, safety and cost; and demonstrate proof-of-concept by conducting an appropriate test program.

Pobre said under the research agreement, research projects that would be completed within the six months following the signing of the MOA would give Littelfuse the right to ownership.

A steering committee, consisting of Steve Whitney and John Song of Littelfuse and La Salle's Pobre and Dr. Reuben Quiroga, will oversee the conduct of the research agreement.

DLSU-Manila Executive Vice President Dr. Carmelita Quebengco and Ming Nang Yuen, Asia Pacific director of Littelfuse, sign the research agreement. Witnessing the event are Edcel Balicusto, senior engineer of Littelfuse, who helped facilitate the MOA, College of Science Dean Dr. Gerardo Janairo, Dr. Nikko Quevada, associate director of the Academic Intellectual Property Office, Dr. Romeric Pobre, Physics Department chair, and Dr. Reuben Quiroga, senior faculty of the Physics Department.

La Salle leads national workshop on industrial waste management

De La Salle University-Manila's Chemical Engineering faculty will once again lead the annual meeting of scientists, environmentalists, government executives, and industry leaders who will discuss the developments in the study of industrial and hazardous wastes on the 3rd ARRPET II-IHW National Workshop this January 24.

ARRPET II-IHW stands for the Asian Regional Research Programme on Environmental Technology Phase II -Industrial and Hazardous Wastes. The workshop will be held at the Angelo King International Center of DLSU-CSB.

ARRPET is a collaboration of eight Asian countries—China, India, Indonesia, Malaysia, Philippines, Sri Lanka, Thailand, and Vietnam. It is coordinated by the Asian Institute of Technology (AIT) and funded by the Swedish International Development Cooperation Agency (SIDA).

De La Salle University-Manila serves as the National Research Institute on Industrial and Hazardous Wastes in the Philippines for ARRPET II.

This year's conference highlights the collaborative research efforts by

different sectors on persistent organic pollutants (POPs) management and technology development. ARRPET II focuses on the industrial sector's use of Polychlorinated Biphenyls. It also tackles as a minor issue the development of windrow composting of recycled paper mill sludge.

With the theme "Transcending Research and Forging Partnerships for Persistent Organic Pollutants Management and Technology Development," the workshop aims to provide a platform for the exchange of ideas between national and international research partners, as well as to strengthen the networking activities between them.

