



2401 (tweñ 'tē fōr', ò, 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 the name of the official newsletter of DLSU-Manila, featuring developments and stories of interest about the University.

16 JUNE 2008. VOLUME 40. NUMBER 2. 12 PAGES



# ASEAN Foundation taps DLSU-Manila to develop computer software

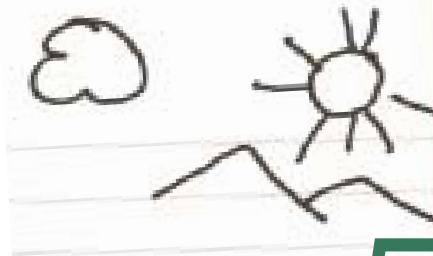
see page 3

La Salle student entrepreneurs join ASEAN youth network



4

Ang Halina ng Bagac



5

SME research center receives reference materials



10

## DOST NAMES TWO LASALLIANS IN 50 MEN AND WOMEN OF SCIENCE

*Two College of Engineering faculty members were chosen by the Department of Science and Technology (DOST) as two of the 50 Men and Women of Science after being recognized as Outstanding DOST Scholars. Both recognitions are part of DOST's activities for its Golden Jubilee Anniversary celebration this June.*

Manufacturing Engineering and Management Department Full Professor Dr. Elmer Dadios was named as Outstanding DOST Scholar and one of the 50 Men and Women of Science for his contributions in the fields of artificial intelligence, neural networks, robotics, software engineering, automation, and intelligent systems.

Dadios has completed 19 projects, including the DOST TECHNICOM Project "Soccer Robot System," and has published 79 scientific papers locally and internationally. He is currently the president of the Mechatronics and Robotics

Society of the Philippines and member of other national and international professional organizations such as the Philippine Instrumentation and Control Society and IEEE-USA.

Aside from Dadios, Civil Engineering Department Associate Professor Dr. Jonathan Dungca was also recognized as an Outstanding DOST Scholar and one of the 50 Men and Women of Science for his interests in the development of soil liquefaction potential maps and various techniques to assess the effects of soil liquefaction to structures.

Dungca was a finalist in the 2008 Lasallian Excellence Awards-Students' Search for Outstanding Teachers, and is a volunteer speaker and lecturer of the "Adopt-an-Engineering School Program" of DLSU-Manila, actively fostering relationships among Civil Engineering faculty and students in the University and in other schools.

The 50 Men and Women of Science are the outstanding scientists who made it in the Top 10 list of the following categories: DOST Scholars, Researchers, Technology Adoptors, Science Educators, Science Communicators, and Administrators.

For the Outstanding DOST Scholars, selection is based on the scholar's accomplishments in science and technology, peer recognition, and national and international awards in science and technology.

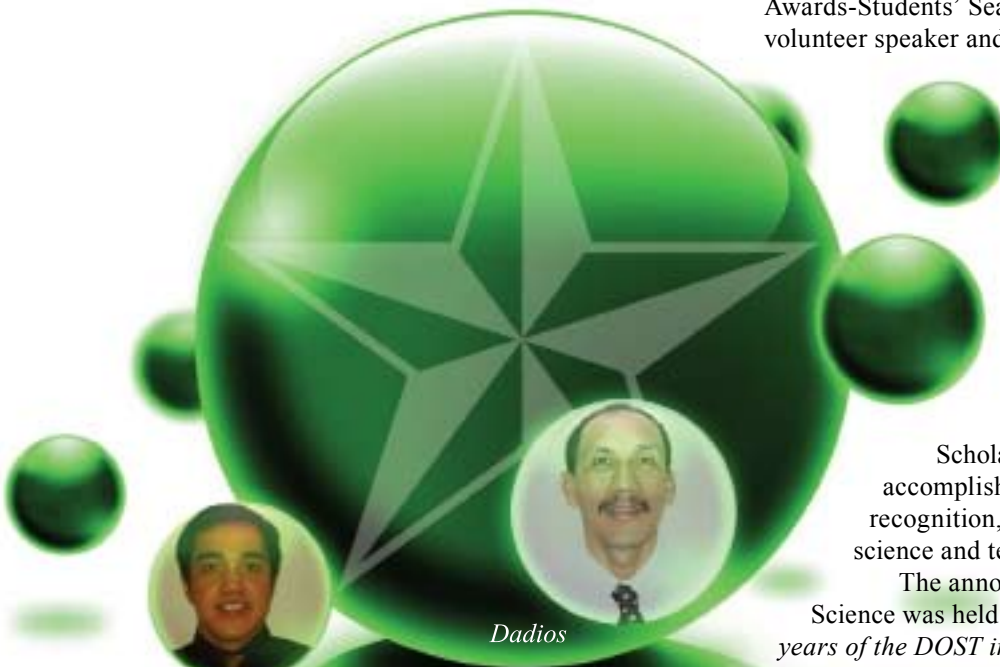
The announcement of the 50 Men and Women of Science was held in the *Gabi ng Ginintuang Sinag: 50 years of the DOST in Music and Dance* last June 9 at the UP Theater.



Dungca



Dadios





# ASEAN FOUNDATION TAPS DLSU-MANILA TO DEVELOP COMPUTER SOFTWARE

*The Association of Southeast Asian Nations (ASEAN) Foundation commissioned De La Salle University-Manila for the development of a computer game that aims to familiarize the youth about the 10 countries comprising the region.*

The Foundation and the University, through the Center for Engineering and Sustainable Development Research (CESDR), signed a special service agreement last May 30 on campus, following the pilot testing of “ASEAN Quest.”

Signing for DLSU-Manila were Br. Bernie Oca FSC, who attended on behalf of University President and Chancellor Br. Armin Luistro FSC, and Dr. Alvin Culaba, CESDR director, while representing the ASEAN Foundation were Executive Director Filemon Uriarte, Jr. and Programme Office Ajie Akhmad Wahidin.

The game was developed by the University’s Center for Educational

Multimedia. Dr. Miguel Rapatan served as the game’s interface designer, director, and writer and Jessica Camba as programming supervisor.

“ASEAN Quest” starts with a catastrophe, a super typhoon from the Philippines that rolls across the region and devastates all the member-countries of ASEAN. With power knocked out throughout the region, ASEAN leaders ask the computer players to set up an energy grid that spans the region.

To navigate through the game’s different challenges, the player will have to be familiarized with the languages of Southeast Asian nations.

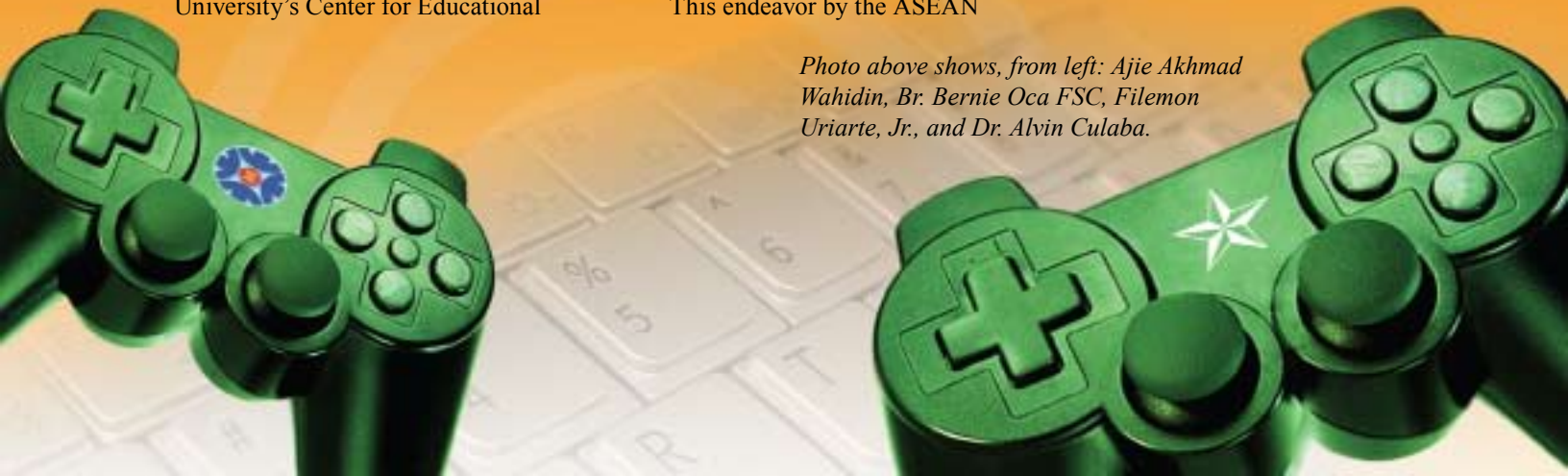
This endeavor by the ASEAN

Foundation is part of the celebration of the golden anniversary of the Philippines’ National Science and Development Board, founded in 1958. The game will be formally launched on July 8 during the ASEAN Youth Summit.

Uriarte expressed that this project responds to the interests of the youth, who he noted are now much more interested in computer games than in PowerPoint presentations.

The formal signing of the agreement was also attended by teams of DLSU-M students, who participated in the “ASEAN Quest” mock contest.

*Photo above shows, from left: Ajie Akhmad Wahidin, Br. Bernie Oca FSC, Filemon Uriarte, Jr., and Dr. Alvin Culaba.*





## LA SALLE STUDENT ENTREPRENEURS JOIN ASEAN YOUTH NETWORK

*Two students of De La Salle University-Manila were among the five Philippine delegates in the first ASEANpreneurs Youth Leaders' Exchange last May 15-21 in Singapore, where more than 20 student youth leaders from eight ASEAN countries participated.*

College of Business and Economics students Kenneth Duncan (BMG-ENT) and Marjorie Sy (BMG-ACM) presented papers on the entrepreneurship ecosystem in the country and took part in a series of strategic roundtable discussions.

The Lasallians, together with other delegates, joined various company visits and interactive workshops. They also exchanged ideas on how to address the problems of their countries and the ASEAN region.

Also during the exchange, the delegates committed to sustain the network by laying out implementation plans in their own countries and to explore possibilities of collaboration on projects that will promote entrepreneurship in the region.

National University of Singapore Entrepreneurship Centre Director

Prof. Wong Poh Kam said that as an initiative of ASEAN students, the network “has great potential to grow and be of great assistance not only to the entrepreneurship clubs in the universities, but also in the larger business community.”

“It will go on to serve as a major platform to showcase ASEAN and attract external parties to engage with the region,” he added.

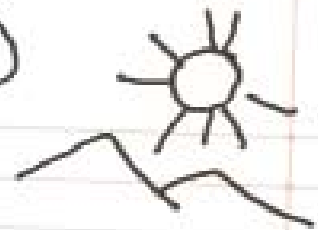
The culminating event of the youth leaders' exchange was the official launch of the ASEANpreneurs Youth Leaders' Network last May 21 at the NUS Business School also in Singapore.

Aimed at building an extensive student entrepreneur network in the ASEAN, the ASEANpreneurs will serve as a platform for entrepreneurial youth leaders to interact and share

entrepreneurial knowledge as well as collaborate on programs that will benefit their respective universities and countries, with support from ASEAN governments, universities, and successful entrepreneurs in the region.

The network was officially launched by Teo Ser Luck, senior parliamentary secretary for Ministry of Community Development, Youth and Sports & Ministry of Transport, and Dr. Soeung Ratchavy, deputy secretary-general of the ASEAN Secretariat. A panel session was conducted by successful entrepreneurs where they shared their experiences and offered valuable insights into dealing with ASEAN-centric businesses.

The ASEANpreneurs network is said to be the first of its kind to be set up in ASEAN, with the participation of universities from all over the region.



# Ang Halina ng Bagac

ni Marilou Syneco

*Sa loob ng limang taon kong pagiging bahagi ng Kolehiyo ng Edukasyon, isang di makalilimutang pagkakataon ang ibinigay sa akin ng La Sallian Institute for Development and Educational Research (LIDER) at ito ay ang mapabilang sa pangkat na nagsagawa ng mga riserts tungkol sa isang natatagong hiyas ng edukasyong Lasalyano. Matatagpuan ang hiyas na iyon 151 kilometro mula sa Maynila, sa baybayin ng isa sa pinakamahirap na bayan ng Bataan, ang Bagac.*

Ang Jaime Hilario Integrated School (JHIS) ay mahigit dalawang taon pa lamang. Isa itong proyekto ng pagtulong sa edukasyon ng mga kabataang mahihirap sa Bataan. Konsepto ng arsobispo ng naturang lalawigan at hinirang ang mga Lasallian Brothers bilang tagapagpatupad, ang JHIS ay mayroon ng apat na seksyon (tig-dalawa sa una at ikalawang baytang ng elementarya). Ang unang komunidad Lasalyano dito ay pinangunahan ni Br. Bernie Oca, FSC na noo’y pangulo ng LSGH. Sa kasalukuyan ang komunidad ay nasa pamumuno ni Br. Ricky Laguda, FSC, kasalukuyang pangulo ng DLSAU at mga kasamang Brother-Teacher na sina Br. Manny at Br. Mandy. Mayroon din silang dalawa pang guro—sina Teacher Melai at Teacher Suzette. Wala pang 200 ang mga mag-aaral ng buong paaralan sa kasalukuyan.

Sa aming pagbiyahe patungo sa Bagac ng limang beses ay di maikakaila ang kasiyahang dulot ng pagkatuklas ng isang kumakatawan sa tunay na diwa ng Lasalyanong edukasyon. Sa pakikipanayam sa mga mag-aaral, guro, magulang at mga Brother na bahagi ng paaralang ito, lagi nang sumasagi sa isip ang mga katangiang tinuran ni Br. Ceci Hojilla, FSC sa isang pagtitipon ng mga guro ng DLSP—“ang gurong Lasalyano ay may alam, may kakayahan, naririyang at nakakaalala.”

Nakasalalay sa mga kakayahan ng mga Brother at iba pang guro ng JHIS ang pagpupunla ng kaalamang maging batayan ng pag-asa sa kinabukasan ng mga piling mahihirap na kabataan ng Bagac. Di biro ang pagsasakripisyong dala ng paglilingkod sa malayong lugar. Si Teacher Melai, di man isang Brother ay may sariling kuwento ng buhay na maikukumpara rin sa mga kuwento ng mumunting buhay na kaniyang inaalaan sa JHIS. Ngunit malungkot man o masaya

ang buhay niya ay nakahahanap siya ng katuturan sa pag-alalay sa mga mumunting kaisipang naiatas sa kanya. Kaya’t tulad ng mga Brother ay naririyang siya at sa araw-araw ay pansamantalang isinasantabi ang sariling tiisin at mithiin upang maging epektibo sa pag-alala at pag-alalay sa kinabukasan ng mga mag-aaral ng JHIS.

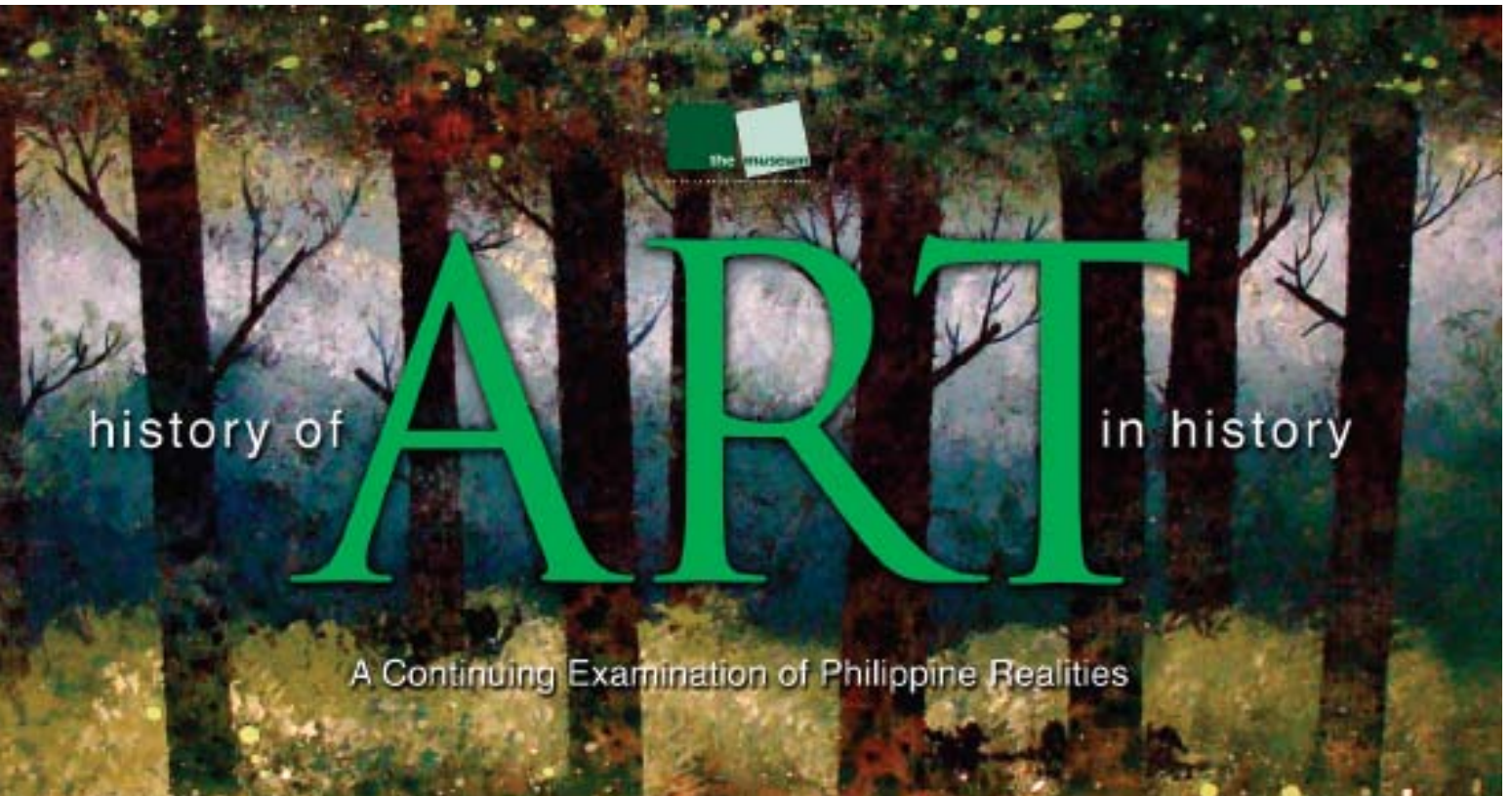
Di biro ang pagkakaiba ng sitwasyon ng mga kaguruan ng JHIS sa ating tinatamasang kaluwagan ng buhay sa DLSU-M. Inaamin kong tulad ng mga pampublikong guro ay mas nakabibilib ang mga guro ng JHIS dahil nagagawa nilang maging instrumento ng pagbabago at pag-asa ng kanilang mga mag-aaral kahit na nga sa mas salat na kondisyon ng pagtuturo. Mabuti na lamang at may mapagkandiling mga indibidwal at organisasyon na tumutugon sa mga pangangailangan ng paaralang ito. Mabuti na lang at may mga mamamayan at magulang ng Bagac na kaagapay sa pag-aalaga ng mga bata at ng mismong paaralan.

Kapuri-puri ang JHIS at ito ay di lilingid sa kaalaman ng isang panauhin na makaririnig ng paghanga para sa mga Brother at mga guro ng paaralan habang lulan ng jeep mula Balanga patungong parokya ng Bagac. Ang mabuting gawain dahil nga busilak, pinagkatagu-tago man sa halos dulo ng lalawigan ay malalantad din dahil sadyang napakainam pag-usapan at hangaan. Nawa’y mabigyan ng pagkakataon ang mga guro ng ibang paaralan ng La Salle na bumisita sa JHIS upang mas maramdaman pa nila ang tunay na diwa ng edukasyong Lasalyano.

Sa LIDER at sa pamunuan ng Kolehiyo ng Edukasyon, taos puso ang aking pasasalamat sa pagkakataong madiskubre ang Jaime Hilario Integrated School ng Bagac!

“Ang mabuting gawain dahil nga busilak, pinagkatagu-tago man sa halos dulo ng lalawigan ay malalantad din dahil sadyang napakainam pag-usapan at hangaan.”





## DLSU-M MUSEUM PRESENTS HISTORY OF ART, ART IN HISTORY

*The Museum at De La Salle University-Manila presents its first term show for School Year 2008-2009, History of Art, Art in History. It will run from June 11-August 22.*

The exhibition aims to continue examining Philippines realities as it traces the roots of history of Philippine visual arts from the time of Diosdado Lorenzo of the post-WWII era to the present generation of social realists.

It showcases works of artists of different genres in their unique styles as they convey contemporary meanings, take up advocacies, define true identities, and foreground their context as Filipino.

Featured artists in the show include Pablo Baen-Santos, Elmer Borlongan, Orlando Castiello, Danny Dalena, Neil Doloricon, Antipas Delotavo, Edgar Talusan Fernandez, Emmanuel Garibay, Renato Habulan, Diosdao Lorenzo, Onib Olmedo, and Jose Tence Ruiz.

The Museum is located at the 2nd Floor, Yuchengco Building, De La Salle University, Taft Avenue, Manila. Museum days and hours are Monday-Friday, 8 am-6 pm and Saturday, 9 am-12 noon.

For more information, contact May Viaje at 524-4611loc. 368 or visit The Museum's website: <http://themuseum.dlsu.edu.ph>.



## LASALLIAN FIRSTS IN THE IT AGE

*A pioneering institution, De La Salle University-Manila has always been in the forefront of innovation and excellence in education. From the time it opened its doors to young schoolboys in June 16, 1911, the University has undertaken groundbreaking programs and projects at the onset of information technology in the academe, developing the landscape of Philippine education.*

- 1971 - The University established the Computer Center, the first in the local academic to do so. In 1980, the Center expanded and became the Planning, Information and Computer Science Center (PISCSC).
- 1981 - The PICSC monitored the Computer Science Department which offered the first undergraduate degree in Computer Science. Four years later, the center was formally declared as the College of Computer Studies.
- 1994 - DLSU-M became fully connected to the Internet and created a Philippine web site, a first in the local academic scene.
- 1996 - All DLSU-M students were given Internet accounts.
- 1999 - The Center for Educational Multimedia (CREM) of the University was established to encourage educators to discover alternative paradigms of learning in the light of technological advancements.
- 2000 - DLSU-M put up the first ever smart classroom in the Philippine academe. It features the latest in technology and boasts of video conferencing capability and state-of-the-art equipment for desktop presentations.
- 2000 - DLSU-M was designated by the ASEAN University Network as lead school in the establishment of the first virtual university in the region.
- 2001 - The University introduced online enlistment and enrollment.
- 2006 - Microsoft Philippines chose DLSU-M as partner for the establishment of the first-ever Microsoft Innovation Center in the local academic sector.
- 2006 - DLSU-M introduced the Hybrid Program, a comprehensive online learning program that provided students with online sessions alongside classroom teaching. The participants of the program were introduced to the Integrated Virtual Learning Environment, with special features such as a virtual course calendar, discussion forum, distribution list, and assignment repositories.





## SME RESEARCH CENTER RECEIVES REFERENCE MATERIALS

*The College of Engineering's Center for Lean Systems Management (CLSM) received reference materials from the Private Enterprise Accelerated Resource Linkage (PEARL2), funded by the Canadian International Development Agency (CIDA), last May 28 at the Yuchengco Conference Room.*

By turning over these materials to CLSM, CIDA/PEARL2 expressed hope that Filipino small and medium enterprises (SMEs) would be guided better by the research center. The donation included a collection of knowledge products and book collections on the latest lean management practices.

CLSM spearheads the development of programs that will make entrepreneurs more aware and knowledgeable of their own systems. These programs aim to impart to the SMEs various tools, techniques, and strategies that will be beneficial to their businesses.

More particularly, CLSM aims to provide SMEs with: a.) relevant and latest information and reports on enhancing services and manufacturing operations b.) linkages with other organizations from the academe, industry, and government c.) strategies to improve SMEs services and manufacturing operations.

The turnover ceremony was attended by DLSU-Manila President and Chancellor Br. Armin Luistro FSC, Vice Chancellor for Research Dr. Wyona Patalinghug, Assistant Vice Chancellor for Lasallian Mission and External Relations Dr. Arnie Azcarraga, and Dennis Beng Hui, Industrial Engineering faculty and project manager of CLSM.

# COSCA HOLDS RESOURCE MOBILIZATION SEMINAR AND DONORS' FORUM

*To help De La Salle University-Manila's partner communities to be financially stable, the Center for Social Concern and Action sponsored the "Resource Mobilization Seminar and Donors' Forum" held last May 15 at the Ariston Estrada Seminar Room.*

The event brought together 52 leaders from 30 people's organizations, non-government organizations, centers, and cooperatives; six professional fundraisers; and four donor organizations.

Professional fundraisers from the FuND Philippines (Fundraisers' Network for Development, Inc.) shared their expertise on resource mobilization. Rica Alejandrino-Lane, FuND Philippines Chair, gave an overview of fundraising. Noemi Pamintuan-Jara and Oscar Sherlo Reyes, Board of Trustees of FuND Philippines, provided the partners a guide on how to prepare a project proposal.

The presenters in Donors' Forum included Atty. Jose Andres Canivel, executive director of the Philippine Tropical Forest Conservation Foundation (PTFCF); Arlen Barrameda, program manager and Geraldine Laroza, program officer of the Foundation for a Sustainable Society, Inc. (FSSI); Maylyn

Pagatpatan, program development officer of the Foundation for the Philippine Environment (FPE); and, Allyn Lopez, regional manager for Luzon of the Peace and Equity Foundation (PEF).

The donors gave a short background about their organizations and nature of operations as well as their funding priorities. They also informed the partner communities on how to access their funds. The donors encouraged COSCA partners to submit proposals for financial assistance. Atty. Canivel said, "the best certificate of appreciation is not the one COSCA gave, but the proposals that will come from the partner communities of COSCA."

In his message, Student Affairs Dean Voltaire Mistades said that the gathering aimed to broaden the partnership and engagement of the University, through COSCA, with the partner and donor communities.





## DLSU-M JOURNALS NOW ONLINE

*De La Salle University-Manila journals can now be accessed online as a result of a training workshop for journal editors sponsored by the International Network for the Availability of Scientific Publications (INASP) and organized through the efforts of DLSU-M Executive Publisher Dr. Isagani Cruz.*

Attending the Philippines Publishing Workshop conducted last May 21-23 at Ateneo De Manila University were Dr. Tereso Tullao, Jr. and Jeden Tolentino, editor and managing editor of *DLSU Business and Economics Review*, respectively; Dr. Reuben Quiroga, editor of *Journal of Research in Science, Computing and Engineering*; Dr. Allan Bernardo, editor of *The Asia-Pacific Education Researcher*; Dr. Ronald Baytan, editor of *Ideya*; and Joanne Castañares, editorial assistant of the University's Academic Publications Office.

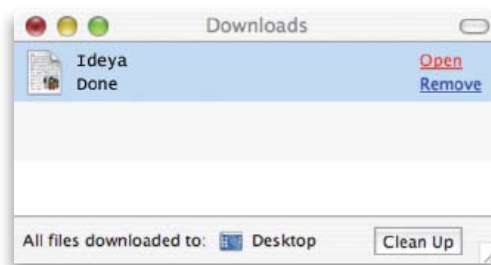
During the workshop, the editors were oriented on uploading journal articles as well as using standard journal formats. Full text and abstracts of 23 Philippine journals, including six from DLSU-M, were uploaded.

The abstracts and the full text articles of *Malay*, *The Asia-Pacific Education Researcher*, *Asia-Pacific Social Science Review*, *DLSU Business and Economics Review*, and *Ideya* are now available at the Philippines Journals Online (<http://www.philjol.info>).

Julie Walker, INASP head of

Publishing Support, and Sioux Cumming, INASP program officer, facilitated the workshop. INASP is a British NGO that is working to increase the visibility of journals from less developed countries in the international academic community. INASP hosts a website ([www.inasp.info](http://www.inasp.info)) where articles from academic journals all over the world are made available online. INASP selects the journals to be placed on its site based on set criteria.

Editors and editorial staff from four other universities and two professional organizations attended the workshop.



is published bi-weekly by the Marketing Communication Office (L-163, intercom 144). Editorial deadline is 3 p.m. Tuesdays. Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

Jose Mari Magpayo, Executive Director; Brian Gail E. Bautista ([bautistabg@dlsu.edu.ph](mailto:bautistabg@dlsu.edu.ph)), Operations Director; Ma. Ruby A. Carlos ([carlosm@dlsu.edu.ph](mailto:carlosm@dlsu.edu.ph)), Editor; Gian Vizcarra, AARichela dela Cruz, Anne Alina, Writers; Peter Varona, Art Director; Meneer Marcelo, Luis De Vera, Graphic Artists; Virginia Umacob-Gases, Secretary; Raymond Menor, Office Assistant. 2401 may be accessed online through the URL: <http://www.dlsu.edu.ph>