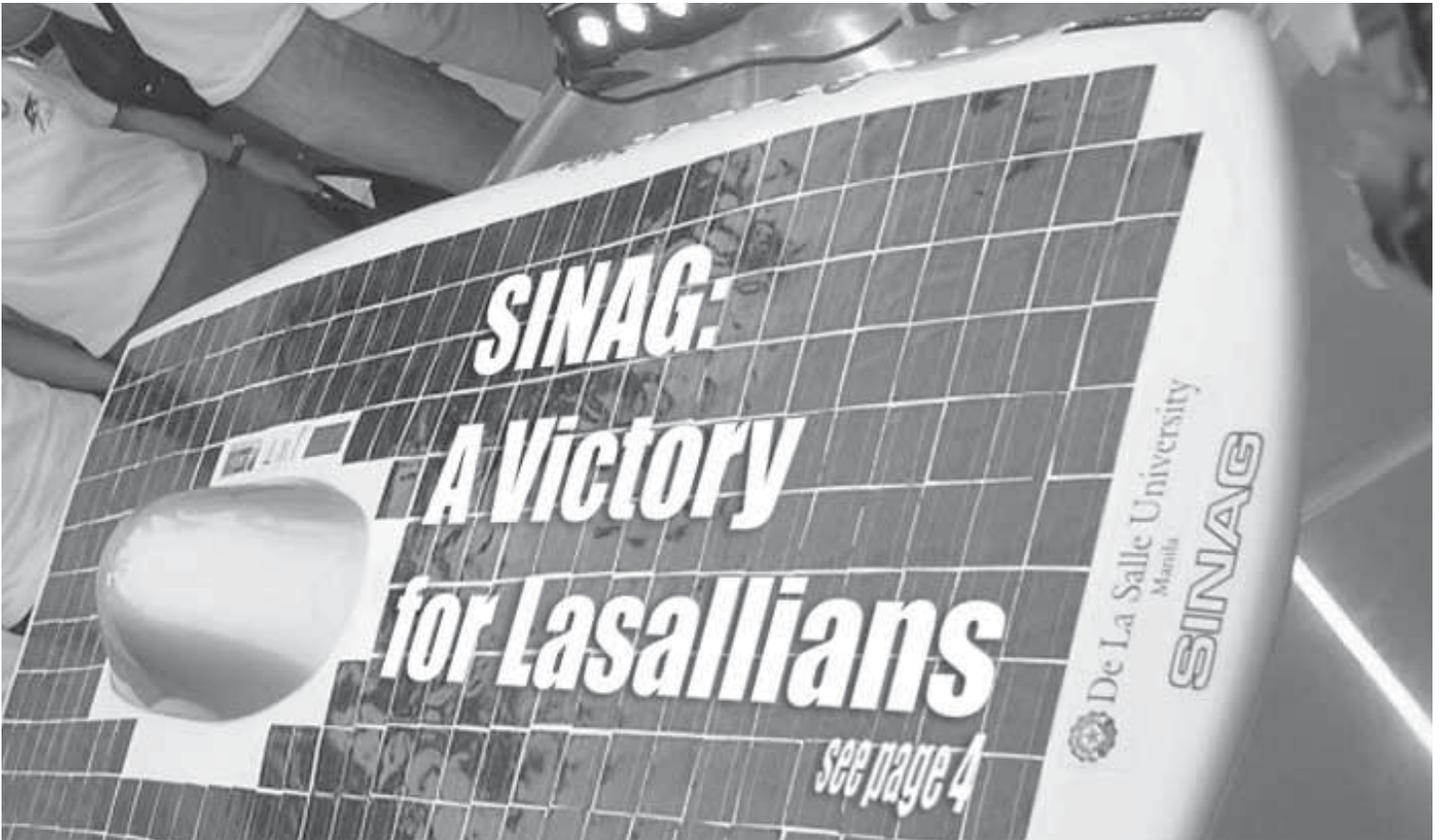




THE OFFICIAL NEWSLETTER OF
DE LA SALLE UNIVERSITY-MANILA

2401 (twen 'te for '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

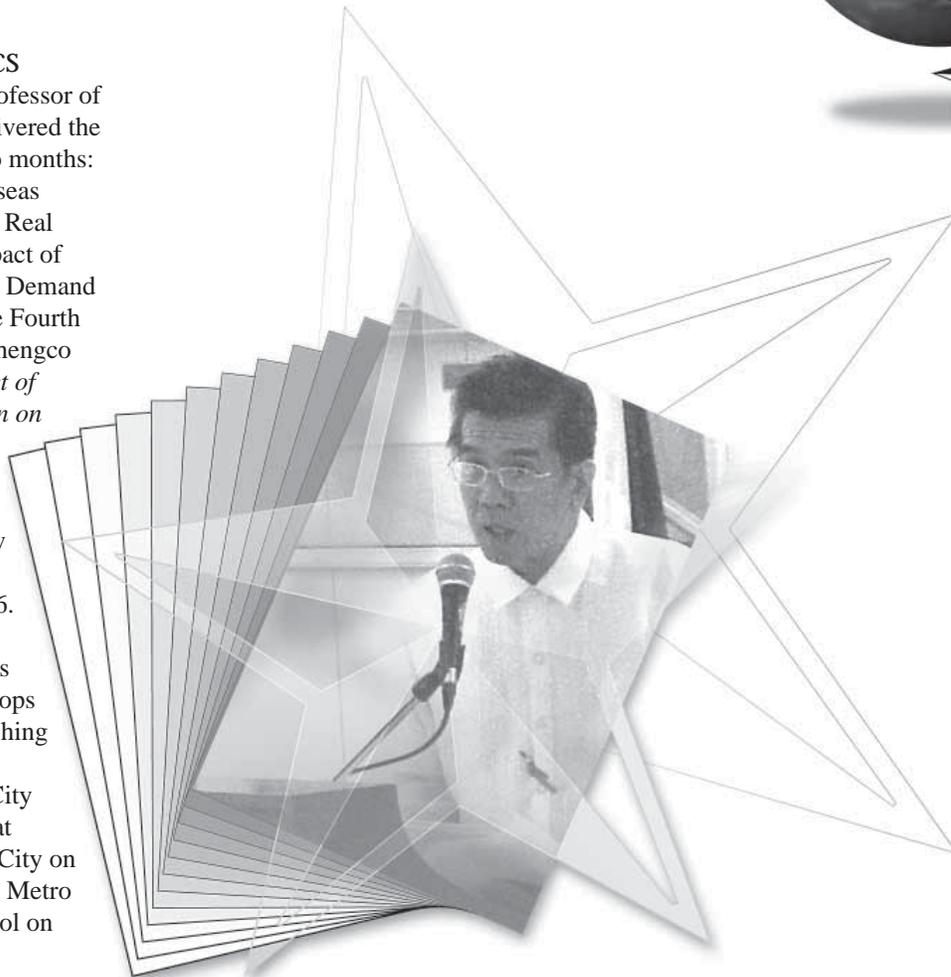
This section highlights Lasallian educators with outstanding research projects. Experts in their respective fields, they share their new ideas and learning in national and international seminars, workshops, and conferences.



Business and Economics

Dr. Tereso Tullao, full professor of the Economics Department, delivered the following papers in the past two months:

- “Impact of Filipino Overseas Labor Remittances on the Real Exchange Rate” and “Impact of External Migration on the Demand for Education,” during the Fourth Ambassador Alfonso Yuchengco Policy Conference, *Impact of Overseas Labor Migration on Macroeconomic Stability, the Labor Market, and Human Resource Development*, held at New World Renaissance Hotel, Makati City on January 26.
- “Leadership Qualities to Meet the Needs of Today’s Schools,” in three workshops sponsored by SIBS Publishing House—one was held at Hotel Elizabeth, Baguio City on December 6, another at Seorabeol Hotel in Subic City on January 16, and the last at Metro Centre in Tagbilaran, Bohol on January 23.
- “Movement of Natural Persons between the Philippines and Japan: Issues and Prospects,” at the symposium, *Japan-Philippines Economic Partnership Agreement, A Second Look*, sponsored by the Philippine Institute of Development Studies on January 19.
- “In Search of Viable Business Models: Reforming the Management of Public and Private Universities: A Case of the Philippines,” for a colloquium on higher education titled, *Managing Universities for the Future*, sponsored by



the International Institute of Public Policy and Management of the University of Malaya. The colloquium was held at Nikko Hotel in Kuala Lumpur on January 11-12.

- “Research in Business Education: International Refereeing,” during the Sixth Annual Convention of the Philippine Council of Deans and Educators in Business, which carried the theme, *International Benchmarking: A Revitalized Direction in Business Education*, held at the Manila Hotel on December 12.

Paulyne Castillo, assistant professor of the Economics Department, presented the paper, “Education and the ASEAN Identity,” for the Conference on the Role of Education in Building an ASEAN Socio-Cultural Community, held on 29 January at the RELC International Hotel, Singapore. The Conference was sponsored by the Institute of Southeast Asian Studies (ISEAS) and the Singapore Ministry of Education.

SDRC embarks on new research project

The Social Development Research Center launched a new research project on displaced populations during a conference sponsored by the International Federation of Catholic Universities (IFCU) at CSB International Center last November 3-5.

According to SDRC Director Dr. Jesusa Marco, the Center has started the initial phase of the three-year project, beginning November 2006. The first phase will be completed this March 15.

The participating countries will explore the concept of “displaced population” in the context of their respective cultures, after which a sector/community will be identified as the focus of the actual research during the second phase.

The presentation of the research proposals of the country representatives is set some time April or May, for the second meeting of the IFCU participants.

Alice Manlangit, SDRC research fellow and Behavioral Sciences faculty, serves as the project director for the study.



Back from a visiting research professorship

Professor Rolando M. Gripaldo, chair of the Philosophy Department, resumed his teaching and administrative duties after a stint as a Visiting Research Professor at the Catholic University of America, Washington, D. C. from September to November last year.

Gripaldo joined 11 other professors from ten countries: Bulgaria, China, Colombia, India, Nigeria, Philippines, Poland, Romania, Russia, and Vietnam. Some American professors also

participated in the research seminar. The theme of their research topic was “History and Cultural Identity.”

He presented reports on de la Vega, Hegel, Foucault, Gadamer, Subaltern Studies, and Iggers during discussions centered on the Philosophy of History.

Gripaldo also presented three papers:

- “History and Cultural Identity: The Philippine Case” on November 9, before the research participants,
- “The Philippines: Past, Present, and

Future” on November 17, before a group of Filipino-American students of the Catholic University of America

- “The Concept of the Public Good: A Preliminary View from a Filipino Philosopher” (read for Dr. Gripaldo by Professor John Abbarno, president of Conference of Philosophical Societies) on December 28 at the Eastern Division of the American Philosophical Association, Washington, D.C.

Top US officials visit Manila campus

Recognizing that De La Salle University-Manila is the only educational institution in the country offering the course American Studies, United States Undersecretary Karen P. Hughes and Ambassador Kristie Kenney visited the campus last January 26.

The University's American Studies program, which was first offered in 1993, has about 70 enrollees, who had the opportunity to have a dialogue with the guests. The students asked the possible career opportunities for them in the US, while the lady guests asked the students why they took up the course.

In her talk, Hughes gave her thoughts about the current fight against terrorism, and emphasized that the secret behind the war against terrorism is to nurture values—the kind that sustains peace.

The visitors were welcomed by Executive Vice President Dr. Carmela Quebengco, Dennis Trinidad, head of International Studies Department, Dr. Renato De Castro, associate professor of the International Studies Department, Ana Maria Fresnido, director of the DLSU-Manila Library, and Jocelyn Ladlad, librarian in-charge of the American Studies Resource Center (ASRC).

Both Hughes and Kennedy said they were very pleased with the impressive collection of books, educational material, and magazines of the Center. Currently, ASRC has 9,069 books, 222 magazines, 316 articles, 291 VHS, 27 CDs, and 9 DVDs.



*Photo shows (from left)
US Undersecretary
Karen P. Hughes,
DLSU-Manila EVP
Dr. Carmelita Quebengco,
Dr. Renato De Castro, and
Ambassador Kristie Kenney*

SINAG A victory for Lasallian

The launch of Sinag, the first Philippine solar car, held last January 27 at the Taguig Taguig proved to be a momentous occasion for the Lasallian community, with the participation of 300 students, faculty members, sponsors, and guests officially marking the country's participation in the World Solar Challenge 2007 in Australia in October.

Lasallians celebrated the honor of being the first Philippine educational institution to spearhead this groundbreaking project. With the help of sponsors, professors and students are currently developing the solar car.

Gracing the event were Department of Energy Secretary Rafael Lotilla, who delivered the keynote speech, Dave Fewchuck, chair of the WSC winner Aurora Solar Team, and Vince Perez, former Department of Energy secretary, who gave the closing remarks.

Ford Philippines President Henry Co, who gave a speech on the importance of the solar car, emphasized that finishing the race would be an achievement for the country. But he stressed that the WSC is not just a race, but a challenge highlighting the commitment and solidarity of the whole team.

Co also added that the country's participation in the WSC would promote the image of the Philippines, raise public awareness of the uses of solar power, and intensify researches about renewable energy. He likewise pointed out that Filipinos have the capability and capital to become the best engineers in the world.

The groundbreaking effort is supported by the Philippine government, San Miguel Corporation, Shell, Sunpower, Philippine Airlines, Ventus, J. Walter Thompson, Tuason Racing School, Aurora, and Cabrera, Lava Associates.



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DLSU-M cadette reaps awards

Psychology and Marketing Management junior Annmarie Roque, a second class ROTC cadette officer, recently reaped awards as she was named 2006's Armed Forces of the Philippines (AFP) Cadette of the Year and Naval Reserve Command (Navrescom) Midshipwoman of the Year.

Roque is the first DLSU-Manila ROTC officer to receive the awards. She is also the first second class cadette to have been honored as the AFP Cadette of the Year.

The AFP Cadette of the Year award is given to only one female advance ROTC officer—chosen from the three major services (army, navy, air force) nationwide—who has displayed and proven ROTC knowledge, dedication, leadership, and skills.

The Navrescom Midshipwoman of the Year award is conferred to only one female advance Naval ROTC officer—chosen from the different schools/Naval ROTC units nationwide—who has displayed and proven her Naval ROTC knowledge, dedication, leadership, and skills.

Search on for the next batch of Star Scholars

Aiming to get the best and brightest students into the Lasallian community, De La Salle University-Manila, through the Marketing Communication Office and the Scholarship Financial Assistance Office, held the 9th Star Scholars Orientation Program for 75 candidates last January 25 at the M. Gaerlan Conservatory.

DLSU-M Executive Vice President Dr. Carmelita Quebengco opened the program with an invocation. Two outstanding female Lasallians, Cindy Stephanie Toh, who belonged to Star Scholars Batch 2, and Kathrine Benitez-Martinez, who graduated in 1994 with a CAM-MFI degree, were the invited guest speakers for the event.

Toh, who was a recipient of the 2006 Ten Outstanding Students of the Philippines Award, shared her valuable experiences as a Star Scholar. She cited as one of her privileges the periodic

dialogues with the best professors on campus, pointing out that “learning was not limited to classroom discussions only.”

Benitez-Martinez, now the portfolio director for Coca-Cola Export Philippines, recalled some of the best things about being a part of the Lasallian community. She said her college education in La Salle instilled in her the importance of having balance in life, like combining theory and practice, as well as having fun and working hard.

Martinez left the students with the saying, “To whom much is given, much is



expected,” to guide them as they decide on whether to take the challenge of joining the Star Scholars Program.

The new list of Star Scholars will be announced in March.

Lasallians grab gold in first retail challenge

DLSU-Manila's Powerhouse Gang composed of College of Business and Economics (CBE) students won the grand prize in the 1st Retail Innovation Concept Plan Competition sponsored by the Philippine Retailers Association last January 16 at the Asian Institute of Management Conference Center.

The team of three double major fourth year CBE students—Susanne Francisco and Nicole Postrado, who are taking up Applied Economics and Marketing Management, and Carlos Muñoz, who is taking up Applied Economics and Management of Financial Institutions—brought home the gold with a concept plan for Rustan's Department Store.

Two other teams from La Salle—Team Astro and Team Azurri—were among the five finalists in the competition. PARCK Marketing Team from Kalayaan College took the second place, while The Dreamers from the Philippine School of

Business Administration landed on the third spot.

The teams presented their concept plans and defended their innovations, and were evaluated based on their concept plan presentation and the viability of their innovation.

Mars Chua, president of the Philippine Retailers Association (PRA), led the panel of judges composed of Dr. Jose Faustino of the Asian Institute of Management, Samie Lim, president of the Philippine Chamber of Commerce and Industry (PCCI) and PRA chair emeritus, Ambassador Donald Dee, PCCI chair, CJ Jesena of Ayala Land, and Steven Cua of PAGASA.

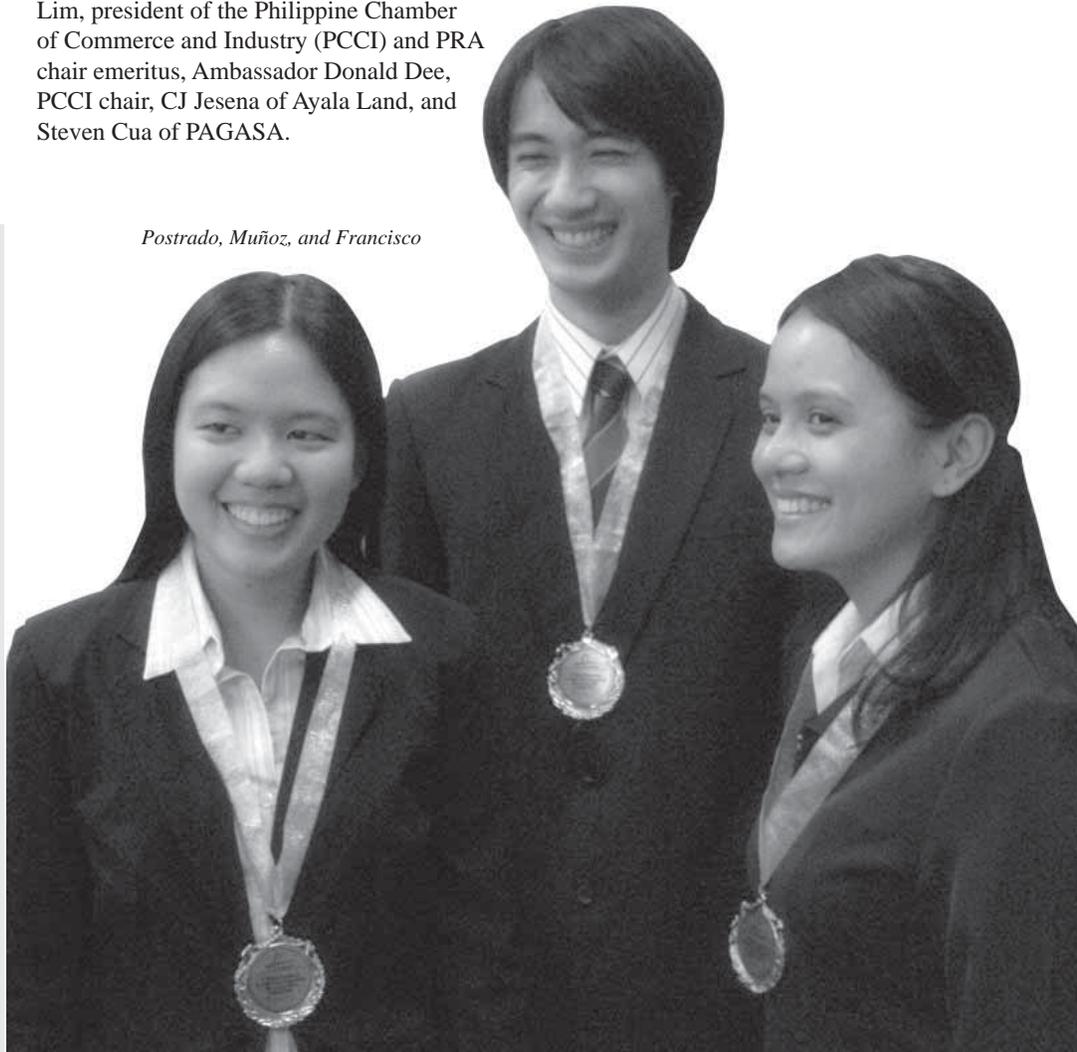
Accounting students win in ACPACI meet

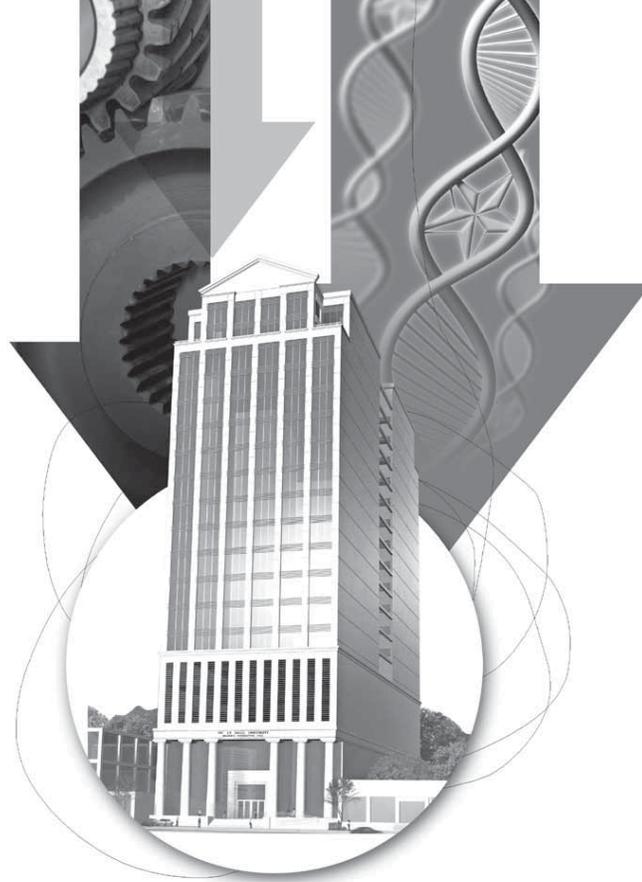
Three Accounting students from La Salle won in the national finals of 2006 ACPACI Search for Outstanding Accounting Students of the Philippines held last December 6 at the Century Park Hotel in Malate, Manila. ACPACI stands for the Association of CPAs in Commerce and Industry.

Wainwright Gregory Yu emerged as the overall champion in the Individual Category, while John Philip Te won the fourth place for the same category.

For the Group Category wherein the student teams conducted business case presentation, the group of Yu, Te and Doreen Myra Quiaoit grabbed the third place.

Postrado, Muñoz, and Francisco





DLSU-M to host science and technology confab

De La Salle University-Manila is hosting the 27th Annual Philippine-American Academy of Science and Engineering (PAASE) Meeting and Symposium and the 2007 International Science and Technology Conference to be held on February 15-17.

Pre-conference activities such as workshops, tutorials, and technology forum will be held at the Br. Andrew Gonzalez Hall of DLSU-M on February 15 from 9 am – 4 pm. Among the topics to be discussed are “The Truth about Bird Flu” and “Pinoy Robots.”

On February 16-17, the technical program will be held at the Century Park Hotel. Plenary lectures and poster exhibits include original contributions on alternative energy and environment, biotechnology, information and communication technology, health food and nutrition, biomedical sciences and engineering, economics and global trends, and trends in science and engineering education.

The conference will be attended by Department of Science and Technology Secretary Estrella Alabastro, Rep. Luis Villafuerte, Rep. Cynthia Villar, and Dr. Jean Tayag of the Commission on Higher Education. International experts from Korea Advanced Institute of Science and Technology, University of Portsmouth in England, University of Utah, University of California-Los Angeles, George Washington University, and NASA Goddard Flight Center are also joining the event.

The PAASE was founded in 1980 to promote the advancement of science and technology and to encourage

collaborative work among scientists and engineers in research and development. It seeks to provide a means for transfer of scientific and technological advances between the Philippines and the United States.

The conference is co-organized with the University of the Philippines Marine Science Institute, Ateneo de Manila University School of Science and Engineering, Department of Science and Technology (DOST), National Academy for Science and Technology (NAST), National Research Council of the Philippines (NRCP), and the Philippine Association for Technological Education (PATE).



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Contributions should include the name, office and signature of the sender. Materials may be edited for clarity or space.

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