



2401 (tweñ 'tē för 'ō, 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.

06 AUGUST 2007. VOLUME 39. NUMBER 06. 08 PAGES



## La Salle selects three official publishers

see page 3

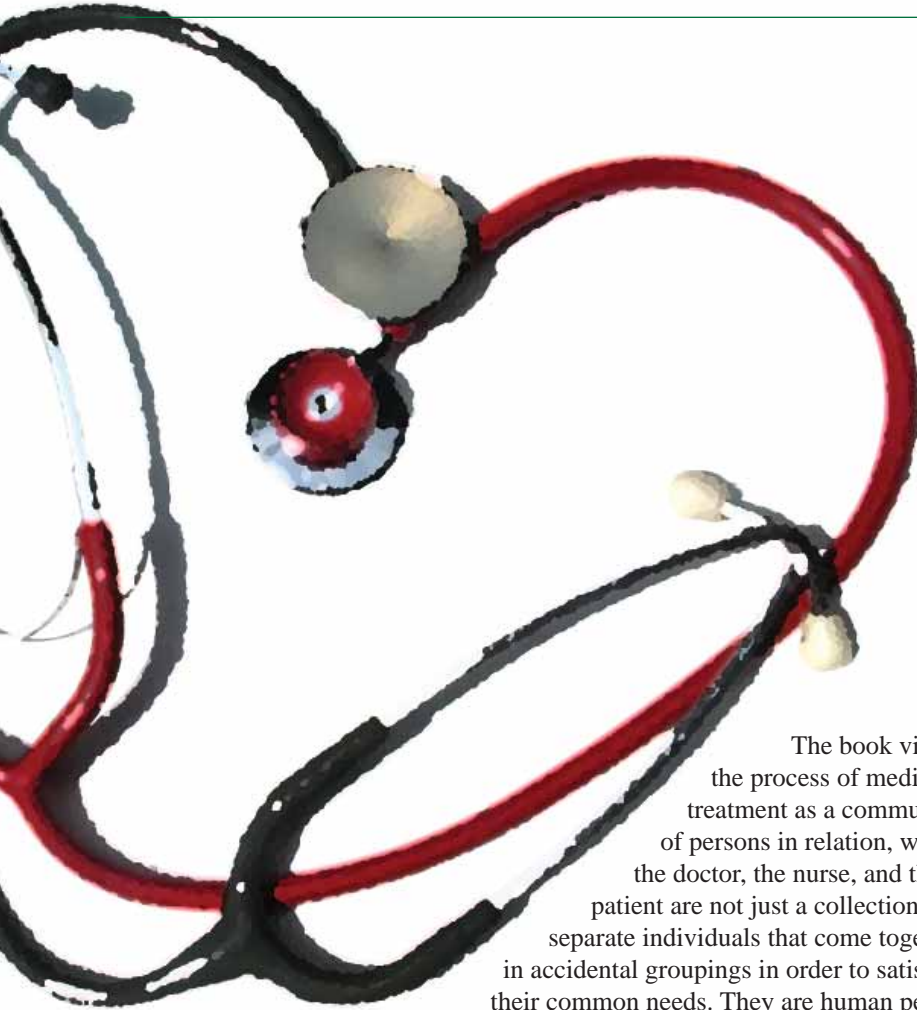


4 Discovering the art of synchronized swimming

BNSCWC starts English Translation Program

7





## TIMBREZA TACKLES HEALTH CARE ETHICS IN NEW BOOK

*Dr. Florentino Timbreza's newest book, **Health Care Ethics**, published by National Bookstore is now off the press. The author, the longest-serving professor in the Philosophy Department, is a University Fellow.*

The book views the process of medical treatment as a community of persons in relation, where the doctor, the nurse, and the patient are not just a collection of separate individuals that come together in accidental groupings in order to satisfy their common needs. They are human persons in relation to each other for a specific purpose. Their relationship is the personal/existential basis, the foundation per se, or the basic ground, of health care ethics, insofar as it humanizes the curing encounter between the health care provider or professional and the patient.

Timbreza stresses in the book the humanizing value of the doctor-patient and/or nurse-patient relationships in the medical content. Insofar as a patient seeks a doctor's/nurse's medical help, the latter exercises some influence upon the former; and insofar as the patient gives the doctor's own reason for being, the former likewise influences the latter.

In either case, both the health care professional and the patient deal with each other as human beings, as persons with dignity and freedom, which remain inviolable in the context of the relationship.

Designed especially for medical and nursing students, the book can be used in teaching health care ethics, bioethics, nursing ethics, and contemporary moral problems. This volume gives students a broad and basic understanding of health care ethics and its humane significance in the medical context, as well as acquaints them with the patient's rights and basic ethical principles that must be observed during treatment.

Timbreza's book is likewise directed to health care providers (e.g. physicians, dentists, nurses, nursing aids, midwives, medical and X-ray technologists, caregivers, health lawyers, hospital administrators or directors, bioethics committee members) and professionals in the areas of ethics, philosophy, and theology.

### ERRATUM

In the article "COE and CCS develop Tax Mapping System," published in the July 23, 2007 (Vol. 39 No. 5) issue of **2401**, the names of the CCS team members should have appeared as follows: Solomon See (instead of Solomon Sy) and Charles Segubre (instead of Charles Segumbane). We apologize for the errors.

Dr. Caslon Chua, CCS dean and leader of the CCS team, would also like to acknowledge the A. Yuchengco Foundation, through its Foundation for Revenue Enhancement, for sponsoring the first phase of the project.





*Dr. Carmelita Quebengco  
in a discussion with  
the University's official  
publishers.*

## LA SALLE SELECTS THREE OFFICIAL PUBLISHERS

*Three commercial publishing companies will now administer the printing, marketing, and distribution of all academic publications of De La Salle University-Manila, after signing a Memorandum of Agreement with the University last July 27 at the Yuchengco Conference Room.*

DLSU-Manila Chancellor Dr. Carmelita Quebengco signed agreements with Anvil Publishing, Inc. Assistant General Manager Karina Bolasco, Vibal Publishing House, Inc. Publisher Gaspar Vibal, and C&E Publishing, Inc. Executive Vice President Maximo Gomez, committing them to undertake the publication of at least 10 scholarly textbook titles per year.

The publishers, in return, will have the exclusive right to publish and distribute the works throughout the world for a period of five years from the date of signing the agreement.

Also part of the memorandum is a provision for online publication, which states that the publisher will have the authority to include manuscripts of the work in digital form to its digital/online publication. To date, only Vibal publishing has an online publication, [filipiniana.net](http://filipiniana.net).

Quebengco explained that after the DLSU Press stopped operations last year, the University had to outsource the publication of scholarly works to save time and resources.

She expressed her approval of the agreement, which she said would benefit the not only publishers, but also DLSU-M faculty members who now again have a medium to publish their research journals, and other scholarly publications.

"We are confident that this [agreement] will work. If this is successful, I'm sure a lot of other schools will do the same," she said.

Academic Publications Office Executive Publisher Isagani Cruz, meanwhile, said that after this agreement, they would look into the standardization of basic education textbooks for all of the network schools of De La Salle Philippines.

S

DISCOVERING THE ART OF

s y n c h r o n i z e d  
w i m m i n g

By Dr. Elizabeth Mascardo



One must first learn to appreciate the beauty of fundamental swimming before one learns the art of synchronized swimming.

Synchro, as my fellow athletes and I refer to it for short, is a multidisciplinary sport that involves intricate creativity, compelling originality, and the penultimate science of aquatics.

My passion for water sports started when I was a mere seven-year-old, mesmerized by the sight of a woman swimming in a 16-meter long swimming pool on cold mornings, in my hometown of Pakil in Laguna. She was Hedy Garcia, the 1968 Philippine Olympian swimmer. I had the opportunity to watch her practice during those early mornings, with the water temperature running down to as low as 18 degrees centigrade. I would find her executing her ballet-like movement along and against the flow of the natural spring water. I would take note of every detail of her movement. I realized that to swim, I had to make myself an integral part of the water, just like a fish.

Watching Hedy execute her graceful and effortless strokes never stopped to amaze me. I was so inspired by her that I decided I wanted to be like her.

During that time, however, very few women were engaged in water sports. For my family, it was unthinkable to find a daughter doing the same as Hedy did.

And so from the public school where I attended—I was in Grade One—I would sneak from my mother to go to the public pool, which was approximately 150 meters away. Although I would plan to take only a quick swim, I would always end up taking longer than I should.

Since nobody in the family knew what I was doing, I could not bring anything else with me, except what I had in my school bag. I found extra use for my pad paper, as I used it as my towel to dry off the cold water on my fragile, little body. My eldest sister soon discovered my expensive idea of using my pad paper as paper towels. But much to my surprise, my sister did not get mad with me; instead, she advocated the idea that I should someday make a career out of swimming. From then on, I was freely allowed to swim at the pool regularly. My passion for this sport led me to be discovered by a coach from the Far Eastern University. I received FEU's athletic scholarship, from first year high school till the time I completed the Bachelor of Arts in Theater Arts program.

My 42 years in the field of aquatic sports—attending various national and international swimming competitions, coaching, officiating, conducting and organizing seminars—molded me and made me embrace water sports as my lifetime career. My experiences as a

competitive swimmer for eight years in FEU made me realize how to be humble in winning and how to be proud in times of defeat.

My advocacy of synchronized swimming sprung during the Batang Pinoy Swimming Competition in Palawan some years ago. I was there as one of the judges. At that moment, the head of the Philippine Amateur Swimming Association (PASA), Chito Ilagan, who was supervising the overall event, approached me. Knowing my dedication to swimming, he advised me to organize a synchronized swimming team. It was a gesture I hesitantly accepted, since I had no clue at the time what it was. I took the occasion to announce that I was looking for individuals who had the experience, knowledge, skill, or significant background in synchronized swimming. Soon enough, I was approached by a coach, who offered her cousin, who was one of the pioneering trainees of synchro in the Philippines. I learned that there were attempts to develop synchronized swimming in the country in the 70s, but it never prospered because of limited funds.

Months later, in De La Salle University-Manila, where I work as PE teacher, I would be approached by Reina Suarez, a Cebuana, who told me the story of Coach Guangco of the University of San Carlos. Coach Guangco, she said, attended synchro training in the US, and upon coming back home to Cebu, trained seven swimmers. Reina was one of them.

Synchronized... p6





**Synchronized, from p5**

Reina and I would later work together in our bid to resurrect synchronized swimming in the country. We went to PASA and incidentally met Ida, a varsity swimmer from La Salle, who would later assist us in the formulation of this new sport. We took the bold step of establishing the Philippine Synchronized Swimming Team, with only seven members. We received support from the University, which allowed us to practice in the swimming facility.

Gradually, our efforts at educating Filipinos on the beauty of synchro are generating more public attention. Often, following our performances in different venues, such as Rockwell in Makati, Puerto Galera, and Celebrity Sports Plaza, we would get media coverage. We caught the interest of the PASA president, who recommended a training program in Keuka, New York for Reina and me. Finally, my approach to teaching synchro would not be based on reading materials alone. We attended Intermediate Levels 1 and 2 coaching certificate, took the exams, and passed them all.

When we came back to the Philippines, we expanded the swimming team to include swimmers from St. Scholastica's College and University of San Carlos, as well as from a team in Pakil, Laguna. In September 2006, the team was accredited by the Philippine Sports Commission.

On July 11-17 of this year, we joined our first international competition in Thailand. At last, we achieved our initial goal of competing abroad. What came with it was the bigger blessing: we won silver in the Solo Free and Technical Categories, and another bronze for Duet for Free and Technical Routine Categories.

This is just the beginning. I firmly believe that we will reach far in this sport. With the continuous support from different institutions, we will gain success, not just for ourselves, but more importantly, for our country.

*Dr. Elizabeth Mascardo is assistant professor of the Physical Education Department.*

## UNIVERSITY RECOGNIZES NEW BATCH OF STAR SCHOLARS

*The ninth and newest batch of Stars Scholars was honored by the University in a recognition rites organized by the Marketing Communication Office at the Marilen Gaerlan North Conservatory on July 24.*

Out of the top 75 examinees who took the DLSU-M College Entrance Test, 12 made it through the rigorous screening process this year. Three scholars are now in the College of Business and Economics, four in the College of Engineering, three in the College of Liberal Arts, and one in the College of Science and College of Computer Studies.

They are Camille Angela Marie Aquino (AE-BSA), Juan Leandro Ysmael (AE-BSA) and Leah Villanoy (BSA), Nicolas Miguel Elicaño (MEM-MR), Carlo Luis Lee (CHE), Stephanie Kim Reasonda (CPE), Maria Dominique Rustia (IE), Nellie Margaret Chua (CS), Jarische Frances Lao (HUM-BIO), Louise Jezareth Antipala (AB-LIM), Joseph Emmanuel Benito (BS-PSYC) and Maria Luisa Jimenez (BSM-BMG).

The Star Scholars who graduated in SY 2006-2007 were also given recognition. The honorees included Herbert Klaus Martin Hallig (CHE), summa cum laude; Mark Gregore Gloriani (AE-MFI), magna cum laude; Emmanuel Joseph Yuhico (IE), cum laude; Ma. Carmela Calaquian (AE-BSA), cum laude; John De Los Santos (MEM), honorable mention; Anne Lorraine Ng (BS-BIO), magna cum laude; Marie Paz Dizon (PSM-MFI); Angelo Carlo Philip Reyes (BS-ICTM); Rufino Suplido III (AE-BSA); and Patricia Melissa Joaquin (ECM-BSA).

During the ceremony, the high school of the ninth batch of Star Scholars were also honored. These were Escuela De San Lorenzo Ruiz, Assumption College-Makati, Chiang Kai

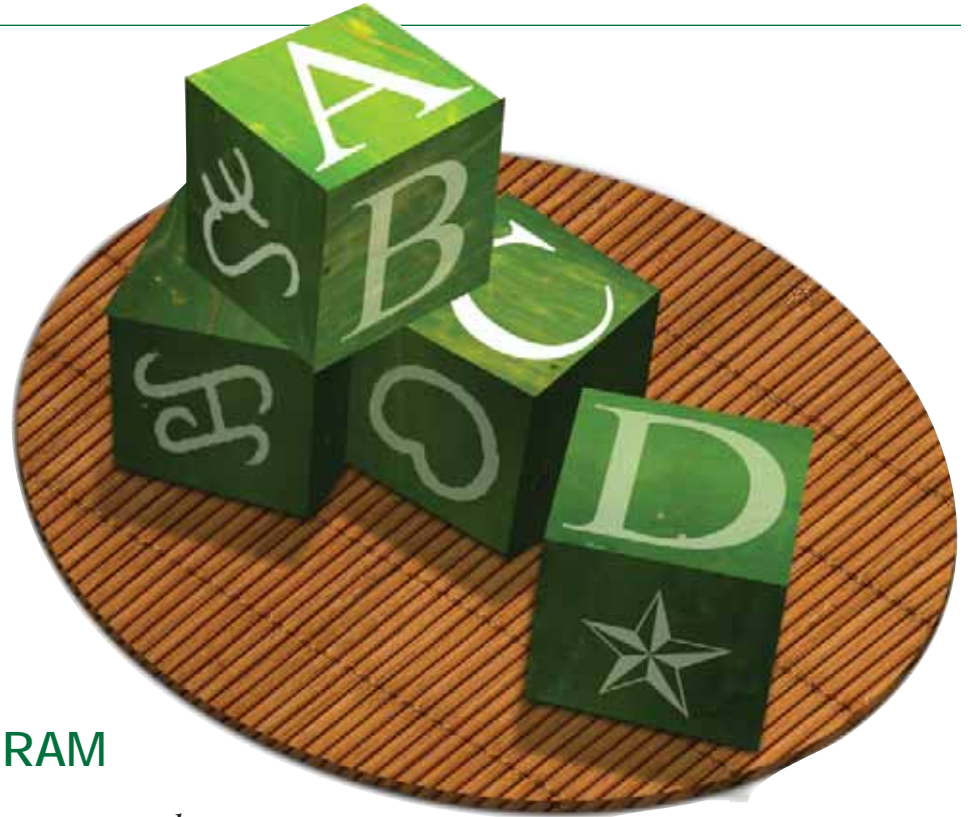
Shek College, Philippine Science High School QC, St. Jude Catholic School, Philippine Cultural High School, PAREF Woodrose School, De La Salle Santiago Zobel School, and Quezon City Science High School

Chancellor Dr. Carmelita Quebengco and Vice Chancellor for Academics Dr. Julius Maridable presented the certificates of recognition to the new batch and graduates of the scholarship program. Assistant Vice Chancellor for Academic Services Agnes Yuhico, Director of College Admissions Mellise del Rosario, and Director of the Scholarship and Financial Assistance Nina Kikuchi presented the certificates of recognition to the representatives of the high schools.



***Born to be Star Scholars.***  
*The ninth batch of Star Scholars posed for pictures during the recognition rites last July 24.*





## BNSCWC STARTS ENGLISH TRANSLATION PROGRAM

*Aiming to promote Philippine literature to the rest of the world, the Bienvenido N. Santos Creative Writing Center (BNSCWC), with the support of the Social Development Research Center (SDRC), recently started gathering materials for its English Translation Program.*

This program is an offshoot of the Center's three-year-old Premio Ambahan project, which seeks to generate awareness of the rich literary world of the Mangyans through an annual poetry competition. The project aims to rediscover, revive, and make this ancient poetry form relevant to today's generation.

The translation program will gather some of the country's literary gems in different dialects and translate them to English. "The translation of materials in Filipino dialects to English is the first phase of the entire program," BNSCWC Director Malou Jacob said.

She added that the plan is to eventually establish an ASEAN Literatures Center, where ASEAN neighbors' works can

also be translated. She pointed out the Center's long-term aim is to bring ASEAN literature to world attention.

"Latin American writers like Pablo Neruda, Gabriel Garcia Marquez, Jorge Luis Borges, among others, are greatly admired worldwide," Jacob noted. Writers from the ASEAN region should likewise get the same kind of attention, she added.

She projected that the Center would be operational in three years, if all plans would push through.

With a grant from SDRC, BNSCWC has started screening and selecting literary works. Initially, six poems and three short stories written in various dialects, including Lumad and Moro, would be translated to English.