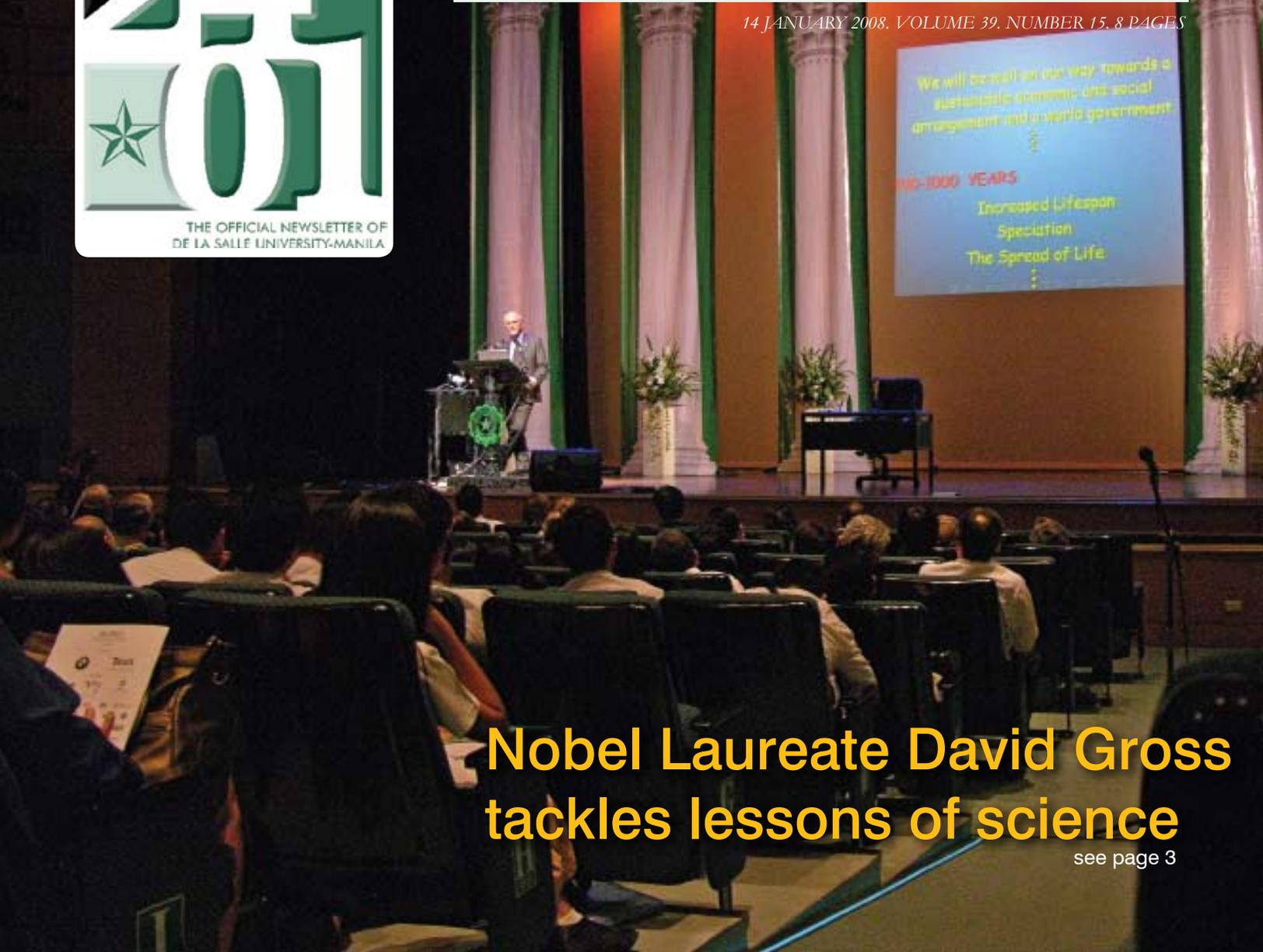




2401 (tweh 'tē fōr', ò, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University-Manila, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter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

14 JANUARY 2008. VOLUME 39. NUMBER 15. 8 PAGES



# Nobel Laureate David Gross tackles lessons of science

see page 3



Br. Armin urges Lasallians to promote “culture of giving”

5



Lasallian alumnus is ‘Management Man of 2007’

6

## DLSU-M HOSTS ISRAELI FILM FEST

*The Research and Publications Office of the College of Liberal Arts (CLA) featured the multi-awarded documentary “Paper Dolls” by Israeli Director Tomer Heymann during the 8th Israeli Film Fest held last November 22 at the Br. Andrew Gonzalez Hall.*

The documentary is about the lives of five overseas Filipino workers in Israel who serve as care-givers to the elderly during the day and perform as drag queens in clubs at night. Filming spanned about five years, producing about 320 hours of documentation.

After the screening, which was attended by both faculty members and students, Director Heymann gave the audience a short, informal craft-lecture. One of the “paper dolls,” Cheska, also gave her view of the film and shared her experience during the filming in Israel. A lively open forum ensued afterwards.

CLA was one of the different colleges in five schools in the Philippines that hosted the Israeli Film Fest, which



formally opened on November 20 at the Greenbelt 3 Cinema 5. Proceeds of the screening went to the family of one of the “paper dolls,” Sally, who died in Dubai the previous month.

*Director Tomer Heymann*

## ELMD FACULTY DELIVERS LECTURE IN INTERNATIONAL CONFERENCES

Dr. Michaela P. Muñoz, assistant professor in Educational Leadership and Management Department (ELMD), delivered two papers during the Maranatha Teaching and Learning International Conference held in Bandung Indonesia held last November 29. She presented “Educational Leadership: Its Challenging Role in the Transformation of Higher Education Institutions” and “Student Assessment in Higher Education: Its Role in the Transformation of Learning.”

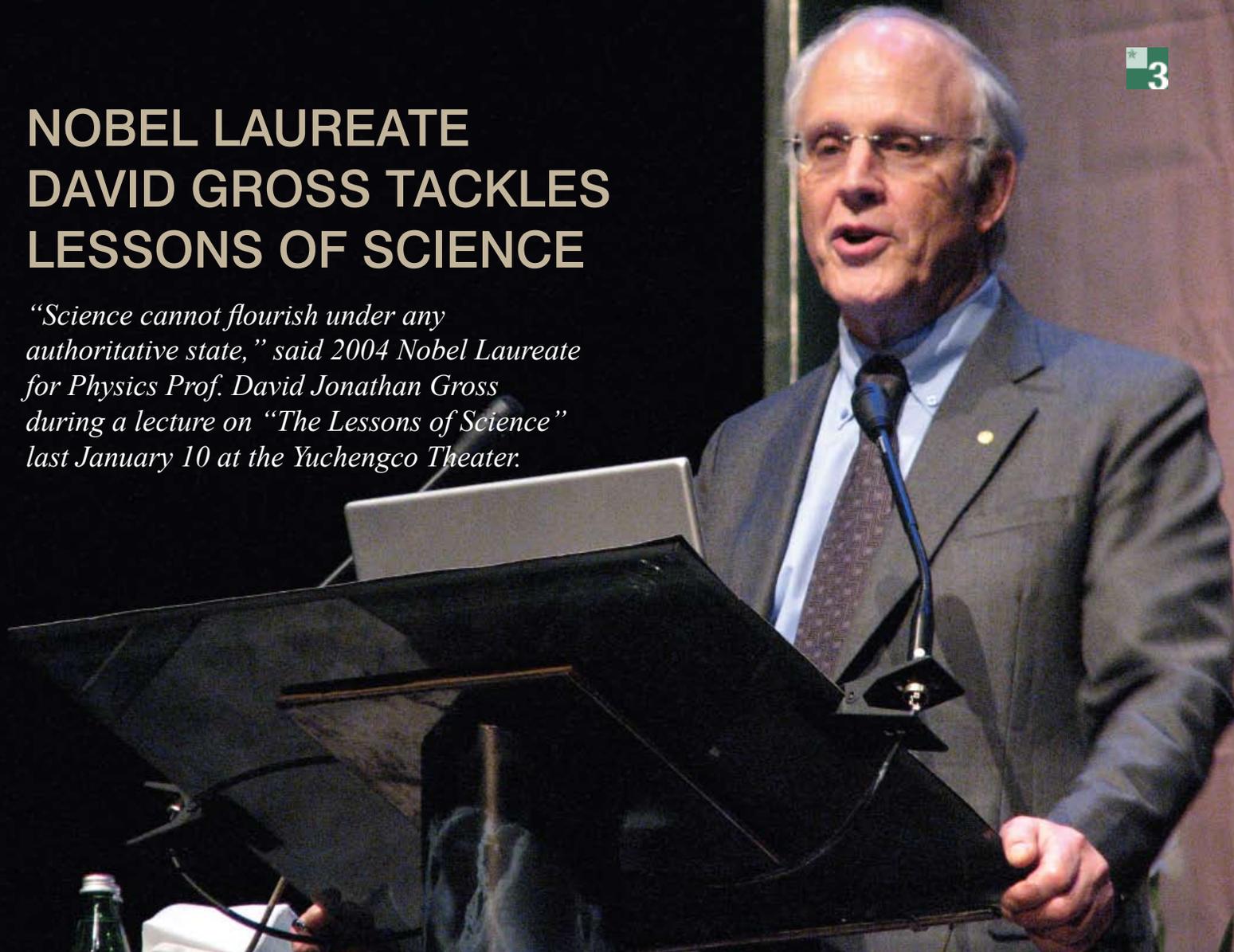
During the first term of this school year, she also participated in the Fourth International Conference on Catholic

Educational Leadership held in Sydney, Australia. Her paper, “The Behaviors of Principals and Teachers in Selected Top Performing Secondary Schools in the National Capital Region of the Philippines,” was presented to a number of Catholic educational leaders around the world.

The Catholic Educational Leadership conference is an annual event and is convened by the Flagship of Creative and Authentic Leadership in support of its research agenda and to enhance networks and partnerships that extend service to the community in the area of Educational Leadership.

# NOBEL LAUREATE DAVID GROSS TACKLES LESSONS OF SCIENCE

*“Science cannot flourish under any authoritative state,” said 2004 Nobel Laureate for Physics Prof. David Jonathan Gross during a lecture on “The Lessons of Science” last January 10 at the Yuchengco Theater.*



In his lecture that was part of “Bridges: Dialogues Towards a Culture of Peace” hosted by the International Peace Foundation, Gross pointed out that a healthy scientific culture requires an open society. He raised the notion of a world government that is grounded on science and opens the door to democracy and tolerance.

Gross likewise noted how the human race has advanced its knowledge of nature, noting a vast surge of information about ourselves, our environment and even beyond in only a matter of 100 years. As he talked about humanity’s control of nature, he also underscored the many threats that we are doing to the health of the planet.

He cited two factors that affect the planet today, namely world population and global energy consumption. He stressed that we must build on an economy and political system that is not dependent on unlimited consumption and growth.

Gross, who won the Nobel Prize for Physics in 2004 together with Frank Wilczek and David Politzer for discovering asymptotic freedom, also discussed their discovery in a manner that the non-Physics majors among the audience—including a large number of high school students—understood.

He explained that asymptotic freedom holds that the closer quarks are to each other, the less the strong interaction (or color

charge) between them; when quarks are in extreme proximity, the nuclear force between them is so weak that they behave almost as free particles. Quarks are the smallest form of matter.

The lecture of Gross was the second of the four-part Bridges series to be held at De La Salle University-Manila. The first Nobel Laureate to visit was Prof. Robert Mundell, 1999 Nobel Laureate for Economics. Former President of the World Bank James Wolfensohn will visit the Philippines in March and 1996 Nobel Laureate for Peace Prof. José Ramos-Horta, President of Timor-Leste, in April.

The International Peace Foundation started Bridges in Thailand, and extended it this year to the Philippines, with the aim of facilitating and strengthening dialogue and communication between societies in Southeast Asia as well as with people in other parts of the world, to promote understanding and trust.

Through Nobel Laureates and with local universities and other institutions in Southeast Asia, Bridges seeks to contribute to the United Nations’ Decade for a Culture of Peace and Non-violence, with the establishment of long-term relationships which may result in common research programs and other forms of collaboration.

## PAGLULUNSAK: MABIYAYANG AKLAT NG MALALAYANG SINING

The Research and Publications Office of the College of Liberal Arts co-sponsored with different CLA departments the launching of seven books, entitled "Paglulunsad: Mabiayang Aklat ng Malalayang Sining" on December 5, 2007 at Yuchengco Hall 508.

### **The Bearer of Pax Americana: The Philippine Career of William H. Taft, 1900-1903**

Dr. Rene Escalante  
New Day Publishers, 2007

### **The Musical Arts in the New Society**

Dr. Antonio Hila  
Marcos Presidential Center, Inc. 2007

### **Latay sa Isipan:**

**Mga Bagong Tulang Pilipino**  
Dr. Cirilo F. Bautista at Allan Popa  
UST Publishing House, 2007

### **Buhay Pinoy:**

**mga piling interbyu't artikulo**  
Dr. Fanny A. Garcia  
UST Publishing House 2007

### **Sandaang Damit: 16 na Maikling Kuwento**

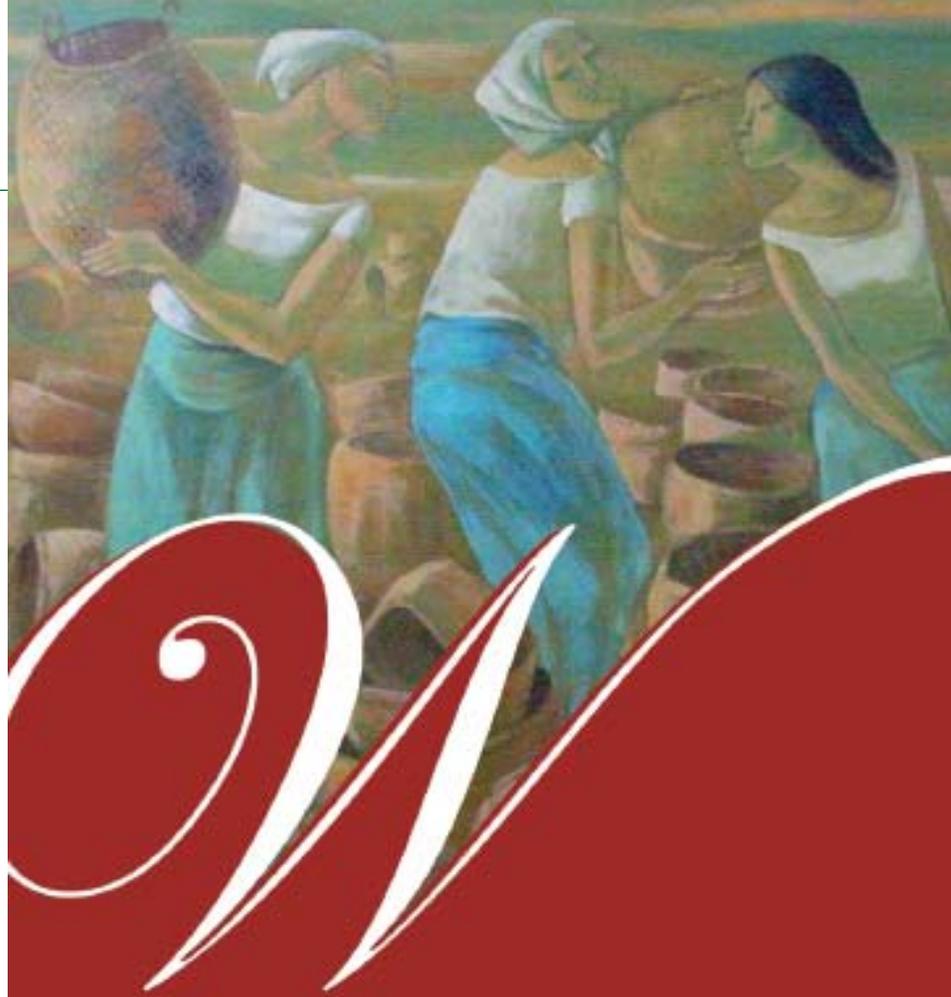
Dr. Fanny A. Garcia  
The University of the Philippines Press, 2007

### **Lahi ni Adan, Kuba at Iba pang Kuwento**

Ernesto V. Carandang II  
UST Publishing House, 2007

### **Komposo ni Dandansoy:**

**Mga Kwento sa Hiligaynon at Filipino**  
Genevieve L. Asenjo  
UST Publishing House, 2007



## THE MUSEUM OPENS NEW EXHIBIT

*In celebration of the important contributions of women in the visual arts, The Museum of DLSU-M will showcase their varied perspectives on different subjects or themes in an exhibition titled WOMEN IN ART.*

The exhibition, which will run from January 10 to May 9, will show works of prominent Filipino women artists who come from diverse background and art training. Their two- and three-dimensional works reflect their maturity, confidence, and relevance.

Selected artworks from the Wili and Doreen Fernandez and DLSU Art Gallery collections, and loaned works of some Filipino women artists like Ivi Avellana-Cosio, Araceli Dans, Brenda Fajardo, Virginia Ty-Navarro, Rosario Bitanga, Alma Quinto, and Nena Saguil are featured in the exhibition.





## BR. ARMIN URGES LASALLIANS TO PROMOTE “CULTURE OF GIVING”

*“More than raising a seemingly too idealistic an amount such as fresh funds of P1 billion for endowment funds for scholarship, the most important target here is to involve in this BIG project, small people,” says DLSU-Manila and DLSP President Br. Armin Luistro FSC as he invites all members of the Lasallian community to support DLSP’s scholarship fund campaign.*

The One La Salle Scholarship Endowment Fund aims to raise P1 billion by 2011 to provide full scholarships to at least 20% of the population in each of the 18 De La Salle schools in the Philippines.

According to Br. Armin, one major component of the program is to identify 100,000 stakeholders who will commit themselves to give either P5,000 once, P1,000 on their birthdays for the next five years, P1,000 monthly for the next five years, or P2.74 everyday until

the centennial celebration in 2011. All members of the Lasallian community are encouraged to take part in this worthwhile endeavor.

“It is a very small amount, a small change that can determine the future of a young Filipino who has no access to quality education,” elaborates Br. Armin. “Here, Lasallians will leave behind a legacy for future generations of Filipinos.”

Br. Armin also shares that this project underscores one of the important

messages from the Plenary Council of the Philippines 2 that is, “No one is so poor that s/he has nothing to give and no one is so rich as s/he has nothing to receive.”

Asked what his message to DLSU-Manila alumni is, he enthuses, “this time, we are not asking the alumni to help put up buildings and facilities. This time, we call on the young people to carry on the torch of leadership in our country and bring back hope for the future.”



## LASALLIAN ALUMNUS IS 'MANAGEMENT MAN OF 2007'

*For attaining unquestioned distinction in the practice of management and for contributing to the country's progress, De La Salle University-Manila alumnus Jose Cuisia, Jr., president and chief executive of Philippine American Life and General Insurance Co. Inc. (Philamlife), has been recently named Management Man of 2007 by the Management Association of the Philippines (MAP).*

The criteria for the said award included integrity, leadership, and management qualities; contribution to nation building and values formation; and effective stewardship within the confines of the highest standard of business and management practice.

Cuisia, the 30th person to be conferred with the award in the four-decade history of MAP, was chosen for leading Philamlife in its successful efforts to remain the country's leading life insurance provider. Furthermore, this Lasallian was also cited for his work in seeing to the growth and development of the former Insular Bank of Asia and America, formed with the merger of two small banks, and for steering Union Bank of the Philippines, created out of the remains of a financially troubled investment bank.

The award also highlighted Cuisia's exemplary work on policy reforms by

stewarding a more open and liberal foreign exchange environment as chair of the Monetary Board of the Central Bank and improving membership benefits as administrator of the Social Security System.

In 2005, Cuisia was named Insurance Personality of the Year at the 9th Asia Insurance Industry Awards organized by the industry's most prestigious publications, the Singapore-based Asia Insurance Review and the London-based The Review Worldwide Reinsurance magazine.

Cuisia is also involved in the upliftment of education in the country as he heads the Program for English Proficiency of the Philamlife Group and is part of the Philippine Business for Education, a group of corporate chief executives who are working for an improvement in the education sector in the country. He also chairs the Coalition against Corruption.

## 2008 The Museum Calendar now available



The Marketing Communication Office has released 12 different designs of The Museum 2008 Calendar. Each is available for P375.

The featured works of Philippine National Artists are part of the Wili and Doreen Fernandez Art Collection of the University. These are *Ani* by Jose Joya, *Filipina* by Fernando Amorsolo, *Fluvial Parade* by Carlos "Botong" Francisco, *Christ* by Ang Kiukok, *Carroza* by Mauro Malang, *Man and Woman* by Cesar Legaspi, *A Bandit and A Gentleman* by Bencab, *#7 Barong-barong on Red Sun* by Vicente Manansala, *Women with Baskets* by Anita Magsaysay-Ho, *Search 133* by Justin Nuyda, *Yellow Trio (Musicians)* by Arturo Luz, and *Magsosorbetes* by Manuel Rodriguez, Sr.

**For orders or inquiries, call Virgie at local 144 or visit the Marketing Communication Office at LS-163.**

## AFP CADETTE AND MIDSHIPWOMAN OF THE YEAR

Second class ROTC cadette officer, Razel Grace San Ramon, a junior Psychology major from the College of Liberal Arts, was named as this year's Armed Forces of the Philippines (AFP) Cadette of the Year during the awarding ceremonies held last December 21.

This 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.

San Ramon was also the recipient of the Midshipwoman of the Year award from the Naval Reserve Command (Navrescom) given during the celebration of its 25th anniversary in their headquarters in Intramuros. She was chosen from a pool of nominees coming from Naval ROTC Units nationwide.

## STUDENT LEADERS JOIN MAJOR CONFABS

### Lasallians join Model ASEAN 2007 forum

Two DLSU-Manila students—Aimee Chua (AE-ECM) and John Benedict Cruz (AE-BSA)—were selected as members of the Philippine delegation in the Model ASEAN 2007 forum organized by the National University of Singapore from December 8 to 19.

Chua and Cruz are the current College of Business and Economics Assembly president and Council of Student Organizations vice-chairperson, respectively.

According to the NUS website, the Model ASEAN 2007 is a 10-day conference for undergraduate students in ASEAN with exceptional leadership potential. It aims to inspire the students to reflect deeply on how they perceive ASEAN, instill in them a sense of ownership for their region, and provide a platform for the students to explore the issues presented in the ASEAN Vision 2020. The forum also seeks to develop their initiative in finding concrete and effective means to achieve ASEAN Vision 2020 and to influence policy making in ASEAN.

Chua and Cruz participated in discussions that culminated in the formulation of policy-study projects to identify concrete and effective means to achieve ASEAN Vision 2020.

### Ayala Young Leaders Congress

Two student leaders made it to the final list of participants for the Ayala Young Leaders Congress on February 5-9. They are Nicole Villarojo (SC VP-Academics) and Agnes de Castro (COE College Assembly President). The summit brings together around 70 of the most promising student leaders from colleges and universities from all over the country.

The Congress proper involves workshops, lectures, outdoor activities, plenary sessions, and discussion designed to hone the students' leadership skills and potential. Each year's AYLC is comprised of inspirational talks, panel discussions, small group discussions, outdoor challenge activities, and commitment setting geared towards a stronger sense of self and teamwork.

### Delegates to Asia Pacific Lasallian Youth Congress

Five delegates from DLSU-Manila participated in the 8th Asia Pacific Lasallian Youth Congress (APLYC8) held last December 2-8 in St. Patrick's School in Singapore.

Carla Isabel Romana Gervasio (OCM-BMG), Jeffrey I. Francisco (PSM-BMG), Keane Michael I. Palatino (AB-PHM), Nyl Jarem P. Amoroso (AB-POM) and Nicole Marie R. Villarojo (ECM-MMG) joined delegates from other Lasallian schools in the Asia-Pacific in celebrating the many ways in which the Lasallian Mission is lived and expressed.

The congress aimed to energize, empower, and enable the youth to own and live the mission in their own realities, in the Spirit of Zeal. It likewise sought to create opportunities for the delegates to share their experiences in service work, thus drawing inspiration from one another for designing new projects and improving current ones. The gathering also gave the participants time to reflect on and clarify their respective mission objectives.



## QUEBENGCO RECEIVES CHANCELLOR EMERITUS TITLE

*De La Salle University-Manila Chancellor Dr. Carmelita I. Quebengco AFSC received the Chancellor Emeritus title, conferred by the Board of Trustees in a meeting last December 11.*

In his letter to the community, DLSU-Manila President Br. Armin Luistro FSC revealed that he nominated her to be granted the status, and the resolution received a unanimous vote of approbation from the trustees. The BOT noted her long years of committed and exemplary service to the University and to other administrative posts in the former De La Salle University System.

An appropriate ceremony of conferral will be scheduled during the third term.

Quebengco officially retired as faculty member and from her current administrative functions effective the last day of the second term of this academic year.

In a letter she submitted to Br. Armin, she noted that she has reached the mandatory age of retirement as a faculty member and would thus like to honor the provisions of the faculty manual.

“While I am certain that her services as administrator and educational leader will be sorely missed by the academic community, I have decided to honor the provisions of the faculty manual and respect her decision to retire by year-end,” Br. Armin said.

He added that he requested her assistance as a consultant during the third term in her capacity as Chancellor Emeritus to effect the necessary turn-over of administrative functions to the Vice Chancellors for Academics and Research and to the other offices that will be reorganized in time for the opening of the next academic year.

“I wish to thank Dr. Quebengco for her invaluable assistance and unparalleled contribution to the growth of De La Salle University-Manila and the former De La Salle University System during the past three decades. I am confident that she will continue to make herself available to the University beyond her retirement years even as she continues to assist the wider Lasallian Family in the District, in the Pacific-Asia region and in the international Institute,” Br. Armin expressed.

