



2401 (twen 'tē for '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.

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THE EARLY YEARS OF LA SALLE ON TAFT

After some years, the school on Calle Nozaleda in Paco could no longer accommodate the increasing number of enrollees.

Being aware of this need, the school's former director, Brother Camillus, started to look around the city for a larger and more suitable area for a new campus. However, the initial plan was stalled because of lack of funds.

Finally, a groundbreaking ceremony was held in March 1920 on a purchased lot along Taft Avenue. More than a year later in September 1921, the students and teachers trooped on foot from Paco to a half-finished school designed by Architect Tomas Mapua.

Once the school moved to its new site, a flood of activities, some of which were religious and mostly extra curricular, developed. The subsequent decade saw the years of consolidation and the continuous development that the Brothers employed in the school such as the continuing construction and improvement of the

campus, purchasing expensive laboratory equipment and expanding the edifices already built.

In 1924, only 13 years after the Christian Brothers opened the doors of its new school to young boys, De La Salle College, was already recognized as one of the best private schools in the country by the Board of Educational Survey created by the Philippine Legislature then to make a study of education and all the educational institutions, facilities and agencies in the country.

The Commission, headed by Dr. Paul Monroe of Columbia University, together with eight other American educators and a number of Filipino assistants, toured the country starting January 1925. Three months later, the commission made its report that astounded the local educational community.

On their report, it pointed out that De La Salle College has the "finest plant" in the entire country, referring to the new campus on Taft. It also cited that "the building, dormitories, classrooms, laboratories, refectories and sanitary arrangements are all ought that can be desired and ought to serve as a model school for other schools in the Islands."

However, there were local educators who questioned some of the findings. But despite the controversies surrounding the report, the entire community of Christian Brothers remained silent. They felt that the efforts that they had poured into the development of the school were well worth it.

Reference: La Salle: 1911-1986 by Quirino, Carlos, 1986

Bagong aklat ni Timbreza sa Pilosopiya

Isa na namang bagong aklat ni Dr. Florentino T. Timbreza, *Tatlong Pandaigdigang Pananaw sa Pilosopiya (2007)*, ang kalalabas lamang mula sa palimbagan ng Rex Book Store, Inc.

Matutunghayan sa librong ito ang tanging lakas at kapangyarihan ng mga pananaw at paniniwala. Maaaring ang mga ito ay siyang magpapabuti, magpapaunlad, o di kaya'y makapipinsala at makakasama sa isang tao, o sa isang sambayanan. Maaaring sila ang bumibilanggo o kaya'y magpapalaya sa isang tao – sapagkat ang pag-iisip o pananaw ay siyang kumokontrol sa pagkilos ng isang indibidwal o pangkat ng mga indibidwal.

Diyata't ang pananaw at ang pag-iisip ay siyang humuhubog at magtatakda sa ating pag-uugali, sistema ng paggawa, paraan ng pamamahala, pagdidisyon, pangangatwiran, pamumuhay, at kung papaano natin nilulutas

ang mga problema. Sa gayon, ang pag-iisip din ang siyang tanging sanhi ng nararapat na pagbabago ng isang indibidwal, ng kanyang kapaligiran, at ng daigdig.

Ayon sa may-akda, hindi ang isang pananaw o pag-iisip ang siyang nagtitiis, naaalipin, o naghihirap kundi ang mismong tao na nabubuhay sa pamamagitan nito. Kaya huwag nating ipaubaya ang ating kinabukasan sa kapalaran. Huwag tayong umasa sa ibang puwersa. Magtiwala at umasa tayo sa ating sarili at gawin ang ating karampatang responsibilidad. Tayo ang dapat maging panginoon ng ating mga pananaw at pag-iisip sa halip na tayo ang maging alipin ng mga ito.

Si Timbreza ay isang University Fellow, dalubhasang guro ng pilosopiya sa Pamantasan, masugid na tagapagtaguyod ng baylingwalismo sa larangan ng pananaliksik, pagsusulat, at pagtuturo, at tinaguriang "Ama ng Pilosopiyang Filipino."

DLSU-M EXPLORES POLL AUTOMATION WITH DOST GRANT

The Department of Science and Technology (DOST) approved last January 11 the awarding of a P1.6 million grant to DLSU-Manila to conduct a six-month scientific study on alternative modes to automate elections in 2010.

The DLSU-M research will focus on both the technical “human computer interaction” portion of an automated system, and its social aspects including voters’ behavior towards an automated system.

The grant came after DLSU-M was invited to assist the Commission on Elections’ (COMELEC) technical advisory council—mandated by the law to evaluate and recommend an automated election system for use in the 2010 elections—in conducting a research on the type of poll automation technology that would be most appropriate for the country.

DLSU-M Chancellor Emeritus Dr. Carmelita Quebengco presented last year to the technical advisory council a proposed work plan, which was approved in principle by the group from Comelec, pending the submission for and approval of a grant from the DOST to finance the study.

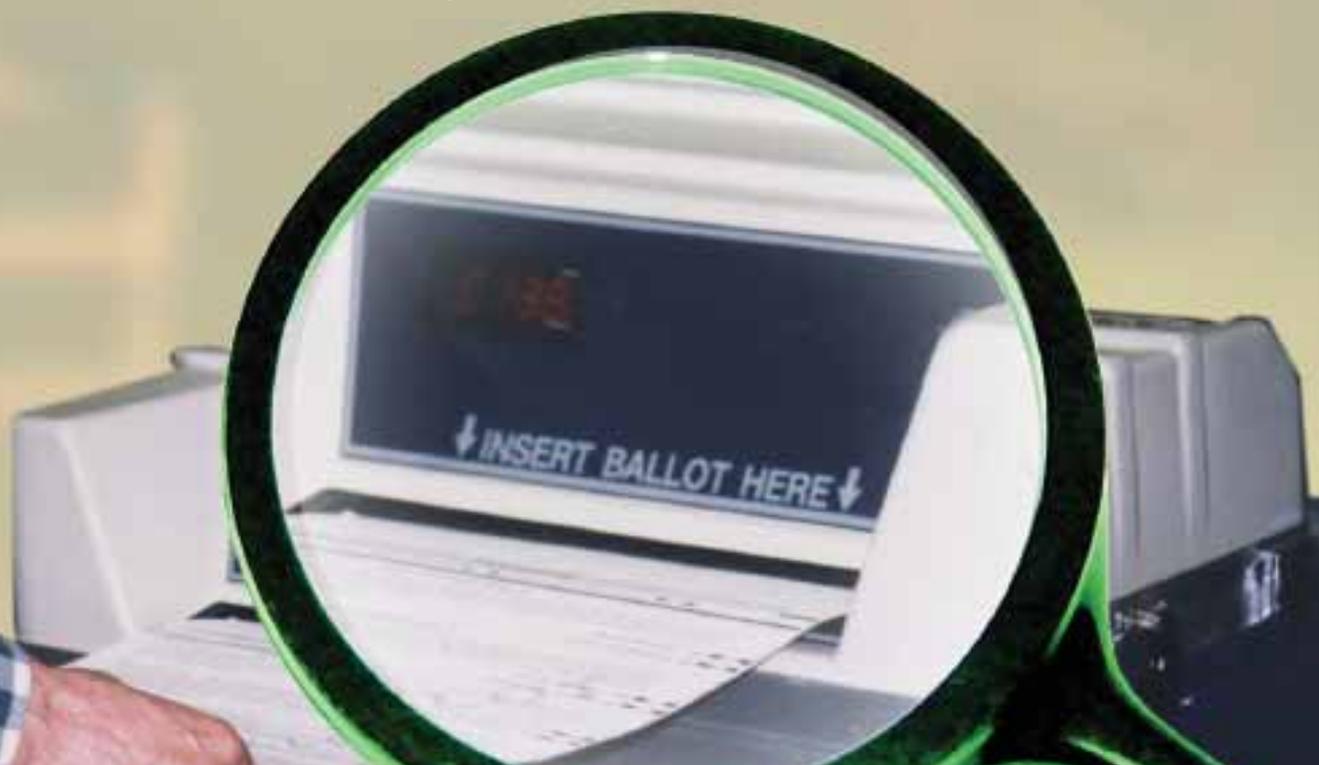
Aside from Quebengco, the four-member team includes College of Computer Studies Dean Dr. Caslon Chua, College of

Liberal Arts’ Dr. Estela Go, and College of Science’s Dr. Arturo Pacificado.

“Right now, we have already established the method of sampling to be used,” Chua said. “We just have to wait for the budget to finalize the locality that will be part of the sample. If it’s nationwide, the sampling area should represent the voting population.”

He adds that, at the end of the study, the DLSU-M team will give a summary of findings to the Comelec. This will include Filipinos’ reactions towards various voting technologies (shading of paper, use of mouse or touch screen, among others) in a simulated environment.

The DLSU-M team, according to Chua, will also provide Comelec a checklist cum module to ensure that election officers are adept with the technology behind 2010’s proposed poll automation.



Remembering St. La Salle

January 26 is an opportune time for the De La Salle University-Manila community to commemorate the life of St. John Baptist de La Salle, as it often falls within the University Mission Statement Week, a time for reflecting our Lasallian heritage.

Every year on this special day, which historically marks the transfer of St. La Salle's relics in 1937 to the chapel of the Generalate in Rome, the whole DLSU-M community celebrates the life of our Founder. The relics were earlier kept for 187 years at Rouen, where he spent his final days, and another 31 years at Lembecqlez-Hal in Belgium.

Proclaimed as a saint in 1900 and made Patron Saint of all those who work in the field of education, he inspired others how to teach and care for young people, how to meet failure and frailty with compassion, how to affirm, strengthen and heal.

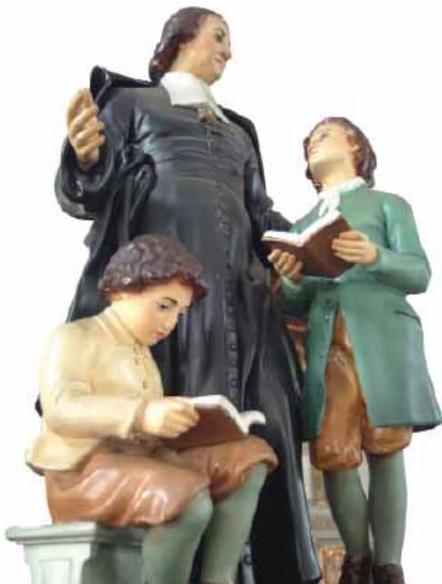
John Baptist de La Salle was a pioneer in founding training colleges for teachers, reform schools for delinquents, technical schools, and secondary schools for modern languages, arts, and sciences. His work quickly spread through France and, after his death, continued to spread across the globe. Currently, there are De La Salle schools in 80 different countries.

Source: www.lasalle2.org



*"This annual mission...
says Tina Umali,
Action (COSCA)
on campus.*

*"In 1...
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'FOR-THE-KIDS' GOES FULL CIRCLE

...ni-olympics for special children has gone full circle,"
...project coordinator of Center for Social Concern and
... of the 2008 For-the-Kids (FTK) held last January 20

1984, FTK started as a special event for 30 deaf kids," shares Tina. "In the
eld FTK, 15 deaf aates and kuyas took care of other special children."
s, according to Tina, makes this year's FTK truly memorable and remarkable.
e 15 deaf volunteers were originally asked to teach hand signals to the
s," says this first-time FTK coordinator. "But, they stayed on and responded to the
ounger special children. *Nakakatuwa.*"

K, which opened its doors to other physically and mentally challenged children in
s to help children with physical, emotional, and mental difficulties to achieve self-
ugh competitive and friendly sports and interactive games. It also seeks to provide
le form of social outreach for DLSU-M students, alumni, faculty, and staff.

K 2008, which had a theme "*Iguhit matatamis na ngiti, habambuhay*
," gathered 650 special kids with Autism (AU), Attention Deficit Hyperactivity
ADHD), Cerebral Palsy (CP), Mentally Retarded (MR), Blind, Down Syndrome
with around 1000 Lasallians being an ate or kuya to the children. Around 400
ardians and SPED teachers from 35 centers in Metro Manila also participated in
day event.

ile acknowledging the immense help of other members of the Lasallian community
COSCA and Lasallian Pastoral Office, Tina attributes the success of FTK 2008 to
ork of the student volunteers.

ormer kuya, RJ Manzano, 2nd year Management of Financial Institutions student,
eing a volunteer as a rewarding experience because he was able to interact with
ldren.

rst became an FTK volunteer in 2007," recounts another FTK volunteer, Liana
3rd year AB Psychology student. "*Kung dati, masaya lang. Ngayong 2008, mas*
ause we were more involved in the event."

ine So Ty, 3rd year AB Psychology student and FTK volunteer, adds that, "I am
yself that I was able to fulfill my tasks, no matter how small. I know that I was
uccess of the 2008 FTK."

a, however, says that the work these students have put into the event is definitely
mall.

adds that, "if the Lasallian student population is composed of students like these
teers, socially-involved, and responsible, then I have faith that the country is in
s."



CHEMISTRY FACULTY PARTICIPATE IN EURASIA CONFERENCE

Faculty members of the De La Salle University-Manila Chemistry Department shared their researches in various fields with other participants at the 10th Eurasia Conference on Chemical Sciences (EuAs C2S-10) last January 7-11 at the Philippine International Convention Center.

The annual conference, which was in tandem with the 23rd Philippine Chemistry Congress this year, aims to provide a venue for the dissemination of chemical researches and promote collaborations among European and Asian countries.

With more than 100 papers presented orally and 200 papers reported as posters, the conference covered

various fields in chemistry, among which were Analysis of Materials, Bioanalytical Chemistry, Bioinorganic Chemistry, Biological Structure, Bioorganic Chemistry, Chemical Biology, Environmental Chemistry, Green Chemistry, Inorganic Materials, Inorganic Synthesis, Materials Science, Natural Products, Optical Diffraction, Organometals, Photochemistry, Sensors, Solution Chemistry and Spectroscopy.

Dr. Consolacion Ragasa, as one of the participants in the conference, presented two papers—"A New Sesquiterpene from *Artemisia vulgaris*" which is done in poster, in collaboration with Dr. Jenny de Jesus and Dr. Mary Jane Apuada, also from DLSU-M and Dr. John Rideout from Central Queensland University in Australia; and "Chromomeric Acid Derivatives from *Tectona Philippinensis*" as an oral paper, together with Rideout and Myrna Tepora, Dinah Espinelli, Dr. Emelina Mandia, also from DLSU-M.

Vice Chancellor for Research Dr. Wyona Patalinghug likewise presented two papers, one reported orally titled, "Predicting the Shifts of Absorption Maxima of Azulene Derivatives Using Molecular Modeling and ZINDO CI Calculations of UV-Vis Spectra" together with Maharlika Chang and Joanne Solis, and another titled "Polymeric Network

of Mixed Metal Formates of Cu with Mn and Ca: Their Synthesis and Crystal Structures" with Assistant Professor Julita Robles.

Another paper presented orally was Chemistry Lecturer Maria Glennalin Pangilinan's "Preparation and Performance Characterization of a Porphyrin-Based Ion Selective Electrode" together with Florian del Mundo from the University of the Philippines.

Other faculty members that presented their papers in poster were Chemistry Department Chair Dr. Nancy Lazaro-Llanos, visiting professor Dr. Ramon del Fierro, Dr. Eric Punzalan, Dr. Jaime Raul Janairo, Dr. Lourdes Guidote, Dr. Elaine Tolentino, Dr. Anamy Paano, Wiley Ong and Sheryl Lontok.

Aside from the paper presentations, lectures were given by four Nobel Laureates for Chemistry that came in the country for the conference, namely the "Discovery of Ubiquitin-mediated Protein Degradation" by Aaron Ciechanover (2004); "Crossed Molecular Beam Technique in Chemical Reaction Dynamic" by Yuan Lee (1986); "3D-Structure Determination of a Photosynthetic Center" by Hartmut Michel (1988); and "Asymmetric Catalysts: Structural and Functional Engineering" by Ryoji Noyori (2001).



Lasallians win top prize in Psychology conference thesis competition

A team of DLSU-Manila students recently received the top prize in a best thesis competition during the Psychological Association of the Philippines – Junior Affiliates Conference last December 7 and 8 at Miriam College, beating all other entries from various schools around the country.

Hanna Lou Javier (PSM-AMG), Anna Olivia Lee (PSM-LMG) and Trisha June Rico (AB-PSM) won first place for their thesis titled, “Metrosexuals: Understanding the New Breed of Men and Investigating its Developmental Process.” The research paper talked about a metrosexual’s developmental process, and identified the parameters that define a metrosexual.

The students conducted in-depth interviews from four sectors, namely the academe, media, business, and entertainment and attempted to quantitatively measure metrosexuality characteristics.

Results of the research showed that there are three major themes for the definition of metrosexuality—vanity, femininity, fashionableness, and artistic expression. It also found six factors which contribute to the development of metrosexuality, namely the need for social acceptance/attribution, non-conformist attitude, insecurity issues during adolescence, closeness to female family members, availability of excess resources, and influence and exposure to media.



Student leaders, organization advisers join PACSA Convention

Student leaders and organization advisers participated in the convention of the Philippine

Association of Campus Student Advisers (PACSA) held last November at Teachers’ Camp, Baguio City.

Student leaders who joined the PACSA conference were Jennifer Anne Lazo, executive secretary-Student Council; Christopher Alcantara, Freshmen

Arts Team 2004 batch representative; Victor Cantor, Industrial Management Engineering Society president; and Jeniña Casipit, Council of Student Organizations-head of Civic Awareness and Responsibility Team.

Macy Eusebio of the Office of Student LIFE coordinated the event for the DLSU-M delegation. Faculty advisers who joined the group were Ma. Cristina

Eusebio, also of the Office of Student LIFE; Dr. Dennis Erasga of the Behavioral Sciences Department, who served as faculty adviser of the Behavioral Sciences Society; and J. Lloyd Ivan Pineda of the Theology and Religious Education Department, who served as faculty adviser of the Student Catholic Action and Rotaract.

OBB INTRODUCES NEW PROGRAMS FOR OUT-OF-SCHOOL YOUTH



TamBAYANI, under the College of Education's Operation Big Brother (OBB) in partnership with Gawad Kalinga, has offered new modules with the goal of improving the program's effectiveness and to address the issue of providing a distinctive education for out-of-school youths.

To assist its out-of-school students in earning a high school diploma, Tambayani have partnered with the Department of Education's Alternative Learning System, which designed interactive modules in Problem Solving (Math), Critical Thinking (Science), and Communication Skills (English). These modules, implemented since last June, will help prepare school dropouts for the high school equivalency or the Philippine Educational Placement test.

These modules are in addition to the program's original components namely Learning Competencies Development,

Personal Effectiveness and Values Formation, considered as the core foundation program and are conducted in group sessions for both in school and out of school participants.

TamBayani also launched an information technology (IT) campaign, and started providing its beneficiaries with programs that will give them adequate knowledge in computers.

Also, with TamBayani's tie up with STI, students enrolled in the program will not only have access to basic computer literacy workshops, but also the chance

to earn a certificate course in IT. For its part, the La Salle Computer Society of the College of Computer Science also conducted a computer literacy workshop in July.

TamBayani, a youth education and development program for GK communities launched in August 2006, aims to provide an educational advantage to the GK youth through a series of learning competency trainings and educational enrichment opportunities.



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