



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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IS PROFESSOR PUBLISHES BOOK IN BRITAIN

The Asia-Europe Meeting: The Theory and Practice of Interregionalism by *Dr. Alfredo Robles Jr., professor of International Studies, has been published in Britain by the prestigious company Routledge.*

The book offers a critical assessment of the Asia-Europe Meeting (ASEM) process since its inception in 1996. ASEM now brings together 27 European Union members, the European Commission, 16 Asian states, and the ASEAN secretariat.

The underlying theme of the book is that the ASEM should be analyzed as an instance of international dialogue—in this case, dialogue between two groups of states from two different regions—rather than as a manifestation of two regions acting jointly to perform specific functions at an “interregional” level.

Economic, developmental, political, and cultural issues in Asia-Europe relations are tackled by the author. He notes that with the exception of the discussion on the fight against international terrorism and cultural dialogue, the Asia-Europe dialogue rarely meets the ideal conditions for international dialogue.

A unique and innovative theoretical framework synthesizing the work of the Franco-Bulgarian theorist Tzvetan Todorov and the German philosopher Jürgen Habermas is presented by the author. He supports his work with extensive empirical research. According to one of the referees for the book, it will be the standard work on the subject.

In the conclusion, he proposes a new approach combining the European practices of multilevel governance, variable geometry, and several speeds.

Several grants from URCO made possible much of the research for the book, which Robles completed when he was Visiting Professor at Yokohama National University in Japan in the 2nd term of SY 2005-2006.



IE FACULTY PRESENTS PAPER IN INTERNATIONAL CONFERENCES

Industrial Engineering faculty Anthony Chiu was re-elected vice president of the Asia Pacific Industrial Engineering and Management Society (APIEMS) in the 8th APIEMS Conference held in Kaohsiung, Taiwan last December 2007. Two technical papers were co-authored by Chiu covering the fields of cleaner production in aerospace industry and eco-efficient system design.

Chiu was also elected as the vice chairman of the Philippine Institute of Industrial Engineers (PIIE) Industrial

Engineering Certification Board (IECB). The certification exam will be administered this May.

Chiu and Chemical Engineering faculty Raymond Tan likewise co-authored with Malaysian collaborators Chew and Foo a research paper that they presented in the UNESCO-IHP Hydrology and Water Resources Conference in November 2007. They presented a paper titled “Game Theory Approach in Eco-industrial Water Conservation.”



ADIDAS SUPPORTS LA SALLE'S SCHOLARSHIP DRIVE

De La Salle University-Manila was recently granted a scholarship fund as part of a three-year deal with adidas Philippines that would give the global brand the exclusive right to co-brand DLSU-M merchandise.

The agreement, which was signed last January 30 at the Multi-purpose Room of the Yuchengco Building, is said to be the first of its kind for adidas as well as for any other university in the Asia Pacific region.

In the signing, DLSU-Manila President and Chancellor Br. Armin Luistro FSC expressed his appreciation for the deal and emphasized on the importance of the scholarship fund to the University. The scholarship fund, he said, would be added to the One La Salle Scholarship Fund in an effort to come up with P1 billion by 2011, in time for the University's centennial celebration.

Joey Singian, adidas managing director, said the deal is likewise important for adidas, which has now paved the way for them towards the development of more collegiate programs

in the Asia Pacific region. He added that the deal is similar to adidas' other licensed collegiate programs with top universities and colleges in the United States such as UCLA, Boston College, University of Kansas, Indiana University, and University of Notre Dame.

Aside from a deal to exclusively co-brand DLSU-M merchandise, the University will likewise enter a deal with adidas Philippines to be the official outfitter of all the University's athletes next school year.

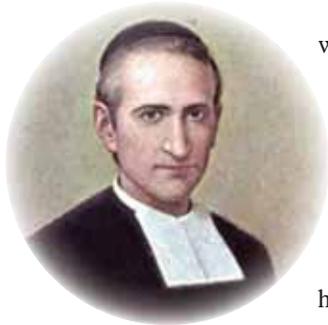
Starting July, the new co-branded DLSU-M merchandise consisting of jackets, polo shirts, graphic tees and other accessories will be available through adidas concept stores in Rockwell, Glorietta, Megamall, Trinoma, and Gateway.

Photo shows, from left, Joel Orense, adidas Phils. chief finance officer; Joseph Edward Singian, adidas philis. managing director; Br. Armin Luistro FSC, DLSU-M president and chancellor; and Jose Mari Magpayo, executive director of the DLSU-M Marketing Communication Office.



February 9

Simple teacher, war hero



Francisco Febres Cordero was born on November 7, 1854 to a family that had always been prominent in Ecuadorian politics. He was the first native of Ecuador to become a Christian Brother.

Crippled from birth, he had to overcome family opposition to realize his vocation to be a lay religious.

Brother Miguel was a gifted teacher from the start and a diligent student. When he was not quite 20 years old, he published the first of his many books, a Spanish grammar that soon became a standard text.

In time his research and publications in the field of literature and linguistics put him in touch with scholars all over the world and he was granted membership in the National Academies of Ecuador and Spain.

Teaching was his first priority, especially his classes in religion. His students admired his simplicity, his directness, his concern for them, and the intensity of his devotion to the Sacred Heart and the Virgin Mary.

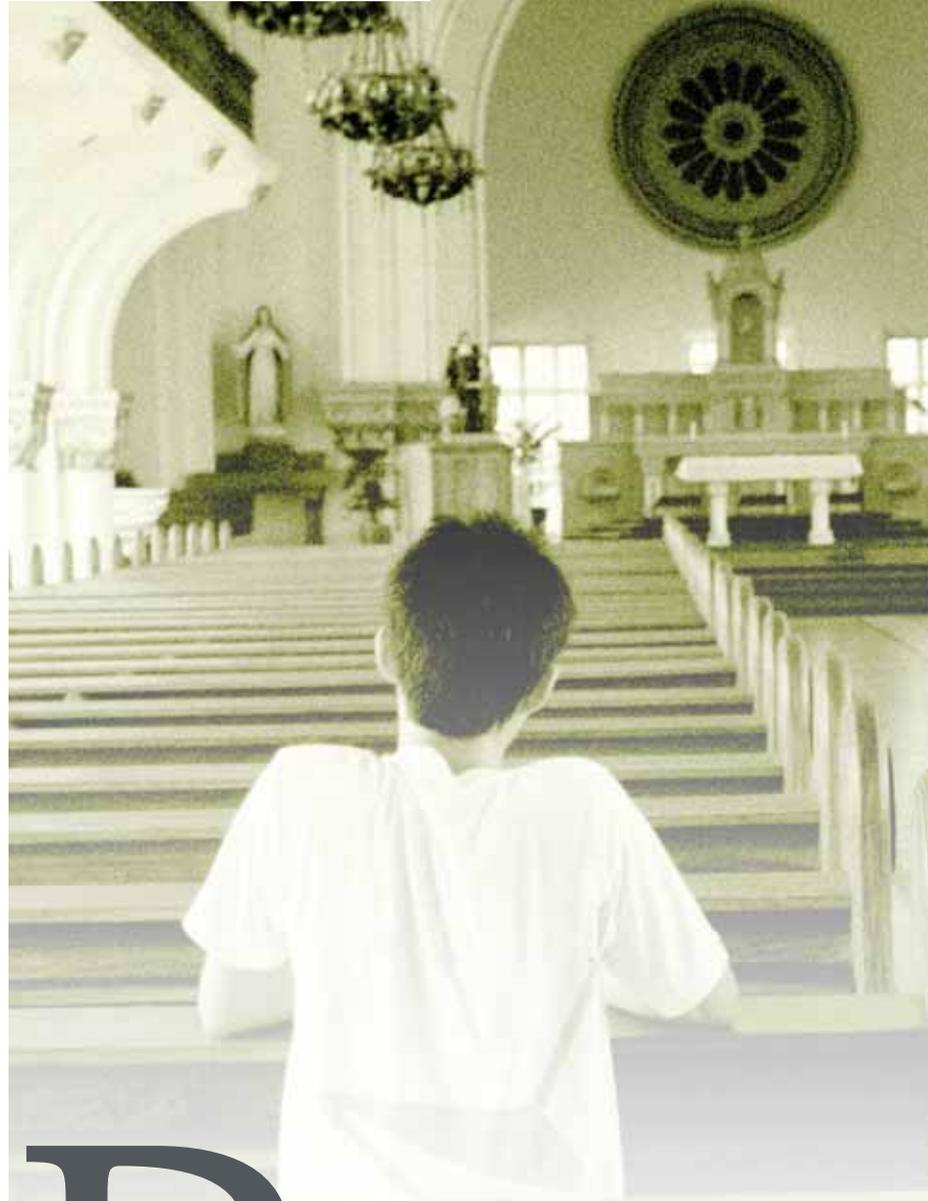
In 1907, he passed through New York on his way to Belgium, where he had been called to translate texts into Spanish for the use of the Brothers recently exiled from France. His health, always delicate, did not easily adjust to the rigors of the European climate.

He was then transferred to the junior novitiate at Premia del Mar in Spain. During a revolutionary outbreak in 1909, he supervised a dramatic evacuation of his young charges to the safety of Barcelona across the bay.

Shortly after they were able to return, he contracted pneumonia and he died at Premia on February 9, 1910, leaving behind a remarkable reputation as scholar, teacher, and saint.

Brother Miguel was beatified on October 30, 1977 and canonized on October 21, 1984.

From www.Lasalle2.org.



Remembering
OUR
Marty

Sixty three years have passed since a tragedy brought by the Pacific War unfolded in De La Salle College, but the Lasallian community continues to commemorate the event to pay respects to the victims and pray for them through a memorial mass every February 12.

At the start of the Japanese occupation in the country in 1942, the Christian Brothers who committed themselves to provide education to Filipino children were allowed to stay on campus. Located at the heart of Manila, La Salle was no doubt a strategic position and was thus chosen by the Japanese forces to serve as their headquarters. Only the chapel, dining room, and the small rooms in the South Wing were spared, protected by the rules of engagement.

Classes were eventually discontinued because of the war and by February 1945, 17 Brothers remained in the school. With them were Father Francis Cosgrave, who served as the chaplain, and five Filipino families and their servants who took refuge inside the school building due to the bombing, shelling, and shooting that went on in the city.

On February 1, the captain of the Japanese marine detachment in charge of the college and surrounding region visited the Brothers and advised them to leave the premises within 48 hours. The occupants of the houses within the vicinity were likewise requested to vacate their places.

But Brother Egbert Xavier, the school head, believed that they should not try to leave the building. Some Brothers were unhappy with this decision. Brother Xavier then reminded them of their vow of obedience and told them that they should “live and die together rather than leave the house and separate.”

A few days later on February 7, Brother Xavier along with Judge Jose Carlos, one of the refugees in the school, were taken away by the Japanese and were never seen again. Later it was revealed, that both had been involved in helping guerrillas and were believed to have been tortured and executed.

Then shortly after noon-time on February 12, a Japanese officer and some 20 soldiers came to the school. The soldiers charged and attacked the Brothers and refugees, including women and children. Forty-one of the 68 who took refuge inside the campus were massacred, including 16 of the 17 Brothers residing in the school.

In the aftermath of the violence, Brother Antonius von Jesus and 21 civilians, including Father Cosgrave, survived. The priest over the next three days went about the campus giving absolution and administering the last rites to the dying until the arrival of the American troops on February 15.

*From Our Martyrs, A Reprint of “These Hallowed Halls”
by Andrew Gonzales FSC and Alejandro T. Reyes.*

Meditations

St. John Baptist de La Salle,
from *Meditations for the Time
of Retreat*

IN THE SERVICE OF OTHERS

“Consider that the account you will have to give to God will not be inconsequential, because it concerns the salvation of the souls of children whom God has entrusted to your care. On the day of judgment you will answer for them as much as you answer for yourself. You must be convinced of this: that God will begin by making you give an account of their souls before asking you to give an account of your own.”

St. La Salle lived in a time when France was suffering from internal turmoil, with many of its people suffering from poverty and lack of education. He stood witness to children of working parents, often left with little guidance on values and likewise bereft of skills that could help them prevail over their unfortunate condition. What he did was to introduce educational innovations to help them: he taught in the vernacular so that the children could understand their lessons; he introduced programs that would give them technical skills; he involved parents in the instruction of their children; and he developed Sunday courses for working young men. He found their salvation a mirror of his own salvation. This point of view, along with his zeal for service and spirit of faith, has opened new possibilities in the world of education and has continued to transform lives, especially of the poor and the marginalized.



LA SALLE SPEARHEADS BIOTECHNOLOGY RESEARCH FOR ASEAN

The ASEAN University Network/Southeast Asia Engineering Education Development Network (AUN/SEED-Net) recently selected De La Salle University-Manila as its main facilitating institution for Biotechnology in the region, concurrent to the University's position as ASEAN's host institution for Chemical Engineering.

Established in 2001 with the support of Japan International Cooperation Agency (JICA), AUN/SEED-Net is composed of 19 leading universities in 10 ASEAN countries with the support of 11 leading Japanese universities making it the largest academic network in engineering in the region.

With the help of the AUNSEED-Net, Southeast Asia has become an interesting option for higher education in engineering. This network serves as an avenue to promote collaboration and solidarity between academics and professionals in the region through the cross-border and region-wise development of engineering education and research capabilities.

The second phase of the project, which will commence this March, will focus on researches in major global issues like biotechnology, disaster mitigation and management, global environment, natural resources and materials, and renewable energy.

DLSU-M College of Engineering Dean Dr. Pag-asa Gaspillo was nominated to be a member of the AUN/SEED-Net Steering Committee representing the Philippines until April 2009.

LSIG CONDUCTS DISCUSSION ON CLIMATE CHANGE ADAPTATION

The College of Liberal Arts, through the La Salle Institute of Governance (LSIG) in partnership with the Institute for Social and Environmental Transition (USA) and the Asian Institute of Technology (Thailand), conducted a roundtable discussion (RTD) and Workshop on the State of Climate Change Adaptation last January 7 at the Angelo King International Conference Center.

President and Chancellor Br. Armin Luistro FSC opened the said event, funded by the International Development Research Centre of Canada under a project called “Adapting to Climate Change in Asia: Identifying Critical Knowledge Gaps.”

The event was participated in by more than 20 experts from top universities across the country and abroad, practitioners from local and international organizations, government officials from the Environmental Management Bureau, as well as representatives from NGOs advocating for the environment.

Dr. Antonio Contreras, dean of the CLA, convened the event, and moderated the discussion on climate change in the Philippines. The activity led to the identification of the gaps in local research and development efforts in the country.

A quick SWOT analysis of current trends and studies in local climate change adaptation became necessary to reach the RTD goal of finding new and appropriate strategies to address issues and concerns regarding climate change adaptation.

Participants of the discussion expressed hope that this activity would signal the start of more extensive discussions on the critical issue of climate change and climate change adaptation especially in our country. The Philippines, as noted during the forum, experiences difficult and costly climate change adaptation exercises.

Also, the event highlighted the need for new and groundbreaking researches on this field that will prepare Filipinos for impending hazards of climate change.



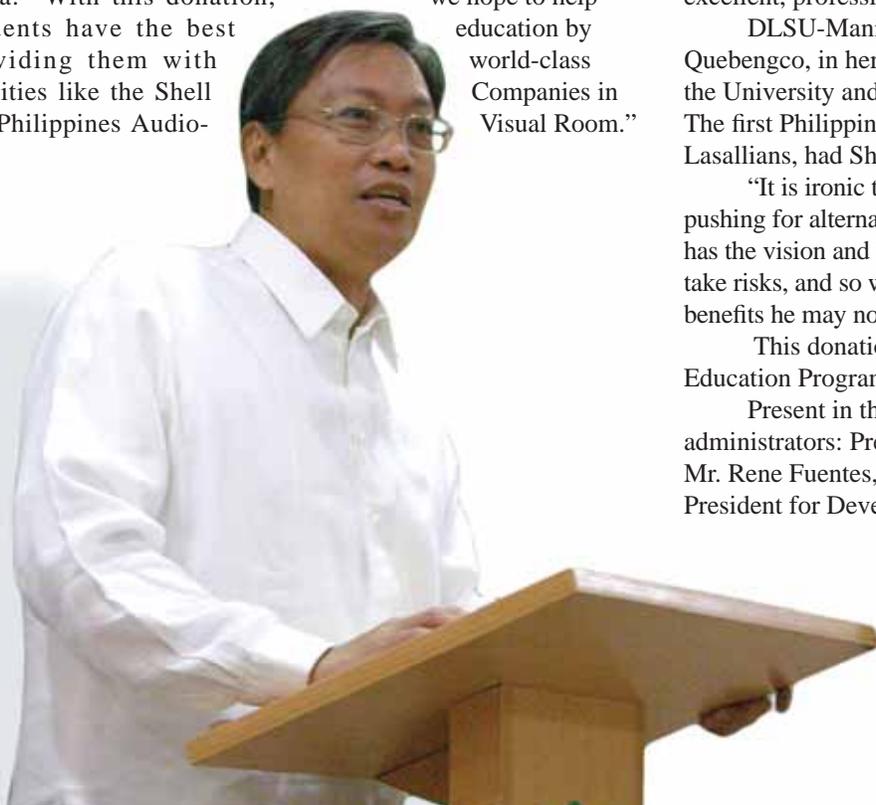


SHELL FUNDS VELASCO AVR RENOVATION

Last February 4, the Shell Companies in the Philippines (Shell), through Shell Country Chairman and De La Salle University-Manila alumnus Edgar Chua (BS Chemical Engineering '77), handed over a P3 million donation to DLSU-Manila for the renovation of the audio-visual room at the second floor of the Velasco Hall.

“Providing young Filipinos with a good education is not only the responsibility of the universities and parents, but also the private sector, which benefits most from the graduates,” said Chua. “With this donation, students have the best providing them with facilities like the Shell the Philippines Audio-

we hope to help education by world-class Companies in Visual Room.”



Chua, recipient of the De La Salle Alumni Association Achievement Award in 2007, added that he is proud to be associated with a University that molds students to be technically excellent, professional, and morally upright.

DLSU-Manila Chancellor Emeritus Dr. Carmelita Quebengco, in her speech, highlighted the commitment of both the University and Shell to find alternative sources of energy. The first Philippine Solar Car Sinag, designed, built and raced by Lasallians, had Shell as one of its major sponsors.

“It is ironic to find a chair of a big company that sells oil, pushing for alternative sources of energy,” said Quebengco. “He has the vision and he has the heart, and he also has the privilege to take risks, and so we find him now supporting an endeavor whose benefits he may not even experience during his time, but beyond.”

This donation is part of the Shell Science and Technology Education Program.

Present in the turnover ceremonies were DLSU-Manila administrators: President-Chancellor Br. Armin Luistro FSC, Mr. Rene Fuentes, head of the Science Foundation, and Vice President for Development and Alumni Relations Mr. Jose Kalaw.

Left photo: Chua delivers a message to La Salle. Top photo: From left, Kalaw, Fuentes, Chua, Br. Armin, and Quebengco.



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