



2401 (twen 'tē fôr', ð, 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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MSFE student passes 2007 Financial Risk Management exam

Milkos Patrick Zalameda, graduate student under the MS in Financial Engineering (MSFE) program of De La Salle University-Manila College of Business and Economics, recently passed the prestigious Global Association of Risk Professionals' (GARP) 2007 Financial Risk Management (FRM) certification examination held at the Asian Institute of Management last November 11. FRM exam passers were officially announced by GARP in its website during the first week of February.

Founded in 1996, GARP is the professional association of financial risk managers from around the world. It is dedicated for the advancement of the risk profession through education, training and the promotion of best practices globally. A two-year

financial risk management-related practice merits an exam passer the designation, Financial Risk Manager, joining the exclusive 13,000 financial risk professionals worldwide.

DLSU-M is the first Philippine university cited by GARP to support its financial risk management initiatives and the FRM program. For the 2007 examination, there were about 10,135 candidates in 73 sites from around the world with only 44.35% passing rate.

In 2003, Zalameda joined DLSU-M as a part-time faculty of the Financial Management Department and simultaneously enrolled for the MSFE program.



ASEAN PSYCHOLOGY SOCIETIES ELECT UNIVERSITY FELLOW AS PRESIDENT

Dr. Allan Bernardo, University Fellow and full professor of the Counseling and Educational Psychology Department, assumed the position of president of the ASEAN Regional Union of Psychological Societies (ARUPS) during the 2nd Congress of the ARUPS in Chulalongkorn University, Bangkok, Thailand last Feb 11-13. He served as president-elect in the 1st ARUPS Congress in Jakarta in July 2006.

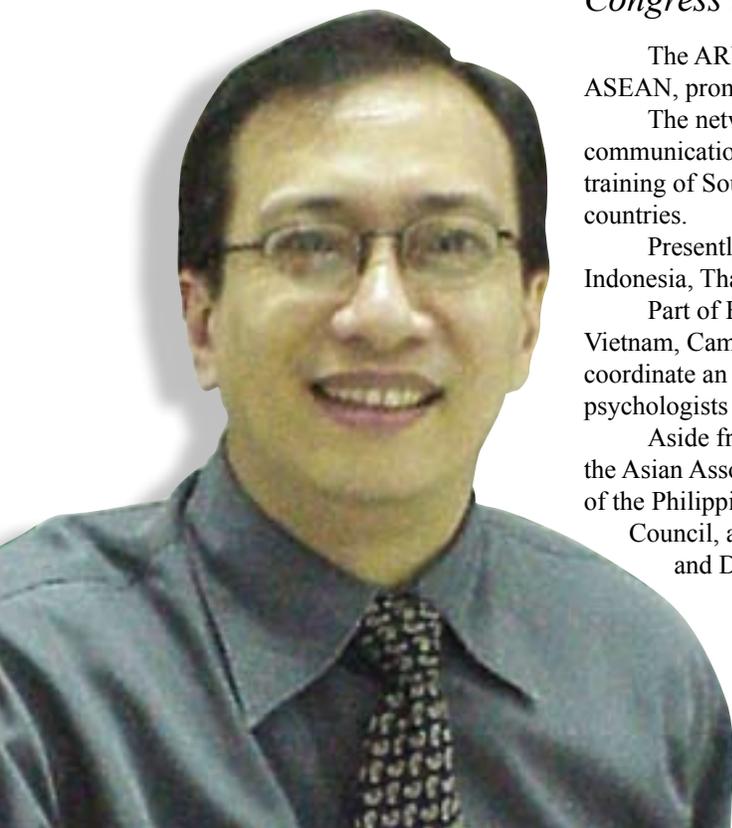
The ARUPS, a network of national psychology societies of countries in the ASEAN, promotes psychology as a science and profession.

The network supports the development of psychology in research, the communication and cooperation among member psychological societies, and the training of Southeast Asian psychologists to promote their discipline in their respective countries.

Presently, the national psychology societies of the Philippines, Malaysia, Indonesia, Thailand, and Singapore are members of the network.

Part of Bernardo's responsibilities is to work with psychologists from Brunei, Vietnam, Cambodia, Laos, and Myanmar to bring them into the network and to coordinate an ASEAN-wide research project on the professional status and training of psychologists in ASEAN countries.

Aside from his current position in ARUPS, he is currently secretary-general of the Asian Association of Social Psychology, president of the Psychological Association of the Philippines, member of the Governing Board of the Philippine Social Science Council, and member of the Advisory Board of the Asian Association of Educational and Developmental Psychology.



WOLFENSOHN DISCUSSES SHIFT OF RESOURCES TO ASIA

Former World Bank President James D. Wolfensohn discussed “the new era for Asia” in the next two decades during the third installment of the International Peace Foundation’s program titled, “Bridges: Dialogues Towards a Culture of Peace” held last March 6 at the Teresa Yuchengco Auditorium of DLSU-Manila.

In his lecture “Beyond East-West, North-South – Peace and Prosperity in a four speed world,” Wolfensohn explained that there is a massive change in terms of how the world’s resources are moving, which he said is now focused on Asia, accounting for more than 60% of the world’s total wealth.

Furthermore, he said that there is a growing middle class particularly in China and India, substantially helping in the gradual increase of their countries’ wealth. He calculated that in the next two decades, China’s middle class would have grown to 600 million, while India would not be too far behind at 580 million.

However, Wolfensohn said that substantive growth for the Philippines still remains to be seen. He said that while our country posts significant growth in terms of gross domestic product, there is little impact on poverty reduction.

He pointed out that education plays an important role in poverty reduction, and that there is a great need for the Philippine government to improve the current conditions of the public education system.

Aside from the major shift of resources to Asia, Wolfensohn also noted how the flow of information around the

world has significantly improved compared to half a century ago.

“The flow of information about what’s happening in the world is not limited anymore, in fact it’s now encouraged,” he said.

Wolfensohn, as president of the World Bank for two terms from 1995 to 2005, has successfully led initiatives on poverty reduction, environmental sustainability, anti-corruption programs, and AIDS prevention and treatment. He also prioritized United Nation’s Millennium Development Goals.

He advocated continuous dialogue and trust building among the Bank’s clients, the private sector, NGOs, and civil society. He helped strengthen partnerships between the Bank and these groups. His commitment to empowering stakeholders expanded the Bank’s traditional cooperation with its clients to include their participation in decision-making processes.

Under his leadership, the Bank expanded its participation in post-war reconstruction and conflict prevention. He encouraged the thorough exploration and understanding of linkages between social and economic stability and peace.

In 1981, he established his own investment firm, James

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CBE UNDERTAKES ONLINE COURSES

Dr. Tereso Tullao, University Fellow and Full Professor from the Economics Department, and Dr. Myrna Austria, Dean of the College of Business and Economics with their students Carissa Camara (AE-BSA) and Daniel del Mundo (AE-BSA) participated in the International Symposium Toward East Asian Economic Integration held at Waseda University, Tokyo, Japan (WU) last January 19.

The symposium is the culminating activity for Tullao's International Economic Relations (INTECOR) and Austria's Special Topic in International Trade (SPECTO1) online courses that were implemented jointly and simultaneously with other universities in East Asia under the Cross-Cultural Distance Learning Program during the second trimester.

All professors from participating universities were required to attend together with one student representative. Camara and del Mundo, both class topnotchers, represented the classes of Tullao and Austria, respectively.

During the symposium, professors discussed various topics or updates on the Free Trade Agreements in their respective countries. Tullao delivered a presentation on Philippine Japan Economic Partnership while Austria discussed the Free Trade Agreements within the ASEAN region. Camara and del Mundo together with other student representatives also gave presentations on their studies, insights, and possible suggestions to improve the program.

The INTECOR class interacted with their counterparts in Waseda University, Japan under the cyber course Towards the Establishment of an East Asian Economic Community. The course was developed by Tullao and Prof. Shujiro Urata of WU to break a new era for East Asian Community through cooperation and collaboration of both Philippine and Japanese younger generation.

The SPECTO1 class, on the other hand, in addition to WU, had online classes with four other participating universities namely, Fudan University



*Dr. Myrna Austria
and Dr. Tereso Tullao*

(China), Malaysian National University (Malaysia), and Thammasat University (Thailand).

The joint online cyber courses utilized a blended learning model, which is a combination of traditional classroom lectures, instructor-led web-based on-demand lectures, online discussions and live video conferences.

For the on-demand lectures, students were required to view at their own convenient time online recorded lectures by the professors involved in the program. Students were able to interact through the online Bulletin Board System where they asked questions and exchanged opinions among themselves at their own

convenient time. Lecturers on the other hand responded to the students' online questions and supported discussions by giving comments. Also, on certain dates throughout the course live sessions were held in DLSU-M's smart classroom, where professors and students interacted through live video conferencing with other participating universities.

In the previous school year, the INTECOR class was also offered following the same methods. Meanwhile, SPECTO1 will again be opened next school year to include representatives from Sugang University (Seoul, South Korea).

THE ROAD TO RECOVERY

On July 9, 1945, barely five months after the February 12 tragedy and the liberation of Manila from Japanese occupation, the Christian Brothers reopened its school on Taft Avenue, Manila.

It was a month behind the usual start of classes in the country, but the fact that the Brothers were able to do so speaks well of their determination to carry out their mission of educating young Filipinos.

About 250 boys of the high school department used the chapel choir loft and corridors outside for their class sessions, because at the time, 5, 200 members of the Women's Auxiliary Corps (WACS) of the United States Army lived inside the campus and occupied the second and third floors. But unlike the Japanese, they paid rental for the use of the building, helping pay for the expenses incurred for the renovation of the school.

The few equipment on hand was augmented with the arrival of Brother Anthony from the United States. He brought with him a cargo with textbooks, paper pads, pencils and other classroom supplies.

The WACS did not leave the campus immediately despite the urging of the Brothers because of the shortage of classrooms brought by the increasing number of students. Brother Anthony borrowed tents from the army and were used by grade school

pupils for their classes from August 1945 to October 1946, when the WACS finally left.

Enrolment increased sharply in the years that followed and in 1947 the Commerce program was expanded into a four-year course. Programs leading to the degree of Bachelor of Science in Civil, Chemical, Electrical and Mechanical Engineering were offered. The School of Business Administration was also reopened.

The school's road to recovery was long and difficult but the Christian Brothers were persistent in their commitment to educate the young Filipinos who would eventually help in the rebuilding and development of the Philippines.

Continuous reconstruction, renovation, and improvements were done to the campus as well as to the programs offered and nearly three decades later, through the efforts of everyone in the institution, De La Salle College would become De La Salle University.

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

24 100 Meditations



DOING GOOD FOR GOD'S GLORY

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

“You must encourage (children), in accord with the teaching of Jesus Christ, not to be satisfied with doing good actions but also to avoid doing them for the praise or honor the actions may bring them.”

In one of his meditations that he wrote for the first Christian Brothers, St. La Salle gave instructions on how a Brother must show zeal in his ministry. He reminded the Brothers that when they teach the children under their care, they must encourage the young not to set their hearts on things that are superficial and temporary. For St. La Salle, a good deed must always be attributed to God's glory and not to one's personal honor. He also wrote that the Brothers must inspire the children not to seek material wealth, but have a love for poverty, the way the Lord loved the poor.

St. La Salle underscored the importance of teaching children to pray to God, as Jesus Christ taught those who followed him, i.e., with much reverence and in secret, and rid of all thoughts that could distract their minds during the time of prayer. He said this would help the children in being occupied solely with God and easily obtain what they ask of Him.



BR. ANDREW REMEMBERED IN NEW BOOK, DASMARIÑAS BUILDING

In celebration of the man who spent most of his life serving the Lord and inspiring others through education, De La Salle Philippines together with De La Salle University-Dasmariñas spearheaded the launching of the book, Remembering Br. Andrew, held at the Fajardo-Gonzalez Auditorium of the Br. Andrew Gonzalez Hall last February 29.



Edited by Dr. Isagani Cruz, the book is a collection of Br. Andrew's most memorable quotations and pictures in the course of his life and work as a Lasallian Brother, an educator, and a public servant. With contributions from his family, friends, peers, and colleagues, the book is a compilation of the many moments that remind them of Br. Andrew.

Brother Visitor Br. Edmundo Alfonso Fernandez FSC, in a letter included in the book, said that in order to shed light to the life and work of Br. Andrew, one must understand two important aspects of his life—that the primary inspiration for his work was service for the Kingdom, and that his lifelong love affair with education was an affair of the heart, adding that “[his] love and fiery passion for education and education of the poor was nurtured and fostered by his relationship with Jesus, through prayer, perhaps encouraged by his experience and by what he saw in and out of the country and taking place in the personal depths of his own being.”

De La Salle University-Manila Chancellor Emeritus Dr. Carmelita

Quebengco, during the book launching, expressed that “as we remember Br. Andrew, we will find as much courage and compassion to uplift the lives of our fellow Filipinos and help make our country a better place for the future generations.”

In the launch, the first copy of the book was given by DLSU-Dasmariñas President Br. Gus Boquer FSC, EdD and Cruz to the family of Br. Andrew, as represented by his niece, Rosario Gonzalez-Lizares, while copies were also given to friends and benefactors that attended the event.

A multimedia presentation on the life and work of Br. Andrew was likewise shown in the book launching.

Also during the launch, Br. Gus together with Extra Value Construction Corporation Project Developer Architect Ernie Reyes officially unveiled the scale model of the Ayuntamiento de Gonzalez, named after Br. Andrew, which will be built in DLSU-D to house majority of its administrative offices.

Top: Br. Gus presented the first copy of the book to Br. Andrew's niece, Rosario Gonzalez-Lizares.

Below: The scale model of the Ayuntamiento de Gonzalez.





DLSU-ARRPET RESEARCHERS WIN REGIONAL PCIERD S&T COMPETITIONS

Researchers from the Asian Regional Research Programme on Environmental Technology (ARRPET) of De La Salle University-Manila scored another victory by winning the first prize in regional competitions (NCR cluster) during the 7th PCIERD S&T Fora and Competitions held last February 15 at the FNRI Building of the Department of Science and Technology.

Drs. Carmela Centeno, Leonila Abella and Susan Gallardo's winning entry entitled "Catalyzed Photo-oxidation: Alternative Technology Options for the Destruction of Polychlorinated Biphenyls" is a research output of ARPET Phase I. ARPET, now on its 2nd phase, is a collaborative project involving eight Asian countries funded by the Swedish International Development Cooperation Agency (SIDA).

The research focused on the degradation of polychlorinated biphenyls using advanced oxidation processes, specifically the UV/H₂O₂ process. Polychlorinated biphenyls are a class of toxic organic pollutants identified as part of the "dirty dozen" by the Stockholm Convention on persistent organic pollutants.

These compounds have been linked to several health and environmental issues.

Advanced oxidation processes, on the other hand, have been recognized recently by the US Environmental Protection Agency as a Best Available Technology. These processes are characterized by the generation of hydroxyl radicals which are very powerful oxidants that can degrade a wide range of contaminants.

Currently, the research is on its pilot-scale applications being carried out in partnership with Planters Products Inc.

The DOST-PCIERD Science and Technology competition is open to all Filipino engineers, scientists and researchers from universities, colleges, R&D institutions and private industries involved in research work in the industry and energy sectors. It covers the category of applied research and development activities, process/product development and/or improvement, environmental concerns and resource utilization.

The winners in the Regional competitions will compete in the National level which will be held on March 14 at the Dusit Hotel, Makati.

DLSU-MANILA SENDS RELIEF TO BICOL

Responding to the call for donations, COSCA through the Lasalyano Kaakibat tuwing may Sakuna (LAKAS), a partnership project with SC and CSO, initially sent 13 boxes of assorted food items and clothes to the survivors of the heavy rains and flash floods that drenched the areas in Bicol and Samar. The relief items were sent last February 26 and were channeled through the Redemptorist Church of Legazpi City. It will be distributed to the residents of Barangay Banwang Durang in Sorsogon.



LAKAS through COSCA will still be accepting donations.

For donations in-cash or check, please proceed to the cashier located at the DLSU Manila accounting office and inform personnel in charge to deposit amount to the Disaster and Relief Fund (Acct # 600-165). Please surrender yellow official receipt to COSCA for proper acknowledgement.

For donations in-kind, COSCA suggests that the relief

items be limited to the following: cooking oil, salt, sugar, canned foods (sardines or meat), drinking water (5 liter container), soap (laundry and bath), match, candles, and slippers. The center also reminds the DLSU-Manila community to avoid donating the following: instant noodles and footwear (shoes).

For further inquires, please call COSCA at local 147 and ask for the Coordinator for Community Development.

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D. Wolfensohn, Inc. together with his partner Paul A. Volcker, former chairman of the Federal Reserve Bank. Almost a decade later, he took on the chairmanship of the Board of Trustees of the John F. Kennedy Center for the Performing Arts in Washington. In 1996, the Kennedy Center bestowed on him the title of Chairman Emeritus.

After his stint as World Bank President, he assumed the post of Special Envoy for Gaza Disengagement for the

Quartet on the Middle East, until 2006. It was around this time that he founded a think-tank, the Wolfensohn Center for Development at the Brookings Institution in Washington. He became chairman of the Citigroup International Advisory Group in 2006. He is currently the Chairman of the Citigroup International Advisory.

The International Peace Foundation started Bridges in Thailand, and extended 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.

Washington Sycip, founder of the SGV Group and of the Asian Institute of Management, is the Philippine honorary chairman of Bridges, and Jaime Augusto Zobel de Ayala, chair and CEO of the Ayala Corporation, is the program's Philippine chairman.



PHYSICS DEPARTMENT SIGNS MOA ON ATMOSPHERIC STUDIES IN EAST ASIA

The Physics Department of De La Salle University-Manila and the Graduate Institute of Space Science of National Central University (NCU) recently signed a collaborative agreement on satellite beacon data utilization to promote the atmospheric and ionospheric studies in the East Asia region.

The LIDAR Research Group of the Physics Department, headed by Dr. Edgar Vallar and Dr. Maria Cecilia Galvez, in DLSU-Manila and the Ionosphere Sounding Laboratory of the Center for Space and Remote Sensing Research in NCU, headed by Prof. Lung-Chih Tsai, are the specific groups collaborating under the agreement. Ernest Macalalad of the Physical Sciences Department of DLSU-Dasmariñas will also participate in this project.

Under the agreement, the researchers will carry out systematic satellite radio tomographic studies of the structure of near-Earth space plasma distribution and investigation of space weather in different seasons and under

different solar-geophysical conditions.

In particular, they proposed to study the dynamics of near-Earth plasma after solar flares. Special attention will be paid to the analysis of interactions and perturbations transport in the lithosphere-atmosphere-ionosphere system as well as ionospheric precursors of earthquakes.

The systematic ionosphere tomography network includes six ground-based stations, four of which are located in Taiwan, while the other two are in Manila and Indonesia. There are also ongoing construction of sites in China and Japan.

In Manila, the satellite beacon is currently located on the roof of Br. Andrew Gonzalez Hall, where an atmospheric and astronomical observatory

will be built within a few years.

The proposed collaborative research undertakings would be of great interest for near-Earth space physics and space weather research as well as for efficient ionospheric monitoring over a seismohazardous region. Tomographic images of ionospheric electron density will be used for monitoring ionospheric precursors of earthquakes.

For further information, please contact Dr. Edgar Vallar of the DLSU Physics Department.



The satellite beacon on the roof of Br. Andrew Gonzalez Hall.

LASALLIANS WIN IN INTER-UNIVERSITY LEGAL MANAGEMENT COMPETITION

Legal Management students from Ley La Salle, the professional organization for Legal Management students and aspiring lawyers of De La Salle University-Manila, received two distinctions from the first national convention of the Alliance of Legal Management Associations of the Philippines, Inc. (ALMAP, Inc.) held last February 16 at the Ateneo De Manila University.

Marychelle Mendoza (LMG), Irene Balmes (POM-LMG) and Harly Jayson Reyes (LMG) won in the Battle of the Intelix IV sponsored by ALMAP, Inc. during the convention. As an annual quiz bee for teams from the member schools of the alliance, the competition covered the following subjects: Commercial Law, Civil Code, Labor Standards and Relations, Criminal Law, and Constitutional and Political Law.

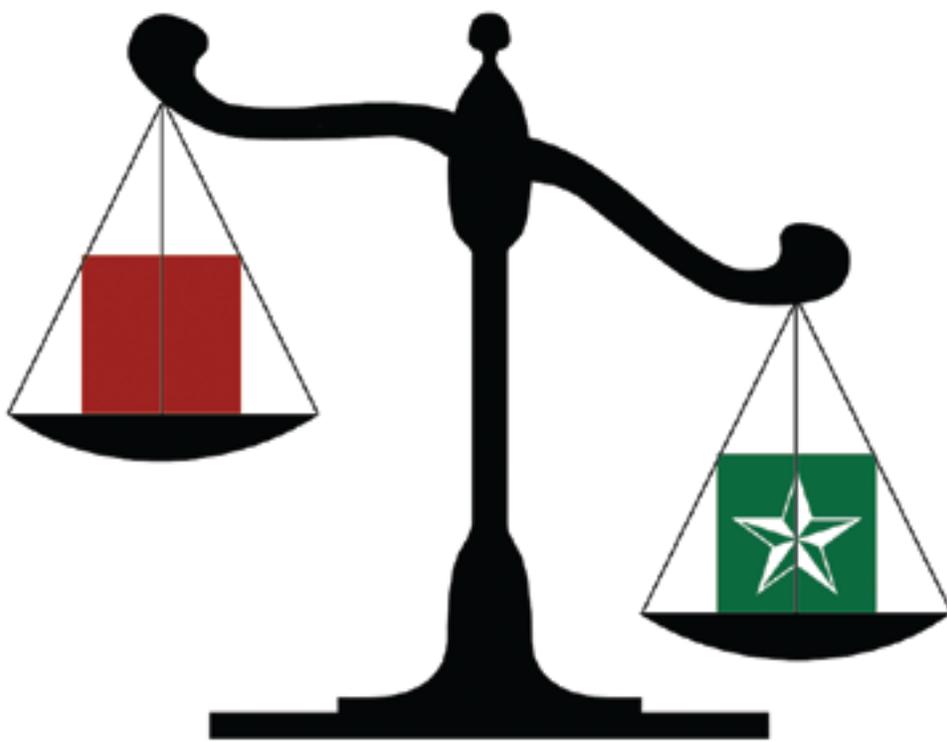
Members of Ley La Salle defeated students from the Far Eastern University and the defending champions, San Beda College. This is the second time DLSU-Manila bagged the championship, the first one being the Battle of the Intelix I last 2005.

Meanwhile, Stacy Cunanan (LMG) and Frances Canto (LMG) were among those chosen by ALMAP, Inc. as part of the Ten Outstanding Legal Management Students of the Alliance. Chosen by professors from the University of the Philippines, students are evaluated according to their exemplary record and involvement in activities in order to qualify for the recognition.

ALMAP, Inc. is the official organization of different legal management associations in the country representing different colleges and universities that offer a legal management program. Currently, there are 11 member

schools of ALMAP, Inc. namely, De La Salle University-Manila, De La Salle Lipa, Ateneo De Manila University, Ateneo De Naga University, Far Eastern University, San Beda College, San Sebastian College-Recoletos, University of Santo Tomas, University of the East, Divine Word College-Legazpi and Trinity University of Asia.

The alliance serves as the prime channel for coordination and concord of these legal management programs for the better realization of common institutional goals, visions and schemes catering to the needs and aspirations of legal management students.





FIRST DLSU-MANILA ARTS CONGRESS HELD

With the theme “Expressions and Research in the Arts,” the first De La Salle University-Manila Arts Congress was held last February 28 and 29 at the Teresa Yuchengco Auditorium to nurture research and promote creativity among members of the Lasallian community.

The two-day congress gathered some of the most respected names from various art disciplines including Cultural Center of the Philippines President Nestor Jardin, University of Santo Tomas Conservatory of Music Dean Dr. Raul Sunico, Mowelfund Film Institute Director Nick Deocampo and Ballet Manila Artistic Director Lisa Macuja. Renowned soprano Fides Cuyugan-Asensio also attended the event.

The Arts Congress provided participants with a venue for creative exchange, presentation, discussion, and evaluation situated in an academic context. It aimed to encourage healthy collaborations among artists and scholars in the University.

Multi-awarded broadcaster Mike Enriquez, Senior Vice President for Radio of GMA 7 and Unitel Productions’ CEO and President Tony Gloria also graced the event.

For their part, DLSU-M faculty members discussed varied topics on the intertwining relationship of research and the arts.

The La Salle Dance Company-Jazz topbilled the dance concert “Solitudes and Gazes,” which capped the first day of the Congress, while the Green Media Group sponsored “Indie Un-film,” an exhibition of films from independent producers, closed the second day.



Jeannel Roldan



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