



2401 (twen 'tē fôr', 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.

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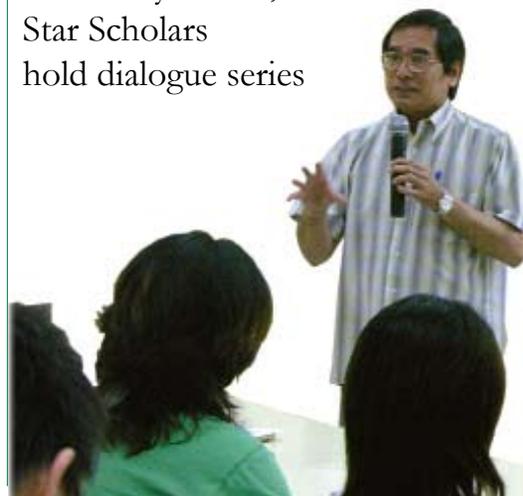
CCS students develop 'simpler' software for better fishery management see page 3

LS volunteers support
"One Million Trees" project



4

University Fellow,
Star Scholars
hold dialogue series



6



ECONOMICS PROFESSOR IS OUTSTANDING FINANCE EDUCATOR FOR NCR

University Fellow and Economics Department Full Professor Dr. Angelo Unite was recognized as one of the two Outstanding Finance Educators for the National Capital Region (NCR) by the FINEX-CITI Rafael B. Buenaventura Outstanding Finance Educator Awards last February 27 at the Bangko Sentral ng Pilipinas in Manila.

The Financial Executives Institute of the Philippines (FINEX) and Citi Philippines, through their respective socio-civic affiliates, the FINEX Foundation and CITI Foundation, annually sponsor the Finance Educator Awards to recognize the outstanding qualities and contributions of finance teachers.

The award-giving body also aims to inspire teachers to achieve excellence in finance education in line with the best practices as well as to actively promote finance education as an important component of tertiary education. It seeks to make graduates become more competitive in the global workforce.

Full time teachers in finance or finance-related subjects that are actively teaching in the Philippines for at least five years were qualified for the awards. The educators were evaluated based on their personal qualities and character, knowledge of Finance, teaching effectiveness, and professional and community involvement.

Five outstanding finance educators were chosen—two from NCR, one from the rest of Luzon, and another two from the Visayas and Mindanao Region. The Most Outstanding Finance Educator was chosen from among the regional winners.

ME faculty receives award from American engineers' society

Dr. Manuel Belino, part-time faculty and former chair of the Mechanical Engineering Department, was recently selected to receive the 2008 Student Activities Achievement Award, a distinction granted by the Honors and Awards Committee and Board of Directors of the American Society of Heating, Refrigerating and Air-conditioning Engineers, Inc. (ASHRAE)

Chosen from among 170 chapter nominees worldwide, Belino is the

chair for Student Activities of ASHRAE Philippines Chapter. The award he will receive is in recognition of his service related to the goals and growth of student activities at all levels. He will receive the recognition at the society's annual meeting in Salt Lake City, Utah, USA in June.

Belino was instrumental in the establishment of five ASHRAE student branches in the Philippines, the first of which is the De La Salle Student Branch that initiated strong participation

of Filipino students in the regional conference. Through his leadership, the ASHRAE Philippine Chapter received the highest Presidential Award of Excellence points for student activities for several consecutive years.

ASHRAE, founded in 1984, is the largest professional society of heating, refrigerating and air-conditioning engineers in the world. It advances technology to serve humanity and promote a sustainable world.

CCS STUDENTS DEVELOP ‘SIMPLER’ SOFTWARE FOR BETTER FISHERY MANAGEMENT

A team of College of Computer Studies students recently developed Fishing Industries’ Support in Handling Decision Applications (FISHDA), an easy-to-use decision support program designed to help fishery managers explore various options involving marine protected areas, fisher numbers, and other fishery effort regulations.

FISHDA was developed as a freely-distributable version of Fisheries Information for Sustainable Harvester-Bio Economic (FISH-BE) model developed by, among others, College of Science Full Professor Dr. Wilfredo Licuanan.

The students—Melangeline De Castro, Sellena Go Ho, John Christopher Kiac, and Alvin Lao—developed FISHDA as their software technology thesis at DLSU-Manila. FISHDA uses a simpler interface with only two windows (Model Input and Result) compared to FISH-BE.

FISH-BE was introduced to help decision makers understand the choices and decisions that will sustain fisheries utilization. It provides

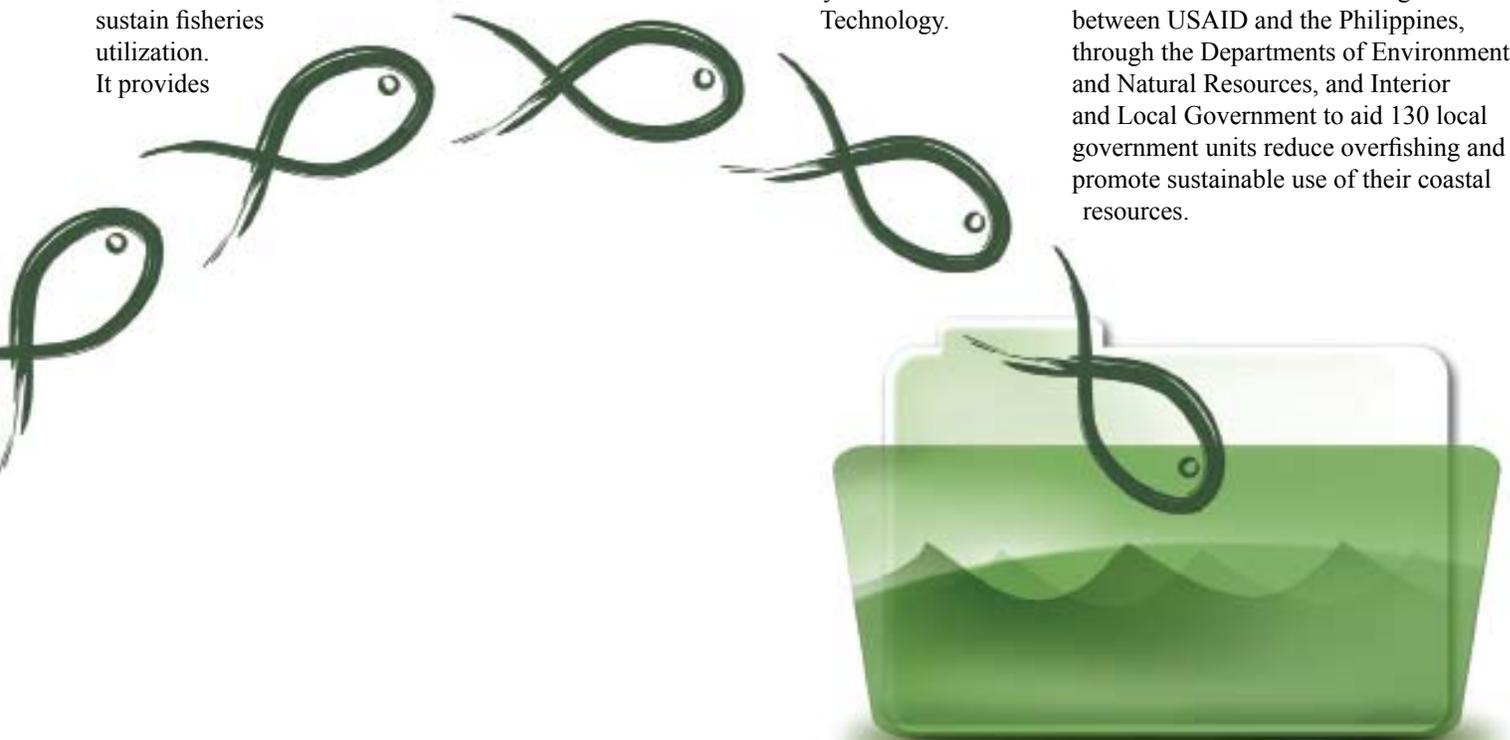
fishery technicians and researchers an approach in gathering data. The model will likewise develop a profile of fisheries to systematically present and evaluate fisheries information and make an estimate of the fishing capacity of an area.

FISH-BE aims to improve fisheries management in the country and urges concerned groups to go beyond the setting up of marine protected areas. It also seeks to move towards other innovative ways to achieve combined effects as a result of synergy of inputs and outcomes. When FISH-BE was first introduced, the paper was awarded a 2007 Outstanding Scientific Paper Award by the National Academy of Science and Technology.

The project’s approach is an initial attempt to provide decision makers with simple but powerful tools to help them better judge various fisheries management situations.

FISHDA is a shining example of the success of one of FISH-BE’s objectives – to provide an avenue for more improved versions to be introduced, more situational lessons to be learned, and more effective communication tools to be developed.

The FISH-BE/FISHDA project is now being supported by the Philippine Environmental Governance Project 2 of the United States Agency for International Development (USAID). The collaborative effort is a result of a bilateral agreement between USAID and the Philippines, through the Departments of Environment and Natural Resources, and Interior and Local Government to aid 130 local government units reduce overfishing and promote sustainable use of their coastal resources.



LS VOLUNTEERS SUPPORT “ONE MILLION TREES” PROJECT



The Center for Social Concern and Action (COSCA) together with representatives from different La Salle schools under the “Green for Life: One Million Trees (OMT) and Beyond” project conducted an ocular visit of the Malabanban watershed located in San Pablo, Laguna last February 20.

The activity aimed to identify possible OMT expansion sites where volunteers of different La Salle schools could help in environmental rehabilitation work. Malabanban watershed, currently being managed by the local water utility office and the local government unit of San Pablo, is a major source of potable water for the entire town.

The OMT was launched in 2006, with volunteers from various La Salle schools coming together in Mt. Palay-palay/Gulod National Park in Cavite to conduct the initial tree-planting activities. In 2007, volunteers went to the site four times to plant species endemic to the place.

De La Salle University-Manila, through COSCA, leads the tree planting in Lake Caliraya, Laguna and San Mateo, Rizal. COSCA was able to push within the OMT the use of native or indigenous trees for reforestation, establishment of nurseries, and the raising of funds to sustain efforts and partnership with local communities, local government units and other stakeholders.

Records from De La Salle Philippines show that to date, 74,171 seedlings have been planted in several OMT sites in Luzon as well as in Bacolod, Iligan and Cebu.

In March, COSCA with other OMT representatives will visit Ipo Dam in Norzagaray, Bulacan to identify more sites for the project.

OMT is one of the concrete responses of the Lasallian community to the call of being stewards of the earth as cited in the Lasallian Ministry Action Plan (LS MAP) #7 of Stewardship of God’s Creation, and to the Philippine Lasallian Family Convocation Resolution 2.4 on Environmental Concerns and Advocacy.

Through OMT, the Lasallian Institute for the Environment and De La Salle Philippines in cooperation with 18 La Salle schools in the country intend to plant one million trees by 2011 in celebration of the 100 years of Lasallian education in the Philippines.



Lasallians get free reflexology service

After receiving positive response from members of the Lasallian community on the first three reflexology sessions on campus, the Office of Counseling and Career Services (OCCS) held its fourth session of reflexology services last March 12-13 at the HRDO Staff Lounge.

The free reflexology services, which started in the third term of last school year, registered an average of 150 Lasallians availing the services per session every term.

Under the Wellness-Professional Development Program of the OCCS, the reflexology program caters to all members of the Lasallian community—faculty, administration, staff and students.

Every session, OCCS invites a team of reflexologists from “Ugnayan ng Anghel ng Masa, Mula sa Puso ng AFP” to offer relaxing reflexology services to Lasallians who want to take a break out of their busy and stressful routines.

OCCS Wellness-Professional Development Program Chair Liza Suarez said that they hope other offices and organizations in the campus such as the Faculty Association, Human Resources Development and the Student Council will appreciate the value of the activity and help them sponsor a session once a term so that it would operate on a regular basis.

“This has been a consistent suggestion of those who availed the service based on the evaluation results,” she said.

Reflexology, according to the Reflexology Association of Canada, is defined as “a natural healing art, based on the principle that there are reflexes in the feet and hands which correspond to every part of the body.” By stimulating and applying pressure on the feet or hands, blood circulation as well as specific bodily and muscular functions improve.

Results from the 1996 China Reflexology Symposium Report showed that foot reflexology is 93.63% effective in treating 63 disorders. After an analysis of 8,096 clinical cases, it was reported that reflexology was significantly effective (the cure) in 48.68% of all the cases, and an effective or improved treatment in 44.95% of the cases.

UNIVERSITY FELLOW, STAR SCHOLARS HOLD DIALOGUE SERIES

Dr. Clodualdo del Mundo, University Fellow and Full Professor of the Communications Department, led this year's Society of Fellows-Star Scholars Dialogue Series held last March 7 at the Ariston Estrada Seminar Room.

Del Mundo presented a documentary titled, "Ehem!Plo – Corruption and Integrity in Philippine Society," and led the discussion on the corruption issue in the country.

Presented by De La Salle University-Manila's Society of Fellows, in cooperation with the Scholarship and Financial Assistance Office, the annual dialogue series intend to promote scholarly discussions within a Filipino Christian context. This also aims to provide an avenue for Star Scholars and University Fellows to interact.

The Society of Fellows constitutes outstanding members of the faculty who have been honored for their contributions in teaching, research, publications, professional involvement, institutional commitment, and community service.

The Star Scholars, on the other hand, are students availing of the most prestigious scholarship program in the University who have been chosen for their excellence in academics, extra-curricular activities, and community service.



MARKETING STUDENTS WIN AGORA AWARDS



Six marketing students from De La Salle University-Manila were among the Ten Outstanding Marketing Students in the 2008 Agora Youth Awards held last February 25 at the Philippine Stock Exchange in Ortigas.

Rachel Manabat (also awarded Batch Valedictorian), Stephanie Isis Lim, Magdaleine Dy Chang, Rexmond Fang, Mark Anthony Lim, and Mark Andrew Suntay were selected as part of the 10 winners in the individual category, after submitting marketing plans that they developed for Chowking, this year's awards partner.

Formerly known as TOMAS TOSMA (Ten Outstanding Marketing Students and Three Outstanding Student Marketing Associations), the Agora Youth Awards, which recognizes the best and the brightest Filipino marketing students, was re-launched with its new name elevating the youth competition categories to the standards of the prestigious Agora Awards for marketing excellence.

The Agora Youth Awards is conducted annually by the Philippine Marketing Association together with the Association of Marketing Educators and the Philippine Junior Marketing Association as a way of recognizing excellence among marketing students. The awards also aim to encourage students to apply their theoretical knowledge in actual cases provided by top marketing companies in preparation for their future in the corporate environment.

The 2008 Agora Youth Awardees with PMA President Alex Flores and Vice President for Youth and Academe Arlene Martinez (back row, fourth and fifth from left).



MARIDABLE, GALLARDO NAMED OUTSTANDING CHEMICAL ENGINEERS

*De La Salle University-Manila Vice Chancellor for Academics
Dr. Julius Maridable and Chemical Engineering Department
Professor Dr. Susan Gallardo were named Outstanding Chemical
Engineers during the 69th Philippine Institute of Chemical Engineers
(PIChE) National Convention held last February 27–March 1 at the
Cebu International Convention Center, Cebu.*

Maridable was recognized for his achievements and leadership in the area of Education. On the other hand, Gallardo, who is also the director of the Asian Regional Research Program on Environmental Technology (ARRPET), was given the award for her significant and dedicated accomplishment in the field of research and development.

The annual Outstanding Chemical Engineer Awards recognizes the outstanding leadership and excellence shown by a chemical engineer. It also highlights these engineers' contributions in different sectors of the society.

In the convention, during the technical session on Management of Technology and Process Technology, Associate Professor Dr. Josephine Borja presented the paper "Cost Benefit Analysis of the ARRPET-PPI Pilot Plant Project." The paper, which was co-authored by Gallardo and Dr. Joseph Auresenia, evaluated the economic merit of putting up a pilot plant for the destruction of polychlorinated biphenyls and pesticides for Planters Products, Inc., ARRPET's industry partner.

Likewise, a senior Chemical Engineering student, Christian Pangilinan, presented his thesis output "UV Degradation of Endosulfan in Water Matrix" during the Applied and Emerging Technologies session.

New set of ARRPET officers were also elected. Chemical Engineering Department Chair Dr. Leonila Abella, who served as president of PIChE-Metro Manila Academe Chapter in 2005-2007, was voted PIChE national treasurer.

The PIChE National Convention is held annually as a venue for chemical engineers from the industry, government, and academe to interact and share their expertise in their fields. This year's theme is "Multifaceted Transformation of the Filipino Chemical Engineers towards Excellence." Papers were presented during the parallel sessions which tackled International Cooperation, Management of Technology and Process Technology, Environmental Sustainability, Alternative Energy Sources, and Chemical Engineering Education.



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