



2401 (twen 'tē fôr 'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, 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, featuring developments and stories of interest about the University.

24 NOVEMBER 2008. VOLUME 40. NUMBER 13. 12 PAGES



New linkage to strengthen student research and development

See page 3

DLSU IT Center wins award in Digital Filipino 2008



5

Star Scholars lead mangrove seedlings collection



8

Lasallian Action Week fosters social awareness



11

CHEMISTRY FACULTY PRESENT PAPERS IN INTERNATIONAL CONFERENCES

Two faculty members from the Chemistry Department recently participated in separate international conferences held in October.

Assistant Professor Emmanuel Garcia delivered his paper on “Micronucleus Assay on Crude Aqueous Petchay (Brassica Rapa Chinesis) Extract: Preliminary Study on its Cancer Chemopreventive Potential” at the International Seminar on Chemistry (ISC) held at Universitas Padjadjaran in Jetinangor, Indonesia last October 30 to 31.

With the theme “The Roles of Chemistry in the Utilization of Natural Resources,” the two-day conference featured various plenary and parallel sessions with topics such as innovation in analytical methods, techniques, and instrumentations; innovation in material chemistry and nanotechnology; natural products chemistry and organic synthesis; biomolecular sciences and biotechnology; information technology in chemical sciences and computational chemistry; and environmental and green chemistry.

ISC was organized by Universitas Padjadjaran’s Department of Chemistry in cooperation with the Indonesian Chemical Society.

Meanwhile, Associate Professor Dr. Glenn Alea participated in the 3rd International Conference on Cutting-Edge Organic Chemistry in Asia in Hangzhou, China held last October 19 to 23.

The conference was organized by the Shanghai Institute of Organic Chemistry, CAS and Zhejiang University’s Department of Chemistry.

The event was exclusive, with the organizers inviting only a select group of participants—the brightest minds and the most visionary organic chemists in the Asian region—to discuss the latest developments, issues, and concerns in organic chemistry.



NEW LINKAGE TO STRENGTHEN STUDENT RESEARCH AND DEVELOPMENT

De La Salle University through the College of Computer Studies (CCS) signed a Memorandum of Understanding with Azeus Systems Philippines Limited to boost technologically-based student research and development.

The signing was held at the CCS Conference Room last November 7, with CCS Dean Dr. Rachel Editha Roxas representing the University and Mary Rose Tan, resident agent, representing Azeus.

Witnesses to the event were Zhen Kun Cua, developer associate of Azeus Systems, and Jocelynn Cu, chair of Computer Technology.

The MOU empowers the two parties to arrange joint activities, such as research, systems development, lectures, seminars, workshops, and conferences facilitating the exchange of knowledge in the fields of Computer Science and Information Technology.

Azeus is an Information Technology company founded in 1991 and formed in Hong Kong by experienced graduates of the Massachusetts Institute of Technology and is now operating at offices in Hong Kong, Philippines, and China. Their Philippine office takes the lead in developing new approaches of harnessing innovative, IT-driven ideas to help private and public

organizations in Asia.

With the partnership, the CCS Advanced Research Institute for Informatics, Computing and Networking sets its sights on strengthening its Student Research and Development Program. The program promotes research among students and engages them in other academic-related activities.

Photo below shows, from left, Mary Rose Tan and Dr. Rachel Editha Roxas signing the MOA.



SANGANDIWA JUNIOR FELLOWS' WORKSHOP 2008 HELD

The second Sangandiwa, a workshop on critical graduate research on local studies, was held from October 23 to 25 at the Br. Andrew Gonzalez Building.

The workshop aimed to train the participating graduate students and junior professors to become critics, scholars, and public intellectuals in their respective multidisciplinary fields.

Graduate students and junior professors from Metro Manila and nearby provinces were chosen based on their submitted abstracts. The 10 junior fellows this year are Marian Caampued, Rowell Madula, and Joseph Rosal from DLSU; Zig Dulay, Jaymee Siao, and Mariko Ozaki from University of the Philippines Diliman; Jesster Fonseca from San Beda College; Jonathan Jurilla, from UP Visayas; Lourdes Nacionales, from the Commission on Population in Mandaluyong; and Adrian Remodo from Ateneo de Naga University.

The abstracts were screened by a committee composed of Full Professors Dr. Antonio Contreras of the Political Science Department, Dr. Fanny Garcia of the Filipino Department, and Dr. Paz Verdades-Santos of the Literature Department.

Serving as readers and critics of the workshop were faculty members from

the Literature Department Dr. Dinah Roma-Sianturi, Dr. Ronald Baytan, and Dr. Jonathan David Bayot; from the Filipino Department, Dr. Lakangiting Garcia and Dr. Rizalyn Mendoza; from the Theology and Religious Education Department, Dr. Dominador Bombongan, Jr.; from the Political Science Department, Jose Ma. Arcadio Malbarosa; from the Philosophy Department, Dr. Maxwell Felicilda; and from the Psychology Department, Dr. Roberto Mendoza.

The workshop was originally conceptualized by Dr. Rhoderick Nuncio of the College of Liberal Arts Research and Publication Office, and was organized and managed by Dr. Feorillo Demeterio III, Dr. Genevieve Asenjo, and Vincente Groyon III, of the Emergent Research Center on Language, Media and Culture. The papers of the junior fellows will be submitted for publication to the three academic journals of the College of Liberal Arts.



DLSU IT CENTER WINS AWARD IN DIGITAL FILIPINO 2008

De La Salle University, through its Information Technology Center (ITC), won the School Category award in the recently concluded Digital Filipino 2008 Web Awards last November 5 at Taste Asia in SM Mall of Asia.

The University was recognized for its excellence in successfully harnessing the internet for business development and e-commerce.

The e-commerce award cited the University's event ticketing system that was introduced during the last UAAP season as well as its online enrollment facility. These systems aim to provide convenience and efficient service to students.

Receiving the award for DLSU were Harold Bautista, Systems Management Office Department head; Albert Gavino, Web Site Department head; and Lemuel Cobia-web manager.

Attending the event were bloggers, entrepreneurs and IT professionals.

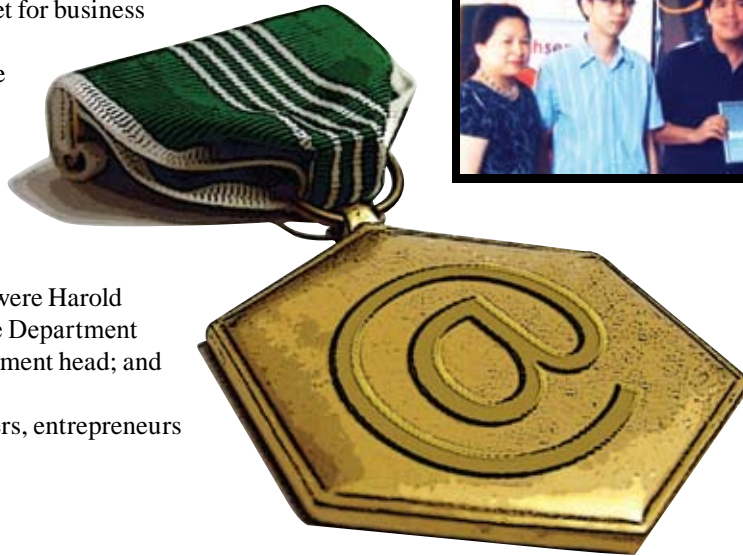


Photo shows, from left: Janette Toral of Digital Filipino, Albert Gavino, Harold Bautista, and Lemuel Cobia of DLSU Web Team, with a representative of sponsor Digital Filipino

Filipino faculty and students participate in language seminar-confab

Faculty members from the Filipino Department participated in the seminar-conference sponsored by the Pambansang Samahan sa Linggwistikang Filipino (PSLF) last October 23-25 at the International Hall of the Hotel Conference Center, College of Saint Benilde.

During the translation forum, PSLF President Dr. Teresita Fortunato read a paper titled "Pagpapalano ng Wika at Edukasyong Pangwika," while Dr. Aurora Batnag presented, "Ang Sumisibol na Gramatika ng Wikang Filipino: Ilang Obserbasyon sa mga Bagong Kalakaran/Pagbabago ng Wika." Also, Dr. Raquel Buban presented a paper titled "Ang MOOG sa Ibang Salita: Isang

Intralingwal na Salin ng Nobelang Tagalog ni Medina."

DLSU Graduate alumni Emmanuel Gonzales and Benjamin Mendillo were finalists in the Gawad Clemencia C. Espiritu sa Saliksik-Wika, a new project of the organization to give recognition to outstanding language research. Evangeline Encabo facilitated the parallel session for the tertiary level.

DLS-CSB President Br. Victor Franco FSC gave the welcome remarks and was read by the dean. Cristy Chioco from the Department of Education gave the keynote speech to the 144 delegates from different regions that participated in the seminar.

Fortunato and Ayleen Ortiz, served as the directors of the seminar.

TAGUMPAY NG ISANG DATING LABANDERO

ni Genaro Gojo Cruz

Marami na akong narinig at nabasang kuwento ukol sa mga labandera. Napanood ko rin noong nasa kolehiyo ako ang pelikulang "Gloria Labandera". Malapit na malapit sa akin ang kuwento ng mga labandera. Pangarap ko nga ring magnegosyo ng laundry shop balang araw. Basta pag kuwento tungkol sa paglalaba o sa mga labandera, talagang interesado ako. Ito ay dahil ako mismo ay naging isang labandero noong ako ay hayiskul.

Alam ko ang bigat at hirap ng pagiging isang labandera, di tulad ng mga babaeng nasa komersyal ng mga sabong-pantlaba na laging nakangiti at tila di nabibigatan kahit sangkaterba ang kanilang dapat labhan.

Di tulad ng mga kuwentong aking narinig at napanood ukol sa mga labandera, wala akong pamilyang dapat suportahan, mga anak na dapat pakainin at buhayin, o sakit na kailangang pagalingin. Dagdag pa, madalas na laging babae ang pumapasok sa isipan kapag pag-uusapan

ang paglalaba bilang isang hanapbuhay.



Si Genaro Gojo Cruz ay nagtuturo sa Departamento ng Filipino. Ang sanaysay na ito ay naipalabas na sa Kapuso Mo, Jessica Soho sa GMA 7.

"Walang pangarap na ibinibigay nang libre. Natutunan ko talagang walang shortcut sa pagkakamit ng pangarap. Lahat ng pangarap ay pinaghahirapan".

Iba ang sitwasyon ko dahil isa akong lalake at isang teenager pa lang noon.

Ngunit tulad ng lahat ng labandera, taglay ko rin ang pag-asa at ang maganda't makulay na pangarap. Gusto ko talagang makatapos ng hayskul.

Sa isang pribadong paaralan ako nag-aaral, kaya kailangan kong makaiyon para sa aking buwanang matrikula. Tanda ko, 100 piso ang bayad sa akin sa para isang sakong damit. Si Aling Aida ang nagpapalaba sa akin. Siya ay may isang maliit na karinderya sa aming lugar. Kasabay ng pagbibigay niya ng isang sakong labada ang pagbibigay ng isang baretang Tide at 3 pakete ng noon ay Tide Ultra.

Bilang isang teenager, pagsasayang talaga ng oras para sa akin ang pagtambay, ang matagal na panonood ng tv at pakikinig ng music, ang pamimisikleta o paggala kung saan-saan. Di ko pinalilipas ang maghaponing walang ginagawa. Inatupag ko ang pag-aaral at paglalabandero. Ang aking mga Sabado at Linggo ay nakalaan sa paglalaba ng damit nina Aling Aida.

Naging kaulayaw ko noon ang malalaking batya, timba, palo-palo at poso, ang mabibigat na pantalon, kumot, kobre-kama at kung ano-ano pa. Nagkusot ako. Hinarap at binaka ang mga bula at problema. Nagtanggap na malulupit na libag at mababagsik na mantisa. Nagkula. Nagbanlaw. Nagbanlaw. At nagbanlaw. Nagsampay. Nakadama ng matinding pagod. Natututong maghintay. Nagdasal na sana'y di umulan at sumikat nang matindi ang araw. Nagtupi ng mga damit na parang dinaanan ng plantasa. Pagkatapos, ihahatid ko na ang mga nilabhan kong damit kay Aling Aida nang ayos na ayos, kikip ang pag-asang makakamit ko rin ang aking pinakamimithing pangarap. Buti na lang at nagkakaroon lagi ako ng panibagong sigla

at lakas. Talagang di ko naging problema ang pagbabayad sa aking matrikula. Kayang-kaya ko itong bayaran.

Di ko kinaawaan ang aking sarili at lalong lalo di ako nakadama ng pagkainggit sa aking mga kaklase na noo'y nahuhumaling sa pakikinig sa Eraserheads at Rivermaya, sa paglalaro ng kanilang Tamagochi, pagpindot sa noo'y usong-uso at makukulay na pager at iba pa.

Nagtatapos din pala ang lahat ng hirap! Nakatapos ako ng aking pag-aaral hanggang sa kolehiyo.

Ngayon, hawak ko na ang aking pangarap. Kay sarap nitong hawakan at damhin lalo na't tunay na pinaghirapan at pinagsumikapan.

Walang pangarap na ibinibigay nang libre. Natutunan ko talagang walang shortcut sa pagkakamit ng pangarap. Lahat ng pangarap ay pinaghahirapan.

Tuwing babalikan ko ang aking pagiging labandero, nangingiti ako. Kung di ko siguro pinagbuti ang aking paglalaba, tiyak na di magpapalaba sa akin si Aling Aida at lalong di ko makakamit ang maayos na buhat at panatag na kalooban.

Salamat sa sangkaterbang labada na tumulong sa akin upang maging matatag. Salamat sa bawat pagsikat ng araw na nagbibigay sa akin ng pag-asa. Salamat kay Aling Aida na di nagdalawang-isip na ako'y kunin upang ako'y kanyang maging labandero. Salamat sa kahirapan dahil nasukat ko ang aking kakayahan.

At salamat sa Tide na aking naging katuwang sa mga panahong tila kay layo ng aking mga pangarap. Salamat nang walang hanggan at di mo ako iniwan.

Ito ang aking totoong kuwento, ang kuwento ng aking tagumpay!

STAR SCHOLARS LEAD MANGROVE SEEDLINGS COLLECTION

As part of their Self Exploration through Outdoor Activities and Recreation (SOAR), 11 Star Scholars from Batch 9 and 10 led the more than 30 volunteers who participated in a Mangrove Nursery Management activity last November 7 at Sitio Kayreyna, Barangay Lumanya in Lian, Batangas.

The Star Scholars were joined by student associates, staff members, and Management for Organizations for Visible Effectiveness for Emerging Leaders (MOVE-EL) trainees of the Student Leadership Involvement, Formation and Empowerment (Student LIFE). Accompanying the group were Evelyn Lopez-Esparrago and Kristina Paula Rubio, Student LIFE director and coordinator for Leadership Training for Special Groups, respectively.

SOAR is an activity under the Achieving through Integrated Mentoring (AIM) program for Star Scholars supervised by Student LIFE. Through AIM, the University ensures the maximum development of their potentials and offers a support mechanism to facilitate their socio-emotional and spiritual development.

In coordination with Joey Rosal, designated OMT lead for DLSU and coordinator of the Center

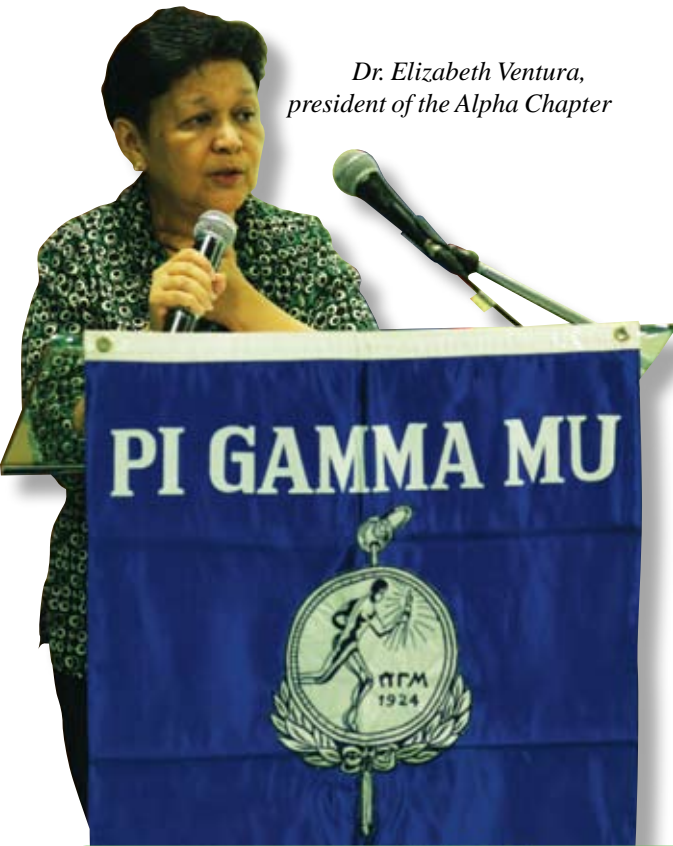
for Social Concern and Action, around 300 Api-Apihan mangrove seedlings were gathered as part of the “Green for Life: One Million Trees and Beyond” (OMT) project. OMT is a joint undertaking of the Lasallian Institute for the Environment (LIFE) and De La Salle Philippines in cooperation with all 17 La Salle schools in the country.

Through OMT, Lasallians intend to plant one million trees by 2011 in celebration of the 100 years of Lasallian education in the Philippines.

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.



*Dr. Elizabeth Ventura,
president of the Alpha Chapter*



HONOR SOCIETY INDUCTS 9 NEW MEMBERS

Pi Gamma Mu admitted nine new members in the Philippines Beta Chapter last November 21 at De La Salle University.

The inductees are Political Science Department's Dr. Eric Vincent Batalla and Dr. Antonio Contreras; Behavioral Sciences Department's Dr. Dennis Erasga and Dr. Ma. Teresa de Guzman; Theology and Religious Studies Department's Dr. Dominador Bombongan Jr.; and International Studies Department's Dr. Dennis Trinidad; and DLSU students Benjamin Lelis (AB Philippine Studies), Maureen Jane Oreiro (AB Literature), and Kim Raisa Uy (AB Political Science).

Preceding the induction was a forum, "The Social Sciences in Everyday Life."

The speakers were Dr. Elizabeth Ventura, president of the Alpha Chapter and chair of the UP Psychology Department, Dr. Nimfa Ogena of the UP Population Institute, Contreras, and Dr. Gerardo Largoza of the DLSU Economics Department.

Pi Gamma Mu, the preeminent honor society in the social sciences, encourages and recognizes superior scholarship in social science disciplines as well as fosters cooperation and social service among its members.

2008 DLSU HOLIDAY MERCHANDISE



*DLSU Institutional Christmas Card.
For orders, call Virgie at local 144.*



*Graphic logo tees
for men and women
(P280). Available at
MCO.*



*Polo shirts for men and women.
Now available at the SPS bookstore.*



*Aluminum mug (P280), tumbler
(P245), and ceramic mug (P120) are
still available at MCO. For orders,
call Virgie at local 144.*





CHARITY BAZAARS TO SUPPORT STUDENTS, TEACHERS

Students from the College of Computer Studies (CCS) partook in a successful week-long fundraising bazaar held along SJ Walk last November 17 to 21, while another bazaar will take place from November 24 to 27 organized by the Multi-sectoral Committee of DLSU.

The CCS bazaar was handled by students that are currently taking the subject Technopreneurship. The elective course teaches them the value of being entrepreneurs while using their knowledge of technology.

Part of the proceeds from this bazaar will go to the Pagkamulat Committee, the social action committee and development arm of CCS, which executes outreach programs to less-privileged communities, free seminars for public school teachers and free computer literacy lectures for both public school teachers and government employees.

CCS intends to make this an annual activity as it expands its beneficiaries from teachers from one school to teachers from four schools—Caloocan City Science High School, Kasarinlan High School, M.B. Asistio Sr. High School, and Maria Clara High School.



One La Salle Christmas Bazaar

Meanwhile, the One La Salle Fund Multi-sectoral Committee will be having its Christmas Bazaar on November 27, 2008 at the Yuchengco lobby from 9:00 am to 4:00 pm.

The One La Salle Christmas Bazaar is in line with One La Salle's aim to endow 20% of the Lasallian student population with full scholarships by 2011, as all the profits of the said activity will be contributed to the fund.



LASALLIAN ACTION WEEK FOSTERS SOCIAL AWARENESS AMONG COMMUNITY MEMBERS

De La Salle University celebrated its annual Lasallian Action Week last November 17-21 with this year's theme: "Lasalyano ako! Nagmamahal sa Diyos. Naglilingkod sa Kapwa. Nangangalaga sa Kalikasan."

The theme was chosen to serve as a reminder that faith, in the Lasallian tradition, leads to a deeper love of God that translates into acts of loving service to others and the greater Philippine society. The activity was also a call to recognize the role of Lasallians as stewards of the environment.

The week-long activity featured various activities ranging from film showings to bazaars to exhibits. A thanksgiving Mass opened the celebrations, where DLSU Chancellor Emeritus Dr. Carmelita Quebengco shared during the homily. An art exhibit featuring the works of Joey Velasco was unveiled during the first day, as well as the See-Judge-Act Exhibit, together with the opening of the book and trade fair.

During the second day, DLSU President and Chancellor Br. Armin Luistro FSC was the sharer during the celebration of the Holy Eucharist at the Pearl of Great Price Chapel. The Lasallian Social Engagement Awards was also held during the celebration of mass.

Also during the week, two films were shown at the William Shaw Little Theater: "Moving Mountains" and "Wala Nang Tiempos Muertos (No More Dead Season)."

Other highlights of the celebrations include a boodle meal held at the Central Plaza and an environmental forum at the William Shaw Little Theater. Capping the week was the conferment of the sacrament of confirmation, with Bishop Broderick Pabillo gracing the event.

The Lasallian Action Week was a joint venture of the Lasallian Pastoral Office and the Center for Social Concern and Action in cooperation with the Cultural Arts Office and the Theology and Religious Education Department.

The celebrations of Christ Week and COSCA Week were merged into one to challenge the Lasallian community to look at the current social realities with the eyes of faith and with the hope that it would move Lasallians to act zealously with compassion and love towards others, particularly the lost, the least, and the last.

MSCB APPROVES 5% TUITION INCREASE

The Multi-sectoral Committee on Budget of De La Salle University negotiating on tuition increase formally signed last November 11 a memorandum of agreement providing for a tuition hike of 5% for upperclassmen and freshmen for SY 2009-2010.

Aside from the 5% tuition fee increase, the memorandum also includes a 5.2% across the board salary increase and a P50 fee increase per term until 2011 for the Parents of University Students Organization (PUSO). No increase shall be made on students' miscellaneous fee.

PUSO President Yolanda Yao, who also chairs the committee, said that the fee increase of PUSO is only a reinstatement of what was deducted two years ago and that it is already earmarked as a donation, estimated at more than P1 million per year, for the One La Salle Scholarship Fund until 2011.

"It was also agreed that whatever amount PUSO will give will be matched by the Administration," Yao said.

Yao added that the committee decided on the 5% tuition increase after putting into consideration the purchasing power of the peso in the face of this present global economic crisis.

The signing of the memorandum was attended by all the committee members: Yao, DLSU President and Chancellor Br. Armin Luistro FSC for the Administration, Dr. Ricardo Puno for the Faculty Association, Melvin Marasigan for the Employees Association and Nicole Villarojo for the Student Council.



MSCB representatives sign the Memorandum of Agreement on tuition increase for next school year.