

bannerbriefs

BizChat at GSB

To bring the latest trends and issues in business, the Graduate School of Business held its BizChat for the first semester entitled “CSR, Social Economics and Responsible Strategic Management: Integrating Human Development into Management Education”, at the Severino De Las Alas Hall, August 29.

During the discussion, the speaker Professor Jose Maximiano, associate professor of De La Salle Professional Schools - GSB in Manila, mentioned three factors that interact with the corporate social responsibility (CSR). He also shared that businesses have only one social responsibility – meeting the needs of the present without compromising the ability of future generations to meet their own needs. He emphasized that no matter how wealthy a society is – a society fundamentally lacking in social equity cannot be sustained. He added that this problem could be addressed by making CSR a part of the current studies of business students. The round table discussion was participated by MBA students and faculty.

1st PR week

Promoting the essential role of Public Relation (PR) as an effective tool for communication, the Marketing Department (MKD), through MKTG 409 or the Public Relations, will initiate the 1st Public Relations Week, September 14 - 17.

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DLSU System instates new president

The De La Salle University System formally installed Bro. Armin Altamirano Luistro FSC to the position of System president last August 13 in an investiture ceremony held in the Chapel of the Most Blessed Sacrament in De La Salle University – Manila.

Br. Armin is the 20th, and currently the youngest ever, brother president of the System having held office since April 1 of the current year. He succeeded the position formerly filled in by Manila Executive Vice President Carmelita Quebengco, PhD who acted as the System’s interim president from May 2003 to March 2004 after taking over Br. Rolando Dizon FSC. The oath taking was administered by Hilarion Davide Jr., Chief Justice of the Supreme Court.

His inaugural speech consisted of four key points with which Br. Armin addressed matters concerning his appointment and the current state of the System. In his speech, he expressed his humble but determined acceptance of the mantle of leadership, recognized the present successes of both the System and its constituents as the sum of all things accomplished by everyone who has come before, cited the need to tailor the System’s efforts and resources in order to curb growing concerns both within itself and on the national context without compromising the fields they excel in and, lastly, expressed his personal commitment to lead the DLSU System with all the skill, talent and love he could draw from his experiences in Lasallian service.

Br. Armin’s profile, along with the transcription of his inaugural address and additional information regarding the DLSU-D System and its past presidents, maybe found online at <http://system.dlsu.edu.ph>.



Br. Armin Luistro is the 20th brother president of the System and is currently its youngest ever.

CSC on Cavite: past, present and future

The Cavite Studies Center (CSC), as part of its Historical Awareness Campaign 2004, conducted its sixth annual seminar on Cavite history and culture at Imus Institute, August 21.

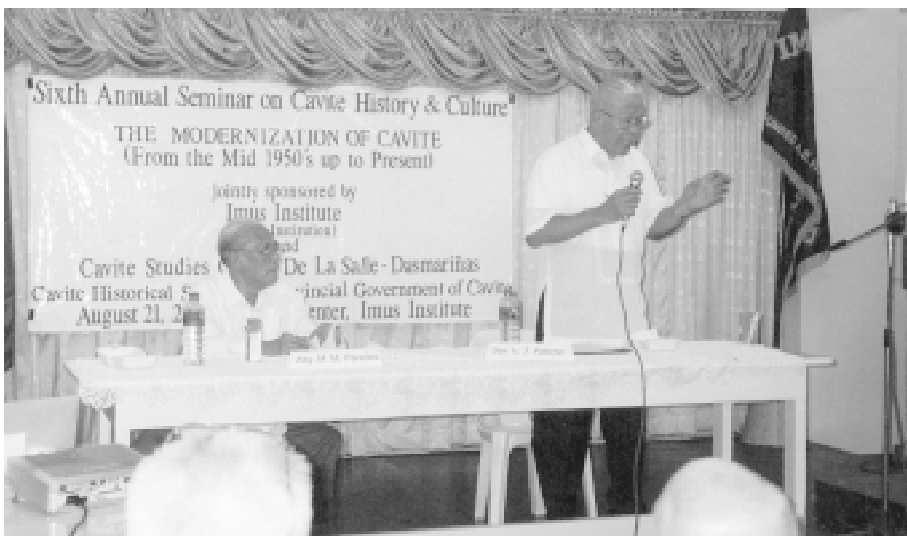
Co-sponsored by Cavite Historical Society, Inc., Imus Institute and the Provincial Government of Cavite, the seminar covered topics concerning the waves of modernization the province has encountered over the past fifty years.

Among the speakers were CSC Director Dr. Emmanuel Calairo, who presented the overview of the seminar on Cavite Modernization, followed by Imus Institute President Atty. Manuel Paredes and former

Senator Vicente Paterno who delivered the first session that comprised lectures on Cavite during the 50's until the 60's.

Following lectures discussed developments in the province during the 60's up to the 90's (delivered by former Philippine Prime Minister Cesar Virata and former Cavite Governor Juanito Remulla), as well as those of the current period (lectured on by Cavite Historical Society founder Paolo Campos and Cavite Governor Ayong Maliksi).

The seminar closed with an open forum followed by the distribution of plaques, and a book raffle prior to the final closing remarks.



Imus Institute President Atty. Manuel Paredes (seated) and former Senator Vicente Paterno discuss modernization in Cavite during the 50's and the 60's.

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1st PR week...*from page 1*

Themed "The PR Profession in the 21st Century", the PR week will be facilitated by MKTG 409 students, guided by MKD faculty Mary Felidora Amparo. Activities lined-up include an exhibit, trade show and a PR seminar.

The 1st PR week will jibe with the celebration of Junior Marketing Week sponsored by the Junior Marketing Association.

one up for biodiversity

De La Salle - Dasmariñas, in partnership with the Haribon Foundation for the Conservation of the Environment, held a consultative workshop on competencies for biodiversity conservation management last August 26 at the Severino De La Alas Hall, Conference Room A and B.

The workshop addressed the shortage of programs supporting biodiversity conservation through discussions, the identification of the competencies of biodiversity conservation managers and recommendations on possible training initiatives.

just for this issue

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“Nais kong ipaalaala sa inyo na ang aking sinumpaang katungkulan ay may kakabit na pahayag na “kusa kong babalikatin ang pananagutang ito nang walang anumang pasubali or hangaring umiwas.” Hindi ko hangad na maging taksil. Walang iwanan.”

- Br. Armin Luistro FSC

Recognizing the past & facing the future

The **Br. Armin** Inaugural Address

As old adages go, there is very little doubt that first impressions do last. By experience we are taught to believe that the first few words of one's self-introduction can be enough to precisely derive that person's personality, perhaps even reveal insights on whatever future relationship there is to come.

In his Inaugural Address last August 13 at the Chapel of the Most Blessed Sacrament, Br. Armin Luistro FSC introduced himself to the System; not as a new acquaintance but, rather, as its new President. As introductions go, we are presented a chance to peer into his principles, his values, his plans and perhaps even the future of the System itself.

Br. Armin's speech began interestingly enough, going against the firmly established tradition of opening his speech with recognizing the presence of invited dignitaries and guests of honor – of which there are many. In their stead, he opted to open his speech greeting guests who would normally not merit acknowledgment on such occasions – security guards, discipline officers, gardeners, teachers, students and their like. This, he noted, was in honor of St. Benilde Romançon who, too, had done humble things with

“Beloved Lasallian students, this one's for you. It is for you that I have vowed to offer all my talents, energies, and loves to ensure that your future will be better and brighter than it is today.”



extraordinary dedication and commitment. He added that it was due to the date of the Feast of St. Benilde – and by no sinister intent – that his inauguration was held on Friday the 13th.

Continuing his speech, Br. Armin made no effort to undermine his limitations and inadequacies. He himself confessed that he was, in fact, reluctant to take on the challenges and responsibilities of the System Presidency. However, he sees himself – along with all of us – as building upon the successes and achievements of all those who have come before us, citing from the words of the Vita Consecrata that we “have not only a glorious history to remember and to recount but also a great history still to be accomplished.

He went on to recall the original purposes of the System schools as they were assigned in the early days of the establishment of Br. Andrew Gonzalez’s concept of a “Multiversity” back in 1987 with Taft as its flagship, the College of St. Benilde as grounds for alternative schooling programs, the College of Medicine as a center for community medicine, and DLS-Emilio Aguinaldo College as an institution that offers courses on agribusiness and small scale industries among other things. These plans, he declared, have been met and, in many cases, exceeded as he noted the landmark achievements and financial growth of these first System schools over the years – as well as the various new institutions established during those years. He also noted the achievements of various affiliate organizations that aid the Lasallian mission of evangelization. He believes that these are favorable signs in bringing in Br. Andrew’s notion of a multiversity.

However, he also addressed several problems that posed “disturbing signs” from the System. He raised issues concerning the decline of the enrollment rate, the lack of funds for faculty research and development, the shortage of scholarships being given out by the System as well as the need to locate alternative sources of funding to relieve these crises.

Furthermore, he also posed the contrast between the exponential growth of the System and the continual decline of Philippine society. Bearing in mind the purpose of the institution, he emphasized the need to recommit the System to the task of social transformation.

In closing, he expressed without wavering terms how he willingly takes on the mantle of leadership with a mind and heart dedicated to the ideals held by the institution.

“Beloved Lasallian students, this one’s for you. It is for you that I have vowed to offer all my talents, energies, and loves to ensure that your future will be better and brighter than it is today.”

Notable Quotes

ON OPENING *“Allnazer Tan, born in Zamboanga but now temporarily residing at the Kuya Drop-In Center for Street Children, Ms. Gwendolyn Lin, sophomore Business Administration student at DLS-Canlubang; Mr. Richard Casiño, security guard who used to be assigned at the South Gate, now at the covered walk in front of Taft Avenue; Ms. Soledad Nabos, BAMCREP catechist for 30 years currently teaching in 4 public schools in Paco; Mr. Harold Inamarga, IT professional of DLSU-Manila; Mr. Ray Lee and Ms. Florisa Punsalan, teachers at the CSB School of Deaf Education and Applied Studies; Mang Jack, most esteemed Discipline Officer; Mang Boy, dedicated agency-hired gardener at the Manila Campus; beloved educators, fellow Lasallians, friends of the University, my family of origin: warm greetings of Christ’s peace on this auspicious day, Friday the 13th.”*

ON CLOSING *“We have to make the System work. The love of Christ impels us so. This task is urgent not only because we want to make a mark for ourselves but because in our hearts are enshrined the indelible marks of religio, mores et cultura, borne out of our founding story where together and by association we confronted the malaise of a social imbalance by providing educational service to the children of the artisans and the poor. In view of this, we shall be undertaking a revisioning of the entire System with the Board of Regents taking the lead. May the Holy Spirit, God’s own Fire, be our inspiration and guide.”*

Travel agency signs in for tourism deal

A Memorandum of Agreement (MOA) was signed by De La Salle-Dasmariñas (DLS-D) and the *Malikhaing Paglalakbay* Travel Consultants Co. as part of a deal arranging trips to Bicol for both BS Tourism Management and BS Hotel and Restaurant Management students. These trips are set to take students out to various centers of tourism and native industries across the region under the supervision and instruction of the aforementioned agency.

DLS-D Executive Vice President Dr. Estrellita Gruenberg and Roderick Santos, operations manager for *Malikhaing Paglalakbay* were the key signatories for the MOA.



Executive Vice President Dr. Estrellita Gruenberg, Vice President for Academics & Research Dr. Myrna Ramos, College of International Hospitality Management Dean Cristina dela Cruz and *Malikhaing Paglalakbay* Operations Manager Roderick Santos joined by witness signatories of the Memorandum of Agreement.

DC group gets comprehensive regrouping



The De La Salle – Dasmariñas Disaster Control Group (DCG) reassembled and reassessed the framework of its organization on August 31 in a meeting with Dante Añonuevo who facilitated the event. This meeting was a response to a request for faculty representatives to form permanent members of the

DCG which will count to community service on their behalf.

Among the issues discussed during the meeting were those of the framework of institutional bodies responsible of handling situations ensuing from crises as well as the responsibilities of each. The meeting also led to the assigning of various

faculty and staff members to various specialty groups under the Disaster Control Team.

“We are making sure that all our students, staff and faculty are safe in our school and we encourage them to join in keeping the campus safe”, Mr. Añonuevo notes in summarizing the objectives of the meeting.



weeklybulletin

September 06-11, 2004

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- **Be Aware, Protect Yourself: A Seminar on Safety Tips and Crime Prevention**, 1-5 pm, Severino De Las Alas Hall, speaker: P/CInsp Antonio Yarra, chief of police, Dasmariñas Police Station, sponsored by CLE
- **Opening of Exhibits at the Aklatang Emilio Aguinaldo: POOK PAMANA - Legacies of Filipino Workmanship**, 10 AM, 2nd Floor, AEA; *Nasyonalismo: Tatak at Dangal ng Bansa*, 1st Floor, AEA
- **Seminar-Workshop Series 5 on School Management**, 8 AM, GSB 106-107, for details pls. call loc. 3092

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- **Student Affairs Week**, until Sept. 10, for details pls. call loc. 3018
- **Defense Tactics**, 1-5 PM, Severino De Las Alas Multipurpose Hall
- **Film Viewing**, 2:30-4 PM, Luis Aguado and Eugenio Cabezas Viewing Room, for details pls. call loc. 3077
- **Corporate Attire Modeling Pageant**, 8 AM -12 NN, Severino De Las Alas Hall, sponsored by Office Administration Society

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- **Lounge Lecture: "HRM Practices of Selected Cooperatives in the CALABARZON Area"**, by Dr. Crispina Corpuz, 1 pm, Luis Aguado Viewing Room, sponsored by CBA-FRC, in coordination with Institutional Faculty Research Office
- **Lasallian Family Seminar for Freshmen**, HUB 11, 1-5 PM, Severino De Las Alas Hall Conference Room B

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09

- **Lasallian Family Seminar for Freshmen**, HUB 12, 8 AM-12 NN; HUB 13, 1-5 PM, Severino De Las Alas Hall Conference Room B

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- **GCO Faculty Development *Life's Transitions (A session on personal growth and wellness #2)***, 8 AM - 12 NN, AEA, Agapito Conchu Viewing Room, facilitator: Pura Peñamante.
- **IT Module "Macromedia Fireworks (Basic Concepts)"** 8-11 AM, MAH-102, speaker: Joffre Conui.

sat
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- **Hatid-Aral Recollection**, 1-5 pm, Feliciano Cabuco Viewing Room

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The **De La Salle-Dasmariñas Newsette** welcomes contributions from the community. Editorial deadline is 12 nn, every Wednesday. E-mail articles to omniskriba@hotmail.com. **Newsette** reserves the right to screen and edit articles submitted for publication.