PRIME

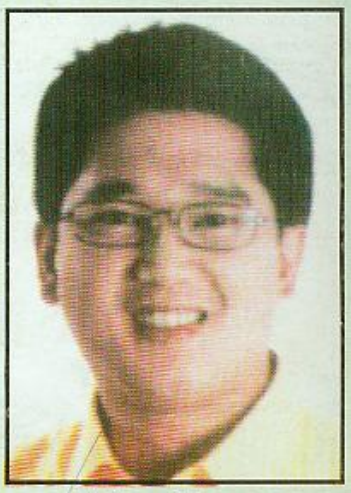
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JORGE BANAL
President
Quezon City Federation of Senior Citizens Associations of the Phils.

QUEZON CITY - 65 years and still growing

19 YEARS OF SERVICE



Vice Mayor
HERBERT BAUTISTA

Quezon City
MAYOR FELICIANO 'SONNY' BELMONTE

Andrew Tan cited 'Quezon City Businessman of the Year'

The Quezon City government honors tonight Megaworld chairman Andrew Tan as "Businessman of the Year," during the testimonial dinner in honor of this year's Gawad Quezon awardees or outstanding citizens. Tan will be presented with a plaque of recognition and appreciation for his singular role in the conceptualization and development of Eastwood City, the newest and most dynamic economic growth center in this premier urban community.

Tan is the third recipient of this special citation which is given to a businessman who has contributed much to the growth and development of Quezon City's economy.

Mr. John Gokongwei, Jr., was last year's recipient of the special citation as businessman of the year. He followed Mr. Henry Sy, the 2002 awardee.

The awards committee cited the pioneering efforts of Tan in the establishment of the country's first CyberPark in Eastwood City, today's single largest call center hub in the country, making it the foremost center of business process outsourcing (BPO).

Setting his sight on the vast potential of information technology, Tan envisioned the Eastwood City CyberPark as a showcase of the Philippines' formidable strength in Information Technology.

Today, the IT park hosts the brightest names in the BPO industry, including top services providers such as IBM, eTelecare and Sitel. It has likewise become the headquarters of call center firms such as Customer Contact Center (C-Cubed), Globalstride, iTouchPoint, Link2Support, Epixtar and Citibank.

Other companies engaged in animation, computer-aided engineering, research and development and systems integration have been drawn to the CyberPark for its superior package of investment incentives on top of a world-class telecommunications and utilities infrastructure.

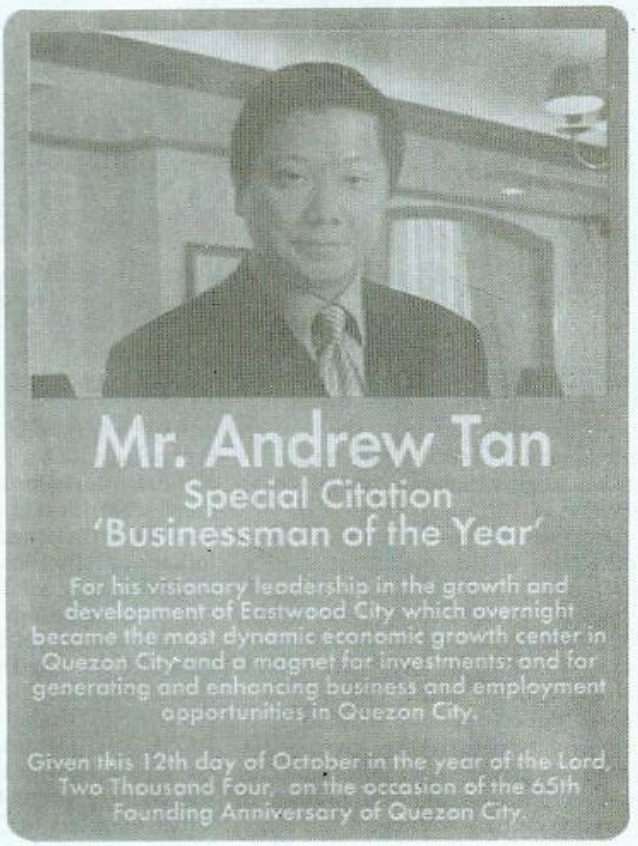
The IT Park now boasts one of the country's most advanced, fully redundant telecommunications loops, bringing together Philippine Long Distance Telepehone Co., Globe Telecom, Bayantel, Eastern Telecoms, Digitel and Broadband Philippines.

A bustling commercial center by day and a glittering entertainment hub at night, Eastwood City is the country's first and only fully-integrated work-live-study-play complex which foreign visitors found to have no equal anywhere in the world.

Tan initiated the development of Eastwood City CyberPark at the height of Asian financial crisis under Megaworld, his flagship company. He also heads Empire East Land Holdings and The Andreson's Group, a conglomerate with a 4,000 strong workforce and interests ranging from real estate development to consumer product manufacturing and marketing.

Megaworld has been at the forefront of an impressive urban renewal and redevelopment effort which has completely transformed and redefined Quezon City's landscape.

Together with subsidiaries Empire East Land Holdings, Empire East Suntrust, Megaworld has emerged as the Philippines' top residential developer with nearly 50 completed residential, commercial and office projects under its belt.



Profile of Andrew L. Tan

Andrew L. Tan is chairman of Megaworld Corporation, Empire East Land Holdings, Inc. and The Andresons Group – a conglomerate with a 4,000-strong workforce and interests ranging from real estate development to consumer product manufacturing and marketing.

Through Megaworld, Tan has been at the forefront of an impressive urban renewal and redevelopment effort that has redefined the metropolitan landscape. He considers his biggest achievement to date the transformation of Libis in Quezon City from a sleepy district into a dynamic, bustling urban center whose crown jewel is a live-work-play complex: Eastwood City. Its pioneering Eastwood City CyberPark has helped put the Philippines on the IT map in the region.

Under Tan's charismatic leadership, the Megaworld Group has emerged as the country's foremost residential developer, with nearly 50 completed residential, commercial and office projects under its belt. Together with subsidiaries Empire East Land Holdings, Inc. and Empire East Suntrust (Empire East Properties, Inc.), Megaworld forms a housing supermarket that serves the needs of Filipino homebuyers across all segments of the market.

Megaworld has been voted among Asia's best-managed companies by *Euromoney* and *FinanceAsia*. It holds the distinction as the country's first ISO 9001-certified real estate developer, and it has since upgraded its ISO certification to the current 2000 series.

Among the group's landmark projects in Metro Manila are the 45-story Petron MegaPlaza in Makati and the most successful township community south of Metro Manila, the Laguna BelAir. In addition to Eastwood City, the group has completed close to 10 projects in Quezon City. The list includes Narra Heights, Kentwood Heights, El Jardin del Presidente, Gilmore Heights, The Xavier Hills, Greenhills Garden Square, Golf Hill Terraces and Corinthian Hills.

With urban redevelopment as his strong suit, Tan and his group of companies have sought to create value in every neighborhood that bears his thumbprint. A Megaworld community creates value in a number of ways: by providing a better environment for people to live and work, by enhancing the market value of the properties within the neighborhood and those in surrounding areas through a spillover effect and by spurring economic activity in the community and its neighboring areas.

Tan is one entrepreneur with a deep, abiding commitment to help improve the lot of the least privileged members of society. His Megaworld Foundation, the non-profit corporate-giving arm of the Megaworld Group, has extended a helping hand to a variety of good causes through college scholarship grants for bright but needy students and financial support for advocacies on nation-building, the environment, women and youth, judicial reforms and responsible media practice. Megaworld is also a full-fledged member of the Philippine Business for Social Progress, an active agent of social development.

2004 People's Choice Awardee

PRIMANILA PLANS INC. CITED AS TOP PRE-NEED COMPANY



TOP PRE-NEED COMPANY - Primanila Plans, Inc. President/COO Atty. Felipe P. Parca holds the award which the National Consumers Affairs Foundation conferred on Primanila Plans on August 26, 2004 as "Top Pre-Need Company" for 2004. Others in photo are Primanila Plans Chairman/CEO Eduardo S. Madrid (2nd from right), awards committee chair Justo Ortiz (right) and Julie Tesoro (left).

The 2004 National Consumers Quality Awards Committee, jointly with the National Consumers Affairs Foundation (NCAF) headed by Dean Mercedes M. Reyes and Jonathan N. Navea, has cited Primanila Plans Inc. as Top Pre-Need Company among the 2004 National Consumers Quality Awardees.

Primanila Plans Inc. Chairman and Chief Executive Officer (CEO) Eduardo S. Madrid received the award during the 2004 22nd Annual National Consumers Quality & People's Choice Awards on August 26, 2004 at the AFP Theatre, Camp Aguinaldo, Quezon City.

"We encourage people to save and provide them an opportunity to earn," is the mission of Primanila Plans, Inc.

Madrid has been Chairman/CEO of Primanila Plans, Inc. since April 2003.

Atty. Felipe P. Parca is the President and Chief Operating Officer (COO) of Primanila Plans, Inc.

The Board of Directors of Primanila Plans, Inc. is composed of Madrid chairman; and Parca Procopio J. Carillo, Julie S Tesoro and Marilyn T. Madrid directors. Atty. Bonifacio A Talavera, Jr. is the corporate secretary.

Besides Madrid and Parca, other executive officers of Primanila Plans, Inc. are Ligaya L. Santos, VP-Administration; Julie S Tesoro, VP-Sales (VISMIN) Marilou G. Agdeppa, finance officer, and Gladys M. Ayala executive secretary.



HUWARANG AMA AWARDEE FOR BUSINESS ENTREPRENEURSHIP - Eduardo S. Madrid (2nd from right), Chairman/CEO of Primanila Plans, Inc., receives the award from past Lions Gov. Justo Ortiz (right), chairman of the awards committee, given by the Ideal Parents and Family Foundation during the 24th Annual Handog kay Itay at Inay on June 20, 2004. Others in photo are (from left) Mark Edison Madrid, Mia Elline Madrid and Mrs. Marilyn Madrid.



ASIA-PACIFIC EXCELLENCE 2004 AWARDEE - Eduardo S Madrid (center), Chairman/CEO of Primanila Plans, Inc., receives the Model Achievers Award for Entrepreneurship of the Asia-Pacific Awards Council from advisory committee chair Sonia Lim (left) and Celia Umali (right) during ceremonies held on May 1 2004.



PUBLISHER-EDITOR'S NOTES

The dream city of President Quezon

This maiden issue of the **Prime Newsmagazine** focuses on Quezon City - named after its illustrious founder, the first Commonwealth President Manuel L. Quezon, who dreamed of a city that would symbolize the future of the Philippines that had gradually been freeing itself then from the clutches of a colonial power, the United States of America.

" I dream of a capital city that, politically, shall be the seat of the national government; aesthetically, the showplace of the nation – a place that thousands of people will come and visit as the epitome of culture and spirit of the country; socially, a dignified concentration of human life, aspirations, endeavors and achievements; and economically, as a productive, self-contained community," said Quezon who was considered as one of the greatest Presidents the Philippines ever produced.

Quezon City was created on October 12, 1939 by virtue of Commonwealth Act 502. It became the capital of the Philippines with the enactment of Republic Act No. 333 on July 17, 1948. In 1975, Quezon City became part of Metro Manila, with the establishment of the Metropolitan Manila Commission (now the MMDA - Metropolitan Manila Development Authority) by virtue of Presidential Decree 824. On July 24, 1976, then President Ferdinand E. Marcos issued Presidential Decree No. 940, conferring the role of the nation's capital to Metro Manila, hence the name National Capital Region.

From a hilly, forested area that was ideal for urban and community planning when it was founded more than half a century ago, Quezon City has grown by leaps and bounds in terms of population and of economic development. The city is now led by the former Speaker of the House of Representatives and prominent management expert, Mayor Feliciano "Sonny" Belmonte, who celebrated his birth anniversary on October 2 - ten days before the city commemorated its 65th foundation year on October 12.

We congratulate him for being reelected for a second term for a job well done at the city hall. Good luck and belated Happy Birthday Mayor Sonny!

* * *

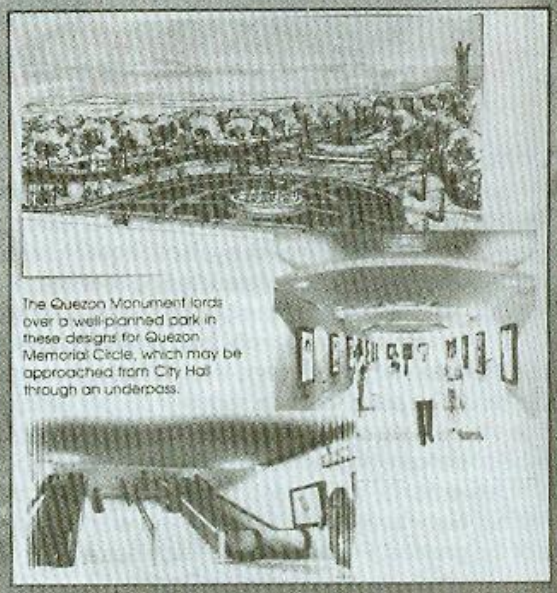
We also devote this issue on the elderly sector of our society – the senior citizens. It is fortunate that the government has not forgotten them. Republic Act No. 9257, otherwise known as the "Expanded Senior Citizens Act of 2003," shows the government's deep concern for our citizens aged 60 and above. It was approved and enacted into law on February 26, 2004. These senior citizens play a vital role in our society. In our family hierarchy, they are the center of respect and affection, and the source of wisdom and wise counsel considering their age, experience and knowledge.

To enlighten the senior citizens about their rights and benefits under the law, we have printed on page 16-18 the full text of RA 9257.

EDUARDO S. MADRID



FIRST GENTLEMAN MIKE ARROYO INDUCTS NCFP DIRECTORS. *First Gentleman Mike Arroyo (6th from right) swears in the new officers of the National Chess Federation of the Philippines (NCFP) including Honorary Chairman and Comelec Chairman Benjamin Abalos (5th from left), Congressman (NCFP Chairman) Matias Defensor (6th from left), and Primanila Plans Chairman/CEO Eduardo Madrid (3rd from right) at the Sulo Hotel in Quezon City on August 14, 2004. Other NCFP officers in photo are Atty. Samuel Estimo, Maj. Gen. Arturo Carillo, Atty. Andres Gatmaitan, Go Teng Kok (NCFP President, 5th from right), Juanito Calditaran, Wilfredo Abalos, Dr. Gil Asoy, Red Dumuk, Milagros Emperado, Atty. Romeo Seratubias, Arthur Tan and Jesus Torre.*



The Quezon Monument lords over a well-planned park in these designs for Quezon Memorial Circle, which may be approached from City Hall through an underpass.

QUEZON CITY - 65 years and still growing

Second chance at greatness

*By MAYOR FELICIANO "SONNY" BELMONTE, JR.

Three years ago, when our people first entrusted me with the leadership of this great city, I promised to build what we called a "Quality Community," a city we could all be happy to live in, and proud to serve.

Ipinangako ko sa inyo na magtatayo tayo ng isang bagong Lungsod Quezon na maipagmamalaki nating lahat, na ikatutuwa nating maging tahanan, at malugod nating paglilingkuran.

Today, that dream is much closer to reality. Today, once again, we have been gifted by the people with an opportunity to continue the transformation of Quezon City into a worthy home for its residents and a prime location for business and industry.

I am honored and humbled by the trust that our voters have once again given me. The leadership of this city is an awesome privilege but also a tremendous responsibility, which I intend to fulfill to the best of my ability.

As you know, in my long career in public service, I have held quite a number of positions of authority. But let me tell you truthfully, that nothing has given me a greater challenge and also greater satisfaction than serving the people of Quezon City as their Mayor.

Unlike other branches of government, a city and its problems are concrete and immediate. Its constituents have names and faces that I meet everyday at City Hall, or on my visits to our districts and barangays.

But as urgent as our concerns are, the pleasure of seeing the effects of our work is also immediate. Every smile I get from a resident reminds me why I chose this job and why you chose me to do it. Sa bawat ngiti at kumusta na natatanggap ko mula sa inyo ay naaalala ko kung bakit hinirang ninyo akong alkalde at ang aking mga pananagutan sa bawat isa sa inyo.

It is, therefore, with the deepest gratitude that I accept this renewal of my covenant with our people with all of you to match your confidence in me with even more vigorous action and performance.

Thanks to your unfailing support, we can now move forward and complete what we have begun, while dreaming even bigger dreams.

What is it we dream? That ours will be a City that will be a model for others to follow, that it will be at the forefront of all others in terms of governance and leadership, and in terms of service and support for its people.

You will remember only too well the tremendous handicaps our City government faced when we first came to office in 2001. The city was deep in debt, we had too many casual employees, our streets were awash in garbage, and basic services were not fully reaching their intended beneficiaries.

Napakalaki at napakabigat po ng mga suliraning hinaharap natin noong una tayong maupo sa pamunuan ng ating lungsod. Ngunit hinanapan natin ng solusyon ang bawat isa sa mga suliraning iyon. Hindi tayo nangimi, o natakot, na magsagawa ng mga mahirap at mabigat na hakbang upang malutas ang mga problemang malaon nang bumabagabag sa ating lungsod.

We dealt with every problem decisively, and each problem we solved taught us lessons and suggested new and better options. Now, those lessons will serve us in gocd stead. We will not repeat the same mistakes our predecessors made and which we ourselves may have made in our first term. With a clear plan and a firm resolve, we can only do better.



Mayor Belmonte has initiated the computerization of tax assessment and payments system which resulted in making Quezon City the richest city in the country.



Mayor Belmonte has forged partnerships with barangay officials and NGOs to help build better communities.

In fact, we did not do badly at all. Of the many distinctions we received these past few years, let me cite only our awards for being the Most Outstanding City Mayor of the Philippines, and the Most Livable City in 2003.

Binabanggit ko po ito hindi upang magbuhat ng sariling bangko, kundi upang ipagmalaki ang tagumpay ng ating buong kabayanan, ng ating pagkakaisa. Ang aking tagumpay ay tagumpay nating lahat, at ang tagumpay ng Lungsod Quezon ay karangalan ko rin.

We achieved three key results in these past three years:

First, we put in place an efficient bureaucracy capable of delivering and adding to the public services our people needed;

Second, we generated wide, vibrant support among our constituents for our initiatives in local governance and this support was manifested in our unprecedented majority of 436,000 plus in the last elections; and

Third, we built up a very strong financial position that allowed us to pursue development on a broad, and even grand, scale...development that has been felt in every corner of the City.

Dahil sa mga nagawa nating ito, may pagkakataon tayo ngayong makapagplano nang pangmalawakan para sa hinaharap.

Just like any effective enterprise, Quezon City's development and transformation requires a comprehensive and strategic framework. We have to look forward not only to the next three years, but far beyond, to determine what exactly we can do now to ensure a better future for our people.

On this my second term, our goal will be to maximize our gains by making strategic investments. We will demonstrate that investing in the future of Quezon City is not only a social or political imperative, but also makes good business sense. Our investments will produce gains for all players to benefit all people living and working here, whether rich, poor or middle-class.

Kailangan po nating mamuhunan sa ating kinabukasan. Hindi sapat na tugunan lamang natin ang mga pangangailangan ng kasalukuyan.

Thus, we will be making strategic investments in the continued physical transformation of the City through infrastructure building and support facilities, and in long-term



To make Quezon City's police force more effective, Mayor Belmonte has given the law enforcers sufficient logistical support and modern equipment like motorcycles.

provisions for creating a much improved quality of life for Quezon City residents, particularly the poor.

Our framework plan will be guided by several basic principles. They include the following:

- **Innovation.** We will seek and make breakthroughs in solving age-old problems, and encourage original approaches. Gagamitin natin ang ating utak at sentido komon at hindi lamang ang ating braso, o ang ating salapi, sa paglutas ng mga problema ng lungsod.

- **Equitable sharing of development gains.** Makikinabang ang lahat sa ating mga programa at sa anumang kaunlarang ibubunsod nito. This also means greater social involvement in the problems of our people, particularly those who have less in life.

- **Increased efficiency in public service.** Magpapakitang-gilas ang lahat sa serbisyo-publiko. Hindi natin pababayaan o palalampasin ang mga tatamad-tamad at papatay-patay. I will not tolerate corruption, favoritism, laziness, and ignorance in public service, especially in our frontline agencies and offices.

- **Clearer and more attractive stimulants for business.** Susuportahan natin ang mga negosyong nagbibigay-trabaho at kabuhayan sa mga mamamayan natin.

- And lastly, **high-impact development.** Magsasagawa tayo ng mga proyektong malaki ang maiaambag sa kaunlaran at sa imahe ng Quezon City bilang isang progresibo at modernong lungsod.

We should make it our legacy to leave to the wonderful people of this City, a beautifully transformed, premier metropolis with a distinctive character. After my term ends, I want them to be no doubt in people's minds that Quezon City will be number one in Metro Manila, in terms of development and in its prospects for even greater growth. When people mention Quezon City, I want them to think of it as the cleanest, safest, most progressive and most livable place in Metro Manila, with the best schools, hospitals, restaurants, markets, and other amenities.

Quezon City has the market, it has the resources, and it has growth niches scattered around the City. Your City government will work with its citizens to weave these potential assets into a broad network of competitive advantages for the City. A vibrant economy is the best marketing tool to attrac investments, generate business start-ups and employment and livelihood

But to achieve this, we also need a trained workforce, a livable community, peace and order, a clean environment and capable and visionary leadership.

Ang sabi nga natin nung tayo'y nangangampanya, "Ang galing mo QC!" Ngayon, ang gusto kong sabihin natin nang walang kaduda-duda, "pinakamagaling ang QC!" You all deserve a No. 1 City and, together, we can work to make this aspiration come true.

Always, the ultimate measure of whether we have done our job well enough is our people's quality of life, which should have noticeably improved from the start of this term up to its end. A better life for all will, of course, be the most meaningful return on our investment strategy.

By the grace of God and with the support and teamwork of our people, we have successfully completed our first three years. Now, with their continuing mandate and support, we are committed to improve on what we began. This is our second chance at greatness, and we will not let it go to waste.



An environmentally acceptable waste disposal system is a priority of the Belmonte administration.

Progress and prosperity await us; only laziness and fractiousness will hold us back. As our newly-elected President Gloria Macapagal Arroyo has been reminding us, it is time to put the partisanship of the past behind us and to reject the politics of division.

Tapos na po ang eleksyon. Panahon nang bumalik sa trabaho at gumawa ng kabutihang mapapakinabangan ng nakararami, lalo na ng mga mahihirap.

So let us roll up our sleeves and get back to work. By working together, we multiply our gains, and we help to guarantee that our successes will outlive us, to benefit future generations. An ethic of hard and honest work will be the best legacy we can leave the people of this wonderful City.

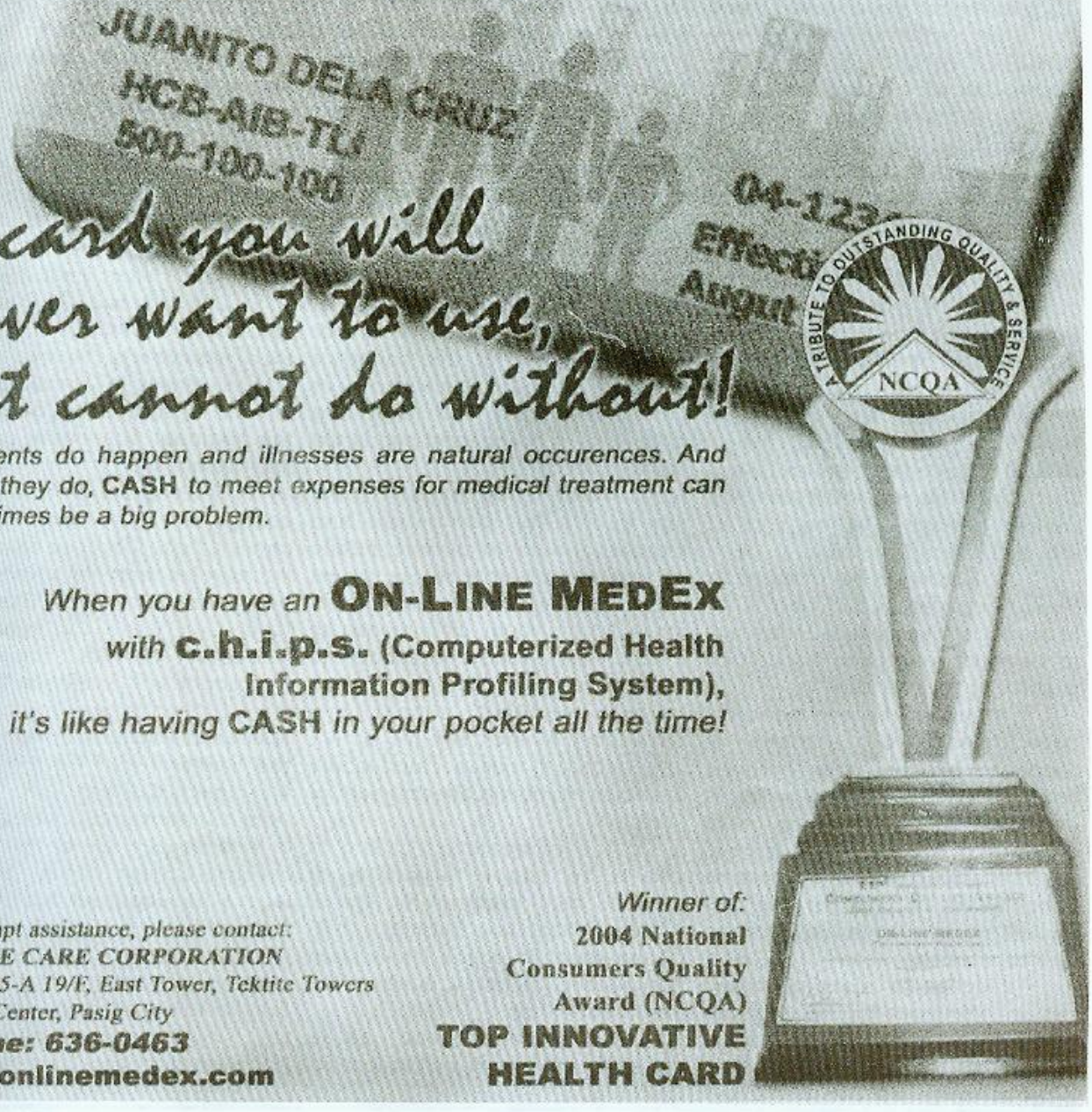
May I paraphrase an Irish blessing: May the strength and wisdom of God pilot us, may the hand of God protect us, may we work with discipline and productivity to be deserving of all the blessings He is giving us. □

Second inaugural address as Mayor of Quezon City, June 28, 2004

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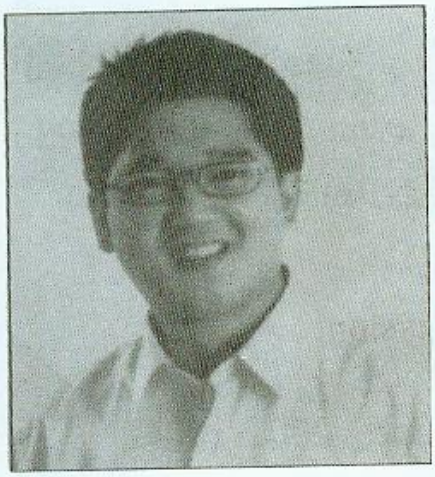
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Vice Mayor
HERBERT 'BISTEK' BAUTISTA
19 years of service

Akin to a climax of a widely-viewed teledrama, the animated crowd that gathered outside the COMELEC local office inside the Quezon City Hall compuond erupted in applause in that cheerful morning of January 3 as Vice Mayor Herbert 'Bistek' Bautista came into sight making his way to the jampacked headquarters of the local COMELEC to file his certificate of candidacy (COC) to run once more as the city's Vice Mayor along with Mayor Feliciano R. Belmonte, Jr. and aspirants/re-electionists for other local positions.

Indeed, the "best moment" is the stuff chinovelas are made of - a fitting culmination to a tumultuous yet rewarding three-year "drama" - and paving the way to yet another promising "season", a fresh three-year contract with the Quezon City people.

The scene is like much of his life and struggles - full of anxious yet heartwarming moments - but in the end, all the efforts were given a good deal of gratifying rave reviews.

More than a few approved of the development, taking exception of Bautista's unassailable integrity, dedication and honesty. His initiatives on social reforms involving a broad spectrum of the society have been proven effective given that they became benchmarks in uplifting the city dwellers' sense of worth and improving their capabilities.

"Alongside significant and relevant ordinances that have recently been enacted under his supervision, being the city council's presiding officer, are his programs and advocacies sustaining and complementing the national as well as the city government's form of governance.

As if all these are not enough, Bautista's good governance is a convergence of a lot of factors. His nonstop passion in the delivery of community-based services such as medical and dental missions, fumigation, and anti-rabies vaccination for dogs as well as assistance in disaster and death and providing livelihood opportunities, among others, are ever comforting and encouraging.

But having foremost importance and primacy in his governance is his quest to get the bottom of the drug menace, along with doing systematic but effective approach in discovering and developing athletes for national and international sports meets.

Conceivably, Vice Mayor Bautista is one of the country's youngest elected officials who have gained a lengthy and rewarding experience in government and in the youth movement.

Young but experienced, aggressive but competent and knowledgeable to pursue public service and governance. He is best known for his uncorrupted role as model for the youth, competence as a principled politician, in addition to his impressive public service track record spanning almost two decades that includes his active involvement in multi-sectoral affairs aimed at promoting development of society.

His effervescent calling to serve the people began as a dynamic youth leader at the age of 17 as a Kabataang Barangay (KB) Chairman in Barangay Immaculate Conception, District IV, Quezon City from 1985-1992.

For today's youth, he is generally well-known as the leading voice of the youth movement in Quezon City as the president of the KB National Federation, ex-officio City Councilor representing the youth sector of the City, and concurrent chair of the City Council Committee period 1986-1992.

Subsequently, he was elected City Councilor of the 3rd District of Quezon City, 1992-1995 and then Quezon City Vice Mayor, 1995-1998, both of which heralded his splendid achievements equally in public service and legislation.

After an exceedingly brief hiatus following his controversial defeat to then Mayor Ismael A. Mathay, Jr. in the 1998 mayoralty race, Bautista was then appointed Commissioner-at-Large of the National Youth Commission (NYC), Office of the President from 1999-2001.

Soon after, Bautista made a successful comeback as Quezon City Vice Mayor in 2001, thrashing his rivals via a massive win. His good judgment and astuteness in lawmaking earned him the topspot - the presidency - in the National Movement of Young Legislators (NMYL).

Making an effort to be good enough and of valuable use in his chosen field, Bautista resolved to improve his craft via advanced and progressive studies. Graduated from San Beda College with a Bachelor of Arts degree in Philosophy and Letters in 1992, he went further by earning a degree Master in Public Administration at the University of the Philippines National College of Publlic Administration and Governance. He is also an alumnus of the National Defense College of the Philippines where he acquired his Master's Degree in National Security Administration. At present, he is striving to earn his Doctorate in Public Administration, also at the U.P. National College of Administration and Governance.□

Touching the Future,
Leading the Way

Quezon City marks 65th Anniversary October 12

Messages



My esteemed greetings to the good people of Quezon City on the occasion of your 65th Foundation Anniversary.

The growth of Quezon City from a town of modest means 65 years ago into the modern and progressive city that it is now is laudable. Today, your city moves on to a more promising stage of development. By working to the best of your ability to attain your hopes and dreams, you also help the government in advancing our national welfare.

I enjoin you to continue striving for and bringing about peace and progress to our nation. Help me achieve our ten-point agenda as we beat the odds and challenges that come our way. Together, we will usher a future of unsurpassed wealth and opportunity for all.

Mabuhay kayong lahat!

GLORIA MACAPAGAL-ARROYO
President, Republic of the Philippines

My most cordial greetings to the people of Quezon City as they celebrate the city's 65th Foundation Anniversary on October 6-12, 2004.



The weeklong event is a celebration of your success and opportunity for thanksgiving for being one of the most financially stable local government units in the country. Such feat may be attributed to your noble vision to be a model of effective governance and responsible leadership, working in partnership with the citizenry in building a "quality community". I share your mission to provide quality service to make Quezon City an ideal community and laud the residents for their noble aspiration to uplift the quality of their lives, as led by well-motivated and professional public officials and employees.

Your city, being a hub for education, media, business and industry, plays a big role as our country experiences the need to jumpstart our laggard economy. Now more than ever, we need to implement sound legislative reforms to attract foreign investments and increase corporate transparency. With the strict implementation and full observance of existing laws and the intense efforts of the Government to enact reforms, I believe that our country can have an economic turnaround.

I join you in your worthwhile endeavors and extend my heartfelt gratitude for your support and trust in my ability to serve the Filipino people. Mabuhay ang Quezon City!

NOLI "Kabayan" L. DE CASTRO
Vice President, Republic of the Philippines



We commemorate today the 65th Founding Anniversary of Quezon City, proud of the modest progress we have made in the last three years and looking forward to a brighter and more prosperous future.

We embark on another year with our city on a solid and sound financial position. Shoring up the finances of Quezon City has not been easy. When we assumed office in July 2001, we were confronted with a budget deficit of P947 million. In our first six months, we managed to reduce this to only P100 million.

By 2002, Quezon City was no longer in the red: in fact, we had the biggest income among the cities and municipalities in the National Capital Region. Last year, Quezon City retained its rank as the most financially stable local government unit, still number one in net income, cash position, receivables and current assets, according to COA report. For the past two years, the income of Quezon City exceeded its programmed expenditures.

These positive developments in Quezon City would not have been possible without the cooperation of our people.

Our mantra for sound fiscal management is simple: spend less, earn more.

Now that we are financially stable, we have allocated a good portion of our funds for infrastructure. We must upgrade and modernize the underpinnings of our economy to make Quezon City a favorite investment destination.

We have drawn a clear roadmap for Quezon City as an ideal, modern and progressive community. We are confident we will attain our goal.

In terms of good governance, fiscal discipline, and vision, Quezon City hopes to lead the way in the 21st century.

Let us endeavor to stay on course.

FELICIANO R. BELMONTE, JR.
City Mayor



Today marks a fresh chapter in the evolving history of our beloved Quezon City. We somehow share the pervasive feeling of mirth and beatitude that engulfs everyone in this moment of joy as we hold our foundation anniversary.

The bliss that we see in the faces of the people along the city's streets, and the burst of reverberating light-hearted laughter we behold in each and every home, not to mention the buntings we observe everywhere, are indications that despite hard and austere times, Filipinos can still contrive to make merry with complacency and aplomb.

But above all the thrill and excitement that we are experiencing at the moment is the fact that this is an opportune time when we can share our blessings to others, especially with our less fortunate brothers and sisters.

By the same token, this is a time to ponder on what we can do to make the days ahead better, for ourselves, for our family, for our city, and for our country.

And amidst the celebration and merry-making, allow us to seize this opportunity to urge you earnestly not to waver in your labor – strive harder and help the city government in its strive to build a Quality City. By all means, grab this chance to reaffirm your commitment by way of giving your share in instating the city in its rightful pedestal of esteem, progress and prosperity.

The path towards putting together a better-quality city is a daunting task, but we must remain devoted and assiduous. We cannot do it alone; we count on you to carry out this task with us with mutual cooperation and confidence that we shall achieve our goal of setting up a potent and sustainable society.

More power to us all, best wishes and mabuhay tayong lahat!

HERBERT M. BAUTISTA, mpa, mnsa
Vice Mayor

Quezon City's 2004 'Outstanding Citizens'





HILARIO G. DAVIDE, JR.
for Judiciary

For reinforcing people's respect for the Supreme Court with his leadership, impeccable character and integrity, his erudition and probity, and his high sense of justice and honor;

For having distinguished himself in every public position he occupied, earning the exacting credentials and stature to merit the appointment to the country's highest judicial position; and

For enriching Philippine jurisprudence with his learned legal dissertations and judicial decisions.



HAYDEE YORAC
for Government Service

For serving the government with singular honor and distinction, distinguished by her remarkable success and achievements in every public office she served;

For her uncompromising stand against official abuse and corruption, at one time, suffering imprisonment, yet never giving up her beliefs and convictions; and

For elevating the standards of morality in public service with her unsullied integrity and reputation.

JULLIE YAP DAZA
for Journalism



For her singular achievements in both broadcast and print journalism, drawing healthy public interest on vital issues and sensitive concerns through her newspaper column and television program;

For being among the most highly-respected women journalists in the country today, serving as a model for future generations of writers and journalists; and

In recognition of her high stature and scholarship in her profession.



JAIME C. LAYA
for Arts and Culture

For promoting and propagating arts and culture through involvement in cultural undertakings and programs, chairing the National Commission for Culture and Arts and spearheading various cultural restoration projects;

For his immense contribution to education and literature , at one time serving as minister of education and culture and for having authored notable books and articles on arts and culture; and

For bringing honor and prestige to Quezon City, having gained the respect and admiration of his peers and contemporaries in various fields of endeavors and professions.

HELENA Z. BENITEZ
for Education



For her long, dedicated and continuing service to Philippine education, having devoted most of her life in strengthening the faculty, facilities and scholarship of the Philippine Women's University, the first university for women in Asia, where she now sits as Chairman of the Board of Trustees;

For her sponsorship and authorship of several laws which enhanced Philippine education while serving as a senator and assembly woman for many years; and

For bringing honor and prestige to her country and to Quezon City with her distinguished participation in international conferences and membership in prestigious organizations.

PERSIDA V. RUEDA-ACOSTA
for Humanitarian & Community Service



For ennobling the legal profession by providing free legal services for the benefit of poor and indigent litigants; serving with dedication the public attorney's office;

For educating the people on law and justice through the holding of seminars and workshops and conducting enlightening radio and television programs on legal issues;

For bringing honor and prestige to Quezon City by establishing herself as an intellectual, scholarly, and highly-respected authority on law for which she has been invited to speak before prestigious forums and to participate in conferences abroad; and

In recognition of the high regard and respect she enjoys in the academe and in the legal profession.

LEONOR INES LUCIANO
for Social Work



For her deep involvement and leadership in social welfare programs and activities, addressing particularly the interests and welfare of the youth, women and the less fortunate;

For working with various foundations and agencies engaged in promoting better opportunities for economic advancement of the poor and disadvantaged;

For her outstanding achievements in public service particularly in the judiciary and in Congress; and

In recognition and appreciation of the honor and prestige she has brought to Quezon City for her exemplary life and dedication in serving the poor and the underprivileged.



ALFREDO L. SAN AGUSTIN
for Medicine

For exemplifying the nobility of the medical profession by providing free medical services to poor and indigent patients and undertaking numerous medical missions for disaster victims and urban poor;

For having served with distinction for many years as consultant on health and medicine in the Quezon City government; and

For bringing honor and prestige to Quezon City for his legendary humanitarian services and commitment to the ethics of the medical profession.

LYDIA DE VEGA-MERCADO
for Sports



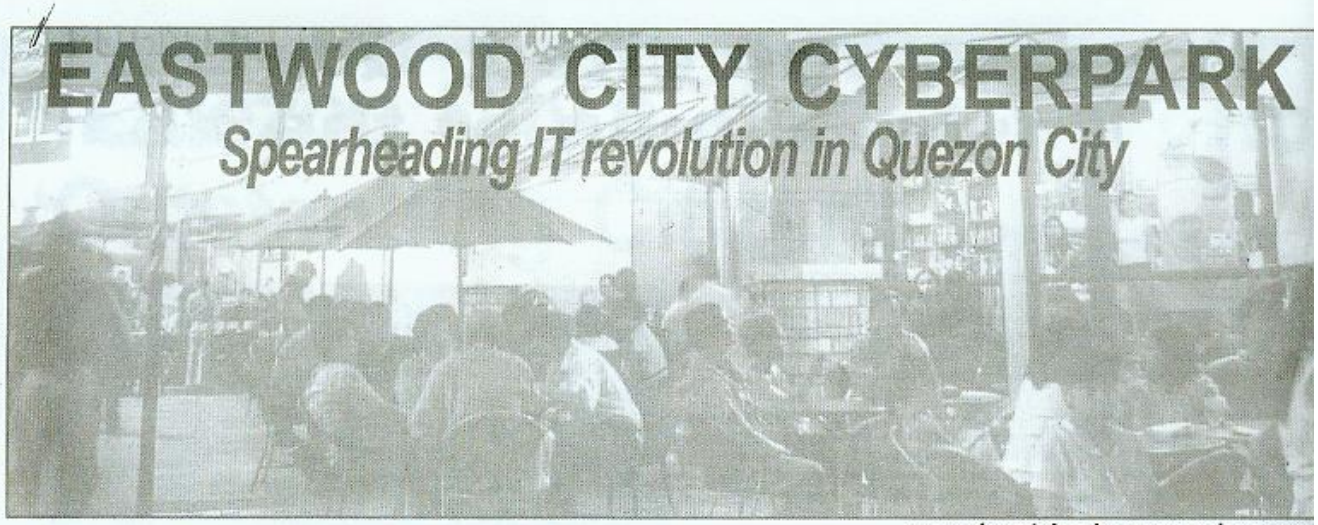
For her legendary achievements as the country's foremost track and field athlete, bringing honor and prestige to our country by winning gold medals in her special event;

For serving as model athlete, in character and sportsmanship; and

For her continuing involvement in sports development.

EASTWOOD CITY CYBERPARK

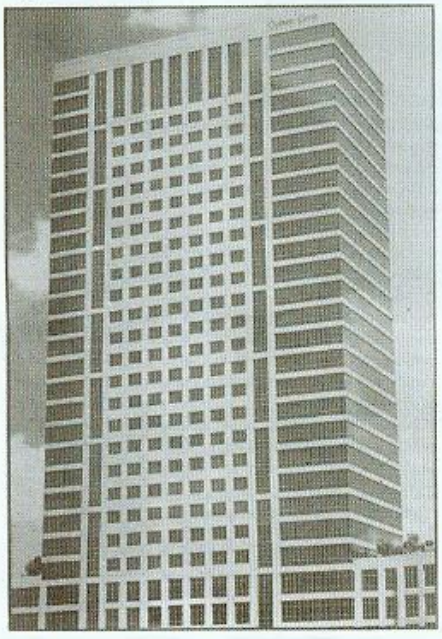
Spearheading IT revolution in Quezon City



At the outbreak of the Asian financial crisis, Megaworld took a markedly different tack from other beleaguered property developers by making a conscious effort to launch a truly innovative product that would generate wide market acceptance. Imbued with a pioneering spirit, Megaworld set its sights on a field with a vast potential: information technology or IT.

After surveying various IT hubs around the world, including India's Bangalore, Malaysia, Singapore and even Silicon Valley in the USA, Megaworld knew its mission – and challenge – was to create an IT park model that the country could call its own. Clearly, the company needed to do a great deal more than research in order to conceive and develop a product customized to the needs of the market; it needed to enlist government support.

Convinced that a made-for-the-Philippines IT park offered tremendous potential, Megaworld presented its ideas to the Philippine Economic Zone Authority (PEZA). PEZA proved to be of kindred spirit, jumping at the chance to collaborate with Megaworld in bringing its enterprising vision to life. It brought into the partnership a high level of expertise anchored on a serious study of the efforts undertaken by the government sector in other IT-friendly countries. It then matched these best-of-class initiatives with those of its own aimed at establishing a Filipino IT park on a par with the best in the region.



With Megaworld and PEZA synergistically pooling their expertise, a series of proposals were brought to the PEZA board's table for review. In 1999, PEZA gave the final thumbs-up that paved the way for the development of the country's first IT park: Eastwood City CyberPark in Quezon City. Such a historic partnership also resulted in significant enhancements in PEZA's implementing rules and regulations covering the development of IT parks in the country.

Today, the CyberPark has lived up to its promise as a showcase of the Philippines' formidable strengths in IT. It holds the record as the single largest call center hub in the Philippines, making it the foremost center of business process outsourcing (BPO), one of the country's fastest growing industries. It is home to some of the brightest names in the BPO firmament, including top BPO services provider IBM; eTelecare, the largest Asia – based call center firm; and Sitel, one of the world's top five call centers in terms of revenue. The CyberPark is the headquarters as well of call center luminaries Customer Contact Center (C-Cubed), GlobalStride iTouchPoint, Link2Support, Epixtar and Citibank.

Apart from BPO players, the CyberPark hosts companies engaged in animation, computer-aided engineering, research and development and systems integration. These companies have been drawn to the CyberPark by a superior package of investment incentives backed by world-class infrastructure, telecommunications and utilities.

It boasts one of the country's most advanced, fully redundant telecommunications loops, bringing together top Filipino telcos Philippine Long Distance Telephone Co., Globe Telecom, Bayantel, Eastern Telecoms, Digitel and Broadband Philippines.

Another strategic edge of the CyberPark is its location within a five-kilometer radius from the country's finest schools including Ateneo, University of the Philippines and the University of Asia and the Pacific – a ready source of well-trained, English-speaking manpower. Also conveniently accessible is public transport, as well as the central business districts of Makati and Ortigas and the international airport.

The Eastwood City CyberPark is at the heart of a fully integrated work-live-study-play complex that some foreign visitors say has no equal anywhere else in the world. Among the support amenities in place for this first-ever, 24x7 IT hub are Eastwood City Walk I and 2, a hip rendezvous for dining, shopping and entertainment; specialty lifestyle enclaves The Home Center, Fashion Village and Eastwood CyberMall; Robinsons Supermarket; Fitness First; a chapel; and a 400-seat auditorium at the International Centre of Information Technology Education that hosts plays, lectures and multi-denominational gatherings. There is also a bustling residential section where completed projects such as Olympic Heights and Eastwood Lafayette sit alongside fast-rising ones such as Eastwood Excelsior, One Orchard Road, Grand Eastwood Palazzo and Eastwood Parkview.

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	Travellers	1,050	1,130	735	735
	Tourist	1,350	1,430	540	540
ILOILO	Economy	1,050	1,130	625	625
	Tatami	1,050	1,130	730	730
	Travellers	1,050	1,130	735	735
	Tourist	1,350	1,430	540	540
PALAWAN	Economy	1,300	1,420	295	295
	Tatami	1,300	1,420	400	400
	Travellers	1,300	1,420	440	480
	Tourist	1,700	1,820	280	320
TAGBILARAN	Economy	1,150	1,230	410	370
	Tatami	1,150	1,230	515	475
	Travellers	1,150	1,230	640	600
	Tourist	1,350	1,430	550	510
CAGAYAN DE ORO	Economy	1,600	1,760	350	350
	Tatami	1,600	1,760	460	460
	Travellers	1,600	1,760	490	490
	Tourist	1,750	1,910	465	465
ILIGAN	Economy	1,600	1,760	110	110
	Tatami	1,650	1,810	190	190
	Travellers	1,650	1,810	330	330
	Tourist	1,885	2,045	215	215
OZAMIZ	Economy	1,600	1,760	110	70
	Tatami	1,650	1,810	190	150
	Travellers	1,650	1,810	275	235
	Tourist	1,885	2,045	215	175

*Limited number of slots available, on a First-Come-First-Serve basis

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Jorge Banal with QC students

criminal offense and penalizing their immediate members of the family who abandon them."

Kalinga Day Center

As head of the Quezon City senior citizens, Banal wants to establish the Kalinga Day Center that would cater to the needs of the city's senior citizens.

At the Kalinga Day Center, Banal says, computers would be installed for the exclusive use of the senior citizens who desire to be computer literate, indulge in internet surfing and have e-mail addresses.

"We are now crystallizing the death benefits for the senior citizens, especially those who are destitute or have been abandoned by their families," he avers.

"With the help of the city government headed by Mayor Belmonte, we will see to it that the duly-registered, card-bearing senior citizens should enjoy the benefits and discounts in various city business establishments and transport groups in accordance with the senior citizens law," he says.

"If they are still mentally and physical active, senior citizens would be given a chance to engage in productive livelihood activities," Banal further says.

"And, of course, we won't forget the social activities and dance or party gatherings to make them happy and enjoy the companionship of their fellow senior citizens," he adds.

The passage of the Republic Act No. 9257 known as the "Expanded Senior Citizens Act of 2003" provided for a more genuine realization of our Constitution's declared principle of promoting social justice for marginalized groups, in particular, senior citizens. The big question that remains at hand however, is implementation.



Banal acting as sponsor during a mass wedding in Quezon City

"We, at the FSCAP, remain, committed, however to work on these legislative gains by lobbying for strict implementation of its provisions in Quezon City. At present, the current



Belmonte and Banal expressing full support for mentally retarded individuals

City Council in a Resolution introduced by my son, Councilor Jorge B. Banal, Jr. has already expressed its full support for Republic Act No. 9257 and has urged its immediate and full implementation," Banal says.

Existing local ordinances, passed by the Quezon City Council during Banal's incumbency, provide for additional privileges for senior citizens. These include the additional 10 percent discount for cinema tickets over and above the minimum 20 percent discount already provided for, as mandated in SP-1175, SP-2002. The establishment of Kalinga Day Center for elderly persons in every barangay of Quezon City was likewise enacted (SP-0858, S-2000). In addition, SP-1151, S2002, provides for a separate line, booth or counter, in all establishments giving privileges and benefits for senior citizens in Quezon City.

There are four areas that shall be prioritized during Banal's tenure:



Mayor Sonny Belmonte and Banal during their humanitarian project



Rooting for QC Mayor Sonny Belmonte during the last elections

Sen. Mar Roxas, a distinguished QC resident, wages war against government corruption

By MOMOY CARDENAS

Is he the shining White Knight who is bent on slaying the Dragon of Darkness or is he the modern-day Don Quixote who is not afraid to fight the windmills of corruption in government?

Or is "Mr. Palengke", otherwise known as Sen. Mar Roxas (grandson of the late J. Amado Araneta, founder of the Araneta Center and builder of the Araneta Coliseum), just trying to positively use his popularity (he topped the recent senatorial polls with 19.2 million votes - the highest ever garnered by a national candidate in any Philippine election) to eradicate the so-called culture of corruption in government - which is erasing whatever gains the country attains in the economic front?

The Wharton-educated economist Roxas, who now chairs the Senate trade and commerce, and economic affairs committees, says corruption is the single most prevalent malaise that stunts the country's growth. Almost P100 billion of government funds, a UNDP report stated, is lost to corruption annually.

"Efforts to amend the Incentives Act, balance the budget, raise revenues, lower expenditure and redirect government spending to make our economy much more efficient will only have peripheral beneficial impact if we do not address the core rot in the system, which is corruption," he emphasizes.

Roxas, grandson of the late President Manuel Roxas and son of Liberal Party's grand dame Judy Araneta Roxas and the late Senator Gerry Roxas, is now emerging as a graft-buster (he is a member of the Senate blue ribbon committee headed by Sen. Joker Arroyo). He has already filed four "anti-corruption" bills during the current session, the most significant of which is the proposal to empower the Ombudsman to inspect, even without a court order, bank accounts of public officials suspected of amassing ill-gotten wealth (SB 1760).

His other bill (SB 1761) provides that any person or witness who uncovered and disclosed any anomalous acts or irregularities in government offices shall be given adequate protection, immunity from suits and harassment, and attractive monetary rewards (as high as P10 million or 10 percent of the amount recovered by final judgment). The focal point of the proposed measure is the creation of the Legal Protection Service under the control and administration of the Ombudsman to solely shield and protect qualified informers and witnesses on cases constituting graft and corruption, although the Department of Justice shall continue to administer its Witness Protection Program.

The Ombudsman , in order to augment its rank of lawyers (it has 52 prosecutors now handling 2,500 pending cases or one prosecutor for 48 cases), shall be authorized to designate or deputize private lawyers to assist in the prosecution and investigation of cases pending before the Sandiganbayan if the bill (SB 1737) of Sen. Roxas is enacted into law.



Under SB 1728, ten percent of the value of the assets forfeited in favor of the government under Republic Act 1379, otherwise known as the Forfeiture Law, will be allocated to the Ombudsman to augment its financial resources.

The effectiveness of any anti-graft body, like the Ombudsman, is directly related to the resources and logistical support it has relative to the number of public officers it has to watch. The most important factor which made Hong Kong the 2nd least corrupt country in Asia, according to the World Bank , was the establishment of the Independent Commission Against Corruption (ICAC) in 1974. The ICAC budget for 2003 was equivalent to P5 billion while the budget of the Ombudsman and other support anti-graft agencies was only P500 million. The ICAC has a staff of 1,060 that looks after a bureaucracy of 150,000 people (1:141 ratio), while the Ombudsman and other anti-graft agencies have a staff of only 1,100 that monitors a bureaucracy of 1.4 million (1: 1,272 ratio).



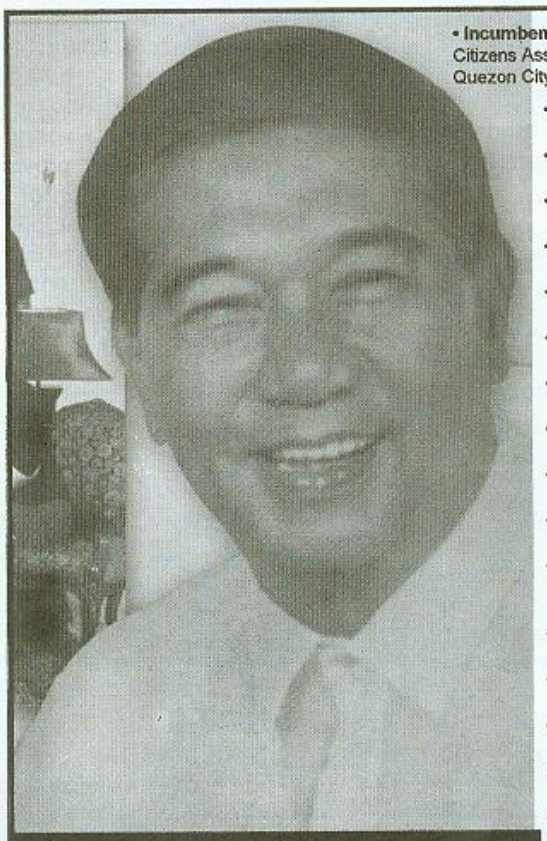
"Mr. Palengke", with ABS-CBN broadcast journalist Korina Sanchez (center), visits a public market in Baguio City.

Quezon City's leader of senior citizens is a model family man

By RESSIE MANUEL

Still physically active and healthy at age 65, former Quezon City Councilor Jorge Lerma Banal is the incumbent president of the Quezon City chapter of the Federation of Senior Citizens Associations of the Philippines (FSCAP).

A well known political and civic leader, Banal considers his being a devoted husband to his wife (the former Charminia Baluyut, now chairperson of Barangay St. Ignatius), a caring and loving father to his eight children, and a doting *lolo* to his *apos* as his most outstanding accomplishment.



JORGE L. BANAL

- **Incumbent President**, Federation of Senior Citizens Associations of the Philippines (FSCAP) Quezon City Chapter
- Chairman, Metro Manila Philippines, Councilors' League, 2001-2004
- Charter President, 1991-1992, Phil. Councilors' League Foundation
- 3-term "Most Outstanding Councilor" (Hall of Fame), 1990, 1996, 1998
- "Legislator of the Decade", 2003, QC Press Club
- Melchora Aquino "Tandang Sora" Service Award, 1980
- "State Family of the Year 1999 Award", KC Luzon Jurisdiction
- "Natatanging Pamilyang Pilipino ng 1990", World Family Institute, Inc.
- "Gintong Ama 1992", Gintong Ama Foundation, Inc.
- Oustanding Public Service, FEU Diamond Celebration
- Hall of Fame Award, FEU, IABF, Dec. 13, 2003
- "Outstanding Alumnus for Community Service", St. Joseph's Academy-La Consolacion College, 1990
- "Most Outstanding Jaycee Senator", Junior Chamber of the Philippines, 1981
- "Silver USA" Awardee, May 2003, Boy Scouts of the Philippines
- Charter President, Senior Citizens Scouters' Foundation, Inc., 2003-2004
- Chairman, FEU IABF Alumni Foundation, 2003-2004
- National Chairman, 1999-2000, Philippine Jaycees Senate Foundation
- Charter President, 1992-1993 Rotary Club of Katipunan
- Faithful Navigator, 1997-1999 Padre Gomez KC Assembly

As family man

"First and foremost I am a family man," stresses the former Quezon City alderman who points out "that your achievements in other fields are meaningless if you can't take care of your family properly."

Paraphrasing a biblical passage, his favorite saying is "what does it profit a man if he gains the whole world but loses his family."

He takes pride of the fact that all of his eight children are now college graduates and have their own respective careers. Among them is Jorge Jr., incumbent QC councilor.

It is within the family as the basic unit of our society, according to Banal, that the progress and development of the country should start and radiate from.

A strong family translates into a strong republic, Banal reminds President Gloria Macapagal Arroyo. "If GMA could harness wisely the strength and potential of the Filipino family, her concept of a strong republic will easily be realized."

As president of QC FSCAP

As president of the Federation of Senior Citizens Associations of the Philippines QC Chapter, Banal, a certified romantic, is ecstatic whenever he sees couples of senior citizens in their 70s or 80s, married for more than 50 years, still holding hands or exchanging sweet glances as if they were still teenagers.

"What breaks my heart," he laments, "is when an elderly citizen is abandoned by his family and relatives, and is left alone in the home for the aged, or in the streets with no relative to confide with or lean on for comfort."

"I just can't fathom why some of these senior citizens, who during their younger days had assiduously taken care of and fed their children , could be abandoned by their supposed loved ones at the time when these elderly need them most," says Banal, who is also the president of the St. Ignatius Village Senior Citizens Association.

The most terrible experience that every senior citizen undergoes, according to him, is to suffer the excruciating feeling of loneliness and helplessness during his or her twilight years.

In deep reflection, Banal blurts out "that abandoning a disabled and penniless senior citizen by his or her immediate members of his family is one of the highest forms of human cruelty like child abuse.

"Perhaps our legislators," he emphasizes, "should consider the possibility of making the abandonment of helpless and disabled parents and grandparents aged 60 and above a

1. Public education and information. There is still a need for public information dissemination that targets not only the elderly but also the general public, in order that the provisions of the law, which carries with it privileges for the elderly, be supported and strictly complied with.



Banal with beneficiaries of his outreach program

2. Health and caregiving programs. The law envisions the implementation of community-based health and rehabilitation programs that shall integrate health services for senior citizens and this may be integrated in the Kalinga day centers already mandated in the local ordinances. This health service includes the training of health workers among senior citizens and health personnel on special geriatric care. Likewise, the involvement of other community members such as neighborhood support services to provide care-giving services or substitute family care shall be tapped and activated.

3. Self-enhancement and social services. The need to motivate senior citizens requires a continuing program that focuses on self-enhancement which includes more opportunities for socializing, organizing, creative expression and self-improvement of senior citizens.

4. Livelihood opportunities. Livelihood programs and other projects that enhance the well being and financial standing of our senior citizens shall be supported. This could be enhanced through continuous provision of trainings and skills development and through partnership with the private sector. □



BANAL FAMILY *- QC FSCAP President Jorge Banal and Barangay Chairperson Charminia "Baby" Baluyut Banal , center, with their children and grandchildren. Standing from left: Ma. Jessica, Vice-President, Credit Lyonnais Bank; Ma. Jazmin, Lawyer, Romulo Mabanta Law Office; Camille (wife of Jorge, Jr.), Restaurant Operator; couple Jorge and Baby; Jorge "Bolet" Jr., incumbent Quezon City councilor; Arvi Pascual (Jethra's Husband), Vice-President, Bank of Commerce; James, Art Director, McCann-Erickson. Seated, from left: Dr. John Silao, Opthalmologist; Dr. Ma. Jesusa Banal Silao (and daughter Gabbie), Obstetrician-Gynecologist, St. Luke's, Manila Doctors and PGH; Alexa (Jessica's daughter); Jorge, Jr's children: Jorge III, Katherine, Kristine and Korine; Ma. Jethra, Vice-President, Treasury Department, DEUTSCHE Bank (Not in photo is Ro-P, son of Jethra and Arvi). Abroad are: Joseph, Comptroller, BCBG, Inc., LA USA; wife Lennie, Federal Government, and daughters Justine and Jacqueline; and Jason, Art Consultant, London.*

'It is the duty of the family to take care of its elderly members while the State may design programs of social security for them.'

- Article XV, Section 4
Philippine Constitution

S. No. 2395
H. No. 5967

Republic of the Philippines
Congress of the Philippines
Metro Manila
Twelfth Congress

Third Regular Session

Begun and held in Metro Manila, on Monday, the twenty-eigth day of July, two thousand three.

[REPUBLIC ACT NO. 9257]

AN ACT GRANTING ADDITIONAL BENEFITS AND PRIVILEGES TO SENIOR CITIZENS AMENDING FOR THE PURPOSE REPUBLIC ACT NO, 7432, OTHERWISE KNOWN AS "AN ACT TO MAXIMIZE THE CONTRIBUTION OF SENIOR CITIZENS TO NATION BUILDING, GRANT BENEFITS AND SPECIAL PRIVILEGES AND FOR OTHER PURPOSES"

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. This Act shall be known as the "Expanded Senior Citizens Act of 2003."

SEC. 2. Republic Act No. 7432 is hereby amended to read as follows:

"SECTION 1. *Declaration of Policies and Objectives.* - Pursuant to Article XV, Section 4 of the Constitution, it is the duty of the family to take care of its elderly members while the State may design programs of social security for them. In addition to this, Section 10 in the Declaration of Principles and State Policies provides: "The State shall provide social justice in all phases of national development." Further, Article XIII, Section 11 provides: "The State shall adopt an integrated and comprehensive approach to health development which shall endeavor to make essential goods, health and other social services available to all the people at affordable cost. There shall be priority for the needs of the underprivileged, sick, elderly, disabled, women and children." Consonant with these constitutional principles the following are the declared policies of this Act:

(a) To motivate and encourage the senior citizens to contribute to nation building;

(b) To encourage their families and the communities they live with to reaffirm the valued Filipino tradition of caring for the senior citizens;

(c) To give full support to the improvement of the total well-being of the elderly and their full participation in society considering that senior citizens are integral part of Philippine society;

(d) To recognize the rights of senior citizens to take their proper place in society. This must be the concern of the family, community, and government;

(e) To provide a comprehensive health care and rehabilitation system for disabled senior citizens to foster their capacity to attain a more meaningful and productive ageing; and

(f) To recognize the important role of the private sector in the improvement of the welfare of senior citizens and to actively seek their partnership.

In accordance with these policies, this Act aims to:

(1) establish mechanisms whereby the contribution of the senior citizens are maximized;

(2) adopt measures whereby our senior citizens are assisted and appreciated by the community as a whole;

(3) establish a program beneficial to the senior citizens, their families and the rest of the community that they serve; and

(4) establish community-based health and rehabilitation programs in every political unit of society."

"SEC. 2. *Definition of Terms.* - For purposes of this Act, these terms are defined as follows:

(a) "Senior citizen" or "elderly" shall mean any resident citizen of the Philippines at least sixty (60) years old;

(b) "Benefactor" shall mean any person whether related to the senior citizens or not who takes care of him/her as a dependent;

(c) "Head of the family" shall mean any person so defined in the National Internal Revenue Code, as amended; and

(d) "Geriatrics" shall refer to the branch of medical science devoted to the study of the biological and physical changes and the diseases of old age."

"SEC. 3. *Contribution to the Community.* - Any qualified senior citizen as determined by the Office for Senior Citizens Affairs (OSCA) may render his/her services to the community which shall consist of, but not limited to, any of the following:

(a) Tutorial and/or consultancy services;

(b) Actual teaching and demonstration of hobbies and income generating skills;

(c) Lectures on specialized fields like agriculture, health, environmental protection and the like;

(d) The transfer of new skills acquired by virtue of their training mentioned in Section 4, paragraph (d); and

(e) Undertaking other appropriate services as determined by the Office for Senior Citizens Affairs (OSCA) such as school traffic guide, tourist aide, pre-school assistant, etc.

In consideration of the services rendered by the qualified elderly, the Office for Senior Citizens Affairs (OSCA) may award or grant benefits or privileges to the elderly, in addition to the other privileges provided for under this Act."

"SEC. 4. *Privileges for the Senior Citizens.*- The senior citizens shall be entitled to the following:

(a) the grant of twenty percent (20%) discount from all establishments relative to the utilization of services in hotels and similar lodging establishments, restaurants and recreation centers, and purchase of medicines in all establishments for the exclusive use or enjoyment of senior citizens, including funeral and burial services for the death of senior citizens;

(b) a minimum of twenty percent (20%) discount on admission fees charged by theaters, cinema houses and concert halls, circuses,

carnivals, and other similar places of culture, leisure and amusement for the exclusive use or enjoyment of senior citizens;

(c) exemption from the payment of individual income taxes: *Provided*, That their annual taxable income does not exceed the poverty level as determined by the National Economic and Development Authority (NEDA) for that year;

(d) exemption from training fees for socioeconomic programs;

(e) free medical and dental services, diagnostic and laboratory fees such as, but not limited to, x-rays, computerized tomography scans and blood tests, in all government facilities, subject to the guidelines to be issued by the Department of Health in coordination with the Philippine Health Insurance Corporation (PHILHEALTH);

(f) the grant of twenty percent (20%) discount on medical and dental services, and diagnostic and laboratory fees provided under Section 4(e) hereof, including professional fees of attending doctors in all private hospitals and medical facilities, in accordance with the rules and regulations to be issued by the Department of Health, in coordination with the Philippine Health Insurance Corporation;

(g) the grant of twenty percent (20%) discount in fare for domestic air and sea travel for the exclusive use or enjoyment of senior citizens;

(h) the grant of twenty percent (20%) discount in public railways, skyways and bus fare for the exclusive use and enjoyment of senior citizens;

(i) educational assistance to senior citizens to pursue post secondary, tertiary, post tertiary, as well as vocational or technical education in both public and private schools through provision of scholarships, grants, financial aid, subsidies and other incentives to qualified senior citizens, including support for books, learning materials, and uniform allowance, to the extent feasible: *Provided*, That senior citizens shall meet minimum admission requirements;

(j) to the extent practicable and feasible, the continuance of the same benefits and privileges given by the Government Service Insurance System (GSIS), Social Security System (SSS) and PAG-IBIG, as the case may be, as are enjoyed by those in actual service.

(k) retirement benefits of retirees from both the government and the private sector shall be regularly reviewed to ensure their continuing responsiveness and sustainability, and to the extent practicable and feasible, shall be upgraded to be at par with the current scale enjoyed by those in actual service.

(l) to the extent possible, the government may grant special discounts in special programs for senior citizens on purchase of basic commodities, subject to the guidelines to be issued for the purpose by the Department of Trade and Industry (DTI) and the Department of Agriculture (DA); and

(m) provision of express lanes for senior citizens in all commercial and government establishments; in the absence thereof, priority shall be given to them.

In the availment of the privileges mentioned above, the senior citizen or elderly person may submit as proof of his/her entitlement thereto any of the following:

(a) an ID issued by the city or municipal mayor or of the barangay captain of the place where the senior citizen or the elderly resides;

(b) the passport of the elderly person or senior citizen concerned; and

(c) other documents that establish that the senior citizen or elderly person is a citizen of the Republic and is at least sixty (60) years of age.

The establishment may claim the discounts granted under (a), (f), (g) and (h) as tax deduction based on the net cost of the goods sold or services rendered: *Provided*, That the cost of the discount shall be allowed as deduction from gross income for the same taxable year that the discount is granted. *Provided, further*, That the total amount of the claimed tax deduction net of value added tax if applicable, shall be included in their gross sales receipts for tax purposes and shall be subject to proper documentation and to the provisions of the National Internal Revenue Code, as amended."

"SEC. 5. *Government Assistance.* - The Government shall provide the following:

(a) Employment

Senior citizens who have the capacity and desire to work, or be re-employed, shall be provided information and matching services to enable them to be productive members of society. Terms of employment shall conform with the provisions of the labor code, as amended, and other laws, rules and regulations.

Private entities that will employ senior citizens as employees upon effectivity of this Act, shall be entitled to an additional deduction from their gross income, equivalent to fifteen percent (15%) of the total amount paid as salaries and wages to senior citizens subject to the provision of Section 34 of the National Internal Revenue Code, as amended: *Provided, however*, That such employment shall continue for a period of at least six (6) months: *Provided, further*, That the annual income of the senior citizen does not exceed the poverty level as determined by the National Economic and Development Authority (NEDA) for that year.

The Department of Labor and Employment (DOLE), in coordination with other government agencies such as, but not limited to, the Technology and Livelihood Resource Center (TLRC) and the Department of Trade and Industry (DTI), shall assess, design and implement training programs that will provide skills and welfare or livelihood support for senior citizens.

(b) Education

The Department of Education (DepEd), Technical Education and Skills Development Authority (TESDA) and the Commission on Higher Education (CHED), in consultation with non-governmental organizations (NGOs) and people's organizations (POs) for senior citizens, shall institute a program that will ensure access to formal and non-formal education.

(c) Health

The Department of Health (DOH), in coordination with local government units (LGUs), non-governmental organizations (NGOs) and people's organizations (POs) for senior citizens, shall institute a national health program and shall provide an integrated health service for senior citizens. It shall train community-based health workers among senior citizens and health personnel to specialize in the geriatric care and health problems of senior citizens.

(d) Social Services

The Department of Social Welfare and Development (DSWD), in cooperation with the Office for Senior Citizens Affairs (OSCA) and the local government units, non-governmental organizations and people's organizations for senior citizens, shall develop and implement programs on social services for senior citizens, the components of which are:

1) "self and social enhancement services" which provide senior citizens opportunities for socializing, organizing, creative expression, and improvement of self;

2) "after care and follow-up services" for senior citizens who are discharged from the homes/institutions for the aged, especially those who have problems of reintegration with family and community, wherein both the senior citizens and their families are provided with counseling;

3) "neighborhood support services" wherein the community/ family members provide caregiving services to their frail, sick, or bedridden senior citizens; and

4) "substitute family care" in the form of residential care/group homes for the abandoned, neglected, unattached or homeless senior citizens and those incapable of self-care.

The grant of at least fifty percent (50%) discount for the consumption of electricity, water, and telephone by the senior citizens center and residential care/group homes that are non-stock, non-profit domestic corporation organized and operated exclusively for the purpose of promoting the well-being of abandoned, neglected, unattached, or homeless senior citizens.

(e) Housing

The national government shall include in its national shelter program the special housing needs of senior citizens, such as establishment of housing units for the elderly;

(f) Access to Public Transport

The Department of Transportation and Communications (DOTC) shall develop a program to assist senior citizens to fully gain access in the use of public transport facilities.

Further, the government shall provide the following assistance to those caring for and living with the senior citizens:

(a) The senior citizen shall be treated as dependents provided for in the National Internal Revenue Code, as amended, and as such, individual taxpayers caring for them, be they relatives or not shall be accorded the privileges granted by the Code insofar as having dependents are concerned.

(b) Individuals or non-governmental institutions establishing homes, residential communities or retirement villages solely for the senior citizens shall be accorded the following:

(1) realty tax holiday for the first five (5) years starting from the first year of operation;

(2) priority in the building and/or maintenance of provincial or municipal roads leading to the aforesaid home, residential community or retirement village."

"SEC. 6. *The Office for Senior Citizens Affairs (OSCA).* - There shall be established in all cities and municipalities an OSCA to be headed by a senior citizen who shall be appointed by the mayor for

a term of three (3) years without reappointment from a list of three (3) nominees of the *sangguniang panlungsod* or the *sangguniang bayan*. The head of the OSCA shall be assisted by the City Social Welfare and Development Officer or by the municipal social welfare and development officer, in coordination with the Social Welfare and Development Office.

The Office of the Mayor shall exercise supervision over the OSCA relative to their plans, activities and programs for senior citizens. The OSCA shall work together and establish linkages with accredited NGOs, POs, and the barangays in their respective areas.

The office for senior citizens affairs shall have the following functions:

(a) To plan, implement and monitor yearly work programs in pursuance of the objectives of this Act;

(b) To draw up a list of available and required services which can be provided by the senior citizens;

(c) To maintain and regularly update on a quarterly basis the list of senior citizens and to issue nationally uniform individual identification cards, free of charge, which shall be valid anywhere in the country;

(d) To service as a general information and liaison center to serve the needs of the senior citizens;

(e) To monitor compliance of the provisions of this Act particularly the grant of special discounts and privileges to senior citizens;

(f) To report to the mayor, establishments found violating any provision of this Act; and

(g) To assist the senior citizens in filing complaints or charges against any establishment, institution, or agency refusing to comply with the privileges under this Act before the Department of Justice or the provincial, city or municipal trial courts."

"SEC. 7. *Municipal/City Responsibility.*. - It shall be the responsibility of the municipality/city through the mayor to require all establishments covered by this Act to prominently display posters, stickers, and other notices that will generate public awareness of the rights and privileges of senior citizens and to ensure that the provisions of this Act are implemented to its fullest."

"SEC. 8. *Partnership of the National and Local Government Units.* - The national government and local government units shall explore livelihood opportunities and other undertakings to enhance the well-being of senior citizens. They shall encourage the establishment of grassroots organizations for the elderly in their respective territorial jurisdictions."

"SEC. 9. *Support for Non-Governmental Organizations (NGOs).* - Non-governmental organizations or private volunteer organizations dedicated to the promotion, enhancement and support of the welfare of senior citizens are hereby encouraged to become partners of government in the implementation of programs and projects for the elderly.

Accordingly, the government shall recognize the vital role of NGOs in complementing the government in the delivery of services to senior citizens. It shall likewise encourage NGOs for senior citizens to develop innovative service models and pilot projects and to assist in the duplication of successful examples of these models elsewhere in the country.

"SEC. 10. *Penalties.* - Any person who violates any provision of this Act shall suffer the following penalties:

(1) For the first violation, a fine of not less than Fifty thousand pesos (P50,000.00) but not exceeding One hundred thousand pesos (P100,000.00) and imprisonment of not less than six (6) months but not more than two (2) years; and

(2) For any subsequent violation, a fine of not less than One hundred thousand pesos (P100,000.00) but not exceeding Two hundred thousand pesos (P200,000.00) and imprisonment for not less than two (2) years but not more than six (6) years.

Any person who abuses the privileges granted herein shall be punished with a fine of not less than Five thousand pesos (P5,000.00) but not more than Fifty thousand pesos (P50,000.00), and imprisonment of not less than six (6) months.

If the offender is a corporation, organization or any similar entity, the officials thereof directly involved shall be liable therefor.

If the offender is an alien or a foreigner, he shall be deported immediately after service of sentence without further deportation proceedings.

Upon filing of an appropriate complaint, and after due notice and hearing, the proper authorities may also cause the cancellation or revocation of the business permit, permit to operate, franchise and other similar privileges granted to any business entity that fails to abide by the provisions of this Act."

"SEC. 11. *Monitoring and Coordinating Mechanism.* - A monitoring and coordinating mechanism shall be established to be chaired by the DSWD, with the assistance of the Department of Justice (DOJ), Department of Health (DOH), Department of the Interior and Local Government (DILG), and five (5) accredited NGOs representing, but not limited to, women, urban poor, rural poor, and the veterans."

"SEC. 12. *Implementing Rules and Regulations.* - The Secretary of Social Welfare and Development, within sixty (60) days from the approval of this Act, shall promulgate the implementing rules and regulations for the effective implementation of the provisions of this Act, in consultation and coordination with the following agencies and offices:

(a) Department of Health;

(b) Department of Labor and Employment;

(c) Department of Education;

(d) Department of Transportation and Communications;

(e) Department of Justice;

(f) Department of the Interior and Local Government;

(g) Department of Trade and Industry;

(h) Department of Finance;

(i) Commission on Higher Education;

(j) Technical Education and Skills Development Authority;

(k) National Economic and Development Authority;

(l) Housing and Urban Development Coordinating Council; and

(m) Five (5) non-governmental organizations or people's organizations for the senior citizens duly accredited by the DSWD."

"SEC. 13. *Appropriation.* - The necessary appropriation for the operation and maintenance of the OSCA shall be appropriated and approved by the local government units concerned. The amount necessary to carry out the provisions of this Act upon its effectivity shall be charged out of the funds of the Office of the President. Thereafter, any such sum as shall be needed for the regular implementation of this Act shall be included in subsequent General Appropriations Act following its enactment into law."

SEC. 3. All laws, presidential decrees, executive orders and rules and regulations or part thereof, contrary to, or inconsistent with the provisions of this Act, are hereby repealed or modified accordingly.

SEC. 4. Should any provision of this Act be found unconstitutional by a court of law, such provision shall be severed from the remainder of this Act, and such action shall not affect the enforceability of the remaining provisions of this Act.

SEC. 5. This Act shall take effect fifteen (15) days after its complete publication in any two (2) national newspapers of general circulation.

Approved,

JOSE DE VENECIA JR.
Speaker of the House of Representatives

FRANKLIN M. DRILON
President of the Senate

This Act, which is a consolidation of Senate Bill No. 2395 and House Bill No. 5987, was finally passed by the Senate and the House of Representatives on December 16, 2003.

ROBERTO P. NAZARENO
Secretary General
House of Representatives

OSCAR G. YABES
Secretary of the Senate

Approved: FEB 2 6 2004

GLORIA MACAPAGAL-ARROYO
President of the Philippines

24854

BUDDY VILLARUEL & MARIETTA CACHUELLA VILLARUEL

a dynamic couple through the years

By RESSIE MANUEL

"Behind every man's success is a woman."

This adage can be best illustrated in more than half a century partnership of Tito Buddy and Tita Marietta Villaruel.

The couple already celebrated their Golden Anniversary a year ago when they were at the height of their success in leading thousands of senior citizens who are affiliated with the Federation of Senior Citizens Association of the Philippines (FSCAP)-National Capital Region.

It seems it was not long ago when they had their Silver Anniversary and Tito Buddy was still very active in politics having served as councilor in Talugtog, Nueva Ecija and Tita Marietta was a curvaceous and charming public school teacher.

Nothing much has changed at the dynamism, energy and synergy they have shown in the many years of together helping people as they both are service-oriented. It seems they inspire each other as they also inspire others as well.

In 2000, when husband Buddy assumed the FSCAP-NCR presidency, no one could possibly handle the secretariat position of the Federation with much gusto and enthusiasm except Mrs. Villaruel herself. Though hesitant, she knew she could not leave everything to chance that's why she accepted this challenge to serve as FSCAP-NCR secretary-general to the then almost dwindling organization.

This step of Mrs. Villaruel signalled the start of a new chapter, a new leaf, for the FSCAP-NCR. A lot of wonderful things happened since then.

The dynamic couple duplicated their success story at the Golden Years Foundation, Inc. when Tito Buddy became the director while Tita Marietta became the dynamic VP who spearheads the numerous fund-raising activities and turns each project into a success.

Thanks of course to the then very supportive president of the Golden Years Foundation, Inc., Dr. Fe Fernandez, who herself believed in the dynamism and success-driven motivation of the couple.

Another proof of the couple's synergy was the initiation of the Caring Hearts Association of the yearly awarding of "Outstanding Grandparents" - the first ever award given to grandparents in our country.

To this date, the dynamic tandem that Buddy and Marietta has forged is never equalled by their peers, the seniors. One could not help but ask: Is it the "pasensyoso" character or the "cariñoso" trait which is inherent to the Ilonggos like Tito Buddy? In Tito Buddy, this trait may spell "greatness" in his partnership with his wife or "versatility" coupled with the assertiveness of his charming wife that certainly makes the big difference in their combined style of leadership.

According to their daughters Miriam V. Marcos and Marisa Vilaruel: "Our daddy is really one of a kind."

The said statement could also probably be the reason, according to them, why Marisa has remained single.

Not only did Tito Buddy declared that behind his success is Tita Marietta, he also made his success side by side with her! □





Mr. & Mrs. Villaruel during their golden (50th) wedding anniversary (left photo) last year, and during their silver (25th) wedding anniversary (right photo).

SENIOR CITIZENS IN FOCUS

Republika ng Pilipinas
Tanggapan ng Pangalawang Punong Lungsod
Lungsod Quezon

Message

I wish to convey my sincere congratulations to all the senior citizens of Quezon City on the occasion of the Elderly Filipino Week celebration on October 1-7, 2004.

The contributions of the senior citizens for community building and development are both significant and pivotal. Rich repository of invaluable knowledge, wisdom, experience and expertise, the elderly can very well be utilized in the task of nation building.

Although this task appears to be a daunting one, we cannot remain complacent nor allow indomitable challenges to cow us into submission. We will surmount all odds if we are able to galvanize all our efforts and contribute for the development of our country and people.

Thus, this is an opportunity to reaffirm our respective roles in nation building.

Mabuhay Tayong Lahat!

HERBERT M. BAUTISTA mpa, mnsa



FSCAP officials in Malacañang with FSCAP-NCR legal adviser Atty. Samson Turingan. Others in photo are FSCAP-NCR president Buddy Villaruel, Marietta Villaruel, FSCAP-Manila president Esther Felipe and Capt. (ret.) Enrique Manalo of FSCAP-Makati, Richard Manalo, Jan Javier, FSCAP-Quezon City president Jorge Banal, and Marissa Villaruel.



Lolos and lolas enjoying each other's company during a ballroom dancing.



The Federation of Senior Citizens Associations of the Philippines (FSCAP), National Capital Region Chapter, was cited as "Most Outstanding Senior Citizens Association" by the Philippine Retirees and Members Association (PRMA). Photo shows PRMA president Ramon Collado (left) shaking hands with Marietta Villaruel, FSCAP-NCR secretary-general, while Buddy Villaruel (right), FSCAP-NCR president, looks on.



Dr. Lydia Manero, assisted by FSCAP-NCR legal adviser Atty. Samson Turingan, cuts the ceremonial ribbon opening the Mandaluyong Senior Citizens Center. Others in photo are FSCAP-NCR president Buddy Villaruel (4th from right), Marietta Villaruel, and FSCAP-Manila president Rev. Esther Felix.



Presidential daughter-in-law Ma. Victoria Arroyo (center) with Marietta Villaruel (left) and FSCAP-Manila president Rev. Esther Felipe.

Republic of the Philippines
Office of the Vice Mayor
Quezon City

HANDANG MAGLINGKOD SA BAYAN

HERBERT M. BAUTISTA

Quezon City Vice Mayor













Handang Maglingkod sa Bayan



1ST LIFE TIES UP WITH PRIMANILA PLANS - *Primanila Plans, Inc., headed by Chairman/CEO Eduardo S. Madrid (seated, 2nd from right), signs memorandum of agreement appointing First Guarantee Life Assurance Co. Inc. (1st Life) represented by EVP/COO Jaime M. Santiago (seated, 2nd from left), as the insurance carrier of Primanila Plans.*



FUND DRIVE FOR SENIOR CITIZENS - *Caring Hearts Association launched a Search for CHEA Queen of Hearts to raise funds for senior citizens. Photo shows the CHEA officers led by Marietta Villaruel, Carmen Hernando (president of Golden Years Foundation), and singer Carmen Camacho, princess of Philippine Kundiman.*



AWARDEES - *FSCAP national president Roberto Dineros (3rd from left) gives citations to former Senator Ernesto Herrera (left) and former Quezon City Councilor and incumbent FSCAP-Quezon City president Jorge Banal (2nd from left) as "Outstanding Grandparents". Also in photo are FSCAP-NCR president Buddy Villaruel (right) and Mrs. Marietta Villaruel.*



NEW NCFP CHAIRMAN - *Quezon City's 3rd District Rep. Matt Defensor (3rd from left) is proclaimed as chairman of the National Chess Federation of the Philippines (NCFP).*

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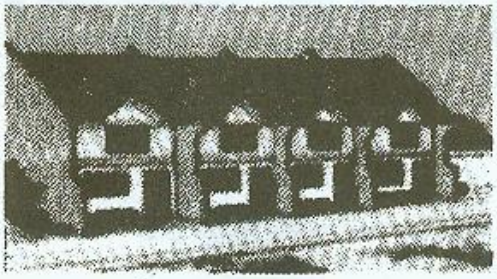
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2ND FLR. PLAN



CHERYLL

FEATURES:
2 Bedrooms
Toilet & Bath
LOT AREA:
32 Square Meter
FLOOR AREA:
48 Square Meter

FEATURES:
2 Bedrooms
Toilet & Bath
1 Carport
AVERAGE LOT AREA:
72 Square Meter
FLOOR AREA:
45 Square Meter



FLOOR PLAN



CHARIZZMA

AMENITIES:
- Perimeter Fence
- Centralized Water System
- Concrete Roads
- Underground Drainage
- Prestigious Gateway
- Landscape Open Areas
- Parks and Playgrounds



TOP REALTY AND DEVELOPMENT COMPANY.
During the 22nd Annual National Consumers Quality Awards held last August 26, Primanila Realty and Development Corp. was cited as "Top Realty and Development Company" for 2004. Eduardo S. Madrid (2nd from right), received the award in behalf of the realty firm. Others in photo are his son, Edward Paul Madrid (3rd from right), Jack Navea (left), Celia Umali (2nd from left) and past Lions Gov. Justo Ortiz (right).



20th ANNUAL YEAR-ENDER EXCELLENCE AWARDS(2003)
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A low cost Housing Project with Funding Assistance from:
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PRIMANILA REALTY & DEVELOPMENT CORP.
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A BRIEF HISTORY Of R.I. District 3780-Quezon City

Rotary International District 3780 - which includes all chartered Rotary Clubs within the territory of Quezon City, Metro Manila, Philippines - was formally established by Rotary International in RY 1989-'90, out of then R.I. District 378 - with about 55 clubs under then District Gov. "Boy" Manalac of RC Quezon City. Since then, District 3780 has held the distinction of being probably the only "one-city, one-R.I.district" in the entire Rotary world.

Prior to 1989, Rotary Clubs within the territorial limits of Quezon City were organized under R.I. District 378—which was created in RY 1987-'88, from the "subdivision" of then R.I. District 380—into three (3) Districts, namely: D-380 (covering all Rotary clubs in Metro Manila, except Quezon City); D-377 (the provinces of Bulacan, Nueva Ecija, Nueva Viscaya, Isabela, Kalinga, Quirino, Cagayan & Batanes); and D-378 – Quezon City.

The "original" R.I. District 380, created in RY 1963-64, comprised the whole of Luzon and Palawan, with 29 clubs under then DG Mat Caparas of RC Caloocan (who later became the first R.I. President from the Philippines), as its 1st governor.

RY 1968-69 saw the term of District Gov. Ceferino Picache of RC Quezon City, as Governor of the "original" & "undivided" D-380 (Luzon & Palawan)—the first elected governor from the territory of Quezon City. He was followed by DG Marcos M. Herras, of RC QC, in RY 1972-73.

In RY 1976-77, R.I. D-380 was "divided" into two (2): D-380 (all clubs north of the Pasig river, including Q.C.) and D-382 (all clubs south of Pasig river, including Manila).

The following year, through the efforts of then Gov. Mar Un Ocampo, RY 1982-83, the "divided" R.I. District 380 (north of the Pasig river), was further "subdivided" into D-380 (comprising Metro Manila and northeastern provinces from Bulacan to Batanes), and D-379 (comprising the northwestern provinces from Pampanga to Ilocos Norte)—which is now R.I. District 3790.

In 1985-86, DG Fernando "Nanding" Pedrosa of RC Cubao, Q.C. served as District Governor of the now "subdivided" District 380 (Metro Manila and northeastern provinces from Bulacan to Batanes). He was followed in RY 1980-81, by DG Agaton "Tony" Sibal of RC QC. In RY 1986-87, District Gov. Prospero "Pros" Crescini of RC San Francisco Del Monte, Q.C.— served as the last governor of R.I. D-380 (comprising Metro Manila and the northeastern provinces from Bulacan to Batanes.)

By RY 1987-88, R.I. District 380 was further "subdivided" into three (3)—District 380 (comprising of all clubs in Metropolitan Manila, except Quezon City); District 377 (all clubs in the provinces of Bulacan, Nueva Ecija, Nueva Viscaya, Isabela, Kalinga, Quirino, Cagayan and Batanes); and District 378 (all clubs in the territory of Quezon City).

Thus, in RY '87-'88, District Gov. Jesus "Jess" Laxamana of RC New Manila, served as the first governor of the newly created R.I. District 378—Quezon City, Philippines, with 45 clubs. Rtn. Salvador "Badong" Viari served as the first district secretary of D-378. District Governor Antonio "Tony" Pascual, of RC San Francisco Del Monte served as the 2nd and the last governor of D-378, in RY '88-'89.

By RY 1989-'90, R.I. District 378-Q.C. was "re-numbered' as District 3780 of Quezon City, now with 55 clubs, under DG Ernesto "Boy" Manalac of RC Quezon City. PDS Salvador "Badong" Viari, again served as first district secretary of the newly created / "re-numbered" district. Since then, R.I. District 3780 has held the distinction of being probably the only "one-city, one-district" affair the Rotary world.

To date, there are eighty six (86) Rotary Clubs in District 3780, with more than 2,110 Rotarians and growing. Since its organization in 1989, the following have served as District Governors:

- 1990-91 - Jose "JL Pete" Morales, RC San Francisco Del Monte
- 1991-92 - Armando "Manding" Gonzales, RC Sto. Domingo
- 1992-93 - Melito "Bimbo" Salazar, RC Diliman
- 1993-94 - Mario "Mar" Nery, RC New Manila Heights
- 1994-95 - Oscar "Oca" Inocentes, RC Uptown Cubao
- 1995-96 - Efren "Efren" Lim, RC Cubao East
- 1996-97 – Manuel "Manoling" Monroy, RC San Francisco Del Monte
- 1997-98 – Gil Divinagracia, RC Balintawak
- 1998-99 – Nemesio "Nemie" Peralta, RC Diliman
- 1999-00 – Mojamito "Mo" Libunao, RC Kamuning West
- 2000-01 - Hermogenes "Hermie" Jarin, RC Fairview
- 2001-02 – Danilo "Danny" Reyes, RC Ayala Heights
- 2002-03 – Roberto "Bobby" Viray, RC Cubao West
- 2003-04 – Roberto "Bobby" Viray, RC Cubao West

Incumbent District Gov. George "George" Howard, of RC San Francisco Del Monte, is the District's Centennial Governor, for RY 2004-05. He will be succeeded by District Gov.-Elect Benjamin "Benjie" Bacorro, of RC Neopolitan Fairview, who will serve as Governor in RY 2005-06.

District ADMINISTRATION



George "George" L. Howard
Distict Governor



Antonio "Bing" S. Licuanan
District Secretary



Eduardo "Ed" B. De Guia
District Chief of Staff



Dominador "Butch" S. Javier
Sr. Deputy Dist.Governor



Peregrino "Perry" B. Dela Cruz
Deputy Dist. Governor



Angel "Angel" P. Gahol
Deputy Dist. Governor



Rufino "Penny" L. Policarpio III
Sr. Deputy Dist. Secretary
& GML Editor



Albert "Limbert" C. Lim
Deputy District Secretary



Albert "Bert" Lee
Deputy District Secretary



Enrique "Henry" F. Coralejo
Deputy Dist. Chief of Staff



Rafael "Paeng" Y. Arcega
District Chief Protocol



Salvador "Badong" Viari
Dist. Gov. Special Rep.



Jorge "Jay" Labayo IV
District Governor's Aide



Leopoldo "Ody" Santiago
RC New Manila East
Chairman, Club Service



Monchito "Mon" B. Ibrahim
RC Quirino Q.C.
Chairman, Vocational Service



Jesus "Jess" P. Jacobe
RC Loyola Heights
Chairman, Community
Service



PDG Nemesio "Nemie" Peralta
RC Diliman
Chairman, International Service



PDG Melito "Bimbo" S. Salazar
RC Diliman
Chairman, The Rotary Foundation



Luis "Louie" M. Gomez, Jr
RC Timog
Chairman, New Generations

District 3780

Assistant GOVERNORS

CELEBRATE ROTARY 100 Years



RC KAGITINGANG CUBAO
HERMINIGILDO C. AQUINO



RC BIAK NA BATO
PORFIRIO B. BELGICA, JR.



RC NEOPOLITAN FAIRVIEW
ERNESTO L. CARVAJAL



RC SUB-CITY MABUHAY
AMELIA S. CHONG



RC LOYOLA HTS.
ENRIQUE F. CORALEJO



RC KATIPUNAN
PEREGRINO B. DELA CRUZ



RC DILIMAN
ALEXANDER P. CUREG



RC METRO SFDM
EDWARD F. DAVID



RC NEW MANILA EAST
DANILO FAUSTO



RC NEOPOLITAN FAIRVIEW
ANGEL P. GAHOL



RC COMMONWEALTH
DAN GONZALES



RC SFDM
EDUARDO DE GUIA



RC SFDM
DOMINADOR S. JAVIER



RC SFDM
ANTONIO S. LICUANAN



RC VALENCIA
ALBERT C. LIM



RC KAGITINGANG CUBAO
FLORA C. MARI



RC CUBAO
JOSE BAYANI F. ORONCE



RC KAMUNING EAST
ZENAIDA C. RIVERA



RC CUBAO BUS. CENTRE
ROMAN G. SANCHEZ, JR.



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Signing the contract are Eduardo Madrid, Chairman/CEO of Primanila Plans, Inc. and Bing de Ocampo, general manager of Jimboy Clowns.

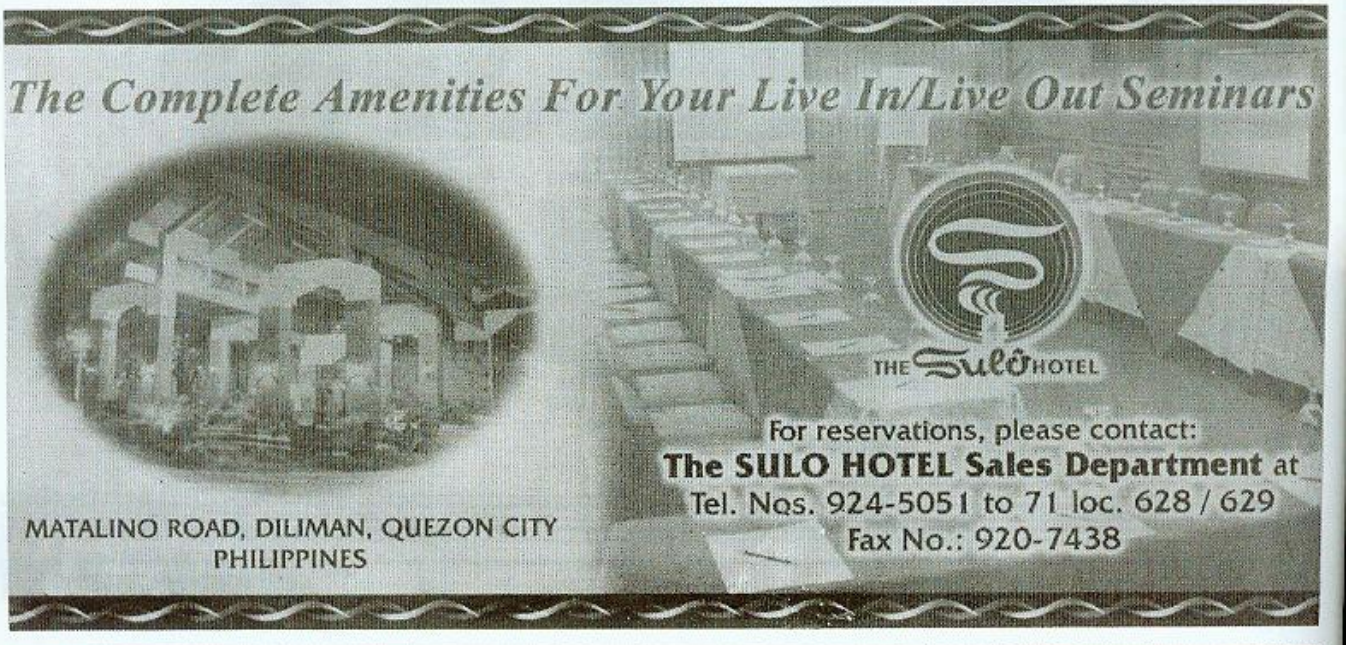
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PHILIPPINE EAGLES

soaring higher for community service

The Fraternal Order of Eagles (Philippine Eagles) briefly and more popularly known as the Philippine Eagles, was founded in Quezon City on 22 June 1979. This Philippine – born, homegrown and home-bred fraternal socio-civic organization celebrated its Jubilee Year last June 22 at the AFCOC, Camp Aguinaldo, Quezon City.

Hundreds of Eagles Club Chapters have been organized and founded in many parts of the country since the Philippine Eagles' founding in 1979.

EAGLES' GUIDING PRINCIPLE

The Philippine Eagles shall be:

E - Enlightened and innovative humanitarians
A - Animated primarily by a strong bond of brotherhood and fraternal ties
G - God-loving, non-sectarian
L - Law-abiding, liberty-oriented, non-political
E - Emblazed with intense mission of
S - Service to country, its people and community.

WHAT IS EAGLEISM?

Eagleism is an indigenous concoction as much as the **Eagles Fraternity**. The word cannot be found in any old or modern lexicon. The suffix "ism" has been added to the word "Eagle" to identify its distinct civic ideology.

An **"ism"** is a distinctive doctrine, cause, principle, or system, or manner of action or behavior.

In the Eagles Fraternity, the code of behavior and its distinct civic ideology are found in three primary "isms" which are "fraternalism", "humanitarianism" and civic "nationalism."

The Eagles Fraternity is a brotherhood concord. On the day of its founding on 22 of June 1979, the Fraternity issued the following statement.

> *We have called our organization The Fraternal Order of Eagles (Philippine Eagles) and have chosen as our guiding principle "SERVICE THROUGH STRONG BROTHERHOOD" The choice of the name was conscious and the idea behind the choice of the word "fraternal" precisely describes the quality of our bond. This philosophy we want to intensify among us.*

Eagleism is fraternalism. Strong brotherhood is its polestar, the ultimate symbol or totemic pole of the Eagles Fraternity.

Fraternalism is that state of relationship characteristic of brothers. In the Philippine Eagles, the members must have primordially developed a deep sense of brotherhood among them which is the primacy of their relationship.

The **fraternal "ism"** in the Eagles Fraternity has sprung from its declaration of goals and objectives seeking to "establish a strong bond of brotherhood and fraternal ties" among the members as keystone of service. It is an institutional declaration clearly articulated in its guiding principle: SERVICE THROUGH STRONG BROTHERHOOD.

Eagleism is humanitarianism which is an ethical commitment or concern for human welfare shown in philantrophic activities of general interest in social relations. This is expressed in the Declaration of Goals and Objectives of the Fraternity that it "shall be enlightened, and innovative humanitarians: and "shall be interested in promoting social legislation and shall provide forum for (its) discussion." Moreover, the Fraternity "shall present... humanitarian service to the needy sectors of the Philippine society intensely determined in the light of local environment and necessity." Max P. Candelaria, (now deceased) an Eagle himself, wrote:

> *We have lost the meaning for essential human values and therein also hinges the cornerstone where an institution shall be gauged: to lend an ear, a helping hand, to care for the needy, the maimed and the sick, the underprivileged, and the less fortunate, the misplaced, the uneducated, the handicapped, the feeble-minded and the aged whose twilight nights are just a space away, the unemployed and the downtrodden. To them and to ourselves, we owe a heritage, a linkage that cannot be set aside. For whether Christians or Muslims or Buddhists, the dictum is the same, we are brothers under one sky.*

Eagleism is civic nationalism which means devotion to country and a sense of patriotism.

TAO OF EAGLEISM

In Pilipino "tao" means a "person." It may connote a "bantay" or a "tanod" which means a "guard", "watcher" or



***PHILIPPINE EAGLES** National President Bobby Seelin (center, with medal) and Philippine Eagles Institute of Leadership (PIEL) Executive Director Celso Mariano (2nd from left), with Makati Central Eagles Charter President Eduardo S. Madrid (2nd from right), Joey Bieles (left) and Paquito Calero (right), during the 25th founding anniversary of Philippine Eagles on June 22, 2004 at Camp Aguinaldo, Quezon City.*

PHILIPPINE EAGLES

working harder beyond 25

"sentry" as in the sentence: "Tatlo ang bantay sa bahay" (There are three guards in the house).

Prefixed by "**maka**" to make up the word "**makatao**", the single word means "humane, humanitarian." The civic ideology or "ism" of the Eagles Fraternity has been carved, developed, and evolved from "**makatao**". Hence, the "Way" or "Path" of the Eagles Fraternity is "humane, humanitarian," which is "**makatao.**"

Taoism is a mystical teaching of some 5,000 years. The teaching is traced back from Tao Te Ching. Thus, "Tao" means "The Way" *I Ching* means 'The Book of Change.' The *I Ching* has evolved from the contributions of philosophers through many centuries and the commentaries of scholars through the same period, into a living work of great wisdom" (Bob Messing, **Tao of Management**; Copyright 1989, pp ix to x).

The Eagles Fraternity is not necessarily a "Book of Change" but a "civic revolution" for civic rethinking, for civic self-reliance and independence. It had dawned in 1979 to the founders of the Fraternity who were prominent civic leaders that the right time had come to closely analyze and search themselves and thoroughly examine the extent of their commitment and involvement to their people and country.

Like the ancient mystical teaching of Taoism of 5,000 years ago, Eagleism "emphasizes the harmonious development of physical, social, and spiritual elements of human life... and the self-realization of the whole being in ordinary life" (Bob Messing, **Tao of Management** Copyright 1989, p.ix)

The harmony and unity of development in the "whole being" of the members of the Fraternity are reflected in the various codes primarily drawn from its Declaration of Goals and Objectives as well as from its mores, practices and traditions developed over the years and well accepted by the Fraternity.

GOSPEL OF EAGLEISM

Spread the gospel. Eagleism is not a mere alternative but a distinct movement in Philippine civicism.

Spread the gospel. Eagleism is populism meant for the many; leveler which seeks to bridge the wide social, political and economic gaps in our society by instilling strong brotherhood among its members.

Spread the gospel. Eagleism is affordable to most of us. It recognizes the countless ways of service to people and country in the humblest but noblest opportunity possible. Eagleism believes that a series of small deeds can make the difference.

***DEO ET PATRIA**



***MAKATI CENTRAL EAGLES** Charter President Eduardo S. Madrid (3rd from right) with other members of Makati Central Eagles, celebrates the Philippine Eagles' 25th founding anniversary (Jubilee Year) on June 22, 2004 at Camp Aguinaldo, Quezon City. Others in photo (from left) are Willie Quitiongco, Paquito Calero, Celso Mariano, Francisco Crisologo and Ed Sarate.*



***PHILIPPINE EAGLES' VANGUARDS** Makati Central Eagles Charter President Eduardo S. Madrid (right) and Willie Quitiongco.*

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ORIGIN OF PER'TUA

Juanito A. Simon, the inventor of the **PER'TUA** group of lubricants and petrochemical products, prior to getting into this business, had immersed himself in the pursuit of activities closely allied with metallurgy, the science and technology of metals including metal fabrications, machine shop and welding technologies.

In 1985, he went to the U.S. and took up advance studies in metallurgy at the Texas A&M University in Houston.

While studying, he worked at Exxon, the giant U.S. oil company also based in Houston as a Research Assistant. As Research Assistant at Exxon, he learned and mastered the rudiments of a related field - lubrication technology.

It was the convergence of his knowledge of metallurgy and his newly-acquired know-how in lubrication technology that enabled him to conceptualize a new technology that would produce a lubricant for oil and metal treatment that would significantly reduce friction to the barest minimum, a basic and foremost problem in mechanical engines.

Out of this new technology, a product called *Tribotech* was invented by Simon and was sold in the U.S. *Tribotech* had amazing results as it greatly reduced friction in metal surfaces of engines resulting in better gas mileage, longer engine life by as much as three times, and reduced carbon emissions.

A test of the efficiency of *Tribotech* was conducted by independent consulting firm Project Group West of Cypress based in California, whereby a car that had been earlier treated with *Tribotech* and then drained of all of its oil, was driven for 776 miles and it was found that there was no damage whatsoever to the vehicle.

It is reported that McDonnel Douglas uses *Tribotech* for its AH-65 "Apache" attack helicopters, which were extensively deployed with astounding success in "Desert Storm" and the Iraq war.

In 1994, when Simon came back to the Philippines, he launched his version of *Tribotech* in the country under the brand name **Per'tua** which is an abridgement of the term perpetua which means eternal life - eternal life for the machine.

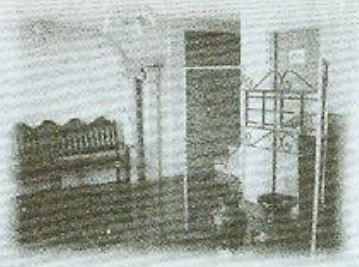
Because of **Per'tua,** Juanito Simon became accredited as a genuine Filipino inventor.

In 1995, he was awarded as Outstanding Energy Manager by the Department of Energy and the Energy Management Association of the Philippines. □



The young Juanito A. Simon, circa 1986, explaining his invention at the National Aeronautics and Space Administration (NASA), United States of America.

Mt. Sinai

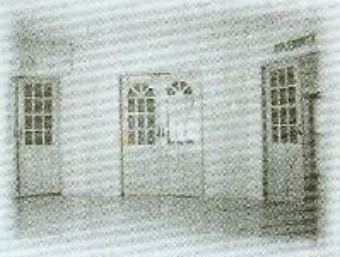






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The gradual downfall of English language in the Philippines

In 1989, in view of heightening conflicts with respect to the issue of nationalism, the English language was scrapped as the principal medium of instruction in the Philippines.

According to American businessman Joseph J. Reynolds, "the Philippines, at one time, was considered the 'Third Largest English Speaking Country'". This historical fact dates back to circa 1980 when a census counted the number of Filipinos with English competency level at 65 percent rating.

In the early 1990s, a good number of multinational firms included in their international marketing presentations how highly competitive English speakers of the Philippines were.

A decade and a half later, the third position of being the largest English speaking country belongs to Nigeria. India is closely following behind.

Josefina Mariano, a senior specialist at the Department of Education (DepEd) lamented that English, which used to be the second language of the Filipinos, is now treated like a foreign language.

Note a significant difference between the terms "second language" and "foreign language".

Language scholars define "second language" as having speakers living in places where a language has some sort of official or special status. In India, for instance, the national government sanctions the use of English for business, along with 15 indigenous languages. It is also a language used in everyday life, even though it is not the native language.

"Foreign language", on the other hand, has speakers who live in places where a language, English for instance, is not singled out in any formal way. Speakers tend to learn it to communicate with people from elsewhere. Examples might be Japanese who travel abroad on business, and Italians who work in tourism in their own country. It is also a language studied but not used much in everyday life.

This discrepancy in definition poses as an even greater conflict to the significance of once again incorporating and emphasizing the value of using conversational English in the everyday language of the Filipinos.

The idea that teaching English as a second language (ESOL) carries with it imperialistic influences is an issue that has been debated over and over again worldwide.

An internet forum topic entitled "The Role of English Language Teaching: Linguistic Imperialism or Linguistic Empowerment?" mentions that "the teaching of English was seen as a tool to propagate the economic, cultural or religious value of dominant world powers. However, for ESOL instructor, Marilyn Cahill, she sees that ESOL can not possibly be considered linguistic imperialism; that just like any other skill and subject, ESOL is also a mere skill or a subject. She further states that her foreign students, upon having the desire to know what's going on and why in a new country, make learning ESOL a personal choice. For most of the ESOL teachers like Cahill, what they're doing is service, not imperialism.

Furthermore, ESOL proponents argue that being influenced by negative or positive powers that come with learning English, or any language at that, can only possibly happen upon request.

The development of a distinct form of English in the country is seen as another potential conflict to the significance of teaching conversational English in the Philippines. Filipinos, nowadays, have a tendency to mix English and Tagalog in their language usage. As far as the value of having a clear communication with peoples of other nations is concerned, this phenomenon only highlights the fact that the proper usage of written and oral English in the Philippines has, in fact, deteriorated.

Kenji Kitao of the Doshisha University in Kyoto, Japan explains the importance of teaching the said language: "The importance of English is not just in how many people speak it but in what it is used for".

In the Philippines, a decade after English was made as an optional medium of instruction, many people now fail to see that it is the major international language used in almost every field: news and information; business and government; maritime communication, international and internal air traffic control; and entertainment.

Chief State Prosecutor Jovencito Zuño was heard as saying on national television that the letters of the law would be difficult to translate into the native language as many difficult legal terms are in English.

The DepEd's "Bridge Program", whereby those who failed the High School Readiness Test (HSRT) would have to go through an extra year in order to fill in their deficiencies in major subjects like English, Science and Math, had been reduced as an option. Protests coming in from different sectors of the society were primarily against additional education costs. They further reasoned out that what should have been learned in the six years of elementary education could not possibly be learned overnight especially by students who failed the HSRT.

Timing, therefore, couldn't be more perfect for a proposal of having another look at the government's thrust on education policies and how these policies affect student performance during and after school. This proposal, in particular, should have a concomitant emphasis on the implied importance of English discourse fluency in and out of school. □

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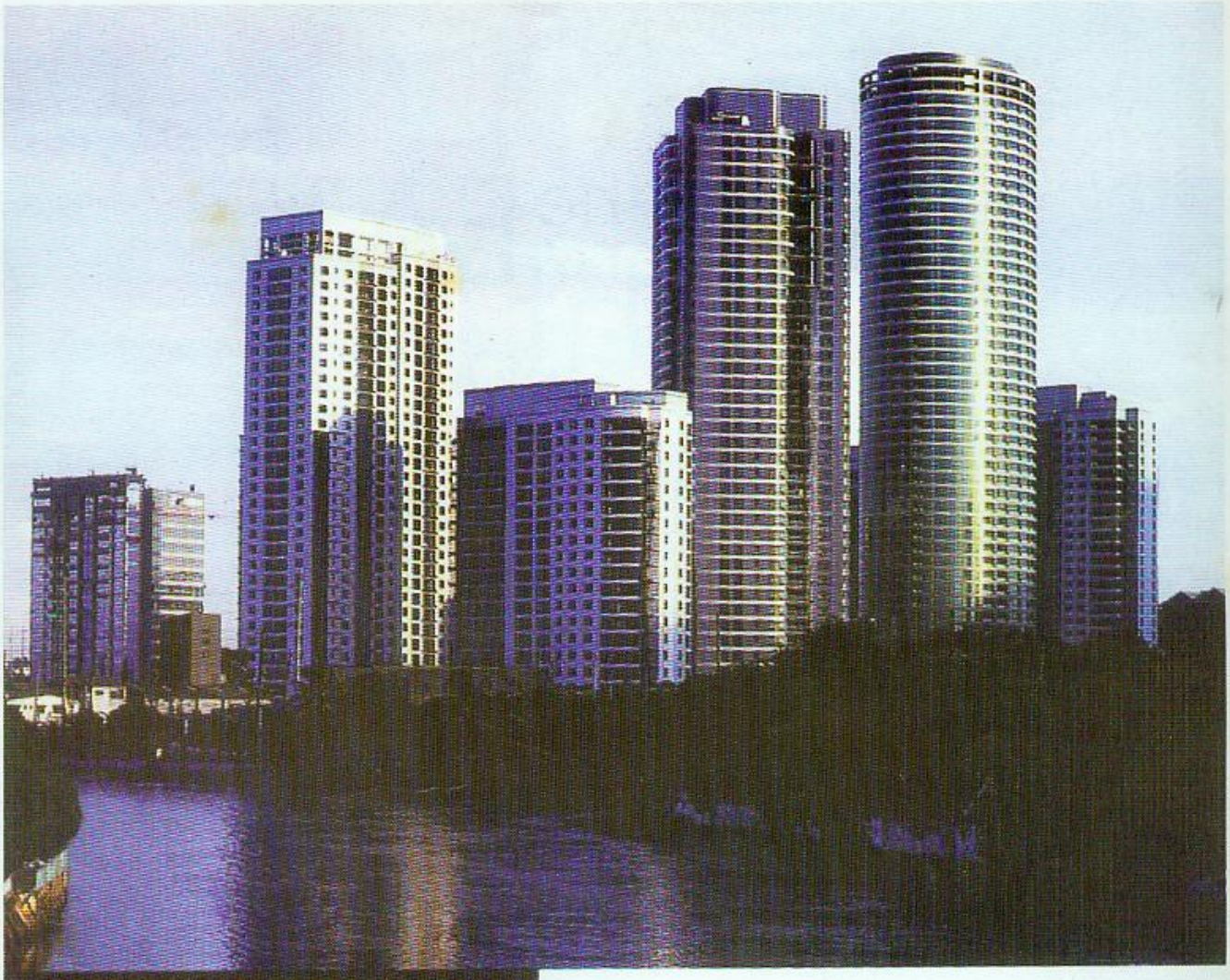
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