

QCCP

QUEZON CITY PUBLIC LIBRARY



**QUEZON CITY  
CHAMBER OF COMMERCE  
AND INDUSTRY, INC.  
20th Anniversary Celebration**

**COMMERCE AND INDUSTRY WEEK  
March 24 - 28, 1980**

**In joint cooperation with the Quezon City Government**



# FINANCE & INVESTMENT TECHNOLOGY CORPORATION

**ANDRES V. GENITO, JR.**

Chairman of the Board

Suite 400-K Delta Bldg. West Ave., Quezon City

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## FOREWORD

It took only a handful of businessmen to organize the QCCCI. And look at the way it has grown.

From 8 founding fathers in 1960 to a membership list of over 300 of the most progressive and prestigious business establishments in Quezon City.

In the larger scheme of things, the 20th anniversary of our Chamber is only a new beginning, a fresh start that gives us the opportunity to rededicate ourselves to the advancement of our Chamber and the city that we all serve and love.

There are exciting times ahead of us all. Challenging, too, in the light of the worsening international situation, spiralling inflation, and tightening oil crisis that cannot help but affect business in all parts of the world.

It is our duty as members of the Chamber and active proponents of free enterprise to make the best of a bad situation. As leaders of commerce and industry, we have the know-how and the resources not only to adapt to any given situation but to rise above it.

What the times demand from each and every one of us is a selfless commitment to our duties as concerned citizens and as enlightened business practitioners.

In the field of community service, let us continue to involve ourselves with civic duties, always on the lookout for opportunities to render the most humanitarian service to the greatest number of people.

As businessmen, let us conduct ourselves and our business affairs with the utmost integrity and fairness, always giving others their just due.

At this particular point in time, I cannot help but wish that I were like our esteemed President Emeritus Domingo Arcega who has had the exceptional good fortune to have been with the Chamber since its inception in 1960.

As it is, I can only look forward to spending the next 20 years of my life with the Chamber with, I hope, the same dedication, loyalty and faithful service that has characterized his tenure with the Chamber.

I am sure that all the other officers, directors, and members of the QCCCI share the same resolve.

—By Rolando S. Asis, President and  
Chairman of the Board, QCCCI, Inc.

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MESSAGE

My warmest greetings to the Quezon City Chamber of Commerce and Industry Inc. on its 20th anniversary.

At no other time in our march to development and progress is our total involvement more needed than now. It is heartening to note that your Association, in its 20 years of existence, has always done its best to serve, share and reach out to improve the lives of our fellowmen, especially the Quezon City populace. These activities have indeed enhanced the socio-economic conditions of the country.

May we all persevere in our efforts towards national development.

CONGRATULATIONS !

*Imelda R. Marcos*  
IMELDA ROMUALDEZ MARCOS  
Minister of Human Settlements



M E S S A G E

The year 1980 ushers in once again the golden opportunity to renew and strengthen our commitment to the development of the Filipino nation.

The Quezon City Chamber of Commerce and Industry, Inc. is known for having contributed to national progress, particularly in the area of business and economics. Its many civic projects have lent support to the government's task of improving the sad plight of the broad base of our population, both the urban and the rural poor.

This year as we mark the 20th anniversary of the Quezon City Chamber of Commerce and Industry, Inc., let us not be complacent, rather, let us work and support the valuable undertakings that will give substance to the ultimate goal of the New Society - the upliftment of the quality of life of the Filipino.

Let this year be the time for refurbishing our dedication to the visions of our beloved Governor, Madam Imelda R. Marcos, for the people of Metro Manila.

Congratulations and more power!

*Ismael A. Mathay, Jr.*  
ISMAEL A. MATHAY, JR.  
Vice Governor



M E S S A G E

It is with deep pride as it is a pleasure to greet the Quezon City Chamber of Commerce and Industry, Inc., on the occasion of its 20th Anniversary Celebration.

As the Chamber celebrates an important event in the history of the city's business community, it is encouraging to note that in these times of development, the QCCCI has been continuously giving its share in the economic progress not only of our fair city, but also all of Metro Manila and the whole country as well.

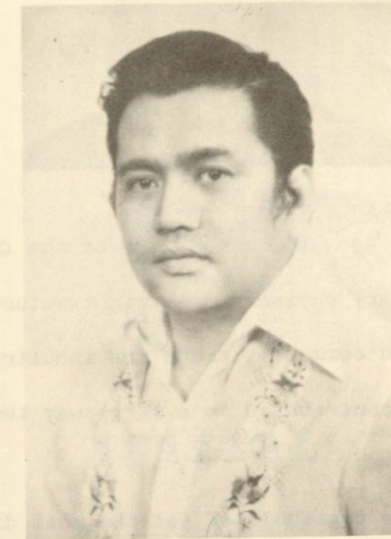
With such prestigious enterprises providing support and assistance to the largest group of our society, there is assurance to help accelerate our continued commercial and industrial development in our ambitious efforts at community and nation building.

Similarly, we deeply appreciate the Chamber's manifestation of genuine enthusiasm as partners with the government's recognition of Outstanding Businessmen and Public Servants of Quezon City and in the establishment of a Permanent Roll of Honor in emulation of the business pioneers who had helped feed their worthy expertise into the economic mainstream of our society.

Let us, therefore, extend our sincerest congratulations to the Quezon City Chamber of Commerce and Industry, Inc., for their commendable and valued projects. We look forward to their continuing concern to carry on and share with the efforts of the government in the implementation of development plans as we further pledge our unqualified support.

*AS Rodriguez*  
(Mrs.) ADELINA S. RODRIGUEZ  
City Mayor

5 March 1980



M E S S A G E

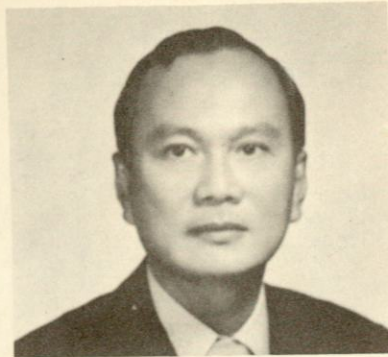
I am pleased to extend my warmest greetings to the Quezon City Chamber of Commerce and Industry on the occasion of its 20th anniversary.

That March 24-28, this year, has been declared by Quezon City Mayor Adelina S. Rodriguez as "Commerce and Industry Week" to climax the anniversary celebration of the QCCCI is a tribute to this chamber, the oldest in the country today, for it has gone a long way in promoting trade and industry and spurring the growth and development of Quezon City.

For their noteworthy projects and accomplishments, the officers and members of the QCCCI deserve praise and commendation. It is my hope that they will continue to contribute their share in the task of nation-building.

LUIS R. VILLAFUERTE  
Minister

Makati, Metro Manila



M E S S A G E \*

Twenty years ago, the organizers of the Quezon City Chamber of Commerce and Industry envisioned a bright future for Quezon City as a leading center in commerce, trade and industry. The members of this Chamber have contributed in a large way towards the realization of this vision.

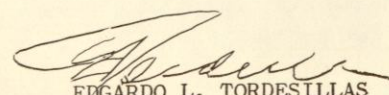
We are at the threshold of yet the most difficult times to come. In facing the future, it is wise to fall back to the basic philosophy of our development. President Marcos has said -- "Development does not only imply economic advance. It also means the improvement in the well-being of the broad masses of our people." That is growth with a "soul".

For the business and industrial community, to the private sector, and in particular to the Quezon City Chamber of Commerce and Industry, as you celebrate your twentieth year, this is the message I want to bring across:

Beyond a wholesome profit from our business activities, let us not also forget our more human purposes. For part of our development objectives also are to create jobs for as many of our people as we can absorb, to raise the living standards of our people and to distribute income more equitably. This is an ever growing imperative.

I have no doubt that this organization has in no small measure contributed to those objectives. You have been a moving force in Quezon City's development.

Congratulations!!!

  
EDGARDO L. TORDESILLAS  
Deputy Minister and  
Vice-Chairman of BOI



M E S S A G E

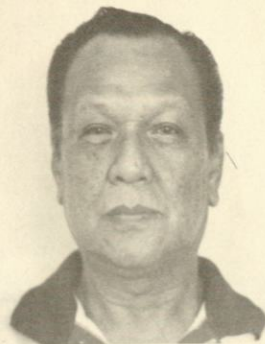
Anniversaries are appropriate occasions for retrospection and assessment. Quezon City Chamber of Commerce and Industry, Inc., as it celebrates its 20th Anniversary, has every reason to be proud of its performance the past two decades. It has made its presence felt as an active and dependable partner of the city government in the great task of making Quezon City a fulfillment of our vision of the City of Man.

I foresee an increasing role for QCCCI as we confront the challenges of the eighties. I am confident that amid the increasing economic pressures of the present times, QCCCI will succeed in its objective of promoting economic prosperity for the Filipino people particularly the residents of Quezon City.

My sincere congratulations for 20 years of excellent performance.

VALENTIN C. ASUNCION, JR.  
Secretary to the Mayor

March 18, 1980.



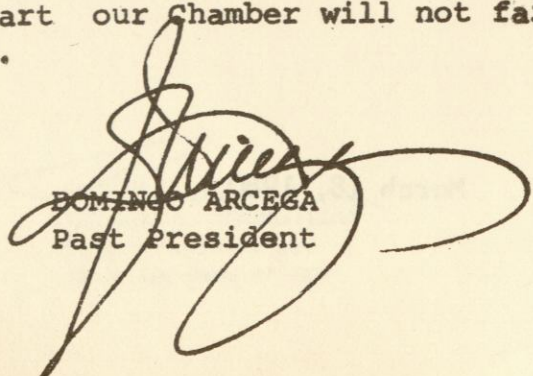
March 20, 1980

An anniversary such as ours, gives us an opportunity to make a review of what we have accomplished these so many years. This is the time for us to make an appraisal of ourselves and if we have given justice to the name and prestige of our Chamber, to merit our existence and leadership to represent commerce and industry in Quezon City.

During this present times which is crucial and economically critical for the survival of our nation, it is of paramount importance that our Chamber contribute, in its humble way, to plan a program that will befit the aims and purposes of the Chamber. The officers and members of the Chamber should unite and with concerted efforts schedule activities relevant to the progress of the nation. We should consider at all times that our Chamber is a trade and industrial body with specific objectives and assignments and we should not divert our attention to other functions which are owned and completely the preambles of civic religious and political organizations. It is, therefore my feeling and sentiment that the capabilities of the Chamber are without limits and endowed with the sincere determination to improve our economy which is one of the basic foundations of a progressive and orderly society

In the past our Chamber has been vocal and appreciative of governmental policies directed to the welfare of the people and likewise our Chamber has courageously raised the voice of dissension whenever we honestly believe that our leaders do not positively reflect the feelings and sentiments of the private sector of the economy.

We should thank the Lord for giving us the life and open mindedness to stand and work for the good of our country With you, with our minds and heart our Chamber will not fail and will live long and forever.

  
DOMINGO ARCEGA  
Past President

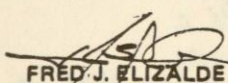


At this time when the government and the private sector have joined hands for the development of the national economy, the move of the Quezon City Chamber of Commerce and Industry and the Quezon City government to honor men and women who have outstandingly given their share to the uplift of our commerce and industry should indeed be welcomed by all.

The search for "The Recognized Business Leaders of Quezon City" launched by the QCCCI, under the leadership of Mr. Rolando S. Asis and the QC government, under the stewardship of Mayor Adelina S. Rodriguez, shall spur and motivate our businessmen, particularly the businessmen of Quezon City, to strive harder to hasten business development not only in this particular area, but throughout the country as well.

We wish to congratulate the QCCCI, the city government and all the persons involved in this notable undertaking for their concern for business and industry. And to the awardees, our wish for continued success.

Thank you.

  
FRED J. ELIZALDE  
President  
PHIL. CHAMBER OF COMMERCE  
AND INDUSTRY



MESSAGE

The Quezon City Chamber of Commerce and Industry, Inc. is in the forefront of economic activities and we are indeed proud to have contributed to the rapid growth and development of commerce and industry in our city.

The Chamber has achieved a lot over the past twenty years. In the light of the challenges of the eighties, we have kept pace with recent developments. We have intensified our efforts in the past year to make the Chamber more responsive to the needs of our times. The multifarious activities we have initiated are our pride and joy for they are our answers to the changing times.

We wish to acknowledge the initiative and sincerity of the Quezon City government under the administration of the Honorable Mayor Adelina S. Rodriguez for fostering economic activities. This has been re-manifested with the proclamation of March 24 to 28, 1980 as Quezon City Commerce and Industry Week to coincide with our 20th Anniversary celebration.

Allow me to extend our gratitude to all our friends who have supported us in our many projects. Above all, I thank our officers and members whose wholehearted participation and full cooperation has been the key to our success.

It is with pride that we, in the Chamber, reaffirm our total commitment to the progress of Commerce and Industry in Quezon City.

*Rolando S. Asis*  
ROLANDO S. ASIS  
President



**MAYOR RODRIGUEZ PROCLAIMS QUEZON CITY COMMERCE & INDUSTRY WEEK**

Quezon City Mayor Adelina S. Rodriguez signed on February 8, 1980, the official document proclaiming the period from March 24 to March 28, 1980, Quezon City Commerce and Industry Week to focus attention on the key role that commerce and industry plays in the growth of a city.

The week coincides with the 20th anniversary of the Quezon City Chamber of Commerce and Industry, Inc.

To assure the success of the 5-day celebrations, a program of activities was prepared jointly by the Quezon City Government and the QCCCI's 20th Anniversary Coordinating Committee headed by Chairman Constancio Agbayani.

Quezon City Commerce and Industry Week officially opened on Monday, March 24, 1980, at 8 a.m. with a flag raising ceremony at the Quezon City Hall grounds. Afterwards, Quezon City Mayor Rodriguez formally declared the start of the 1st Quezon City Commerce & Industry Week. The Exhibits were opened to the public.

QCCCI President Rolando S. Asis headed the Chamber's officers, directors, and members who were present at the affair.

On Tuesday, March 25, the 1st Business Forum, "A Tax Dialogue," officially opened at 3 p.m. at the Carlos Albert Hall, a joint project of the Quezon City government and the QCCCI. The public was invited.

March 26 featured an industrial tour of Quezon City starting at 9 a.m., highlighted by a luncheon for the participants at the Manila Paper Mills plant.

Today, March 28, is the last day of Quezon City Commerce and Industry Week. It is also the 20th anniversary of the Quezon City Chamber of Commerce and Industry, Inc.

To climax the 5-day celebration of Quezon City Commerce and Industry Week and to mark the QCCCI's 20th anniversary, a Testimonial Dinner will be held tonight starting at 8.30 p.m at the Grand Ballroom of the Silahis Internationa Hotel, Roxas Boulevard, Manila.

The Most Outstanding Businessmen of Quezon City and the Most Outstanding Public Servants of Quezon City will receive their awards together with the Chamber's own loyalty and long service awards.

Guests of honor at tonight's celebrations are the Assistant to the Metro Manila Governor Ismael A. Mathay, Jr., and Quezon City Mayor Adelina S. Rodriguez.

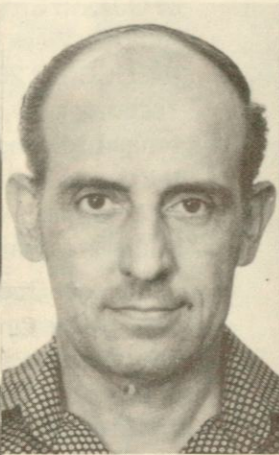
# Officers



**ROLANDO S. ASIS**  
President



**JOSE L. YUMUL**  
1st Vice-President



**ENRIQUE V. MONTANER**  
2nd Vice-President



**JESUS M. ARCEGA**  
Director-Secretary



**MENENCIO OCAMPO**  
Director-Treasurer



**ENCAR C. SANCHEZ**  
Chamber Tamer

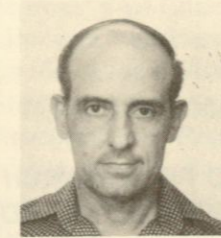
# Directors



**ROLANDO S. ASIS**  
President



**JOSE L. YUMUL**  
1st Vice-President



**ENRIQUE V. MONTANER**  
2nd Vice-President



**JESUS M. ARCEGA**  
Director-Secretary



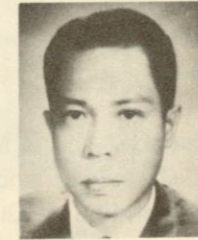
**MENENCIO OCAMPO**  
Director-Treasurer



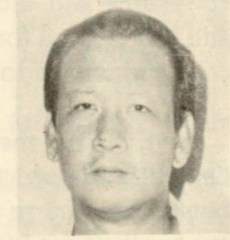
**ENCAR C. SANCHEZ**  
Chamber Tamer



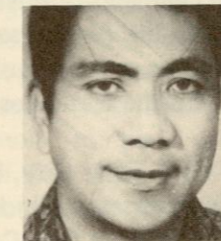
**NICK TOLENTINO**  
Director



**CRISPULO ZAMORA III**  
Director



**ALBERTO M. GALARPE**  
Director



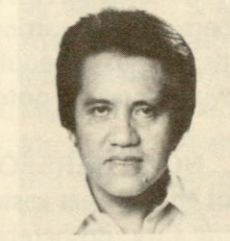
**HONORIO M. DAVID**  
Director



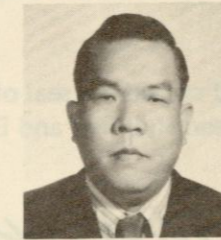
**ANDRES GENITO, JR.**  
Director



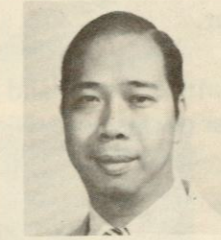
**LUIS M. GARCIA**  
Director



**VALENTIN C. ASUNCION, JR.**  
Director



**JIMMY L. ONGKING**  
Director



**ARMANDO U. LIM**  
Director



Republika ng Pilipinas  
Lungsod Quezon  
Tanggapan ng Punong Lungsod  
(OFFICE OF THE CITY MAYOR)

PROCLAMATION NO. 1

DECLARING THE PERIOD FROM MARCH 24 TO 28, 1980  
AS QUEZON CITY COMMERCE AND INDUSTRY WEEK

WHEREAS, the Quezon City Chamber of Commerce and Industry, Inc., the pioneer commerce and industry organization in Quezon City, is observing its 20th Anniversary and is preparing for a week-long round of activities to commemorate its 20 years of existence and service to the City and to the Nation as well as to Filipino business and industry;

WHEREAS, the Chamber has scheduled holding of activities from March 24 to 28 depicting the progress of business and industry of the City not only for the past 20 years but far beyond to the founding of Quezon City and to project a more progressive economy for the next 20 years;

AND, WHEREAS, the Chamber plans to invite various trade chambers, industry chambers and associations and other trade organization to participate in the Anniversary activities; it has scheduled awards, conferences, symposia and dialogues among businessmen with increased potential for economic development in the City and the Nation as well.

NOW THEREFORE, I, ADELINA S. RODRIGUEZ, Mayor of Quezon City, by virtue of the powers vested in me by law and in my desire to assist businesses and industries in the City, do hereby proclaim the period from March 24 to 28 as Quezon City Commerce and Industry Week and commit the Quezon City Government to join the Chamber on this endeavor and further enjoin the Public to mark 1980 as a milestone in the City's march toward its ultimate economic development.

IN WITNESS THEREOF, I have hereunto set my hand and caused the seal of Quezon City, this sixth day of February in the year of our Lord, Nineteen Hundred and Eighty.

*As Rodriguez*

(Mrs.) ADELINA S. RODRIGUEZ  
City Mayor

ON ITS 20th ANNIVERSARY,  
THE QCCCI, INC., SALUTES  
THE RECOGNIZED BUSINESS  
LEADERS OF QUEZON CITY

A city, or any community for that matter, moves towards progress only as far and as fast as the wheels of commerce and industry can carry it. Thus, it was only proper that as the climax of its 20th anniversary celebrations, the Quezon City Chamber of Commerce and Industry, Inc., should seek out and give due honor to the geniuses behind the City's most successful and progressive business enterprises.

The QCCCI launched the search for the City's Recognized Business Leaders officially on February 1, 1980, jointly with the Quezon City Government.

The search and the attendant awards for the Recognized Business Leaders were done with the twin objectives of, (1), to establish a Permanent Roll of Honor on deceased and living businessmen of Quezon City, and (2), to honor and give due recognition to outstanding businessmen who have contributed the most to the progress of Quezon City since its founding up to December 31, 1979.

BOARD OF JUDGES

To be inscribed on the Roll of Honor are the names of personages who, in their lifetimes, greatly contributed to the growth of business in Quezon City.

The Board of Judges for the Roll of Honor were Chairman, Don Pio Pedrosa; Vice-Chairman, Dr. Manuel Lim and members, Assemblyman Emilio Abello, Assemblyman Fred Elizalde, President Perfecto Mañalac, Assemblyman Rogelio Quiambao, Justice Juan O. Reyes, Judge Leonor Ines Luciano, and Judge Ernani Cruz Paño.



DIPLOMA OF MERIT

The board of Judges ruled that all persons whose names will appear on the Roll of Honor will also be awarded Diplomas of Merit.

With immense pride, the QCCCI presents the Roll of Honor and the Recognized Business Leaders of Quezon City. They will be honored at the Testimonial Awards Dinner on the QCCCI's 20th Anniversary Celebration at the Grand Ballroom, Silahis International Hotel, Roxas Blvd., Manila

ROLL OF HONOR

(Marker & Diploma of Merit)

1. Mr. Melencio A. Jacinto
2. Hon. Teofilo D. Reyes, Sr.
3. Hon. Eulogio Rodriguez, Sr.
4. Hon. Jose G. Sanvictores
5. Dr. Jose Maria Delgado
6. Doña Narcisa Vda. De Leon
7. Doña Magdalena Ismael Hemady
8. Dr. Ernesto Sibal
9. Mr. Maximo E. Gimenez

RECOGNIZED BUSINESS

LEADERS OF QUEZON CITY

(Medallion & Diploma of Merit)

1. Mr. Demetrio Muñoz
2. Mr. Mamerto S. Miranda
3. Atty. Nereo Paculdo
4. Mr. Modesto Enriquez
5. Mr. Domingo Arcega
6. Mr. Jorge L. Araneta
7. Mrs. Edna Camcam
8. Mr. Gil J. Puyat
9. Mr. Ernesto Sanvictores
10. Mr. Ung Hang Leong
11. Mr. Felipe F. Cruz
12. Mr. Leonardo Ty
13. Mr. Jose P. Marcelo

**ON ITS 20th ANNIVERSARY  
THE QCCCI, INC., SALUTES THE  
MOST OUTSTANDING PUBLIC  
SERVANTS OF QUEZON CITY**

The QCCCI, Inc. recognizes the fact that free enterprise can prosper favorably only in a climate made more conducive by an enlightened and cooperative Civil Service.

With this in mind, the QCCCI launched on February 1, 1980, jointly with the Quezon City government, the search for the most outstanding public servants of Quezon City.

A key project undertaken to highlight the Chamber's 20th anniversary, its main objective was to give due recognition to model employees of the Quezon City Civil Service whose dedication, efficiency, and industry in the performance of their assigned duties and responsibilities deserve emulation and commendation.

Officers, Directors, and members of the QCCCI felt that such a search would focus nationwide attention on the achievements of the City government employees which, directly or indirectly, contribute to the promotion of commerce and industry so as to induce them to perform their duties conscientiously and afford them an incentive in the performance of their duties.

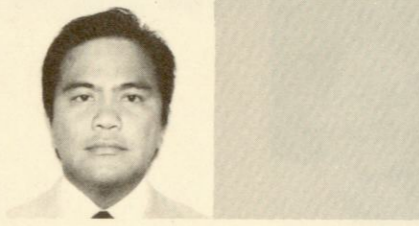
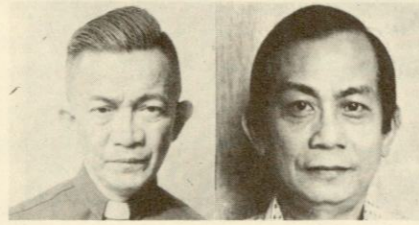
The recognition incentive was necessary, the Chamber felt, to enhance public awareness of the modest but significant role that civil servants can, and should, play in our New Society.

It was a long search but quite a rewarding one. What was most heartening was the realization that so many public servants from the City's departments were so glowingly nominated.

The Committee on the Search for the Outstanding Public Servants,

headed by Past President Greg Sta. Maria as Chairman, had the following criteria to guide them in their task determining the finalists from the many nominees:

1. He/She (the public Servant) must have contributed to the creation of a healthy climate for the business sector of Quezon City by way of voluntary assistance and satisfactory services to bonafide businessmen and their associates as well as to the taxpayers.
2. He/She must have been maintaining the utmost honor and integrity of his office while rendering the necessary service to the business community and the public in general.



3. He/She must not have committed any act violative of the Code of Ethics and his 201 File must be clear of any grossly derogatory records.
4. He/She must have been maintaining a praise-worthy relationship with his superiors as well as with his co-employees.
5. He/She must have been in the Quezon City Government service for at least three (3) years.

The Quezon City Chamber of Commerce and Industry, Inc., is justly honored to present, on this and the following pages, the awardees in the Search for the Most Outstanding Public Servants of Quezon City.

May their tribe increase !

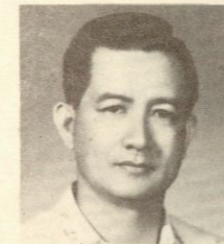
**BOARD OF JUDGES FOR TOPS  
(Certificate of Appreciation)**

1. Chairman Brig. Gen. Guillermo A. Pecache (Ret.)
2. Vice-Chairman Atty. Florida Ruth Romero
3. Secretary Atty. Diosdado P. Peralta
4. Member Mr. John A. Bautista
5. Member Msgr. Alfredo S. Reyes
6. Member Vicente Tañedo
7. Member Mr. Ruben B. Ancheta (representative Mr. Luis Liwanag II)
8. Member Mr. Miguel B. Varela

**ON ITS 20th ANNIVERSARY,  
THE QCCCI, INC., SALUTES ITS  
OWN LOYALTY AND LONG  
SERVICE AWARDEES**

In its 20 year history, this is the first time that the QCCCI, Inc., is according due honor and recognition to its members who have distinguished themselves with their long and faithful service to the Chamber.

The search from among the Chamber's over 300 members was initiated by the Committee on the Loyalty and Long Service



Awards, Chaired by Atty. Bert Velasquez. Serving with him in the committee were Director Jess Arcega as member, President Rolando S. Asis as ex-officio member, and President Emeritus Domingo Arcega as adviser.

The Committee agreed on the following criteria in the search for the Chamber's Loyalty and Long Service Awardees:

1. Continuous bonafide membership in the QCCCI, Inc., from 1960 to 1980.
2. Active participation in the Chamber's activities and active participation in Chamber Committees toward the worthy objectives of the QCCCI, Inc.
3. Exemplary services rendered or particular line of business established as Chamber

member for the growth of commerce and industry in Quezon City.

The search officially began on February 1, 1980. For weeks, the members of the Committee deliberated on who among the nominees to consider as finalists.

With understandable pride, the QCCCI, Inc., presents the Chamber's own loyalty and long service awardees.

Without them, the Chamber would not be the vital organization that it is today. It is mainly because of their steadfast loyalty and devoted service that the QCCCI has grown to become a significant entity in the City's commercial and industrial sectors.

May the Chamber profit from their valued experience and expertise for many more years to come. And may the Chamber have more of their kind of undying loyalty and devoted service.

**LOYALTY AND LONG SERVICE  
AWARDEES  
(Plaque of Appreciation)**

**A. Individual Members:**

1. Mr. Domingo Arcega
2. Arch. Constantino F. Agbayani
3. Mr. Ramon Hechanova
4. Mr. Rodolfo Flores
5. Mr. Augusto Rivero
6. Col. Sergio Sanchez
7. Mr. Crispulo Zamora III
8. Atty. Bartimeo Velasquez
9. Engr. Feliciano E. Cabrera
10. Arch. Gregorio G. Sta. Maria

**B. Corporate Members:**

1. D & E Restaurant, Inc.
2. Jacinto Music Corporation
3. Coca-Cola Export Corporation
4. Filipinas Marketing Corporation
5. Pepsi Cola Bottling Co., Inc.
6. Pacific Paints & Oil Mfg. Co., Inc.
7. Scott Paper Mills, Inc.
8. San Miguel Corporation
9. Bookman, Inc.
10. W. Mamon Luk

**PRESIDENT'S PIN**

1. Mr. Pedro Sibal (Deceased)
2. Mr. Domingo Arcega
3. Mr. Ceferino Picache
4. Mr. Alfredo Lingad
5. Mr. Ramon Hechanova
6. Mr. Modesto Enriquez
7. Col. Sergio Sanchez
8. Mr. Pedro Lanuza (Deceased)
9. Atty. Vicente Formoso
10. Mr. Benedicto Chupungco
11. Atty. Bartimeo Velasquez
12. Mr. Ambrosio R. Flores
13. Arch. Constantino Agbayani
14. Mr. Eduardo Gomez
15. Engr. Feliciano E. Cabrera
16. Arch. Gregorio G. Sta. Maria
17. Mr. Tolomeo D. Ligutan
18. Mr. Rolando S. Asis

COMMITTEES INVOLVED IN THE  
PREPARATION OF THE 20TH  
ANNIVERSARY CELEBRATION

**EXECUTIVE COMMITTEE**

President Rolando S. Asis  
Chariman

1st Vice-President Jose L. Yumul  
Vice-Chairman

2nd Vice-President Enrique V. Montaner  
Member

Secretary-Director Jesus M. Arcega  
Member

Treasurer-Director Menencio C. Ocampo  
Member

**OVERALL COORDINATING COMMITTEE  
(OCC)**

P.P. Modesto Enriquez  
Honorary Chairman

P. P. Constantino F. Agbayani  
Chairman of the OCC

P. P. Feliciano E. Cabrera  
Vice-Chairman of the OCC and Chairman  
of the Search for The Recognized  
Business Leaders of Q.C.

Director Nick S. Tolentino  
Secretary of the OCC, Chairman of  
the Committee on Special Events and  
Co-Chairman of the Souvenir Program,  
Newspaper Supplement & Publicity Committee

**Members:**

P.P. Gregorio G. Sta. Maria  
Chairman of the Srach for The Outstanding Public  
Servants of Quezon City

P. P. Bartimeo M. Velaquez  
Chairman of the Loyalty & Service  
Awards Committee

Director Encar C. Sanchez  
Chairman on Exhibits, Food & Drinks,  
& Physical Arrangement Committee and  
Vice-Chairman of the Protocol & Reception  
Committee

2nd Vice-President Enrique V. Montaner  
Chairman of the Protocol & Reception  
Committee

**Members**

Secretary-Director Jesus M. Arcega  
Chairman of the Program & Invitations  
Committee and Vice-Chairman of the  
Loyalty & Service Awards Committee

Treasurer-Director Menencio C. Ocampo  
Chairman of the Finance Committee

Director Alberto M. Galarpe  
Chairman of the Prizes & Awards Committee  
and Vice-Chairman of the Finance Committee

Director Jimmy L. Ongking  
Chairman of the Committee on Industrial Tours

Director Armando U. Lim  
Chairman of the Committee on Music &  
Entertainment

Director Crispulo G. Zamora III  
Chairman of the Souvenir Program, Newspaper  
Supplement & Publicity Committee and Vice-  
Chairman of the Prizes & Awards Committee

THE GOVERNMENT  
OF  
QUEZON CITY

THE QUEZON CITY CHAMBER  
OF  
COMMERCE & INDUSTRY, INC.

JOINTLY ESTABLISH THIS  
ROLL OF HONOR  
OF  
OUTSTANDING BUSINESSMEN IN QUEZON CITY  
AND HEREWITH

LET THE NAMES OF ALL THOSE:

WHOSE notable pioneering spirit opened new and brighter horizons for business and industry opportunities in Quezon City and the nation as a whole;

WHOSE bold ideas, ingenuity and resourcefulness have inspired businessmen to venture into business endeavor and demonstrate even more the competence of the Philippine enterprise;

WHOSE dynamic leadership, dedication and service to business and industry provided exemplary motivation to the economic and social development of Quezon City and the nation.

BE FOREVER inscribed hereon . . . That they may serve to inspire our people, especially the coming generations of businessmen;

MR. MELENCIO A. JACINTO  
HON. TEOFILO D. REYES, SR.  
HON. EULOGIO E. RODRIGUEZ, SR.  
HON. JOSE G. SANVICTORES  
DR. JOSE MARIA DELGADO

DOÑA NARCISA VDA. DE LEON  
DOÑA MAGDALENA YSMAEL-HEMADY  
DR. ERNESTO Y. SIBAL  
MR. MAXIMO F. GIMENEZ

Established on March 28, 1980 in Quezon City by virtue of Executive Order No 4-S 1980 of the City Mayor of Quezon City as per Board Resolution No. 30-02 of Quezon City Chamber of Commerce and Industry, Inc.

Hon. ADELINA S. RODRIGUEZ  
City Mayor

ROLANDO S. ASIS  
President

CONSTANTINO AGBAYANI  
Chairman, Overall Coordinating Committee

Atty. VALENTIN C. ASUNCION, JR.  
Secretary to the Mayor, Quezon City

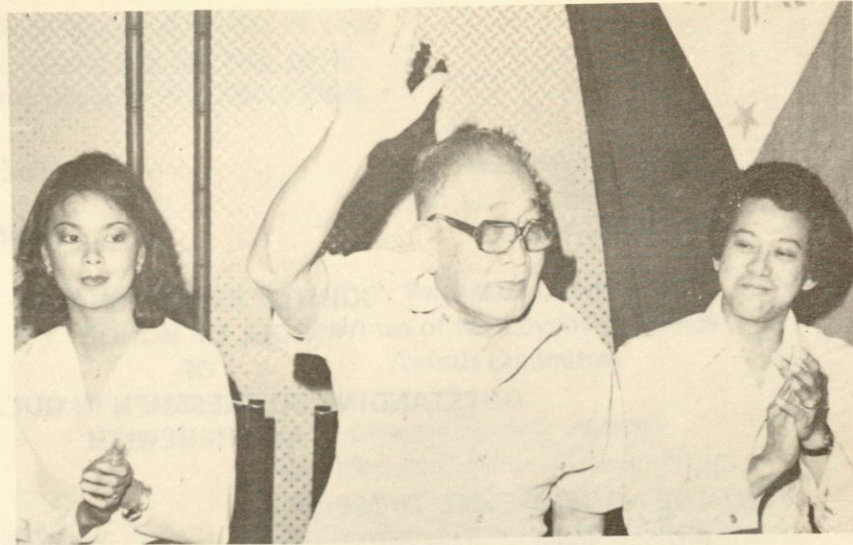
JESUS M. ARCEGA  
Secretary

NICK S. TOLENTINO  
Chairman, Committee  
on Awards & Recognition

FELICIANO E. CABRERA  
Chairman, Committee on  
Recognition of Outstanding  
Businessmen of Quezon City

HON. PIO PEDROSA  
Chairman  
Board of Judges

Quezon City Chamber of Commerce & Industry, Inc.



One of the posthumous awardees, the late Norberto Amoranto, was a guest at a meeting of the Chamber. He is seen flanked by one of the Mutya ng Filipinas Beauties and President Rolly S. Asis.



The QCCCI Constitution and by-laws were ratified on September 28, 1979. Seen at the formal signing are, from left, President Rolando S. Asis, P.P. Feliciano Cabrera, Atty. Salvador Capistrano, Chairman of the Committee on the Constitution and By-Laws, Atty. Leovillo Agustin, legal counsel of the QCCCI, Atty. Amado Santiago, legal consultant, and Dir. Menencio Ocampo.

Former Senator Gil J. Puyat was a guest of the QCCCI. He is seen at the presidential table flanked by Baron Travel Girl Salud Asturias and President Rolando S. Asis.



Mayor Adelina S. Rodriguez was a guest at the 1st membership meeting held at the Imperial Jade.



Mayor Adelina S. Rodriguez affixes her signature to the Tripartite Tax Agreement as QCCCI President Rolly S. Asis waits for his turn.



The Board of Judges for the Roll of Honor of distinguished Businessmen during a deliberation with QCCCI officers. Clockwise, Assemblyman Emilio Abello, Chairman Don Pio Pedrosa, Vice Chairman Dr. Manuel Lim, QCCCI Past President Feliciano Cabrera, President Rolando S. Asis, Dir. Valentin Asuncion, Jr.



Chamber Officers led by President Rolly S. Asis pay a courtesy call on Mayor Adelina S. Rodriguez during QC Commerce and Industry Week.

# THE QCCCI STORY

More than 20 years ago, there was no chamber of commerce and industry in Quezon City.

There was a loose conglomeration of businessmen each one intent on doing his own thing.

But times were changing.

As the city grew and commerce flourished, the need was felt for an organization that would steer free enterprise the way it should go to better serve an expanding population.



## 1960: THE BEGINNING

One fine day, a select group of businessmen got together to lay down the foundations of just such an organization. The date: March 17, 1960. The place: the D & E Restaurant on Quezon Boulevard. The businessmen: Ernesto Sibal, Domingo Arcega, Ceferino Picache, Alfredo Lingad, Modesto Enriquez, Col. Sergio Sanchez, Edmun Kaimo, and Dominador Copeda.

Out of that historic meeting was born the Quezon City Chamber of Commerce & Industry. Its objectives were defined as, primarily, to unite the leaders of the City's business community to better promote trade, commerce, and industry. Secondarily, it would help help in any way

possible to develop the community where the members had chosen to establish and operate their business ventures.

Elected president was Ernesto Sibal.



## 1961: BUILDING UP MEMBERSHIP

Domingo Arcega succeeded Ernesto Sibal to the Presidency. By this time, the Chamber had already drafted the organization's constitution and by-laws. The Chamber's seal and banner were also designed. As portrayed by a hand lifting the various industries in Quezon City, the seal symbolized the objectives of the chamber objectives of the Chamber and the unity of its members.

Upon the invitation of Modesto Enriquez, the Chamber set up its offices at the D & E Restaurant compound. It was to be the QCCCI's home for the next 13 years.

The early years of the Chamber were devoted to building up membership, setting up procedures and patterns of action, and establishing contacts with the City and National government offices.

## 1962: THE QCCCI'S FIRST BIG PROJECT

In the elections for the 1962 fiscal year, Domingo Arcega was re-elected to the Presidency. Under his administration, the Chamber undertook its first giant project: the sponsorship of the first Quezon City Trade Fair. It was held on a sprawling 3-hectare site in front of the Araneta Coliseum in Cubao.

Keynoted by the theme "Buy Philippine," the Trade Fair had the official sanction and support of the National Government. The

Department of Commerce and Industry, at the time under Secretary Manuel Lim, allotted P10,000 for the Fair from its Trade Promotion Funds.

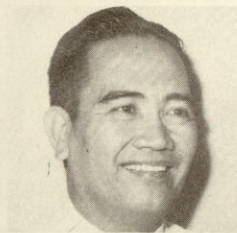
The Trade Fair was a resounding success, visited by record crowds daily. A highlight of the Fair was the exhibition by the QCCCI of a model economy house which was raffled off at the close of the Fair to the lucky winner.

So successful was the fair that although it was originally scheduled for only one month, it was extended due to public demand. It lasted from February 17, 1962 to April 15, 1962.



## 1963: THE MUNICIPAL FARE CODE

In 1963, under the incumbency of President Ceferino M. Picache, the Chamber made representations with the Quezon City Government for the passage of the Municipal Fare Code. It was subsequently approved and duly signed into an ordinance by Mayor Norberto Amoranto.



## 1964: TAX COLLECTION CAMPAIGN

By 1964, the Chamber was in active cooperation with the Quezon City government. Under President Alfredo Lingad, the Chamber helped in the campaign for the collection of taxes in Quezon City.

The Chamber was always available to act as a consultant to

the City government in matters affecting business and industry.



## 1965: MOTORCYCLES FOR QCPD

Ramon Hechanova took over the QCCCI presidency in 1965. Under his able leadership, the Chamber continued to serve the various needs of its members and Quezon City businessmen in general.

It was during this time that the Chamber learned of the need for vehicles of the Quezon City Police Department in its drive against lawlessness. Eager to be of help, the Chamber raised the funds to acquire four (4) brand new Honda motorcycles with side-cars and donated them to the law enforcement unit.

The donation helped mounted Quezon City policemen in the performance of their duties, not only in the fight against crime but also to ease the worsening traffic situation in the rapidly growing city.

For its donation, the Chamber was the recipient of an appreciation plaque from the Quezon City Police Department.



## 1966: REAL ESTATE TAX CAMPAIGN

Modesto Enriquez' term as President in 1966 was highlighted by a campaign to help the City government collect real estate taxes. This was done after the realization that the City government could vigorously pursue developmental

projects aimed at public service only with increased city revenues.



## 1967: EXECUTIVE ORDER NO. 23

A retired army colonel, Sergio Sanchez, was elected to the presidency of the Chamber in 1967. He worked to have the QCCCI named as the consultative body of the Quezon City government in all matters pertaining to commerce and industry.

The result was Quezon City Executive Order No. 23 duly signed by Mayor Norberto Amoranto, officially appointing the QCCCI as the City government's consultative body on commerce and industry.

During this time, the Chamber started the publication of a newsletter to chronicle its monthly activities. It was named the Chamber Journal, forerunner of the present Chamber News.



## 1968: A SAD YEAR

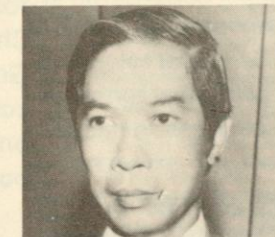
This was a sad year for the QCCCI. Newly elected president Pedro Lanuza died before he could officially be inducted into office. Then Vice President Vicente Formoso assumed the Presidency and led the Chamber through a year marked by the recruitment of a greater number of new members.



## 1969: QUEZON CITY TRADE & BUSINESS DIRECTORY

In the elections for 1969, Vicente Formoso won over all the other nominees and continued the term he had started as President the previous year. His biggest project was the preparation, compilation, and publication of the 1st Quezon City Trade & Business Directory. Composed of 100 pages, the Directory was a major achievement, the first of its kind in Quezon City.

Listing all kinds of business establishments in the City, it served as a potent business tool and was widely circulated in Quezon City and neighboring municipalities.



## 1970: BUSINESS SEMINARS

The QCCCI began the decade of the seventies under the Presidency of Benedicto Chupungco. He ably steered the Chamber into greater involvement with the business world, initiating developmental seminars for executives in the supervisory and managerial levels.

The seminars were intended to upgrade the skills of those who were running the affairs of business establishments in the City, with the ultimate objective of improving the City's business climate.



**1971: SMALL BUSINESS CLINIC**

In the elections for 1971, a lawyer, Bartimeo Velasquez, was given the responsibility of guiding the affairs of the Chamber. Under his leadership, the QCCCI launched a project aimed at helping small business establishments solve their problems. Thus was born the Small Business Clinic, formally inaugurated on May 17, 1971 with the then Commerce and Industry Secretary Ernesto M. Maceda as guest of honor.



**1972: "1081"!!**

1972 was the year of 1081, President Ferdinand E. Marcos' declaration of martial law over all of the Philippines.

Ambrosio Flores was the President of the QCCCI. His immediate and most important task was to guide the Chamber towards fulfilling its obligations as a member of the emerging New Society.



**1973: AN ARCHITECT'S PLANS**

An architect, Constancio Agbayani, became the QCCCI's president in 1973. True to his profession,

Agbayani thought of a relevant project: to put up a building that the Chamber could rightfully call its own, where businessmen in Quezon City could meet and discuss their problems.

The ambitious project, however, could not be pushed through because of the lack of a suitable site. The architectural plans are still in existence, biding their time. At some more opportune time, maybe?



**1974: A MOVE TO AMEND THE CHAMBER'S CONSTITUTION & BY-LAWS**

After an architect an engineer followed in the presidency of the Chamber. He was Eduardo S. Gomez. During his term, he continued the Chamber's Seminars on the techniques of modern business management.

It was during his term that the move was launched to amend the QCCCI's Constitution and By-Laws. This was deemed necessary to make them more responsive to the needs of the changing times.

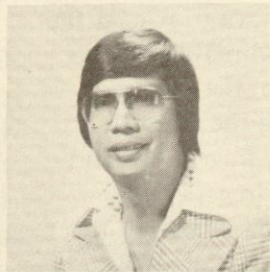


**1975: WORKING WITH THE CITY GOVERNMENT**

This year saw the Chamber becoming more and more involved with the affairs of the City government. QCCCI President Feliciano Cabrera was officially invited by Quezon City Mayor Adelina S. Rodriguez to represent the private

sector in the reorganization of the City government.

The program of conducting seminars to upgrade business managerial skills was vigorously pursued. During this time, the Chamber gained the distinction of having its President elected as the Governor of Region IV of the Philippine Chamber of Commerce and Industry.



**1976: A UNIQUE YEAR**

This was an unusual year for the Chamber in the matter of the tenure of its Directors and Officers. Instead of lasting the usual 12-month period, it was extended for an additional six months for a total of eighteen (18) months. This was done to conform to a Decree issued by President Ferdinand E. Marcos declaring that the fiscal year should conform to the calendar year.

Thus, the terms of the newly elected officers and directors headed by President Greg Sta. Maria started on July 1, 1976 (according to the old fiscal year) and stretched on until December 31 of the next year, 1977.

**1977: ASEAN TRADE MISSION**

During President Greg Sta. Maria's 18-month long term, the Chamber undertook a vital project: the formation of a Trade Mission to Hongkong and ASEAN countries (Indonesia, Malaysia, Singapore, and Thailand).

Headed by President Sta. Maria himself, the Trade Mission had the official blessings of the Ministry of Trade and the Ministry of Commerce and Industry. The Trade Mission was composed of fifteen (15) QCCCI members, including

then Vice President Tolomeo Ligutan.

The Trade Mission was away for 21 days. Upon its return, President Sta. Maria made a formal report to the Chamber and pronounced the Trade Mission a success in establishing better business relations with neighboring countries in the South East Asian region.



**1978: The 2nd TRADE MISSION**

Vice President for 1977 Tolomeo D. Ligutan was elected to the Presidency in 1978. A Certified Public Accountant, Ligutan launched a massive membership drive and continued the project of conducting supervisory & managerial seminars.

During his incumbency, a second Trade Mission journeyed abroad, this time to observe business conditions on a Chamber of Commerce to Chamber of Commerce level in Australia, New Zealand, and Singapore.

Headed by President Ligutan, the 2nd Trade Mission left on Sept. 25, 1978.

With its objectives of increasing Philippine exports and to promote Philippine tourism, the Trade Mission was given governmental status by Minister of Trade Troadio T. Quiazon.

Upon its return on October 12, 1978, President Ligutan, as head of the Mission, gave a report to the Chamber about the prospects of improving the country's exports.



**1979: A CRUCIAL YEAR**

For the Chamber, this was a period of internal legal problems that needed to be resolved fast. It was a crucial time, indeed.

During an emergency meeting in March, 1979, young, dynamic businessman Rolando S. Asis was unanimously elected to the Presidency of the Chamber. Upon assuming office, President Asis lost no time in having all the internal legal problems speedily resolved satisfactorily.

The next month April, the QCCCI moves to its new secretariat on the 4th floor of the Arcega Bldg. on Aurora Blvd. from old offices at the Solomon Bldg., E. Rodriguez Ave.

President Asis became aware that the QCCCI's Constitution and By-laws, on file with the Securities and Exchange Commission (SEC) since 1960, had not yet been approved by that governmental body because they (Constitution and By-laws) had never been ratified by the QCCCI members, an SEC prerequisite.

President Asis' immediate project was, therefore, to have the Chamber's Constitution and By-Laws amended and ratified by the members of the Chamber, then filed with, and approved by, the S E C.

With the full backing of the Chamber, President Asis was able to accomplish all these in record time. On September 29, 1979, the QCCCI's amended Constitution and By-Laws were officially approved by the SEC, authorizing the Chamber's incorporation and increasing the number of Directors from eleven (11) to fifteen (15).

That important project satisfactorily and speedily completed, President Asis launched the preparation and subsequent publication of a comprehensive Quezon City Business Directory, an important project sadly left untouched by the Chamber since the publication of the First Trade Directory in 1971.

The Quezon City Business Directory was completed on August 19, 1979, in time with the birth anniversary of the late Philippine President Manuel L. Quezon who was known as the "Father of Quezon City." It features a listing of almost all the business establishments operating in Quezon City, with adequate information on the nature of each business, their addresses, and their telephone numbers.

Under the leadership of President Asis, the Chamber became more involved with the Quezon City government in business and civic affairs. An immense membership drive was launched. Chamber meetings were held with more regularity and greater member attendance. The monthly newsletter, only desultorily published during the past years, became a regular monthly publication.

Notable personages were invited to speak at membership meetings. Among them were the Assistant to the Metro Manila Governor Ismael A. Mathay, Jr., Former Trade Minister Troadio Quiazon, Jr., Quezon City Major Adelina S. Rodriguez, former Senate President Gil J. Puyat and Australian Ambassador Richard A. Woolcott.

The Chamber was already gearing itself for the forthcoming 20th anniversary celebration.

**1980: THE 20th YEAR**

On October 15, 1979, President Rolando S. Asis was unanimously re-elected President for the Chamber year 1980. Under the newly approved provisions of the Constitution and By-laws, elected with him were fifteen (15) members who

would serve in the Board of Directors.

This election has been described as the "most orderly, smooth, and peaceful" in the history of the Chamber. It was an election where the "spirit of unity and cooperation were reflected" as an absolute manifestation of the trust and confidence in the dynamic, new leadership with "justice, fairness, and fair play."

Immediately, President Asis set in motion a program of activities for the celebration of an important milestone in the history of the QCCCI: its twentieth (20th) anniversary.

A move was started to have the City government proclaim the period from March 24 to 28 Quezon City Commerce and Industry Week to coincide with the Chamber's 20th anniversary. The proclamation was officially signed by Mayor Adelina S. Rodriguez on February 8, 1980 upon the presentation of a resolution by the officers and directors of the QCCCI led by President Asis.

President Asis organized a number of committees to oversee the preparations for the 20th anniversary celebrations.

A one (1) page supplement in a major daily (Bulletin Today) was scheduled for publication on the date of the anniversary. Press Releases were issued to the papers to give publicity to the Quezon City Commerce and Industry Week and the anniversary of the QCCCI.

Preparations went underway for the publication of an expanded 20th Anniversary Souvenir Program. Work started on an updated version of the Quezon City Business Directory for 1980. Simultaneously, a comprehensive and colorful Quezon City Guide Book went into preparation, scheduled for distribution by October, 1980. When completed, the Guide Book will boost the City's tourism industry.

But most important was the launching of a threefold project that would focus nationwide attention on the QCCCI's 20th anniversary: the search for the most outstanding business of Quezon City, the search for the most outstanding Public Servants of Quezon City, and the search for the Chamber's loyalty and long service awardees from its own members.

Officially launched on February 1, 1980 as a joint project with the Quezon City government, the Chamber's search gained immediate enthusiastic response.

Originally planned as a highlight of the Chamber's 20th anniversary celebrations, the search was officially declared ended during the Quezon City Commerce and Industry Week. All the different awardees are now widely known nationwide, having been given adequate exposure in all communications media. They were accorded due honors by the QCCCI at the Testimonial Dinner held at the Grand Ballroom of the Silahis International Hotel, Roxas Boulevard, Manila.

A worthwhile project and, indeed, a fitting climax to the Chamber's 20th anniversary celebrations.

#### **SUMMING UP: 20 YEARS OF FREE ENTERPRISE & CIVIC ACTION**

It has been a very fruitful twenty years. From a modest beginning in 1960, with an initial membership of eight, the QCCCI has grown to become a vital force in Quezon City's commercial and industrial sectors. Now composing a membership list of over 300, the Chamber can look back to its two decades of uninterrupted adherence to the principles of free enterprise and active involvement in civic affairs and justly say, "well done."

## **QUEZON CITY COMMERCE AND INDUSTRY WEEK and 20th Anniversary Celebration of QUEZON CITY CHAMBER OF COMMERCE & INDUSTRY, INC. March 24 to 28, 1980**

### **TESTIMONIAL AWARDS & ANNIVERSARY DINNER March 28, 1980 Silahis International Hotel, Roxas Blvd., Manila**

#### **PROGRAM**

6:30 - 7:30 p.m. COCKTAILS

7:30 - 8:30 p.m. DINNER & ENTERTAINMENT

#### **NATIONAL ANTHEM**

INVOCATION . . . . . QCCCI President Emeritus Domingo Arcega

WELCOME REMARKS . . . Arch. Constantino F. Agbayani  
Chairman, Overall Coordinating  
Committee & Past President

#### **PRESENTATION OF PRESIDENTS' PIN**

##### **TESTIMONIAL AWARDS**

##### **A. Loyalty and Service QCCCI**

Chairman: Atty. Bartimeo M. Velasquez  
Past President

Presenters: President Rolando S. Asis assisted  
by Director Nick S. Tolentino and  
Atty. Bartimeo M. Velasquez

##### **B. Outstanding Public Servants**

Chairman: Arch. Gregorio G. Sta. Maria  
Past President

Presenters: Vice-Governor Ismael A. Mathay,  
General Guillermo Pecache, (Ret.)  
President Rolando S. Asis assisted  
by Arch. Gregorio G. Sta. Maria

##### **C. Recognized Business Leaders of Quezon City**

Chairman: Engr. Feliciano E. Cabrera  
Past President

Presenters: Mayor Adelina S. Rodriguez  
President Rolando S. Asis assisted  
by Engr. Feliciano E. Cabrera

##### **D. Roll of Honor**

Chairman: Engr. Feliciano E. Cabrera  
Past President

Presenters: Mayor Adelina S. Rodriguez, Don Pio  
Pedrosa, President Rolando S. Asis  
assisted by Engr. Feliciano E. Cabrera

SPEECH . . . . . ROLANDO S. ASIS  
President  
Quezon City Chamber of Commerce  
& Industry, Inc.

#### **PRESIDENTIAL AWARD**

CLOSING REMARKS . . . JOSE L. YUMUL  
1st Vice-President  
Quezon City Commerce & Industry, Inc.

#### **RAFFLES**

DANCE . . . . . Music by IGGY DE GUZMAN & His Band

Masters of Ceremonies  
Director Jesus M. Arcega  
Ms. Jeanne Young

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## COMPOSITION OF THE DIFFERENT COMMITTEES

### COMMITTEE ON THE SEARCH FOR THE RECOGNIZED BUSINESS LEADERS OF QUEZON CITY

Chairman: P.P. Feliciano E. Cabrera  
Co-Chairman: Director Valentin C. Asuncion, Jr.  
Vice-Chairman: 1st Vice-President Jose L. Yumul  
Members:

Col. Simeon Medalla  
Dra. Lourdes Sanvictores  
Director Alberto M. Galarpe  
Mr. Florentino Lapus

Ex-Officio Members: President Rolando S. Asis  
Director Nick S. Tolentino  
Mr. Francisco Alvarez

### COMMITTEE ON THE SEARCH FOR THE OUTSTANDING PUBLIC SERVANTS OF QUEZON CITY

Chairman: P.P. Gregorio G. Sta. Maria  
Vice-Chairman: Mr. Jorge Banal  
Secretary: Ms. Angelina J. Bautista

Members & Sub-Committee Chairmen:

Board of Judges Selection: Leovillo Agustin  
Finance: Johnny Chiu  
Programs & Invitations: Director Honorio M. David  
Nominations: Eli Cipriano  
Functions & Arrangements: Jose Rosario  
Public Relations & Publicity: Florentino Marfil  
Screening: Past Director Sixto Tongos  
Awards: Arthur Zurbito

### COMMITTEE ON FINANCE

Chairman: Treasurer-Director Menencio C. Ocampo  
Vice-Chairman: Director Alberto M. Galarpe  
Members:

2nd V.P. Director Enrique V. Montaner  
Secretary-Director Jesus M. Arcega  
Director Luis M. Garcia  
Member Tony Crespo

### LOYALTY & SERVICE AWARDS COMMITTEE

Chairman: P.P. Bartimeo M. Velasquez  
Vice-Chairman: Secretary-Director Jesus M. Arcega  
Members:

Leovillo Agustin  
Bobby Rodrigo  
Bert Basilio

Ex-Officio: Pres. Rolando S. Asis

### COMMITTEE ON SPECIAL EVENTS

Chairman: Director Nick S. Tolentino  
Co-Chairman: Hon. Vice-Mayor  
Stephen N. Sarino

Vice-Chairman: Mr. Jorge Banal

Members:

Past Director Sixto Tongos  
Secretary-Director Jesus M. Arcega  
Mr. Eli Cipriano  
Atty. Ernie Villagarcia  
Ms. Angelina J. Bautista

Director: Alberto M. Galarpe

**QUEZON CITY COMMERCE AND INDUSTRY WEEK  
AND  
20th Anniversary Celebration  
of  
QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY, INC.  
March 24 to 28, 1980**

**FORWARD, QUEZON CITY COMMERCE AND INDUSTRY  
PROGRAM OF ACTIVITIES**

- I. March 24, 1980 Opening Ceremonies of the Quezon City  
Commerce & Industry Week  
Day Chairman: Jose L. Yumul  
1st Vice-President, QCCCI  
Co-Chairman: Encar C. Sanchez  
Director, QCCCI  
Vice-Chairman: Atty. Valentin Asuncion, Jr.  
Director, QCCCI
- 8:00 a.m. Flag Ceremony — Quezon City Hall  
Formal Declaration of the Quezon City  
Commerce and Industry Week by  
Mayor Adelina S. Rodriguez  
Cutting of Ribbon by Mayor Adelina S. Rodriguez  
assisted by Mrs. Sonia Mathay, Vice-Mayor Stephen  
V. Sarino to open the QCCCI Pictorial Exhibits of  
the 20 years existence of the Chamber  
Courtesy Call on the Mayor by the Officers,  
Directors and Members of QCCCI
- II. March 25, 1980 TRIPARTITE TAX DIALOGUE  
Day Chairman: Nick S. Tolentino  
Director, QCCCI  
Vice-Chairman: Atty. Ernesto Villagarcia  
BIR Tax Campaign Coordinator  
Place: Albert Session Hall, Quezon City Hall  
Time: 1:00 to 6:00 p.m.
1. National Anthem
  2. Welcome Remarks . . . . Hon. Mayor Adelina S. Rodriguez  
City Mayor
  3. Reading of the Memorandum of Agreement  
Director Nick Tolentino
  4. Formal signing of the Memorandum of Agreement — Participating Parties:
    - a. Hon. Mayor Adelina S. Rodriguez — Quezon City Government
    - b. Regional Director Mauro C. Calaguio — Bureau of Internal Revenue
    - c. President Rolando S. Asis — Q.C. Chamber of Commerce and Industry, Inc.
  5. Introduction of Lecturers and Resource Speakers  
Atty. Ernesto Villagarcia
  6. Tax Dialogue Proper:
 

TOPIC	LECTURER
A. Overview of Business Taxes . . . . .	ALEJO P. SIBAYAN Asst. Revenue District Officer RD No. 30, Quezon City
B. The New Sales Tax Law . . . . . (PD 1351 and its implementing Revenue Regulations)	ALBERTO G. PAGGABAO, JR. Chief Revenue Legal Officer Law Division
C. The Expanded Withholding Tax . . . . . Law (PD 1358 and its implementing Revenue Regulations)	BERNARDO A. FRIANEZA Asst. Chief, Withholding Tax Division
D. The Law on Non-Issuance of . . . . . Official Receipts (PD 1254 & PD 1255)	JUSTO M. REGINALDO Asst. Chief Revenue Officer RD No. 30, Quezon City
E. The New Capital Gains Tax . . . . . (PD 37 and its implementing Revenue Regulations)	LUIS E. VILLENA Chairman, Tax Information Committee, RD. No. 30 Quezon City
F. On Representation and Entertainment Expenses . . . . . (BP Blg. 41, and its implementing Regulations)	EDITO F. QUEJADA Supervising Revenue Examiner RD No. 30, Quezon City

**RESOURCE SPEAKERS:**

- A. Anselmo O. Regis  
City Treasurer  
Quezon City  
Local Business Taxes and Levies
- B. Ramon R. Valencia  
City Assessor  
Quezon City  
Real Estate Tax Assessment, etc.
- C. Alberto M. Galarpe  
Chief, Business Permits and License Office  
Quezon City  
Business Permits & Licenses
7. S N A C K S . . . . . Compliments of Cosmos Bottling  
Co. & R. Mamon Luk
8. OPEN FORUM
9. CLOSING REMARKS . . . . . Director Honorio M. David  
Chairman, Governmental Affairs  
Committee — QCCCI.

CO-EMCEES: Director Nick S. Tolentino  
Atty. Ernesto Villagarcia

PARTICIPANTS: Members of QCCCI, Representatives of Business Organiza-  
tions and firms, Civic Organizations, Quezon City Barangays,  
Professionals and Government Employees

- III. March 26, 1980 INDUSTRIAL TOUR  
Day Chairman: Jimmy L. Ongking  
Director, QCCCI  
Vice-Chairman: Alberto M. Galarpe  
Director, QCCCI

**ITINERARY**

- 8:30 a. m. . . . . Assembly Point  
Quezon City Hall Basketball Court
- 8:45 — 9:45 a.m. . . . . Central Bank, Minting Plant  
Diliman, Quezon City
- 10:00 — 11:00 a.m. . . . . Magnolia Plant  
710 Aurora Blvd., Quezon City
- 11:30 — 2:00 p.m. . . . . Manila Paper Mills  
(LUNCH) Baesa, Quezon City
- 2:30 — 3:30 p.m. . . . . Rubber World Phils. Inc.  
Novaliches, Quezon City
- 3:45 — 4:45 p.m. . . . . Central Textile Mills  
Balintawak, Clover Leaf,  
EDSA, Quezon City
- 5:15 — 6:00 p.m. . . . . Pacific Paints & Oil Mfg., Inc.  
Mauban, Quezon City
- 6:45 p.m. . . . . Compliments of Pacific Paints &  
(DINNER) Oil Manufacturing, Inc.  
Village Restuarant Araneta Avenue corner Retiro Street near Siena College

- IV. March 28, 1980 TESTIMONIAL AWARDS & ANNIVERSARY DINNER  
Day Chairman: Engr. Feliciano E. Cabrera  
Vice-Chairman, Overall Coordinating  
Committee and Past President
- 6:30 p.m. . . . . Awards and Testimonial Night  
Silahis International Hotel  
Roxas Boulevard, Manila

Music by: IGGY DE GUZMAN & His Band

**INDUSTRIAL TOURS COMMITTEE:**

Chairman: Director Jimmy L. Ongking  
 Co-Chairman: Director Alberto M. Galarpe  
 Vice-Chairman: P.P. Sergio Sanchez  
 Members:  
 Director Nick S. Tolentino  
 Director Luis M. Garcia

**PROGRAM & INVITATIONS COMMITTEE**

Chairman: Secretary-Director Jesus M. Arcega  
 Vice-Chairman: Ms. Baby Luat  
 Members:  
 Director Crispulo G. Zamora III  
 Director Nick S. Tolentino  
 Mr. Ferdie Echiverri  
 Mr. Max Azarcon

**AWARDS & PRIZES COMMITTEE**

Chairman: Director Alberto M. Galarpe  
 Vice-Chairman: Director Crispulo G. Zamora III  
 Members:  
 Secretary-Director Jesus M. Arcega  
 Director Jimmy L. Ongking  
 Mr. Jose Rosario  
 Director Encar C. Sanchez

**SOUVENIR PROGRAM, NEWSPAPER SUPPLEMENT & PUBLICITY COMMITTEE**

Chairman: Director Crispulo G. Zamora III  
 Co-Chairman: Director Nick S. Tolentino  
 Members:  
 Director Alberto M. Galarpe  
 Mr. Florentino Marfil  
 Mr. Gus Mendoza  
 Ms. Baby Luat  
 Ex-Officio Member: President Rolando S. Asis

**COMMITTEE ON EXHIBITS, FOOD & DRINKS & PHYSICAL ARRANGEMENT**

Chairman: Director Encar C. Sanchez  
 Vice-Chairman for Exhibits: Ms. Puring Sevilla  
 Vice-Chairman for Food & Drinks: Ms. Pat Valenzona  
 Vice-Chairman for Physical Arrangements: Ms. City S. Javier  
 Members:  
 P.P. Constantino F. Agbayani  
 Secretary-Director Jesus M. Arcega  
 Ms. Angelina J. Bautista

**PROTOCOL & RECEPTION COMMITTEE:**

Chairman: 2nd VP-Director Enrique V. Montaner  
 Vice-Chairman: Director Encar C. Sanchez  
 Members:  
 Ms. City S. Javier  
 Ms. Angelina J. Bautista  
 Ms. Letty Escarte

**MUSIC & ENTERTAINMENT COMMITTEE**

Chairman: Director Armando U. Lim  
 Co-Chairman: Alberto M. Galarpe  
 Vice-Chairman: Florentino A. Lapus  
 Members:  
 Jimmy Mendoza  
 Gus Mendoza  
 Estelito N. Gamalinda

**QCCCI****roster of members****CORPORATE MEMBERS:**

**ADRECH COMMERCE, INC.**  
 Rm. 204 Puzon Bldg.  
 E. Rodriguez Sr. Blvd., Q.C.  
 Tel. 78-89-11 loc. 88  
 Rep. Atty. Ferdinand Echiverri  
 President

**ALLIED BANKING CORPORATION**  
 90 Retiro, Quezon City  
 Tel. 60-43-05 & 62-28-28  
 Rep. Miss Norie Castillo  
 General Manager

**ALMAR SURVEYING CO., INC.**  
 Rm. 407 S. Medalla Bldg.  
 598 EDSA, Quezon City  
 Tel. 79-60-73, 78-69-61 loc. 28  
 Rep. Mr. Eleuterio delas Alas  
 General Manager

**ANALYST SUPPLY HOUSE, INC.**  
 Rm. 204 Salomon Bldg.  
 1427 E. Rodriguez Sr. Blvd., Q.C.  
 Tel. 78-30-76 Loc. 01 & 02  
 Rep. Mr. Prudencio M. Samson  
 President & Gen. Manager

**ARESCO INDUSTRIAL CORP.**  
 Rm. 201 Alliance Bldg.  
 410 Rosario St., Manila  
 Tel. 48-41-41  
 Rep. Mr. Nemensio Co  
 General Manager

**ARGO-TRANS INCORPORATED**  
 1010 Aurora Blvd., Cubao, Q.C.  
 Tel. 79-05-57  
 Rep. Mr. Alfredo Goco  
 Owner

**BONANZA RESTAURANT**  
 EDSA, Quezon City  
 Tel. 98-32-81 to 85  
 Rep. Mr. Efren Quezada  
 Pres. & Gen. Manager

**BULACAN SWEETS & DELICACIES CTR.**  
 Suite 205 Securities & Exchange  
 Commission Bldg., EDSA cor. Ortigas  
 Avenue, Mandaluyong, Metro Manila  
 Tel. 78-89-11, 70-20-85  
 Rep. Atty. Lorenzo Veneracion  
 Pres. & Gen. Manager

**CABAL FURNITURE, INC.**  
 872 Aurora Blvd., Cubao, Q.C.  
 Tel. 78-48-87, 78-56-66  
 Rep. Mr. Ben Cabal  
 President

**CITATION ENGINEERING & MKTG. C.**  
 Penthouse, Aries Bldg.  
 103 Quezon Ave., Q.C.  
 Tel. 61-78-31, 60-31-73  
 Rep. Mrs. Elnora Y. Rosal  
 Pres. & Gen. Manager

**COCA COLA EXPORT CORP.**  
 807 EDSA, Quezon City  
 Tel. 99-87-01  
 Rep. Atty. Rene Z. Adad  
 Administrative and Legal Manager

**D & E RESTAURANT, INC.**  
 340 Quezon Blvd., Ext., Q.C.  
 Tel. 99-30-38 & 99-44-86  
 Rep. Mr. Modesto Enriquez  
 President

**D M G, INCORPORATED**  
 222 E. Rodriguez Sr. Ave., Q.C.  
 Tel. 78-20-01, 70-11-51 & 78-20-05  
 Rep. Miss Marirose Q. Sison  
 Asst. Vice-Pres. - Appliance Mktg.

**DAYTONA CONSTRUCTION & DEV'T. CORP.**  
 252 Interior 10 Don Mariano Marcos Ave.  
 Quezon City, Tel. 99-30-11  
 Rep. Dr. Leoncio Cua  
 Exec. Vice Pres. & Treasurer

**DIAMOND MOTORS CORPORATION**  
 202 E. Rodriguez Ave., Q.C.  
 Tel. 70-86-51 to 53  
 Rep. Atty. Bonifacio Sison  
 President

**EL GRECO SHIPPING ENTERPRISES**  
 70 Bohol Ave., Quezon City  
 Tel. 97-70-51 to 53  
 Rep. Mr. Peter Toundjis  
 Vice Pres. & Gen. Manager

**ENRIQUEZ SECURITY & INVESTIGATION AGENCY**  
 30 Cetacio St., Q.C.  
 Tel. 61-67-61 to 63  
 Rep. Mr. Eduardo Enriquez  
 Owner-Director

**GEN. GARMENTS CORPORATION**  
 c/o Biflex Industrial Mfg. Corp.  
 14 Baleta Drive cor. Aurora Blvd., Q.C.  
 Tel. 79-78-64 to 79-79-33  
 Rep. Mr. Naraindas Samtani  
 President & Gen. Manager

**G.T.I. GARMENTS CORPORATION**  
 Libis Murphy, Q.C.  
 Tel. 78-79-11 to 23  
 Rep. Mr. George So Ann  
 Executive Vice President

**GONZALES CONCRETE PRODUCTS**  
 717 EDSA, Quezon City  
 Tel. 99-36-02 & 99-54-06  
 Rep. Mr. Gaston de Lara Gonzales  
 President & Gen. Manager

**GYPSUM CHEMICALS, INC.**  
 8 West Lawin Philam Homes  
 EDSA, Quezon City  
 Tel. 99-74-15 & 85-25-75  
 Rep. Mr. Luis Garcia  
 Pres. & Gen. Manager

**GERMAN EQUIPMENT MKTG. CORP.**  
 122 Timog Ave., Q.C.  
 Tel. 98-61-01/02, 97-26-02  
 Rep. Col. Vicente Novales  
 President

**INDUSTRIAL MACHINERY & SUPPLIES**  
 985 EDSA, Quezon City  
 Tel. 97-85-56 to 57  
 Rep. Mr. Enrique V. Montaner  
 Pres. & Gen. Manager

**INTERLUCK MKTG. & INDUSTRIAL SERVICES CORPORATION**  
 80 Monte de Piedad St., Cubao, Q.C.  
 Tel. 97-35-06, 96-96-13, 95-80-22  
 Rep. Mr. Cesar Cobrador  
 Vice-President

**INT'L. OPTICAL**  
 15 New York St., Cubao, Q.C.  
 Tel. 70-81-98  
 Rep. Mr. Sanwaldas Mengbrajani  
 President & Gen. Manager

**JACINTO MUSIC CORPORATION**  
 1181 Quezon Blvd. Ext., Quezon City  
 Tel. 77-54-44 & 99-98-23  
 Rep. Atty. Bartimeo M. Velasquez  
 Dir. & Official Representative

**JACKBILT CONCRETE BLOCK CO.,**  
 Calle Industria, Longos, Q.C.  
 Tel. 78-39-31 to 35  
 Rep. Mr. Charlie V. Gorayeb  
 President & Gen. Manager

**KOWLOON HOUSE, INC.**  
 16 West Ave. Q.C.  
 Tel. 59-48-67  
 Rep. Lt. Col. Jose Cordova  
 Legal Officer

**ASIS MANAGEMENT CORPORATION**

Asis Bldg., 386 Quezon Blvd., Q.C.  
Tel. 98-30-70 99-92-71  
Rep. Mr. Rolando S. Asis  
President & Gen. Manager

**AVENUE MANUFACTURING CO., INC.**

1283 EDSA, Q.C. Tel. 25-76-23  
35-18-19  
Rep. Mr. Ong Chiu Ben  
General Manager

**BANCO FILIPINO**

Banco Filipino Bldg., Cubao, Q.C.  
Tel. 99-37-07, 98-98-46  
Rep. Mrs. Carmen Linda Atayde  
General Manager

**BOOKMAN, INC.**

373 Quezon Blvd., Ext., Q.C.  
Tel. 61-46-31  
Rep. Mr. Miguel Picache  
E. V. President

**M.V. SANCHEZ REALTY & ASSO.**

Rm 203 Bank of P.I. Bldg.  
Cubao, Quezon City  
Rep. Mr. Manuel V. Sanchez  
General Manager

**MANILA APPLIANCE CENTER**

753 EDSA Quezon City  
Tel. 98-17-56  
Rep. Mr. Felipe Tiangson  
Comptroller

**MANILA BANKING CORPORATION**

Remar Theater, Cubao  
Quezon City Tel. 98-82-81  
Rep. Mr. Senen Orosa  
Officer-in-Charge

**MANILA C.O.D. DEPT. STORE**

C.P. Romulo Street, Cubao  
Quezon City Tel. 78-50-31, 78-35-33  
Rep. Mr. Jose V. Rosario  
Director

**MARIWASA HONDA, INC.**

Mariwasa Bldg., Aurora Blvd  
Cubao, Quezon City  
Tel. 77-38-11, 7010-65  
Rep. Atty. Fernando Perez  
Personnel Manager

**MARK PRODUCTS (PHILS.) INC.**

1155 Quezon Ave., Q.C.  
Tel. 96-47-36, 98-08-81  
Rep. Mr. Elias Cipriano  
President & Gen. Manager

**METAL CHEM FINISHING CORP.**

85 Panay Avenue, Quezon City  
Tel. 92-56-01, 98-35-88  
Rep. Mr. Angel Reyes, Jr.  
President

**MACKAY MACHINERY, INC.**

66 Old Samson Road, Balintawak  
Quezon City  
Tel. 35-67-44, 35-16-03  
Rep. Mr. Wenceslao Dacanay  
Office Manager

**FAME ANALYTICAL REAGENTS**

54 Pres. Osmeña St., Rosario  
Pasig, Metro Manila  
Tel. 693-85-80  
Rep. Mr. Fausto Aquino  
President

**FILIPINAS MARKETING CORP.**

820 EDSA, Quezon City  
Tel. 99-87-26 to 29  
Rep. Mr. Benjamin Madlansacay  
General Manager

**FIRST Q.C. INSURANCE CO., INC.**

105 E. Rodriguez Sr. Ave., Q.C.  
Tel. 60-05-61 to 65  
Rep. Mr. Alfredo Tan  
Pres. & General Manager

**PEARL ISLAND COMMERCIAL CORP.**

No. 37 Igdalig St., Quezon City  
Tel. 35-59-61  
Rep. Atty. Pedro G. Tayag  
Exec. Secretary

**PEPSI COLA BOTTLING CO., INC.**

Balete Drive cor. Aurora Blvd. Q.C.  
Tel. 70-18-21  
Rep. Mr. Jose Umali  
Controllor

**PHILCONS FINANCE, INC.**

206 Bloomingdale Bldg.  
Salcedo St., Legaspi Village, M.M.  
Tel. 85-55-75, 81-27-96  
Rep. Col. Aurelio P. Camacho  
President

**PHILIPPINE TRUST COMPANY**

Phil. Trust Bldg. near  
Ocean Theater, Cubao, Q.C.  
Tel. 78-54-06  
Rep. Mr. Victoriano Santos  
Manager

**PRIMA MERCANTILE, INC.**

30 Quezon Blvd. Ext., Q.C.  
Tel. 60-30-86, to 98  
Rep. Mr. Catalino Bautista  
Chief Accountant

**PRUDENTIAL BANK**

869 Aurora Blvd., Cubao, Q.C.  
Tel. 99-55-38; 99-93-42  
Rep. Mr. Eduardo de Jesus  
Officer-In-Charge

**QUEEN'S SUPERMARKET**

50 Aurora Blvd., Cubao, Q.C.  
Tel. 99-55-38, 99-93-42  
Rep. Mr. Honesto Buendia  
President

**RAMCAR INCORPORATED**

Sct. Santiago cor. Marathon St.  
Diliman, Quezon City  
Tel. 99-06-46 to 49 Loc. 51  
Rep. Mr. Jesli Lapus  
Vice Pres. for Finance & Adm.

**LIBERTY OIL FACTORY**

1294 EDSA, Quezon City  
Tel. 35-35-36  
Rep. Mr. Tan Kheck Chiok  
Pres. & Gen. Manager

**LELLIN MARKETING CORP.**

77 Timog Ave., Quezon City  
Tel. 99-53-09 & 99-68-32  
Rep. Mr. Jose Leelin  
President

**LIGHTERIOR CTR. (PHILS.)**

10-E New York, Cubao, Q.C.  
Tel. 97-50-77  
Rep. Mr. Florentino A Yapjuangco  
Gen & Mktg Manager

**LYSIDA FURNITURE CENTER**

27 Araneta Ave., Quezon City  
Tel. 61-99-47, 60-82-89  
Rep. Atty. Honorio David  
Owner

**SAN MIGUEL CORPORATION**

Soriano Bldg., Ayala Avenue  
Makati, Metro Manila  
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Vice-President

**SCOTT PAPER MILLS, INC.**

Quirino Highway, Baesa, Q.C.  
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Rep. Mr. Gerardo Ison  
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**SULO HOTEL, INC.**

Matalino St., Near Quezon City Hall  
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Rep. Mr. Silverio dela Cruz  
General Manager

**SUPERIOR PHARMACRAFT, INC.**

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Vice President & Director

**VASQUEZ GRAVEL & SAND INC.**

351 P. Casal St., Quiapo, Manila  
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Rep. Mr. Evaristo Vasquez  
President

**METALLEX STEEL FABRICATORS**

No. 5 Camarilla 2nd Murphy  
Quezon City  
Tel. 77-31-61, 70-55-67  
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Proprietress

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E. Rodriguez Sr. cor. Monte de Piedad  
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Branch Manager

**N. DELA MERCED & SONS INC.**

Administrative Office  
Delta Bldg., West Ave., Q.C.  
Tel. 85-78-61  
Rep. Mrs. Erlinda Manuel  
President & Gen. Manager

**NEW Q.C. INTERNATIONAL HARDWARE, INC.**

872 Aurora Blvd., Cubao, Q.C.  
Tel. 78-37-55  
Rep. Mr. Johnny Chong  
President & Gen. Manager

**NOLI BERNARDO & ASSOCIATES, INC.**

Rm. 201 Bernard Bldg.  
629 EDSA, Quezon City  
Tel. 78-51-81, 78-56-15  
Rep. Mr. Emmanuel Bernardo  
Owner/Proprietor

**PACIFIC PAINT & OIL MFG. CO., INC.**

292 D. Tuazon Street, Q.C.  
Tel. 35-59-85, 35-62-30  
Rep. Mr. Jimmy Ongking  
Treasurer

**ALVAREZ, ARTURO V.**

President & Chairman of the Board  
AHESCOR  
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Exec. Vice Pres. & Gen. Manager  
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Tel. 70-39-02, 70-96-46, 78-39-61

**ARCEGA, DOMINGO**

President  
Arcega's Department Store  
769 Aurora Blvd., Cubao, Quezon City  
Tel. 70-39-02

**RELIABLE INDUSTRIES, INC.**

61 Atis Road, Malabon, Metro Manila  
Tel. 35-70-85, 35-81-73  
Rep. Mr. Steve La Torre  
Liaison Officer

**REMIGIO R. RIGOR CONST. INC.**

112 Panay Ave., Q.C.  
Tel. 79-53-08  
Rep. Mr. Remigio R. Rigor  
Pres. & Gen. Manager

**RIZAL COMMERCIAL BANKING CORP.**

Rustan Bldg., Cubao, Q.C.  
Tel. 79-53-08  
Rep. Atty. Augusto Sanchez  
Manager

**RURAL BANK OF FRANCISCO BALAGTAS BULACAN**

14 Pugad Lawin, Toro Hills  
Quezon City Tel. 99-01-63  
Rep. Atty. Gregorio Salazar  
Manager

**RUSTAN COMMERCIAL CORP.**

Rustan Bldg., Cubao, Q.C.  
Tel. 78-89-61 to 74  
Rep. Mrs. Zenaida Huang  
Exec. Vice Pres.

**S & J COTTAGE INDUSTRIES, INC.**

10 Adams Street, Q.C.  
Tel. 99-66-12, 99-11-45  
Rep. Mr. Simeon Javier, Jr.  
General Manager

**S.L. SALOMON, INC.**

151 Corazon de Jesus St.  
San Juan, Metro Manila  
Tel. 70-59-14, 78-30-76  
Rep. Mr. Servando L. Salomon  
President

**CABRERA, FELICIANO E.**

President & Gen. Manager  
Pillar Engineering Enterprises  
12 Hon. G. Roxas St., Q.C.  
Tel. 35-66-34

**CAMBE, EULOGIO**

President  
Capilvil Industrial Trading Corp  
Maya Theater Bldg., Cubao, Q.C.  
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**CANIZARES, MIGUEL A.**

Liaison Officer  
Asis Management Corp  
Tel. 61-49-69 & 62-42-22  
386 Quezon Ave., Q.C.  
**SUPER PALENGKE**  
Comer Panay Avenue  
Tel. 96-10-12  
Rep. Atty. Florencio Coral  
Asst. General Manager

**UNITED DOCTORS MEDICAL CTR.**

290 España cor. N. Ramirez St.  
Tel. 60-20-04  
Rep. Dr. Johnny Crisostomo  
President

**V. H. MANUFACTURING**

33 Kaingin Road, SFD, Q.C.  
Tel. 35-51-85, 35-93-33  
Rep. Mrs. Virginia Hilario  
Exec. Vice President & Treasurer

**LIBERTY VENTURES**

451 Quezon Avenue, Q. C.  
Rep. Mr. Segundo Rodrigo  
President  
Tel. 97-57-63

**INDIVIDUAL MEMBERS****ABLAZA, ALFREDO G. (ATTY.)**

Vice Pres. & Corporate Counsel  
Builders & Developers  
5th Floor, Ablaza Bldg.  
117 E. Rodriguez Sr. Blvd.  
Tel. 98-52-06

**AGBAYANI, CONSTANTINO**

Principal Architect  
C.F. Agbayani & Associates  
304-B Delta Bldg., West Ave.  
Tel. 99-73-88, 98-62-25

**AGUSTIN, LEOVILLO C. (ATTY.)**

Owner  
Leovillo C. Agustin Law Office  
Rms. 312-314 Doña Anita Bldg.  
1300 Quezon Ave., Quezon City  
Tel. 97-30-89

**ALANDY DY, ADOLFO S.**

Chairman & President  
Adam's Rib Steak House  
T. Morato, Quezon City  
Tel. 96-78-25

**ALEJO, ARTEMIO A.**

Director & Legal Counsel & Corp. Sec.  
Kalilid Wood Industries Corporation  
Tel. 85-83-14

3rd 71 Cosinthean Plaza, Paseo de  
Roxas, Makati, Metro Manila

**DOMINGUEZ, LUCIANO (ATTY.)**

President  
Quezon City Bar Association  
Tel. 96-59-44, 78-78-14  
139 9th St., New Manila, Q.C.

**DONATO, ARNOLD L.**

Proprietor  
AR-PI Enterprises  
10 Masbate St., Q.C.  
Tel. 99-30-23

**MANUEL L. MORATO**

President  
Phil. Plywood Corporation  
192 T. Morato Ave., Q.C. Tel. 98-54-41

**ASIS, ROBERTO**  
General Manager  
Famous Dry Cleaners  
3333 Magsaysay Blvd., Sta. Mesa  
Tel. 61-33-87

**ASUNCION, VALENTIN JR.**  
Manager & Legal Consultant  
Evelyn's Breadbaker  
Tel. 99-82-16; 697-85-97

**BALDEMORO, MARIANO**  
Asst. Director-Administration  
National Grains Authority  
583 E. Rodriguez Sr. Blvd.  
tel. 61-96-46 to 49

**BANAL, JORGE**  
General Manager  
Czar Sauna, Inc.  
Aurora Blvd., Cubao  
Tel. 78-48-21

**BARTE, LINO**  
Sales Director/Gen. Manager  
Banahaw Broadcasting Corp  
KBS, Broadcasting City, Capitol Hills  
Quezon City

**BASILIO, BERT JR.**  
President & Gen Manager  
Grace Lamps  
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**NEW MEMBERS TO BE INDUCTED ON  
MARCH 28, 1980**

**ANTONIO L. AQUINO**  
Executive V.P. and Gen. Manager  
Autosphere  
Office: 728 Quezon Ave., Q.C.  
Residence: 33 N. Romualdez St.,  
Doña Romana, B.F. Homes, Q.C.

**ATTY. RODOLFO G. PALATTAO**  
Office: 400-5 Delta Bldg., West Avenue,  
Quezon City  
Tel. 96-62-66

**MR. MANUEL POSADAS**  
Owner/Manager  
Lathala Ads  
Office: 41 Kamuning Rd., Q.C.  
Tel. 94-25-16

**MR. ROLANDO PASCUAL**  
General Manager  
Pascual Lines, Inc.  
Quirino Highway, Q.C.

**JESUS ELIAS F. SANTOS**  
General Manager  
Jesson Printing Services  
42-C Scout Castor, Quezon City  
Tel. 97-29-88

**COM. MIGUEL B. VARELA**  
Commissioner-National Labor  
Relation Commission  
Ministry of Labor  
2nd Floor, Ministry of Labor Bldg.  
Intramuros, Manila

**MRS. JUANA GUTIERREZ**  
Branch Manager  
SBTC E. Rodriguez


**ALMARIO ALIBUDBUD**  
Almars  
Scout Bardoloza, Diliman, Q.C.

**JIMMY MELENDRES**  
**JOSE TOMAS LIM MORATO**  
Lancaster Commercial & Trading Corp.  
1610 Quezon Avenue, Q.C.

**BENJAMIN BRIÑAS**  
99 Timog St., Q.C.

**GIL MORENO**  
**MR. ANTONIO L. AQUINO**  
Exec. Vice President  
Autosphere  
728 Quezon Blvd. Ext., Q.C.

**VENANCIO CHAN**  
Gen. Mgr.  
Noche Chan Asstd. Mktg. Corp.  
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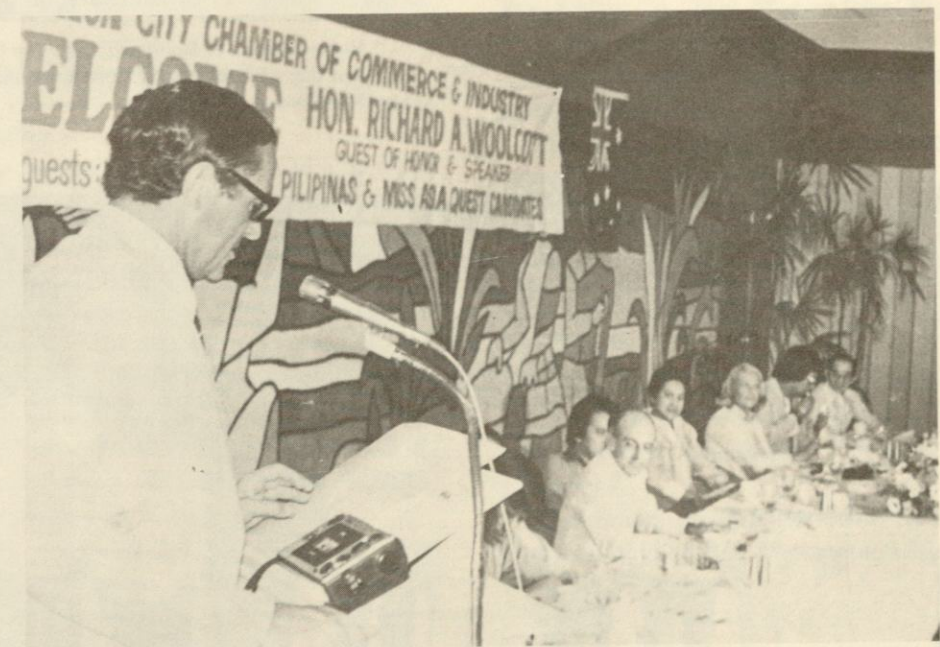
**A-5**  
FARMS

**JOYLANDIA INC.**

# pictorial



At a joint meeting of officers and directors held at the Kowloon House, President Rolly S. Asis is seen seated between Past Presidents Constantino Agbayani and Feliciano Cabrera. To Cabrera's left are Baby Bautista and Leovillo Agustin.



His Excellency, the Australian Ambassador to the Philippines Richard Woolcott was the guest speaker of the Chamber at the Quezon City Sports Club.



Mayor Adelina S. Rodriguez cutting the ribbon that officially opened the Photo Exhibit to the public on the first day of Commerce and Industry Week.



At the first general membership meeting, Chamber officers led by President Rolly S. Asis welcome Mayor Adelina S. Rodriguez.



Mayor Adelina S. Rodriguez tours the Chamber's Photo Exhibit on the first day of Quezon City Commerce and Industry Week with President Rolly S. Asis.



Group picture of Past Presidents taken during the QCCI induction of officers and directors (Aug. 19, 1976). From left, they are, Arch. Gregorio Sta. Maria, President Emeritus Domingo Arcega, Ceferino Pecache, Alfredo Lingad, Ramon Hechanova, Modesto Enriquez, Sergio Sanchez,

Vicente Formoso, Benedicto Chupungco, Bartimeo Velasquez, Ambrosio Flores, Constantino Agbayani, Eduardo Gomez, Feliciano E. Cabrera.

## ACKNOWLEDGMENTS

The Quezon City Chamber of Commerce and Industry, Inc., is indebted to many individuals, government offices, and private corporations who have in one way or another contributed meaningfully to the success of the Chamber's 20th Anniversary celebration and in the preparation of this souvenir program.

First and foremost, grateful appreciation is extended to Her Honor Quezon City Mayor Adelina S. Rodriguez for Proclamation No. 1 officially designating March 24 to 28 Quezon City Commerce and Industry Week, for Executive Order No. 4 establishing the Roll of Honor of Recognized Business Leaders of Quezon City, and for Executive Order No. 5 authorizing the QCCCI to conduct an agency wide search for the Outstanding Public Servants of Quezon City.

And to the following persons and offices in government and business who took time out from their official duties to celebrate with the Chamber, our most grateful thanks.

Metro Manila Vice Governor Ismael A. Mathay, Jr.

Minister of Trade Luis Villafuerte  
Deputy Minister of Commerce and Industry Eduardo Tordesillas.

The Board of Judges for the Roll of Honor: Don Pio Pedrosa, Assemblyman Emilio Abello, Assemblyman Fred J. Elizalde, President Perfecto Mañalac, Assemblyman Rogelio Quiambao, Justice Juan O. Reyes, Judge Leonor Ines Luciano, Judge Ernani Cruz Paño, Dr. Manuel Lim.

The Board of Judges for the Outstanding Public Servants Award: Brig. Gen. Guillermo A. Pecache, Atty. Florida Ruth Romero, Atty. Diosdado P. Peralta, Msgr. Alfredo S. Reyes, Vicente Tañedo, Ruben Ancheta, Miguel B. Varela.

The Resource Speakers on the Tripartite Tax Dialogue: Alejo P. Sibayan, Alberto G. Paggabao,

Bernardo A. Frianeza, Justo M. Reginaldo, Luis T. Villena, Edito F. Quejada, Anselmo O. Regis, Ramon R. Valencia, Alberto M. Galarpe, Atty. Ernesto Villagracia, Dionisio Herrera, Mario Calaguio.

The Officers and personnel of the Quezon City Planning and Development Office and all the Quezon City government departments.

The Central Bank Minting Plant.

The Magnolia Ice Cream Plant, Manila Paper Mills, Rubber World Phils., Central Textile Mills, Cosmos Bottling Co., Pacific Paints and Oil Mfg., Inc., Elegant Diner, Associated Drug, National Bookstore, Willie's Luncheonette, Equipment Trading & Supply, Inc., Manila COD Department Store, Centigrade Industries, Inc., Finance and Investment Technology Corp., Kristine Jewelry, Crizam Industries.

New St. Joseph Lumber Co., Inc., Century Container Corporation, Oriental Corrugated Fire-board Box Co., Ltd., Oriental Tin Can & Metal Sheet Mfg. Co., Inc., Master Steel Products, Inc.

Jesson Printing Services -

The Chamber's Committees on the 20th Anniversary celebration

Television, radio, and newspaper media especially the following: Val Abelgas, Corazon Fiel, Angel Guiles of the Daily Express; Pat Segue Virgilio Lumcao, Fel Solis of the Filipino Express; Cornelio de Guzman of the Bulleteing Today; Lito Gagni, Tony Lopez Jr., of the Times Journal; Max Buan, Jr., of the Peoples Journal; Mario Cabling, Vangie Sarenas of Balita; Edwin Pargas of RPN Channel 9; Ramon Imperial of Channel 2; Eddie Rañosa of Channel 13, and Nap Pineda of Channel 7.

Jose Domingo, Gus Mendoza, Communicon, Inc., and the Staff of Asis Management Corporation.

# GREETINGS TO THE QCCCI

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20th Anniversary Celebration  
of  
QUEZON CITY CHAMBER OF COMMERCE & INDUSTRY, INC.  
March 24 to 28, 1980

TESTIMONIAL AWARDS & ANNIVERSARY DINNER  
March 28, 1980  
Silahis International Hotel, Roxas Blvd., Manila

PROGRAM

6:30 – 7:30 p.m. COCKTAILS  
7:30 – 8:30 p.m. DINNER & ENTERTAINMENT

NATIONAL ANTHEM  
INVOCATION . . . . . QCCCI President Emeritus Domingo Arcega  
WELCOME REMARKS . . . Arch. Constantino F. Agbayani  
Chairman, Overall Coordinating  
Committee & Past President

PRESENTATION OF PRESIDENTS' PIN  
TESTIMONIAL AWARDS

A. Loyalty and Service QCCCI  
Chairman: Atty. Bartimeo M. Velasquez  
Past President  
Presenters: President Rolando S. Asis assisted  
by Director Nick S. Tolentino and  
Atty. Bartimeo M. Velasquez

B. Outstanding Public Servants  
Chairman: Arch. Gregorio G. Sta. Maria  
Past President  
Presenters: Vice-Governor Ismael A. Mathay,  
General Guillermo Pecache, (Ret.)  
President Rolando S. Asis assisted  
by Arch. Gregorio G. Sta. Maria

C. Recognized Business Leaders of Quezon City  
Chairman: Engr. Feliciano E. Cabrera  
Past President  
Presenters: Mayor Adelina S. Rodriguez  
President Rolando S. Asis assisted  
by Engr. Feliciano E. Cabrera

D. Roll of Honor  
Chairman: Engr. Feliciano E. Cabrera  
Past President  
Presenters: Mayor Adelina S. Rodriguez, Don Pio  
Pedrosa, President Rolando S. Asis  
assisted by Engr. Feliciano E. Cabrera

SPEECH . . . . . ROLANDO S. ASIS  
President  
Quezon City Chamber of Commerce  
& Industry, Inc.

PRESIDENTIAL AWARD  
CLOSING REMARKS . . JOSE L. YUMUL  
1st Vice-President  
Quezon City Commerce & Industry, Inc.

RAFFLES  
DANCE . . . . . Music by IGGY DE GUZMAN & His Band

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GREE

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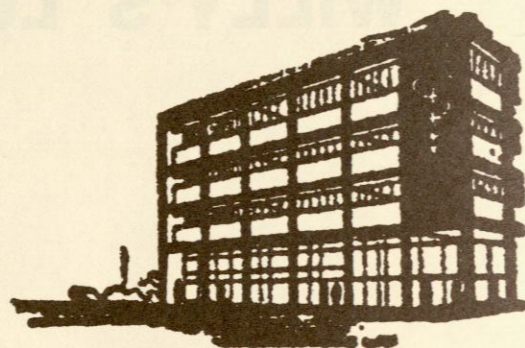
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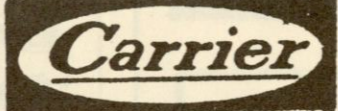
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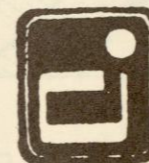


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TEA WAGON

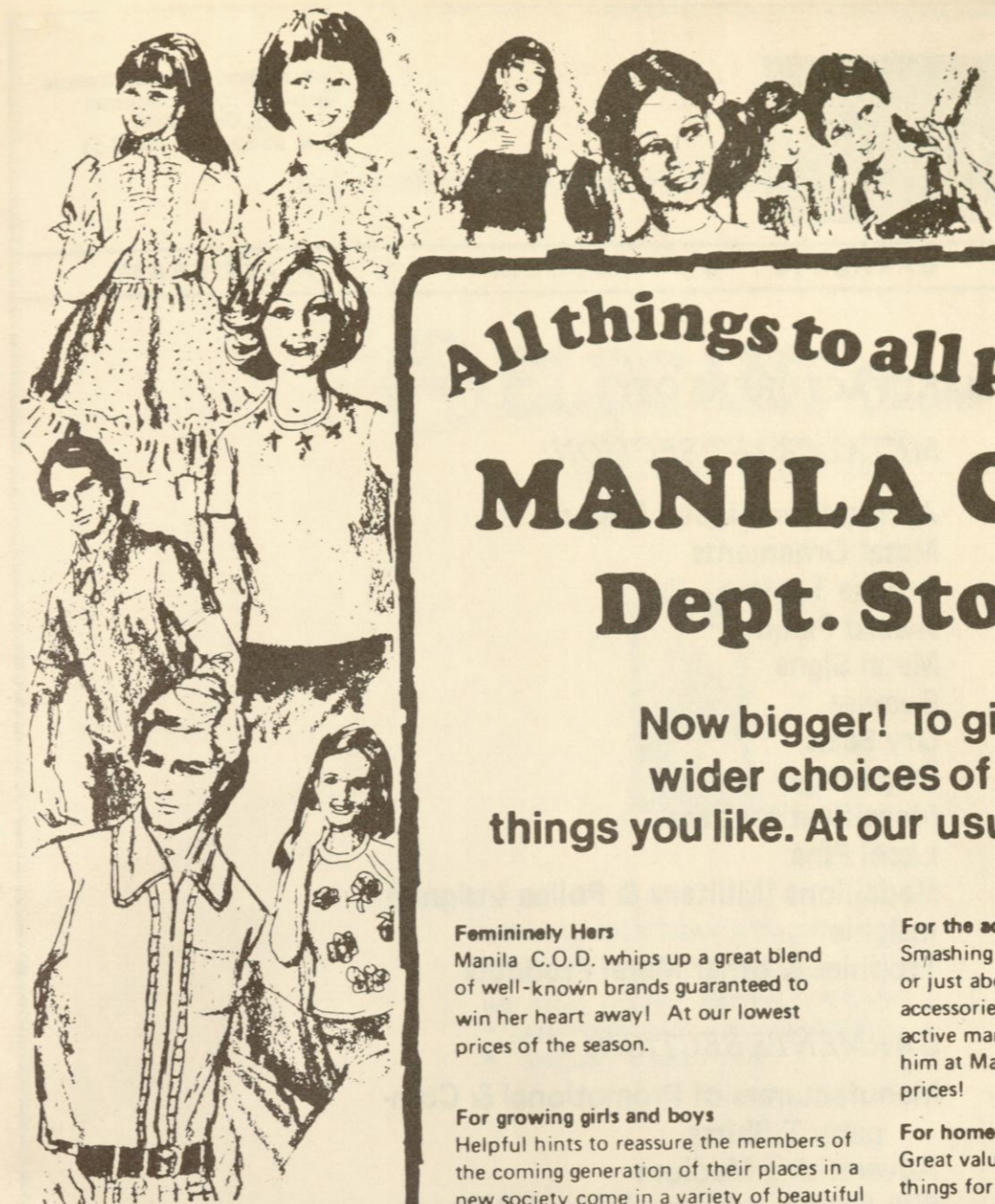
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