35th INDUCTION CEREMONIES 1995

SOUVENIR PROGRAMME

Isla Ballroom
EDSA SHANGRI-LA PLAZA HOTEL
February 15, 1995 • 7:00 P.M.

Quezon City Chamber of Commerce and Industry, Inc.
"1994 Most Outstanding Chamber in the National Capital Region"

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MR. & MRS. OCTAVIO E. SAULO

PRESIDENT, QCCCI
1994

GINTONG AMA AWARDEE
1991

QUEZON CITY CHAMBER OF COMMERCE & INDUSTRY

35th Induction Ceremonies
EDSA Shangri-La Hotel, Isla Ballroom
February 15, 1995

PROGRAMME

6:30 REGISTRATION AND FELLOWSHIP

7:30 Call to Order	**Mr. OCTAVIO E. SAULO** *Outgoing President*
National Anthem	**Ms. CAROL OBEÑA**
Doxology	**LOU COLLADA**
Welcome Address	**Engr. DOMINGO V. ARITAO, JR.** *1st VP & Chairman,* *Induction Committee*

7:45 ENTERTAINMENT AND DINNER

Introduction of Guests	**Past President LUIS M. GARCIA and Mr. ROMEO MERCADO**
8:30 Valedictory Address and Presentation of 1994 Awards	**Mr. OCTAVIO E. SAULO** *Outgoing President*
8:50 Induction of the President	**Hon. JOSE DE VENECIA, JR.** *Speaker, House of Representatives*
9:00 Turn-over of Presidential Gong and Gavel	**Mr. OCTAVIO E. SAULO** **Atty. MOJAMITO R. LIBUNAO, JR.**

9:05	Inaugural Address	**Atty. MOJAMITO R. LIBUNAO, JR.** *President*
	Leadership Award to Outgoing President Octavio E. Saulo	
9:25	Induction of the 1995 Officers and Board of Directors	**Hon. ISMAEL A. MATHAY, JR.** *Mayor, Quezon City*
9:30	Inspirational Talk	**Hon. ISMAEL A. MATHAY, JR.** *Mayor, Quezon City*
9:45	Introduction of the Guest of Honor	**Past President RUSTICO M. MENDOZA**
9:50	Address of the Guest of Honor	**Hon. JOSE DE VENECIA, JR.** *Speaker, House of Representatives*
10:30	Plaque of Appreciation to the Guest of Honor and Inducting Officer	**Atty. MOJAMITO R. LIBUNAO, JR.** *President*
10:40	Induction of Committee Chairpersons	**Ms. LINA AURELIO** *Chairman, PCCI-NCR*
10:45	Induction of New Members	**Dr. EDUARDO ONG** *Governor, PCCI-NCR* Assisted by **2nd VP CESAR C. COLLADA,** *Chairman, Membership Committee*
10:50	Adjournment	**Atty. MOJAMITO R. LIBUNAO, JR.** *President*
10:50	BALLROOM DANCING	**MANILA BAY CLUB BAND**

Mr. REY IDMILAO & Ms. AROLL D. CASTILLO
Masters of Ceremonies



MALACAÑAN PALACE
MANILA

MESSAGE

My warmest greetings and best wishes to the Quezon City Chamber of Commerce and Industry, Inc. as you hold your 35th Induction of Officers, Directors, New Members and Committee Chairpersons on February 15,1995.

The year 1994 was one of the best years that the economy has had in a long, long time. This year, too, we can realistically project accelerated and sustained growth as we enter a new trade order under the General Agreement on Tariffs and Trade (GATT).

As our exports are given more access to international markets under the GATT, a cycle of increase in demand can be expected. This is in turn will lead to higher incomes and expanded employment, offering us a golden opportunity to push towards modernization and sustainable progress even more intensely.

But you of the private sector of one of the country's premier cities must hold up your end of the sky. Philippine corporate culture, or enterprise must take to heart that to survive, one must be competitive. The challenge of economic survival in a competitive global economy should spur you to do more and better, to be more resourceful, imaginative and enterprising.

Having come this far at much sacrifice and toil to prepare the country for competitive performance, I am sure you all stand equal to the challenge.

Mabuhay and more power!

FIDEL V. RAMOS
President



REPUBLIC OF THE PHILIPPINES
OFFICE OF THE VICE PRESIDENT
EXECUTIVE HOUSE, MANILA

MESSAGE

My warmest felicitations to the officers and members of the Quezon City Chamber of Commerce and Industry, Inc. as you hold your induction of officers, directors and members on February 15,1995.

Unquestionably, the most concrete contribution that the members of the organization have made especially during these difficult times is their renewed efforts to actively share in nation-building through an improvement in the economy. However, this organization has walked the extra mile by going beyond its role of creating wealth and providing employment and investments.

I therefore convey my heartfelt congratulations to this organization of distinguished persons and wish them continued success.

JOSEPH EJERCITO ESTRADA
Vice President



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

MESSAGE

I am deeply honored to extend my felicitations to the officers and members of the Quezon City Chamber of Commerce and Industry, Inc. on the occasion of your Induction Ceremonies.

I commend the Chamber for their commitment to the government's aspirations for the country and the Filipino people.

We must continue to take great strides toward achieving Philippines 2000. The foundations have been laid and we are now facing the challenges of moving toward full modernization. Indeed, the Philippines is now on the threshold of an economic miracle that we all seek.

JOSE DE VENECIA, JR.
Speaker



Republic of the Philippines
Quezon City, Mayor Manila

OFFICE OF THE MAYOR

MESSAGE

I am proud and honored to join the officers and members of the **QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY** on the observance of your 35th Induction Ceremony.

The QCCCI has played a very significant role in the development of your various programs supporting the city government's efforts towards the enhancement of its "human infrastructure" program.

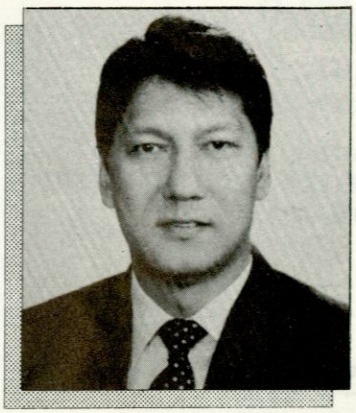
The QCCCI, for one, is committed in the city's business development having been in the forefront of the city government-initiated Special Business Development Project to explore our business potentials in our thrust to attract more investors to the city to help make Quezon City the premiere city in the metropolis, as envisioned by its founding father, the late President Manuel L. Quezon.

I am confident that the occasion will be an opportunity for your untiring members to renew their commitment to the people.

Congratulations and Mabuhay!

SMILE
QUEZON CITY

ISMAEL A. MATHAY, JR.
Mayor



Philippine Chamber of Commerce and Industry

MESSAGE

My warmest felicitations to the new set of officers of the Quezon City Chamber of Commerce and Industry.

Indeed, the economic prospects of the new year are as bright and rosy as the potentials of the new leadership of QCCCI. Being the premier voice of business in one of the key cities and of the country, QCCCI must continue its inherent task and join the other local chambers in the National Capital Region in their efforts to promote business and trade .

As we look forward to the promises of the year, I am confident that QCCCI shall be a reliable partner of the PCCI in turning these oppurtunity into results.

May all of our worthy undertakings reap even greater success.

JOSE LUIS U. YULO, JR.
President



NATIONAL CAPITAL REGION COUNCIL
PHILIPPINE CHAMBER OF COMMERCE & INDUSTRY
METRO MANILA

MESSAGE

My sincerest greetings to the Quezon City Chamber of Commerce and Industry, Inc. (QCCCI) on the occasion of its 35th Induction ceremonies on February 15, 1995.

I am pleased to commend the dynamic performance of your Chamber through the years which led to the fostering of better relationship and goodwill not only with your local government but also with the different strata of our society. You serve as the voice of business and industry in your locality and has proven yourself to be genuine partners of national development and progress.

I wish you all the best and I am very confident that your new batch of officers led by Pres. Mojamito Libunao will provide the necessary leadership that will enable your organization to carry out the blueprint of your chamber administration towards a more progressive and stable Philippines.

DR. EDUARDO GUTIERREZ-ONG
Governor



NATIONAL CAPITAL REGION COUNCIL
CHAMBER OF COMMERCE AND INDUSTRY, INC.
(PHILIPPINE CHAMBER OF COMMERCE AND INDUSTRY)

MESSAGE

In my MESSAGE on your 34th anniversary, I highlighted the greater recognition accorded to, and the wider participation conferred on, non-governmental organizations in the affairs of Government, both national and local. I did not expect that this mandate of Goverment will be put to the test so soon and in such magnitude as the ratification of the "Final Act Embodying the Results of the Uruguay Round of Multilateral Trade Negotiations". If I may say so muself, our organization, including the Quezon City Chamber of Commerce and Industry, met the challenge and acquitted itself well.

This however is not and end but only a beginning. We must be ever vigilant on how this, and other programs of Government, are being implemented, always bearing in mind the interest of our members we have sworn to serve.

Accompanied by Central Vice-Governor Rustico Mendoza, I visited your Chamber last August 25th and we were both favorably impressed. This is the standard by which your Chamber and its incoming officers will now be gauged. With the calibre of your membership and its excellent choice of officers, I am cofident that the Quezon City Chamber of Commerce and Industry will maintain its prestige among the chambers in the National Capital Region.

Congratulations on your 35th Anniversary and we look forward to your continuing partcipation in regional and national affairs.

LINA A. AURELIO
Chair



QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY, INCORPORATED

MESSAGE

As we celebrate the 35th Founding Anniversary and Induction Ceremonies of the Quezon City Chamber of Commerce and Industry (QCCCI), I would like to congratulate my fellow members and officers of this chamber for a job well done. With the kind guidance of Almighty God, we were able to achieve a distinct award of being the 1994 Most Outstanding Chamber of NCR.

As I relinquish the authority and responsibility to our equally responsible and dedicated new president, Atty. Mojamito "Mo" Libunao Jr., may I enjoin everyone to extend the same, or even more, degree of cooperation and support to his administration. Let us all together pursue with more vigor and dedication the objectives and goals of QCCCI. Let us continue to support and cooperate with the Quezon City government in its effort to bring about a better business climate in Quezon City.

Once again, may I say thank you and may the good Lord bless all of us.
MABUHAY!

OCTAVIO E. SAULO
Outgoing President



QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY, INCORPORATED

MESSAGE

It is an honor and privilege to be at the helm of the Quezon City Chamber of Commerce and Industry, Inc. which has the awesome responsibility of being the voice of business in Quezon City.

This responsibility is even more daunting because we have to live up to the high standards of the Chamber which was voted the Most Outstanding Chamber in the National Capital Region in 1994.

We will need the support of all our officers and members if we are to prove equal to the task.

No matter how great the challenge, we welcome the opportunity to work with the officers and members of the Chamber to advance the cause of business in Quezon City. Much of our country's ability to attain its goals for this century will depend upon the efforts of business.

As we stand on the threshhold of the third millenium, I join hands with all the officers and members of the Chamber and with all those in government in the task of nation building.

May our Good Lord bless all of us abundantly.

MOJAMITO R. LIBUNAO, JR.
President



QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY, INCORPORATED

MESSAGE

It is my great pleasure to greet the Quezon City Chamber of Commerce and Industry on its **35th Induction Ceremonies.**

Our Chamber, as the voice of business in our city, urges the Local Government Leaders to work closely with us to realize our vision of making Quezon City the Business Center of National Capital Region at year 2000.

To the incoming officers led by President Mojamito R. Libunao, Jr., congratulations and more power.

To Immediate Past President Octavio E. Saulo our appreciation for working hard to make our organization the NCR most outstanding chamber.

DOMINGO V. ARITAO, JR.
1st Vice President
Chairman, Induction Committee

1995 OFFICERS AND DIRECTORS

ATTY. MOJAMITO R. LIBUNAO, JR.
President

DOMINGO V. ARITAO, JR.
1st Vice President

CESAR C. COLLADA
2nd Vice President

CAROLINA "AROLL" D. CASTILLO
Secretary

ARSENIO G. YAP
Asst. Secretary

LAMBERTO T. MAGALI, JR.
Treasurer

ERNESTO S. BRAVO
Asst. Treasurer

CONRADO S. PINEDA
Auditor

ERNESTO DELA ROSA
Asst. Auditor

ROGELIO C. SARMIENTO
P.R.O.

ARSENIO R. REYES
Asst. P.R.O.

BENJAMIN A. TANGO
Chamber Tamer

IRENE M. CALDERON
Director

CHUA BUN PENG
Director

ALBERTO M. GALARPE
Director

OCTAVIO E. SAULO
Immediate Past President
Ex-officio Member

ADVISERS:

RUSTICO M. MENDOZA
Past President

LUIS M. GARCIA
Past President

JAIME MORELOS
Past President

SIXTO T. TONGOS
Past President


LIBUNAO


ARITAO


COLLADA


CASTILLO


YAP


MAGALI


BRAVO


PINEDA


DELA ROSA

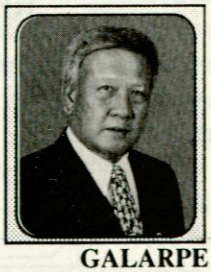

SARMIENTO


REYES


TANGO


CALDERON


CHUA


GALARPE


SAULO


MENDOZA


GARCIA


MORELOS


TONGOS

1994 OFFICERS AND DIRECTORS

OCTAVIO E. SAULO
President

ATTY. MOJAMITO LIBUNAO, JR.
1st Vice President

JAIME N. GAFFUD
2nd Vice President

CESAR C. COLLADA
Secretary

ELEUTEREO V. VILLARANTE
Assistant Secretary

ALEJANDRO G. LIU
Treasurer

LAMBERTO T. MAGALI, JR.
Assistant Treasurer

CONRADO S. PINEDA
Auditor

ERNESTO S. BRAVO
Assistant Auditor

ARMAND IGNACIO
P.R.O.

ANTONIO S. HERRERA, JR.
Assistant P.R.O.

ISAIAS B. NOKOM
Chamber Tamer

ATTY. FELIX D. LABOR
Director

ROGELIO C. SARMIENTO
Director

ATTY. BENJAMIN A. TANGO, SR.
Director

RUSTICO M. MENDOZA
IPP & Ex-Officio/Adviser

ATTY. RENATO MA. CALLANTA
Legal counsel

PP JAIME MORELOS
Adviser

PP LUIS M. GARCIA
Adviser

PP SIXTO T. TONGOS
Adviser

DOMINGO ARCEGA
President Emeritus

MAYOR ISMAEL A. MATHAY, JR.
Honorary Adviser and Member


SAULO


LIBUNAO


GAFFUD


COLLADA


VILLARANTE


LIU


MAGALI


PINEDA


BRAVO


IGNACIO


HERRERA


NOKOM


LABOR


SARMIENTO


TANGO


MENDOZA


CALLANTA


MORELOS


GARCIA


TONGOS


ARCEGA


MATHAY

AIMS AND OBJECTIVES OF THE QUEZON CITY CHAMBER OF COMMERCE AND INDUSTRY

The aims and objectives of this Chamber shall be to **PROMOTE AND TO SAFEGUARD** the interests of trade, commerce and industry situated in Quezon City.

A. To effectuate them, this Chamber shall:

1. Lend its full cooperation and advise to official authorities especially when solicited;
2. Present suitable suggestions for trade, commercial and industrial development;
3. Participate in the discussion of bills submitted to public hearings that affect trade, commerce and industry in Quezon City; and
4. Make due representation from time to time with duly constituted authorities.

B. The Chamber shall:

1. Constantly endeavor to enhance its leadership by maintaining itself as a well-organized body of Quezon City businessmen sufficiently equipped to promote effectively the common interest of its members and maintain the prestige and dignity of Quezon City Businessmen;
2. Act as the spokesman of Quezon City Businessmen on all economic and fiscal questions and policies reflecting the genuine sentiments of business elements in Quezon City;
3. Assist the city and national government in the formulation and implementation of sound local and national economic policies; and
4. Work to promote the material well-being of the city as well as the nation, and the economic prosperity of the Filipino people particularly the residents of Quezon City.

A VISION FOR THE CHAMBER

Mojamito R. Libunao, Jr.
President

The business of a chamber of commerce and industry is to build business to build our country. It is not its business to promote business at the expense of the national interest.

We commit QCCCI to contribute significantly to business development and nation-building. To contribute meaningfully to this endeavor, QCCCI shall strive to be organizationally strong, ideologically correct and socially sensitive.

ORGANIZATIONAL STRENGTH

To achieve organizational strength, QCCCI shall strive to attract to its fold as many as it could of those in business and in the professions. The induction into the Chamber of at least thirty members tonight is in pursuit of this objective.

But numbers alone do not guarantee strength. No matter our number, we must strengthen our commitment to make us stronger.

To elicit commitment from the broadest spectrum of our membership, we shall farm out responsibility for Chamber projects and activities to as many members as possible. Thus, we have created more than thirty committees to which we have parcelled out our programmed activities for the year.

All committees shall have clear charters, ample autonomy, and full responsibility within the ambit of their charters. The Board shall, without abdicating responsibility, concern itself largely with defining responsibilities, setting up expectations, formulating policies, and monitoring and controlling committee activities.

The work to be done is large. We can not rely on the Chamber alone. We have to link up with other Chambers, with government, and with other like-minded groups and individuals. To institutionalize this, we have created Committees on Inter-Chamber Relations, Government Relations, Community Relations, Sisterhood and Media Relations.

CORRECT IDEOLOGY

The Chamber is the voice of business in its area of operations. We are therefore duty bound to speak out on policies and issues which impact on commerce and industry. More important, however, is to speak out on these policies and issues correctly.

To be ideologically correct, we have created this year Committees on Policies and Issues affecting commerce and industry in the areas of Legislation, Labor and Social Welfare, Taxation, City Ordinances and Executive and Administrative Orders. These Committees are tasked to be alert to policies and issues that impact on business, to elicit the sentiments of affected sectors vis-a-vis the greater interests, to recommend to the Board the Chamber position on these issues, and to propagate the Chamber position approved by the Board.

SOCIAL SENSITIVITY

The Chamber should not only be the voice of business. It should also be its heart and conscience. To give due emphasis to this role, we have created Committees on Community Projects, Labor and Social Welfare, Human Resources Training and Development, Safety and Security, and Special Projects with the Quezon City Polytechnic and TESDA.

The task is great. There is too little the Chamber can do, in this term and in its place. But it is well to draw the large picture to put in perspective our small role in the larger scheme of things. It lifts our spirits to know that, while we are doing our humble work, we are contributing to a greater and nobler vision, "To Build Business to Build our Nation."

Meet Our President - Mo Libunao, Jr.

By Past President RUSTICO M. MENDOZA

When I recruited President Mo to be a member of the Chamber, I already knew that before long, he would become its President. That was in 1993, right after President Mo and the Rotary Club of Kamuning West of which he was President, were voted the Most Outstanding Club President and the Most Outstanding Rotary Club of Rotary International District 3780 for the Rotary Year 1992-1993.

Last year he was the First Vice-President and before 1994 was over, it was common wisdom that he would be the next President. Last December, the Chamber elected its 15-man board and the Board in turn unanimously elected him President.

I have seen President Mo lead the Chamber through a frenetic first month in office. I have seen him preside over the three board meetings already held under his tenure. I am impressed by the high quality of the deliberations and the effectiveness with which the Board has set up the organizational underpinnings for a very active year of sustained chamber activities.

Past President Vic Saulo has led the Chamber to a high point as the Most Outstanding Chamber in the National Capital Region for 1994. That would be a hard act to follow but President Mo comes eminently qualified and could, with the support of the members, bring the Chamber to even greater heights.

Besides AB and LLB degrees from UP, President Mo has a Master in Management degree from the Asian Institute of Management where he was No. 1 in the Faculty Citation List in the first and second modules. But what strikes me most is the diversity of his prefessional experience.

He began his career in the active practice of law with the oldest law firm in the Philippines, then shifted to corporate law and became the Officer-In-Charge of the Legal Department of the Bancom Group, Inc.. From there he went to real estate as Chief Operating Officer of Bancom Realty Corp. and later of the CDCP Realty Group. After that, he was in hotels and resorts as Chief Operating Officer of the Pines Hotel, the Taal Vista Lodge and the Hotel Mindanao; then on to travel and tourism as General Manager of the Resort Tours and Travel Corp. and as Chairman of the Executive Committee of the General Sales Agent in the Philippines of Kuwait Airlines. He was in non-formal education and sports development thereafter, as Executive Vice President and as Officer-In-Charge of the University of Life Foundation and the ULTRA Sports Complex. He is now in banking as Vice President of Asiatrust Bank in charge of Legal Services, Purchasing and General Services and Corporate Communications.

Obviously, President Mo lives a hectic professional life. But he still amazes me at how he continues to deliver high quality participation in many civic and professional organizations. Apart from rotary and other professional organizations, he is presently Corporate Secretary of two very active trade and professional organizations, the Chamber of Real Estate & Builders Association (CREBA) and the Association of Bank Lawyers of the Philippines.

Above all these, he has not forgotten basic values. Together with his wife, Irene, he continues to be active in the Couples For Christ where he is a Household Head.

We can only wish our President, success and God's blessings in this his newest challenge.

QCCCI AWARDEES - 1994

OFFICERS/DIRECTORS:

1. ATTY. MOJAMITO LIBUNAO, JR. - 1st Vice President
2. ENGR. ROGELIO SARMIENTO - Director
3. MR. CESAR C. COLLADA - Secretary/Director
4. MR. CONRADO S. PINEDA - Auditor/Director
5. ATTY. BENJAMIN A. TANGO, SR. - Director
6. ATTY. FELIX D. LABOR - Director

PAST PRESIDENTS:

1. ATTY. SIXTO T. TONGOS
2. MR. LUIS M. GARCIA
3. MR. JAIME MORELOS
4. MR. RUSTICO M. MENDOZA

MEMBERS:

1. MS. AROLL CASTILLO
2. ATTY. ARSENIO REYES
3. MRS. IRENE CALDERON

CORPORATE MEMBERS:

1. DAEWOO CARS, Q.C.
2. ST. MARTIN PHARMACEUTICALS, INC.
3. AVON PRODUCTS MANUFACTURING, INC.
4. MAGNOLIA CORPORATION
5. JACINTO IRON & STEEL SHEETS CORP.
6. CHRISTINE TIRES SALES
7. PACIFIC PAINTS & OILS MANUFACTURING CO.

SPECIAL AWARD: MR. ENGA "NONOY" B. SY - Head, Secretariat

QCCCI ANNUAL CHAMBER AWARDS - 1995

AWARD CATEGORIES:

1. "Perfect Attendance Awards" for members attending all Monthly Business Meetings.
2. "Perfect Attendance Awards" for Officers and Directors attending all Regular and Special Board of Directors Meetings.
3. "Most Outstanding Committee Member" for the number of a Committee who turned in the best performance as a Member of a standing committee of the Chamber.
4. "Most Outstanding Committee Chairperson" for the chairperson of a committee who turned in the best performance as a Chairperson of a standing committee of the Chamber.
5. The "Best In The Chamber Award" for the officer or member (excluding the President) who turned in the best all-around performance as an officer or member of the Chamber.

CRITERIA FOR AWARDS:

1. The basis of the Perfect Attendance Awards for Members will be based on official records of attendance kept by the Secretariat for Monthly Business Meetings.

   For Officers, it will be based on the Minutes of the Board Meetings kept by the Corporate Secretary.

2. The criteria for the other awrd categories, and the rules and procedures governing all award categories, shall be prepared by the Awards Committee, approved by the Board of Directors and circularized to all officers and members of the of the Chamber not later than February 28, 1995.

RESPONSIBILITY:

The Awards Committee shall be responsible for the proper and honest implementation of all rules and procedures governing all awards.

EXECUTIVE COMMITTEE



DOMINGO V. ARITAO, JR.
1st Vice President
Chairman

PROGRAM & INVITATION



RONALD J. RECTO
Chairman



REY G. IDMILAO
Co-Chairman

PROTOCOL & RECEPTION



LUIS M. GARCIA
Chairman



CESAR C. COLLADA
Co-Chairman

SOUVENIR PROGRAM



AROLL D. CASTILLO
Chairman



RONALD J. RECTO
Co-Chairman

PHYSICAL ARRANGEMENTS



JOSE C. RECIO, JR.
Chairman

AWARDS



OCTAVIO E. SAULO
Chairman

NEWSPAPER SUPPLEMENT



CAROL OBEÑA
Chairman



Members of the Executive Committee at work.

ENTERTAINMENT



RUSTICO M. MENDOZA
Chairman

QCCCI WORKING COMMITTEES FOR 1995

Committees:	*Chairpersons:*
LEGISLATIVE POLICIES AND ISSUES	PP JAIME MORELOS
LABOR AND SOCIALWELFARE ISSUES	Atty. ANTONIO SALVADOR
TAXATION ISSUES (NATIONAL & LOCAL)	PP SIXTO T. TONGOS and Atty. FELIX D. LABOR
CITY ORDINANCES	Coun. BERT GALARPE and Dir. CHUA BUN PENG
EXECUTIVE & ADMINISTRATIVE ORDERS	Atty. SIDRITO RAMIRO
GOVERNMENT RELATIONS	PP RUSTICO M. MENDOZA
SISTERHOOD	Dir. ARSENIO R. REYES
INTER-CHAMBER RELATIONS	NCR. Vice Gov. ELIAS S. CIPRIANO
COMMUNITY RELATIONS	Dir. CONRADO S. PINEDA
MEMBERSHIP DEVELOPMENT	2nd VP CESAR C. COLLADA
WAYS AND MEANS	Treas. LAMBERTO T. MAGALI, JR.
BUSINESS DEVELOPMENT	PD ANTONIO HERRERA, JR.
CONSTITUTION AND BY-LAWS	Dir. ARSENIO G. YAP
HR TRAINING & DEVELOPMENT	Mr. EDWARD BALANAG
CHAMBER AWARDS	PRO ROGELIO C. SARMIENTO
MONTHLY BUSINESS MEETINGS	1st VP DOMINGO V. ARITAO, JR.
PROGRAM	Messrs. RONALD J. RECTO & REY G. IDMILAO
ATTENDANCE	Ms. CAROL OBEÑA
RECEPTION	Mr. RAUL D. SISON
FELLOWSHIP	Mr. REY G. IDMILAO
MEDIA RELATIONS	Mr. FLORENTINO MARFIL
COMMUNITY PROJECTS	Dir. ERNESTO D. DELA ROSA
OUTGOING TRADE MISSIONS	Ms. GLORIOSA V. VALARAO
INCOMING TRADE MISSIONS	PD ARMAND R. IGNACIO
SPORTS	Messrs. FELIX R. DE VERA & EDWARD DENNIS J. ARCA
GOLF	Mr. ROMEO MERCADO
BOWLING	Dir. ERNESTO D. DELA ROSA
SAFETY AND SECURITY	Lt. Col. (inac.) RAMON NAVARRO
PUBLICATIONS	Ms. AROLL D. CASTILLO
SPECIAL PROJECTS WITH QC POLYTECHNIC AND TESDA	IPP OCTAVIO E. SAULO & Dir. CONRADO S. PINEDA

ROSTER OF NEW MEMBERS

CORPORATE:

COLOR STEEL SYSTEMS CORPORATION
Rm. 2415 Cityland Condominum
Ayala Avenue, Quezon City
Tel. Nos. : 892-9608; 893-5859
Fax No. : 893-5859
Rep: ARMAND R. IGNACIO
Line of Business: Trading of Roofing and other Construction Materials

CRO-MAGNON COMPANY
1509 Philippine Stock Exchange Center
Tektite Tower, Exchange Road, Ortigas Center, Pasig M.M.
Tel. Nos. : 634-6537 to 40
Rep: ISAGANI R. CABUAY

EQUIPMENT EXPONENTS & CONTRACTING CORP.
G-3 CCH Bldg., 136 Alfaro St., Salcedo Village, Makati, M.M.
Rep: BAYANI A. MARCELO

FALLER MARKETING
295-N P. Tuazon St. Cubao, Q.C.
Tel. Nos. : 911-0961; 911-0597
Rep: HENRY B. CORCINO
General Manager
Line of Business: Comunication Equipment Supplier (Dealer) Transmitter (Repeater)RentalManufacturer of Antenna Mast & Antenna

FIRST VERSA PRINTING CORPORATION
100-I Quezon Ave., Q.C.
Tel. No. : 712-2719
Rep: BLESILA S.BUENCAMINO
General Manager

JONET TRADING CORPORATION
Block 9, Lot 3, New Intramuros Vill.
Commonwealth Ave., Diliman Q.C.
Tel. No. : 931-0394
Rep: LOTA S. REYES
President

PADERNAL CONSTRUCTION
78 9th Ave., Cubao, Quezon City
Tel. Nos. : 912-5771; 911-2589
Rep: FLORENCIO PADERNAL

PALAO CONSTRUCTION & DEVELOPMENT CORP.
65 Calle Industria, Bagumbayan Q.C.
Tel. Nos. : 635-0707; 635-0705
Fax No. : 635-0996/0703
Rep: JOSE C. PAREDES
President
Line of Business: General Contractor/ Developer

PHILIPPINE VETERANS BANK
Camp Aguinaldo Branch
Rep: REBECCA DE JESUS
Manager
Tel. Nos. : 911-9295/9296

POWER CONSTRUCTION SUPPLIES
130 Judge Juan Luna St., SFDM,
Quezon City
Rep: EDDIE MAPPALA

STALLION REALTY DEVELOPMENT CORP.
23 A.M. Paterno St. San Juan, M.M.
Tel. Nos. : 70-88-95; 722-4363
Rep: Mr. ROBERT P. LIAO
Vice President-Treasurer
Line of Business: Land Developer and House Construction

TESSAND COMMERCIAL
24 Montemayor St. SFDM, Quezon City
Tel. Nos. : 97-29-11; 96-19-68
Rep: ADRIANO J.ARELLANO
Owner/Proprietor
Line of Business: Industrial & Technical Gases Distributing Buy and Sell of Scrap Metal

UNITED COCONUT PLANTERS LIFE ASSURANCE CORPORATION
Quirino Branch
Tel. No. : 50-88-46
Res: 932-1628
Rep: WILFREDO B. VARGAS

INDIVIDUAL:

ALDANA, ANTONIO
Asaldana Construction
Lot 3, Block 34, Fairview Ave.,
Fairview Subd., Q.C.
Tel. No. : 936-1165

ARCA, EDWARD DENNIS J.
Proprietor
Modelo Pilipinas
14-B Villages St., SFDM.,
Quezon City
Tel. No. : 98-40-23
EC No. : 27819
Line of Business: Modelling Production

ARCENAS, PAZ MINDA D.
President
Fil-Teknika Corporation
Tel. No. : 722-9786 to 89 Local 125

BANAWA, MERCEDITA M.
President
St. Louis Gmts., Inc.
17 Banahaw St., Cubao, Quezon City
Tel. Nos. : 721-3378
721-2041
Line of Business: Garments Manufacturing

CAPIO, SONIA M.
Proprietor
Sound Media Promotion
39 Dungon St., Project 3, Quezon City
Tel. No. : 893-1664
Fax No. : 893-1639-51
Line of Business: Advertising

CUTAB, DICK FERNANDO A.
President & CEO
Asia Envirocom, Inc.
Lot. 1, Blk. 6, Commonwealth Heights
Subd. Commonwealth Ave., Q.C.
Tel. No. : 931-9371
Line of Business: Aerators, Enviroclarifier

DALIDA, JOSEPH
Manager
Union Bank
Quezon Avenue Branch, Q.C.

DE LA CRUZ, FRANCISCO
Proprietor
Cruz Paper Craft
59 Palawan St., Bago Bantay,
Quezon City
Tel. No. : 99-19-26
Line of Business: Printing

DIAZ, MANUEL JR. O.
Personnel Manager
Insurance Agency
10 Eisenhower St., Greenhills
San Juan
Tel. Nos. : 722-77-08
722- 6354
Line of Business: Non-Life Insurance

EBBAY, ALBERTO E.
President
Ultramafic Industries Phils. Inc.
25 Pres. Quezon Avenue
Commonwealth Heights, Q.C.
Tel. Nos. : 932-0233; 932-4712;
932-0143

ECARMA, RENATO A.
President
Ecarma Realty
55 Assistant St., GSIS Village
Tel. No. : 921-1668
Line of Business: Real Estate

FELIX, CYNTHIA C.
Booker
Alfonso Trading Co.
122 Kalandang St., Kalookan City
Tel. Nos. : 35-77-91; 361-4708
Line of Business: Manufaturer

FERNANDEZ, ERNESTO
Distributor
Magnolia Products

GAITE, ROSALINDA M.
Manager
Art Treasures
136 Bueuson St., Laloma Quezon City
Tel. No. : 742-1299
Fax No. : 731-6136
Line of Business: Art Gallery

GALANG, GIL
Roque Galang Optical
827 EDSA cor. Kamuning Q.C.
Tel. Nos. : 62-36-39; 97-27-60

GANA, DORIS B.
Miracle "R" Enterprises
243-H Tandang Sora Ave.,
Quezon City
Beeper 150-313978
Cellular No. (109) 09737-54667

GOZAR, CARLOS
Motor Shop Repair Center
45 Regalado St., Fairview Subd.,Q.C.

LIM, ANITA S.
Anita Glass and Aluminum
Enterprises Inc.
304 B, C & D Roosevelt Ave., SFDM,
Quezon City
Tel. No. : 97-23-87
Fax : 96-60-15

LUNK, CORAZON V.
Directress
STADT Realty Corporation
4 Saint John St., Cubao Quezon City
Tel. Nos. : 722-5117; 722-5591
Line of Business: Real Estate

MONROY, MANUEL J.
Executive Vice President
Serg's Products, Inc.
169 Cordillera St., Quezon City
Tel. Nos. : 931-3101
931-2740
932-3101
Line of Business: Chocolate Manufacturing

NAVARRA, CORAZON N.
Owner
CNN Realty & Brokerage
34-B Int. P. Poblete St., Proj. 4,
Quezon City
Tel. Nos. : 721-4923
150/320-324
Line of Business: Realty

O'CONNOR, LUCY
General Manager
Hamilton International Trading
3428 Guermica St., Brgy. Palanan, Makati
Tel. No. : 831-6803
Line of Business: Trading

PALOMA, RAMONITO P.
General Manager
Figtree Computer
23 C. Levva San Juan
Tel. No. : 531-1287
Line of Business: Computer

PEREY, CELSO
C & M Wines &Spirits
258 Tomas Morato, Ave.,
Quezon City
Tel. No. : 922-1381

REYES, SOLEDAD S.
Secretary
BRC Int'l. Trading
17 Narra Mapayapa Vill., Diliman.
Quezon City
Tel. Nos. : 932-0114; 9325263
Line of Business: Trading

REYES, TERESITA L.
Owner
Solid State Realty
4-D Roces Avenue, Quezon City
Tel. No. : 931-3114
Line of Business: Real Estate Mktg.

SARET, LIGAYA M.
Finance Officer
Monarc Furnishings
6 Mahiyain St., Teachers Village,
Quezon City
Tel. Nos. : 921-6179; 924-1968
Line of Business: Manufacturer of
Mattresses

SISON, BIENVENIDO
85-B Panay Ave., Quezon City
Tel. No. : 98-54-27
Line of Business: Trading

TERUEL, FLORANTE T.
Art Director
Brodlie Medical System, Inc.
138 K-7 St., Kamias Rd. Q.C.
Tel. No. : 922-0268
Line of Business: Medical Equipment

VALARAO, GLORIOSA V.
Directress
Rolling Hill School
124 Kalayaan Avenue,Diliman
Quezon City
Tel. Nos. : 921-5129; 9222802
Fax No. : 921-5729
Line of Business: School

VILLALUZ, SISENANDO(Atty.)
Partner
Villaluz, Libunao & Ass.
E.B. Bldg. 79 M. Hemady St., New
Manila, Quezon City
Tel. No. : 722-5234
Line of Business: LawPeactice

DIRECTORY OF CORPORATE MEMBERS

ADP INDUSTRIES CORPORATION
Unit 103 & 104 Eagle Court Condominium
26 Matalino St., Diliman, Q.C.
Tel. Nos. : 921-7489; 922-3223; 921-5063
Fax No. : (632) 922-9670
Rep: MS. EVANGELINE A. PALILEO
VP-Administrative /Treasurer

ALYSON'S CHEMICAL ENTERPRISES, INC.
1425 G. Araneta Ave., Quezon City
Tel. Nos. : 712-2266; 712-2323
Fax No. : 712-2323
Rep: ARSENIO G. YAP
Corporate Treasurer & Chairman of the Board
Line of Business: Chemical Trader

ASIATRUST BANK
Asia Trust Bank Building
Quezon Avenue, Quezon City
Tel. Nos. : 922-9018 to 19
922-9513; 921-3047
Rep: Atty: MOJAMITO LIBUNAO, JR.
VP-Corporate Service Division
Line of Business: Development and Commercial Banking

ARESCO INDUSTRIAL CORPORATION
Rm. 302 Moraga Mansion Escolta, Manila
Tel. Nos. : 49-75-79; 48-63-61
Line of Business: Manufacuring of Plastic Repacker: Butane Gas & Sureflash Lighter Fluid

AVON PRODUCTS MFG., INC.
150 E. Rodriguez Jr. Ave., Libis, Q.C.
Tel. No. : 635-0915
Fax No. : 635-0924
Rep: EDWARD BALANAG
Manager for Total Quality
Line of Business: Mfg. of Perfumes, Cosmetics& Skin Care

BENPESO, INCORPORATED
94 Scout Gandia St., cor. T. Morato Ave. Q.C.
Tel. Nos. : 986-094; 922-6511
Fax No. : 922-6511
Rep: MARIO BENITEZ, JR.
General Manager
Line of Business: Restaurant & Food Products

BOOKMAN, INC.
373 Quezon Blvd., Quezon City
Tel. No. : 712-4818
Fax No. : 712-4783
Rep: MIGUEL PICACHE
Pres. & General Manager

CLEVELAND INDUSTRIES, INC.
43 Sto. Domingo Ave., Quezon City
Tel. No. : 732-3375
Fax No. : 732-4659
Rep: RAUL SISON
Executive Asst. to the Pres.
Line of Business: Chemical & Gen. Merchandise

BULACAN SWEETS & DELICACIES CENTER
155 N.S. Amoranto St., Quezon City
Tel. No. : 731-8258
Rep: JUDGE LORENZO VENERACION
Pres. & Gen. Manager
Line of Business: Sweets

CITI BEDS
Unit 5 Landale Commercial Arcade
cor. Timog Ave., and Mo. Ignacia St.,
Quezon City
Tel. No. : 922-1417
Rep. :PATERNO ALAPAN
VP-Administrative
Line of Business: Bed Manufacturing

COCA COLA BOTTLERS PHILS., INC.
270 Roosevelt Ave., SFDM, Quezon City
TEl. No. :95-21-41
Rep: JESUS M. BANGSIL
Regional Sales Manager-Region 2
Line of Business: Softdrinks Distributor

CORNERSTONE INSURANCE AGENCY, INC.
Mezzanine Level Goldland Tower Cond.
10 Eseinhower St., Greenhills
San Juan, Metro Manila
Tel. Nos. :722-4043/5138/5321/6348
Fax No. : 721-8474
Rep: MR. CESAR C. COLLADA
President
Line of Business: Non-Life Insurance

DAEWOO CARS QUEZON AVE., INC.
952 Quezon Avenue, Quezon City
Tel. No. : 924-6970
Rep: MR. ELIAS S. CIPRIANO
President & Gen. Manager
Line of Business: Dealer of Daewoo Cars

DANIEL CONSTRUCTION & DEV. CORP.
Suite 303 Rizalina 2 Annex Building
Quezon Avenue, Quezon City
Tel. Nos. : 974-955; 974-952
Fax No. : 361-4811
Rep: DANILO S. TOLENTINO
Line of Bisiness: Construction Contracting

DIAREY SALES INCORPORATED
25 Bulletin St., West Triangle,
Quezon City
Tel. Nos. : 99-92-49; 95-24-05
Fax No. : 95-24-05
Rep: REYNALDO OLIVARES, SR.
President
LIne of Business: Authorized Distributor of Tupperware

D & L INDUSTRIES INCORPORATED
165 Industria Ave., Libis, Q.C.
Tel. Nos. : 721-1421; 721-8857;
721-1962
Rep: JOSE C. PAREDES
Vice President
Line of Business: Industrial Chemical

ELECTROBUS CONSOLIDATED, INC.
102 Panay Ave., Quezon City
Tel. No. : 924-4348
Fax No. 924-1244
Rep: ANTONIO S. HERRERA, JR.
Executive Vice President
Line of Business: Trading/Manufacturing Electro/ Mechanical Eng'g. Services

EL GRECO SHIP MANNING & MNGT. CORP.
70 Bohol Avenue, Quezon City
Tel. Nos. : 977-051 to 59
Rep: PETER TOUNDJIS
Vice Pres. & Gen. Manager
Line of Business: Shipping Agency

ENRIQUEZ SECURITY SERVICES, INC.
30 Cetacio St., Bgy. Siena, Q.C.
Tel. No. 712-2153
Fax No. 731-5706
Rep: EDUARDO ENRIQUEZ, JR.
Owner & Director
Line of Business: Security Agency Services

GENERAL TEXTILES INCORPORATED
Libis, Murphy, Quezon City
Tel. No. : 911-7001
Fax No. : 911-6645
Rep: BRENDON YUJUICO
Executive Vice President
Line of Business: Manufacturing

GLORIMART TRADING, INC.
Tandang Sora, Ave., Old Balara, Q.C.
Tel. Nos. 97-85-36 to 37
Rep: JOHN VILLARUEL
Personnel Manager
Line of Business: Wholesaler/ Retailer

GMA RADIO-TELEVISION ARTS
EDSA, Quezon City
Tel. Nos. : 924-3088; 99-70-21
Fax No. : 924-2885
Rep: NESTOR PULIDO
Vice President
Line of Business: Marketing

HI-TOP SUPERMARKET, INC.
1650 Quezon Blvd., Quezon City
Tel. Nos. : 96-20-71; 96-42-56
Rep: JOEY GO
Purchasing Manager
LIne of Business: Wholesale & Retail

HOLLAND PACIFIC PAPER, INC.
226 Quirino Highway, Baesa, Q.C.
Tel. Nos. : 362-0177; 362-0294
Rep: FERNANDO BALDIVIA, JR.
General Manager
Line of Business: Industrial Paper Products

INTER-CONTINENTAL WATER TREATMENT CORP.
79-B Kamias Road, Quezon City
Tel. No. : 922-2299
Fax No. : 922-2299
Rep: ROMEO P. MERCADO
General Manager
Line of Business: Wastewater & Water Treatment, Pipelines & WaterworksEquipment; Importer Distributor of Medical/Hospital Equipments

JACINTO IRON & STEEL SHEETS CORP.
Km. 21 Quirino Highway, Novaliches, Quezon City
Tel. Nos. : 90-90-61; 90-56-08
Fax No. : 90-90-68
Rep: ENGR. EDWARD E. RABUTIN
General Manager
Line of Business: Manufacturing of G.I. Sheets

JACKBILT CONCRETE BLOCK CO., INC.
29 Calle Industria, Bagumbayan, Q.C.
Tel. Nos. : 635-0666/70
Rep: MARISOL T. RAMIREZ
President
Line of Business: Manufacturer of Concrete Products

LANDHAUS PROP. & DEV. CORP.
138 Scout Limbaga, Diliman, Q.C.
Tel. No. : 96-30-45
Fax No. : 721-2559
Rep: JOSE G. MENDOZA
President
Line of Business: Development & Construction

LITTLE MERRY HEARTS MONTESSORI
Dumalay St., Bayan Novaliches, Q.C.
Tel. No. : 90-75-30
Rep: NARCISO T. ELEQUIN
Pres./Administrator
Line of Business: Pre-school Elementary &Highschool

MAGNACOR CONSTRUCTION & DEV. CORP.
4th Floor Argo Building
574 EDSA, Cubao, Quezon City
Tel. Nos. : 911-4717; 912-8409
Fax No. : 911-4731
Rep: DOMINGO V. ARITAO, JR.
President
Line of Business: Safety & Fire Protection Systems & Installation Equipment

MAGNOLIA NESTLE CORPORATION
710 Aurora Blvd., Quezon City
Tel. No. : 722-3000
Rep: MARCOS MAHILUM
Senior AVP & Operations Director
Line of Business: Dairey Products & Carbonated Beverages

MANDARIN MANAGEMENT CORPORATION
Rm. 620 Equitable Bank Building
262 Juan Luna St., Binondo, Manila
Tel. Nos. : 40-70-11 loc. 430; 461-775
Rep: ANTONIO P. TECSON
President
Line of Business: Restaurant

MANILA APPLIANCE CENTER
753 EDSA, Quezon City
Tel. Nos. : 924-1102; 924-1108; 924-1095
Rep: FELIPE TIANGSON
Comptroller
Line of Business: Home Appliance & Furniture

MANILA PAPER MILLS
4th Floor Union Ajinomoto Bldg.
331 Sen. Gil Puyat Ave., Makati, Metro Manila
Tel. Nos. : 87-60-81; 823-3435
Fax No. : 812-7364
Rep: MR. LEONARDO TY
President
Line of Business: Manufacturing of Kraft Multiwall Onion & Bond Papers, Boxboard, Lineboard & Newsprint

MARCO POLO TRADERS INTERNATIONAL
73-C Maginoo St., Diliman, Quezon City
Tel. Nos. : 921-1306; 922-8786
Fax No.: 924-0491
Rep.: TEODORO L. LIM
General Manager
Line of Business: Distritubtor, Dealer of Medical Equipments, Medical Supplies and Disposables

NEPA Q-MART
EDSA cor. Ermin Garcia St., Q.C.
Tel. Nos. : 912-3286; 912-3287 or 94
Rep: RUPERTO ALONZO
Administrative Manager
Line of Business: Retailer, Market, Stall Leasing Mining & Framing

PACIFIC PAINT & OIL MFG. CO., INC.
292 D, Tuazon St., Quezon City
Tel. Nos. : 35-35-06; 35-52-10; 35-58-85
Fax No. : 361-7164
Rep: JIMMY ONGKING
Treasurer
Line of Business: Paint Manufacturing

PEARL ISLANDS COMMERCIAL CORP.
292 Igdaling St., Quezon City
Tel. Nos. : 362-2061 to 65
Rep: GIL S. PE
Administrative/Sales Manger
Line of Business: Hamburger Wrapper & Telex Paper

PEPSI-COLA PRODUCTSPHILS., INC.
Balete Drive cor. Aurora Blvd., Q.C.
Tel. No. : 721-2631
Rep: MARIA JUDITH D. TANEDO
Finance Director
Line of Business: Softdrinks Distributor

PILIPINAS KAO INCORPORATED
108-A E. Rodriguez Jr. Ave., Libis, Quezon City
Tel. Nos. : 635-0944 to 42
Fax No. : 635-0944
Rep: EROTIDO L. VALDEZ
VP-Finance & Administration

RELIABLE INDUSTRIES INCORPORATED
81 Atis Road, Malabon, M.M.
Tel. No. : 361-7901
Rep: STEVE LA TORRE
Liaison Officer
Line of Business: Can Making

RUSTAN'S COMMERCIAL CORPORATION
Rustan's Building, EDSA, Q.C.
Tel. No. : 78-40-71
Fax No. : 70-36-77
Rep: FLORCERFIDA VERGARA
Finance Manager
Line of Business: Wholesaler/Retailer

SECURITY & SAFETY CORP. OF THE PHILS.
1203-1211 Quezon Blvd. Q.C.
Tel. Nos. : 96-17-36; 98-48-25
Rep: DEAN JOSE MANIWANG
Pres. & Gen. Manager
Line of Business: Security Services

SHOW WORLD CORPORATION
3933 R. Magsaysay Blvd. Sta. Mesa M.M.
Telefax No. : 61-85-75
Rep: JOLLY TING
President
Line of Business: Entertainment

ST. MARTIN PHARMACEUTICALS, INC.
St. Martin Building
17-A West Point St., Cubao, Q.C.
Tel. Nos. : 912-2409; 912-2414/15
Fax No. : 912-2418
Rep: ERNESTO S. BRAVO
Chairman of the Board
Line of Business: Pharmaceuticals

TIEN HUNG AGRO-INDUSTRIAL CORP.
14-B J. Aquino Cruz ST., Q.C.
Tel. No. : 34-72-41
Rep: EDUARDO TEE
Manager
Line of Business: Manufacturer of Agricutural Sprayer

21st CENTURY MANPOWER RESOURCES, INC.
3rd Floor A.M. Building
28 Quezon Avenue, Quezon City
Tel. Nos. : 712-7755; 712-7748
Fax No. : 712-7752
Rep: RUSSEL C. GARCIA
President
Line of Business: Manpower Recruitment for Overseas Employment

UNITED ALUMINUM FABRICATORS
1128 Quirino Highway Nova. Q.C.
Tel Nos. : 90-14-25; 90-13-84; 90-37-06
Fax No. : 936-2824
Rep: CHUA BUN PENG
President & Gen. Manager
Line of Business:

WELCOME SUPERMARKET, INC.
2 N. Ramirez St., Welcome, Q.C.
Tel. Nos. : 712-0638; 712-3267; 732-0585
Fax No. : 732-0509
Rep: JOSEPH CUA
General Manger
Line of Business: Wholesale &Retail

WILHELMINA C. VIRGO TRADING
15 Bayaya St., SFDM, Q.C.
Tel. Nos. : 96-69-02; 99-88-54
Rep: WILHELMINA C. VIRGO
Owner & Manager
Line of Business: Manufacturing & Trading

WORLD WIDE PAPER MILLS INCORPORATED
22 Baler St., SFDM,
Quezon City
Tel. Nos. 98-04-77 to 78
Rep: ROGELIO SARMIENTO
Plant Manager
Line of Business: Manufacturing of Paperboard & Boxboard

WEST AVENUE BUSINESS ESTABLISHMENT ASSOCIATION
17 Lipa St. Philamlife Homes,
West Avenue, Quezon City
Tel. Nos. : 96-47-21; 98-55-88
Rep: PIORELLO MIRANDA
President

DIRECTORY OF INDIVIDUAL MEMBERS

ABLAZA, ALFREDO G. (ATTY.)
VP & Corporate Counsel
Builders & Developers
5th Floor Ablaza Building
117 E. Rodriguez Sr. Blvd.,
Quezon City
Tel No. : 732-5151
Line of Business: Law Firm

ADAME, SONIA
Adame Press
46 Benefit St., GSIS Vill.
Project 8, Quezon City
Tel. No. : 98-05-51/34-13-55
Line of Business: Printing

AGUSTIN, EDUARDO JR. (ATTY.)
President
Prescripta Pharma, Inc.
Rm. 205 Agustin Building
139 Malakas St., Diliman, Q.C.
Tel. Nos. : 922-2013/07
LIne of Business: Pharmaceuticals

ALFANTE, JERENATO
General Manger
Superstar Enterprises
295-H P. Tuazon St., Cubao Q.C.
Tel. Nos. : 9112971;9112958;
912-8549
Fax No. : 911-2958
LIne of Business: Merchandising

ALTUNA, GUILLERMO C. (HON.)
President Pro-Tempore
Quezon City, Council, Quezon City
Tel. Nos. : 922-1904; 96-9337
Line of Business: Merchandising

APOSTOL, ARMANDO (DR.)
80 Kamuning Road, Q,C.
Tel. Nos. : 994-739; 923-1012
Line of Business: Industrial
Medicine

ARAMBULO, DON G.
Operations Manager
L.G. Arambulo Enterprise
82-B Luskot St., Bgy. Dona
Imelda Quezon City
Tel. Nos.: 712-1240; 742-5909
Line of Business: (Fruits/Linen)
Hotel Supplier

ARCEGA, DANILO M.
President
Day Industries
29 Boston St., Cubao, Q.C.
Tel. Nos. 722-4161; 712-7849
Fax No.: 722-0260
Line of Business: Metal Product

ARCEGA, DOMINGO
Chairman
Arcega's International
769 Aurora Blvd.,Cubao,Q.C.
Tel. Nos. 721-7849; 722-4161
Line of Business: Dep't. Store

BAUTISTA, ROBERTO O.
Branch Manager
Far East Bank & Trust Company
Del Monte Ave., Quezon City
Tel. Nos.:712-4240
Line of Business: Banking

BAYONETA, BELEN M.
President
Trinidad Cosmetic Lab.
381 Sagittarius St., cor.
Capricorn Carmel V
Tandang Sora, Quezon City
Tel. Nos. : 90-02-76; 90-78-84
Fax No. : 90-02-76
Line of Business: Manufacturing

BERLIN, AMELIA
Agency Manager
Great Pacific Life Insurance Corp.
21 Sen. Gil Puyat Ave. Makati, M.M.
Tel. No. : 87-03-31
Line of Business: LIfe Insurance

BRAÑA, ROSARIO L.
Senior Manager
Planters Development Bank
Visayas Ave. Branch, Q.C.
Tel. Nos. : 932-0178; 922-5025; 924-5591
Line of Business: Banking

CALDERON, IRENE
Asst. Gen. Manager
Home Provider Realty
251 Tandang Sora, Q.C.
Tel. No. : 97-17-71
Fax No. : 97-17-71
Line of Business: Real Estate

CALLANTA, RENATO MA. (ATTY.)
Practicing Lawyer
Callanta & Reyes Law Office
40 West Avenue, Quezon City
Tel. No. : 97-13-45
Line of Busines: Law Firm

CANCIO, AMABLE M.
Proprietor
Giancarlo Tailoring
29 Zamboanga, West Ave.,
Quezon City
Tel. Nos. : 97-41-57; 97-40-40
Line of Business: Tailoring

CARAGAN, ADELIO
Owner
Design Manille
63-D West Avenue, Quezon City
Tel. Nos. : 96-98-24; 921-5271; 97-69-95
Line of Business: Processor

CASALME, ROGELIO O.
Proprietor
RTC Mouldings & Anodizing
39 Kalayaan St., Q.C.
Tel. No. : 922-2664
Line of Business: Processor

CASTILLO, AROLL D.
General Manager/Prop.
JEM Concepts and Production
88-A Kamias Road, Quezon City
Tel. No. : 921-6739
Line of Business: Advertising &
Production Outfit

CHAN, VENANCIO
General Manager
Noche Chan Associated Mktg. Corp.
193 Roosevelt Ave., SFDM, Q.C.
Tel. Nos. : 99-10-77; 97-18-85
Line of Business: Import Export

CHUA, APOLLO Y.
President
Marigold Development Corp.
20 Kapilingan St., Bgy. Dona Imelda
Quezon City
Tel. Nos. : 62-33-65; 61-72-08
Fax No. : 61-26-87
Line of Business: General
Construction

CINCO, ELINANDO
Chairman & President
Market Plan Advertising Inc.
4 Crane St., Filinvest Homes II,
Quezon City
Tel. No. : 932-0311
Line of Business: Advertising & Mktg.

CLEOFE, ARMANDO M.
Owner
A.M. Cleofe Prints
75 Visayas Ave., Q.C.
Tel. Nos. : 97-48-91; 98-03-32
Line of Business: Printing Services

CLEMENTE, VICTOR V.
Preisdent
Clever Chemicals Ind., Inc.
127 Sct. De Guia St., Diliman, Q.C.
Tel. No. : 98-56-63
Line of Business: Distributor of Chemicals for Fiberglass Reinforce Plastic, Marble Figurine Castings

DAVID ISAAC S. (ENGR.)
SVP Operations
Filipinas Dravo Corporation
PNCC Building EDSA, cor.
Reliance St., Mandaluyong M.M.
Tel. Nos. : 634-8791 to 94
Fax No. : 631-5362; 632-9315
Line of Business: Architectural/ Engineering

DAYRIT, MANUEL K.
Chairman
Industrial Inspection Int'l., Inc.
142 Swallow Drive Greenmedows 1Q.C.
Tel. No. : 633-0557
Line of Business: EngineeringInspection

DE GUZMAN, ISABELO V.
President & Gen. Manager
G & J Industrial Corp.
1069 Del monte Ave., Q.C.
Tel. Nos. : 306-2784 Piltel Cellular
Pocketbell Pager 102-6674
LIne of Business: Buko Pie Espesyal & Baked Products

DELA CRUZ, PEPITO
Proprietor
Laguna Food Products
87 Visayas Ave. Q.C.
Tel. Nos. : 306-2784 Piltel Cellular
Pocketbell Pager 102-6674
Line of Business: Bukopie Espesyal & Baked Products

DELA ROSA, ERNESTO D.
President & Gen. Manager
E.D. Dela Rosa Realty
41 West Lawin St.Philam Life Homes,
Quezon City
Tel. Nos. : 96-75-31; 96-63-47
Line of Business: Real Estate

DELGADO, ADELA
Owner
Jhon-Jhon I, II, and III Gift Shop
Dona Consolation Bldg.
Araneta Center, Cubao,
Quezon City
Tel. No. : 922-2840
Line of Business: Authorized Foreign Exchange Buyers

DELOSO, ULDARICO D.
President
UDD Exports
14 Topside Alta Vista Drive
Lolola Heights, Q.C.
Tel. No. : 921-1634
LIne of Business: Manufacturing of fashion Acccesories

DE OCAMPO, ANTONIO (DR.)
President & Chairman of the Board
De Ocampo Memorial School, Inc.
2921 Nagtahan, Sta. Mesa, Manila
Tel. No. : 61-27-86

DE VERA, FELIX
General Manager
Christine Tire Sales
123 West Ave., Quezon City
Tel. Nos: : 98-19-68 to 69
Beeper 150 0312133
Line of Business: Repair Service

DIMACALI, OLIVE A.
Vice President Ent.
Mega Pro Int'l Resources
26 Standford St., Cubao,
Quezon City
Tel. No. 921-7554
Fax No. : 96-60-60
Line of Business: Placement Agency

DOMINISE, SERVULO C. (ENGR.)
President/Owner
Merit Philippines
21 F. Casas Bldg., Espana Cataluna
Sampaloc, Manila
Tel. Nos.: 742-6189; 742-6167

DUTERTE, REYNALDO P.
Realtor
RP Duterte Realty
66 Liberty Ave., Q.C.
Tel. Nos.: 912-8836 to 37
Line of Business: Realty

ELLOSO, ROMAN A.
General Manager
Knik Tailor Shop
5-F Kamuning Road,
Quezon City
Tel. No.: 99-41-68
Line of Business: Tailoring

FERNANDEZ, RODOLFO L.
Proprietor
Rommel Billiards
83 Biak-na-Bato St., SMH,
Quezon City
Tel. Nos.: 712-3622; 732-4872
Line of Business: Manufacturing of Billiard Tables

FERNANDO, JESUS S.
President
JB Music and Sport Shop
Fersal Bldg. 245 P. Tuazon
Cubao, Quezon City
Tel. No.: 911-2126
Fax No.: 911-1136
Line of Business: General Merchandise of Sporting Goods & Musical Instruments

FERRER, GLICERIO S. (ATTY.)
President & Gen. Manager
Cla-Ro Merchandising Corp.
81 7th Ave., Cubao,
Quezon City
Tel. No.: 911-5281
Line of Business: Marketing

FLORES, AMBROSIO R.(ENGR.)
Owner
Ambrosio Flores Association
880 EDSA, Diliman, Q.C.
Tel. Nos.: 731-1841; 922-0580
Line of Business: Contractor

FLORES, CAESAR R.
President
Matchpoint Corporation
Ground Floor, Victoria Bldg.
1670 Quezon Blvd. Q.C.
Tel. Nos.: 922-3151; 922-8519
Line of Business: Trading

FORTUNATO, CHARITO S.
Executive Vice President
First Hi-Tech Dev. & Mgt. Corp.
47 Kamias Road, Q.C.
Tel. Nos.: 921-4254; 921-2217
Fax No.: 922-0426
Line of Business: DeveloperBuilder

GAITE, FERNANDO JR.
MP-Treasurer
Investment Management Dept.
Govt. Service Insurance System
Roxas Blvd., Pasay City
Tel. No.: 891-6161 loc. 4144
Line of Business: Investment

GAFFUD, JAIME N.
President/Chairman
Fyrst Corporation
C4 Virra Condominium
500 P. Burgos, Bel-Air,Makati M.M.
Tel. Nos.: 873-115; 873-126; 866-823
Line of Business: Real Estate, Chemicals & Electronics

GALARPE, ALBERTO (HON.)
Majority Floor Leader
Quezon City Council
Quezon City
Tel. No.: 922-3772
Line of Business: Wine, Printing and Garments

GAMBOA, LINN D.
General Manager
Greenstar Marketing & Janitorial Services
10 Lingo St., Lamcon Vill.,
Sta. Mesa, Mla.
Tel. No.: 60-88-65
Line of Business :Janitorial Services

GARCIA, LUIS (ENGR.)
President & Gen. Manager
Gypsum Chemicals, Inc.
8 West Lawin St., Philam Homes
West Avenue, Quezon City
Tel. Nos.: 922-4276; 997-415
Lineof Business: Chemicals,Gypsum Fillers, Powder/Plaster andRoofingShingles

GARONG, MARIO U.
Proprietor
Margent's Marketing
212 Alley 2, Project 6, Q.C.
Tel. Nos.: 98-66-96; 96-38-57
Line of Business: Product Marketing,Chemicals & Lubricants

GATBONTON, VIRGINIA S.
President & Chairman of the Board
Acebedo Sec. Service Agency, Inc.
Timog Commercial Complex,
Timog Avenue, Quezon City
Tel. Nos.: 97-75-69; 99-49-97;
97-63-78
Line of Business: Security Guard Services

GONZALES, NORBERTO S.
Treasurer
N.S. Gonzales Realty & Construction
3rd Floor, M.L. Building
47 Kamias Road, Quezon City
Tel. Nos.: 921-0599; 921-2576; 9211718
Line of Business: Real EstateDeveloper

HERRADURA, ROLANDO B.
General Manager
FGU Insurance Corporation
Suite 401 Medalla Bldg., EDSA,
Cubao, Q.C.
Tel. Nos.: 911-1332; 911-1268
Line of Business: Real Estate Broker and Builder/Designer

IDMILAO, REY G.
VP-Marketing
Cornerstone Insurance Agency, Inc.
Goldland Tower Condominium
10 Eisenhower St., Greenhills
San Juan, Metro Manila
Tel. Nos.: 722-4843; 722-5138
Fax No.: 721-8474
Line of Business: Non-Life Insurance

LABOR, FELIX (ATTY.)
President and Chairman
Association of Authorized Foreign Exchange Buyers of the Central Bank of the Phils., Inc.
4 Biyaya St., SFDM, Quezon City
Tel. Nos.: 983-173; 522-1692
Line of Business: Foreign Exchange Dealer

LADRA, EUGENIO T.
Principal Engineer
National Power Corporation
Small Island Grid
Mgt. Dept. Training Center
Agham Road, Diliman,
Quezon City
Tel. Nos.: 921-4191; 921-3541
loc. 758
Line of Business: Power

LAGMAN, DOMINGO L.
Managing Principal
Domingo L. Lagman & Co.
20 Road A, Project 7;
Quezon City
Tel. No. 98-75-97
Line of Business: Consulting Mechanical Engineer

LAGMAN, JESUS SR.
President/General Manager
J.S. Lagman Realty Co., Inc.
Rm. 206-208 Anita Bldg.
1300 Quezon Ave., Q.C.
Tel. Nos.: 922-9265; 922-6050;
922-3505.
Line of Business: Real Estate

LAUDENCIA, LOUIS
Executive Director
Association Mgt. Dev. Foundation
Rm. 316 PSS Center,
Commonwealth Ave.
Tel. Nos. : 97-62-41; 98-58-72
Line of Business: Organization Management

LIBAN, DANTE V. (HON.)
Representative
2nd District, Quezon City
House of Representatives, BatasanBldg.
Diliman, Quezon City
Tel. Nos.: 921-5360; 931-7320;
931-5001 local 7327

LIM, TERESITA A.
Vice President
Arrieta Realty Corporation
22 Panay Ave., Quezon City
Tel. No.: 98-38-05
Fax No.: 99-56-77
Line of Business: Real Estate Property Rentals (Buildings, apartments, commercial arcades)

LINGAD, ALFREDO L.
President
All Import-Export International
126 9th Avenue, Cubao, Q.C.
Tel. Nos.: 721-3024; 788-685
Line of Business: Export-Import

LISING, ROSAURO G.
General Manager
Lising Realty Center
Celebrity Sports Plaza, Q.C.
Tel. No.: 931-2116
Line of Business: Real Estate

LIU, ALEJANDRO G.
President
Williamson Trading & Realty
116 Roosevelt Ave., SFDM,
Quezon City
Tel. No.: 969-225
Line of Business: General
Real Estate

LIUSON, BENJAMIN S.
President
Pacific Pharmaceuticals
Rm. 303 Lawyers Coop Bldg.,
Quezon City
Tel. Nos.: 711-3933; 741-9204;
714-4921
Line of Business: Pharmaceuticals

LOPEZ, DANILO E.
General Manager
Lopez Well Drilling & Const.
159 Baesa, Quirino Hi-way, Q.C.
Tel. No. : 34-42-51
Fax No. : 361-7314
Line of Business: Contractor

LOPEZ, LUIS M.
Genral Manager
L.M. Lopez Incorporated
1300 Quezon Blvd., Q.C.
Tel. Nos.: 922-5605; 922-6688
Line of Business: Cotton Inventor

LORESCO, ALBERTO JR. (ENGR.)
VP - Operations/Marketing
Times Maintenance Corporation
937 Quezon Avenue, Q.C.
Tel. Nos.: 922-8337; 521-3951
Fax No.: 978-727
Line of Business: Engineering
Contractor & Fire Protector

LOZANO, OLIVER O. (ATTY.)
Practicing Lawyer
Lozano Law Office
8 Everlasting St., Roxas Dist.,
Quezon City
Tel. No. : 96-84-49
Line of Business: Law Firm

MACALALAD, VILLAMOR C.
President
Macalalad Realty Dev. Corp.
Rm. 307 Anita Bldg.
1300 Quezon Ave., Q.C.
Tel. Nos.: 921-3772; 921-1293;
921-3823
Line of Business: Real Estate

MACALINAO, LIBRADO M.
Principal Architect
L.M. Macalinao Associates
162 Kanalaon St., SMH, Q.C.
Tel. No.: 731-76-86
Line of Business: Architect

MAGALI, LAMBERTO T. JR.
General Manager
Magnum Motors
1012 E. Rodriguez Sr. Ave., Q.C.
Tel. Nos. : 722-0507; 722-0446
Line of Business: Diesel Calibration;
overhauling: Body Repair Painting
& Towing

MALONZO, CESAR G.
President & Gen. Manager
Quantrum Laboratories
152 West Avenue, Q.C.
Tel. Nos. : 99-25-23; 96-93-46
Fax No. : 99-25-23
Line of Business: Contact Mfg. of
Perfumes Cosmetics, Hair Care &
Skin Care

MAMONLUK, WILLIAM
President & Gen. Manager
Mamonluk WM Restaurant
876-1 Aurora Blvd., Cubao, Q.C.
Tel. Nos. : 922-5834; 911-0030
Line of Business: Restaurant

MANCILLA, LILIA J.
General Manager
Intouch Trading & Printing Services
9-I Kamias Raod Quezon City
Tel. No. : 921-5848
Line of Business: Letterpress-offset

MANGAWANG, PHILLIP M.
President
World Transman Int'l Placement Inc.
1675-H Rizalina Bldg., Quezon Ave., Q.C.
Tel. No. : 924-0724
Line of Business: Int'l Manpower
Placement Exports

MANIQUIZ, NORBERTO
President
Mansion Holiday Resort
Rm. 309 Agustin Bldg.
139 Malakas St., Diliman, Q.C.
Tel. No. : 924-1026
Line of Business: Amusement
Park &Recreational Facilities/
Hotel & Restaurant Summer
Resorts

MARFIL, FLORENTINO
Public Relation Practitioner
The Manila Bulletin Today
4 Alley 8, Project 6, Quezon City
Tel. No. : 98-50-81
Line of Business:

MEDALLA, EDWIN R.
Manager
Standard Insurance Co., Inc.
G/F Grace Bldg. Ortigas Ave.
San Juan, Metro Manila
Tel. Nos. : 78-49-61; 722-4761; 721-7449
Fax No. : 722-0047
Line of Business: Non-Life
Insurance & Condominum
Leasing & Real Estate

MENDOZA, RUSTICO M.
President & Gen. Manager
Interpress Publishing House
88-B Amorlinas Bldg., Kamias Road
Quezon City
Tel. Nos. : 921-8829; 921-6739
Line of Business: Laser/Offset
Printing

MESINA, LEONARDO B.
Manager
Mel & Mar Money Changer
People's Park, EDSA, Q.C.
Tel. Nos. : 48-10-56; 47-33-58
Line of Business: Foreign Exchange Buyers

MORELOS, JAIME
President
Maxmor Incorporated
36 Times St., Quezon City
Tel. Nos. : 924-0008; 924-2592
Line of Business: Real Estate &
Entertainment

NAVARRO, RAMON V.
President & Gen. Manager
Fil-Estate Security Services Corp.
312-E Mayon St., SMH Quezon City
Tel. Nos. : 731-5899; 732-6266;
742-3969
Line of Business: Security-Industrial
Services

NG, GERMAN C.
President
All Products Inc.
433-A EDSA, Pasay City
Tel. Nos. : 832-3991; 844-1311
Fax No. : 634-3974
Line of Business: Trading

NOKOM, ISAIAS
President & Gen. Manager
I.B. Nokom Enterprises
22 Rainbow St., Odelco Subd.
San Bartolome, Novaliches,
Quezon City
Tel. Nos. : 90-18-51; 90-29-82
34-22-93; 34-19-17
Line of Business: Garments Mfg. & Motorworks

OCAMPO, MENENCIO C.
President
Alvond Technical Equipment Phils.
953 EDSA, Quezon City
Tel. Nos. : 96-72-95; 96-73-26
Line of Business: Importer & Manufacturer Representative

ONG, ARSENIO S.
Vice President
Zeta International Trading
252 G. Araneta Ave.,
Quezon City
Tel. Nos. : 35-36-55; 34-60-01
LIne of Business:

ONGTAUCO, JERRY L.
Dealer
G.D. Tan & Co.
77 Ramon St., Talayan Vill.,
Quezon City
Tel. No. : 711-4603
LIne of Business: Securities

PARAS, EMERENCIANA A.
Sr. Vice President/Treasurer
D.M. Wenceslao & Associates, Inc.
306 E. Rodriguez Sr. Blvd., Q.C.
Tel. Nos. : 712-0591; 712-0494
741-3301
Fax No. : 712-7357
Line of Business: General Contractor

PASCUA, REYNALDO C.
Proprietor
Mc Ryan R.C. Enterprises
76 Malac cor. Gasan Sts.,
Masambong Quezon City
Tel. No. : 34-13-55
Line of Business: General Trading

PENA, MANUEL JS (COL.)
President
Taxco Inns & Resorts, Inc.
35 Mother Ignacia St., Diliman, Q.C.
Tel. Nos. : 922-8921 to 31
Fax No. : 924-1404

PEREZ, TERESITA P.
Proprietor
Bess Gravel & Sand
297 Tandang Sora, Quezon City
Tel. No. :
Line of Business: Wholesale/ Retailer (Construction Material)

PESSUMAL, GOBIND
President
Vision City Optical
41-42 Fiesta Carnival Arcade
Cubao, Quezon City
Tel. No. : 911-2724
Line of Business: Optical

PINEDA, CONRADO S.
President & Gen. Manager
Starfreight Brokerage, Inc.
14 Redeemer St., Diliman,
Quezon City
Tel. No. : 96-52-17
Line of Business: Brokerage

PIZARRO, ROBERTINO E.
General Manager
Annabel's
194 Tomas Morato Ave.,
Quezon City
Tel. Nos. : 922-7879; 924-4131
Line of Business: Restaurant & Flower Shop

PLANAS, CHARITO (HON.)
Managing Owner
RP Trading
55 11th Aveneu, New Manila,
Quezon City
Tel. No. : 70-57-25
Line of Business: Trading

PLATON, GREGORIO S.
General Manager
United Termite Control & Wood Preserving
Suite 402 Dona Amparo Bldg.
Espana, Q.C.
Tel. Nos. : 731-1319; 731-1317
Line of Business: Pest Control

POTIAN, ARTHEM M.
Senior Partner
A.M. Potian Law Office
Suite 300 Roman Santos Bldg.
Escolta, Manila
Tel. No. : 48-91-91
Line of Business: Law Practice; Real Estate

PROXIMO, JUAN
Chairman
J.F. Proximo Molding & Development Corp.
2 Hornhill St., Greenmedows 1, Q.C.
Tel. No. : 633-0242
Fax No. : 633-0236
Line of Business: Real Estate Developer

QUIAMBAO, LEODEGARIO (ATTY.)
General Manager
Allied Investigation Bureau Inc.
3rd floor ECCOI Building
E. Rodriguez Sr. Blvd., Q.C.
Tel. No. : 712-7656
Line of Business: Investigation & Security Services

RAMIRO, SIDRITO V. (ATTY.)
President
Capricorn Insurance Consultants, Inc.
Rm. 208 JIAO Bldg. 2TimogAve., Q.C.
Tel. Nos.: 922-2263; 99-73-56
Line of Business: Non-Life Insurance & Practicing Lawyer

RECIO, JOSE
Manager/Owner
Recor Realty
41 Dr. Lascano St. , Diliman, Q.C.
Tel. Nos. : 98-21-44; 99-98-90
Line of Business: Real Estate

RECTO, RONALD J.
General Manager
RR Printerscope
33 Kamuning Road, Quezon City
Tel. No. : 99-78-02
Line of Business: Laser/Offset Printing

RELLOROSA, GREGORIO S.
Proprietor/Manager
Grecor Printing House
41 Standford St., Cubao,
Quezon City
Tel. No. : 912-2481
Line of Business: Printing

REYES, ARSENIO S. (ATTY.)
Proprietor /Manager
Quipo Printing
17 De Vera St., SFDM,
Quezon City
Tel. Nos. : 49-66-45; 40-07-76
Line of Business: Printing

REYES, ELIZABETH
Managing Partner
Dowal Constrauction & Development
Ground Floor Rizalina 2 Bldg.
1675 Quezon Avenue, Quezon City
Tel. Nos. : 924-2929; 924-2940;9242972
Line of Business: General BuildingConstruction

RODRIGUEZ JR., A. G.
President/Gen. Manager
Meridian Communications
88-N Kamias Road, Q.C.
Tel. No. : 921-7531
Line of Business: Writers, Editors Printers, Publishers, Media Consultants

ROMUALDO, RAMON
General Manager
High Standard Anodize Metal Photo Process
30 Aguilar St., SFDM, Q.C.
Tel. No. : 97-48-50

RONDUEN, PEDRO M. JR.
Proprietor
Peter's Prime Supplies
35-A Poblete St., Proj. 4 Q.C.
Tel. No. : 79-84-74
Line of Business: Maintaining Chemicals

ROSALES, GUILLERMO R. (COL.)
President
G.U.R. Realty Corp.
Rm. 502 J & T Building
3894 R. Magsaysay Blvd., Sta. Mesa,Mla.
Tel. No. : 716-1019
Line of Business: Real Estate, Jewelry Security Agency

SALTING, FELIX
President
Ameinei Overseas Employment Agency Inc.
Rm. 232 Isabel Bldg., Espana St., Sampaloc Mla.
Tel. No. : 711-9055
Fax No. : 731-3689
Line of Business: Recruitment

SALVDOR, ANTONIO P. (ATTY.)
Associate General Manager
A.P. Salvador & Associates
43 Maria Eva, Tierra Pura Homes
Tandang Sora, Quezon City
Tel. No. : 931-1079
Line of Business: Insurance,Pension Plans &Health Care Services

SAN DIEGO, QUINTIN P.
President
Q.P. San Diego Construction Inc.
101 Panay Ave., Q.C.
Tel. No. : 98-57-66
Line of Business: Construction

SAN JUAN, RICARDO B. (ENGR.)
President
Concrete Expert, Inc.
36 F. Collantes St., Xavierville 1, Quezon City
Tel. No. : 97-87-72
Line of Business: Ready Mix Concrete

SAN MATEO, ERLINDA
General Manager
SM North
Tel. No. : 721-3470
Fax No. : 721-6611
Line of Business: Manufacturer of Towels

SANTOS, E.F. JESUS
President & Gen. Manager
E. JF. Santos Realty
39-K Panay Avenue,
Quezon City
Tel. No. :
Line of Business: Real Estate

SANVICTORIES, ARTURO B.
President
ABS Holdings, Inc.
56 Aragon St., SFDM,
Quezon City
Tel. Nos. : 922-5158; 922-5163
922-7658
Line of Business: Managing; Manufacturing & Trading

SAPLACO, BERNARDINO
Manager
Saphil Enterprises
14 New York St., Cubao
Quezon City
Tel. NO. : 921-7209; 922-288 3
Line of Business: Veterinary Products

SARET, LIGAYA M.
Finance Officer
Monarc Furnishings
6 Mahiyain St., Teachers Vill.
Quezon City
Tel. No. : 921-6179
Fax No. : 924-1984
Line of Business: Manufacturer of Mattresses

SAULO, DOUGLAS A.
Branch Manager
Saulo Second Hand Auto Parts
172 Kamias St., Quezon City
Tel. No. : 922-6927
LIne of Business: Retailer of Second Hand Auto Parts

SAULO, OCTAVIO E.
Proprietor/Manager
Saulo Second Hand Auto Parts
Saulo Compound, San Beda Vill.
Bahay Toro, Quezon City
Tel. Nos. : 96-51-78; 96-03-31
Fax No. : 96-51-78
Line of Business: Retailer of Second Hand Auto Parts

SIBAL, JOSE A. (ATTY.)
President
Phoenix Press Incorporated
315 Quezon Blvd., Q.C.
Tel. Nos. : 99-38-97; 98-25-02 to 03
Fax No. : 922-0594
Line of Business: Books & Stationary Retailing

SIOSON, ANTONIO (HON.)
Director
Sinag Development Corporation
1978 E. Rodriguez Sr. Blvd., Quezon City
Tel. Nos. : 721-7364; 721-7415
Line of Business: Aquaculture, Life & Non-Life Insurance Agency

SIWA, PEDRO
Orient Pearl TMC
22 Panay Avenue, Q.C.
Tel. Nos. : 99-56-77; 98-38-05
Line of Business:

STA. MARIA, GREGORIO G. (ARCH.)
President
Plywood Marketing & Lumber Corp.
33 Pitimini St., Paltok, SFD Q.C.
Tel. Nos. : 99-74-77; 98-11-34
95-12-16
Line of Business: Plywood Lumber & Other Construction Materials

STREBEL, EDGARDO
Branch Manager
PNB Quezon City Circle Branch
West Avenue, Quezon City
Tel. No. : 924-26-64
Line of Business: Banking

SUSANO, MARY ANN
President
RL Susano Realty Corp.
Novaliches, Quezon City
Tel. Nos. : 90-63-18; 90-75-18
Line of Business: Commercial Center

SYYAP, TERESITA S.
Real Estate Broker
Syyap Realty Services
14 Peacoch St., Don Mariano Subd.
Cainta, Rizal
Tel. No. : 655-6086
Line of Business: Real EstateBrokerage

TANGO, BENJAMIN A. (ATTY.)
Proprietor/Gen. Manager
Tango Second Hand Auto Parts
8 Esmeralda St., Pangilinan Cmpd. Project 6, Q.C.
Tel. Nos. : 98-15-45; 97-14-62
Line of Business: Retailer ofSecond Hand Auto Parts & Scrap Metals

TENEFRANCIA, RENATO C.
President
Tenemark Appliances Inc.
35 Kalayaan Ave., Diliman, Q.C.
Tel. Nos. : 921-5759; 921-5762; 922-2569
Line of Business: Dealer of Home Appliances

TIANCO, JOSE
President
Electro Pacific Corporation
Rm. 205 Criscor Bldg., 1258 Q. Ave. Quezon City
Tel. No. : 97-71-29
Fax No. : 97-71-29
Line of Business: Broadcast Equipments

TONGOS, SIXTO T.
Managing Proprietor
Essential Commodities Ent.
152 Roosevelt Ave., SFDM, Q.C.
Tel Nos. : 98-76-73; 98-28-42
97-63-56
Line of Business: Plumbing, Hardware Construction & Electrical Supplies

VILLAGARCIA, ERNESTO (ATTY.)
President
Express Multi System, Inc.
Suite 205 Medalla Bldg., EDSA cor. McArthur St., Cubao, Q.C.
Tel. Nos. : 912-5685; 912-5635
Fax No. : 911-1218
Line of Business: Construction

VILLARANTE, ELEUTERIO V.
Proprietor
E.V. Villarante Enterprises
108 K-6th Kamias, Quezon City
Tel. Nos. : 92-13-40; 922-0313
Line of Business: Garments Sewing & Real Estate Brokerage

VILLANUEVA, ROMEO
Proprietor
Brimaro Industries (Phils.)
104 Agelo St., cor. Apo St.
La Loma, Quezon City
Tel. Nos. : 732-2551; 711-7658
Fax No. : 732-2551
Line of Business:

VINOYA, ISAIAS
Manager
Vinoya Airconditioning, Center
6 Evangelista St., Xavierville Subd.,Q.C.
Tel. No. : 921-9465
Line of Business: Airconditioning, Sales and Services

VITUG-1, FERNANDO (ENGR.)
General Manager
Fernando Vitug-1 Construction
26 Agno St., cor. Cordillera St., Q.C.
Tel. Nos. : 712-3068; 712-1189;
741-2090
Line of Business: General Construction

WONG, ACME
General Manager
Dory's Food House
Bayan Novaliches, Q.C.
Tel. No. : 90-10-10
LIne of Business: Restaurant & Catering

YU, LARRY
President
AA Aluminum Supply Incorporated
373 B. Serrano St., Murphy
Quezon City
Tel. Nos. : 911-5011 to 22
Fax No. : 911-4488
Line of Business: Importer, Wholesaler & Retailer

YU, RAMON JR. T.
President
Excellence Packaging Corp.
851 EDSA, Quezon City
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The Quezon City Chamber of Commerce and Industry, Inc. Story

Some 35 years ago, there was no chamber of commerce and industry in Quezon City.

There was a loose conglomeration of businessman each one intent in 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 foundation 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 Cepeda.

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 in anyway 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 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, alloted 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's 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 and neighboring municipalities.

1970: BUSINESS SEMINARS

The QCCCI began the decade of the seventies under the Presidency of Benidicto Chupungco. He ably steered the Chamber into greater involvement with the business world, initiating development 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 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 all over 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 Rodriguez to represent the private sector in the reorganization of the City government.

The program of conducting seminars to upgrade busi-

ness 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 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 moved to its new secretariat on the 4th floor of the Arcega 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 the governmental body because they (Constitution and By-laws) had never been ratified by the QCCCI members, an SEC prerequisite .

President Asis's immediate project was, therefore, to have the Chambers' Constitution and By-laws amended and ratified by the members of the Chamber, then filed with, and approved by the SEC. With the full backing of the Chamber President Asis was able to accomplish all this 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 11 to 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 in 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 featured 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 Mayor 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 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 the 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.

1981-1982: CLOSER TIES WITH CITY GOVERNMENT

During the term of Jesus M. Arcega, active chamber promotions for closer ties with the City government were undertaken alongside an extensive campaign for membership.

The participation of the Quezon City Chamberette was likewise encouraged and no effort was spared to generate well-attended general and board meetings. At the same time, the Chamber worked hand-in-hand with the City Treasurer to facilitate the issuance of business permits and licenses.

Pres. Arcega was also able to coordinate and call on the past presidents of the Chamber to give their utmost cooperation in making the Chamber bigger and more effective.

1982-1984: TOP 200 CORPORATIONS

On his second term as QCCCI President, Architect Greg Sta. Maria pursued the Chamber's objectives with greater vigor. It was during this time that the QCCCI Foundation was organized to promote livelihood projects.

Another high point of his second term was the publication of the QUEZON CITY TOP 200 CORPORATIONS AND INDIVIDUALS, a joint project of the Quezon City Government and the QCCCI.

1985:KEEPING THE "QCCCI FLAME" BURNING

This was the year that saw the amendment of the By-laws of the Chamber for the third time. It did away with the use of proxies in the election of Directors. President Luis M. Garcia also renewed the joint meetings with the Chamberette.

The Chamber took a stand on many controversial issues, including the non-operation of the nuclear plant in Bataan. It invited guest speakers from opposing political camps to ventilate their contradictory views on the issues.

The Chamberette likewise honored all past presidents of the association in a very special meeting attended by then Mayor Adelina S, Rodriguez who declared that precise week as "Trade and Industry Week " in Quezon City.

1986: NEW GOVERNMENT TAKES OVER

In the aftermath of the EDSA revolt that instaled Mrs. Cory Aquino as President, the attitude of most businessmen was to "wait and see" until the economic climate becomes clear. This resulted in a slack in the Chamber's activities.

President Sixto Tongos initiated a vigorous campaign for new members but, despite this, very few responded and attended the meetings of the Chamber. When there was a squabble among the officers of the NCRC, the QCCCI initiated a move to abolish the NCRC which prompted the officers to make up.

During the same year, the the QCCCI also published a "Manifesto to the new Government" listing the Chamber's suggestions on how government could be improved, including certain policies relative to the holding of local elections, appointment of OIC's and a proposal to increase the salaries of government employees.

1987: A QCCCI FOUNDATION

The term of President Quintin P. San Diego saw the Chamber further strengthened through various activities designed to increase membership and link up with the City government's economic development plans. He also initiated the establishment of the QCCCI Foundation which initially drew the support of the members in terms of financial contributions. However, lack of interest by other members eventually caught up with its noble objectives and it died a natural death. One other highlight of Pres. San Diego's term was the signing of sister-chapter agreement with the Brunei Darrussalam Chamber of Commerce.

1988: TRADE MISSION & BUSINESSMEN'S CONGRESS

President Manuel J.S. Pena headed the Chamber's trade mission to South Korea, Japan and Taiwan from August 22 to September 3,1988. The trade mission aimed to promote business opportunities between QCCCI members and their foreign counterparts as well as to establish friendly relations.

The Chamber was also tasked by the Quezon City government to handle the 1st Quezon City Government Businessmen's Congress with the theme: "Cooperation between the Government and Private Businessmen." It was during this time that the Chamber was given a greater role in the development of the City's economy with a QCCCI representative in the Quezon City Economic Development Board (EDB).

The 1988 board of directors and members also attended several international conventions held in Manila, particularly the conference and Philippine Investors Forum, sponsored by the Board of Investments and attended by 231 foreign and local investors.

1989: BANNER YEAR OF THE CHAMBER

President Pena was elected to a second term and he lost no time in unwrapping a series of projects and activities to make the Chamber "on the ball." First was a dialogue between the QCCCI, the City Government and Hometel-Apartelle operators.

Apart from its participation in policy-making as a member of the QC Economic Development Board, the Chamber initiated the formation of "One Voice of Business" duly recognized by the City government and other sectors. Several monthly membership meetings were held with top government officials and business personalities as speakers.

The chamber also entered into a joint undertaking with businessmen from South Korea through a business consultation between the QCCCI and selected Korean companies.

In tandem with the Quezon City Civil Relations Office, the Chamber also helped in the formation of the West Avenue Business Establishments as tourism-oriented.

1990: LINKAGES WITH CIVIC ORGANIZATIONS

The term of President Jimmy Morelos saw the Chamber linking up with various civic groups such as Rotary, Lions, Toastmasters, Thursday Club and others through joint meetings. During this time, the Chamber was also able to increase membership as well as develop close relationships with the Mayor and City Council.

Many old members were enticed to once again be active in the affairs of the Chamber so much so that, at the end of the term of Pres. Morelos, the election of the new members of the Board of Directors was probably one of the best attended elections in the Chamber's history.

Monthly meetings were graced by such personalities as then Sen. Juan Ponce Enrile, Vice Mayor Charito Planas, Bulletin Publisher Nap Rama, Sen. Ernesto Maceda and Mr. James Dy, president of the Filipino Chinese Chamber of Commerce.

1991: FURTHER STRENGTHENING OF TIES

Interaction with the various civic groups gained further momentum during the term of Pres. Ely Cipriano. After a well-attended induction with Mayor Jun Simon as guest speaker and inducting officer, the Chamber held a series of joint general membership meetings with Rotary clubs, the Q.C. Chamberette, Q.C. Realtors Board and other groups.

A productivity orientation seminar was conducted by the Chamber in cooperation with the Productivity and Development Academy of the Philippines. The Chamber also launched a humanitarian project by distributing cash and relief goods to the victims of the Mt. Pinatubo eruption held in San Narciso, Zambales.

These and other projects to keep the chamber humming with activity the whole year round.

1992-1993: WIDENING THE CHAMBER'S HORIZONS

One of the few who served the Chamber as President for two consecutive terms, Pres. Rustico "Boy" Mendoza implemented programs and projects which established greater interaction with the City and National Governments, opened dialogues with outstanding personalities in business, politics and the bureaucracy, and reached out to business counterparts from neighboring countries.

The Chamber was given an Award of Excellence by the National Capital Region Council (NCRC) for posting the biggest number of membership growth for the year 1992. The Chamber likewise blazed the trail in improving the climate for labor-management relations through a Memorandum of Agreement for industrial peace with the militant Kilusang Mayo Uno (KMU), setting the stage for similar arrangements by other Chambers in the Metro Manila area.

In sum, the Chamber not only strengthened its foundation as a bulwark of businessmen and professionals in Quezon City but widened its horizons through seminars, workshops, meetings, outreach projects, local and foreign linkages, and wholesome fellowship among the members for the two years under review.

PAST PRESIDENTS AT A GLANCE

ERNESTO SIBAL
1960-61
DOMINGO ARCEGA
1961-62; 1962-63
CEFERINO PICACHE
1963-64
ALFREDO LINGAD
1964-65
RAMON HECHANOVA
1965-66
MODESTO ENRIQUEZ
1966-67
SERGIO SANCHEZ
1967-68
PEDRO LANUZA
1968-69
VICENTE FORMOSO
1969-70
BENEDICTO CHUPUNGCO
1970-71
BARTIMEO VELASQUEZ
1971-72
AMBROSIO R. FLORES
1972-73
CONSTANTINO AGBAYANI
1973-74
EDUARDO GOMEZ
1974-75
FELICIANO E. CABRERA
1975-76
GREGORIO G. STA MARIA
1976-77
TOLOMEO D. LIGUTAN
1977-78
ROLANDO ASIS
1979-81
JESUS M. ARCEGA
1981-82
GREGORIO STA.MARIA
1982-84
LUIS M. GARCIA
1985
SIXTO T. TONGOS
1986
QUINTIN P. SAN DIEGO
1987
MANUEL J.S. PENA
1988-89
JAIME MORELOS
1990
ELIAS S. CIPRIANO
1991
RUSTICO M. MENDOZA
1992-93
OCTAVIO E. SAULO
1994

1994:

A YEAR OF ACHIEVEMENT

QCCCI Picked as Top Chamber in the NCR

With the able and dedicated leadership of its President, Businessman-civic leader, Octavio E. Saulo the QCCCI was adjudged the 1994 Most Outstanding Chamber in the National Capital Region, an annual, distinctive award given by the country's national business aggrupation, the Philippine Chamber of Commerce and Industry (PCCI) during the closing ceremonies of the 20th Philippine Business Conference held at the Hotel Nikko, Manila Garden, Makati, M.M.

The award affirms a separate award given by the National Capital Region Council (NCRC) panel of judges who unanimously chose the QCCCI as the Most Outstanding Chamber in the Metropolis on the basis of achievement in the areas of action program, participation in Regional Chamber affairs, membership growth and skills development program.

1994 was more than a year of strengthening ties with the city government. It was a year of full local government-private cooperation. It was a year that saw the development of a unique form of partnership — one based on strong government leadership and a highly pro-active private sector linkage.

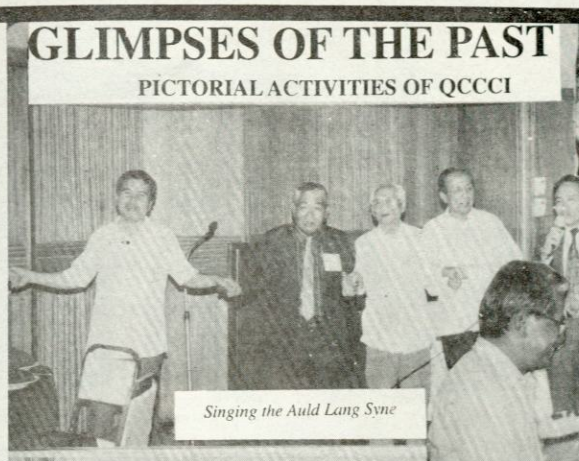
Among the very important accomplishments of QCCCI during the Saulo administration was its active participation in various government-sponsored business development programs including that of the Foundation of the Quezon City Polytechnic, the series of consultative meetings with the four districts of Quezon City, and the Quezon City's Best Trade Fair held during the 55th Foundation Day of Quezon City where Past President Mendoza actively represented the Chamber at the planning and implementation stages.

Another significant achievement of QCCCI in 1994, was the sponsorship of two Train the Trainors Seminars in cooperation with the National Manpower and Youth Council. At least fifty (50) key positioned personnel of QCCCI member establishments were trained on leadership and management skills by competent and highly qualified Training Institutions.

Following three pages show snapshots of the Chamber's highlights of activities during the year.

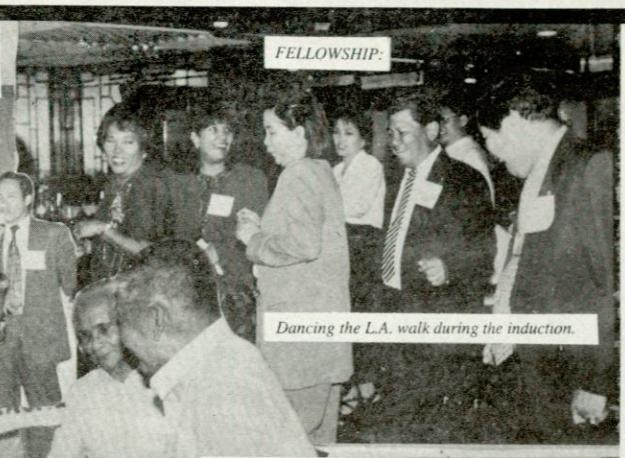
GLIMPSES OF THE PAST

PICTORIAL ACTIVITIES OF QCCCI



Singing the Auld Lang Syne

FELLOWSHIP:



Dancing the L.A. walk during the induction.

DIALOGUE WITH THE BIR:



Words of thanks from President Vic Saulo and Director Ely Villarante.

QCCCI President, Octavio E. Saulo introducing the Guest of Honor and Speaker, BIR Director, Antonio Ortega.

BIR Director Antonio Ortega poses with the officers of QCCCI.



Director Ortega with QCCCI officers.

QCCCI officers with Hon. Rafidah Aziz, Malaysia Minister of International Trade.

NCRC officers led by Gov. Lina A. Aurelio with Malaysian delegation.





Business Forum with delegation from People's Republic of China



Vic Saulo with Mayor Zhang Rong Mao of Zhenyang City, People's Republic of China.



Vic Saulo with Vice Mayor of Zhenyang City, People's Republic of China.



Signing a Memorandum of Cooperation with Mayor Ismael Mathay Jr. and other leaders of the NGO's of Quezon City.

GOVERNMENT RELATIONS:



Mayor Ismael Mathay Jr. introducing QCCCI President Vic Saulo.



Pres. Vic Saulo delivering a response for the private sector during a consultative meeting at the Bulwagan Hall, Quezon City Hall.

INDUCTION OF NEW MEMBERS







Induction of new members.



Commissioner Antonio Henson poses with the 1st Batch of Train the Trainors.



1st Batch, Train the Trainors Seminar.

GOVERNOR' S VISITATION:



Plaque of Appreciation for Gov. Lina Aurelio during Governor's visitation.



QCCCI Pres. Vic Saulo with Senate President Edgardo Angara, PCCI Chairman of the Board, Mr. Aurelio Periquet and other awardees at the Hotel Nikko, Manila Garden.

Q.C. 55TH FOUNDATION DAY:



Christine Tires Sales, one of the exhibitors during the Q.C. Trade Fair represented by its Manager, Felix "Mon" de Vera

QCCCI officers pose with Ms. Armi Linsangan, a BIR Training Officer.



AWARDS:



QCCCI President, Vic Salulo as member of the Board of Judges in selecting the 10 Most Outstanding Policemen of Quezon City. Other judges include Judge Maximiano Asuncion, Dr. Aquino of U.P. and Congressman Bongbong Marcos





A Plaque of Appreciation for NCR Director of the Department of Trade & Industry, Ms. Imelda Madarang.

1994 ELECTION OF OFFICERS:



SPEAKER JOSE C. DE VENECIA, JR.
Legislator, Diplomat, Businessman and Journalist

Jose C. de Venecia, Jr. of the 4th district of Pangasinan is the 15th Speaker of the Philippine House of Representatives overwhelmingly chosen by a seven-party coalition when Congress opened on July 27, 1992. The "Rainbow Coalition" or the "Peoples coalition for progress" is unprecedented in Philippine history.

His victory was considered a masterful stroke, considering that his party, the Lakas-NUCD-UMDP (National Union of Christian Democrats-United Muslim Democrats of the Philippines), had only 38 elected congressmen, third only to the Nationalist People's Coalition, which had 45 congressmen, and the Laban ng Demokratikong Pilipino, which had 87 solons.

His colleagues conceded that Speaker de Venecia came prepared for the job, a culmination of years of experience as legislator, diplomat, journalist and businessman.

De Venecia's foremost goal along with President Ramos is for the Philippines to pull off Asia's next economic miracle before the turn of the century and to destroy once and for all the Philippine image as the sick man of Asia.

Speaker de Venecia is also co-architect with President Ramos of the national unification program with the political parties of the defeated presidential candidates and of the national reconciliation program with the Muslim secessionists, the military rebels, who launched seven coup attempts in the last government, and with the Communist guerrillas (New People's Army), leading to the ongoing peace talks and the successful tentative cease-fire and peace arrangements.

De Venecia is also the Secretary General of the new ruling party, the Lakas NUCD-UMDP. He acted with then presidential candidate Fidel Ramos and then Foreign Affairs Secretary Raul Manglapus in merging the young political parties Lakas Tao, EDSA-LDP, and the NUCD into the Lakas-NUCD-UMDP, which now has links with the Christian Democratic parties in Europe and the Americas.

OUTSTANDING CONGRESSMAN : From 1987 to 1991, de Venecia was chosen one of the 10 Outstanding Congressmen of the Philippines by Manila newspapers. In the premartial law Congress, he was given the same distinction each year, from 1970 to 1972, as a Representative then of the 2nd district of Pangasinan.

In 1991, Joe was chosen No.1 Congressman from among the 200 members of the House of Representative by Congresspost newsmagazine, headed by Manila Bulletin columnist Jesus Bustamante.

DIPLOMAT: Almost every year, de Venecia was appointed by President Corazon Aquino and the House of Representatives as Philippine delegate to the United Nations General Assembly sessions in New York where he delivered speeches on peace initiatives, external debt, disarmament, finance, and industrialization. He was vice-chairman of the Philippine U.N. delegation in 1991, with then Foreign Secretary Manglapus as Chairman.

De Venecia's visit to North Korea in 1990 made history when his conference with the last of Communism's Stalinist leaders, President Kim II Sung, would now pave the way for the end of the Philippine-Korean "state of war" and result hopefully in a joint decision to establish Philippines-North Korea diplomatic relations. De Venecia has been counselling moderation to North Korean leaders so Pyongyang can reconcile with the international community. He also urged the restoration of the North Korean/South Korean dialogue and unification talks.

Together with then Foreign Affairs Secretary Raul Manglapus, de Venecia authored the unprecedented debt-reduction provision in the 1989-1991 RP-US Manglapus-Schultz bases agreement which succeeded in reducing the country's debt service by $500-million, according to DFA statistics, under the Brady Plan.

PERSONAL BACKGROUND: He is the son of the late CFI Judge Jose Ravago de Venecia of Bolosan and late Casimira Villamil Claveria of Pogo Grande-Lasip-Malued, Dagupan City.

He received his early education from the Dagupan City Elementary School where he was accelerated by a year. He completed high school at De La Salle College in 1951 and went on to earn his BS major in Journalism degree at the Ateneo.

Greetings from
the Quezon City
Government
and congratulations to
the officers and members
of the Quezon City Chamber
of Commerce and Industry, Inc.
on the occasion of your
35th Induction Ceremonies

ISMAEL A. MATHAY, JR.
City Mayor

SPEAKER JOSE C. DE VENECIA, JR.
Legislator, Diplomat, Businessman and Journalist

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His victory was considered a masterful stroke, considering that his party, the Lakas-NUCD-UMDP (National Union of Christian Democrats-United Muslim Democrats of the Philippines), had only 38 elected congressmen, third only to the Nationalist People's Coalition, which had 45 congressmen, and the Laban ng Demokratikong Pilipino, which had 87 solons.

His colleagues conceded that Speaker de Venecia came prepared for the job, a culmination of years of experience as legislator, diplomat, journalist and businessman.

De Venecia's foremost goal along with President Ramos is for the Philippines to pull off Asia's next economic miracle before the turn of the century and to destroy once and for all the Philippine image as the sick man of Asia.

Speaker de Venecia is also co-architect with President Ramos of the national unification program with the political parties of the defeated presidential candidates and of the national reconciliation program with the Muslim secessionists, the military rebels, who launched seven coup attempts in the last government, and with the Communist guerrillas (New People's Army), leading to the ongoing peace talks and the successful tentative cease-fire and peace arrangements.

De Venecia is also the Secretary General of the new ruling party, the Lakas NUCD-UMDP. He acted with then presidential candidate Fidel Ramos and then Foreign Affairs Secretary Raul Manglapus in merging the young political parties Lakas Tao, EDSA-LDP, and the NUCD into the Lakas-NUCD-UMDP, which now has links with the Christian Democratic parties in Europe and the Americas.

OUTSTANDING CONGRESSMAN : From 1987 to 1991, de Venecia was chosen one of the 10 Outstanding Congressmen of the Philippines by Manila newspapers. In the premartial law Congress, he was given the same distinction each year, from 1970 to 1972, as a Representative then of the 2nd district of Pangasinan.

In 1991, Joe was chosen No.1 Congressman from among the 200 members of the House of Representative by Congresspost newsmagazine, headed by Manila Bulletin columnist Jesus Bustamante.

DIPLOMAT: Almost every year, de Venecia was appointed by President Corazon Aquino and the House of Representatives as Philippine delegate to the United Nations General Assembly sessions in New York where he delivered speeches on peace initiatives, external debt, disarmament, finance, and industrialization. He was vice-chairman of the Philippine U.N. delegation in 1991, with then Foreign Secretary Manglapus as Chairman.

De Venecia's visit to North Korea in 1990 made history when his conference with the last of Communism's Stalinist leaders, President Kim II Sung, would now pave the way for the end of the Philippine-Korean "state of war" and result hopefully in a joint decision to establish Philippines-North Korea diplomatic relations. De Venecia has been counselling moderation to North Korean leaders so Pyongyang can reconcile with the international community. He also urged the restoration of the North Korean/South Korean dialogue and unification talks.

Together with then Foreign Affairs Secretary Raul Manglapus, de Venecia authored the unprecedented debt-reduction provision in the 1989-1991 RP-US Manglapus-Schultz bases agreement which succeeded in reducing the country's debt service by $500-million, according to DFA statistics, under the Brady Plan.

PERSONAL BACKGROUND: He is the son of the late CFI Judge Jose Ravago de Venecia of Bolosan and late Casimira Villamil Claveria of Pogo Grande-Lasip-Malued, Dagupan City.

He received his early education from the Dagupan City Elementary School where he was accelerated by a year. He completed high school at De La Salle College in 1951 and went on to earn his BS major in Journalism degree at the Ateneo.

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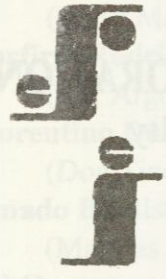

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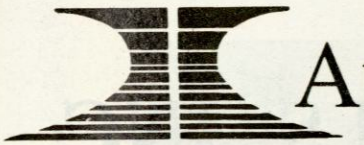

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Majority Floor Leader
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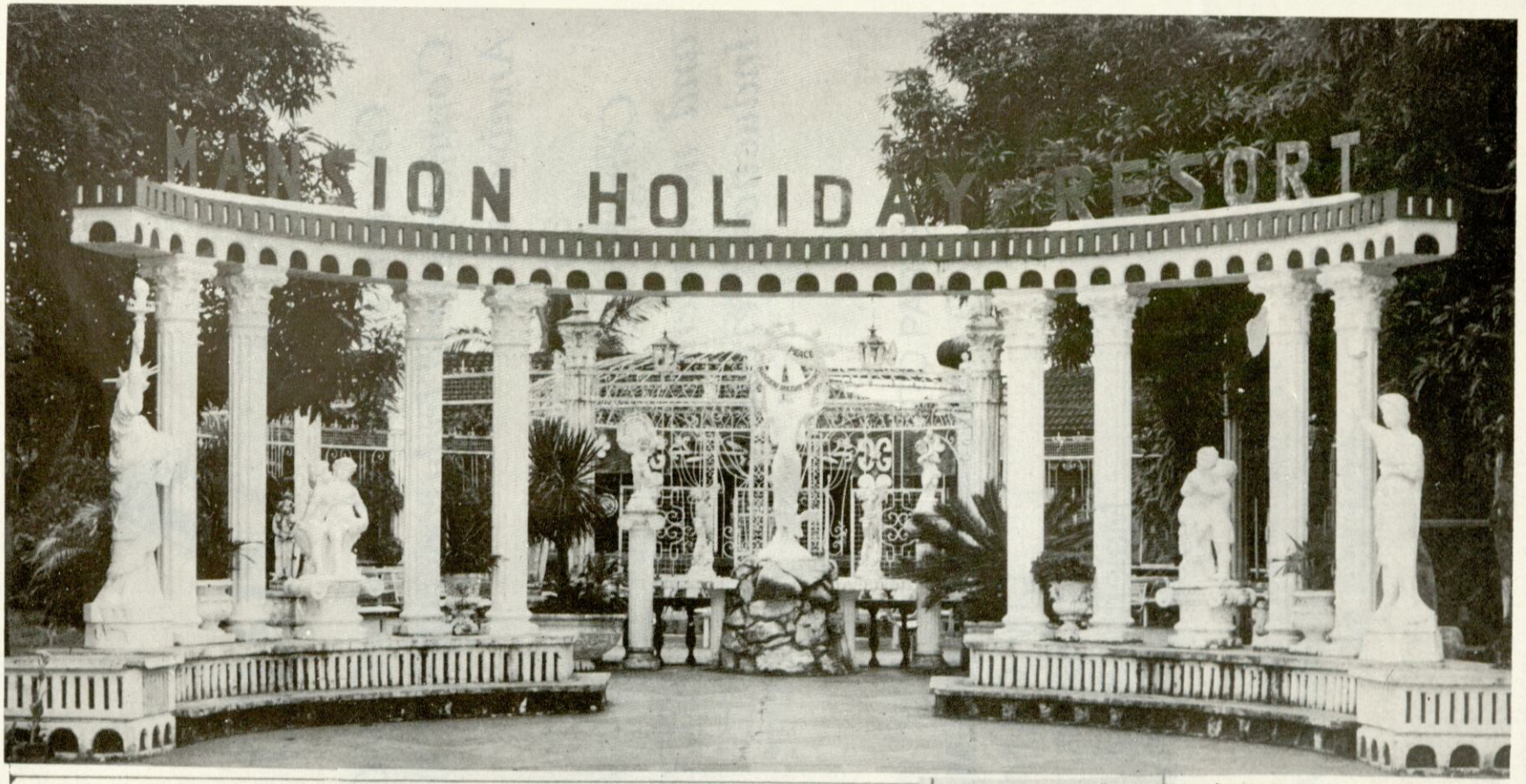

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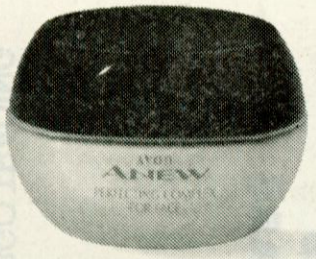

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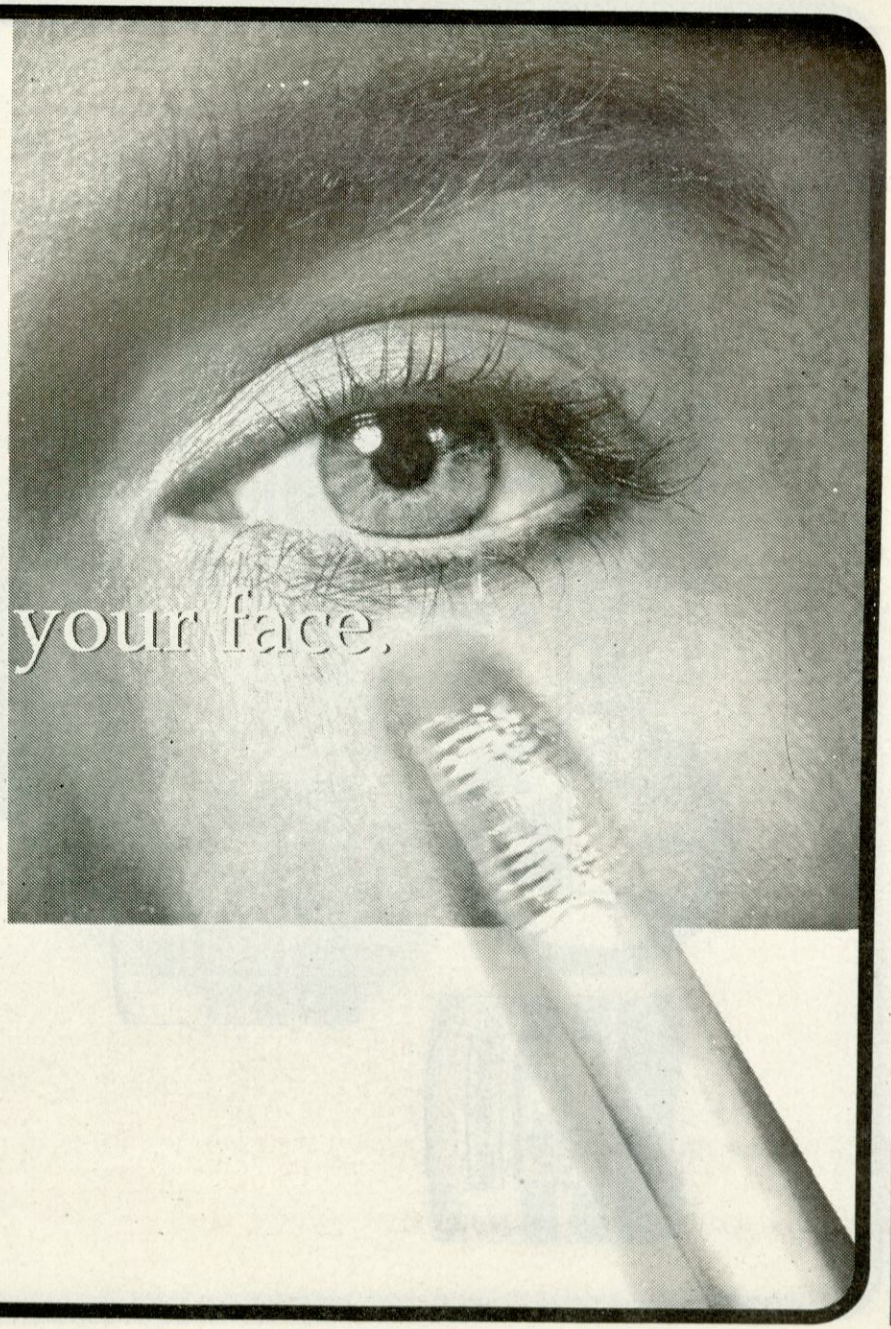

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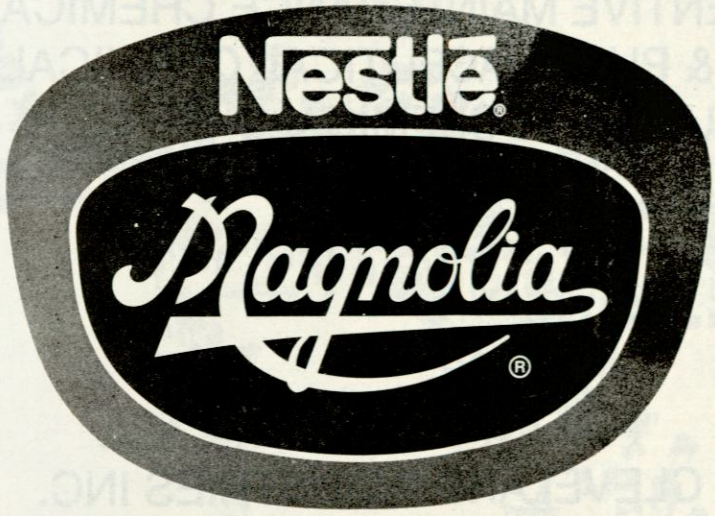

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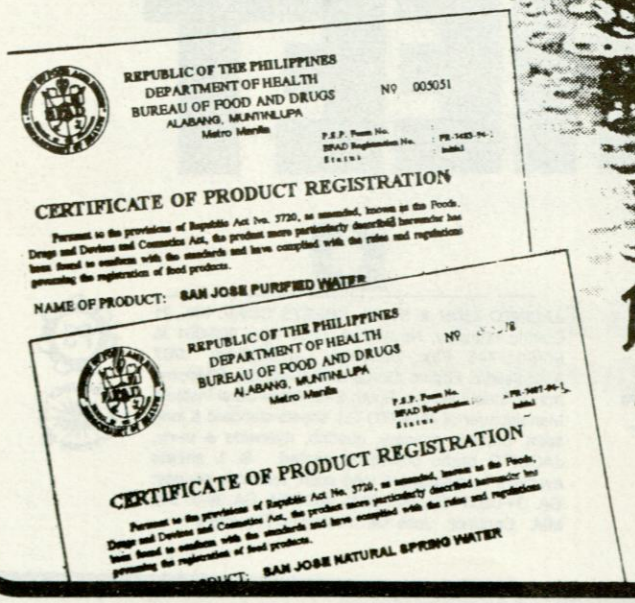

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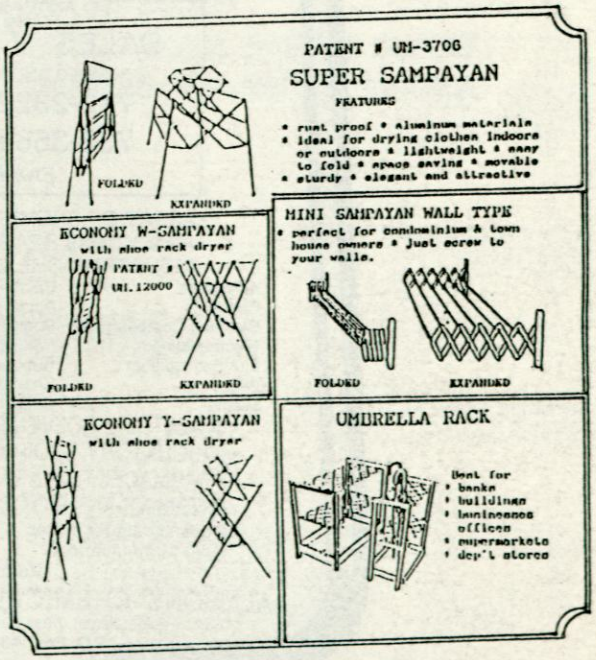

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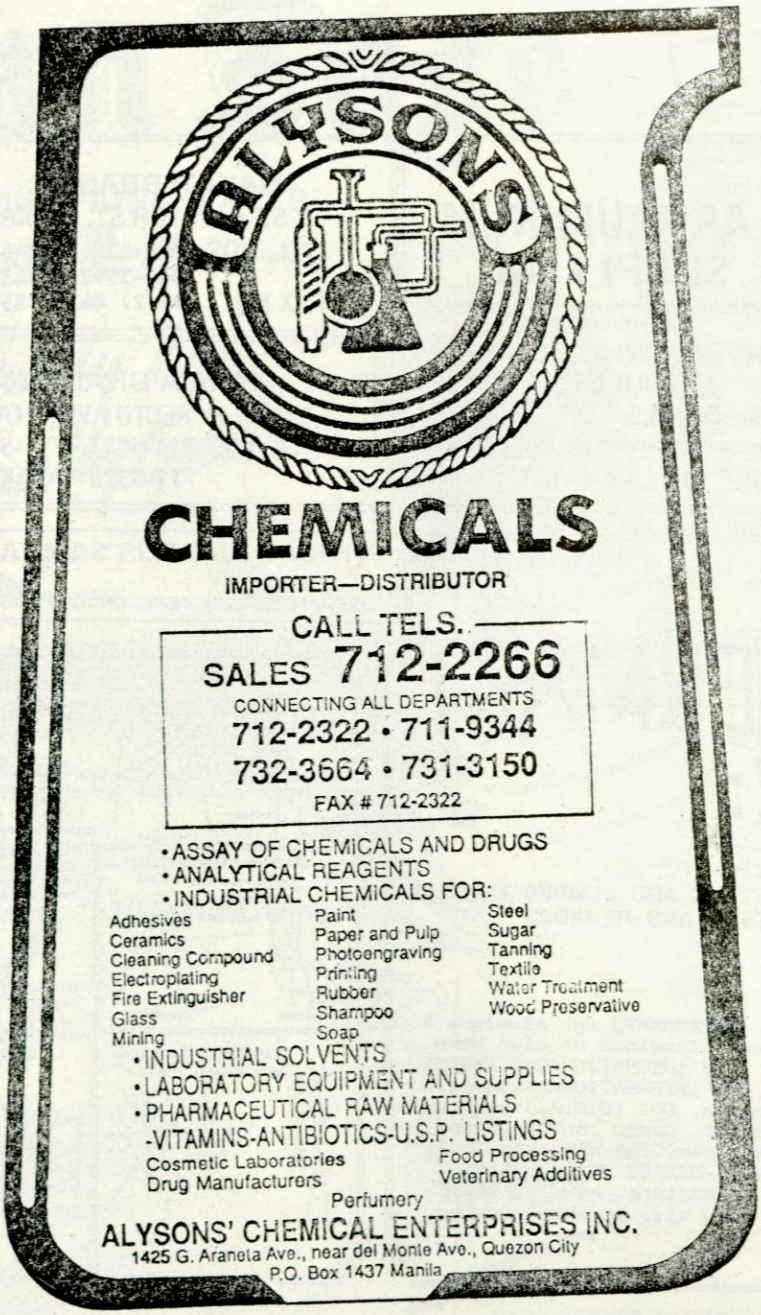

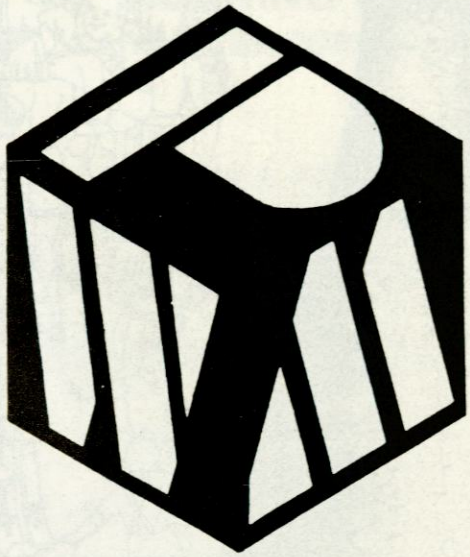

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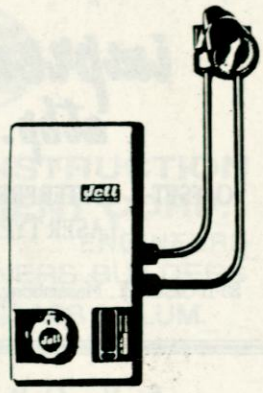

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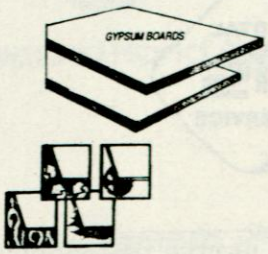

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MARKETING

IMMUTABLE LAWS OF MARKETING

Violate them at your own risk!

BY AL RIES AND JACK TROUT

WHO WAS THE first person to fly the Atlantic Ocean solo? Charles Lindbergh, right? Now, who was the second? Not so easy to answer, is it? The second person to fly the Atlantic Ocean solo was Bert Hinkler. Bert was a better pilot than Charles—he flew faster, he consumed less fuel. Yet who has ever heard of Bert Hinkler?

The Lindbergh story demonstrates the *law of leadership: It's better to be first than it is to be better.* Many people believe that the basic issue in marketing is convincing prospects that you have a better product or service. Not true. The leading brand in any category is almost always the first into the prospect's mind: Hertz in car rental. IBM in computers. Coca-Cola in cola.

One reason the first brand tends to maintain its leadership is that the name often becomes generic. People will stand in front of a Ricoh, a Sharp, or a Kodak copier and ask, "How do I make a Xerox copy?" They will ask for the Kleenex when the box clearly says Scott. They will offer you a Coke when all they have is a Pepsi-Cola.

If the secret of success is getting into the prospect's mind first, what strategy are most companies committed to? The better-product strategy. The latest and hottest subject in management is benchmarking. Touted as the "ultimate competitive strategy," benchmarking is the process of evaluating your company's products against the best in the industry. It's an essential element in a process often called "total quality management."

Unfortunately, benchmarking doesn't work. Regardless of reality, people perceive the first product into the mind as superior.

So if you're second into the prospect's mind, are you doomed to languish forever? Not necessarily. Fortunately, there are other laws.

What was the name of the third person to fly the Atlantic Ccean solo? If you didn't know Hinkler, you might figure you had no chance with the name of the third person. But you do. It's Amelia Earhart. Now, is Amelia known as the third person to fly the Atlantic solo, or as the first woman to do so?

If you didn't get into the prospect's mind first, don't give up hope. There's the *law of category: If you can't be first in a category, set up a new category you can be first in.* It's not as difficult as you might think. Many computer companies (and their entrepreneurial owners) became rich and famous by following this simple principle.

Digital Equipment Corporation, often dubbed as "the second largest computer company in the world" was first in minicomputers. Tandem was first in fault-tolerant computers. Cray Research made the first supercomputer. Dell got into the crowded personal computer field by being the first to sell them by phone.

When you launch a new product, the first question to ask yourself is not, "How is this better than the competition?" but "What category is this new product first in?"



Editor's Note: Al Ries (right) and Jack Trout, perhaps the world's best-known marketing strategists, have more than 40 years of marketing expertise between them. They are the authors of such best-selling books as *Positioning: The Battle for Your Mind, Marketing Warfare,* and *Bottom Up Marketing* (McGraw-Hill, 1981, 1985, and 1988, respectively). In their latest, *The 22 Immutable Laws of Marketing,* Ries and Trout have identified the definitive rules that govern the world of marketing. With irreverent but honest insights, the authors provide advice that often flies in the face of conventional wisdom. Ries and Trout run a marketing consulting firm servicing clients from AT&T to Weyerhaeuser.

MARKETING

This is counter to classic marketing thinking, which is brand-oriented: How do I get people to prefer my brand? Forget the brand. Think categories. Prospects go on the defensive when it comes to brands. Everyone talks about why their brand is better. But prospects have an open mind when it comes to categories. Everyone is interested in what's new. Few people are interested in what's better.

The world's first personal computer was the MITS Altair 8800. The law of leadership would suggest that the MITS Altair 8800 ought to be the No. 1 personal computer brand. Unfortunately, the product is no longer with us. Du Mont invented the first commercial television set, Duryea the first automobile, Hurley the first washing machine. All are gone.

The Law of the Mind



ILLUSTRATIONS: HARPERCOLLINS PUBLISHERS, INC.

It's better to be first in the prospect's mind than to be first in the marketplace.

Is something wrong with the law of leadership? No, but the *law of the mind* modifies it. *It's better to be first in the prospect's mind than first in the marketplace.* Being first in the mind is everything in marketing. Being first in the marketplace is important only to the extent that it allows you to get in the mind first.

Thousands of would-be entrepreneurs are tripped up every year by this law. Someone has an idea he believes will revolutionize an industry, as well it may. The problem is getting the concept into the prospect's mind.

The conventional solution to the problem is money. Wrong. More money is wasted in marketing than in any other human activity (outside of government, of course). When you have an open mind to work with, even a small amount of money can go a long way. Apple got off the computer ground with only $91,000.

Apple was helped by its simple name. Apple's competitors had complicated names that were difficult to remember. In the early days, five personal computers were on the launching pad: Apple II, Commodore Pet, IMSAI 8080, MITS Altair 8800, and Radio Shack TRS-80. Ask yourself, which name is the simplest and easiest to remember?

There Are No Best Products

The law of the mind follows from the *law of perception: Marketing is not a battle of products, but of perceptions.* Therefore, the mind takes precedence over the marketplace.

Marketing people are preoccupied with doing research and "getting the facts." They analyze the situation to make sure that truth is on their side. Then they sail confidently into the marketing arena, secure in the knowledge that they have the best product and that ultimately the best will win.

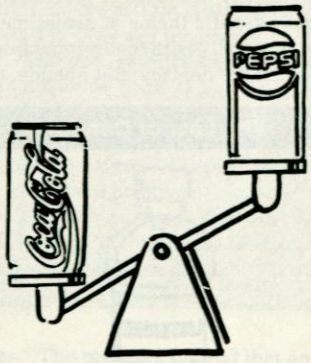
It's an illusion. There is no objective reality. There are no facts. There are no best products. All that exists in the world of marketing are perceptions in the minds of the customer or prospect. The perception is the reality. Everything else is an illusion.

Japanese automobile manufacturers sell the same cars in the United States as they do in Japan. If marketing were a battle of products, you would think the same sales order would hold true for both countries. But in Japan, Honda is nowhere near the leader, as it is in the United States.

What's the difference between Honda in Japan and Honda in the United States? The products are the same, but the perceptions in customers' minds are different. If you told friends in New York you bought a Honda, they might ask you, "What kind? A Civic? An Accord? A Prelude?" If you told friends in Tokyo you bought a Honda, they might ask you, "What kind of motorcycle did you buy?" In Japan, Honda got into customers' minds as a manufacturer of motorcycles.

A company can become incredibly successful if it can find a way to own a word in the mind of the prospect. Not a complicated word. Not an invented one. The simple words are best, taken right out of the dictionary. This is the *law of focus—the most powerful concept in marketing is owning a word in the prospects' mind.* The most effective words are simple and benefit-oriented. No matter how complicated the product, no matter the needs of the market, it's always better to focus on one word or benefit rather than two, three, or four.

The Law of the Opposite



If you're shooting for second place, your strategy is determined by the leader.

Federal Express was able to put the word overnight into the minds of its prospects because it focused on overnight package delivery only. Also, there's the halo effect. If you strongly establish one benefit, the prospect is likely to give you a lot of other benefits, too. A "safer" car implies better design and engineering.

Nothing lasts forever, though. There comes a time when a company must change words. For a number of years, Lotus has owned the word spreadsheet. But the world of spreadsheets is getting competitive, and the potential for growth is limited. Lotus decided to focus on a new concept called "groupware," software products for networked PCs. Lotus was the first software company to

MARKETING

develop a successful groupware product. If things work out, the company will eventually own a second word in the minds of its prospects.

The essence of marketing is narrowing the focus. You become stronger when you reduce the scope of your operations. You can't stand for something if you chase after everything.

Some companies accept the need to narrow the focus and try to accomplish this in ways that are self-defeating. "We'll focus on the quality end of the market. We won't get into the low end where the emphasis is on price."

This is great inside the corporation. Total quality, the path to greatness. It makes a terrific theme at dealer meetings, especially with the trumpet flourishes and the dancers. But outside, the message falls apart. Does any company proclaim itself as the "unquality" corporation? No, everybody stands for quality. As a result, nobody does.

The Law of Candor



"THE TASTE YOU HATE TWICE A DAY"

When you admit a negative the prospect will most likely give you a positive.

When you develop your word to focus on, fend off the lawyers. They want to trademark everything. The trick is to get others to use your word. To be a leader, you must have followers.

While being first into the prospect's mind ought to be your primary marketing objective, the battle isn't lost if you fail. There are strategies to use for No. 2 and No. 3 brands. *The strategy to use depends on which rung you occupy on the ladder.* This is the *law of the ladder.* All products are not created equal. There's a hierarchy in the mind that prospects use in making decisions. For each category, there is a product ladder in the mind. On each rung is a brand name. Your marketing strategy should depend on how soon you got into the mind and which rung of the ladder you occupy. The higher the better, of course.

Take Avis. For years, "Finest in rent-a-cars" was one of its campaigns. The reader looked at the ad and wondered, How could they have the finest rent-a-car service when they're not on the top rung of my ladder? (Hertz was on top.)

Then Avis acknowledged its position. "Avis is only No. 2 in rent-a-cars. So why go with us? We try harder." For 13 years in a row, Avis lost money. Then, when it admitted to being No. 2, it started to make money, lots of money. Shortly thereafter, the company was sold to ITT, which promptly ordered up the advertising theme, "Avis is going to be No.1." The campaign was a disaster.

Many marketing people have misread the Avis story. They assume the company was successful because it tried harder (i.e., it had the better service). But that wasn't it at all. Avis was successful because it related itself to the position of Hertz in the mind.

Don't Be Better, Be Different

A new category is a ladder of many rungs. Gradually, the ladder becomes a two-rung affair. When you take the long view of marketing, you find the battle usually winds up as a titanic struggle between two major players—usually the old reliable brand and the upstart. This is the *law of duality: In the long-run, every market becomes a two-horse race.*

Take video games. In the late eighties, the market was dominated by Nintendo with a 75% share. The two also-rans were Sega and NEC. Today, Nintendo and Sega are neck and neck, and NEC is way behind.

If you want to establish a firm foothold on the second rung of the ladder, study the firm above you. Where is it strong? And how do you turn that strength into a weakness? Learn from the *law of the opposite: If you're shooting for second place, your strategy is determined by the leader.* You must discover the essence of the leader and then present the prospect with the opposite. In other words, don't try to be better, try to be different.

Sometimes you need to be brutal. Scope, the good-tasting mouthwash, hung the "medicine breath" label on its Listerine competition. But don't simply knock the competition. The law of the opposite is a two-edged sword. It requires choosing a weakness that your prospect will quickly acknowledge. (One whiff of Listerine and you know that your mouth would smell like a hospital.) Then quickly twist the sword. (Scope is the good-tasting mouthwash that kills germs.)

If violating any of our immutable laws of marketing was a punishable offense, a large portion of corporate America would be in jail. By far the most violated law in our book is the *law of line extension: There's an irresistible pressure to extend the equity of the brand.* One day a company is tightly focused on a single product that is highly profitable. The next day the same company is spread thin over many products and is losing money.

The Law of Hype



The real situation is often the opposite of the way it appears in the press.

Take IBM. Years ago, when IBM was focused on mainframe computers, the company made a ton of money. Today IBM is into everything, and look what has happened.

In a narrow sense, line extension involves taking the brand name of a successful product (e.g., A-1 steak sauce) and putting it on a new product you plan to introduce (A-1 poultry sauce).

MARKETING

ON LEADERSHIP, PERCEPTION, HYPE, AND OTHERS

- **The law of leadership:** It's better to be first than it is to be better.
- **The law of the category:** If you can't be first in a category, set up a new category you can be first in.
- **The law of the mind:** It's better to be first in the mind than to be first in the marketplace.
- **The law of perception:** Marketing is not a battle of products, it's a battle of perceptions.
- **The law of focus:** The most powerful concept in marketing is owning a word in the prospect's mind.
- **The law of exclusivity:** Two companies cannot own the same word in the prospect's mind.
- **The law of the ladder:** The strategy to use depends on which rung you occupy on the ladder.
- **The law of duality:** In the long run, every market becomes a two-horse race.
- **The law of the opposite:** If you're shooting for second place, your strategy is determined by the leader.
- **The law of line extension:** There's an irresistible pressure to extend the equity of the brand.
- **The law of attributes:** For every attribute, there is an opposite, effective attribute.
- **The law of candor:** When you admit a negative, the prospect will give you a positive.
- **The law of hype:** The situation is often the opposite of the way it appears in the press.

It sounds so logical. "We make A-1, a great sauce that gets the dominant share of the steak business. But people are switching from beef to chicken, so let's introduce a poultry product. And what better name to use than A-1? That way people will know the poultry sauce comes from the makers of that great steak sauce."

But marketing is a battle of perception, not products. In the mind, A-1 is not the brand name, but the steak sauce itself. "Would you pass me the A-1?" asks the diner. Nobody replies: "A-1 what?" In spite of the $18-million advertising budget, the A-1 poultry sauce launch was a dismal failure.

The leader in any category is invariably the brand that is not line-extended. Gerber has 72% of the baby food market, way ahead of Beech-Nut and Heinz, the two line-extended brands.

The *law of exclusivity* states that *no two companies can own the same word in the prospect's mind.* You must find your own word to own, seek out another attribute.

Too often a company attempts to emulate the leader. "They must know what works," goes the rationale, "so let's do something similar." Not good thinking.

It's much better to search for an opposite attribute that will allow you to play off against the leader. The key word here is opposite—similar won't do. This is the *law of attributes—for every attribute, there is an opposite, effective attribute.* Coke was the original and thus the choice of older people. Pepsi successfully positioned itself as the choice of the younger generation.

Honesty Is Still the Best Policy

According to the *law of candor, when you admit a negative, the prospect will give you a positive.* What's going on here? Why would a dose of honesty work well in the marketing process?

First and foremost, candor is disarming. Every negative statement you make about yourself is instantly accepted as truth. Positive statements, on the other hand, are looked at as dubious at best. Especially in an ad. You have to prove a positive statement to the prospect's satisfaction. No proof is needed for a negative statement.

"The 1970 VW will stay ugly longer." A car that ugly must be reliable, thinks the prospect.

"Joy. The most expensive perfume in the world." If people are willing to pay $375 an ounce, it must be a sensational perfume.

"With a name like Smucker's, it has to be good." Most firms, especially family companies, would never make fun of their own name. Yet the Smucker family did, which is one reason why Smucker's is the No. 1 brand of jams and jellies.

When a company starts a message by admitting a problem, people tend, almost instinctively, to open their minds. Now you're in a position to drive in the positive, which is your selling idea.

When Scope entered the mouthwash market and exploited Listerine's truly terrible taste, the latter couldn't tell people that Listerine's taste "wasn't all that bad." That would reinforce a negative perception. Instead, Listerine brilliantly invoked the law of candor: "The taste you hate twice a day." This set up the idea that Listerine "kills a lot of germs." The prospect figured that anything that tastes like disinfectant must indeed be a germ killer.

When you need the hype, it usually means you're in trouble. *The situation is often the opposite of the way it appears in the press.* This is the *law of hype.*

No newspaper has received more hype than *USA Today.* Its launch in 1982 was attended by the United States president. The residue of this initial hype is still so great that most people cannot believe *USA Today* is losing money.

Capturing the imagination of the public is not the same as revolutionizing a market. For the most part, hype is hype. Real revolutions don't arrive at high noon with marching bands and coverage on the 6 p.m. news. They arrive unannounced in the middle of the night and sneak up on you. ❑

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