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# People Asia

SPECIAL EDITION

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OCT 2007



• Quezon City at 68 •

Mayor Feliciano Belmonte Jr. and Quezon City's outstanding citizens for 2007: Secretary Estrella Alabastro, Shirley Halili-Cruz, Ambassador Ramon del Rosario Sr., Dr. Juan Flavier, F. Stonil Jose, Dennis Orcollo, Justice Efen Plana, Dr. Emerlinda Roman and Dr. Gerardo Sicat

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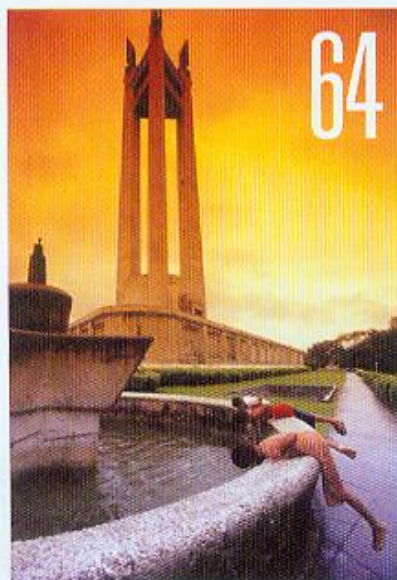
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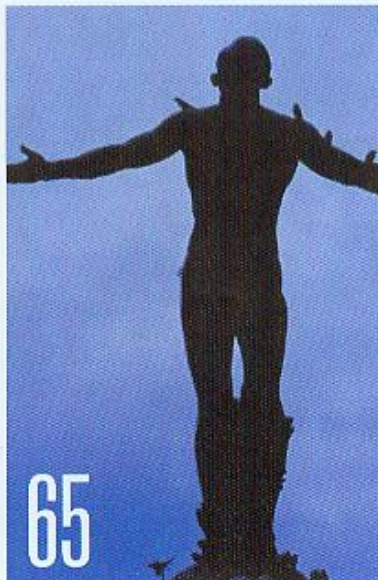
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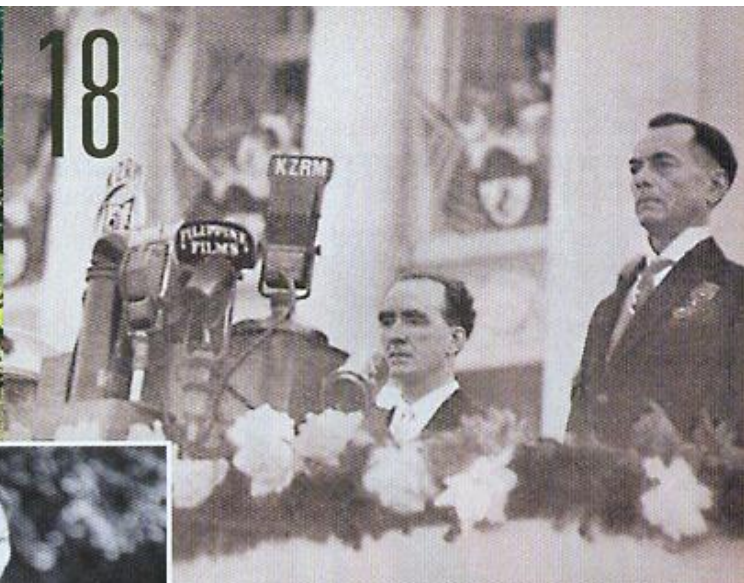
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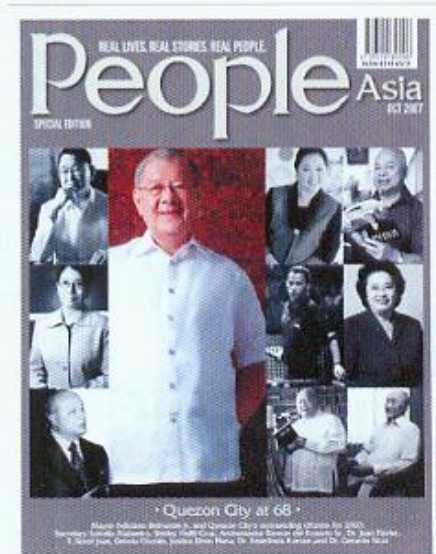
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Quezon City at 65



## EDITOR'S NOTE



Photo by RAYMOND ISAAC • Makeup by PATRICK RIOSAS

The city  
of dreams  
fulfilled

*"I dream of a capital city that politically shall be the seat of the national government; aesthetically, the showplace of the nation..."*

— Manuel L. Quezon  
President 1938-1941

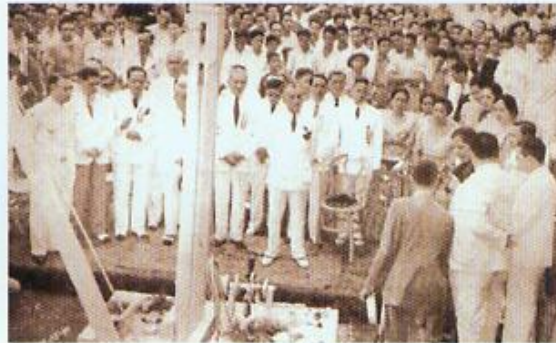
**I**t has been said that President Manuel L. Quezon was a man ahead of his time, a visionary who saw great futures and worked hard to fulfill noble dreams. He looked at a piece of land and saw not swampland nor fields of grass. Instead his eyes beheld a metropolis that would someday be the showcase of his beloved young nation.

If President Quezon were alive today, he would have been proud to see what has become of his dream city.

He would have been exhilarated at the sight of looming high-rise buildings that seem to race to the heavens in pursuit of vast business potentials. He would have been swept by the energy of multi-faceted commercial, entertainment and leisure centers that dot the landscape. He would have been rejuvenated by the idealism of the youth studying in premier educational institutions. He would have been nostalgic as he walked the tree-lined streets of historic residential communities. He would have enjoyed sampling the culinary delights of restaurant row. He would have been a very happy man.

As we celebrate the 68<sup>th</sup> Foundation Day of Quezon City, our heartfelt congratulations and best wishes go to its dynamic Mayor Feliciano "Sonny" Belmonte Jr., the city government's leaders and workers, and its genteel citizens. Mayor Belmonte has lived in the city since 1959, the year he married the lovely Betty Go, who was to become founding chairman of *The Philippine STAR* (she passed away in 1994). Before that he would occasionally stay at the city's YMCA while pounding the beat as a police reporter and finishing a law degree.

A hands-on mayor ("I am aware of every document I sign"), he nevertheless empowers his subordinates to make decisions. He doesn't go around with a phalanx of bodyguards,



President Quezon presiding over the laying of the cornerstone for the new capital city on November 15, 1940

and crisscrosses the lobby of City Hall like he were an ordinary bureaucrat, not the mayor. His interview with contributing writer Kap Maceda Aguila takes place in the lobby, where the mayor unselfconsciously shares his views on good governance while people with business in City Hall pass him by. Some stop to shake his hand, and more often than not, he rewards them with a tight handshake.

"I have been all over the world," Belmonte tells us, "I have been impressed by other countries. But I have never wanted to live any place but here."

*Joanne Rae Ramirez*  
JOANNE RAE RAMIREZ

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## When smartphones become smarter



**N**okia N95 proves to be an essential tool for techies and techie-idiots in these fast-changing times.

Powerful doesn't even begin to describe Nokia's flagship phone, N95. With its wealth of features and state-of-the-art conveniences that most handheld computers have today, N95 proves to be the reliable all-rounder. It has a 5 megapixel camera with autofocus, GPS satellite navigation, media player, radio, and 3G video calling option, which can save users a deal of time searching for maps in the internet.

Although it cannot easily take the place of a digital camera, the N95 can capture images good enough for web publishing, e-mail, and souvenir. Most gadget freaks would scream in protest and say the N93's camera is way better than that of the N95. But thanks to its many camera options such as different shutter modes for fast-moving subjects or night-time snaps and easy access to Flickr accounts, the N95 is a standout.

Also packing a serious punch is the N95's video recording capability, as it records in VGA Resolution (640 x 480 pixels) at up to 30 frames per second with good audio quality. Its TV-out cable allows users to play videos on their TV sets, too.

Music aficionados might find a new best friend in N95. For those thinking of leaving their bulky iPods at home, N95 is the next best thing. It supports an array of file types: MP3, AAC, DRM, and WMA, and has a visualizer and equalizer with presets that users can manipulate to their liking. Equipped with an application to automatically scan local stations, the built-in FM Radio makes listening-on-the-go a breeze. Aside from the stereo speakers, the 3.5mm headphone jack makes N95 a gem.

Although it is heavily criticized for its rather bulky size (99 x 53 x 21 mm) and weight (120g), N95 has an impressive display: 240 x 320 pixels and 16 million colors within its nifty 2.6 inch-screen. Because of its ambient light detector, the N95 has vivid display under the glare of the sun. While other users will have fun tinkering with dedicated media keys, some might find them a little annoying as they would sometimes get in the way.

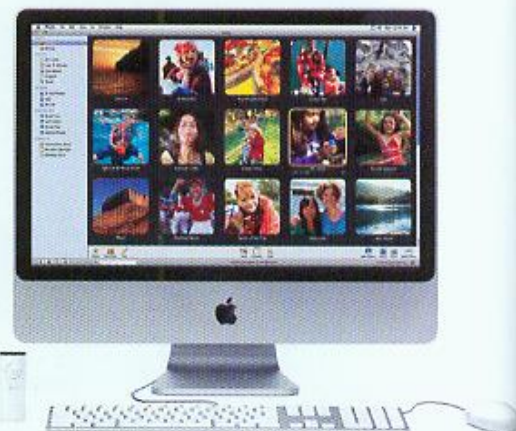
There are the occasional system lags, especially when opening and closing applications, but Nokia N95's many features, aimed to make anyone's life easier, will make anyone forgive and forget such flaws. Heck, N95 might even squash the long-running dirt about Nokia phones being bug-ridden and problematic. —*Gabby Libarios*

### The Iresistible Apple

Apple unveiled its most incredible desktop computer yet, an all-in-one iMac line, featuring 20- and 24-inch widescreen displays in elegant aluminum and glass enclosures. The entire new line includes the latest Intel Core 2 Duo processors, an ultra-thin (.33 inches) aluminum Apple keyboard, built-in iSight video camera for video conferencing and iLife '08, the most significant update ever to Apple's award-winning suite of digital lifestyle applications.

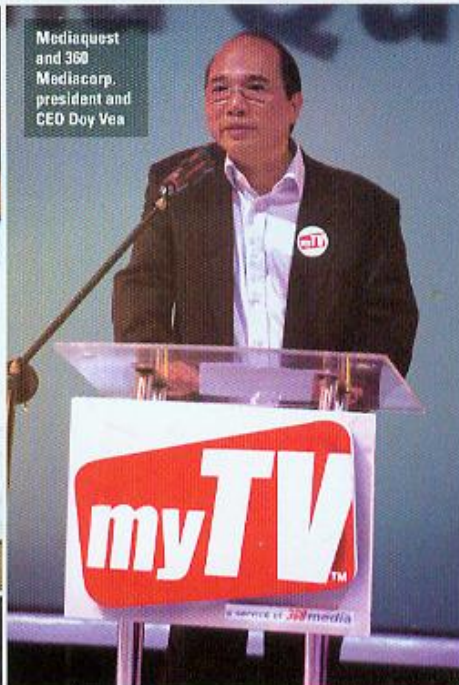
Combining power and convenience, the new iMac offers up to 1TB of internal storage to accommodate a user's growing library of digital photos, movies, and music. It also includes built-in AirPort Extreme 802.11n Wi-Fi networking, delivering up to five times the performance and twice the range of 802.11g; Gigabit Ethernet; a total of five USB 2.0 ports, and one FireWire 400 and one FireWire 800 port. It also comes with the world's most advanced operating system, Mac OS X version 10.4.10 Tiger, Safari, Mail, iCal, iChat AV, Front Row and Photo Booth.

With iMac's stunning design, durable materials, and highly powerful features, Apple has indeed transformed the desktop computer into one killer machine.





Mon Fernandez, Polly Nazareno, Doy Vea, Don Rae and Jojo Maloles



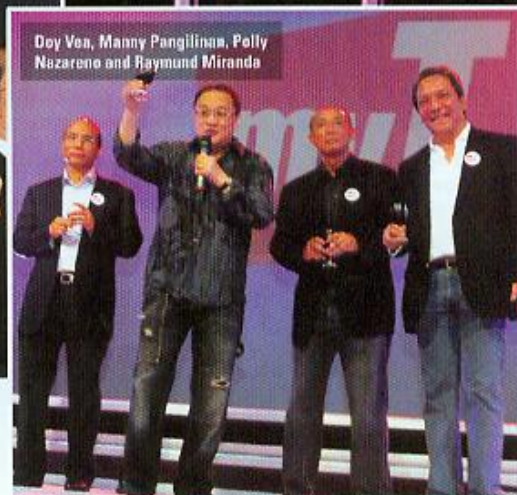
Mediaquest and 360 Mediacorp president and CEO Doy Vea



Josefine Lucas



Raymund Miranda and Cory Quirino



Doy Vea, Manny Pangilinan, Polly Nazareno and Raymund Miranda



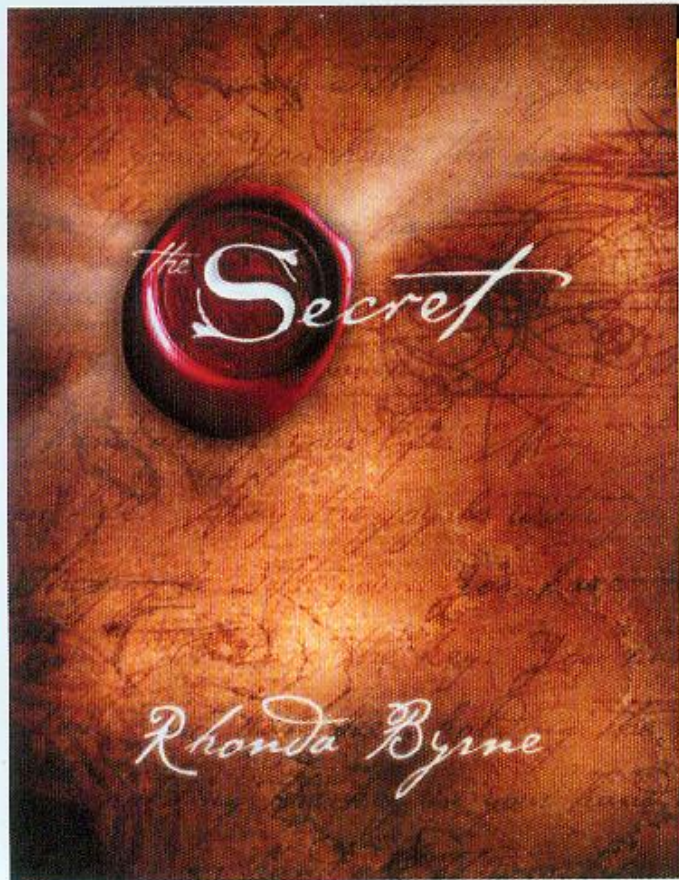
PLDT chairman Manny Pangilinan

## Smart TV

Telecommunications giant Smart marked a milestone when it launched Smart myTV, the country's very first mobile service allowing subscribers to watch their favorite TV shows right on their mobile phones. Lifestyle and entertainment editors and writers, celebrities, Smart Infinity subscribers and representatives of local and international TV networks attended the launch to try out the new service. With myTV, subscribers can get to watch 10 TV channels like CNN, MTV, Basketball TV, Solar Sports, National Geographic, Cartoon Network, The History Channel, ETC, Jack TV and Pinoy Box Office. Plans of adding more channels are said to be underway.



Lawyer Rafael Morales and Doy Vea



ON REVIEW

## The Music in your Mind

### THE SECRET

by Rhonda Byrne

What song is playing inside your head? Is it a happy tune, a ditty that starts your day right with thoughts of sunshine and sweet promises? Or is it a lament, a dirge in the bluest of notes entrenched in a minor key, foreshadowing the next few hours with dread?

The premise of *The Secret* by Rhonda Byrne is that our lives are but a result of the thoughts that dwell in our minds. What we constantly think of draws, well, just that – whatever we are constantly thinking of.

For example, if your first thought when you wake up is filled with doom and gloom, then that would most likely be the order of the day. Perhaps that anxiety is coming from a not-so-ideal work environment, where the boss picks on you, your co-workers laugh behind your back, and the clients treat you like a dog. Of course you'd like the scenario to change. But as you focus on the things you don't like, it's precisely those things that happen. It's like you're attracting the bad vibes.

And actually, you are. Constantly thinking of the negative will surely attract the negative. And what goes in inside that head of yours will sooner or later be reflected on the physical plane. Watch your shoulders hunch, your eyes lose their

luster, your mouth droop, your skin dry up, your step quibble, your whole demeanor sag in defeat.

So, how do you reverse the destructive effect of all this negativity? Now, that's the secret. As you read the book, you will learn how to tap into the law of attraction, in such a way that what you ask for you will receive. Applying the law to more positive thoughts opens the door to achieving your goals and fulfilling your dreams, whether you are longing for an improvement in your finances, a more rewarding career, a more significant relationship, or a remarkable way of being. It reveals a power that you had all along but which you had not tapped into, simply because the negative thoughts were getting in the way. And while *The Secret* presents its own caveats, it is by and large a simpler and more enjoyable way at looking at the universe and all it has for you. ■

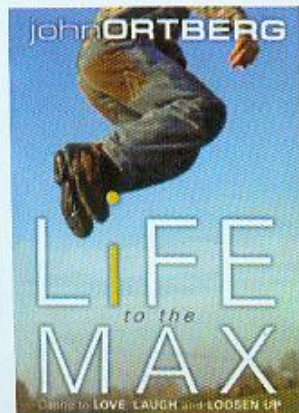
*(The Secret is available at all branches of FullyBooked.)*

## Picks of the Month

### LIFE TO THE MAX

by John Ortberg

Live, laugh and loosen up! Filled with humor and sparkling anecdotes from a gifted storyteller, this inspirational book by John Ortberg shows real people living in a real world how they can encounter God's love in tangible ways. *Life to the Max* is an encouraging and insightful presentation of a life that's worth living – a life that fills an ordinary world with meaning, hope and joy.

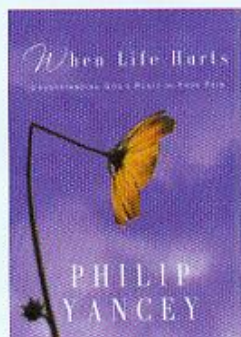


### WHEN LIFE HURTS: UNDERSTANDING GOD'S PLACE IN YOUR PAIN

by Philip Yancey

Why, God, why?

Your heart shouts to God from the agony of loss. You fall to your knees



under the weight of unbearable pain. Your suffering rips away the beauty and enjoyment of life, leaving misery, disappointment and doubt.

God, how could You do this? Are You really so powerful? Do You really care about my pain? Where are You when I need You most?

Renowned Christian author Philip Yancey knows these questions well, for he has asked them himself. Yet

God's embrace can be strongest in the midst of heartache. With divine gentleness, He'll make His love known to us – piercing our darkest moments with a stream of sunlight.

*(Life to the Max and When Life Hurts are available at OMF Literature, Pinatubo Street corner Boni Ave., Mandaluyong City.*

*For more information, call 532-6635 or log on to [www.OMFLit.com](http://www.OMFLit.com).)*



Gov. Vilma Santos-Recto signs a copy of *People Asia's* September issue.



Arthur Macapagal, *People Asia's* Babe Romualdez, Philip Mabilangan and Susing Pinoda



Gov. Vilma Santos-Recto with son Ryan and husband Ralph Recto



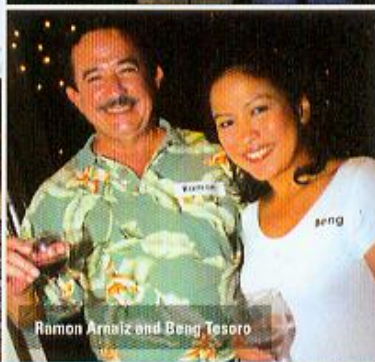
Jill Beckingham, Sylvia Schuff and Bong Tesoro



Lawyer Mito and Noelle Blanco



Monsignor Alfredo Macatangay



Ramon Arnaliz and Bong Tesoro

## A Toast to a sweet victory

The Punta Fuego Village Homeowner's Association and the Club Punta Fuego recently held a reception in honor of Batangas Gov. Vilma Santos-Recto at the Upper Beach Club in Punta Fuego, Nasugbu, Batangas. Attended by close friends, supporters, and Batangueños, the dinner underscored Vilma's landslide victory in the gubernatorial race in Batangas. Amid gales of laughter and banter, Gov. Vilma had the chance to talk with *People Asia* publisher Babe Romualdez about her plans for the progressive province. With husband Ralph Recto and son Ryan on her side, the multitalented actress, who is also *People Asia's* best-selling September cover, took the opportunity to talk with her constituents in a very friendly and warm atmosphere.

PHOTOS BY POI BELTRAN



Susing Pinoda talks with Ralph Recto and Babe Romualdez



Ada Mabilangan and Sylvia Schuff



Ambassador Philip Mabilangan, Arthur Macapagal and Gov. Vilma Santos-Recto



JJ Berenguer-Testa, Ambassador Mario Schuff, Sylvia Schuff, Ambassador Philip Mabilangan, Gov. Vilma Santos-Recto, Mariter Macapagal and Axel and Milo Brandner

beauty's secrets  
by CHECHEL JOSON



## The clean vs the scruffy

So what "look" best suits a man? The choices are very few actually. You can either go for the well-shaved clean-looking face or the unshaved scruffy look. The clean look is very common and the most popular look. The freshly clean shaved face is the look that most men prefer. Why? Simply because it's "safe," easy to maintain, looks good with any type of outfit, and most of all, you can wear this in any occasion and in any weather.

Yes, you read it right, certain looks do depend on the attitude, occasion, weather, type of personality and most of all how you carry yourself to give your look the right attitude. The clean look is a very nice look. Don't get me wrong but there is just something about the "untidy tidy" look that catches my attention. I have also asked around and most women like this look, too. Most women like the clean look, too, and they also find this look very appealing. These women like the clean look because they look like they just stepped out of the shower even when the day is almost done. Depends on the eye of the beholder, I guess. Although, the scruffy look does look more manly. There's something about the laid-back, nonchalant attitude that makes this look surprisingly appealing. A good thing about this look is that it creates the illusion of a slimmer face because the face is framed by the hair



growth creating a shadow. Be careful though because this look can make you appear older than your real age.

It can actually be a bit tricky to look 'clean' and yet scruffy. By clean it means that your skin should be healthy – meaning no acne or any blackheads or millia that is very common in most men. I do suggest that to treat these skin problems, it is best to go to a dermatologist. This way the products and treatments will be catered specifically to your skin's needs.

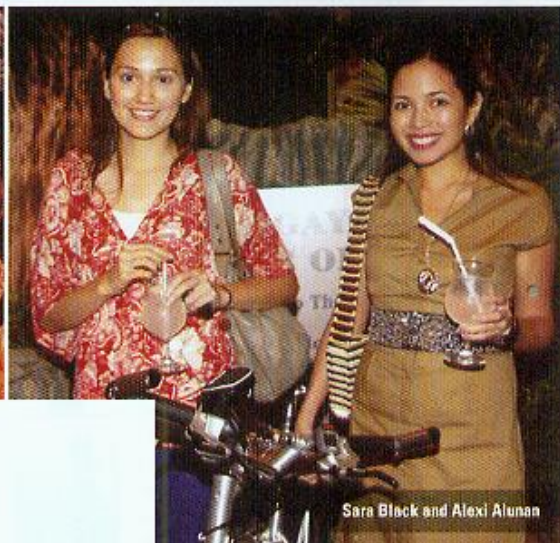
This photo shows the clean yet scruffy look. The hair growth is trimmed in such a manner where it looks young and trendy, yet clean and scruffy.

Decide the look that will best suit your personality and style. If you're lucky, you can try both looks and see what your friends think. What's important is that the look that you decide on having makes you feel confident. A confident man catches attention and has an irresistible and mysterious aura. Besides, why choose when you can do both looks? ■

Image by Sara Black • Makeup by Chechel Joson for Max Factor • Model: Rafael Rosell of Star Magic • Cosmetics by Max Factor T-shirt by Bench • If you have questions, send them to [checheloson@gmail.com](mailto:checheloson@gmail.com).



HSBC's Suresh Nanoo and Martin Cook



Sara Black and Alexi Alunan



Rajo Laurel, Bernice Palanca Go and Anton Barretto

## High-flyers

Barkadas who want to go on vacations together can now get that much-deserved break with HSBC Mabuhay Miles Visa's newest promotion: FastFlights.

According to HSBC senior vice president for Marketing and Product Development Suresh Nanoo, the FastFlight feature allows cardholders to purchase any extra miles they need with their HSBC Mabuhay Miles Visa for P1.25/mile. This way, buying miles may still earn cardholders extra miles more.

Every P45 charged to HSBC Mabuhay Miles Visa card earns one mile. Cardholders can double or even triple their miles (for Gold cardholders) when they patronize HSBC's Triple Miles partner merchants.

During the promotion's launch at Shangri-la Makati, Allana Montelibano, Happy Ongpauco, Melon Santiago, Marielle Santos, Sara Black, Bernice Palanca Go, Rajo Laurel and Anton Barretto shared the perks and privileges of having the HSBC Mabuhay Miles Visa card.



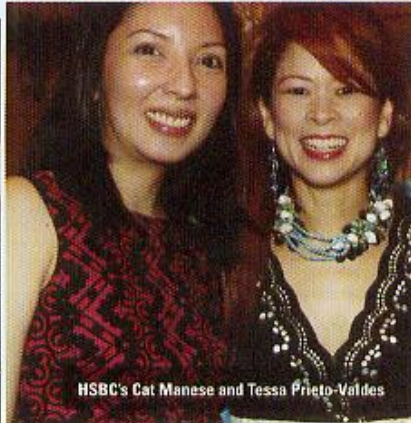
Melon Santiago



Carlos Ceidran



HSBC's Claire Ann Yap, Philippine Airlines' Babsie Aragon, Ria Domingo, Anya Cajucom and Maryann Timbol



HSBC's Cat Manese and Tessa Prieto-Valdes

Will  
Lani's  
dream  
come true?

I was in Las Vegas last month but, due to time constraints, I wasn't able to watch the much-touted smash hit show of Lani Misalucha and the SOS (Society of Seven) at The Strip.

But I managed to pin down Lani for a one-hour TV (for my QTV 11 Wednesday night show *The Ricky Lo Exclusives*) and print (for *The Philippine STAR*) interview at the driveway of the Rio Hotel & Casino where I was billeted with my nephew Jerome Luz and his wife Gemini



Lani Misalucha

Dirige and their friend Charisse. Lani rushed to Rio from a lunch meeting. How nice of her to have done that. It was a case of the mountain going to Mohammed and not the other way around and it proved that, despite the success she has been enjoying these past three years, Lani has remained down-to-earth, with her feet planted firmly on the ground, and devoid of any superstar complex, and very accessible.

I made the overnight side trip to Las Vegas from LA (with Jerome at the wheel during the five-hour drive) where I flew from Stockton, California, where I watched the concert of Josh Groban and did a one-on-one with him. My appointment with Lani was confirmed even before I left Manila. Lani was incredulous when she learned about my close encounter with Groban who turned out to be one of her favorite singers. "I would love to do a concert with him someday. I love his songs, especially 'You Raise Me Up' which really raises me up every time I listen to it." Who would have imagined that Lani's dream would be realized only several days later? A week after I arrived in Manila, I got word that Francis Lumen (big boss of MTV Philippines, which is co-producing the Josh Groban concert at the PICC Plenary Hall on Oct. 17 and 18 with Smart Infinity, with *The Philippine STAR* and *People Asia* as exclusive media partners) was working to enlist Lani not just as front act but as the sole special guest performer.



The author and the man with an angelic voice, Josh Groban

I congratulated Lani when I called her up, as I promised, to inform her that my story had come out in *The STAR* and had been telecast on the same day, and that, again as I promised, I would be sending her copies of the paper and CDs of my show.

"It's a dream come true," she said without telling if she would do a duet with Groban and/or do an impersonation of Groban the way she does other world-class artists including Celine Dion who was once reported to have slipped incognito into the Flamingo to watch Lani.

"Had I known she was there," Lani said in jest, "I would have called her to the stage and done a duet with her. *O, di ba, maganda sana.*" On Oct. 17 and 18, her *kababayans* will most likely have a chance to see Lani Misalucha perform "live" with a fellow world-class talent. She deserves a standing ovation, doesn't she? ■

## Peephole

by RICKY LO





//Men  
On the Move

**Lust, Caution**

**Starring Tony Leung, Joan Chen and Tang Wei**  
Award-winning director Ang Lee (*Sense and Sensibility*, *Brokeback Mountain*) teams up with Hong Kong superstar Tony Leung (*In the Mood for Love*, *Hero*) in this espionage thriller set in Shanghai during World War II. Tony plays Mr. Lee, a powerful political figure while international star Joan Chen and newcomer Tang Wei play the two women in his life.

**December Boys**

**Starring Daniel Radcliffe**  
What is the true meaning of friendship? The answer lies in the life-changing experience that four orphan boys in Australia will have to go through. Set in the 1960s, the film is based on the classic novel by the late author Michael Noonan. It stars Daniel Radcliffe in a role that's not quite so different from his character in the *Harry Potter* series. As one of the four friends who go on a trip to a remote seashore resort, Daniel's character ends up vying for the attention of a childless couple interested in adopting one of them. Ultimately, the group's friendship is tested as each boy will do anything to be chosen.

**The 11th Hour**

**Narrated by Leonardo DiCaprio**  
A passionate environmentalist, top Hollywood actor Leonardo DiCaprio takes on three roles – that of co-producer, co-writer and narrator – for this documentary which tackles the dangers of climate change throughout the world. The film tries to answer questions like “How did we let this happen to our environment?” and “What can we do to change it?” And while it follows the lead of another environmental docu, *An Inconvenient Truth*, presented by DiCaprio's friend and former US vice president Al Gore, the two films differ slightly on how they tackle the environmental issues that plague the planet.

**TRAILERS**

Other movies you might want to check out this month: In *Superbad*, two high school seniors think they've hatched the perfect plan to score with girls before they enter college. Little did they know that there's no such thing as a perfect plan; Bloodthirsty vampires take advantage of Alaska's whole month of darkness in *30 Days of Night*, starring Josh Hartnett; Four interwoven stories take place at Halloween night in *Trick 'R Treat*.

**SMALLSCREEN**



**HBO**  
**Superman Returns**  
Newcomer Brandon Routh breathes life to the Man of Steel in this newest film version of Superman. Kate Bosworth plays Lois Lane while multi-awarded actor Kevin Spacey is Superman's long-time nemesis Lex Luthor. *Superman Returns* premieres on Asian television this October 14,

9 p.m. Catch this box-office hit only on HBO! Check out these other films on HBO this October: Sandra Bullock and Keanu Reeves reunite in the romantic drama *The Lake House*, based on the Korean film *Il Mare*; Funnyman Adam Sandler plays husband to gorgeous Kate Beckinsale in *Click*; Annette Bening takes the title lead opposite Sir Ben Kingsley in the true-to-life story of a woman scorned in *Mrs. Harris*.



**DISCOVERY CHANNEL**  
**Dirty Jobs**  
In this new series of Discovery Channel, show host Mike Rowe literally gets down and dirty as he serves as an apprentice to a hardworking group of men and women who

perform the “dirtiest” jobs in the world. Premiering on October 15, here are some of the unusual jobs that will be featured on the series: a chicken sexer wherein male and female chicks are sorted, a road kill cleaner, sewer inspector, a septic tank cleaner, a bat cave scavenger, a termite controller and an alligator farmer! Really a must-see series this month!

**October 1, 1975**

— Boxing phenoms Muhammad Ali and Joe Frazier meet for their third bout in what is dubbed as the “Thrilla in Manila.”



No two champs were so well-matched physically yet at the end of 14 nail-biting rounds, Frazier’s camp finally decided to throw in the towel as he seemed unfit to return to the ring. The match, one of Ali’s most memorable, would later be remembered as one of the greatest boxing fights in history.



**October 7, 2001** — The United States, headed by President George W. Bush, decides to retaliate against al-Qaeda and the Taliban in Afghanistan for the synchronized attacks against the US on September 11. After months of continuous assault, the terrorist groups are forced out of Afghanistan but al-Qaeda leader Bin Laden eludes capture to this day.



**October 10, 1979**

— Arcade game Pac-Man, developed by Toru Iwatani, is first released in Japan. Gamers around the United States and other countries soon become addicted to the munching game, making it the most sellable during the Eighties.

**October 15, 1964** — In a surprising decision, Russia’s big man Nikita Khrushchev decides to step down as Soviet Union’s prime minister, citing his advanced age and deteriorating health as main reasons. His resignation made a big impact not only in Russia but also the country’s political relationship to the Western world.

**October 16, 1978** — Cardinal Karol Wojtyla, the Archbishop of Krakow in Poland, is chosen by the Vatican to become the 264<sup>th</sup> pope of the Catholic Church.

He takes the name Pope John Paul II and is one of the youngest popes in record.



His 25-year papacy will eventually become one of the longest in Vatican history. Though his death on April of 2005 did not come as a surprise, loyal Catholic followers still mourned the passing of one of the most well-loved religious figures of all time.



**October 17, 1968**

— During an awarding ceremony at the Mexico Olympics,

two Black American athletes raise their fists as a sign of protest against racial discrimination in the United States. The International Olympic Committee, however, condemned their actions and sent them back to the United States days after the incident. On the other hand, others viewed them as heroes, furthering the racial equality movement in the United States.



**October 20, 1967** — Around 4,000 join the demonstration in Oakland, California to protest the Vietnam War and the massive recruitment for young men to serve the military. This march and the others that soon followed paved the way for the peace negotiation between the US and Vietnam and an end to the military draft, although the Vietnam War continued until 1975.

## OCTOBER IN HISTORY



**October 24, 1945** — Leaders of 26 countries headed by the United States and Allied forces during World War II form the United Nations Organization to maintain international peace and security throughout the world. After more than 60 years, the member countries in the UN has reached a total of 191, most of which take part in the worldwide peacekeeping efforts of the organization.

**October 25, 1984** — Aid agencies throughout Europe join hands to donate millions of funds to help the dying and starving in Ethiopia. Over the next few months, European performers like Sting, Wham and Phil Collins would record the single “Do They Know It’s Christmas?” to raise funds for the famine victims in Africa.



**October 28, 1962** — After two weeks of tension between the United States and the Soviet Union — caused by the discovery of Russian nuclear missiles in Cuba — the crisis miraculously end in a peaceful resolution after Russia decides to dismantle all of its nuclear weapons based in Cuba. The incident, which became known as the “Cuban Missile Crisis,” exposed to the world the capabilities of these superpowers to launch a frightening nuclear war.

## Quezon City: Building An Ideal City

Former President Manuel L. Quezon once envisioned a city that is ideal in almost every aspect: aesthetically, socially, economically and politically.

Sixty-eight years after the creation of the city that was named after the Commonwealth President, the largest city in Luzon has now grown into a bustling metropolis.

Rich with historical landmarks and replete with thousands of commercial establishments, this former capital of the Philippines has become a byword for diverse attractions. Key areas like Cubao, Kamuning, Timog, Diliman and Tomas Morato have also become the center for various institutions.

In this special issue of People Asia, rediscover Quezon City and find out about its colorful people, capable leaders and its transformation to become the ideal city that both former President Quezon and incumbent Mayor Feliciano "Sonny" Belmonte envision it to be.

# Quezon City is Our Pride

Tracing how the city named after Quezon was born

PHOTOGRAPHY BY Nikkorlai Tapan



On September 2, 1939, Assemblyman Ramon P. Mitra of the 2<sup>nd</sup> District of Mountain Province stood before the National Assembly with a bill proposing the creation of a capital city in the country. The bill could have been approved easily but Mitra wanted it named Balintawak or Andres Bonifacio City for historical reasons.

Two assemblymen from Pangasinan, Narciso Ramos, the father of former President Fidel V. Ramos, and Eugenio Perez teamed up to

delay the passage of the bill so that a more appropriate name could be selected. When the matter was brought to Malacañang, President Manuel L. Quezon convened a group for their reaction. Quezon preferred to name the city Harrison City after the former American governor-general of the Philippines. However, Don Alejandro Roces Sr., the person closest to President Quezon said, "Let's call it Quezon City." Quezon reacted by saying, "Why can't you people wait until I'm dead before you name anything after me?" But the decision was unanimous, for which Quezon smiled.

And so on the afternoon of September 28, 1939, the National Assembly approved Bill No. 1206 creating Quezon City. On October 12, 1939, President Quezon signed Commonwealth Act No. 502, now known as the Charter of Quezon City, and he himself immediately assumed the position as mayor. After three weeks, before the end of 1939, he appointed Tomas Morato, an engineer and a close friend, to replace him, thus making Morato the first mayor of Quezon City.

The first appointees as Quezon City officials were: Pio Pedrosa as City Treasurer who later became Secretary of Finance; Jake Rosenthal as City Assessor; Emilio Abello as City Attorney who later became Executive Secretary; Vicente Frangente as Vice Mayor and at the same time City Engineer; Dr. Eusebio Aguilar as City Health Officer and also as City Councilor together with Jose Paez and Alejandro Roces Sr.; Atty. Damian Jimenez as Secretary of the City Council; and Sabino de Leon as Chief of Police. The first City Council of Quezon City was composed only of three people, namely, Dr. Eusebio Aguilar, Jose Paez and Alejandro Roces Sr. They continued as City Councilors until the outbreak of World War II when the Japanese invaded the Philippines in 1942.

Throughout the Japanese Occupation, Quezon City was non-existent. However, the City became a district of Greater Manila. One Dr. Florencio Cruz was named as District Chief and Atty. Oscar Castelo as Acting Mayor. Right after the war, Sabino de Leon, who was the former Chief of Police of Quezon City before the war, was designated as Acting Mayor by Sergio Osmeña Sr., then the President of the liberated Philippines.

Originally, Quezon City was carved out of the province of Rizal and affected the territories of the municipalities of Caloocan, San Juan, Marikina, Pasig and Mandaluyong.

Its original land area of 1,527 hectares of low-cost housing project in Kamuning District, which was then a part of the municipality of San Juan, was expanded into 7,335 hectares when the law creating it as a new city was enacted under Commonwealth Act 502 on October 12, 1939. Its land area was further expanded to its present size of 15,359 hectares with the passage of Republic Act No. 333 on July 17, 1948 and Republic Act No. 537 on June 1, 1950. These laws extended the City boundaries to include the eight barrios of Caloocan and the eight land estates from nearby southwest territories, making it the biggest local government in Metro Manila in terms of land area and consequently of population. By description, Quezon City is five times bigger than the City of Manila. ■

(Excerpts from the article written by former City Councilor Alberto M. Galarpe)





President Manuel Luis Quezon about to deliver his inaugural address as president of the Commonwealth

## Past Forward

Quezon City's history weaves so interestingly with the nation's own. How could the Philippines come to be, if the City's communities were not so hospitable scenes of nationalism and heroism born out of the extraordinary pride of a people for their fellowmen and their country? How could this progressive City rise even further, if not for the lessons learned and enriched from the chronicles of a proud past?

**Let us walk through history and witness a City born and evolving to move toward the premiership of Metro Manila. Pre-establishment of Quezon City is of considerable importance in history. As early as the 19<sup>th</sup> century, the "would be city extraordinaire" already actively participated in nation building.**

**August 21, 1896.** The trail to freedom taken by the Katipuneros began at Balintawak where some 500 leaders of the Katipunan converged to reconsider strategies, after the Spaniards discovered the secret revolutionary organization. But because the Spanish authorities were fast approaching, the group led by Bonifacio had to leave at once. Afternoon of that same day, they stopped at Sitio Kangkong (now at Barangay Apolonio Samson) where they were harbored by the Katipunero Apolonio Samson. The following day, the Katipuneros proceeded to Juan Ramos' (son of Tandang Sora) residence in Pugad Lawin.

**August 23, 1896.** Driven by the passion to attain liberty, the revolutionaries responded to the call of the Great Plebian to take arms and struggle for the country's freedom from Spanish oppression until the bitter end. As a sign of breaking free from the chains of Spanish colonial rule, they tore their cedulas. This event has been known today as the Cry of Pugad Lawin, which actually took place in Pugad Lawin and not in Balintawak.

**August 24, 1896.** Still being chased, around 1,000 Katipuneros took refuge in Melchora Aquino's residence at Pasong Tamo. In her yard, the wounded were attended to and the hungry were fed. Upon learning of the great threat of the approaching enemies and due to their inferior weaponry, they decided to retreat to Balara. Thus, the Spaniards arrived at an empty Pasong Tamo, with no Katipunero in sight. Contrary to what the Spanish soldiers boasted of, no battle transpired. Instead, they shot two innocent farmers and told the Manila headquarters that they have just won a great battle at Pasong Tamo, which actually was only a mockery.



President Quezon in a pensive mood

**August 25, 1896.** More fighting in the course of the Freedom Trail began. From Balara and Krus na Ligas to Santolan (area near Camp Aguinaldo and Camp Crame today) sparked the bloody revolution, which eventually led to the declaration of Philippine Independence in Kawit, Cavite on June 12, 1898.

**December 10, 1898.** With the signing of the Treaty of Paris, Spanish rule formally ended but was shortly replaced by the Americans. Not simply giving up to the new foreign power, Filipino armed resistance still actively fought for independence. This gave rise to the Philippine-American War of 1899. In the course of which, one of America's greatest generals, Henry Lawton, was mortally defeated by General Licerio Geronimo in an area near the Marikina River known today as Barangay Bagong Silangan, a part of Quezon City.

**November 1935.** Unlike the former colonizers, Americans were liberal enough to allow Filipino participation in governance. Subordinated to the United States, a Commonwealth Government was established which was headed by a Filipino – Manuel Luis Quezon.

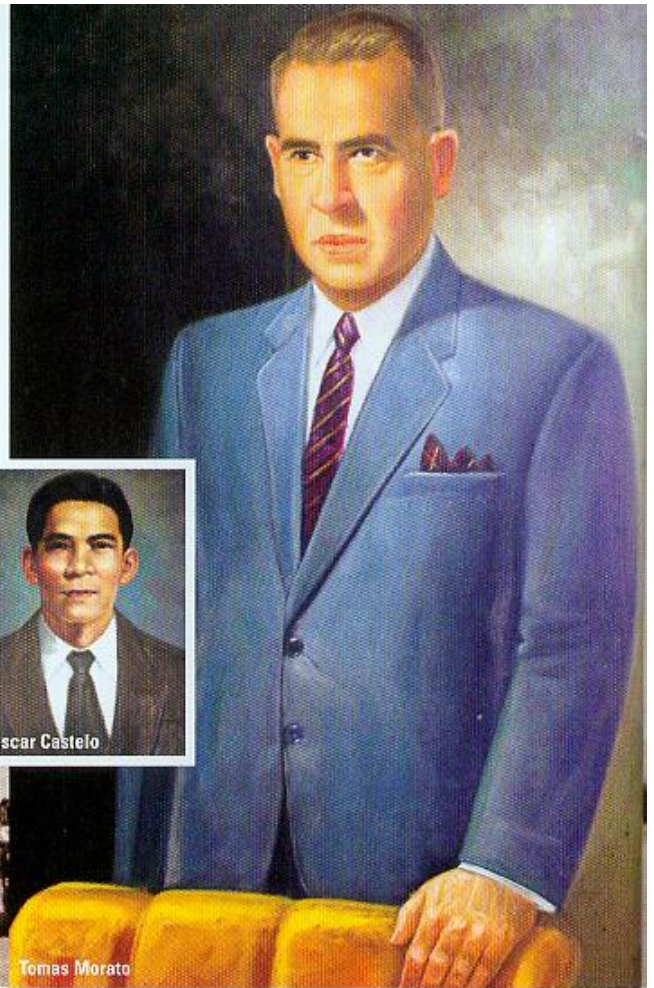
**October 12, 1939.** Chunks of lands carved from Rizal and various municipalities such as Caloocan, San Juan, Marikina, Pasig and Mandaluyong gave birth to the biggest local government unit in Metro Manila. By virtue of Commonwealth Act No. 502, providing for its charter, Quezon City was established. Along with the establishment of Quezon City was the immediate assumption into office of its first chief executive who was also concurrently the Philippine Commonwealth President, Manuel Quezon. Since then, the dynamism of political leadership in Quezon City has been a spectacle in the realm of public service and politics.



President Quezon prepares the government for an emergency situation. With him are (from left) Sec. Vargas, Ben Valdez, Justice Secretary Jose Laurel and Chief Justice Abad Santos.

**November 10, 1939.** Quezon appointed Tomas Morato as Mayor. Under his supervision, the first network of roads was paved. He was able to contain criminality by going after all kinds of vices. He caused the eradication of gambling dens, cockpits, cabarets and other social evils.

**1942.** When the Second World War broke out, Quezon City was not regarded as a city. It became a district of the Greater Manila Area headed by Oscar Castelo as Acting Mayor and Dr. Florencio Cruz as district chief. It was only after the belligerent occupants vacated the country that city status was restored. Right after the war, President Osmeña appointed former chief of police Sabino de Leon as Acting Mayor.



Oscar Castelo

Tomas Morato



Inauguration of Quezon City Hall on Feb. 19, 1948 in its old site in Cubao

**December 24, 1946.** President Roxas, who won over Osmeña in the first national election after the war, appointed Engr. Ponciano Bernardo as Acting Mayor. He was responsible for putting up the old Quezon City Hall at the present compound of Ramon Magsaysay (Cubao) High School. It cost only Php156,772.48. His other key accomplishments include the Bernardo Park, the Quezon City Public Library and the Quezon City High School, the first public high school in the locality. It was also during Bernardo's term that Quezon City became the national capital of the Philippines and was hailed as the permanent seat of the national government, as approved by then President Quirino.



This was the first Filipino-American flag ceremony held in front of the first QC hall in Cubao where Mayor Tomas Morato held office.



President Elpidio Quirino signing the bill making Quezon City the capital city of the Philippines in 1948.

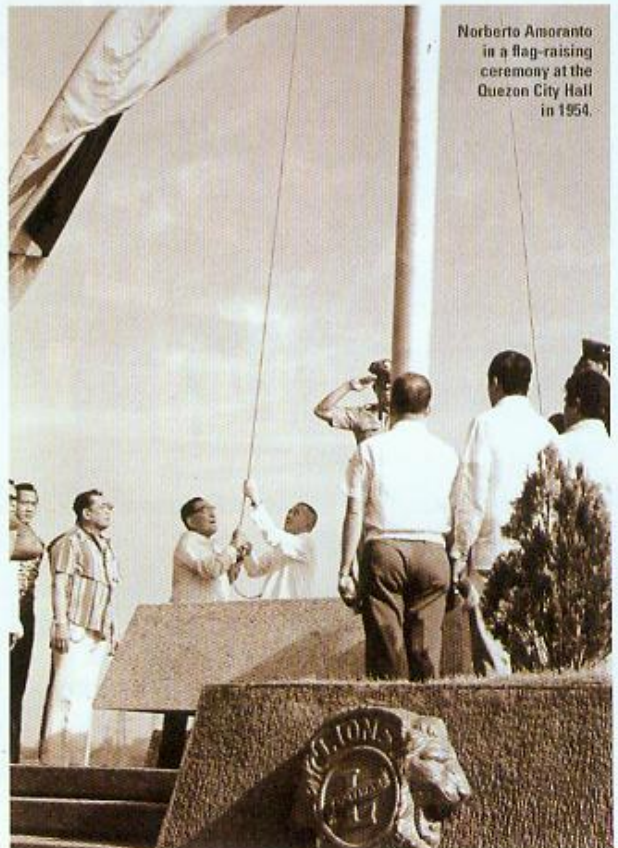


Ignacio Santos Diaz

**October 22, 1949.** Such regard for Quezon City was, however, merely documentary. The de facto stature of Quezon City as the national focus of development was nonetheless actualized three years after, with its inauguration as the "National Capital of the Philippines" and the laying of the capital building's cornerstone at the Constitutional Hill. These transpired during the term of the eight-month Mayor Nicanor Roxas.

**January 6, 1950.** Known as the "The Builder," succeeding Mayor Ignacio Santos Diaz constructed some 29 buildings, significantly improving education and other basic social services. During his administration, the expanse of Quezon City reached 15,359 hectares. The number of councilors was likewise increased to eight.

**February 4, 1954.** Initially appointed on this date by the late President Magsaysay and later on mandated to serve as first elected Quezon City Mayor and seating as such until March 31, 1976, Mayor Norberto Amoranto completed the present 14-storey Quezon City Hall. Among his other accomplishments were the codification, for the first time, of all city ordinances on taxes and revenues; and public works construction such as school buildings, health centers, public markets, libraries, parks, playgrounds, roads and bridges. ▶

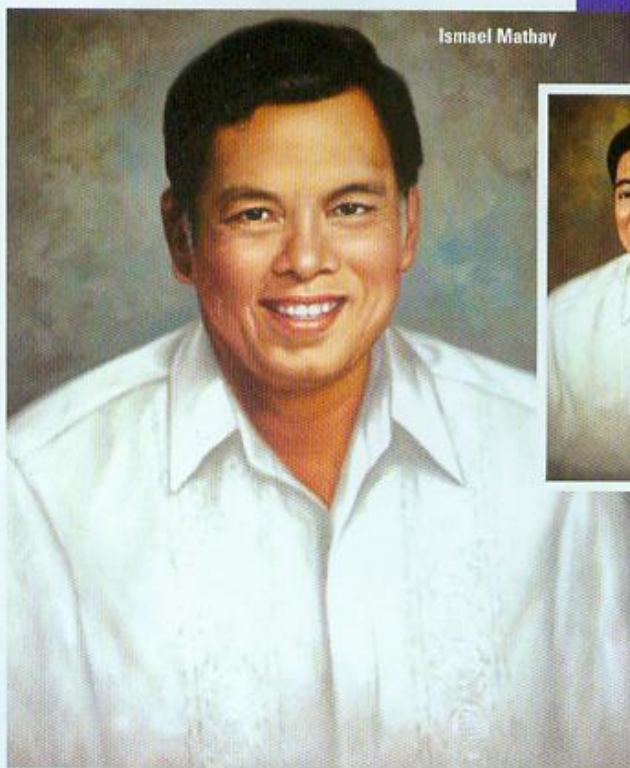
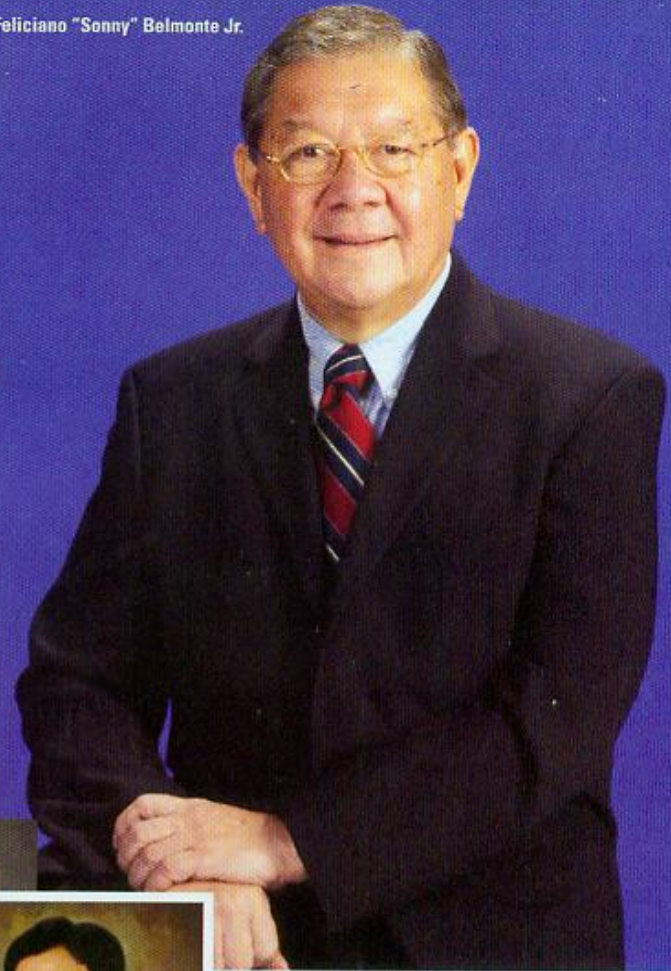


Norberto Amoranto in a flag-raising ceremony at the Quezon City Hall in 1954.

**April 31, 1976.** Breaking into the political arena then dominated by men, Mayor Adelina Rodriguez was appointed into office on this date and was elected on January 30, 1980. Under her administration, women assumed a more active role. She was known for her *barangay* and social welfare projects. She founded the QC Council for Women to invite more participation from her sector. Among her other programs are the QC Kabuhayan Center, completion of the QC Public Library Main Building and other satellite libraries, installation of artesian wells and the restoration of the Quezon Memorial Circle Museum.

**April 20, 1986.** Brigido Simon was designated as Officer-in-Charge of Quezon City and on November 30, 1987 was elected as mayor, the youngest to hold office at 37. He was known for his youthful idealism and economic development strategies. He was elected president of the National Mayor's League in 1989. He propounded the P20 million Manresa Housing Redevelopment Program and the Payatas Estate Housing Program for the landless in Quezon City. He also focused his governance on the cleaning and greening of the city.

Feliciano "Sonny" Belmonte Jr.



**July 1, 1992.** Ismael Mathay assumed the position of Mayor. He established the Quezon City Polytechnic Institute, which centers on vocational training of the youth. Yakap Day-Care Centers that initially took care of the Quezon City Hall employees' children, also originated from the Mathay administration. It was also under his supervision that Quezon City was declared "Mother-Baby Friendly City." Mathay held concurrent positions in the former Metro Manila Authority.

**July 1, 2001.** By a landslide win, Feliciano Belmonte Jr. became Mayor of Quezon City. He was reelected by an overwhelming 604,106 votes in 2004 – a margin of 436,336 votes over his closest opponent – as constituents of Quezon City enjoyed and appreciated the fruits of his achievement. He is a multi-awarded Mayor well known for his effective fiscal management, massive infrastructure development and breakthrough social and health programs.

From top: Quezon inspecting the construction of a low-cost housing project in Barrio Obrero; the Sta. Clara monastery; Sto. Domingo Church; and Delgado Maternity and Children's Hospital in Kamuning

## Community Chronicles: Tales Oft Told

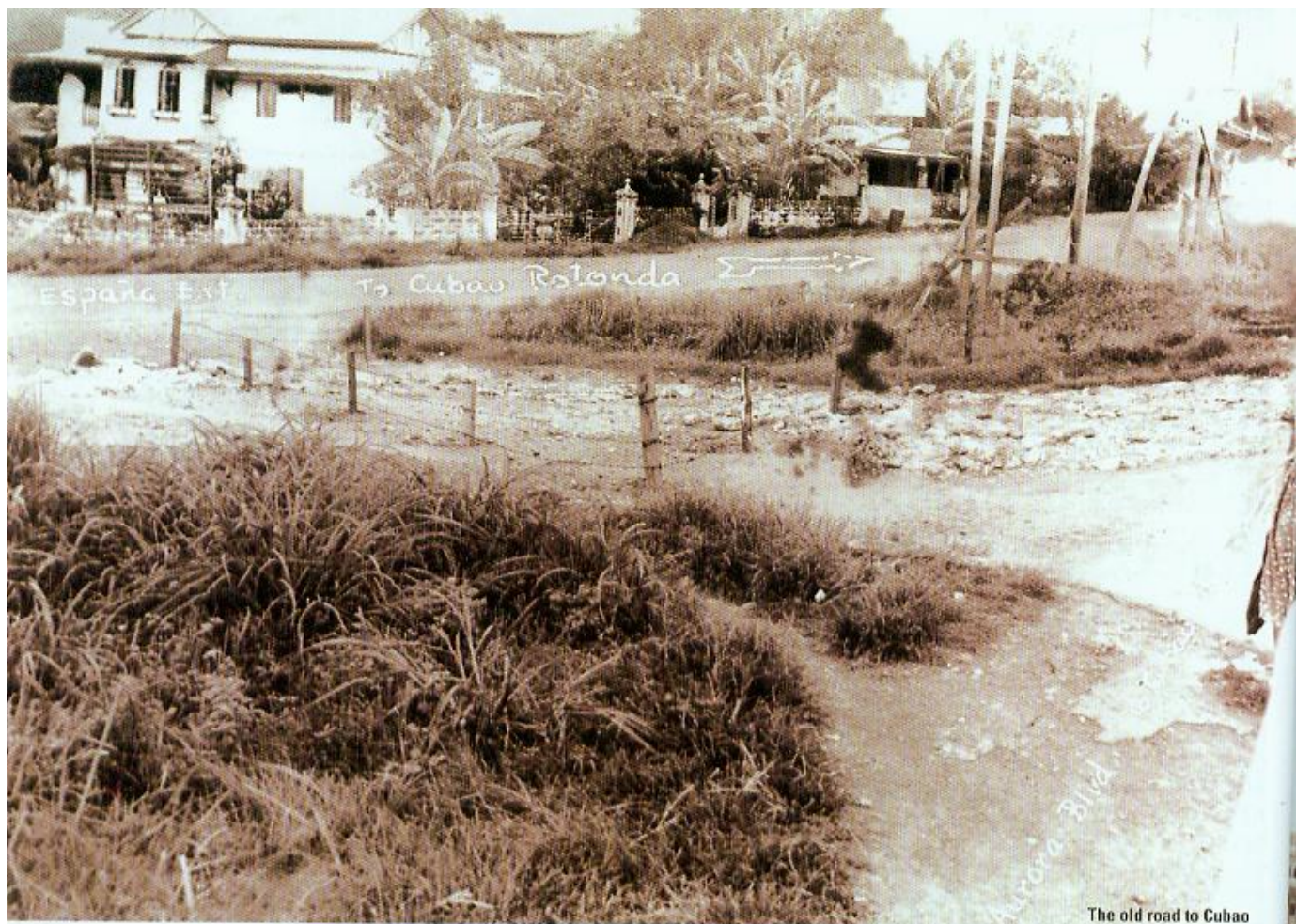
Niche of 1896 heroism, Balintawak has interesting etymological roots. An old maid named Aling Baling once lived in the area we now call Balintawak. She was born with a twin snake locally known as tawak. This made her capable of curing all types of snakebites, howsoever severe. Once, her fiancé who, instead of marrying her, committed himself to another woman, came to her pleading that he be cured from snakebite. She at first refused but was moved by her kind heart. She lacerated the wounded part and suckled the venom. The man was saved from the claws of death but Belang was poisoned in turn, which caused her death. In honor of her deed, their place was named Baleng-Tawak. Later on, it was casually called Balintawak.

More than just a folk tale, Barangay Balon Bato has its own version of creation. According to this legend, heaven and earth had no beginning and end. They simply existed. Playing in the vastness of the cosmos were the land wind and sea wind. From their marital union came the first living thing, the bamboo tree. A bird once perched on it and from its hollowness breathed the first man (named Silalac) and woman (named Sicabay). Its name came from the popular well in the place, which is made of stone from its mouth up to the bottom.

One of the oldest existing barangays in the country, Krus na Ligas, also has an interesting literature. Local myths say that Nuestro Señor Jesucristo was the area's former name, taken after their patron saint. One day, the valued icon was stolen, including the golden crown. A few days after, the chapel's caretaker noticed vines growing on top of the chapel. He tried to uproot the plant and even poured boiling water to get rid of it, but to no avail. So the people just let it grow there. They noticed that the leaves' texture was coarse, which was locally termed *maligas*. Still later, they noticed that the vines formed a cross. Since then, people started calling the place Krus na Ligas.

San Francisco del Monte was founded on February 17, 1590 by the group of Franciscan monks that established a "retiro" in the elevated lands (100 feet above sea level) of what was customarily called then as Frisco. The missionaries built a church and convent made of bamboo and *nipa*, dedicated to Our Lady of Monte Coeli (meaning Heavenly Mount). Later on, it was renamed after Pedro Bautista y Blasquez, who was among the Franciscans who significantly contributed to the early Filipinos' education, health ▶





The old road to Cubao

care, spiritual, and moral well-being. The church was eventually renovated with wood, then with adobe. Among its features are the *retablos* (or side alters), sacristy, meditation cave, patio, and the relic of San Pedro Bautista.

Initially named and tagged as housing for the *obrero* (meaning common workers), the district was actually resided in mostly by government employees as part of the People's Homesite. Later on, it came to be known as Kamuning, after a shrub or tree to eight meters tall from the Rutacase Family (*murraya exotica*).

Barangay Tatalon has been known as such even during the Spanish regime when it was still a territory of Sampaloc, Manila. It was only after World War II that Quezon City gained jurisdiction over the area of Tatalon. It has been so called because of the continuous flow of water into the deep creek situated in the middle part of the *barrio*. From the local term *talon*, meaning to jump and also a waterfall, it became Tatalon. Its sitios include Matalahib (attributed to the tall grasses in the area called *talahib*), Daungan (since the place was usually where the *bancas* are

**Cubao was regarded as a dwelling place of witches who were believed to take the form of hunchback or *kuba*. Since the original settlers in the place were hunchbacks, every time people saw a hunchback, they would remark, "Kuba o!"**

anchored) which is bordering the Beata River, Balong Pipa (from a willow resembling a big pipe or *pipa*), Piñahan (because of the vast pineapple crops that used to be planted there), Sapang Bato, Matang Tubig (where wells sprung with crystal clear waters then consumed by the people), and Manggahan (from the great mango trees found in the place).

Cubao has been, for a long time, a center of modern living characterized by vigorous commerce, theaters and bright lights. But stories of its beginning provide a different angle. It has been said that Cubao was once a jungle mass of termites and white ants. Moreover, it was regarded as a dwelling place of witches who were believed to take the form of hunchback or *kuba*. Since the original settlers in the place were hunchbacks, every time people saw a hunchback, they would remark, "Kuba o!" Later on, the name of the area evolved to Cubao.

Pasong Tamo was among the routes and destinations of the katipuneros back in August 1896, a few days before the revolution against Spain broke out. In the course of trekking the narrow trails of the place, the revolutionaries noticed the stray grasses growing on the side, as if creating a path, which was then known as *tamo*. They called the trail, Pasong Tamo which has been used up to the present.

Novaliches was called Tala as early as the 19<sup>th</sup> century. Tala, meaning star, came from the its first settlers who found in the area a huge church made of stone supported by enormous hard wood posts and a strong brick roofing. Beside the church

Clockwise:  
Quezon City  
Hall, Balara  
Filter Plant  
and Iglesia ni  
Kristo church



## Novaliches was called Tala as early as the 19<sup>th</sup> century.

was a sizeable convent with the same tough materials. Aside from the two inhabitants of the place who were a Spanish priest named Father Fermin and a companion, no other signs of human habitation was traceable in the immense wilderness of the area. But surely, the two structures could not have been built from nowhere so the people just said that it came from a star or *tala*. Eventually, more people populated Tala because of the promise of Father Fermin that old and new settlers will be awarded lands in the place. Still later, a *gobernadorcillo* named Novaliches, was sent to Tala and he, together with other officials, organized the first civil government in the place. For a long time, Novaliches managed Tala, thus gaining fame, wealth, and influence. It was not long when the name of the place was changed to Bayan ng Novaliches. Today, the "*Bayan ng*" has been dropped and we call the place simply Novaliches. ■

FEATURE

“Our great city is not the result of chance, but of the vision, strategies and hard work of its people and their leaders.”

-Feliciano R. Belmonte, Jr.  
Mayor 2001 -2010



## 'SB' brings 'professional' back to public service

By KAP MACEDA AGUILA

Quezon City Mayor Feliciano "Sonny" Belmonte Jr. shares his leadership style and the city's phenomenal climb from red to black.

**F**

ew corporate executives – let alone public officials – could boast of turning around institutional performance from deficit into surplus, and within a short period of time, no less.

Not that anyone would so willingly submit themselves to such a daunting proposition.

So there was a considerable amount of courage and bravado for Feliciano ("Sonny" or "SB") Belmonte to have taken on a most Herculean task: transforming a lumbering bureaucracy and a lagging economy into a winning paradigm of governance and efficiency.

Seven years removed from that fateful day he first assumed mayoralty of Quezon City, SB now counts himself among a rare breed of executives – public or otherwise – known for both competency and integrity. These twin values, truth to tell, are rarities in the public service arena rife with corruption and parochial interests.

So we continue to marvel at the stage he sought to wield and apply his administrative proficiency – a showcase as big as any.

Historic Quezon City is the biggest city in Metro Manila, accounting for more than one-fourth of its land area. Home to two-and-a-half million residents, it was once a seat of power as the country's capital from 1948 to 1976 – the reason why so

many government offices (as well as the House of Representatives complex) are located there.

On top of the hill is Mayor Belmonte, who exudes a temperate confidence about him – a man who can look you square in the eye and say: "As an individual in the public sector, I am happy that in all of the positions I held, I gave it my best shot. Most of the records I have are also popularly regarded as successful."

So he is certain of one thing: "Of all them, the one I am proudest of is Quezon City. Because here, we were able to mobilize not only people close to me but also the entire bureaucracy here and the population in general are very supportive of what we do."

And no doubt QC's residents, who have elected SB to office three straight terms, are proud of him, too. It's hard to imagine QC – the efficient, wealthy, and prime city it is now – as one in dire debt and grossly mismanaged. But not too long ago, Quezon City was saddled with tremendous debt – P1.25 billion to the Land Bank of the Philippines, and another P1.4 billion to various contractors. Topping this bleak picture was an overdrawn general fund to the tune of P10 million.

The new mayor quickly went to work – rightsizing the bureaucracy, computerizing taxation, and improving the management and delivery of basic services. In two years, QC was reinvented from a basket case to a model city. It had transformed into the most profitable and richest city. Investors previously wary about taking their business into the city were queuing up for a share in the success story.

Yet SB is quick to share the credit with people in the city government, and Quezon City's residents as well.

Indeed, QC's climb from red to black couldn't have been realized because of one mayor's vision and determination alone.

SB knew that even with his management skills and political experience, success lay upon his ability to elicit and secure buy-in from his constituents.

Which makes the city's "financial resurrection," as he puts it, even sweeter. But the victories do not end there.

Rightfully so, for glowing numbers are but lighted marquee signs that mean little if constituents are not invited inside to partake of the progress. That was not lost on Belmonte, who shares: "We have managed to translate a lot of the resources of QC into effective services to the people. Services that are not only felt but are popularly accepted. These are in the areas of infrastructure, services delivery and I am very proud of the notion that we in QC have succeeded in creating a sense of community among the people. This is their city."

Indeed, people today are proud to be in Quezon City. The sense of community is almost palpable; an unmistakable pride in belonging to, and taking part in, a vibrant local economy that is a testament to the values of ▶

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So  
GROOMING BY Carlan Teng

If there's something Sonny Belmonte wants to be remembered for, it's his legacy of good governance in QC.

hard work, determination, and positive values.

It's a policy of inclusion, says the mayor. "Once you have established your ties here, we regard you as from QC. And you are not being excluded; you are not a second-class citizen. And at the same time, we expect from everybody a sense of responsibility – that we are the ones responsible for our city." And that means the people must do their share -- roll up their sleeves and pick up a spade.

The mayor feels proud and vindicated with the increased participation of his constituents in the city's mighty push towards prosperity. "The thing I like best about it is that the people of QC feel this is their city. They contribute to it in a positive way, with a sense of ownership and belonging. That's very important to me," he says. "The changes are there for everybody to see. Like for instance, when you clean up or improve a street, people around – rich or poor – react by being more careful in the way they treat the street. That's easily seen. I mean, we make sure that the garbage is picked up, but for it to be ready for collection, they have to make sure of that. And they do."

Mayor Belmonte is not your typical politician – really. He cuts a fatherly figure, the diametric opposition to the greasy baby-kissing politico stereotype. And he's probably like your father, too. You know he loves you, but he can be all business to ensure you have a better future.

For instance: "When I first came out with my business taxes in early 2002, there was universal opposition and even abusive talk against me from the point of view of the business sector. But within a few months after that, they were 100 percent supporters of mine," he narrates.

SB proudly tells that for a solid three years (2003 to 2005), Quezon City was adjudged as the most business-friendly city in the whole country (yes, the whole country). "It's not so easy to do that because you are not just competing with yourself, you

Quezon City's Payatas Controlled Dump Facility is now all lit up with power derived from its methane gas emissions. The City is the first in the Philippines to pioneer in the development of a biogas emission extraction and reduction plant, as its concrete response to the worldwide concern on global warming. The project will also bring revenues to the City through carbon credit equivalents and clean green electricity. In this photo with Mayor Sonny Belmonte are Vice Mayor Herbert Bautista (extreme right), Payatas Operations Group head Col. Jameel Jaymalin (extreme left), and officers of Pangea Corporation, the Italian firm installing the plant.



**"The thing I like best about it is that the people of QC feel this is their city. They contribute to it in a positive way, with a sense of ownership and belonging. That's very important to me."**

are competing against the best-run cities in the country," he says with a smile, "and it came on the heels of our tax adjustment."

The mayor continues: "It prompted President Arroyo to ask me how I won the award when we raised our taxes. I told her that, we raised our taxes but the people appreciate that they are getting back the taxes; they see where their payments go."

This no-nonsense ethic is perhaps the reason why SB enjoys a kind of healthy isolation from the political calisthenics endemic in government. Instead of getting mired in the muck-thriving displays between the administration and the opposition, he quietly and efficiently goes about his work in City Hall.

"We always work within a certain framework set by the leaders, set by the laws, set by your own common sense and good sense," he explains. "But here, you have a lot of leeway to get things done. In QC, we have managed to be self-sufficient as far as a local government unit can be. We have very good executives and good finances here. And the people are super supportive." So, by and large, an agenda put forth in good faith and with earnest professionalism will be accepted and carried, "regardless of other political factors," SB continues.

There are benefits, of course, from being aligned with the incumbent powers-that-be, but that is not why he sits as mayor. SB knows where his loyalty ultimately lies -- with the people who entrusted him anew with a clear, overwhelming mandate.

And it's not contrived, either. Mayor Sonny harbors no illusions of grandeur. "I know that this is a temporary job. I don't like people to think that I am doing this for personal aggrandizement or popularity or anything like that. As it happened I am enormously popular but I really ascribe this to the government of QC rather than good public relations on my part. In fact I have very poor PR in the sense of the usual," he proffers.

So whenever yarns are spun about SB, they are based on tangible positive performance. The man works hard, and good.

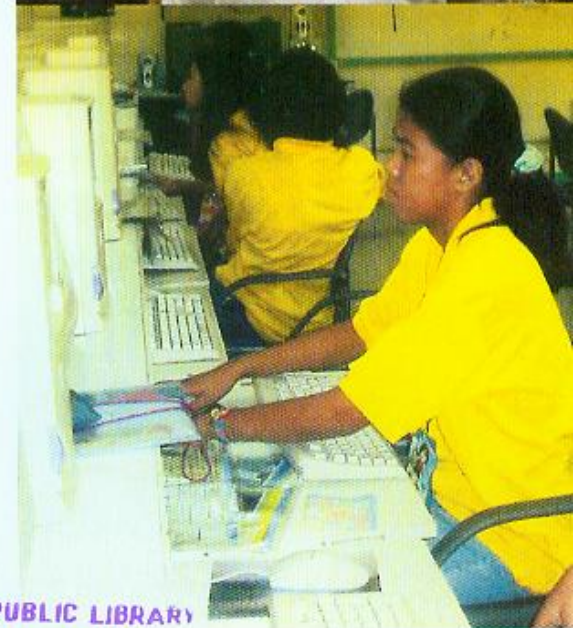
"I let the action and the achievements speak for ▶



PHOTOS BY PIA PUNG



Mondays are considered "special days" at the Quezon City Hall since any city resident can step inside the mayor's office and approach him even without an appointment. Here, Mayor Belmonte takes time to meet and greet his constituents during a "special day."



(Bottom right) Knowing how immeasurable the benefits would be to give school children access to information resources all over the world, the City government is moving to connect all public schools to the worldwide web. The City is doing this through several programs. One way is through GILAS (Gearing Up for Internet Literacy and Access for Students), a program which provides fully functional internet laboratories in all public schools. Another is through electronic libraries. The City also has an IT CENTREX Building rising at the San Francisco High School compound. It is a multi-purpose e-facility designed to function as a training and research center for all fourth year public high school students and teachers of our City schools.

**Q.C. PUBLIC LIBRARY  
LOCAL HISTORY**



themselves," he underscores. "I am also a super simple person. And I can easily meld into a poor man's group, as well as a rich man's group. I can also empathize with the different sectors of QC. And that is why they do not feel awkward talking to me or explaining anything to me because they know that I am not high flyer who would not understand what they are talking about, or who would not sympathize with them."

And the mayor makes himself available as much as he can. "Anybody can step into my office, and they do," he says. "It sometimes irritates me when I am busy, but for the most part, I just take it as part of the job."

Mondays are special days, SB says. It's "people's day." "The whole Monday, from early morning to as late as it takes, people can come in, with or without an appointment, and I do not leave the office until I have talked with all of them. And I have done that since I became mayor."

At our interview itself, Mayor Belmonte greets a motley assortment of people passing by the beautiful lobby of the City Hall – which is still undergoing major renovations. An opposition councilor approaches him, and the mayor warmly greets him. It doesn't

matter, and he doesn't take it personally, he says to us. They're all working for the good of Quezon City. "I never kicked out any person just because he was beholden to my predecessors," he asserts. "This is especially true with the department heads. My own department heads now are mainly people whom I inherited. I saw to it that they exercise their functions. I do not have any relatives second-guessing them and telling them what to do. And neither do I go around telling them what to do."

This kind of thinking shows that SB is more of a professional doer than a talker, but he knows he has to be a bit of both if he is to discharge his duties effectively. He is impatient to get things done, you see. "During my walks in the lobby, people talk to me. And I don't mind. I talk to them and dispose of their problem immediately. I am also quick in making decisions."

As he embarks on his last term of office (which ends in 2010), Mayor Belmonte has made it clear he doesn't want to go out neither with a whimper nor a quick burn. Foremost in his mind is sustaining and furthering the gains of the city – to plot out a strategy that will enable QC to keep reaching for the stars. Still, during his coming mandatory hiatus, at least for the mayoralty of his beloved city, SB can't see himself outside the realm of public

service. "There are other ways to serve the people, not necessarily in a public position," he maintains. "Definitely, I will stay involved."

That bodes well for the city SB dearly loves, for a man of his experience in public service (he was once Speaker of the House, twice elected a congressman, and managed some government corporations), and the private domain (he was president of the Philippine Airlines, Manila Hotel, etc.) can still do a lot of good for a lot of people.

If there's something Sonny Belmonte wants to be remembered for, it's his legacy of good governance in QC. "I think all my successors will have to measure themselves against me," he deadpans. "That's loosely said because at the end of the day people tend to forget these things. At least I want to do well in the area of governance and my immediate successors will have to do the same."

A tough act to follow, for sure, but one thinks SB will always be there for QC – to help in any way he can. ■

"We have managed to translate a lot of the resources of QC into effective services to the people."



(L-R) Aiko Melendez, Eden Medina, Voltaire Godofredo Lihan III, Chief Justice Reynato Puno, Allen Batac Francisco, Ramon Medalla and Winston Castelo

(L-R) Ricardo Belmonte Jr., Joseph Juico, Victor Ferrer Jr., Chief Justice Reynato Puno, Dorothy Delarmenta and Bernadette Herrera-Dy



# Council of Leaders

The men and women whose wisdom steers the city



(L-R) Jaime Borres, Diorella Maria Sotto-De Leon, Dante de Guzman, Chief Justice Reynato Puno, Wenceslao Benedict Lagumbay and Jorge Banal Jr.



(L-R) Bayani Nipol, Vincent Eric Belmonte, Edcel Lagman Jr., Chief Justice Reynato Puno, Janet Malaya, Jesus Manuel Suntay, Antonio Inton Jr. and Francisco Calalay Jr.

"We are turning into a  
**poster boy**  
for the perils of  
**freedom**  
without responsibility,  
used by our Asian neighbors  
as the best argument for why  
**democracy**  
is not for everyone."

Ana Marie Pamintuan, *Sketches*  
"Catharsis"



**THE PHILIPPINE**  
**STAR**  
TRUTH SHALL PREVAIL

*The only paper you read  
from cover to cover.*

## Quezon City's outstanding citizens and organizations to be awarded at QC's 68<sup>th</sup> Founding Anniversary

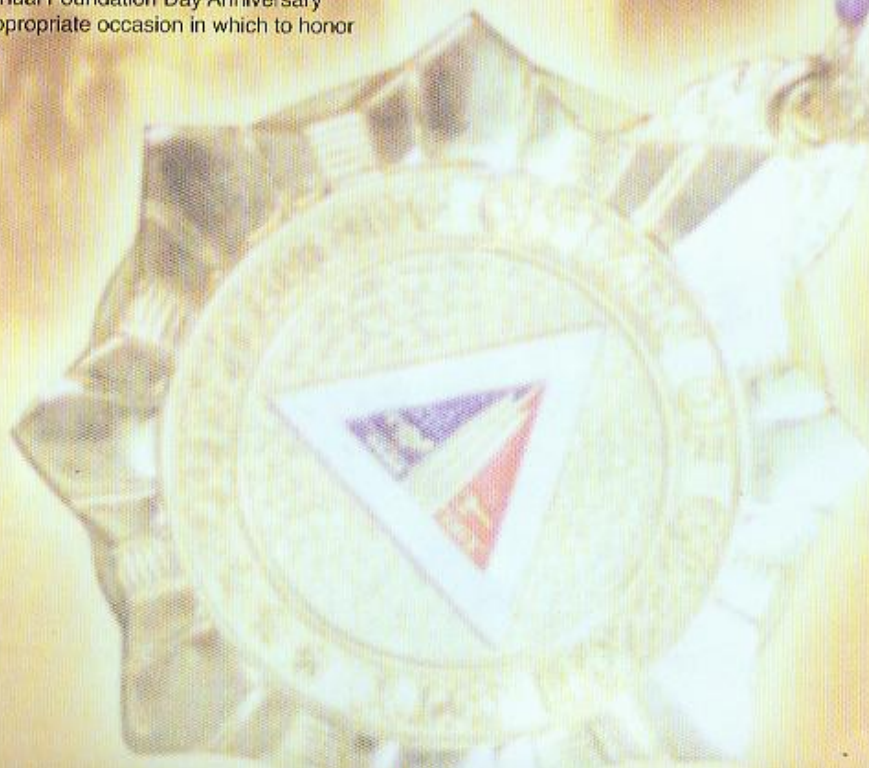
The Gawad Parangal, which honors outstanding citizens and organizations/institutions of Quezon City, was formally launched in 2002 and intended to be the main highlight of the anniversary celebration on October 12.

Every town, city or country has aspirations to become an achieving, progressive, peaceful quality community with the citizenry finding reason to take pride in the place where they live. How a community or city attains this status is a combination of good governance, the endowment of physical, financial and human resources, but most of all, the productive covenant with its citizenry, whose support and cooperation is crucial in achieving the vision of a quality community or city.

At the core of an achieving community is an achieving citizenry. As a young city, chronologically Quezon City, once the country's capital city, remains a premier city. It is proud to note that among its 2,500,000 people are heroes and leaders, all manners of movers and shakers, professional elite, public servants and ordinary citizens. From among these are individuals who stand out because of their lifetime achievements and/or because of even a single act of special distinctive achievement, which in one way or another benefit the community and the population, and the entire country. Together they engender pride in the community, in the city.

It is simply inevitably appropriate and forthcoming that achievements and achievers should be recognized and honored.

Thus, the Quezon City Gawad Parangal was formally launched early in Mayor Feliciano R. Belmonte Jr.'s administration in 2002, in his first term, to become a major highlight of the annual Foundation Day Anniversary Celebration, the most appropriate occasion in which to honor the outstanding citizens.



# 2007 Gawad Parangal

Meet the members of the search committee  
for the Quezon City Outstanding Citizens

## A. THE SELECTION BOARD MEMBERS:

### Emilia Boncodin

Former Secretary of the Budget 1998-2005; currently Professor of Public Administration at the UP National College of Public Administration; Member of the UN Committee on Experts on Public Administration (New York); Independent Director, Board of Directors, Petron Corporation; Boncodin holds a Bachelor of Science in Business Administration degree from UP, is a CPA and awardee of five honorary doctoral degrees.

Among the awards and recognitions she has received are: Presidential Golden Heart Award for Exemplary performance in Government Service; The Outstanding Women in the Nation's Service (TOWNS) Award; UP Outstanding Alumnus 2003; Outstanding CPA by the Philippine Institute of Certified Public Accountants (PICPA, 2001)

### Dr. Quintin S. "King" Doromal

Currently Chairperson, Asian Institute of Journalism and Communication (AIJC), Executive Director of Bantayog ng Mga Bayani Foundation, Inc; Trustee, CAP College Foundation and Trustee, CAP Education; Member, Central Philippine University Corporation; Director, Far East Broadcasting Co.; Former Chair, Cosmopolitan Church Council; Board Member, Management Association of the Philippines; Rotary International District Governor, District 3860 (1982-1983).

He was once Personnel Director, Procter & Gamble Philippines, 1951-1973; President, Siliman University (1973-1983); Commissioner, Presidential Commission on Good Government (PCGG, 1986-1989); and Secretary-General, Philippine Chamber of Commerce and Industry (1983-1985).

He holds a BS degree (University of Colorado, with honors, 1949); MBA (Harvard University, 1951); Honorary Doctorate Degree in Pedagogy, of Laws, and of Human Letters.

### Dr. Fe A. Hidalgo

2005 QC Gawad Parangal Outstanding Citizen; Career Official (rising from the ranks) in the Department of Education and currently Undersecretary for Programs and Projects (at one time Officer-in-charge of DepEd).

At DepEd, she held the following positions, among others: Assistant Secretary for Programs and Projects and Regional Operations (1998-2001); Deputy Project Director, Country Program for Children, The Early Childhood Care and Development Project, the Elementary Project (TEEP) and Secondary Education improvement Plan (SEPID); Regional Representative for World

Council for Curriculum and Instruction; former Governing Board Member, SEAMEO-INNOTECH.

Holder of MA in Education and PhD degrees from Macquarie University, Sydney, Australia.

### Atty. Lourdy D. Torres

Practicing lawyer (specializing in Electric and Public Utility Laws); currently General Legal Counsel, Pacific Manufacturing Resources Group of Companies; Bar Examiner (1995); Head of Legal Department and First Vice-President and Corporate Secretary of Meralco (until 1995); Managing Partner of Yulo, Torres, Velasco and Bello; First Chairman and current Trustee of Quezon City Council on Population; Past President, Rotary Club of Diliman; Trustee and Treasurer, Interfaith Partnership for the Promotion of Responsible Parenthood, Inc. Holder of Associate in Arts and Bachelor of Laws degree, University of the Philippines and Alumnus, Academy of American and International Law (Dallas, Texas).

### Dr. Manuel S. Alba, Chairman, 2007 Gawad Parangal Search Committee

Currently Senior Adviser to the Mayor (Quezon City); Professor of Business Administration (University of the Philippines, 1957-2007); Vice-Chairman, Board of Trustees, Philippine Women's University; Board Member, Asian Institute of Journalism and Communication; Chairman, UNIDEV (Management Consultancy).

Formerly Secretary (Minister) of the Budget (1980-1986); Assemblyman, Batasang Pambansa; Deputy Director-General, NEDA.

## B. THE SECRETARIAT, SEARCH COMMITTEE

### Atty. Victoria L. Loanzon

Special Assistant to the Mayor and concurrent Head of the Cultural and Tourism Affairs Office (CTAO) Director, LAWASIA; Asst. Secretary, ASEAN Law Association; Former President of IBP, Quezon City Chapter; former Chief of Staff of the Speaker of the House and Deputy Secretary General, House of Representatives; Law professor and Bachelor of Laws, University of the Philippines.

Ana Pacita I. Eugenio, CTAO

Dhoie Dela Cruz, CTAO

Aurora Gonzales, CTAO

## CITATION

### Outstanding Citizen of Quezon City for 2007

For his outstanding achievements and contributions as official of the government. Among the government positions he held include:

- Associate Justice of the Supreme Court and Court of Appeals
- Undersecretary of Justice and Deputy Minister of Finance
- Member of the Monetary Board of the Central Bank
- Commissioner, Bureau of Internal Revenue
- Chairman of the Anti-Dummy Board, of Deportation Board; Philippine Tobacco Board
- Commissioner, Export Processing Zone
- Director, Board of Investments
- Member, Board of Directors: Land Bank of the Philippines, Metro Manila Transit Authority, Light Rail Transit Authority, National Housing Authority

For his contribution in the formulation of tax and investment regulations and policies, and for his participation in negotiations on tax and investment treaties, among others; and for continuing to be active as adviser/consultant to various organizations concerned with trade, investment and business management.

And for exemplifying government service with the high standards of integrity, honesty and honesty.

## JUSTICE EFREN I. PLANA

ASSOCIATE JUSTICE (SUPREME COURT),  
CABINET OFFICIAL, EMINENT LAWYER AND PROFESSOR

# The Indefatigable Justice Plana

By FATIMA PAREL

Justice Efrén I. Plana's long list of accomplishments may be summed up in a dozen sheets of paper. But his most important quality – his work ethic – is something that may not be gauged by any weighing scale or measuring tape. It may only be assessed by the admirable way that he has conducted himself in the various notable posts he has occupied in both public and private institutions.

He can still recall the job that paved the way for his bright career at the Department of Justice. As a clerk for Justice Pedro Tuazon – the Secretary of Justice during the time of President Ramon Magsaysay – the young Efrén would work in the morning and attend his classes in the afternoon.

"After graduation, I started to work regular hours. The difficulty then was that I was also reviewing for the Bar. And the Secretary was strict. He asked me to go to work until the day before the examination day. While all the others were on full time review, I had to work. I reviewed from eight o'clock at night to about one in the morning," remembers Justice Plana.

His determination certainly paid off. He placed 13<sup>th</sup> during the 1955 Bar examination and decided to stay on at the Department of Justice for about 10 years. He has not stopped working since, for which he is very much thankful.

"I am thankful that at this age, I am still active because many at this age, aside from being physically weak, become forgetful or less sharp than before. That is not my misfortune," shares this long-time resident of Fairview, Quezon City who is now 79 years old. And he's still going strong. ■

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So • GROOMING BY Carlan Teng

"I am thankful  
that at this age,  
I am still  
active..."





“UP is a different  
kind of world.”

## CITATION

### Outstanding Citizen of Quezon City for 2007

For her being the first woman president of the University of the Philippines System and facing the challenge of being at the same time UP's Centennial President in 2006;

For her contribution in promoting the role of women in education, national development and public service;

For her contribution in the improvement of public governance education as well as in business administration;

For her contribution in the development of small enterprises, for her research on business and finance, for her consultancy services to government, business and non-governmental organizations;

For being an outstanding professor in business administration and as a women educator having been so cited by a number of organizations; and

For aligning UP's vision in science and technology development with that of Quezon City as a Science and Technology capital.

## DR. EMERLINDA R. ROMAN

ACADEMICIAN, ECONOMIST, DEVELOPMENT  
PLANNER, GOVERNMENT EXECUTIVE, INTERNATIONAL  
DEVELOPMENT OFFICIAL, AUTHOR

# UP's centennial president

By MALOU E. ROSAL

Dr. Emerlinda R. Roman, the first woman president of the University of the Philippines, is honored that the State University's centennial celebration is going to happen under her watch. For one who began her lifelong career with the UP in the Los Baños campus then made her way to Diliman, and has not left it since, Roman is excited about the buzz that is starting to reverberate even at this early stage.

"In fact as early as 2005 we already started preparing," Roman recalls. "I think it was in June when I went to see President Arroyo to request her to declare the entire year of 2008 as UP Centennial Year. By September 2005, we got the proclamation and in that proclamation, the president also gave us P100 million, one million for every year. In 2006 we organized the centennial commission, the chair of which is Sen. Edgardo Angara."

The centennial commission takes care of projects that are national in scope, as the celebrations will not be confined to the Diliman campus alone but also to the different academic communities around the country.

Roman continues: "Yes, there are many things that we can report to the nation about our accomplishments but we are not really going to focus on the achievements and the successes alone. Rather, we will look at our failures. That is how we can see what our faults are, and these will be our basis for the direction of the university for the next century."

Failures notwithstanding, Roman remains a true-blue UP girl at heart. She says: "UP is a different kind of world. It's very collegial. In UP you can debate all day long endlessly, and in the end you will not agree on anything and yet everybody is happy, and everybody remains friends. It's the culture that I like about it, and I imagine myself retiring from there." ■

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So • GROOMING BY Carmie Locsin

## CITATION

### Outstanding Citizen of Quezon City for 2007

For her achievements and contributions to science and technology development as Cabinet Secretary, as chairperson and lead official in coordinating and implementing programs and projects of government concerned with science and technology;

For her contribution in the advancement of food science and technology as professor, researcher and administrator of academic programs in the University of the Philippines;

For her many significant research works and publications in the fields of food science, nutrition and food engineering;

For performing coordinative work and focal person responsibilities in various local and international activities concerning the role of science and technology in development and for her able representation of the Philippines in the various conferences, fora, and missions involving science and technology.

## Secretary Estrella F. Alabastro

Cabinet Official, Academician, Food Scientist and Technologist

# Guarding earth and sky

By MALOU E. ROSAL


As Secretary of the Department of Science and Technology (DOST), it is Dr. Estrella F. Alabastro's appointed task to oversee the utilization of knowledge and technologies for practical applications that will benefit the country's citizens. Thus DOST's dual agencies PAGASA and PHILVOCs are vigilant at scanning the horizons and putting ear to the ground to issue warnings of disasters to come. Yet DOST's domain is not confined to the usual research and development. It is also concerned with the development of its primary human resource – its scientists.

Equipped with a PhD in Chemical Engineering, Alabastro believes that science and technology should be relevant to the everyday lives of people. When she first joined DOST in 2001, there was a significant problem with garbage disposal. By using technology for the biodegradation of waste materials, gardeners and food growers benefited from the compost that was produced. Apart from this, the DOST has a project called the Small Enterprise Technology Upgrading program which is implemented through their regional and provincial offices. This program uses simple technologies to upgrade systems and processes for small and medium enterprises.

But despite her successes as Secretary of DOST, the educator in Alabastro laments the prevailing fear that children have about math and science subjects. She remarks: "We keep saying that what we need is a strong science culture. But you cannot imbue people with a greater appreciation for sciences if you're already scared of your teacher. The kids say, 'I'm so scared of my math teacher so I hated math'. But math helps you to think logically. And I say that math is not just for people who become mathematicians or scientists. It's for anyone. Math teaches you to think logically, to be objective, and to use data as your basis for decision making."

Perhaps coming from this concern, DOST developed a program that is designed to make math more attractive to children. "The content of these modules are simple for the kids," Alabastro continues. "The content had been developed by our education experts from DepEd as well as from UP, and the National Institute of Science and Math Education. But it was digitized by our young people with the Advanced Science and Technology Institute that concentrates on ICT. The young kids will relate to these modules and I guess science and math will be presented to them at the start like a game. Math is not scary – in fact it's enjoyable. That's the message we want to share." ■

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So • MAKEUP BY Carmie Locsin



“Math  
teaches you  
to think  
logically...”

## CITATION

Outstanding Citizen of  
Quezon City for 2007

For masterfully reflecting, in the English medium, the Filipino culture, social mores, political values and attitudes and the everyday life of the Filipino in both the urban and rural settings, through his novels, essays, short stories and verses assuring a most impressive legacy for any Filipino writer; a most creative and masterful cultural and social analyst.

For his committed and sustained cultivation of Filipino literature in English and being among the foremost Filipino writers, through his writings and publications, he has provided impetus, motivation and inspiration to younger generations of writers.

For having successfully created an international audience for his writings and for Philippine literature in general, with readership of his works in 22 languages;

For all the accolades that he has received, among which are:

"The only writer who had produced a series of novels that constitutes an epic creation of a century of Philippine life... a rich composite picture..."

— Contemporary Novelists

"One of the [Philippines] most distinguished men of letters..." — **Time**

"America has no counterpart — no one who is simultaneously a prolific novelist, a social and political organizer, an editor and journalist, a small-scale entrepreneur..."

— James Fallows

For all the recognitions and awards he has received among which are National Artist Award, Ramon Magsaysay Award for Journalism, Literature and Creative Communication Arts (1980), Cultural Center of the Philippines Award (Gawad Para sa Sining), Three First Prize Palanca Annual Memorial Award for the English Novel, Three First Prizes, National Press Club Annual Journalism Awards, Chevalier dans L'Ordre des Art et Lettres, France (2000) and several Honors Causas from several universities.

## FRANCISCO SIONIL JOSE

NATIONAL ARTIST, AUTHOR, EDITOR AND PUBLISHER,  
JOURNALIST, POLITICAL AND SOCIAL ANALYST

# The Master Storyteller

By FATIMA PAREL

Through his colorful novels, particularly the famed "Rosales Saga" and other literary works, National Artist Francisco Sionil Jose has introduced to other nations the rich history and culture of the Filipinos.

A proud Ilokano, F. Sionil Jose — as he is better known within literary circles — fell in love with the written word at a very young age. By high school, he was already a voracious reader, devouring almost all the books he could get his hands on.

"My early education included the Greek myths, the poems of Longfellow, the stories of Edgar Allan Poe. We were made to memorize Lincoln's Gettysburg Address, the slogans of the American ethos like 'Give me liberty or give me death.' Then, on my own, I discovered Herman Melville, Thoreau, Emerson, and later on F. Scott Fitzgerald, onward to Somerset Maugham, George Orwell, and on to Borges and Neruda, Soseki and Akutagawa, Brecht all in English translation, the whole exhilarating world of literature in English that included Rabindranath Tagore, and of course, our very own, the Ilokano writer, Manuel Arguilla before whom, at our National Library reading room, I used to sit but was too shy to tell him I was reading and admiring him. This was in 1941 when I was a high school senior," reveals F. Sionil in his column "Hindsight."

Inspired by these famous writers, the young book lover then went on to become one of the country's most honored novelists here and abroad. His novels, and even his collection of short stories, never fail to tug at the heart of the reader because of the vivid portrayal of each character's dilemma, punctuated by local color that gives a clear picture of Philippine life and culture. He weaves a masterful plot, drawing the reader into the story and making everything seem so vivid through his skillful use of words. But the most poignant note among all his writings are the images of social degeneration and social decay that could potentially destroy the noble character of the Filipino.

F. Sionil Jose is undoubtedly one of the most prolific and most respected writers produced by the Philippines, with his works translated in 22 languages. ■

PHOTO COURTESY OF The Solidaridad Bookshop



F. Sionil Jose is undoubtedly one of the most prolific and most respected writers produced by the Philippines.

## CITATION Outstanding Citizen of Quezon City for 2007

For her personal, professional and social commitment to the dance art, ballet in particular, raising the quality of ballet education in the Philippines, thus gaining for the country and Quezon City many honors and awards of recognition, among others, for her Ballet School as 'The Most Outstanding Ballet School in Asia'

For using dance as the main medium of cultural exchange and international relations through award-winning performances, festivals, competitions and workshops in many countries such as the US (New York, Los Angeles), Malaysia, Singapore, Hong Kong, Japan, Australia and China, and in the Philippines and Quezon City, for having performed free for communities and conducted workshops to train young children in ballet and other dance forms in collaboration with the Quezon City Park Development, the National Commission for Culture and the Arts, among others;

For being a recognized cultural ambassador, or specifically as dance ambassador, having ably represented the Philippines in many dance festivals, workshops, competitions, seminars and conferences abroad;

For being active in socio-civic activities with her involvement as Rotarian and Jayceette and membership in the Philippine Chamber of Commerce and various women foundations;

And for having garnered much honors and awards among which are: AAW Awardee for Lifetime Achievement in Arts and Culture, Millennium Excellence Award, Hwarang Pilono for Arts and Culture, Golden Excellence Award (China, 2005), Parangal ng Bayan in Arts and Culture, Rajah Soliman Award as Most Outstanding Filipina of the World Arts and Culture, Parangal ng Bayan Award in Performing Arts, Highest Media Award, Dangal ng Bayan and Ulrang ina.

## SHIRLEY HALILI CRUZ

Artistic Director for Dance, Cultural Ambassador and Civil and Community Leader, Outstanding Dance Teacher

# The Secret To Her Success

By FATIMA PAREL

In all of her endeavors, Shirley Halili-Cruz has met nothing but success.

Studying ballet at the early age of eight, she became a ballet instructor herself at the tender age of 15. And this is where she first experienced the real value of teaching. Today, she's plays multiple roles – as the founder, artistic director, ballet teacher and choreographer – to the Halili-Cruz School of Ballet, the official school of the Quezon City Ballet.

"I teach my students to live with integrity and humility. Because when you're teaching ballet, there's a lot of involvement between the teacher and the student. First, I have to look at their weaknesses and strengths. So I highlight their strengths and develop their weaknesses. There will be a lot of corrections and they have to imbibe the corrections so that's where humility comes in. They have to be sharp to be able to absorb all the corrections. So while I teach, there's character building, values formation and personality development. And I make sure that they're also intellectually sharpened."

And being fit in both mind and body is something that's really important for Shirley since she herself has excelled not only in the arts but also in academics. She was the school valedictorian in both grade school and high school levels. In college, Shirley proudly finished as summa cum laude with a Bachelor of Science in Commerce degree with three majors: Accounting, Marketing and Management. Although she was not able to use professionally what she took up in college, Shirley admits that unconsciously, she was able to make use of what she has learned in developing her ballet schools.

But what's most important for this mother of two and multi-awarded performer, is that her students enjoy dancing but at the same time, become well-rounded individuals.

"They have to love what they are doing. Because dancing is not easy, it's very difficult. Their tool is their body so they have to be healthy, eat the right food, take enough sleep and continuously take on new challenges. I always tell them to be selfless and be able to share. As a teacher, I felt this natural generosity that I want to share everything I know. I even want my students to be better than me. That's the best legacy that I could ever leave." ■

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So • MAKEUP BY Carmie Locsin



"Teaching is a very noble profession. It's the noblest of all professions because you become selfless and you always want the best for your students. You bring out the best in them, you inspire them, you touch their lives."

## CITATION Outstanding Citizen of Quezon City for 2007

Academician, economist, development planner, government executive, international development official, author

For his contribution as development economist, policy maker and economic planner having been the founding Director-General of the National Economic and Development Authority (1972-1984) and the first Secretary of Economic Planning, and before that, as Chairman of the National Economic Council (1970);

For having instilled the regional development planning system in the country, as well as having innovated on and rationalized economic research and development measurement and statistical system;

For his significant contribution in the development and upgrading of the University of the Philippines, having been a Member of the Board of Regents of the University, for initiating the founding of the University of the Philippines in the Visayas, and for his contribution in making the U.P. School of Economics as the best and internationally recognized institution in the country;

For his having been Chairman of the Population Commission, and being instrumental in establishing the Philippine Center for Economic Development in U.P. and the Philippine Institute for Development Studies (PIDS), an economic think tank;

For having led Philippine delegations to international economic fora such as the ASEAN Economic Commission for Asia and the Pacific for membership in governing boards of United Nations Institute of Economic Development and Planning in Bangkok and the UN Center for Regional Development in Nagoya, and for having served as a senior staffer in the World Bank in 1985-1997;

For his being a prolific author of economic textbooks adopted not only in the Philippines but also in Indonesia.

## DR. GERARDO P. SICAT

ACADEMICIAN, ECONOMIST, DEVELOPMENT PLANNER, GOVERNMENT EXECUTIVE, INTERNATIONAL DEVELOPMENT OFFICIAL, AUTHOR

# Not so plain economics

By MALOU E. ROSAL

For some students at the University of the Philippines, one of the most bewildering subjects is Economics 11. The world of supply and demand and the intricacies of currency exchanges can prove too much for those whose inclinations lie elsewhere. But as this is a general education subject that all must pass through, the student's hope for a passing grade could ultimately rest on how well a teacher can impart the principles of economics in as painless method as possible.

Renowned economist and UP professor Dr. Gerardo P. Sicat muses: "Economics seems easy but it's oftentimes intricate. So I try my best in my lectures to teach the young people in a way that they can begin to appreciate it."

In pursuit of these efforts, Dr. Sicat has written books and research materials to help young people understand Economics. In the same manner, his books are also designed to help teachers approach the subject and teach it with that same perspective in mind.

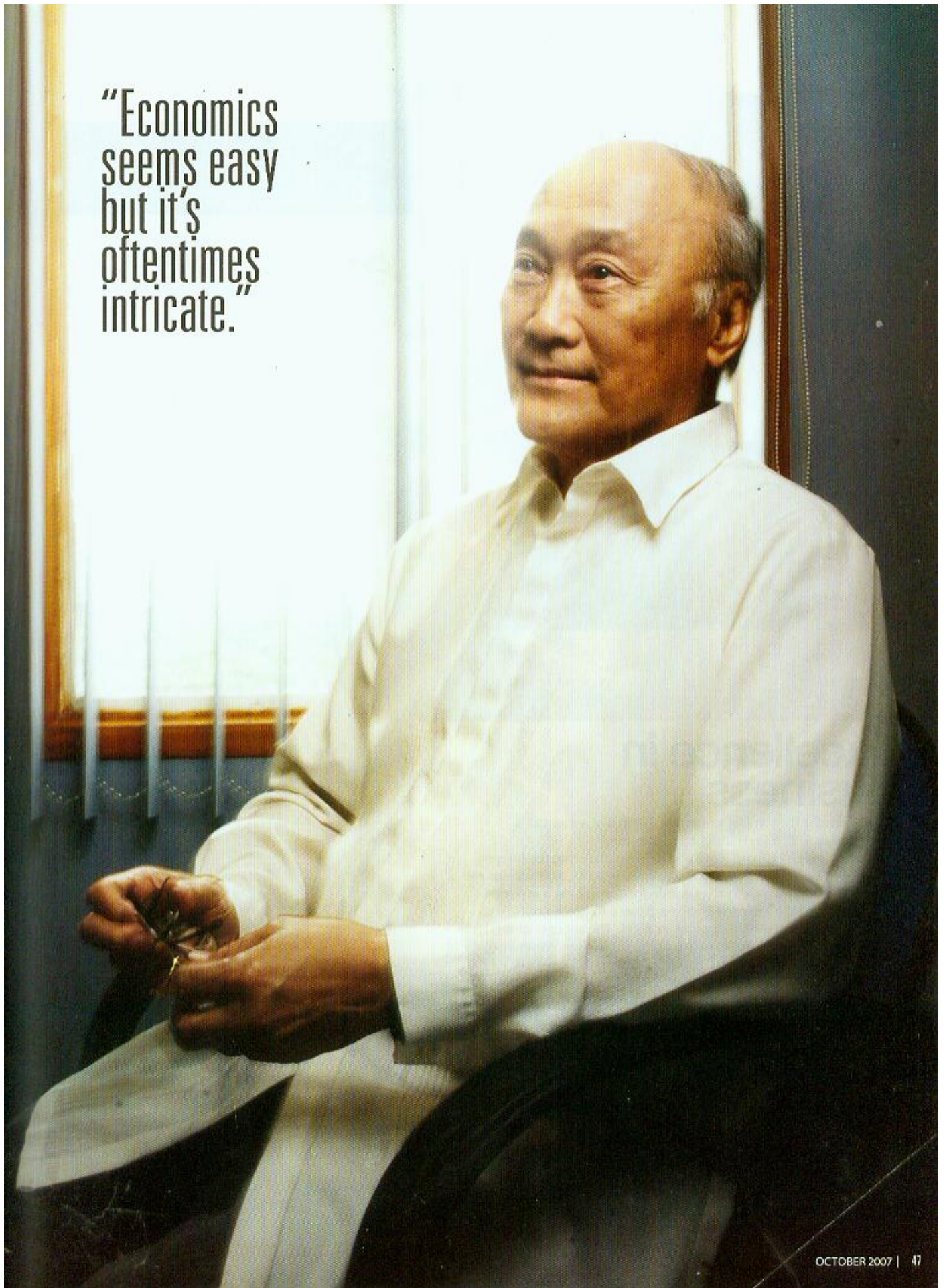
On a macroscopic level, this Quezon City resident keeping a keen eye on the national economy observes: "Anything that happens in the country affects Quezon City and so Quezon City should be doing well if the national economy is doing well. What I'm saying is that recently the economy has turned for the better. But while we're doing well as an economy these days, we could do a lot better. In fact, I think we could do as well as what the other countries succeeding in their areas could do."

It has been Dr. Sicat's lifetime work to find ways to improve the areas where the country has lagged behind in terms of the economy. Most of these challenges, he remarks, stem from changes in leadership that are outside the normal political framework and disrupt the continuity of existing policies.

Yet Dr. Sicat maintains his optimism. "You know, in the long run, when you have the long span of history of many countries taken into account, some of these problems we see today will be on the wayside and we probably would be progressing. I wish however that we could attain a rate of progress which is so much better." ■

PHOTOGRAPHY BY Nikkorlai Tapan • STYLING BY Rachel So • GROOMING BY Carlan Teng

“Economics  
seems easy  
but it’s  
oftentimes  
intricate.”





AMBASSADOR RAMON V. DEL ROSARIO SR.,  
PIONEER INDUSTRIALIST, BUSINESSMAN AND ENTREPRENEUR,  
MANAGEMENT LEADER, DIPLOMAT AND INTERNATIONALIST

## Excellence in Business

Ambassador Ramon Del Rosario Sr. is what you can call a businessman with a keen insight and a vision.

It was through his hard work and perseverance that the Jaycee movement, which he started in the country in 1948, was recognized in Asia. Del Rosario is also responsible for convincing a group of professors at the Harvard Business School to teach courses on management in the Philippines in 1954. The success of this pioneering endeavor saw the birth of the prestigious Asian Institute of Management in the country.

Not the type to rest on his laurels, Del Rosario made a mark in the corporate world in the 1950s when he became the CEO of IBM Philippines and Philamlife Insurance Co. Trusting his instincts and the business smarts of Filemon Rodriguez and Ernesto Escaler, Del Rosario formed the Philippine Investment Management Consultants Inc. (Phinma), which is the first Filipino-managed investment firm that provides assistance, expertise and other services to big corporations.

An innovator who never runs out of ideas, Del Rosario also founded the Management Association of the Philippines and Far East Bank, one of the first Filipino banks.

This year, The Graduate School of Business of De La Salle Professional Schools named one of its schools – the De La Salle Professional School-Ramon V. del Rosario Sr. Graduate School of Business – in honor of Del Rosario, who happens to be its oldest living alumni president ■ — *Gabby Libarios*

## CITATION Outstanding Citizen of Quezon City for 2007

For his significant contribution to industrial and business development not only as founder of PHINMA Group of Companies, as top executive and decision maker in IBM, Phil-American Insurance, and Far East Bank, providing inspiration to a generation of entrepreneurs and managers.

For his outstanding contributions to international relations, having been the Philippine Ambassador to Japan, Germany and Canada.

For his contribution to management education and business development through support of education institutions such as De La Salle University and Asian Institute of Management, of which he is a Founding Trustee, and which named their Management School and Center of Management Excellence, respectively, after RVR as he is affectionately called and for his leadership of the Management Association of the Philippines (MAP) which named its Center for Management Excellence after him.

For his promotion of corporate social responsibility demonstrated much in PHINMA through its housing programs and other social programs which benefited Quezon City residents, for being Co-Founder and first national President of Philippine JAYCEES and the first Asian to become World President of Jaycees International and as Vice-Chairman of CARTAS Manila of the Roman Catholic Archdiocese of Manila and

For being recipient of honors and recognition such as Noble Knighthood of Pontifical Order of St. Gregory, Pope John Paul II (Papa Knighthood), First Class Order of the Rising Sun from the Japanese Government, Sikatuna Award from the Republic of the Philippines, Management Man of the Year from the Management Association of the Philippines (1988)

## CITATION

### Outstanding Citizen of Quezon City for 2007

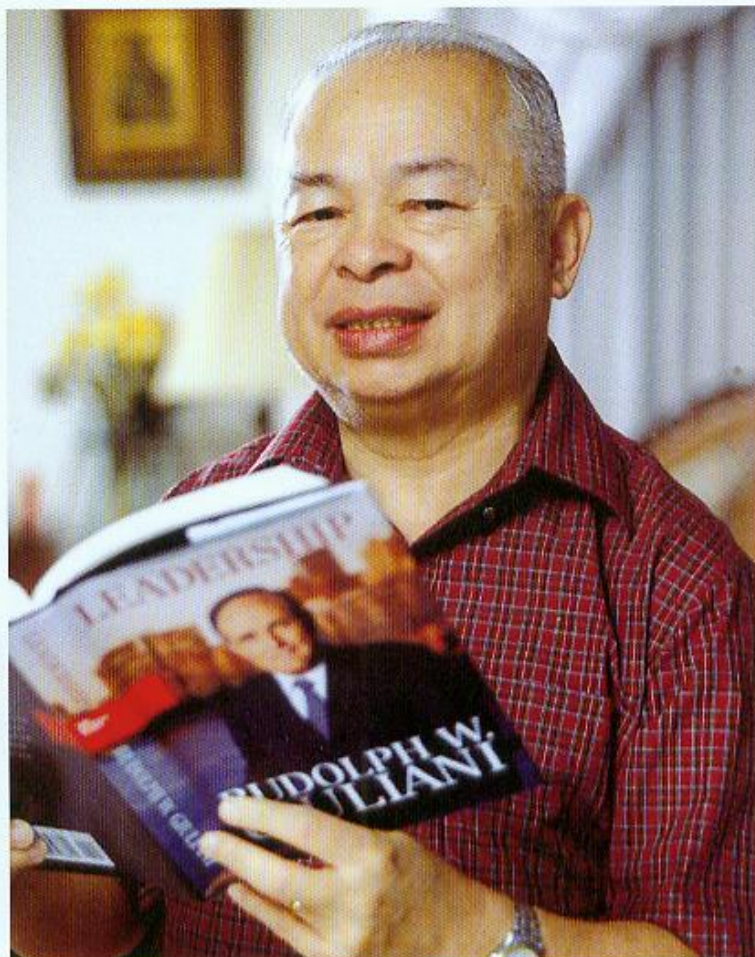
For his outstanding public service as Secretary of Department of Health of the national government, having launched and pioneered programs for promotion of public health and welfare.

For his outstanding performance as Senator of the Republic of the Philippines, having sponsored and co-sponsored legislations not only for promotion of medical and health service but in other concerns.

For his outstanding contribution to the cause of rural development, having been founding father and spirit behind the Philippine Rural Reconstruction Movement (PRRM).

For his outstanding contribution as medical doctor, in the field of medical practice and community and health service.

For his being a model public official and leader and therefore an inspiration to future government and public servants.



## DR. JUAN FLAVIER

Outstanding Senator, Medical Practitioner, Government Administrator and Prime Mover in Rural Reconstruction

# He did it!

Dr. Juan M. Flavier is known for being the senator who kept "DOHing" it, having spearheaded successful health programs back when he was the Secretary of Health in 1992. Flavier, who had been working very hard in uplifting the health and well-being of his fellowmen even before he took on the appointment by then President Fidel V. Ramos, introduced modern approaches to health care, such as *Oplan Alis Disease*, a massive immunization campaign whose resounding success prompted the World Health Organization to declare the country polio-free; the *Sangkap Pinoy*, a nationwide campaign against micronutrient malnutrition, *Kontra Kolera*, Stop TB, the anti-AIDS health information campaign and other health programs.

Under his watch, the Department of Health became the most active and lauded department of the Ramos administration. Eventually, his impressive track record became his ticket to the Senate in 1995.

Because he didn't have experience as a legislator, Flavier focused all his energies on learning the rudiments, the demands and nitty-gritty of his job. As a result, Flavier created a spotless attendance record, incurring no absences from the Senate sessions. He was also commended for having attended the most number of committee hearings. Among the legislations he authored and sponsored are the Traditional Medicine Law, the Poverty Alleviation Law, Clean Air Act, the Indigenous People's Rights Act and many others.

Thanks to Flavier, healthcare in the Philippines was given a shot in the arm. Considered by many as one of the most industrious legislators of the 10th, 11th and 12th Congress, Flavier continues to pump iron into healthcare by pushing for reforms in health care delivery, health care regulation, and health care financing. ■ — *Gabby Libarios*

## CITATION

### Outstanding Citizen of Quezon City for 2007

For his excellence in the game and sport of Billiards which has seen the dominance of Filipino players in the international championships and which has earned for him and for his country the recognition as among the best.

For having garnered championship titles in world competition to wit:

2007 Champion –  
Billiard Congress of America 9-Ball  
Open-Newsday  
2006 Champion –  
US Bar Table 8-Ball Championships  
2006 Champion –  
BarBox 8-Ball Championships  
2006 Champion – Reno Open  
2006 Champion –  
Hard Times Summer Jamboree  
9-Ball Division  
2006 Champion – World Pool League

With numerous runner-up positions in international competitions.

DENNIS ORCOLLO  
NATIONAL AND WORLD BILLIARD CHAMPION

# Right on the ball

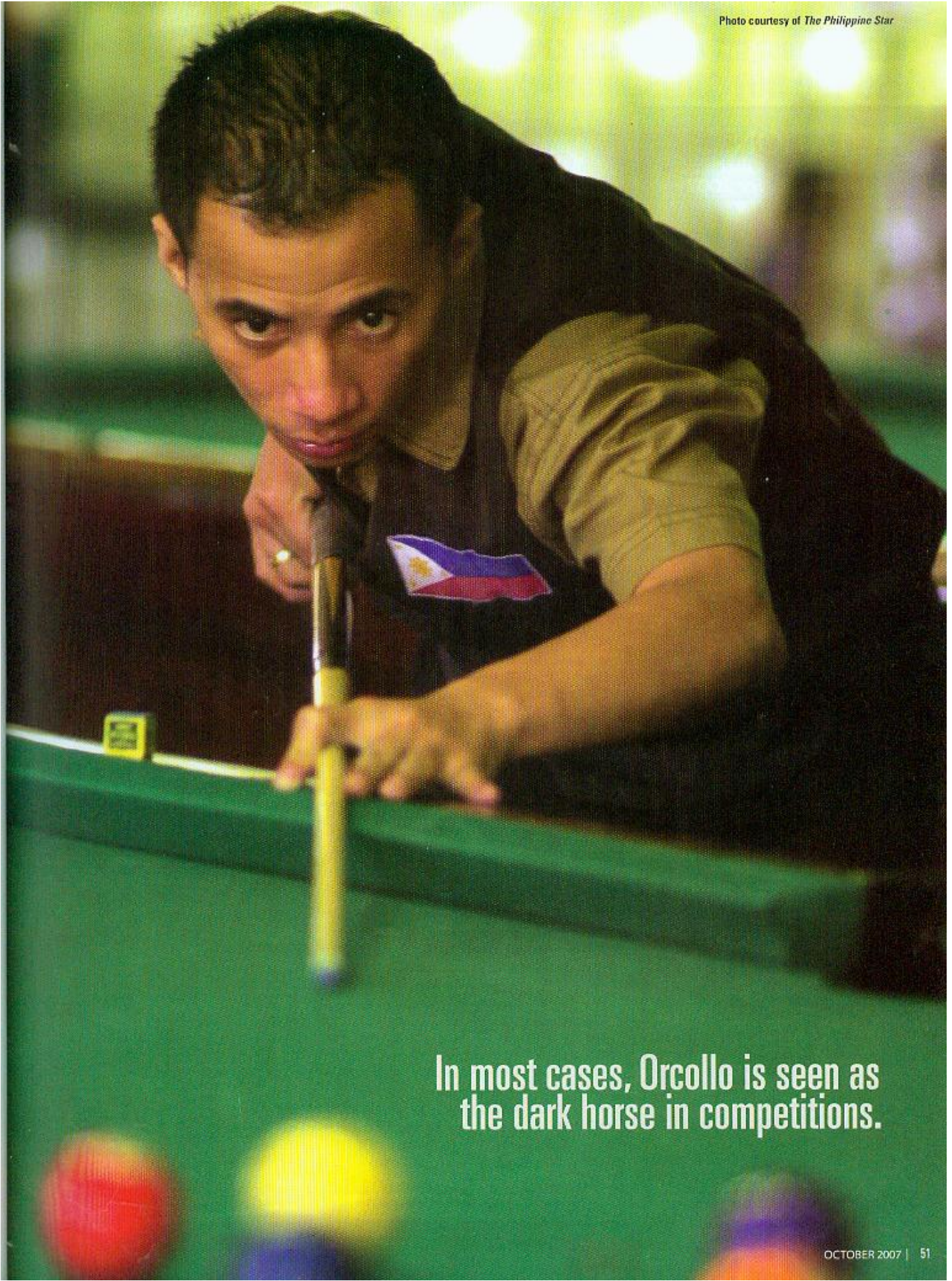
In this side of the world, billiard player Dennis Orcollo is what people call the Philippines' Money-Game King. Also christened as "Surigao" and "Robocop," Orcollo has brought home quite a slew of championships and pocketed a hefty amount of prize money from prestigious tournaments here and abroad.

In most cases, if not all, Orcollo is seen as the dark horse in competitions – the least likely player to win the championship. At 28 years old, Orcollo's presence is oftentimes overshadowed by the veterans and billiard legends, who have been in the business for years. But lo and behold, this dedicated player, albeit a neophyte, would sometimes pull off an upset over the favorites and sail smoothly through to the finals.

Although his attempts were not always successful, Orcollo hit big time when he beat German player Ralf Souquet at the 2002 WPA World Nine-Ball Championship. Years after, Orcollo, having learned the ropes and how to deal with pressure, went on a winning streak, collecting the top plumes at the 2006 Reno Open, Hard Times Billiards Summer Jamboree and 2006 US Bar Table Championship.

Orcollo's successful run continues to this day. He finished second to fellow Ronato Alcano at the 2007 WPA World Eight-Ball Championship. He also bagged the top honors at the BCA Open Nine-Ball Championships – a title that had eluded Filipino players in the past years.

Predicted by sports analysts and enthusiasts as the next big star from the Philippines, Orcollo follows in the footsteps of billiard heavyweights Efen "Bata" Reyes, Francisco "Django" Bustamante and Alcano, who are all huge inspirations to aspiring billiard players everywhere. ■ — *Gabby Libarios*



In most cases, Orcollo is seen as the dark horse in competitions.

## CITATION Outstanding Citizen of Quezon City for 2007

For its wide ranging scope and reach of programs and activities, complementary and supportive of those of the Quezon City Government;

For its promotion of the Motto "Service Above Self" manifested in the involvement of thousands of professionals, businessmen, entrepreneurs and public servants giving of their time and service for the benefit of the people and communities in Quezon City.

For implementing programs and projects that are top priorities of the national government and of Quezon City and in cooperation with other organizations, such as:

- a) Bloodletting, assuring 25 units of blood donation through the QC Chapter of the Philippine National Red Cross;
- b) Clean and potable drinking water for QC public schools in cooperation with Manila Waters and Maynilad Water Services;
- c) Botika sa Barangay, in cooperation with the Department of Health; and
- d) Disaster preparedness deputizing all Rotary Clubs in Quezon City to assist during calamities and disasters;

For its comprehensive outreach program with 93 Rotary Clubs in all Quezon City districts with relevant programs on Health and Hunger, on Literacy and Education, on water provision, on environment promotion, on vocational services and many more; and

For continuing and sustained partnership with the Quezon City government in improving the welfare of more than 2.5 million residents particularly among the marginalized and depressed communities.



ROTARY INTERNATIONAL  
DISTRICT 3780

## An Organization At Its Best

United in their desire to give service to those in need, 93 Rotary Clubs have gradually come together under one roof, the Rotary International District 3780.

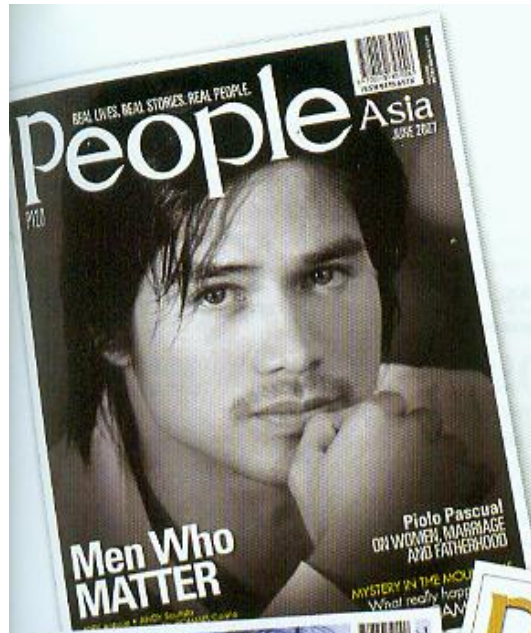
In this ideal setup – which the member clubs aptly describe as "One City, One District" – the organization has been able to help more communities in Quezon City by combining all their efforts to make their humanitarian campaigns more successful.

"These challenging times are full of exciting opportunities. There is not much we can do by ourselves but with the resources and generosity of all Rotarians of this district, we will "Lead the Way" and will provide the inspiration and vision to become catalysts that can make a dent if not a significant impact to the sorry plight of the less fortunate," shares current Rotary district governor Danilo Espinosa in their official website.

Guided by the organization's famous motto "Service Above Self," here are the other outstanding Rotarians who shared Mr. Espinosa's vision and have served as the organization's district governors throughout the years:

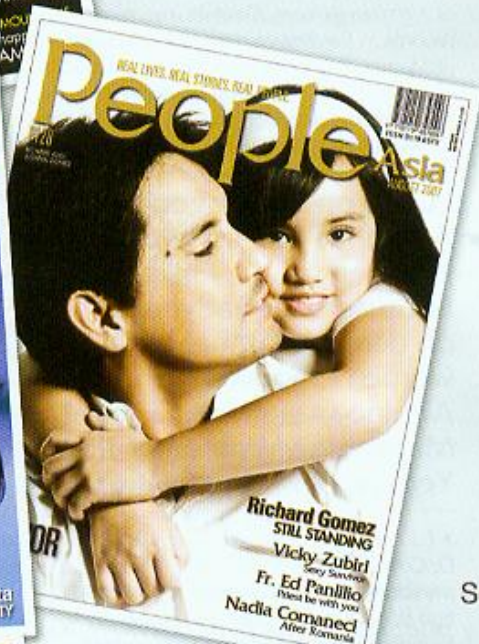
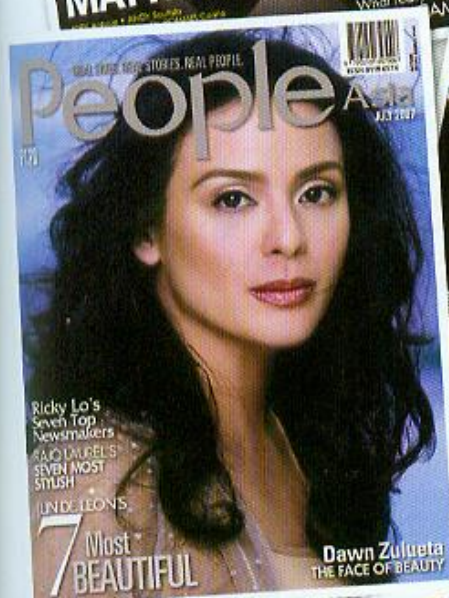
- 1990 – 1991 Jose Morales (Rotary Club San Francisco del Monte)
- 1991 – 1992 Armando Gonzales (Rotary Club Sto. Domingo)
- 1992 – 1993 Melito Salazar (Rotary Club Diliman)
- 1993 – 1994 Mario Nery (Rotary Club New Manila Heights)
- 1994 – 1995 Oscar Inocentes (Rotary Club Uptown Cubao)
- 1995 – 1996 Eiren Lim (Rotary Club Cubao East)
- 1996 – 1997 Manuel Monroy (Rotary Club San Francisco del Monte)
- 1997 – 1998 Gil Divinagracia (Rotary Club Balintawak)
- 1998 – 1999 Nemesio Peralta (Rotary Club Diliman)
- 1999 – 2000 Mojamoto Libunao (Rotary Club Kamuning West)
- 2000 – 2001 Hermogenes Jarin (Rotary Club Fairview)
- 2001 – 2002 Danilo Reyes (Rotary Club Ayala Heights)
- 2002 – 2004 Roberty Viray (Rotary Club Cubao West)
- 2004 – 2005 George Howard (Rotary Club SFDM)
- 2005 – 2006 Benjamin Bacorro (Rotary Club Neopolitan Fairview)

And with the continuous growth of Quezon City as one of the country's leading capitals, it can always count on the support of one of its best allies in nation building, the Rotary International District 3780. ■ – *Fatima Parel*



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PEOPLE Asia: Your PEEPHOLE to PEOPLE

# The Honor Roll

Quezon City Gawad Parangal Awardees 2002-2006

Compiled by JERNI MAY CAMPOSANO

## 2002 awardees

- Appointed as Presidential Adviser on Agrarian and Legal Reforms during the Ramos presidency, Justice Milagros A. German has 63 years of government service to boast of. Indeed an expert in the field of agrarian law, she has written 10 books about Agrarian Reform and Law and is a lecturer and consultant of the UP Law Center since 1974 and of the Department of Agrarian Reform. German also made records as the first woman assistant fiscal of Manila, first woman judge of the Court of Agrarian Relations, first woman bar reviewer and first woman CAR judge of the Court of Appeals.

- **Corazon Cojuangco Aquino is the first woman president of the Philippines. Because of her advocacy on democracy, peace and women empowerment, Aquino was named Time Magazine's Woman of the Year in 1986.**

- Educator, historian and journalist Onofre D. Corpuz was elected as the youngest president of the Pamantasan ng Pilipinas and Education Secretary. He is also founding president of the Development Academy of the Philippines and has already authored three historical books.

- **The beautiful and award-winning actress of the movie industry, Rosa Rosal, was recipient of the Ramon Magsaysay Awards for Public Service in 1999 for her unparalleled work for the Philippine National Red Cross. In fact, she was the first woman recipient of the Distinguished Achievement Award during the 50<sup>th</sup> anniversary of the institution.**

- The first female enrollee at the Harvard Medical School is a Filipina. She's none other than UP College of Medicine Class 1933 valedictorian Dr. Fe Del Mundo, the Grand Dame of Philippine Pediatrics and Medicine. She is the founding president of the Philippine Women's Medical Association and first Asian to be elected president of the Medical Women's International Association. Del Mundo is also a National Scientist Award recipient.

- International chess grandmaster Eugene Torre has been included in the Philippine Sports Association Hall of Fame, Scoop Hall of Fame and the Athlete of the Millennium awardee for his achievements in the sport of chess. He was champion of the Pan Pacific Grandmaster Tournament in the US and the official second of the world champion in the World Championship Match held in Yugoslavia.

- **ABS-CBN Foundation managing director Regina Paz L. Lopez's efforts for children's rights, environmental protection and educational TV shows have been recognized locally and internationally. Accolades include the United Nations Grand Awardee for Excellence on Bantay Bata, 1997 International Public Relations Award for Excellence for the Environment on Bantay Kalikasan and UNESCO Kalinga Award and first Southeast Asian winner for Sineskwela.**

- Former AFP Chief of Staff and now Energy Secretary Angelo Reyes has 39 exceptional years of service since his graduation from the Philippine Military Academy. He was once responsible for saving missionary Gracia Burnham from terrorists.

- In her many years of delivering the news, multi-awarded broadcast journalist Carmela Tiangco has been recognized by a number of award-giving bodies. She was PMPC Star Awards Best Female Newscaster and Best Female Celebrity Talk Show Host, Golden Dove Awards Best Female Newscaster for Television, Gintong Ina Awardee, Soroptimist International's Woman Distinction Award and TOWNS Awardee.

- **A 1991 Presidential Award for Public Service recipient and 1996 Lingkod Bayan Presidential awardee, the late PHIVOLCS director Raymundo S. Punongbayan was chosen as the Outstanding Professional in Geology by the Professional Regulation Commission in 1997.**

## 2003 awardees

- **Justice Cecilia M. Palma was part of the most significant events in the country pre- and post-Martial Law. She was principally instrumental in the selection of Cory**

**Aquino as the opposition's candidate for the snap elections. Palma was also the president of the Constitutional Commission when it drafted the present constitution in 1986. After topping the bar exam, she became the first woman appointed as Judge of the RTC and eventually became Justice of the Supreme Court.**

• Scholar and writer Joseveloso Abueva is the former president of the University of the Philippines and presently heads Kalayaan College. He is also Ford Foundation adviser to the Center for Economic Development and Administration of Tribhuvan University. Abueva has also served as secretary of the United Nations University in Tokyo for 10 years and a member of the Regional Advisory Council of the Institute of Southeast Asian Studies in Singapore for 10 years.

• Once described by an art critic as a legendary figure in Philippine sculpture, Eduardo Castrillo is the most celebrated sculptor in the country with outstanding works like the Martyrdom and Execution of Dr. Jose P. Rizal, the Stations of the Cross at the Loyola Memorial Parks, the Bantayog ng mga Bayani and People Power monuments in EDSA.

• Dr. Thelma F. Navarette-Clemente is the president of the Capitol Medical Center, one of the best hospitals in Quezon City. She represented the country in various medical seminars and conferences abroad.

• **The only Filipino playing in the prestigious Professional Lady Golfers Association tournaments in the United States, Jennifer R. Rosales won golf tournaments left and right, including gold medals during the Southeast Asian Games in 1997 and a bronze medal in the ASIAD Olympics in 1998.**

• Lawyer, political leader and businesswoman Charito L. Planas is committed to her humanitarian, libertarian and community causes. She is presently the president of the QC Girl Scouts of the Philippines Chapter and president and vice chairman of the QC Parks Development Foundation.

• With over 50 years of dedicated service in broadcast journalism, Francisco Evangelista was a highly-respected figure

whose conduct and integrity as a radio and TV personality has never been in doubt.

• Among the biggest employers and taxpayers in Quezon City is John Gokongwei Jr. His various business enterprises represent one of the biggest single investments in the city.

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## 2004 awardees

• With his high sense of justice and honor coupled with an impeccable character and integrity, Hilario G. Davide Jr. in his leadership as Supreme Court Chief Justice reinforced the people's respect for the institution. He enriched Philippine jurisprudence with his learned legal dissertations and judicial decisions.

• Even if her uncompromising stand against official abuse and corruption meant ending up in jail, former Comelec commissioner Haydee Yorac never gave up her beliefs and convictions. Instead, she served the government with singular honor and distinction and was distinguished for her remarkable success and achievements in every public office she served, including the Presidential Commission on Good Government.

• **Helena Z. Benitez has devoted most of her life in strengthening the faculty, facilities and scholarship of the Philippine Women's University, the first university for women in Asia, where she now sits as chairman of the Board of Trustees. A former senator and assemblywoman, she has sponsored and authored a number of laws which enhanced Philippine education.**

• Former Minister of Education and National Commission for Culture chairman Jaime C. Laya promoted arts and culture through involvement in cultural undertakings and programs. Laya also spearheaded various cultural restoration projects and authored several notable books and articles on arts and culture.

• Leonor Ines Luciano dedicated her life to serving the poor through her work with various foundations and agencies engaged in promoting better opportunities for economic advancement of the underprivileged.

• Quezon City consultant on health and medicine for many years, Alfredo L. San Agustin provided free medical services to the less fortunate and indigent patients through numerous medical missions.

• **Being one of the most highly-respected women journalists in the country, Jullie Yap Daza draws healthy public interest on vital issues and sensitive concerns through her newspaper column and television program. She continues to be a role model for future generations of writers and journalists.**

• As the country's foremost track and field athlete, Lydia de Vega-Mercado has brought honor and prestige to the country by winning gold medals in various competitions. She served as a model athlete both in character and sportsmanship.

• Persida V. Rueda-Acosta has established herself as an intellectual, scholarly and highly-respected authority on law when she served with unmatched zeal the public attorney's office. She provided free legal services for the benefit of poor and indigent litigants.

• The bright mind behind the conceptualization and development of Quezon City's dynamic economic growth center and investment magnet Eastwood City is Andrew L. Tan. His concept has generated and enhanced business employment in the city.

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## 2005 awardees

• National Artist in Sculpture Napoleon V. Abueva is the artist behind the singular masterpiece of the marvelous tableau of 22 bigger than life-size bronze figures of Gat Andres Bonifacio and the Katipuneros in the Pugad Lawin Shrine in Bahay Toro, an artwork manifesting his love and affection for the people of Quezon City. Abueva has not only won commissioned works in the Philippines but also in Singapore, Taiwan and the United States. He is also the president of the Society of Philippine Sculpture and Art Association of the Philippines.

• **A seven-time national champion, chess grandmaster Rogelio M. Antonio Jr. has been named Philippine Sports Association awardee and Number One Player in the Philippines in 2003. He was Merdeka Team champion 2005 in Kuala Lumpur and Bangkok Open Back to Back champion 2003-2004. Antonio also won various gold medals in different international chess tournaments.**

• Ambassador Sedfrey A. Ordoñez, a true public service statesman, has contributed to the improvement of legal and judicial systems in the country. He rendered outstanding service to the government as Secretary of Justice, Solicitor General and Philippine Permanent Representative to the United Nations. Ordoñez is a recipient of four Doctors of Laws, Honoris Causa and recognitions from the country's top universities.

• As former director of the National Cancer Control Center, Dr. Tranquilino Elicaño Jr. has helped raise cancer awareness and control in both private practice and government service and continued active involvement in concerned organizations. He was also president of Ramon Magsaysay Memorial Foundation and Cancer Foundation of the Philippines Inc.'s chairman of the board.

• Dr. Edna B. Azurin's authorship of eight books on value to education and children and youth development has earned her the award as Outstanding Educator by the Education department. She has also been actively involved with the Girl Scout Movement, having been president of the Quezon City Girl Scout Council. Azurin is the current director of Women's Rights Movement of the Philippines and the regional governor of National Council of Women of the Philippines.

• Education Undersecretary and officer-in-charge Dr. Fe A. Hidalgo is an inspiration with her rise from the ranks of the education hierarchy starting as a provincial school teacher to the top echelon of the educational administration. For her active initiative in improving curriculum and instruction in Philippine education, Hidalgo is being honored as Outstanding Values Educator National Awardee.

• Randolph S. David is more than just your typical media personality. His incisive and influential commentaries and insights through his scholarly publications, column and TV public affairs program make him one of the most awarded journalists in the country, also earning citations from the Society of Publishers in Asia and for Editorial Excellence, the UNICEF-Philippine Press Institute and the Cultural Center of the Philippines.

• Working for the Office of the Presidential Assistant for the Peace Process as officer-in-charge, Undersecretary Rene V. Sarmiento is the longest-serving member of the Peace Panel negotiating with the rebels. His advocacy on human rights is reflected not only in the 1987 Constitution of which he was part of the commission that drafted it, but also with his work as chairman of the Government's Reciprocal Working Committee on Human Rights and International Humanitarian Law.

• Erlinda Sapiandante represented her urban poor sector's interests in government, both local and national conferences and consultations. She is the moving spirit behind the successful Habitat for Humanity housing projects in Sitio Mendes. Sapiandante's active advocacy is urban poor welfare such as social services.

• While in jail for seven years after the murder of a fraternity member, Raymund E. Narag used his time productively conducting literacy programs for inmates, acting as paralegal counsel and writing a book that documents his experiences and focuses on reforming the penal system. The book won the support of no less than former Chief Justice Hilario Davide and the funding support from the United Nations Development Program as well as the assistance of the Humanitarian Legal Assistance Foundation. Narag was eventually acquitted.

• As a pioneer in business center and commercial development in Quezon City, The Araneta Center Inc. contributed significantly to the economy of the city while providing employment for many for over 50 years.

• St. Luke's Medical Center is recognized as the most advanced medical and health care institution in the country, attracting patients and clients not only from within the country but from abroad as well. The hospital also joins hands with the Quezon City government in implementing the Medical Outreach Program which benefits citizens of the city.

• Serving with efficiency, care and dignity for over a hundred years, La Funeraria Paz continues to provide significant assistance to indigent families through its generous provision of free caskets and free burial services for police, fire and barangay security personnel who have died in the line of duty.

• Gawad Kalinga, a program of the Couples for Christ, has not only been building homes for the poor. For its programs that benefited hundreds of poor communities, GK is actually building a nation. Its noble objectives of community empowerment, massive mobilization of volunteerism and partnership in nation building have been witnessed by Quezon City communities, being among the first beneficiaries of its housing programs.

• For preserving the status of Quezon City as then the Capital City and even afterwards, as the premier city of the country, Hon. Adelina S. Rodriguez effectively served the interests of the city by combining some measure of autonomy with assistance from the national government for her many programs of administration.

• Brigido R. Simon Jr. is the first mayor to be elected after the Martial Law period after serving as an officer-in-charge at the young age of 33. He laid the foundation for governance of an autonomous local government unit for Quezon City through his innovative programs like Sub-City Structure where some central city functions are delegated to four Sub-Cities headed by deputy mayors.

• During his term, Hon. Ismael A. Mathay Jr. was successful in preserving and enhancing the status of Quezon City as premier city in the country with his comprehensive program of development especially in education, social services, housing, environment, infrastructure and business. Mathay has also successfully preserved the territory integrity of Quezon City.

## 2006 awardees

• As former Prime Minister, Finance Secretary and Head of the Cabinet during the Marcos regime, Cesar E.A. Virata devoted almost three decades to government service and introduced innovative systems and programs in the government. Currently, he's in the private sector and serves as board chairman and/or director of more than a dozen major corporations including his own consulting firm, C. Virata & Associates Inc. located in Quezon City.

• Gilda Cordero-Fernando can be called a culture heroine with her compilation of fiction stories that enrich the country's *Filipiniana* collection. An author, publisher and theater producer, Cordero-Fernando was an awardee of the Gawad CCP Para Sa Sining and was accorded the CCP Centennial Honors for Arts in 1999.

• Acknowledged as Outstanding Multi-Purpose Cooperative by the Cooperative Development Authority in 2005 and accorded by the Quezon City Cooperative Congress the Hall of Fame status, Novaliches Development Cooperative's entrepreneurial and financial success have enabled the group to provide community service such as mass feeding, dental and medical services, sports activities, environmental improvement projects and other community-oriented works.

• Quezon City is a major beneficiary of the Tzu-Chi Foundation in providing relief goods to victims of calamities and disasters. The foundation also supports environmental projects, helping convert recycling into business ventures and provides free education to children who are less privileged.

• Business tycoon Dr. Lucio C. Tan knows how to share his wealth and resources with the less fortunate. Truly a *taipan* with a heart, he contributed to social causes and spearheaded a number of social responsibility projects in education, environmental promotion, disaster relief operations and community assistance. Tan made significant contributions to the economic progress of the country as well as Quezon City through his many enterprises and investments in various sectors of the economy.

• Odette Alcantara is an active member and officer of various organizations concerned with the environment, culture and the arts. Alcantara is Earth Day

Network Philippines national convenor, Mother Earth Philippines national coordinator, Artists for the Environment convenor and organizer of the First National Summit on Ecological Solid Waste Management and Residual Waste Management Projects.

• A well-known anti-crime crusader, Teresita Ang-See is honored not only for her works in advancing synergism between Filipinos and Chinese-Filipinos but also for public service and humanitarian works. Through the years, she has earned more than a dozen awards and recognition for her selfless dedication to her chosen advocacy — she was 1992 TOWNS awardee, Cultural Integration awardee, Nobel Peace Prize awardee for the Philippines Association and one of the Gusi Peace Prize Great Achievers of the World for Humanitarian Advocacy.

• 1996 Pathologist of the Year Raquel B. Del Rosario-Fortun deserves merit as a volunteer forensic pathologist in identifying victims of disasters and calamities not only here in the Philippines but also in Cambodia, East Timor, Northern Mariana Islands, Sierra Leone and all through the United Nations agencies. This Gintong Ina Awardee is also recognized for her services whose findings were crucial in identifying victims of the Ozone fire in 1996 and the Payatas landslide in 2000.

• Adela C. Gaton is a persevering community leader, outstanding entrepreneur and an indefatigable advocate for the welfare of the informal sector and women's empowerment. She is the president of Samahang Pangkabuhayan ng Kababaihan for District

2 of the city, president of Viva Homeowners Association of Batasan Hills and a representative of the Samahang Pangkabuhayan ng Kababaihan to the Quezon City Development Council.

• From humble beginnings as a sidewalk vendor, Grace Galindez-Gupana worked her way to the top to become vice president/owner of ABS Gen Herbs International Corporation, a company that generates livelihood for thousands of farmers because it manufactures herbal supplement products with locally sourced herbal raw materials. Now, she co-chairs the Livelihood Committee of the National Coalition for Urban Transformation and from 1985 to 2000, she organized the Quezon City Women Livelihood Trade Fairs.

• Once described by The Chicago Sun-Times as "extraordinary" and "an appealing combination of fragile grace and fiery power" by The New York Times, Cecile Licad was one of the youngest musicians to receive the prestigious Leventritt Gold Medal in 1981. Licad is an orchestral soloist with a large repertoire and has performed with the world's famous orchestras.

• Master painter Mauro "Malang" Santos has received numerous awards for his artistic works and accomplishments. His works have been exhibited in the world's art centers like New York, Washington D.C., Rome, London, Bonn, the Hague, Hong Kong and Singapore. Malang is a master of the urban landscape and a superb colorist.

• Reynato S. Puno, Senior Associate Justice of the Supreme Court, has represented the country and the Philippine Judiciary in many international conferences and meetings abroad on law, legal issues and other concerns. A much honored jurist and authority on law and jurisprudence, Puno has been honored five times for postgraduate work including an American Jurisprudence Prize for excellence covering a number of legal topics and issues and a recipient of many other high-esteemed awards. ■

# The Business of Being Quezon City

Quezon City is the largest of Metro Manila's cities in population and land area. At 160 square kilometers, it is an urban landscape spread over one-fourth of the Philippines' metropolitan land area. Its expansive lands, reasonably priced real estate, strategic location and large consumer market are immediate plus factors for business.

Hailed by the Philippine Chamber of Commerce and Industry (PCCI) as the "Most Business Friendly City," and elevated in its Hall of Fame, the city has attracted close to 57,000 business establishments to locate here.

Its transformation from bankruptcy in 2001, to become the highest net-income earning local government in the Philippines, and its enterprise-development

innovations, have made the Quezon City government a good enterprise model in itself. The city's mayor, Feliciano Belmonte, Jr. cites common sense applications of good governance strategies, "We first set our house in order." He knew that no organization could achieve anything, much less, no development gains could be sustained without first strengthening and making more effective the core foundations of governance – its

management and human resource capacity, its financial resources, and its systems. Thus, the Belmonte Administration has focused on transforming the Quezon City government into an effective manager of an efficient City-enterprise.

Good city management has, in turn, become one of Quezon City's main business attractions. IBM Daksh makes it a point to cite this in their presentations on why they are expanding in Quezon City.

Bent on cutting red tape and streamlining processes further, the Mayor ordered an independent review of the business permits processing function by the Asian Development Bank together with the University of the Philippines' National College of Public Administration, through their Citizen's Report Card project, and complemented this with an in-house consultant's review of the same process. The results should be a much easier way of doing business in Quezon City.

**"Strategic and reasonably priced commercial sites, availability of mass transit systems, as well as the large consumer market and manpower pool, have lured investors to set up shop in Quezon City."**

The city comes with other plus factors. "Strategic and reasonably priced commercial sites, availability of mass transit systems, as well as the large consumer market and manpower pool, have lured investors to set up shop in Quezon City, according to Manuel Sabalza, head of the BPO-ICTES Task Force constituted to promote and facilitate the entry and operations of information technology businesses in this city.

This unit is the first local government one-stop shop focused to respond to the needs of the industry, from security to location choices, to employee sourcing. One of the programs being developed by the Task Force is the training of the city's public school students, to enable them to meet the qualification requirements of ICT employers, which are recruiting continuously in huge numbers.

Quezon City has been hailed by many sectors as the ICT capital of the country. It is host to more than 20 accredited IT parks, including the fast-growing Araneta Cyberpark in Cubao and that well-known cyber-village, Eastwood in Libis. Soon, the UP-Ayala Technopark and the UP Science and Technology Park, which aims to specialize in research and development, will finish construction in the University of the Philippines' campus in Diliman. Moreover, Novaliches is coming into its own as a favored business site, with BPO companies attracted by the proximity of residential areas, making employee commutes easier.

Ricky Castillo, business manager of IBM Daksh, which just opened their third and biggest branch in the country, chose to locate their 2,000-seat, "flagship" at Commonwealth Avenue. "We spent eight months searching all over Metro Manila for the right location. We finally decided on Quezon City because of several factors. One is that the city has the largest population, so manpower won't be a problem. We have as much as 20 walk-ins a day. Second, it is less expensive than other cities. There is also less competition here compared to Alabang and Makati, where there can easily be five call centers in a single building. Another factor would be accessibility."

TeleTech also opened its third site in Novaliches, Quezon City, over a more than 9,500 square meter floor area that can accommodate 1,500 work stations. This is its biggest site outside of North America. Being located inside a shopping mall and short commutes from subdivisions has given its employees many built-in conveniences.

In the next few years, a 38-hectare cyberbelt is being developed as one of five distinct "districts" of the emerging Quezon City Central Business District (CBD). The World Bank has developed the framework plan that shall guide the development of this 250-hectare, mixed-use CBD, with a net commercial space that is projected to be bigger than Ortigas' and comparable to other major metro CBDs. The location will be the North and East Triangles and the Veterans Memorial area, giving it an EDSA frontage that will be longer than any of the CBDs.

The Mayor is co-chair, along with Vice President Noli de Castro, of the Urban Triangle Development (TriDev) Commission that shall oversee and manage the development of what the World Bank has found to be, "the center of gravity" of all commercial activities in Metro Manila in the coming years. ■

Quezon City has been hailed  
by many sectors as the ICT  
capital of the country.



Eastwood City

*Walk*

Eastwood cyber-village glows in the dark.

# Giving back to the city

## Quezon City's Outstanding Taxpayers for 2006

### SM SHOEMART INC.

In a country where shopping is a passion, SM retail stores have not only created shopping excitement but also influenced the lifestyle of generations of Filipino shoppers. Founded in 1958 by Henry Sy Sr., who is considered the "Father of Philippine retail" because of his innovations in the industry. It has everything for everyone and has become everything to everyone as best expressed in its "We've got it all" slogan.

### MANILA ELECTRIC COMPANY

Meralco stepped into its second century of service in 2004. Aside from its core business of electric distribution, Meralco through strategic alliances and partnerships, is involved in industrial construction and engineering, business process reengineering, power generation, information technology consultancy, e-customer focused training solution, shareholder value creation and corporate social responsibility.

### ABS-CBN BROADCASTING CORPORATION



ABS-CBN

A Philippine multimedia conglomerate with platforms in TV, radio, cable TV, cable news, motion picture production, music recording, internet and magazine publishing, ABS-CBN is undeniably the biggest media giant in the country.

### MERCURY DRUG CORPORATION

From its humble beginning in 1945 and now on its 61<sup>st</sup> anniversary, Mercury Drug has positioned itself to be the leading, trusted and caring drugstore with a network of more than 500 stores nationwide. Mercury Drug serves its customers with its slogan "*nakasisiguro gamot ay laging bago.*" But beyond the slogan, Mercury Drug has provided a better way to making medicines and other products more affordable and more accessible to Filipinos.



mercury drug  
NAKASISIGURO GAMOT AY LAGING BAGO



### JOLLIBEE FOODS CORPORATION

Jollibee is one of the Philippines' phenomenal business success stories. Starting in 1975 as a two-branch ice cream parlor, it is now the country's leading fastfood chain.

The Jollibee group of companies operates a network of stores in several countries worldwide. In the Philippines, it is the largest food network across all brands: Jollibee, Chowking, Greenwich, Delifrance and Red Ribbon. Abroad, a jollibee outlet is not just a place where Filipinos feel at home, it is a stronghold of heritage, a monument of Filipino entrepreneurship.

### GMA NETWORK

GMA Network consistently ranked among the top 10 leading companies in the country by the Asian Wall Street Journal 200 (formerly Eastern Economic Review 200). GMA continues to enrich the lives of Filipinos everywhere with superior entertainment and responsible delivery of news and information.



### IBM PHILIPPINES

IBM is the largest information technology company with 80 years of leadership in helping business innovate. IBM established its presence in the country in 1927 making IBM Philippines the first IBM country office in the whole Asia and the Pacific. With its key business partners, IBM offers a wide range of services, solutions and technologies that help enable customers take advantage of the new era of e-business in demand.



### ARANETA CENTER INC.

Araneta Center is the first retail-entertainment complex in the country. Araneta Center's landmark project, the Gateway Mall – the first phase of its grand plan



## BOYSEN



The No. 1 PAINT

– opened its doors to public. Gateway is the only mall that links two major transit lines – the LRT-2 and the MRT 3 – for unparalleled access for shoppers around the commercial and entertainment complex. In the offing is

the construction of 17 residential towers on a 5-hectare property within Araneta Center.

### PACIFIC PAINT (BOYSEN) PHILIPPINES

The company that for 50 years has stood for quality in every way, every product, every service in their people. It is this high that has made Pacific Paint (Boysen) the only paint brand that has achieved super brand status.

### GOLDEN ARCHES DEVELOPMENT CORPORATION

According to an article in the Wall Street Journal, winning a franchise from McDonalds Corporation is just as fiercely competitive as getting into an elite college like Harvard. Of the more than 2,000 people who apply to become a McDonalds franchisee each year, only a tiny fraction gain admission to the Golden Arches. With odds like this, we cannot imagine the efforts our very own Golden Arches Development Corporation had to make to get the franchise for one of the largest quick service restaurants in the world – McDonalds.

### SM MEGA HOLDINGS INC.

SM Mega Holdings Inc. is part of the SM Group of Companies, one of the largest conglomerates in the Philippines. SMPH is the largest shopping mall developer, owner and operator that currently has 27 operational supermalls located across Luzon, Visayas and Mindanao. Pioneer of one-stop shop, leisure and entertainment. With value plus pricing in a world-class environment.



### ROBINSONS LAND, INC.

Robinsons Land Corporation is one of the country's most dynamic real estate companies. It has four core businesses namely: Mall operations, residential and office condominiums, housing and land development and hotels. Robinsons Land continues to be committed to its customers and patrons, meeting their growing demands by offering them quality goods and services.

### MEGAWORLD CORPORATION

Megaworld built a franchise for township through its "live, work and play" concept. Founded in 1989, Megaworld established a reputation for building high quality residential condos and commercial properties in convenient urban locations. Cashing in on the unprecedented property boom, Megaworld Corp. commits a whopping P47B for expansion, making it the largest investor locally.



MEGAWORLD CORPORATION

### PHILIPPINE LONG DISTANCE TELEPHONE CO.

PLDT is the incumbent telecommunications operator in the Philippines. The company's charter, which extends until 2028, authorizes it to provide almost every type of telecommunication service. PLDT's network consists of 174 Central Office exchanges serving the Metro Manila area and 188 other cities and municipalities in the Philippines.



### NESTLÉ PHILIPPINES

Nestlé Philippines, Inc. is one of the leading food and beverage companies in the country, proud of its role in bringing the best food throughout the stages of the Filipino consumers' lives. It employs about 3,400 men and women all over the country – about 500 of whom are based in its Quezon City facility. The QC facility produces and markets world-class ice cream and chilled dairy products.



### CITIBANK, N.A.

Citibank recently marked its 105<sup>th</sup> year in the country since the establishment of the International Banking Corporation in Manila in 1902. Considered as the country's largest foreign commercial bank, it has reached an industry milestone of having issued One Million Credit Cards.



# Celebrating La Naval

The Centenary of the Canonical Coronation of Our Lady of the Most Holy Rosary La Naval de Manila

**Coronation of Marian images is one form of veneration to the Mother of God.** The Pope does not only endorse this devout custom but “on many occasions, either personally or through bishop-delegates, carried out the coronation of Marian images.” It is the Church’s recognition of a Marian image under a specific title being venerated in a locality.

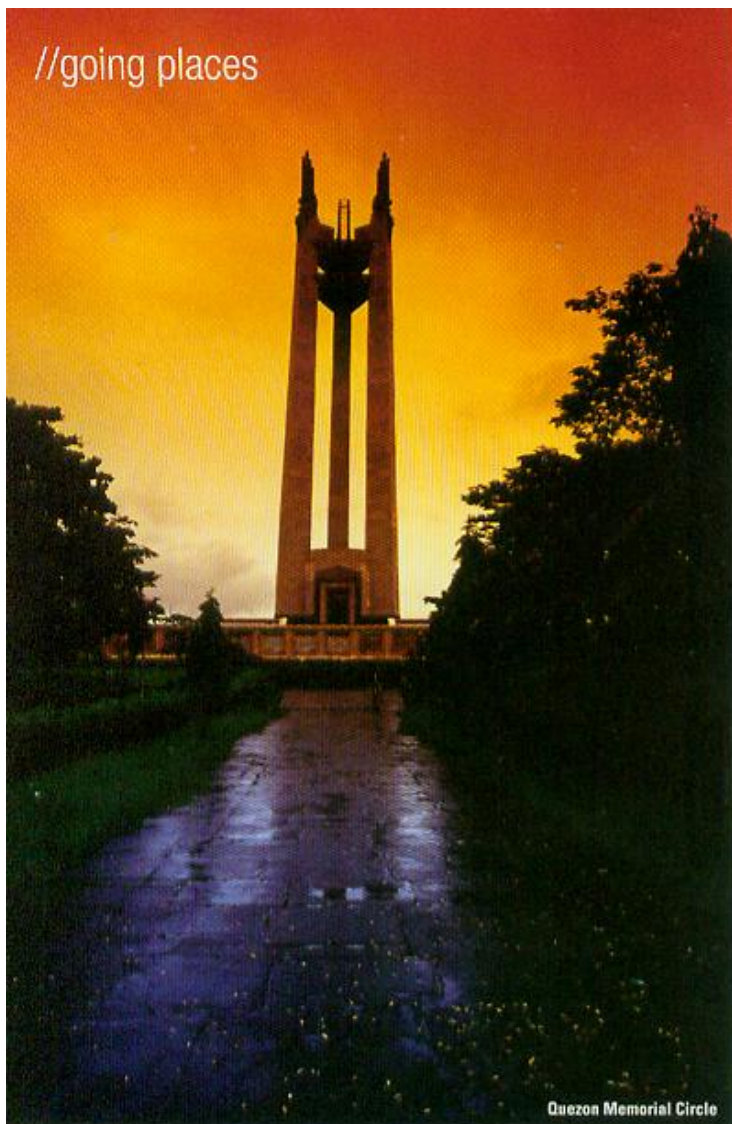
Before a venerated image can be canonically crowned, it should be historically old, acclaimed and serves as a symbol of hope and faith in recognition of the passionate devotion of the faithful of a locality to the Blessed Virgin Mary.

Among the Dominican Marian Shrines in the Philippines, the Sto. Domingo Church in Quezon City rightly deserves first place both for its antiquity and importance. It has been the sanctuary of Our Lady of the Holy Rosary of La Naval who is “acclaimed as Queen, and was canonically crowned on October 5, 1907” in Intramuros, Manila by virtue of a papal authorization granted on April 4, 1907 by Pope St. Pius X.

The people took part in such an extraordinary event. The Act of Consecration, which was held in the public plaza, was officiated by the papal representative, Msgr. Agius. Governor-General James Smith and Doña Encarnacion Rojas were the sponsors of the ceremony. The faithful raised their hands to the Virgin of the Rosary, which penetrated the town with a current of holy enthusiasm.

On October 4, 2007, the centenary of the canonical coronation of the image of Our Lady of La Naval will be celebrated. ■





Quezon Memorial Circle

## QUEZON CITY Something for Everyone

In 1939, Manuel L. Quezon looked out at the dense forests of Diliman. Awed by its beauty and bounty he said, "This is where I would like to build a real Filipino metropolis."

Since its creation on October 12, 1939 through Commonwealth Act 502, Quezon City has grown tremendously and is now the emerging business capital of the metropolis. It strategically sits at the heart of Metro Manila — an expanse of 16,112 hectares — which makes it the only Metro Manila city with expansive lands available for large-scale development, with many large parks integrated in mixed-use communities.

Quezon City is rich in history. At the same time, it wholeheartedly embraces the innovations of modernity. Historical landmarks can be found throughout the city, alongside modern structures and developments, celebrating the city's significance in the carving of our national history.



Cry of Pugad Lawin

**QUEZON MEMORIAL CIRCLE** — is a national park and shrine honoring the city's creator, President Manuel L. Quezon. The ellipse-shaped park was originally intended to be the grounds of the National Capitol. The cornerstone for the structure was laid in 1940 but construction was interrupted by the onset of the Second World War. After the war, President Osmeña proposed the creation of a Quezon Memorial Committee. Construction resumed in the late 1950s and finally completed in 1978, the Centennial of Quezon's birth.

**CRY OF PUGAD LAWIN AT BARANGAY BAHAY TORO** — is one of the Philippines' foremost historical sites. It is here that Andres Bonifacio, the Great Plebeian leader and founder of the KKK, called the members of the KKK to take up arms against the Spaniards. As a sign of breakage from the chains of colonial rule, the revolutionaries tore their *cedulas*. This event marked the beginning of the Philippine Revolution.

**QUEZON MEMORIAL MONUMENT** — was created by Filipino architect Federico Illustre. It is the tallest structure in the city, rising 66 meters, each meter representing the number of years that Quezon lived. Three pylons, representing each of the main geographic divisions of the country, are surmounted by an angel holding *sampaguita* wreaths sculpted by Italian sculptor Monti. Below is a drum-like two-storey structure housing a gallery with priceless *Quezonian* memorabilia. The exhibit is punctuated by the remains of the great statesman himself, re-interred on August 19, 1979 encased in bronze and placed in a marble niche. In April 2005, the remains of his beloved widow Aurora A. Quezon were solemnly interred in the memorial as well.



Ninoy Aquino Park and Wildlife

PHOTO BY JOEL ESCALA

## NINYO AQUINO PARKS AND WILDLIFE

— is an 80-hectare zoological and botanical garden situated in the heart of Quezon City, near the Quezon Memorial Circle. Kids can come and play and enjoy the vast unmanicured grounds. There is a man-made lagoon surrounded by walkways and picnic tables where one can enjoy a leisurely lunch with family and friends. A restaurant is also located within the park for those who don't want to bother with packing a lunch. Kids and adults will surely appreciate visiting the animals at the mini zoo and at the wildlife rescue center that has, among its many specimens, the famous monkey-eating eagle.

Other feats in architecture and engineering can also be found around the City. The **San Pedro Bautista Church** in San Francisco del Monte is considered the second oldest church in the Philippines. It was originally a small chapel built out of bamboo and *nipa*. It is named after Fr. Pedro Bautista, a canonized saint whose remains are buried inside the church.

## STO. DOMINGO CHURCH, INTRAMUROS

— but it was relocated brick by brick to its present location in Quezon City after World War II. It is home to the four-century-old *Nuestra Señora del Santissimo Rosario* or Our Lady of the Most Holy Rosary. She is paraded in an elaborate October procession called the *La Naval de Manila* because she is believed to have saved Manila from the Dutch invasion during the 17<sup>th</sup> Century. Because of its prestigious heritage, many celebrities' and politicians' wakes are chosen to be held in this church.

## THE UP CHAPEL

— is the product of one stalwart religious leader, four national artists, an engineering genius, and a construction mogul. Here's the story: In 1954, Fr. John Delaney met a young architect, Leandro Locsin, who was then designing a chapel with a dome — the first of its kind, if ever, to be built in the country. Fr. Delaney enlisted the help of Alfredo Juino, then the dean of the UP College of Engineering. Juino's unique and daring solution to the problem of constructing the dome was executed through the simplest of machineries (and lots of guts) by a young contractor by the name of David Consunji who would later put up the construction powerhouse DMCI. Inside, three artists created the main elements of the chapel — Napoleon Abueva created the crucifix that hangs from the church's oculus, Arturo Luz encrypted the river of life in his terrazzo floor design, and Vicente Manansala painted the murals that depict the Stations of the Cross.

## THE JORGE B. VARGAS MUSEUM & FILIPINIANA RESEARCH CENTER

— is located within the Diliman campus of the country's premier university. It houses the personal memorabilia of Jorge B. Vargas, the country's first Executive Secretary during the Commonwealth Period. The art collection consists of paintings in various media and other artifacts such as trophies, stamps from 1890 to 1978, and coins from the Spanish Colonial Period to the second Philippine Republic. It is recognized as the country's only art repository that catalogues the entire range of Philippine artistic creativity from the 1880s to the 1960s.

Parks of all sizes dot the city's ever developing landscape, providing its residents with pockets of greenery and places of leisure within easy access.

## LA MESA ECO PARK

— is nestled in the heart of East Fairview. It spans 33 of the 2,700 hectares of the La Mesa Watershed, a water reservoir more than 70 feet deep, the principal source of Metro Manila's drinking water. The park used to be a neglected area until it was revived in 2002 upon the initiative of the Quezon City government, the ABS-CBN Foundation and the MWSS. Inside, there are many things to see and do — biking and hiking, boating and fishing, and even bird watching. For avid bird watchers, one can get a glimpse of white-eared brown doves, black-naped orioles, brown shrikes, and white-collared kingfishers, to name a few. For orchid and flower lovers, there's an *orchidarium* and the shell flower terraces. If that isn't enough, folks can also enjoy the saltwater pools unique to La Mesa Eco Park. After a cool dip, they can cook their meals on an open grill and enjoy a picnic at the picnic grounds.

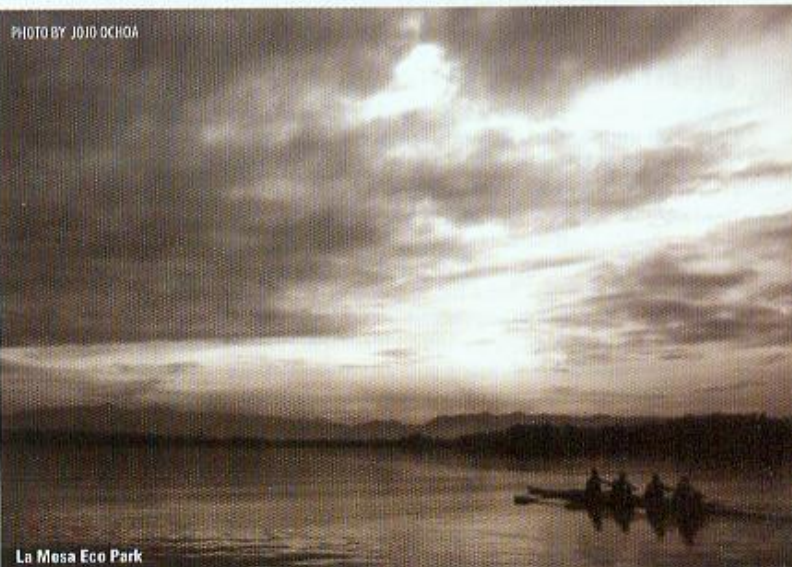
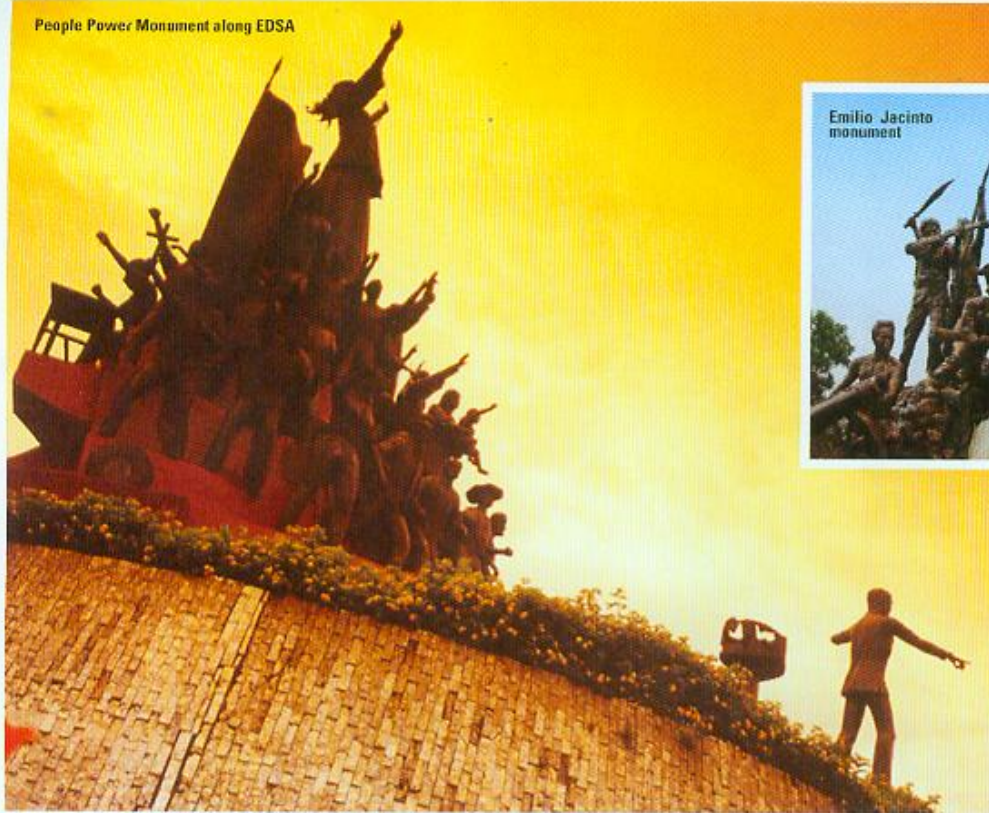


PHOTO BY JOJO OCHOA

La Mesa Eco Park

People Power Monument along EDSA



Emilio Jacinto monument



**THE MOWELFUND PLAZA AND FILM MUSEUM** is a 6,000-square meter compound that is home to the Movie Workers Welfare Association Inc. It has a wide array of film-related artifacts set up for the enrichment and cultural appreciation of the country's moving image heritage.

Still on the subject of art, many galleries operated by both public and private sectors are located within Quezon City. Of note is the Ateneo Art gallery located within the grounds of the Ateneo de Manila University at Loyola Heights and the Vargas Museum within the campus of the University of the Philippines in Diliman.

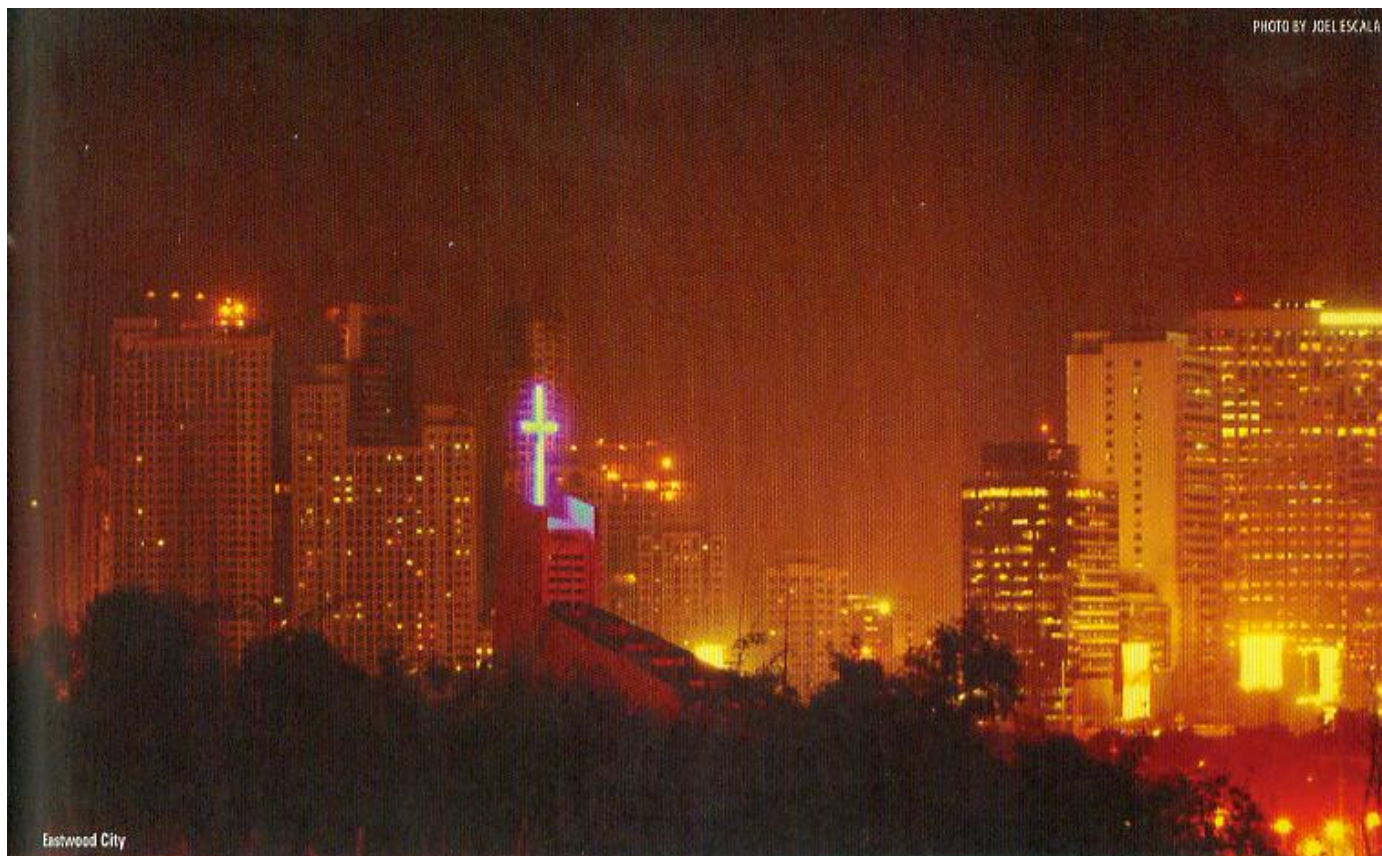
**THE ATENEO ART GALLERY** is recognized as the first museum of Philippine modern art. It features works by postwar Filipino artists such as Juan Luna, Felix Resurrecion-Hidalgo, Fabian de la Rosa, Fernando Amorsolo, and Victor Edades. These priceless art pieces were donated to the Ateneo de Manila University over a period of time, from 1959 to 1961 by the late Fernando Zobel de Ayala (1924-1984), himself also an internationally renowned painter and art scholar. The museum now displays over 300 paintings, sculpture pieces, drawings and prints by Filipino artists.

Finally, the City offers many choices in dining, entertainment and shopping. Statistics can confirm that Quezon City is the chief dining area of the Philippines with its 344 restaurants easily outnumbering those in other cities. Specialty restaurants catering to a particular market such as vegetarians or meat lovers can also be found around the city.

**LA LOMA** is the *lechon* capital of the Philippines. It began with a small business that Mang Tomas started. So popular was the *lechon* during fiestas, birthdays and other special occasions that other people put up their own – Mila's, Pingping's, Monchie's, Ryan's, Paula's, Islaw's, Billy's, Lolita's, Lito's, Bulakeña's, Jan's, Caloy and Tikang's and Nelia's. Several pieces of *lechon* are cooked expertly every day, each turned slowly in an open barbecue pit until the skin turns a crispy reddish brown and the meat is tender to the bite.

EDSA Shrine





Eastwood City

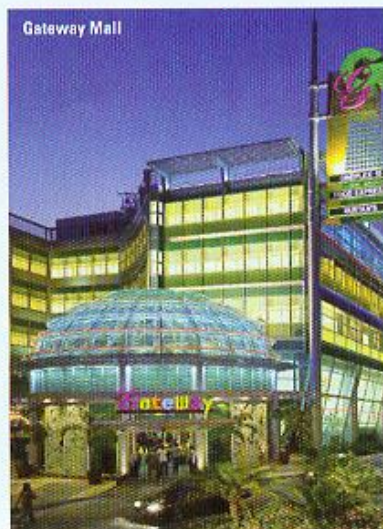


### THE ARANETA COLISEUM

was the world's largest covered dome in the 1960s. Both a feat of engineering and home to the nation's favorite pastime (basketball), the coliseum holds court as its district's focal point. Unforgettable events held here include the first post-war world boxing title by the legendary Gabrielle "Flash" Elorde and the "Thrilla in Manila" fight between Mohammed Ali and Joe Frasier. Concerts, sports events, beauty pageants and the like have also been held at "The Big Dome" since its doors were first opened to the public.

**TIMOG AND TOMAS MORATO AVENUE** are popular entertainment areas. Located along these two avenues are many fine-dining restaurants and bars. Dance clubs, karaoke joints and comedy bars provide patrons with all night-long fun. On a historical note, several streets in the surrounding area were named after the 20 boy scouts who died in a plane crash en route to the 11<sup>th</sup> World Scout Jamboree. A memorial stands in the center of the rotunda at the intersection of Timog and Tomas Morato.

**EASTWOOD CITY** is a 16-hectare mixed-use cyber city located in Libis. At the heart of it is the City Walk where one can choose from a variety of specialty restaurants or fast food outlets, where he can choose to dine indoors or *al fresco*. At night it transforms into a premier center for entertainment – there's dancing, live band performances, and events. One can also catch a flick, play bowling or billiards, or kill time at the arcade while your companions go shopping. You can also check out the latest in digital gadgets at the Cybermall. There is truly something for everyone in this city within Quezon City.

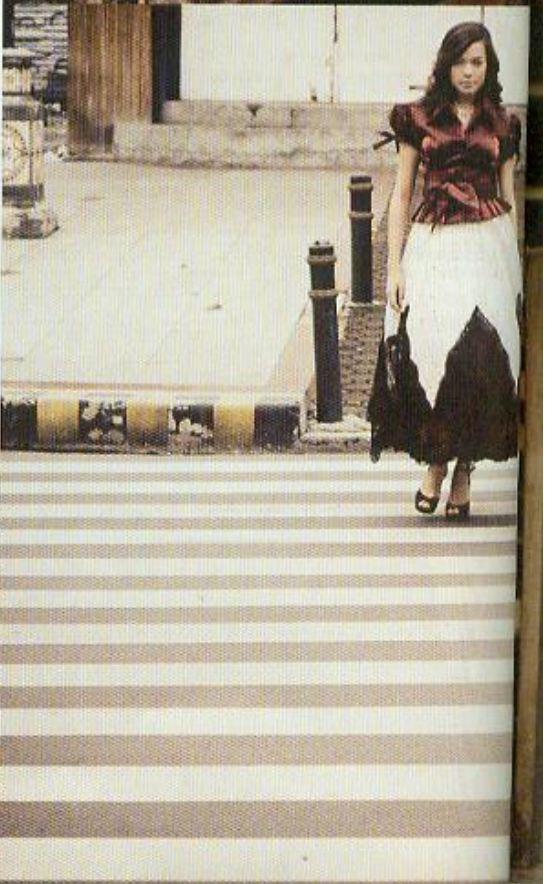
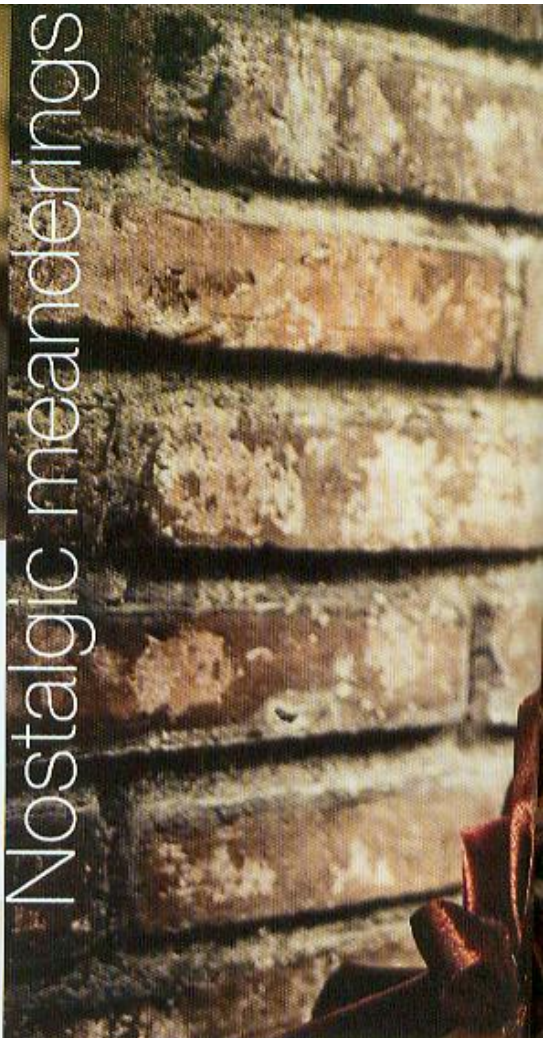


Great shopping can be enjoyed at Quezon City's many malls. Each of the 17 malls located in the city can boast of quality merchandise both local and imported and a superb tenant mix to cater to your every whim and fancy. Robinson's Galleria and Robinson's Place Novaliches cover the north and south end of Quezon City. SM Prime Holdings have put up four branches in QC – Cubao, Sta. Mesa, Fairview and North. SM North recently inaugurated its new wing, The Block. The latest to open is Trinoma, a development of the Ayala Group of Companies, found right across SM North. Robinson's Berkely Square, Fairview Center Mall and Ever Gotesco can be found on Commonwealth Avenue. There's also Farmer's, Isetann, Ali Mall, Plaza Fair, Fairmart and Gateway in Cubao.

//closet



In a colorful tale of romance, mystery and drama, designer Renee Salud takes his muse for a stroll around Quezon City – the bustling city that kept him inspired all his life and the place he calls home.



Nostalgic meanderings



Resplendent in voguish outfits and bedecked with the most exquisite jewelry, she sailed gracefully along the cobble-stoned street like a beautiful butterfly taking its first flight.





I once belonged to this place, she whispered to herself. But that was years ago, before she left her sleepy town to see the world and indulge in its many pleasures. Now that she's back, she looked for something that would remind her of the life she left behind.









Unfortunately, she found nothing. Instead, she met new faces, sights and sounds. The place she called home was now noisier, more crowded, but brighter, livelier, bursting with energy nonetheless. She felt like a stranger.

Year B



As she desperately tried to reconnect with her past, a sudden realization dawned on her. She has changed and so has the world around her. It was then she understood that one couldn't live a life in reverse. The only time people can reap the fruits of the future is when they stop living in the past.





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Shot on location in Tomas Morato; Mogwai Cafe, Allan's Grill and White Box Studio in Cubao Shoe Expo

He has hardly warmed his seat in the House of Representatives, but this businessman-turned-congressman is already using his new power base to go after the fortune of a prominent taipan that he reckons was only holding in trust on behalf of his once powerful clan certain choice corporate jewels.

But while waiting for due process to take its course, the lawmaker in question has been shopping around for some prime real estate where he could park his slippers and lay down his tired head every night.

And he has settled for a highly desirable pied-a-terre set in a hectare of rolling landscaped greenery in McKinley Road at the exclusive end of Makati City – and parted with \$9 million in cool cash for the privilege. That makes it the most costly residence ever sold in the Philippines.



The house has actually been on the market since its previous owner kicked the bucket in hurried circumstances some four years ago, but the steep price tag has kept prospective buyers at bay. In fact the new owner got it for a comparative song since the original asking price was around \$20 million.

Incidentally, in Beverly Hills and Palm Springs parlance a house carrying such a price tag would be said to have “kerbside appeal.”

Alas, the only kerbside factor in play in McKinley Road these days is the rather unappealing specter of traffic gridlock caused by the jeepneys, buses, taxis and FX-type vehicles that detour through this once exclusive thoroughfare – a rather disconcerting (as far as some snooty Forbes Park denizens are concerned) state of affairs which began when the military sold large chunks of its sprawling Fort Bonifacio camp to private enterprises and opened up the place to all sorts of through traffic.

In fact, it should no longer be even called McKinley Road but renamed C-5 Extension. Gosh, just imagine what that would do to house prices in Forbes Park.

•••

This previously near-skeletal party animal has in recent times become larger and better shaped enough to prompt discreet inquiries.

Her close friends claim it is the uplift bra. But some of us are less charitable, crediting the new bolder shape to several inches of saline and

silicon bubble wrap that she has acquired as armor between her and the elements.

Subscribing to the dictum that if you’ve got it you might as well flaunt it, she glided, champagne glass in hand, through a cocktail crowd at a recent bash showing off her new wares.

As she sashayed past a particularly acerbic scribe, he glanced down at her décolletage and hissed: “There goes the Philippines’ version of Silicon Valley.”

Quality control note: There are implants and implants, with some looking lumpy and sad while others have an admirable impudent thrust.

The aforementioned has managed to obtain the latter. So at least she got value for her money.

•••

The security guards watching over swanky Greenbelt have, for some curious reason, been honed to look upon any woman cruising around the place on her own in the twilight hours as up to no good – or worse, engaging in the oldest profession in the world. But they bit more than they could chew when they accosted a woman strolling around the place on her own on a recent night. Fuming mad – and with every reason – she refused to yield to their line of questioning, and resisted fiercely when they attempted to bring

her to the security office.

To cut a long story short, apparently the next day the Ayala Land powers that be received an angry telephone call from a top CNN news anchor (if we were to mention his name you would know his face instantly) who complained that it was his wife that the security guards had needlessly harassed the night before.

Luckily for all concerned, the aggrieved couple was gracious and forgiving enough to let it pass and accept the profuse apologies that were tendered by the guilty parties.

•••

It seems hard to believe four years on, especially now that the place has been given a new lease on life by Osama Bin Laden (or OBL, as some of us know him) and his bearded band of blow-up artists. But when the United States invaded Iraq they did so in order to look for weapons of mass destruction – or vials of botulinum, to be exact.

Of course, the US weapons inspectors had to report back to Baghdad (George W, in case you wondered) that they found nothing. But by then it was too late, with the B-52s already on the way.

But guess what? We have it on good authority that there is more botulinum in Manila right now than there ever was in Baghdad – and mostly confined to two locations in Alabang and Makati City.

To explain, botulinum toxin – or Botox as it’s fashionably known – depending on the quantity, can either be turned into a deadly biological weapon or a pricey wrinkle smoother.

And ladies of a certain age (and with bank accounts hemorrhaging black ink) know where exactly in town they can go and get their fix of Botox – and turn their faces into weapons of mass distraction. ■

## Lawmaker's \$9-million Forbes Park abode





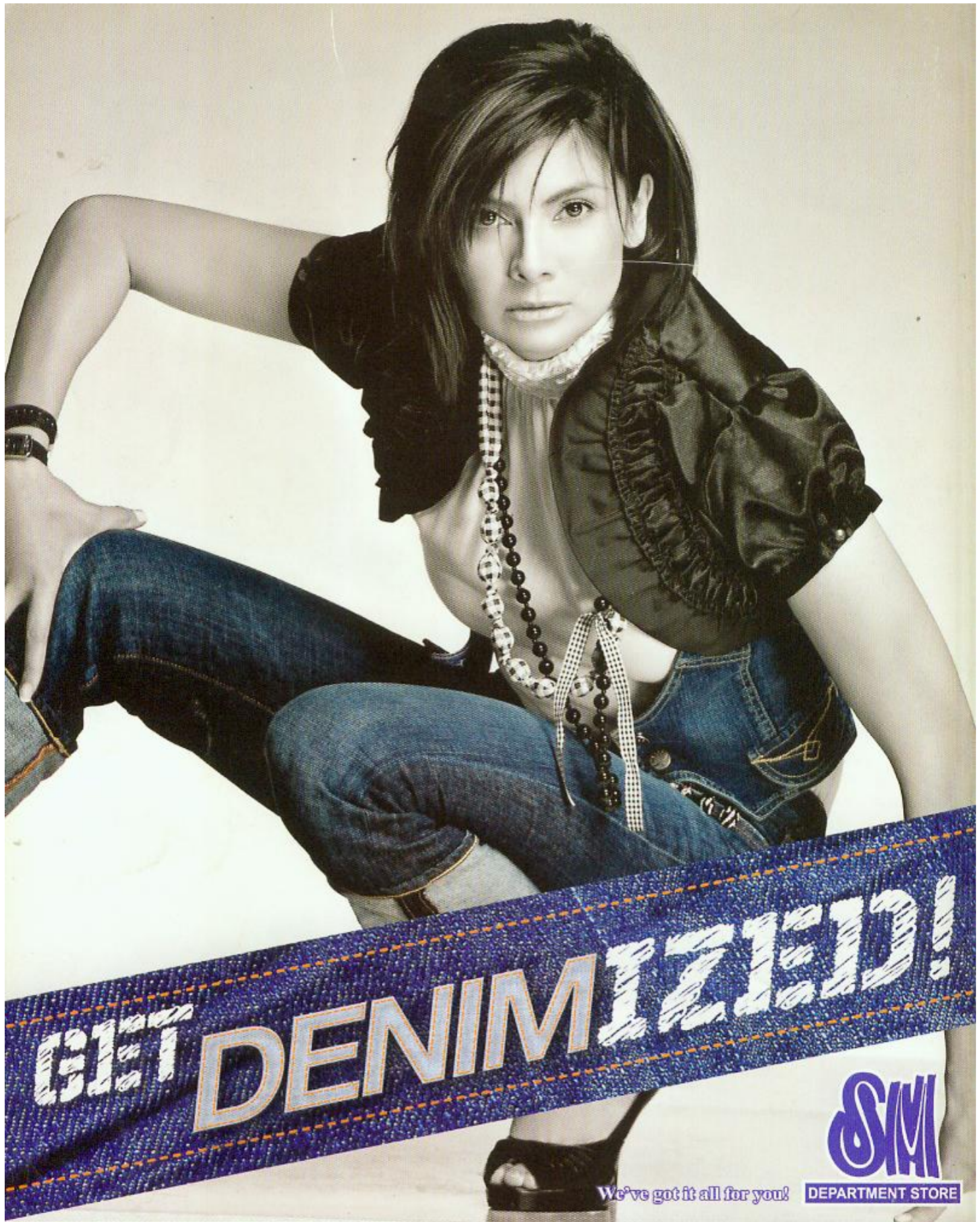
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