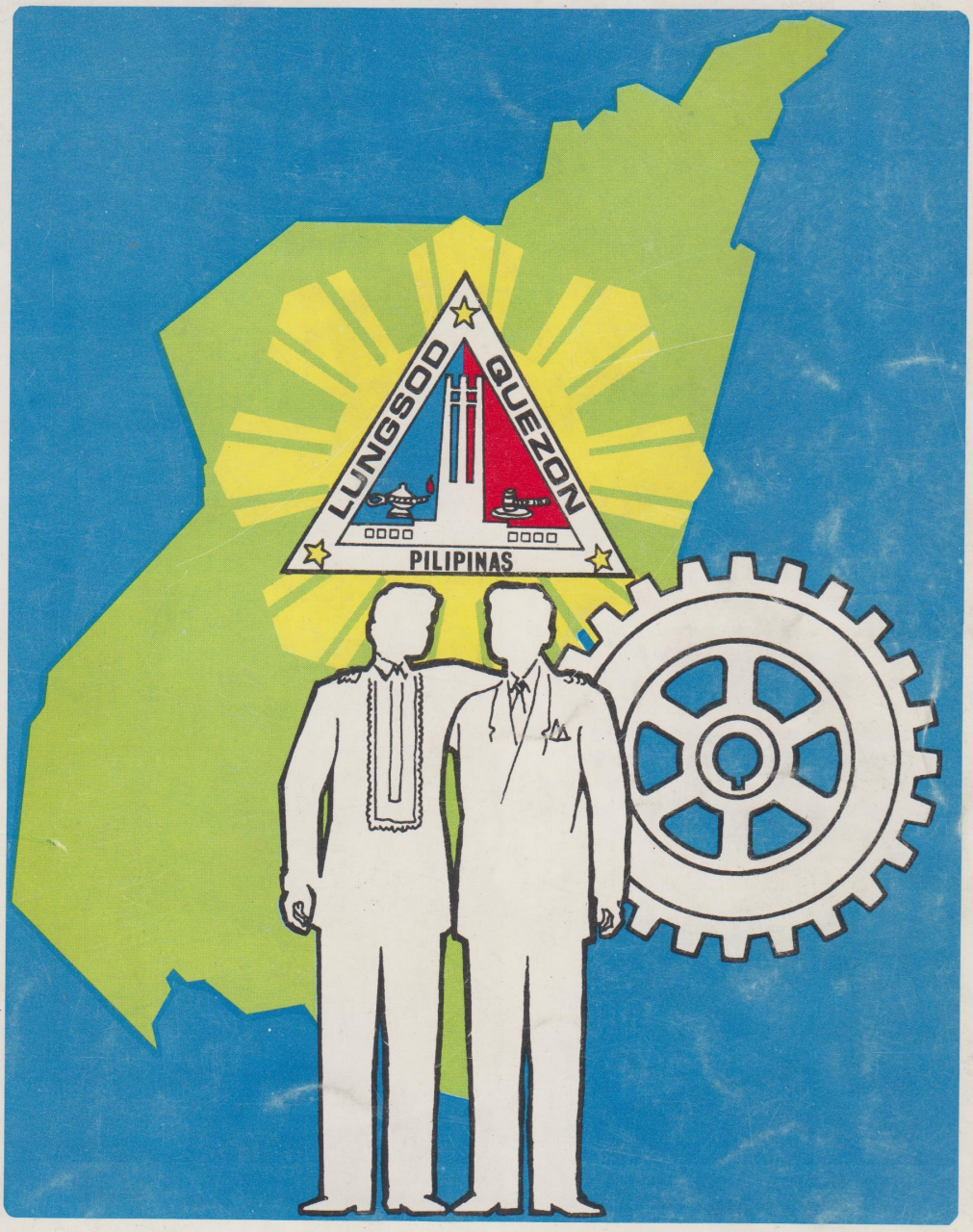
QCCP PUBLIC LIBRARY
LOCAL HISTORY

2nd QUEZON CITY GOVERNMENT - BUSINESSMEN'S CONGRESS FOR PROGRESS

SOUVENIR PROGRAM



Theme: ***"Working Together Towards the 90's"***

September 14, 1990
Quezon Hall, Sulo Hotel, 5 Matalino Road, Diliman
Quezon City

The shopping capital of the Philippines–





THE SM CITY NORTH EDSA





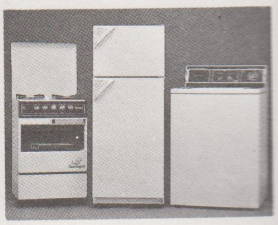
A new shopping high!

Get a new high in shopping experience at THE SM CITY! You'll love the great finds and great buys at the SM Department Store, SM Supermarket, SM Appliance Center, and our numerous boutiques and specialty shops... delectable delights at the SM Food Center and several other restaurants and international food chains. Catch the latest movies at our 12 first class SM Cinemas... celebrity and star-studded shows at the Entertainment Plaza. With ample car space at our vast open parking area and multi-level Carpark Complex. Plus more fun and surprises waiting for you.

Go ahead! Let THE SM CITY take you to new heights!







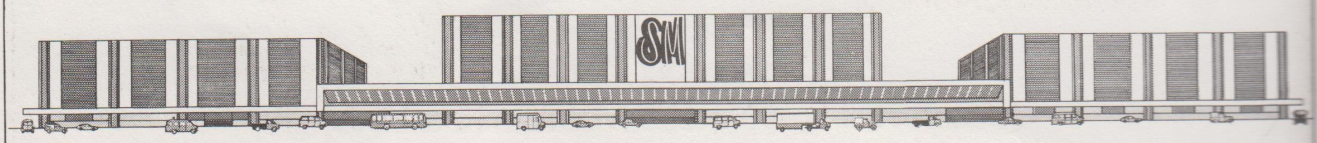
Don't forget to visit the other SM Stores!

There's more than one SM Store to serve you:

SM Makati	–	Makati Commercial Center
SM Cubao	–	Araneta Commercial Center
SM Harrison	–	Harrison Plaza Shopping Complex
SM Manila	–	Manila Royal Hotel
SM North EDSA	–	The SM City
SM Iloilo	–	Valeria corner Delgado St.

THERE'S NOTHING LIKE THE SM CITY!

IT'S MORE THAN A CENTER... IT'S A CITY.®



Q.C. PUBLIC LIBRARY
LOCAL HISTORY

BRIGIDO R. SIMON, JR.
PUNONG LUNGSOD



MESSAGE

It is with undiminished pleasure that once again I send my warmest greetings to the participants of this 2nd QC Government-Businessmen Congress for Progress.

May I commend the Economic Development Board (EDB) for its efficiency in making the preparations for the holding of this Congress.

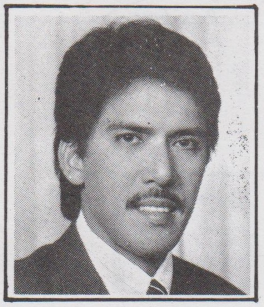
This year's theme, "Working Together Toward the 90's", expressed very aptly the need of the hour: Unity for Cooperation, Coordination and Collaboration.

Due to circumstances beyond our control, like the recent earthquake and the current Middle East conflict, the economic recovery of Quezon City which was the subject of last year's Congress has made limited headway.

It is very important, therefore, that the businessmen and the city government maintain a dialogue in order to reach common grounds for cooperation in accelerating the economic recovery of Quezon City.

It is my hope that this 2nd Congress will yield fruitful and meaningful results.

BRIGIDO R. SIMON, JR.
City Mayor



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

MESSAGE

"The state recognizes the indispensable role of the private enterprise, and provides incentives to needed investments."

The fundamental law of the land gave emphasis to the important part of private sector in economic development.

Towards this end, the Quezon City Government thru the Economic Development Board has taken steps in furthering of the aforementioned policy by sponsoring the 2nd Quezon City Government-Businessmen's Congress for Progress.

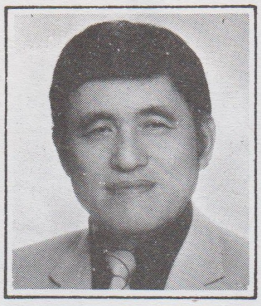
The theme "Working Together Toward the '90's" is timely and most welcome. The calamity that devastated part of the country and the impending crisis in the gulf will definitely affect the present situation.

This undertaking is the proper forum to thresh out ways and means to ease the burden especially to the premier City. Most of all, it is an evidence that there is unity of action between politicians and businessmen that will give light for the realization of results and redound to the welfare and benefit of the people of Quezon City.

To the participants, I wish you all the best!

VICENTE C. SOTTO III
Vice Mayor

Quezon City Association of Filipino-Chinese Businessmen Inc.
計順市菲華商人總會
3rd Floor, City Hall, Quezon City, Metro Manila, Philippines • Tel. Nos.: 951826 to 27
9229382 • 9229548 • 935131 to 33 loc. 6



MESSAGE

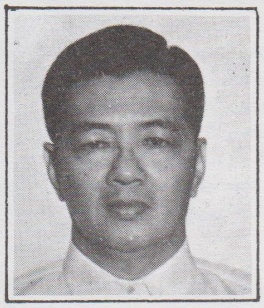
In behalf of the officers, directors and members of our association, I would like to extend my warmest greetings and felicitations to the officers and staff of the Economic Development Board on the occasion of your holding the 2nd - Q.C. Government Businessmen's Congress for Progress on 14 September 1990 at the Sulo Hotel.

Our association which is barely two years old has always been supportive of the Q.C. government's developmental programs most especially those which aim to uplift and improve the economic status of our City's urban poor sector.

We are lucky to have a dynamic leader who believes that the key to the economic progress of our City is the mutual cooperation between the private sector and the City Government.

I only hope that this relationship will prove to be lasting.

ANTONIO YANG
President



MESSAGE

In behalf of the People's Economic Council, I would like to express my heartfelt congratulations to the Quezon City Government and its Economic Development Board for sponsoring the 2nd Q.C. Government-Businessmen's Congress for Progress. I am certain that these activities of EDB will surely enhance the Economic porgrams of the City and will enlighten the private sector and other non-government organizations on the development thrusts of the city. This is likewise an opportunity for the business community to commit their active participation so vital in our road towards recovery.

Once again, congratulations and Best Wishes to EDB.

OSCAR A. INOCENTES
Chairman
Council of Quezon City
People's Economic Chairmen

QUEZON CITY CHAMBER OF COMMERCE & INDUSTRY, INCORPORATED



MESSAGE

The Quezon City Chamber of Commerce & Industry Inc. presents its compliments to the Economic Development Board on the occasion of the 2nd Quezon City Government-Businessmen's Congress for Progress.

We also wish to congratulate your office for successfully working to secure the National Government's approval for the establishment of an Industrial Estate here in Quezon City.

The establishment of this Industrial Estate will create thousands of new jobs for our needy countrymen and will also add to the continued progress of our fair city.

More Power to You!

JAIME MORELOS
President



MESSAGE

A great number of the youth and parents working in our factory today or successfully subcontracting express how they have been enlightened, inspired and changed in outlook because of EDB's involvement in their communities through seminars, trainings and consultation.

While several right people have been linked to us by EDB staff, several company needs have been serviced by them too.

Congratulations to EDB! And may God bless each one, for so rare are men and women in the government service who are faithful, active and dedicated as these ones we find in EDB.

MARIJO BENARES
BML Trading

PACIFIC TREES INT'L. CORPORATION
MANUFACTURER • EXPORTER
"Your tree for all Seasons"



MESSAGE

We congratulate you for your efforts to assist private enterprises with manpower support from respective barangays.

PACIFIC TREES INT'l. CORP.

ANTONIO G. LAREZA
Pres. & Gen. Manager



Republic of the Philippines
Quezon City
BARANGAY CENTRAL
OFFICE OF THE BARANGAY CAPTAIN

MESSAGE

At no other time in Quezon City's history has there been an enormous challenge to and a great opportunity for participation in our economic situation as that which we face today.

Poverty, unemployment, natural disasters, high birth rate, and lately, rising prices influenced by the Gulf crisis, all national concerns which unavoidably filter to and affect our City.

These factors however are not unsurmountable and are not here to stay. Man can overcome them. With dynamic determination and profuse sweat by "Working Together Toward the '90's" we will prevail.

The selection of this subject by the City's Economic Development Board as the Congress' theme this year is very timely in the light of our present economic plight.

Each man has his own talent, potentials and capability to contribute no matter what his station in life is. But it is only when we come together, and build together can we become a potent and a formidable force to push through and speed up the City's economic growth.

Through this Congress, we hope we can stir everybody's consciousness that he is an indispensable part of the City's economic program and that only through his participation and cooperation can we forcefully and speedily move forward.

For the insight of the planners and movers of the Quezon City Government – Businessmen's Congress, my congratulations!

Nanette Castelo Daza
NANETTE CASTELO DAZA
Barangay Captain



MESSAGE

First of all, allow me to extend my heartfelt congratulation for the initiative you have shown to elevate the standard of living of every citizenry within your jurisdiction.

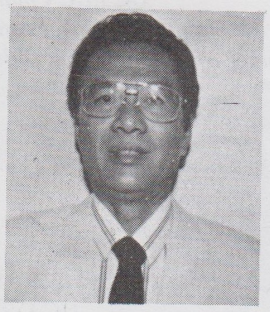
I have encountered different agencies in our government, where only depression is it's outcome due to the "lagay system" evolving. It is with this office/agency however, that my impression have changed, seeing this EDB people working very hard for the ordinary citizens, specially low and non-income people.

In this regard, I am indeed very grateful to all of you, in behalf of the Kapit Bisig family, for your full concern for our group's welfare in terms of livelihood, in this critical period of ours.

Keep up that very excellent performances for I believe, should all government agencies possess people like you, every Filipino won't suffer like what we are facing now. May the rest of the offices in Quezon City learn to practice such concern for fellowmen and consider you model of good achievements.

MORE POWER TO YOU ALL!

NIDA DE GUZMAN
Community Coordinator



MESSAGE

I am very pleased and deeply honored to greet the participants in the 2nd Q.C. Government Businessmen's Congress for Progress.

Our dream has always been to evolve Quezon City as the primary business center in our country. It is for this reason that the city mayor and the members of the City Council have initiated the creation of the Q.C. Economic Development Board and the establishment of the Q.C. Mini Industrial Estate. Along this line, we are confident that your efforts will go a long way towards the realization of this dream by building a better business climate in Quezon City.

CONGRATULATIONS ! ! !

HON. GUILLERMO C. ALTUNA
Majority Floor Leader

2nd Quezon City Government-Businessmen's

Congress for Progress

September 14, 1990

PROGRAMME

11:00- 11:45	Registration	
11:45 - 12:45	LUNCH w/Video Film Showing	
12:45 - 12:50	National Anthem	
12:50 - 1:00	Invocation	*Ms. Erlinda Ocampo*
1:00 - 1:30	Welcome Addres	*Mayor Brigido R. Simon, Jr.*
1:30 - 1:45	Inspirational Talk	*Mr. Antonio Yang, Pres. Q.C. Association of Fil-Chinese Businessmen, Inc.*
1:45 - 2:00	Intermission	*EDB Support Staff*
2:00 - 2:10	Introduction of Guest Speaker	*Sec. Cayetano Paderanza, NEDA Director General*
2:50 - 3:45	Open Forum	*Judge Oscar Inocentes, QC PEC Chairman*
3:45 - 4:00	Closing Remarks	*Mr. Jaime Morelos, President Q. C. Chamger of Commerce & Industry*

4:00 - 5:30pm ********** COCKTAILS **********

2:00 - 2:10	Introduction of Guest Speaker	*Hon. Guillermo C. Altuna, QC Councilor*
2:10 - 2:50	Address of Guest Speaker	*Sec. Cayetano Paderanza, NEDA Director General*

2nd Quezon City Government-Businessmen's Congress for Progress

On 04 November 1988, delegates from various sectors in Quezon City met at the Occupational Safety and Health Center, North Avenue to take bigger steps in building a workable multilateral cooperation forum. The QC Chamber of Commerce and Industry (QCCCI), QC Contractors Association (QCCA), People's Economic Council (PEC), the labor sector, barangay officials, and academicians among others, all expressed determination to reach common grounds in speeding up the economic growth of Quezon City.

With the launching of the Congress for Progress, the Economic Development Board (EDB) aims to attain the following objectives:

1. To establish rapport between the local financial community and city government toward an expanded cooperation for the benefit of the city and its constituents;
2. To identify distinct areas of collaboration through periodic conference-dialogue;
3. To define the economic framework within which both sectors should function. and
4. To identify the problems which hamper the working relationship between businessmen and politicians.

Aside from Mayor and some councilors, dignitaries led by Senator Vicente Paterno, Sec. Jose Concepcion, Jr. and Gov. Melito Salazar joined around 238 other participants.

The conduct of the 1st Congress for Progress demonstrated the need for politicians and businessmen to talk to each other both for their mutual benefit.

As a result, the following resolutions were passed:

1. To speed up the reconstitution of land titles;
2. Strengthening of membership in the QCCCI to effect their involvement in Q.C. developmental efforts;
3. Holding of **annual** congress for progress;
4. Work on the concept and implementation of the Industrial Estate project;
5. To provide a seat for a representative of the business sector in the City Council;
6. Maintain an office for manpower planning, development, and placement;
7. To enhance livelihood programs;
8. Creation of Council for Industrial Peace; and
9. To oversee price control and monitoring.

For the ensuing months, the QC Government, through the Economic Development Board (EDB) has worked on this agenda with the creation of five (5) units namely the Business Development and Assistance Unit (BDAU), the Cooperative Education and Development Unit (CEDU), the Micro-Enterprise Development Unit (MEDU), the Consumers Assistance and Protection (CAPU) and the Research and Publications Unit (RPU).

Through the Mayor's initiative, both the Senate and House of Representatives immediately passed R.A. 6732 to expedite the reconstitution of around 360,000 land titles burnt by the 11 June 1988 fire, the files kept at the Register of Deeds office, one among those affected by the incident.

The Business Assistance and Development Unit was assigned to coordinate with the Land Registration Authority as regards this matter. Simultaneously, it maintains continuing dialogue with the business sector bringing about the establishment of the Q.C. Association of Filipino-Chinese Businessmen, Inc. (QCAFCBI). In sustaining it, the annual congress for progress was launched designed to provide a multilateral cooperation forum for politicians and businessmen.

The Q.C. Skills Training Center (QCSTC) was also put up in Novaliches intended for manpower planning, development and placement. A technical committee with EDB's Chief of Support Staff, Prof. Edgardo D. Viray as Vice Chairman sought the help of the Technological University of the Philippines to train those enrolled at QCSTC.

In the area of micro-enterprises, the EDB together with the Department of Trade and Industry (DTI), People's Economic Council (PEC) and other corresponding agencies, have blueprinted a comprehensive livelihood program. This consists of sessions, skills training, and seminars, one of which is the Motivational-Organizational-Values formation-Entrepreneurial skills (MOVE) envisaged to encourage the setting up of production centers directly linked with established exporters. The EDB staff acts merely as prime mover and catalyst for these series of activities.

Mayor Brigido R. Simon, Jr. also created a price monitoring committee to issue periodic price bulletins and facilitate the implementation of fair trade laws, rules and regulations. After an extensive study, the committee's functions was expanded to consumer protection and assistance.

Working on the concept of industrial peace, the EDB conducted separate exploratory talks with union personnel managers following the creation of Task Force on Industrial Relations through an executive order. Meanwhile, EDB is coordinating with the NCR-DOLE in the conduct of labor management cooperation seminars in business establishments in Quezon City.



On an industrial mission in Taiwan. From right: Prof. Viray with Coun. Willy Altuna, Mr. Antonio Ortiz, and Coun. Emil Tamayo.

AND Development Unit Cooperative Education

In the EDB framework, the Cooperative Education and Development Unit (CEDU) seeks to impose an institutional structure upon the concept of cooperativism, the formation and strengthening of cooperatives coming into focus, pitting against poverty.

As envisioned, this Unit is geared towards establishing plans and programs that will unite, promote and strengthen the cooperative movement in Quezon City. To fully understand the principles of cooperatives, the EDB staff and personnel underwent a crash training course on cooperatives and have attended weekend seminars conducted by the QC Federation of Credit Cooperatives Inc. As the prospects grew, the Unit partly sponsored the 1st QC Planning Conference Workshop at Sacred Heart Novitiate, Novaliches on June 30 – July 1, 1990 with the end view of consolidating all QC cooperatives.

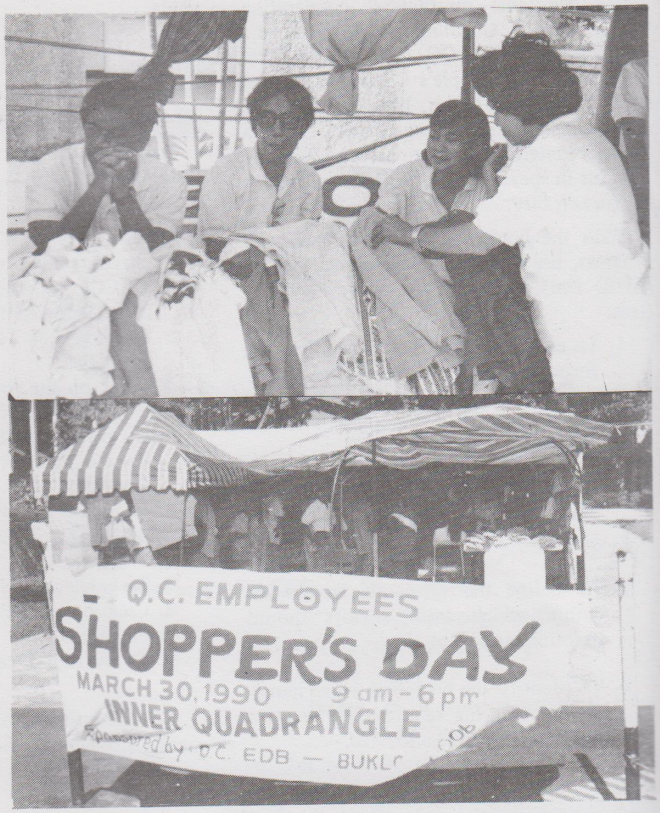
In addition, the CEDU staff attended the National Confederation of Cooperatives Inc. (NATCCO) Convention which marked the signing of the Cooperative Code of the Philippines and Cooperative Development Authority by no less than President Corazon C. Aquino.

The Unit has tapped training officers from various cooperatives to help conduct of pre-membership seminars and continuing education for coop members seeking assistance.

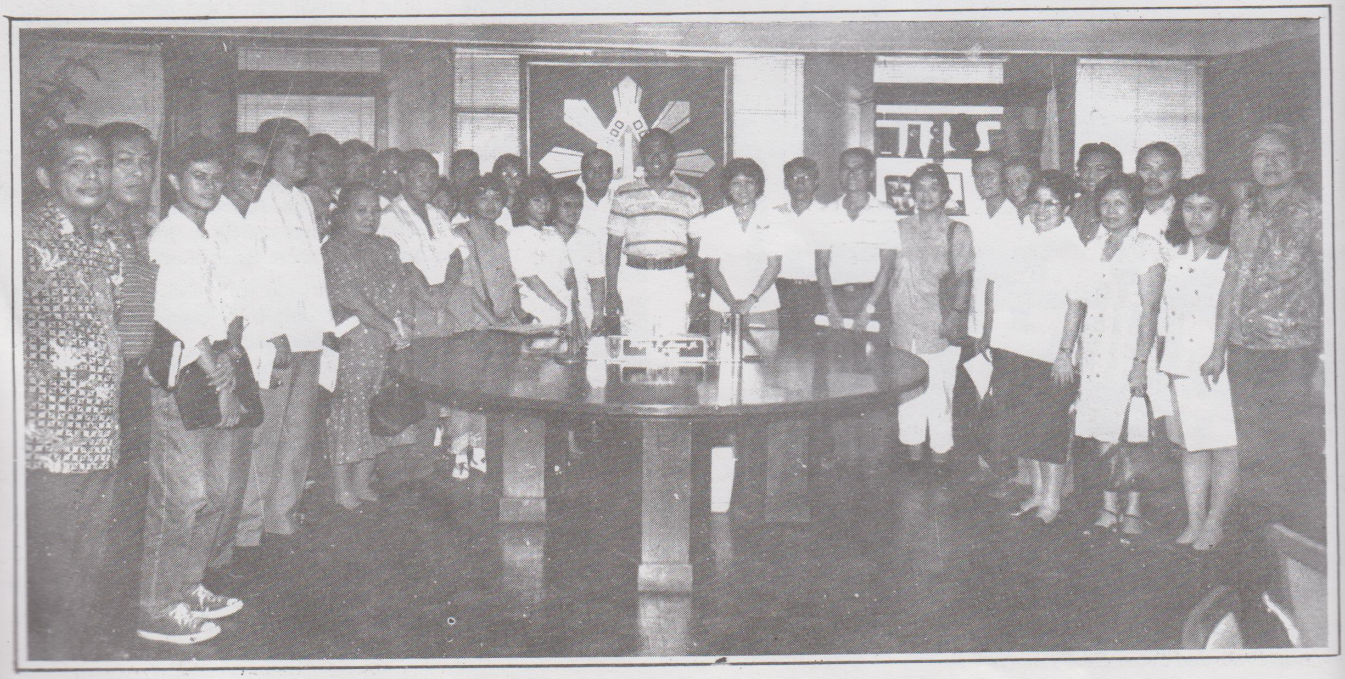
Inspired by the encouraging speech of the President recognizing Ka Dante Buscayno's Tarlac Integrated Livelihood Cooperative Inc. (TILCO), the Unit sponsored the "Cooperatives as an Economic Alternative" symposium on 17 March 1990 to ventilate the underlying concepts and programs of cooperatives in the country. Sen. Butz Aquino, Sen. Heherson Alvarez, Rep. Pedro Romualdo, Rep. Pablo Garcia and Israeli Ambassador Yoav Behiri spoke before cooperative leaders, local government officials and barangay captains.

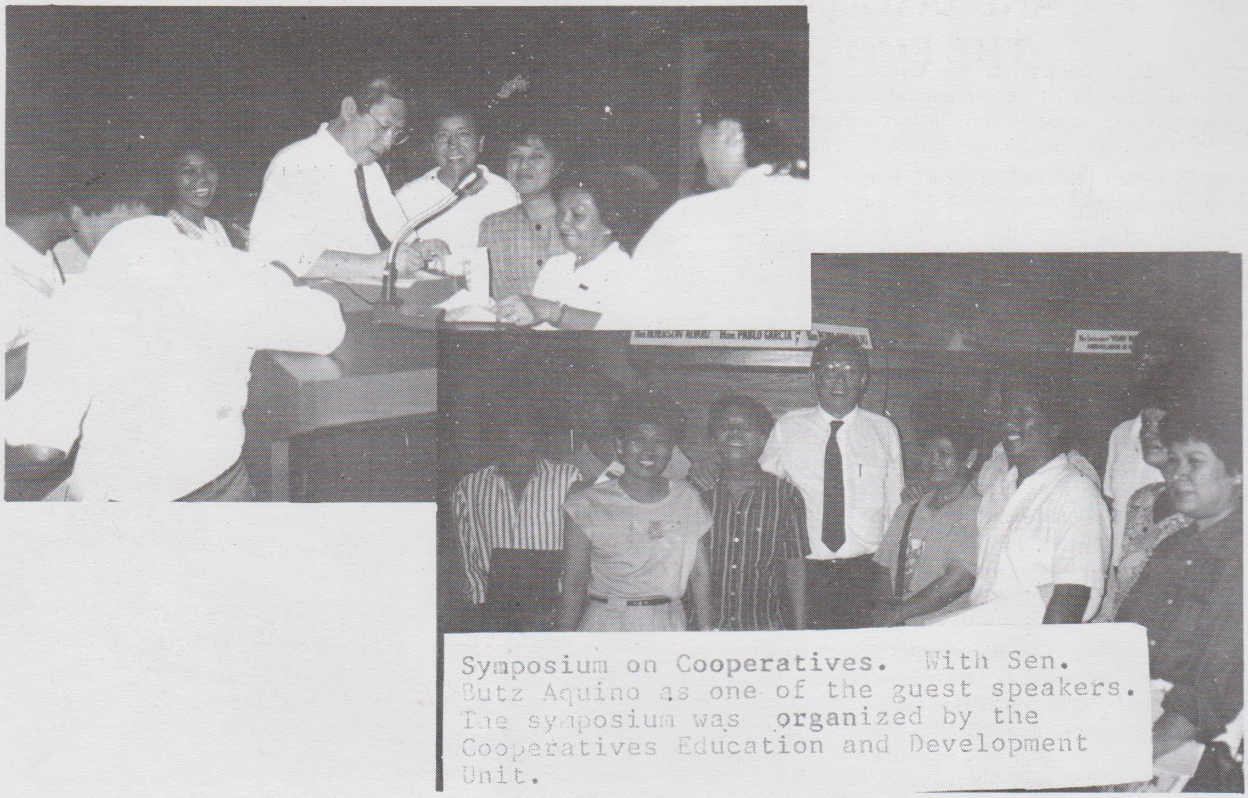
Formation of Coops

The Unit has also become instrumental in organizing the QC Skills Training Center Cooperative, ASCOHOMI Multi-Purpose Cooperative Inc., Manresa Community Credit Cooperative Inc., Sitio Veterans Multi-Purpose Cooperative Inc., and the Buklod Development Cooperative Inc. under the EDB fold. Elsewhere, the formation of coops in Areas for Priority Development (APDs) is near total.



The EDB staff, the sales force for the 1st Q.C. Employees Shopper's Day at City hall's inner quadrangle on 30 March 1990.





Symposium on Cooperatives. With Sen. Butz Aquino as one of the guest speakers. The symposium was organized by the Cooperatives Education and Development Unit.

Active Non-Violence

The CEDU was also part of a formation program on Active Non-Violence in preparation for the Bigas Biyaya Program, a multi-lateral agreement among TILCO, the Bigas Biyaya Foundation and the QC Government through EDB.

This paved the way for the frequent area visitation to Talaga, Tarlac to foster friendship and symbiotic relationship with the farmers-coop members. The initiative would facilitate the barter trade arrangement for the three parties.

Cooperatives Development Plan

"To encourage the formation and organization of cooperatives in Quezon City responsive to an atmosphere conducive to economic growth, social justice, and enhancement of entrepreneurial capabilities of the people and in the process, unify, promote, and strengthen the cooperatives movement."

The Cooperatives Development Plan is a joint undertaking of the Economic Development Board, members of the Q.C. Federation of Credit Cooperatives, and the Bigas Biyaya Foundation, Inc.

The overall action plan includes:

1. The establishment of a Cooperatives Training Institute in the existing site of the QC Skills Training Center in Novaliches;
2. Setting up an ofinter-lending program prepared by the QC Federation of Credit Unions and the QC Government through EDB to provide coop-to-coop loan assistance.
3. Establishment of a mechanism for training, formation, strengthening, development, and integration of cooperatives as a mean of enhancing economic development in the grassroots level.
4. The participation of cooperatives in various government projects specifically in the rice distribution program, installation of artesian wells in depressed areas, garbage disposal, central warehousing, cooperative housing among others.

The EDB with the assistance of the QC Federation of Credit Cooperatives and the Bigas Biyaya Foundation is basically responsible in identifying areas where cooperatives education and formation may be undertaken; conduct pre-membership seminars and training relative to the formation of new cooperatives and strengthening of existing ones; actively participate in the actual management of cooperatives under the rice distribution program or "project tubig."

"In our quest for viable people's organizations which would allow our masses to take part in our economic development effort, Cooperatives have supplied the answer."

Pres. Corazon C. Aquino

Quezon City Hall

THE ECONOMIC DEVELOPMENT BOARD

Legal Basis

The Economic Development Board was created through Ordinance No. NC-54, S-88 by the QC Council, introduced by Councilor Guillermo C. Altuna with the following major responsibilities:

1. To identify and/or adopt policies and strategies for the economic development of Quezon City;
2. To approve the plans, programs and projects to be undertaken, by the City Government in pursuit of the economic development plan;
3. To effect or order the implementation of projects as it may deem fit or necessary for the attainment of the economic development targets of the city; and
4. To undertake trade missions and/or designate representatives thereto.

The Board is assisted in its tasks by a Support Staff appointed by the Mayor with the following responsibilities:

1. Undertake research and special studies as may be necessary in support of the economic development program of the city;
2. Identify, analyze, and recommend to the Board plans, policies, and strategies for economic development;
3. Undertake and/or implement the plans, programs, projects, and activities pursuant to economic development strategies adopted by the Board;
4. Act as secretariat to the Board on all matters necessary to the effective discharge of its functions; and
5. To perform other tasks that may be required of it by the Board.



Mayor Simon speaks before the guests and participating city residents on the launching of the Bantay Bilihin Citizens Volunteer Network.



BBCVN launching at Farmers Market. From left: DTI Sec. Jose S. Concepcion, Jr., PEC's Judge Oscar Inocentes, Sen. Joseph Estrade and Rep. Nikki Coseteng.

As enacted on 12 September 1988 and approved by Mayor Brigido R. Simon, Jr. on 27 September 1988, the Board is composed of the following:

Chairman	City Mayor
1st Vice-Chairman	Vice-Mayor
2nd Vice-Chairman	Representative of the Comm. on Trade and Industry, QC Council
Members	Representative of the Comm. on Laws, Rules and Internal Gov't., QC Council
	Representative of the Comm. on Infrastructure, QC Council
	Representative of the Comm. on Culture and Tourism, QC Council
	Two representatives from the Office of the Mayor
	Two representatives from the private sec-

tor appointed by City Mayor Representative of the Minority Group, QC Council

EDB Operations in 1988

The Board, through the Support Staff, had set into motion the preparation and production of a basic guidebook for investors and entrepreneurs in Quezon City along with a brochure presenting the city's economic profile.

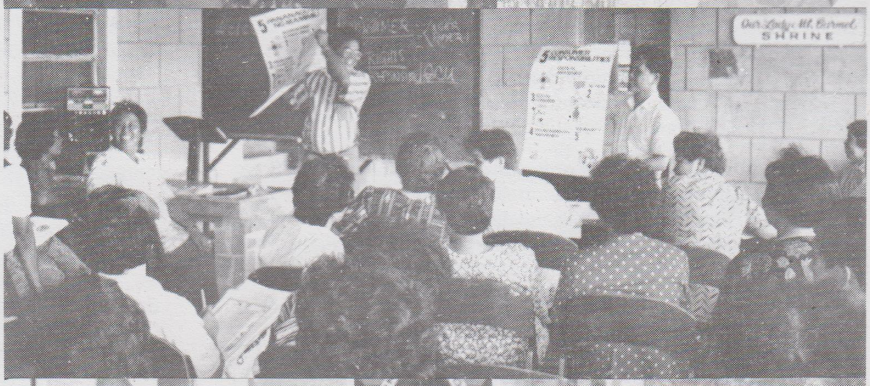
Trade and investment missions also organized and conducted to launch Quezon City's economic development program. A series of public-service projects were also undertaken to ensure its success.

Areas of Concern

1. Business assistance and coordination
2. Annual congress for progress
3. Manpower planning, development and placement
4. Consumer assistance and protection
5. Comprehensive livelihood program
6. Cooperative education and development
7. Mini-industrial estate
8. Industrial peace
9. Assistance to Q.C. Skills Training Center
10. Continuing research and publications

Organizationally, the EDB is structured to respond to these areas of concern. By and large, five (5) units were created to work on these directions.











CONSUMER ASSISTANCE AND PROTECTION UNIT

Mayor Simon created in June 1988 a Price and Product Monitoring Committee headed by then chief of Support Staff, Mr. Emilio E. P. Festejo as chairman. He thereafter relinquished the position to his deputy, Prof. Edgardo D. Viray.

As its initial undertaking, the Unit regularized the issuance of a weekly **price bulletin** every Friday; data were gathered from the Bureau of Agricultural Statistics, public and selected private markets in Quezon City, barangays, and the People's Economic Council (PEC) among others. To date, the Unit has prepared a graphical analysis on the price fluctuation of leading prime commodities.

In July 1989, the EDB broadened its functions to include product monitoring as mandated by the Office of the Mayor. The Product Monitoring Committee started to look into stabilizing prices of prime commodities applying the principles of cooperativism when a national emergency was declared and price ceilings set for selected goods under Presidential Executive Order No. 383.

To fully implement this order, the Department of Trade and Industry (DTI) asked Mayor Simon to assist in the price control enforcement. This prompted the creation of price control enforcement teams with composite membership from EDB as chairman, offices of the City Treasurer and Administrator, Youth Welfare Council and Mayor's Special Action Group.

Since its formation, the PCET has posted posters showing price ceilings for prime commodities. Letters were sent to market owners and administrators requesting for their co ration in this regard. It also acts on complaints received from the buying public. It conducts dialogues with the Market Division and Vendor's Association to ensure price control enforcement.

Around 1,421 establishments were visited: 83 were apprehended and a total fine of ₱101,700.00 was collected.

Bantay Bilihin Citizens Volunteer Network (BBCVN)

The BBCVN was launched in 22 March 1990 together with DTI to guarantee that basic commodities are made available to consumers at reasonable prices and at their correct weights and labels.

The network links together civic groups, labor leaders, students, professionals, businessmen, religious associations and cause-oriented groups, the function of which is the monitoring of common trade violations i.e. overpricing, underweighing, mislabelling and non-display of price tags.

Earlier this year, QC-BBCVN agents raided a big outlet of LPG gas and a sugar repacking warehouse confirmed to have been selling their products short by two kilos and 100 grams respectively.

Consumer Awareness Seminar and Assistance

This is jointly undertaken with DTI with the intent to organize active consumer groups in Quezon City. The first, held on 31 March 1990 at the Philam Life Clubhouse was followed by residents of Project 4 held at the Miraculous Medal Church on 30 June 1990.

Likewise, the Unit has opened it telephone lines to the public to facilitate complaints ranging from hoarding of cement, portland cement sold above the price ceiling, fake S-26 and tampered weighing scales at the Bigasan Bayan located at Commonwealth Avenue.

Cement Task Force

According to DTI officials, the Philippines is expected to suffer an initial deficit of 45M kg. bags in its domestic supply starting this year. In its own capacity, the Unit has been conducting its own monitoring of the sale and distribution of cement. Meanwhile, the Department of Trade and Industry asked BBCVN to see to it that the following are observed by cement retail outlets:

a. Cement are sold at government prices only to end users at a maximum of 25 bags per buyer per day;

b. Only cement are sold without requiring the buyer to purchase other items;

c. No advance sales or payment for cement is allowed;

As to the implementation of fair trade laws, the Local Government Code is, however, silent on whether a city government is authorized to implement such laws. Fact is, the national government gave such authority only to the Department of Trade and Industry. What's left for local government units are matters like broken weighs and scales under the jurisdiction of the City Treasurer's office. It is therefore imperative for the City Council to at least pass a resolution empowering the Office of the City Mayor and its representatives to implement existing fair trade laws.

As the need to stabilize prices of prime commodities heightens, economists believe that no amount of organization of price councils can solve the real problems behind the stabilization of prices.

Business Development AND Assistance Unit

Consistent with the vision of the Mayor where he stated "I dream of a city where government is minimal and the private sector is at the helm of things. . ." and with the EDB working to enhance development on the grassroots level, the Business Development and Assistance Unit (BDAU) has the vision of the private sector participating in the major programs of the city government and assisting in the socio-economic upliftment of the citizenry.

The Unit leads the way into creating an ideal working relationship with the business sector. It conceptualizes, develops, implements, and evaluates management improvement seminars for business groups with the introduction of new concepts relevant to the needs of the business sector.

Advanced Management Symposium Series

For the first half of the year, BDAU has organized two symposium, the first held on April 3 at the Sulo Hotel to discuss "Urban Planning and Renewal" with Dr. Sixto K. Roxas as guest resource person. He talked comprehensively on the Urban Economic District Management System. The affair was participated in by civic organizations like the Quezon City Chamber of Commerce and Industry (QCCCI), the Fil-Chinese Association and the People's Economic Council (PEC).

The second, held on June 5, 1990, the topic of which was the "Problems of the Real Estate Business in Q.C." Invited were resource speakers from the Mayor's Office, Register of Deeds and Land Registration Authority. Groups who participated mostly came from real estate groups led by the Real Estate Brokers Association of the Philippines (REBAP) and the Certified Real Estate Brokers Association (CREBA).

Project Tubig

This was launched in April 1990 in cooperation with the Fil-Chinese Association of Quezon City aimed at providing deep wells to depressed areas in QC's 2nd District.

The concept was basically for the association to set up a trust fund for the construction of deep wells to be installed in areas identified by the Economic Development Board. An income is to be generated upon the start of operations. Once the capital is recovered, it will be used to build other deep wells in the city. Two have been installed; one in Sitio Veterans and one in Payatas. The association has pledged to fund five (5) more deep wells for project tubig.

PROJECT TUBIG
Deep wells to supply water to urban poor areas

The scarcity of water available for human consumption in depressed areas is so pathetic particularly during the dry season. One has to line up for his daily water supply and pay P.25-.50 for every container. This will take about 30 minutes or more before one can take a bath, wash the dishes or clean the house.

The various agencies involved in water supply stated that the basic level of water service in areas where houses are clustered densely, features a simple piped distribution system with public standpipes typical in depressed communities.

However, even such structures are not enough to supply their daily consumption. Thus, Mayor Brigido R. Simon, Jr. enjoined the QC Association of Filipino-Chinese Businessmen, Inc. (QCAFBCI) in launching Project Tubig in coordination with EDB's Business Assistance and Development Unit (BDAU).

Two pilot areas have been pinpointed as beneficiaries under this project namely: Sitio Veterans and Payatas.

The Association agreed to put up a trust fund to ensure financially the construction of motor-pumped deep wells in selected urban poor areas. Project Tubig entails the formation of cooperatives who will supervise the water distribution system and collection of relative fees. Each cooperative will consist of 100 or so beneficiary-families. They are entitled to 10% of the monthly collection.

Based on its own study, BDAU projected that one deep well would generate enough income within a four-month period to build another deep well.







Outlines of a Workable Rice Distribution Program

Behind the impressive array of governmental programs considered the prototype for future developments in national approaches to solutions to urban problems is the restructuring of the rice distribution network in Quezon City. The impact, when viewed at a closer angle, would effect a balance between supply and demand of rice.

This project proposal, prepared by the Economic Development Board under the leadership of Prof. Edgardo D. Viray and his deputy chief Mr. Ferdinand M. Buenaventura, calls for the cooperation between the affluent QC residents and its counterparts, the first being the benefactors and the latter as beneficiaries.

Being eyed as benefactors are top-level management of QC's financial district, civic organizations and established cooperatives. Each will be asked to pay for their aggregate rice consumption supply bought at the prevailing market price and distributed on the basis of each member's weekly rice consumption.

This appeal on the three benefactor groups will eventually lead to the formation of a trust fund that will not only guarantee the continuity of the rice distribution program but will offer centralized warehousing, credit availment and community leadership.

Concepts

1. For an average family, it is presumed that a projected 12.5-kg. sacklet of rice would answer their weekly consumption. Based on one sack of rice containing 50 kgs. per sack, if 1,000 families were to buy their rice supply in sacks, this is tantamount to hoarding. The 12.5-kg. sacklet distribution scheme therefore is an attempt to avoid this typical "unintentional hoarding."
2. The program's benefactor system is a way to ensure that rice supply goes directly to QC's urban poor.

benefactor	*beneficiary*
business owners established cooperatives	respective employees newly organized coops
government units	fledgling coops government employees

3. The weekly supply serves as the middle ground between small-time buying (on a per kilo basis) and big-time buying (on a per-sack basis).
4. The program will serve as springboard in organizing cooperatives, community associations, etc. forming the structure of an alternative economic system.
5. The program beneficiaries can buy good quality rice at a price as low as ₱430.00 per sack or ₱107.50 per 12.5-kg. sacklet. The rice supply consists of sacklets.
6. There is absolutely no dole-out under the program. The benefactors are merely requested to pay for their rice consumption supply. By doing so, they are also sponsoring the rice consumption supply of urban poor communities. Both the benefactors and beneficiary families receive their required rice consumption supply at the same time and interval. However, the beneficiary family is asked to contribute ₱50 as entrance fee to the program. Rice will then be delivered on a 7-day credit.

The program is anchored on rice as the staple food of the Filipinos. With constant supply of rice, at least one-half of the average Filipino family diet is already assured. In any case, the program does not end with rice. Rather, it begins with it and may eventually include, through a centralized warehouse, other items like canned goods, soap bars, toothpaste, etc. in order to complete the business aspect of the consumer cooperatives that would naturally evolve from the rice distribution program.

Objectives

1. To operationalize a concept that will assure the constant rice consumption supply of urban poor families through a "benefactor system".
2. To assist in preventing hoarding through the 12.5-kg. sacklet of rice weekly distribution system applicable to an average Filipino family.
3. To assist in forming cooperatives who act as conduit in distributing rice to the urban poor sector. At the same time, avail



of the continuing cooperatives education program as an occasion for values formation, active non-violence, nationalism, etc.

4. To assist in the start-up operations of cooperatives to be formed, initially, as rice distribution centers and eventually, as full-blown consumer coops that will supply the basic day-to-day needs of the average Filipino family.
5. To assist in promoting livelihood opportunities through eventual capital financing, consumer protection and assistance.
6. To assist in the poverty alleviation program of the national and local governments mainly by convincing beneficiary families to maintain their organizational identity as a means of contributing their share to national development efforts.

Management

The overall implementation and administration of the program shall be the sole responsibility of the Q.C. Economic Development Board. This program falls under the broad functions of livelihood promotion, cooperatives education and development, and consumer assistance and protection.

Composition of Management Team (EDB Personnel)

1. Prof. Edgardo D. Viray
2. Mr. Ferdinand M. Buenaventura
3. Mr. Nicomedes Suller
4. Mr. Victor Villareal
5. Mr. Jose Medel Herrera
6. Mr. Edwin Dindo Simpao
7. Fr. Guido Arguelles, S.J.

Linkages

As a result of the 1st Q.C. Cooperatives Planning Conference Workshop on July 31–August 1 this year, the rice distribution program will have direct linkages with the cooperatives movement in Quezon City, civic organizations, business owners/groups and local government units.

Quezon City as the Most Stable City for Investors

In the recently concluded 3rd Advanced Symposium Series the main topic of which was the Effects of the Recent Earthquake to the Business Sector, it was revealed that Quezon City's geological structure could withstand earthquake.

Secretary Romulo del Rosario of the Department of Public Works and Highways said Quezon City has the best foundation as it stands practically on solid rock.

With this finding, the Department of Trade and Industry confirmed that the recent earthquake could be advantageous to the city since foreign and local investors' would now consider this matter as a major factor in setting up their plants and buildings that will house their businesses.

Research AND Publications Unit

This Unit serves as EDB's research, statistics, and publications arm. It maintains open lines with other government entities and non-governmental organizations as sources of data for economic development planning. With these, the Unit plans to publish handouts on significant business developments and training programs, pamphlets containing case studies, and annual journal of Quezon City's economic folio.

It has been publishing the monthly EDB Newsletter, a reportage on EDB's activities and matters affecting the economic thrust of the QC Government. One of its initial research undertakings is the **Quezon City Basic Data** handbook soon to be out for general circulation. It is an attempt to put together all available data on Quezon City. It is hoped that this handbook will serve urban poor planners, sociologists, political leaders among others in their work pertinent to the development of Quezon City.

The Unit handles the documentation of the official functions i.e. seminars/workshops, symposia, trainings, and meetings of the different units of the Economic Development Board.

Micro-enterprise Development Unit

The Micro-Enterprise Development Unit (MEDU) sees itself as a gateway to livelihood opportunities in Quezon City with the emergence of a more realistic policy of identifying the market first before beneficiaries are tapped and linked for possible subcontracting arrangements. In subcontracting, all materials are made available to the beneficiaries by the exporter/trader enabling the community to go into a stable enterprise with very minimal capital.

To facilitate the identification of possible markets, the MEDU intends to establish close coordination with NGOs. Among those identified are the Marketing Association for Groups Involved in Communities (MAGIC) of the Meralco Foundation Inc., and Rotary Clubs. Civic and business organizations are also being tapped to assist EDB in the marketing and financial requirements for training.

The livelihood program conceived by EDB is comprehensive in the sense that the projects envisioned are long-range and continuing. However, the Unit is primarily concerned with putting the unemployed, underemployed, and out-of-school youths on the road to recovery by making them more productive and self-reliant.

Over all, the Unit is tasked to engage in project conceptualization, planning, development, implementation, evaluation, and redirection for the benefit of urban poor communities; to effectively liaise with sub-cities, barangays, non-government organizations, urban poor communities and pertinent government agencies engaged in livelihood development; to implement, develop and improve the existing comprehensive livelihood projects strategy; to liaise with exporters and manufacturers, particularly on the possibilities of subcontracting work; to undertake the documentation of specific projects for training materials or publication of case studies; and to able to drum up interest for the possibility of holding a regular annual livelihood congress in Quezon City.

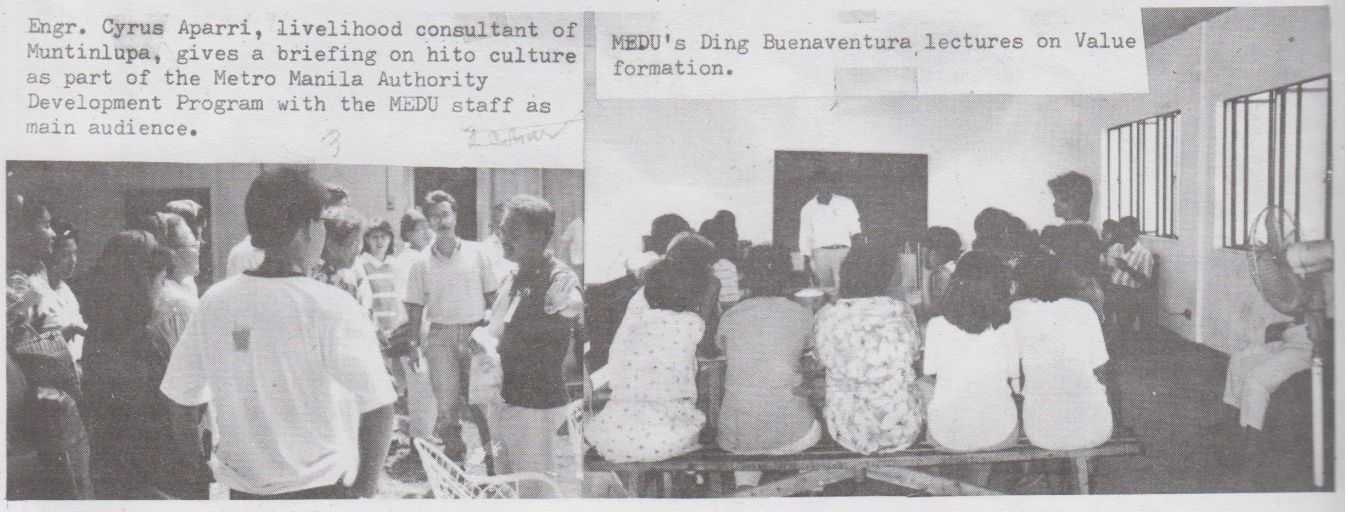
For the first half of 1990, the MEDU has initiated seven (7) projects in six (6) barangays benefitting 89 families with an aggregate earning of ₱154,800.00. Though some projects have sputtered to a near halt due to seasonal changes in job orders, these barangays are scheduled to start production in October for the 1991 season.

Livelihood projects started are artificial trees, papier mache for christmas and home accessories, decors and novelties and stuffed toys.

	PROJECTS	BARANGAY	NO. OF BENEFICIARIES	EARNINGS
1.	Artificial trees	Barangay Central	9	₱ 84,000.00
2.	Papier Mache (christmas accessories)	Barangay Central	10	10,000.00
3.	Papier Mache (christmas accessories)	Barangay Krus na Ligas	10	30,000.00
4.	Papier Mache (christmas decors)	Barangay San Vicente	10	8,000.00
5.	Stuffed toys and novelties	Barangay Kaligayahan	22	10,000.00
6.	Papier Mache (novelties)	Barangay Obrero	25	12,000.00
7.	Papier Mache (home decors)	Barangay Immaculate Conception	1	800.00
			87	₱154,800.00

Engr. Cyrus Aparri, livelihood consultant of Muntinlupa, gives a briefing on hito culture as part of the Metro Manila Authority Development Program with the MEDU staff as main audience.

MEDU's Ding Buenaventura lectures on Value formation.



Mr. Abe Visca of Thyson International demonstrates the basis steps in basketweaving as the MEDU staff (from clockwise: Mr. Mojica, Susan Baetiong and Maury Fernandez) looks on.







Ms. Loie Mojica shows to trainees from Bgy. Dona Imelda the basics for basketweaving with emphasis on the proper arrangement of fingers.

THE EDB VISION

The Economic Development Board is essentially committed to enhance development on the grassroots level. Thus, its areas of concern are livelihood projects, consumer protection and assistance and cooperatives education.

The EDB comprehensive livelihood programs recognizes the reality that the most logical entree to ensure continuing economic activity is through subcontracting. The program does not end with skills training. there is continuing education on cooperatives formation, value inculcation, and entrepreneurial development.

There is, therefore, the sustained attempt to give the people the opportunity to work and earn income, to impress upon them the need for work-discipline and ethos, continually educating them to improve their craft and attain self-confidence with the chance to go into a business of their own the cooperative way.

In the end, subcontracting will be dispensed with and the people themselves, through cooperatives, will be the exporter of their own product lines. The EDB is obligated to assist the people to attain this level of economic independence.

The EDB consumer assistance and protection function is an offshoot of the Product Monitoring Committee (PMC) created by Mayor Brigido R. Simon, Jr. through an executive order, designating the head of EDB as committee chairman.

In its regular meetings, the consensus is that cooperatives should be the best vehicle for price stabilization. The PMC then decided to conduct a survey on cooperatives in Quezon City particularly in the public and private markets to find out their status, strengthen their operations, and encourage them to acquire some position of strength.

It was at this point the December 1989 *coup* took place and Pres. Aquino declared a period of national emergency and set a price ceiling on selected commodities. The EDB product monitoring function became price control enforcement and continues to-date as an active part of the DTI-sponsored *Bantay Bilihin* network, concentrating on demand, supply, quota allocation, and price ceiling of cement.

In the meantime, it is also engaged in the more positive function of consumer assistance and protection through consumer rights information dissemination, conduct of seminars, and encouragement of formation of consumer groups in Q.C.

The EDB cooperatives education and development function is a logical consequence of the first two functions named. It is concerned with the education and formation of producers cooperatives among the beneficiaries of the EDB comprehensive livelihood program. It is likewise concerned with the education and formation of consumer cooperatives as a means to stabilize prices of prime commodities on the barangay level. In the words of Mayor Simon, "I look forward to the day when there will be a cooperative in every barangay in the city."

Aside from these three related functions, the EDB is also into research and publication, business assistance and development geared towards establishing a working relationship with Quezon City's financial community, special projects dealing mainly with putting up an industrial estate and other impact projects not to mention the administrative support for all official functions.

As a result of the maintenance of an effective liaison with the Filipino-Chinese business community, a trust fund has been created for the construction of artesian wells in urban poor areas where potable water is a problem.

At the same time, a memorandum of agreement has been signed among the city government, the Tarlac Integrated Livelihood Cooperative (TILCO), and the Bigas Biyaya Foundation to ensure the supply of high-quality but affordable rice to Q.C. urban poor communities through their cooperatives. There are, therefore, at the moment two entry points of cooperatives at the grassroots level: rice and water.

GREETINGS FROM:

Collins & Aikman

NEW YORK, USA
CONTEMPORARY CLASSIC COLORS BLENDED ON THE LOOM

DISTRIBUTOR:
IMPORTED U.S. MOHAIR, U.S. RUBBERIZED, U.S. FABRIC
ENGLAND FABRIC, BELGIUM FABRIC, U.S. VELVET,
U.S. LEATHERETTE
CARPET, WALL PAPER, HOUSE & CAR CURTAIN MATERIAL

EXCLUSIVE LINES DISTRIBUTED BY:

SHELL (BUENDIA) CANVAS & UPHOLSTERY SUPPLY

1999 BUENDIA AVE., PASAY, METRO MANILA
(BETWEEN TAFT AVE. AND LEVERIZA)
TELS. 831-47-21; 831-31-03; 831-63-53 832-12-82; 832-12-87 833-04-78

SHELL (CUBAO) CANVAS & UPHOLSTERY SUPPLY

816 E. DE LOS SANTOS AVE.,
CORNER KAMIAS ROAD, QUEZON CITY
TELS. 922-87-08; 922-87-11; 922-77-97; 921-85-46
FAX NO. 922-86-98

SHELL CANVAS & UPHOLSTERY SUPPLY

2345-A TAFT AVENUE, PASAY, METRO MANILA
TELS. 831-03-48; 833-04-77
FAX 831-27-11

GREETINGS FROM:

SUB-CITY MABUHAY

Deputy Mayor WILLY ALTUNA

DONA IMELDA
SANTOL
STO. NINO

SAN ISIDRO GALAS
DONA AURORA
DON MANUEL

DONA JOSEFA

GREETINGS FROM:



DEALER AND DISTRIBUTOR OF KAWASAKI MOTORCYCLES, AND NATIONAL HOME APPLIANCES AND OTHER LEADING BRANDS.

HEAD OFFICE:
210 P. Tuazon Blvd., Cor. 12thAvenue
Cubao, Quezon City
Tel. Nos. 722-24-56; 79-5097

We took care of the past, we'll take care of your future.



On August 1, 1851, a banking leader was born.

Today, after 139 years, the Bank of the Philippine Islands continues to move ahead and respond to the needs of the changing times. And in keeping with its tradition of leadership and service, BPI is the largest private unibank in the country today.

Now, after leading the industry for more than a century, we continue to expand and succeed in all the markets we serve.

Nobody knows banking better than BPI. After all, we've been doing it the past 139 years.

BANK OF THE PHILIPPINE ISLANDS
A tradition of leadership

History's great men went ahead by discovering the world.



Go ahead and discover it with the Master.

Master Tours & Travel Corporation

MAIN OFFICE:MASTER TOURS BLDG.,333 DASMARINAS ST.,BINONDO TELS: 403211 to 16;4033260 to 69
MAKATI: G/F, FORTUNE BLDG., 160 LEGAZPI ST., LEGASPI VILLAGE ; 8150366;8180471;8180593
MABINI : 1037 A. MABINI ST., ERMITA , MANILA TELS: 521-3342; 521- 7257; 521-3354 to 58
CEBU : UNIT 8 BORRORMEO ARCADE, 39 H.F. RAMOS ST., CEBU CITY TELS: 5-41-65; 7-03-15; 9-21-79
DAVAO : 134 A.R. MAGSAYSAY AVE., DAVAO CITY TELS: 7-49-18; 6-43-19 DOT, LIC. NO. 275-89

IATA

GREETINGS FROM:

Century Container Corporation

GREETINGS FROM:

CREBA, INC.

Chamber of Real Estate and Builders Associations, Inc.

CHAMBER OF REAL ESTATE AND BUILDERS ASSOCIATION, INC.

AND ALL ITS MEMBERS

1990 OFFICERS AND DIRECTORS

MANUEL B. VILLAR, JR.
Chairman of the Board

ROSALINO A. ALQUISA
Vice President Internal Affairs

FLORENTINO S. DULALIA, JR.
Vice President Finance

TERESITA L. REYES
National Treasurer

CAROLINA N. BELTRAN
Director

CONRADO G. GARCIA
Director

ARMANDO M. MENDOZA
Director

MELANIO S. SANTOS
Director

CHARLIE V. GORAYEB
National President

PORTHOS P. ALMA JOSE
Vice President External Affairs

DOMINGO D. DE VERA
Corporate Secretary

JULIE ANN P. RAMOS
P R O

TAGUMPAY S. EUSEBIO
Director

JESUS S. LAGMAN
Director

VICTOR S. SALINAS
Director

JOSE D. MONASTERIAL, JR.
Executive Director

3rd Flr., CREBA Bldg., cor. South A St., Don A Roces Avenue
Quezon City

GREETINGS FROM:

REBAP
Quezon City

CERTIFIED
REAL ESTATE BROKER
REBAP

REAL ESTATE BROKERS ASSOCIATION OF THE PHILIPPINES
QUEZON CITY CHAPTER, INC. (REBAP-QC)
20-A Laon-Laan St. (Corner Dr. Alejos St.)
Quezon City, Philippines, Z.C. - 1114
Tels. 731-89-75; 741-87-96

GREETINGS FROM:

Cabrelli®

GREETINGS FROM:

divemate

Luchi G. dela Cruz
PRESIDENT

DIVEMATE PHILS. INC.
2172 PASONG TAMO ST., MAKATI, METRO MANILA, PHILS.
TELS. 86-31-94 * 88-02-22 * 816-0366
FAX NO. (63) 2 8160598

GREETINGS FROM:

ON·LINE
MANPOWER AND GENERAL SERVICES INC.

MANNY O. ORDONA
MANAGING DIRECTOR

Suite 6-C Maya Theater Arcade
678 E. Delos Santos Avenue
Cubao, Quezon City

Tel. Nos. 96-43-03
99-81-63

GREETINGS FROM:

NEW QCGH Consumers Cooperative, Inc.
Seminary Rd, Edsa, QC
Tel. Nos. 97-72-14, 99-86-83

Chairman	:	Engr. Jose Calderon
Vice-Chairman	:	Dra. Marina Yulo-Bringas
Secretary	:	Mrs. Corazon Olabre
Treasurer	:	Dr. Ricardo Ch. Costes
Members	:	Dr. Edwin Liwanag
		Dr. Unifernio Dimaano
		Mr. Mario Bermudez
		Mr. Macario Estrella
		Mr. Conrado Acebedo

GREETINGS FROM:

CALIFORNIA MARKETING

LUMBER & HARDWARE

719-723 EDSA COR. NEW YORK ST.
CUBAO, QUEZON CITY
TELS.: 99-21-80 ; 96-65-64

DEALER IN ALL KINDS OF

* LUMBER
* HARDWARE
* PLUMBING
* CEMENTS
* PAINTS
* PLYWOODS
* ELECTRICAL
* STEEL BARS

TECSON ONG

GREETINGS FROM:

888 MAMI HOUSE

153-I G. ARANETA AVENUE, Q.C.
TEL. NOS. 61-89-44; 61-23-67

WE DELIVER
WE ALSO CATER

GREETINGS FROM:

PERFECTION PARTS & INDUSTRIAL SUPPLY

PAUL CHAM
PRESIDENT

ADDRESS : P & E SQUARE
385 NICANOR ROXAS ST.
CORNER LAONG-LAAN
BANAWE, QUEZON CITY

TEL. NOS. : 712-32-96
742-11-36

GREETINGS FROM:

東海皇宮海鮮酒家
East Dragon Seafood Restaurant

Mrs. TERESITA ONG
MANAGING DIRECTOR

2nd Floor, SM City, North EDSA, Q.C.
Metro Manila, Philippines
Tels. 99-72-90 * 98-36-62 * 96-85-37

GREETINGS FROM:

MONTANO GROUP OF COMPANIES

1 D San Lorenzo Building, Talaba, Bacoor, Cavite Tel. 801-2672

AURORA O. MONTANO
President/General Manager

VIRGINIA C. MONTANO
Treasurer

ALMONT TRADING
DEALER-GENERAL CONTRACTOR
BUILDER-DEVELOPER-SUPPLIER
San Miguel Street, Tanza, Cavite

WeeMarDel Enterprises
MANPOWER SERVICES
1 D San Lorenzo Building Talaba Bacoor Cavite

BONITA DEL MAR
Commercial-Investment Real Estate
Venture Capital Syndication * Real Estate Investment Trust
TIMALAN, TANZA CAVITE

GREETINGS FROM:

Provident International Resources Corp.

GIL C. RIVERA
Purchasing Manager

Provident International
Resources Corp. Bldg.
Ninoy Aquino Ave.
Parañaque M.M.
(in front of New MIA)

Tel. 832-11-42
832-31-91
Loc. 2417

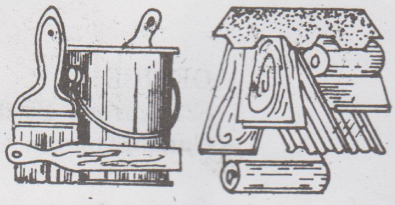
RLH

RATIONAL
LUMBER & HARDWARE

713-715 EDSA Near Corner New York Street,
Cubao, Quezon City (Beside RCPI Bldg.)

DEALER IN:

- Quality Lumber
- Builders' Hardware
- Electrical Supplies
- Paints & Varnishes
- Plumbing Supplies
- Construction Supplies
- Lawanit & Plywood
- G.I. Sheets
- Lighting Fixtures
- Kent & Marcelo Vinyl Tiles



DIAL
97-23-52 • 96-89-38 • 922-24-65
922-72-16 • 922-79-22 • 922-90-75

GREETINGS FROM:

Metro Hardware Corporation

LUMBER
PAINTS
IND'L SUPPLIES
PLUMBING
ELECTRICAL
CONTRUCTION SUPPLIES
MILL SUPPLY
HARDWARE

RICHARD DY ONG

OFFICE:
823 Aurora Blvd.
Cubao, Quezon City

Tels. 70-31-04
70-19-54

Just like when you said "I do", expect the most sumptuous of love packages to see you through, for better or for worse: A bridal car upon your call; your choice of special breakfast or dinner fares for a hundred - or more friends and relations; an overnight stay in a bridal suite; and a host of beautiful expectations to make a memorable headstart that comes but once.

The unforgettable tradition.

Matalino Road, Civic Center, Quezon City, Philippines
(Beside Philippine Heart Center)
Tel. No. 98-24-11 to 19 Cable: SULOHOTEL Manila

* Two-layered cake with charms * Floral Centerpiece for the presidential table and individual tables * Toast of Wine * Torch Ceremony * Merienda Shower for ten persons * Bell with Doves * Giveaway Souvenirs (24 pcs. cake boxes) * Personalized Guestbook/Placecards * Breakfast for the couple in the room * Pianist/Organist * Fresh Fruits in season in the room * Swimming Pool Pass for 2 for one month * Complimentary overnight stay on couple's 1st wedding anniversary with breakfast and fruit basket

We now offer Chinese Lauriat

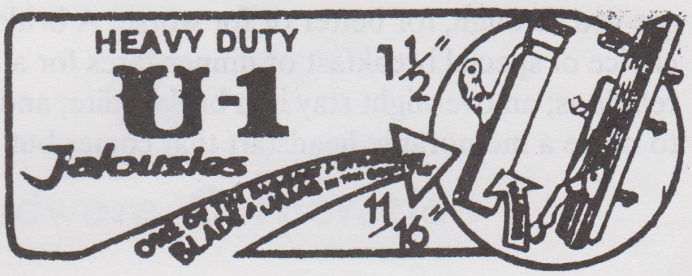
GLOW IN THE WARMTH OF Sulo HOTEL

MATALINO ROAD, CIVIC CENTER, QUEZON CITY, PHILIPPINES TEL. NO. 98-24-11 to 19 CABLE: SULOHOTEL MANILA

MEMBER: Sulo GROUP OF HOTELS AND RESTAURANTS

GREETINGS FROM:

THE PIONEER IN
JALOUSIES MANUFACTURING
INTRODUCES
ONE OF THE BIGGEST &
STRONGEST BLADE & JAMB
IN THE COUNTRY



REG. PHIL. PAT OFF. NO. 2359
GLASS OR WOOD WITH OUTSIDE
HOLE FOR IRON GRILL
WE EXTRUDE ALL KINDS OF ALUMINUM SECTIONS
ALL KINDS OF ALUMINUM
EXTRUSION SECTIONS,
WIRES AND RIVETS

AA ONE OF THE COUNTRY'S MOST POPULAR JALOUSIES
Jalousies

UNITED Jalousies

90-14-25
90-36-95

United Jalousies

90-13-84
90-37-06

UNITED ALUMINUM FABRICATORS with EXTRUSION PLANT
KM. 19 NO. 1128 QUIRINO HIGHWAY, NOVALICHES, QUEZON CITY

THE INTERNATIONAL ASSOCIATION OF
LIONS CLUBS

DISTRICT 301-D1

Bernardo Park, Epifanio delos Santos Avenue, Quezon City, Metro Manila, 3008 Philippines
Tel. Nos. 96-44-16; 98-08-17 * FAX 521-7225 (Box 2010) * Telex 40404 TXBX PM (Box 2010)

We Serve

EDUARDO M. FRANCO
District Governor
1990-1991

PEDRO V. GATBONTON, JR.
Immediate Past District Governor

DISTRICT STAFF OFFICERS

GERARDO V. GONZALES
Lieutenant Governor

WILLIAM L. TAN
Vice Governor

ERNESTO A. VILLEOLA
Cabinet Secretary

JESUS M. DUCUT
Cabinet Treasurer

ROMEO L. CARLOS
Executive Secretary

AMADO CABALLERO, JR.
Cabinet Auditor

BUENAVENTURA V. BUENAFE
Executive Deputy Governor

JOSE M. MENDOZA
Sr. Staff Deputy Governor

RUPERTO A. VALERIANO
Sr. Staff Deputy Governor

AMADO LUGTU
SPL Asst. to the Governor

FELIX P. SANTOS
SR Asst. to the Governor

JUSTICE RAMON GAVIOLA
District General Counsel

ARCADIO P. BARLES
District Coordinator

LIBERATO D. CRUZ
Counselor to the Governor

JEFFERSON G. CHENG
District P.R.O

RODRIGO M MENDOZA
Visitation Chairman

MARQUITA D. DANAO
Protocol Officer

WILFREDO M. AREOLA
Bulletin Editor-in-Chief

ALBERTO G. SOLIMAN
Chairman, Governor's
Board of Consultants

DEPUTY GOVERNORS AT LARGE

ALBERTO L. BAVIERA
SENTY TAN
CRISOSTOMO MANSILLA
RUBEN LIM
JESUS GALI
ANTONIO S. SEE
BENJAMIN V. FELIX

REGION CHAIRMEN

ANTONIO SALVADOR
WILFREDO C. MANGILIMAN
RAMON LIM
VIRGILIO C. TREOPALDO
DANILO A SANCHEZ
LORETO S. MORAGA
MELENCIO DELA CRUZ
ALFREDO D DEMETILLO
JUSTO L. SY
ANTONIO C. NAVARRO
VICENTE SAN BUENAVENTURA
SERGIO V. REGALA
JAIME B. BRIONES
DOMINGO O. BAUTISTA
DANILO O. GONZALES

LIONS CODE OF ETHICS

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's, to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards my fellow men, to resolve such doubt against myself.

TO HOLD friendship as end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor, and means.

TO AID my fellow men by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

Lions Clubs Objects

To create and foster a spirit of understanding among the peoples of the world.

To promote the principles of good government and good citizenship.

To take an active interest in the civic, cultural, social and moral welfare of the community.

To unite the clubs in the bonds of friendship, good fellowship and mutual understanding.

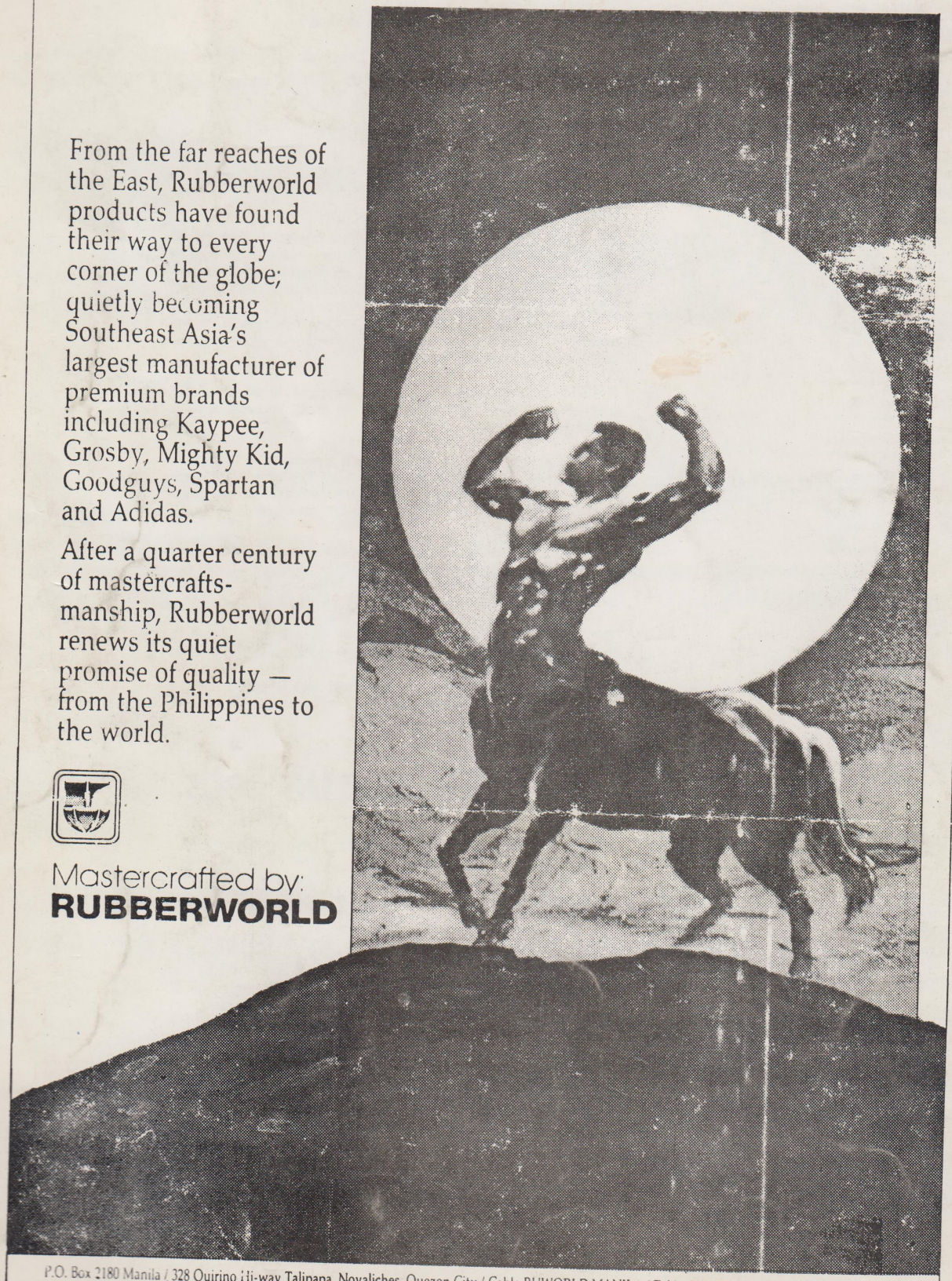
To provide a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

To encourage service-minded men to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

25 YEARS OF MASTERCRAFTSMANSHIP

From the far reaches of the East, Rubberworld products have found their way to every corner of the globe; quietly becoming Southeast Asia's largest manufacturer of premium brands including Kaypee, Grosby, Mighty Kid, Goodguys, Spartan and Adidas.

After a quarter century of mastercrafts-manship, Rubberworld renews its quiet promise of quality — from the Philippines to the world.



Mastercrafted by:
RUBBERWORLD

P.O. Box 2180 Manila / 328 Quirino Hi-way Talipapa, Novaliches, Quezon City / Cable RUWORLD MANILA / Telex: 722-27765 RWP PH 722-23108 RWP PH