



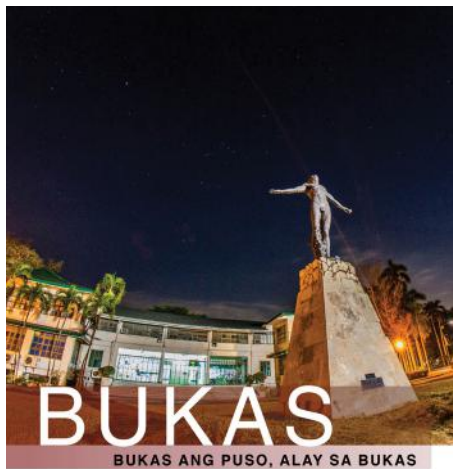
# BUKAS

BUKAS ANG PUSO, ALAY SA BUKAS

Official Newsletter of the  
UPLB Alumni Association

ISSUE NO. 9 | **January 2020**





Official Newsletter of the  
UPLB Alumni Association  
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University of the Philippines Los Baños  
Alumni Association  
UPLB Alumni Center  
Domingo Lantican Avenue  
University of the Philippines  
Los Baños, College, Laguna

## ON OUR COVER:

With arms outstretched, the Oblation welcomes each *Iskolar ng Bayan* who instills the core values of honor, excellence, leadership, and service.

The Oblation also welcomes back its alumni who selflessly offer themselves as catalysts of change.

*Photo Credits: Jason BL Reyes*

ISSUE NO. 9

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BUKAS ANG PUSO

## UPLB Alumni as Professionals With a Heart

As the center of excellence in higher education, the University of the Philippines Los Baños (UPLB) produces high quality graduates who continuously lord it over in agriculture, engineering, physical science, social science, and other fields of endeavor. Moreover, UPLB alumni are not only pure brain; they are also professionals with a heart for public service. In fact, there are countless graduates who have unselfishly offered their time, effort and knowledge in various development undertakings that help shape our nation's future.



For this 9th issue of BUKAS Newsletter, we shall feature the outstanding alumni in public service. Their exploits and unquestionable passion to serve truly inspire the students to follow their footsteps and do their share in nation building.

Indeed, the UPLB alumni have proven that they are not only *Iskolar ng Bayan*; they also live up to their lofty role as *Iskolar Para sa Bayan*!

God bless us all!

**LEO R. BALLESFIN**  
*President, UPLBAA*



A Pahinungod volunteer tries out the family transport in Nakar, Quezon.

Photo credit: UPLB Ugnayan ng Pahinungod

## TAOS PUSONG PASASALAMAT

Ang inyong handog ay pinapalawig ang buhay ng BUKAS. Umaasa kami na di kayo magmamaliw sa pagtataguyod ng BUKAS at marami pa ang sumunod sa inyong yapak.

Salamat po.

## Please reply

We are much interested to hear from you to update and share with other alumni the recent events which occurred in your life, your views, and memoirs. Please reply.

BUKAS also needs your invaluable support to sustain its existence and ensure success. Aside from time and effort given to create BUKAS, an appeal for your financial support is directly implored. If money grows in trees, we could have a lot. But it doesn't. It will have to come from all of us. We appeal to your benevolence and gracious heart. Please reply to UPLBAA for the gift. Thank you.

# BUKAS

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### OFFICE:

**UPLB Alumni Association**  
Alumni Center  
College, Los Baños, Laguna  
049-536-4649  
0917-336-2528  
0947-605-4418

### EMAIL:

aa.uplb@gmail.com  
uplbaabukas@gmail.com

ALAY SA BUKAS

## Reaching Out

*One song can change a moment,  
One step can start a journey,  
One idea can change the world.*



There is a truism of having an idea changing the world and one such an idea is “**service**” which usually is rendered to benefit others. Many times it is giving back what have been derived from the community. The many forms of service can make a difference in the lives of target clients such as the youth, children, elderly or any relevant groups.

Service is never an alien act to many alumni who have thrust headlong into the wide brave world after graduation and continue to assume different roles as they render various community services. They could lead it, live it and enjoy it all.

Unlike generals who fade away, the alumni continue to be committed in giving assistance where it is needed most. This commitment must have been assimilated fully into their minds and hearts with open arms as wide as that of the oblation.

This issue of BUKAS is a way of continuing in drumming up the theme of this year’s Loyalty Day celebration: “*UPLB Patuloy na Tumutugon sa Hamon ng Bayan.*”

  
**CORAZON F. AZUCENA**  
*Editor-in-Chief*



# Ronald R. Mascariñas: Of Chicken, Basketball and Nationalism

By Marichel J. Navarro, Ph.D.

*H*is name might not immediately ring a bell but he is behind Chooks-to-Go (and other similar outlets such as Reyal and Uling Roaster) that continues to dominate the chicken rotisserie business in the country today. From 10 outlets in 2007, more than 1,500 stores have sprouted in Luzon, Visayas and Mindanao requiring 100,000 chickens per day. His vision to diversify his business by providing a steady outlet for his company's products sparked the impetus that made this possible. Mr. Ronald Daniel R. Mascariñas, President and General Manager of Bounty Agro Ventures, Inc., is UP Alumni Association Distinguished Alumni Awardee for Entrepreneurship and Employment Creation and Outstanding UPLB Alumni Awardee for Enterprise Development for 2019.

Mascariñas is a proud product of the Institute of Animal Science (IAS), UPLB where he graduated in 1982. A few years earlier, UPLB awarded him as Distinguished Alumni for Entrepreneurship in 2004.

"UP shapes the mind that shapes the future. As Iskolar ng Bayan we owe it to the many Filipinos who sustain our education through the taxes they pay. Expectations are high once we graduate. Don't forget to include our fellow Filipinos in our quest to go up the ladder of success." He stressed these points during the inauguration of the Ronald Daniel Mascariñas Livestock Genetic Improvement Laboratory last August 30, 2019 at the IAS. Personal funds enabled an old laboratory located at the second floor of Valente Villegas Hall to be converted



Ronald Mascariñas with Dr. Orville Bondoc at the  
Livestock Genetic Improvement Laboratory

Photo credit: [unclear]

into a state-of-the-art facility. It will enable faculty, researchers and students to do modern research in animal breeding.

“Ronald was not the best in animal breeding in college but he got to have the facility named after him,” Dr. Orville Bondoc, IAS professor and former classmate said in jest during the inauguration. It was Orville who conceptualized the facility which boasts of computers with licensed statistical and

simulation software. “We hope not only to advance our research efforts but also strengthen university and industry linkages.” IAS Dean Rommel Sulabo noted that the facility is an effort to “modernize agriculture which is sustainable, competitive and reduces poverty. This, in the light of food security threats such as the spread of diseases. Faculty members and former professors of Ronald witnessed the signing of the deed of donation from a former student. “Ronald was my student in animal breeding when I just arrived from the US after completing my doctorate degree. I remember him as a quiet, unassuming student. But what caught my attention was that he was analytical. Once he became part of the industry his visionary trait was evident. Some laughed at his idea about the chicken retail business especially when the trend was to go into commercial production. But the success of Chooks-to-Go would eventually prove him right,” Dr. Angel Lambio, professor emeritus of animal science explained.

### Nationalistic Pride

There is more to Mascariñas than just chicken. “Filipinos must learn to love their country. We have a responsibility to help our country move forward. Citing the case of South Korea whose citizens willingly gave their heirloom jewelry to the government to help it during an economic crisis enough to raise US\$ 2 B, Mascariñas wished we also had “this concept of country.”

He is a fervent supporter of Gilas Philippines and other sports teams (volleyball, triathlon, and soon, wheelchair basketball). “Filipinos love basketball. We should not just look at it as a game but as a source of inspiration and hope – kahit dehado ang team, lumalaban naman at nabubuhayan ang loob ang marami. Huwag mawala ng pag-asa, angkas lahat sa pag-asenso.” Banking on positivity, Mascariñas believes that Gilas will still win that proverbial gold.



The entrance of the Ronald Daniel R. Mascariñas Improvement Laboratory  
at: IAS CAFS





Mascariñas receives UP Distinguished Alumnus Award  
Photo credit: chookstogo.com

## Flashback

Orphaned at the age of eight, Mascariñas and his four other siblings managed to be successful in their respective careers through the diligence and dedication of their mother who took on different jobs. After finishing high school in Butuan, he went to Manila where relatives encouraged him to try his luck. Fortunately, he qualified for a Cocofed scholarship which he supplemented by being a student assistant at IAS. “I did odd tasks assigned by my professors such as mopping the floor and cleaning test tubes”, he remembered.

Maybe it was a stroke of luck or being at the right place at the right time. Ayala Corporation decided to venture into the agricultural arena. He was recommended by IAS (after a staff earlier declined an offer over a PhD scholarship) and though a new graduate he was able to persuade the company that he could be an asset with the organization. And he surely proved it by working with Pure Foods Corporation for 19 years where he rose to become one of the youngest Senior Vice Presidents. He honed his expertise with a Master’s degree at the Asian Institute of Management on a company scholarship. In 2001, Ayala decided to sell Pure Foods to San Miguel. It was a crisis moment as his team

including the farm staff and their families, were to lose their primary source of income. As the employees had looked up to him as a father figure, the pressure was on Mascariñas to provide alternative jobs. Among different possible options, he accepted an offer which enabled him to absorb the staff in a new start-up company, Bounty Agro Ventures, Inc. In two years time, he managed to turn it into the second biggest poultry integrator in the country. During the time that the Free Trade Agreement worried local poultry industry players, Chooks-to-Go was born. And the rest is history.

## Message of Hope

Mascariñas believes that “In any situation, look at problems as opportunities. My mother raised us to look at everything as a blessing.” Nothing hindered him from rising through the challenges of life. Instead perseverance and hard work, a visionary streak, and belief in the greater good catapulted him to heights beyond his dreams. Mascariñas is living the Filipino dream, and he wants others to share in it too.

Reference: Turning Point - Ronald Ricaforte Mascariñas  
<https://www.facebook.com/ChookstoGoPilipinas/videos/vb.13440608994255/1604732186243164/?type=2&theater>





# THE DOCTOR IS “IN”

By Corazon F. Azucena, Ph.D.

her advocacy for a better understanding and significance of many heart failures, hypertension, and effects of drugs including the simple procedure of CPR. Dr. Manalo capitalizes on what she believes are needed in the medical field and practical application in the community.

She avers that medicine is a never-ending science and so she travels abroad at least three to four times a year to attend conferences and be updated with recent medical developments. What she learns from her travels are being shared to various audiences including her peers as she is often times invited as lecturer in both local (San Pablo City and neighboring provinces) and international medical conferences as well. This, she says, is her commitment of providing services to the communities.

Dr. Manalo is the eldest in the family to become a medical doctor and her two siblings owe much to her as she must have been a model and influential sister. She was followed by two others, one a pediatrician and the other an ophthalmologist. Marian, as she is fondly called by friends, revealed that those in the next generation in her family are all set to keep the trend hotly burning as they vowed to follow suit and perhaps form a “powerful” medical clan. They look forward to their having fulfilled a dream – that of being addressed as “Dr.” someday and be able to provide services to others too.

**A** UPLB alumna who has carved out a respectable niche in the medical world is currently a well-known cardiologist- Dr. Marian E. Manalo. But prior to fulfilling her desire to become a medical doctor, she enrolled at UPLB in 1978 and graduated with the degree of Bachelor of Science in Zoology. This degree became her premed course before enrolling at the UE Ramon Magsaysay Medical Center where she specialized in Internal Medicine particularly cardiology.

Dr. Manalo has an enriching career in cardiology and holds clinic at San Pablo City Doctors Hospital where she usually explains to patients a detailed diagnosis and the effects of her prescribed medicine. She takes time to talk and listen to them even to her many patients in other hospitals particularly in San Pablo City. She is very active in associations, being a Fellow in both the Philippine College of Physicians and Philippine College of Cardiology. For a time, she became the President of the Philippine Heart Association, Southern Tagalog chapter. When she was at the helm, she had only one thing in mind,

# NOTABLE CEM ALUMNI: RECIPES FOR SUCCESS

By GP Carnaje, Ph.D., AJU Sajise, BS; RSC de Guzman, M.Mgt.,  
DPT Depositario, M.Sc., CPL Fang, BS

**I**n its 100 years of existence in the University of the Philippines Los Baños (UPLB), the College of Economics and Management (CEM) has produced more than 6,000 alumni from its three undergraduate degree program offerings, namely, BS Agribusiness Management, BS Agricultural Economics and BS Economics. Some of these alumni are currently leaders in the various industries, the academe and the government. In this article, we feature three noteworthy CEM alumni who faced major setbacks and challenges during their undergraduate years but managed to rise into the occasion and became successful in their chosen fields.

## Dr. Jose “Dong” Camacho, Jr.: Showing Gratitude by Giving Back

It has been said that a river cuts through rock not by bulldozing its way through but by sheer persistence. Forcing one’s way through is out of character for Dr. Jose “Dong” Camacho, Jr. If asked what he symbolizes, he would likely say, “persistence in the face of adversity.” There must be something about growing up in a small town, having public school teachers as parents, and drinking the water of Bayambang and Sual, Pangasinan that spawn a calm demeanor but a scrappy attitude.

After completing elementary school in Bayambang, Dong Camacho lived with his grandparents in Sual where he attended high school and provided help in the family business—a family resort owned by his grandparents. Juggling study and work in the family resort (waiting on tables, clearing the tables, cooking) was stressful but this early exposure to hard work taught Dong discipline, dedication, and determination.

Dong Camacho would be the first one to admit that admirable small town values and

graduating at the top of one’s class in a barangay high school would not amount to much without the initiatives and programs of a national university.

Fortunately for Dong, the Agricultural and Rural Development Scholarship (ARDS) Program of UP Los Baños paved the way for his admission in 1986 to the newly opened academic program leading to a Bachelor of Science in Economics.

Being an ARDS scholar and a resident of UPLB Cooperative Housing in the 1980s was an unexpected good fortune for a small town kid. And what was more, he was part







of a department brimming with talent and potential. But college student scholars in the 1980s and college student scholars today have a common experience: delays in monthly stipend cause them to occasionally skip meals, attend class on an empty stomach, subsist on backyard fruits, and pay rent and fees beyond the due date. Dong's early exposure to hard work (and probably what he was learning about how people make choices under conditions of scarcity) came in handy. He persevered, won the Best Thesis Award in Economics, and earned a BS Economics degree in 1990.

After college graduation, he stayed at UPLB, accumulating experience in research and teaching—first as a research assistant, next as instructor at UP Rural High School, and then as instructor at the Department of Economics, UPLB.

In 1994, UPLB once again played the role of a benefactor. Dong Camacho was nominated for the Netherlands Fellowship Programmes which made possible his stay at the International Institute of Social Studies, Erasmus University of Rotterdam, where he earned an MA in Economics of Development degree in 1995.

Finally, in 2004, UPLB nominated Dong for the Japan International Cooperation Agency (JICA) Scholarships and allowed him to pursue a PhD in Economics degree at Kyoto University.

It would come as no surprise that a beneficiary of all the aforementioned support from UPLB would work with all his heart for UPLB. This is very much evident in Dong Camacho's work at the UPLB Graduate School of which he was dean since February 2012. His ruling passion is institutionalization of innovative interdisciplinary programs and internationalization of UPLB graduate education. He worked tirelessly to help establish the Doctor of Philosophy in Development Studies Program and is continuing the effort of his predecessors to establish linkages with universities in Europe and member countries of the Association of Southeast Asian Nations (ASEAN). On top of his work at the UPLB Graduate School, Dong Camacho chairs the Commission on Higher Education (CHED) Technical Working Group that is tasked to craft new policies and guidelines for graduate education in the Philippines.

Indeed, Dong Camacho is taking heed: “From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much more will be asked.” (Luke 12:48 New International Version).

And someone needs to remind Dong to also take heed: “To keep the body in good health is a duty... otherwise we shall not be able to keep our mind strong and clear.” (Gautama Buddha). Perhaps this is a task best left to his wife, Ruth, and children, Anjo and Eco.

### Dr. Narciso “Isong” R. Deomampo: Rising Above the Limitations of Poverty

*“Ang kahirapan ay hindi kailanman magiging hadlang sa pagkamit ng ating mga pangarap.”*  
- Isong

Knowing the textbook definition of poverty is one thing, but to understand and experience it first-hand is another. For Dr. Narciso “Isong” R. Deomampo, a renowned agricultural economist, both statements are not mutually exclusive as he did not only live in poverty, he lived through it and studied it.

Dr. Deomampo was born in San Nicolas, Batangas during the Japanese occupation in 1938. Bombings and human rights violations became a normal sight for a young child like him at that time. Hunger was also not an unfamiliar experience for him even at an early age because he hailed from a poverty-stricken family who was living one day at a time. To make ends meet, they scrimped on the meager income that his father and mother earned as a carpenter and market vendor, respectively. As his way of contributing to the household expenses, he worked odd jobs. After going home from school, he would harvest sugarcane and catch crabs. Despite the discouraging situations he had to face, he graduated as elementary class valedictorian.

The joy of his success was short-lived as the possibility of him going to high school became almost nil because of their limited resources to send him to school again. Dr. Deomampo, however, did not see this as a hindrance, but rather a motivation to strive further. After

four long grueling years, he obtained his high school degree and finished as first honorable mention. But the problem of continuing his education resurfaced again as he aspired to pursue a college degree. With his hope in tow, he applied for a tuition fee scholarship in the Mapua University to take up an engineering course. Fortunately, he was accepted, but he declined the offer later on because he realized that he would not be able to afford the monthly expenses.

His hopes now resigned, Dr. Deomampo started to accept the reality that college education is expensive and unattainable. But his good friend, Dr. Rudy Matienzo, quickly came to his aid and encouraged him to study at the University of the Philippines Los Baños (UPLB) where he did not have to shell out a large sum of money just to study. He also offered his dorm room for Dr. Deomampo to stay in to lessen his expenses as the rental fee is only two pesos per month. It was cheaply priced because living conditions were poor; they had no access to electricity and water. Every day, he would have to fetch water from their neighbors and use the gas lamp as their only source of light and fire for cooking. For





him, this is just a small compromise to make because he only had an allowance of seven pesos to stretch in a week. But seven pesos was not enough no matter how hard he tried to budget his money, so he applied as a student assistant at the Department of Chemistry with Dr. Matienzo where he earned PhP40 per month. This greatly helped augment his living allowance and supported his needs as a student.

Dr. Deomampo finally graduated and received a Bachelor of Science degree in Agriculture (major in Agricultural Economics) from UPLB in 1961. But his pursuit of knowledge did not stop there. He pursued and obtained a Master of Science degree in Agricultural Economics from UPLB as an International Rice Research Institute (IRRI) Research Scholar, a Doctor of Philosophy degree in Agricultural Economics under the UP-Cornell Graduate Education Program, and a post-doctoral degree from the University of Minnesota as an Agricultural Development Council (ADC) fellow. With the great importance that he places on education,

he decided to teach in the Department of Agricultural Economics and served as Chair. Later on, he was given the opportunity to work with the marginalized and underprivileged in many developing countries where poverty is prevalent like Africa, Pakistan, and Bangladesh as an economist for the Food and Agriculture Organization (FAO) of the United Nations Regional Office for Asia and the Pacific (RAP).

Dr. Deomampo is indeed an inspiration not only because of his achievements, but also because of how he overcame several obstacles that life had thrown at him along the way which eventually led him to where he is right now. Therefore, his advice to students who share his experiences is to work hard for their dreams no matter how impossible they seem given the discouraging circumstances, i.e., financial difficulties, but not without honor and excellence – the two core values of the University.

(Editor's Note: Dr. Deomampo died December 31, 2019, after this article was written.)

### **Dr. Felipe O. Calderon: Developing Towards a Sustainable Future**

“I don’t want to experience being poor again.” This was the resounding thought of Felipe Calderon while sitting in a waiting shed in Los Baños during his Christmas break from the university. Though comforted by the warmth of Mariang Makiling during the cold month of December, he envied his school mates who were enjoying the holidays with their families in the provinces. The young lad from Davao stayed in Los Baños because he did not have enough money to go home.

During his years at the College of Economics and Management, Felipe felt the financial pinch despite being a PNB scholar. He scrimped on his expenses so he could send part of his stipend to his parents. He studied hard to maintain a general weighted average of 2.50 which was a requirement of his scholarship.

For him, doing well in his studies meant a step towards his long-term goal of improving his economic situation. He remembers calling sugar-dipped breads “pampapogi” as a consolation to make his meal substitute more appealing and more palatable to him.

Felipe’s lack of financial resources did not prevent him from participating in various







university activities. He assumed leadership roles in the UP Agribusiness Society and UP Vanguard, Inc. He also played for the UPLB Basketball Varsity Team. In 1981, he graduated with a BS in Agribusiness Management degree. It was a milestone which his parents did not witness because they did not have enough money to go to Los Baños.

This personal mantra has become his inspiration to work harder. His scholarship paved the way for him to work as a research analyst in PNB's main office after his graduation. With the job also entailing assistance to students with their scholarships, Felipe saw this as an opportunity to seek one for himself as well. Driven by the rampant politics in the department where he belonged, he used the situation to be further motivated in advancing his career. On his own merit, he obtained full scholarship in Edinburgh, Scotland and finished Masters of Science in International Banking and Financial

Services. Felipe attributes the start of gaining competitive advantage from this graduate degree.

It is in this university where he realized he actually has brains, contrary to his perception of himself during his undergraduate years. He ranked third academically in the program offered by Heriot-Watt University.

Climbing the ladder of corporate success, he obtained significant positions among banks around the world, of which he is proud to accomplish with his personal merit. After fulfilling the required years of service from the scholarship contract he signed with PNB, broader horizons unfolded when he took managerial positions in Bank Export Indonesia and International Bank of Asia, both located in Hong Kong. His half-a-decade stay in what is considered hub of international trade and investment concluded in 1994, when he and his wife decided to migrate to Canada.



To jumpstart his professional career, he then took a Post Graduate Certificate in Accountancy as his entry point to the Canadian job market. The certificate allowed him to be a Certified Management Accountant and a Chartered Public Accountant in the Land of Maple Leaf. Being a Filipino, with his nose and color, it was never easy, according to him, to be a non-white executive in a foreign country. Even with this race stereotype, his work ethics and attitude catapulted him to the top ranks. His high belief in merit-based self-achievements motivated him to progress his steps in Business Development Bank of Canada. From being an Area Manager, he retired at 57-year-old as a Regional Director. In his 22-years of service, he considers having the right attitude as quintessential to his career. According to him, regardless of who you are or what your performance is, attitude is more important because it will have a great impact on the morale of the people you are working with.

## **Obsession**

Even from the time he whispered this phrase while in the university, he had a strong valuation and grit to pursue academics while he was in the corporate setting. Obsession. That was how he described his intent towards obtaining his doctorate prefix. Within five years, he finished his PhD in Management, specializing in International Business. The road to this degree involved multiple trips, almost weekly, back-and-forth to various countries in Europe. In order for him to complete his degree, he personally funded his studies at first together with using his personal leaves as not to interfere or disrupt with the operations of the bank he is with. It is also in the course of his research where he first encountered and gained interest about the concept of Sustainable Finance, to which he pursued further to be his dissertation topic.

This area of interest led him back home to the Philippine soil to become a major advocate of this emerging concept not only in the academe but most especially in the financial

industry. Together with the Asian Institute of Management (AIM), where he is currently sharing his expertise as an educator, the World Wildlife Fund (WWF), and the Association of Development Financing Institute in Asia and the Pacific (ADFIAP), Dr. Felipe Calderon is developing ways to institutionalize Sustainable Finance among banks and lending companies. This, he considers to be his personal and professional service, as he feels purposeful when his work has significant impact on people.

## **Providing Inspiration**

Thirty-eight years after he graduated, Dr. Calderon went back to Los Baños with a mission to provide inspiration to the graduating class. Returning to his second home served as a trip back memory lane, reminiscent of the lowest point of his life, the point when he was then dirt poor, the point of his life which became an inspiration and motivation to become better rather than wallowing in self-pity. This is the pivotal time when he promised himself, “I don’t want to experience being poor again.”

The exposure to various challenges in life made Dr. Calderon responsible, independent, and hardworking. From being a financially disadvantaged lad in the university to being discriminated at work, Felipe has gone through hard times. Seeing the value of what perseverance can do, he developed a mindset to achieve things according to his own merit and hard work, and never reliant on others for his growth. For him, if you come from a hard life, the rest would be easy and fulfilling.

He rode the jeepney heading to a familiar place where he once sat and uttered his life motto. It was also during this time that, he silently whispered to himself “I’ve done well”.

*Photos: CEM-UPLB*



# Pablito M. Villegas: A Firm Advocate & Practitioner of Sustainable, Organic and Ecological Agriculture

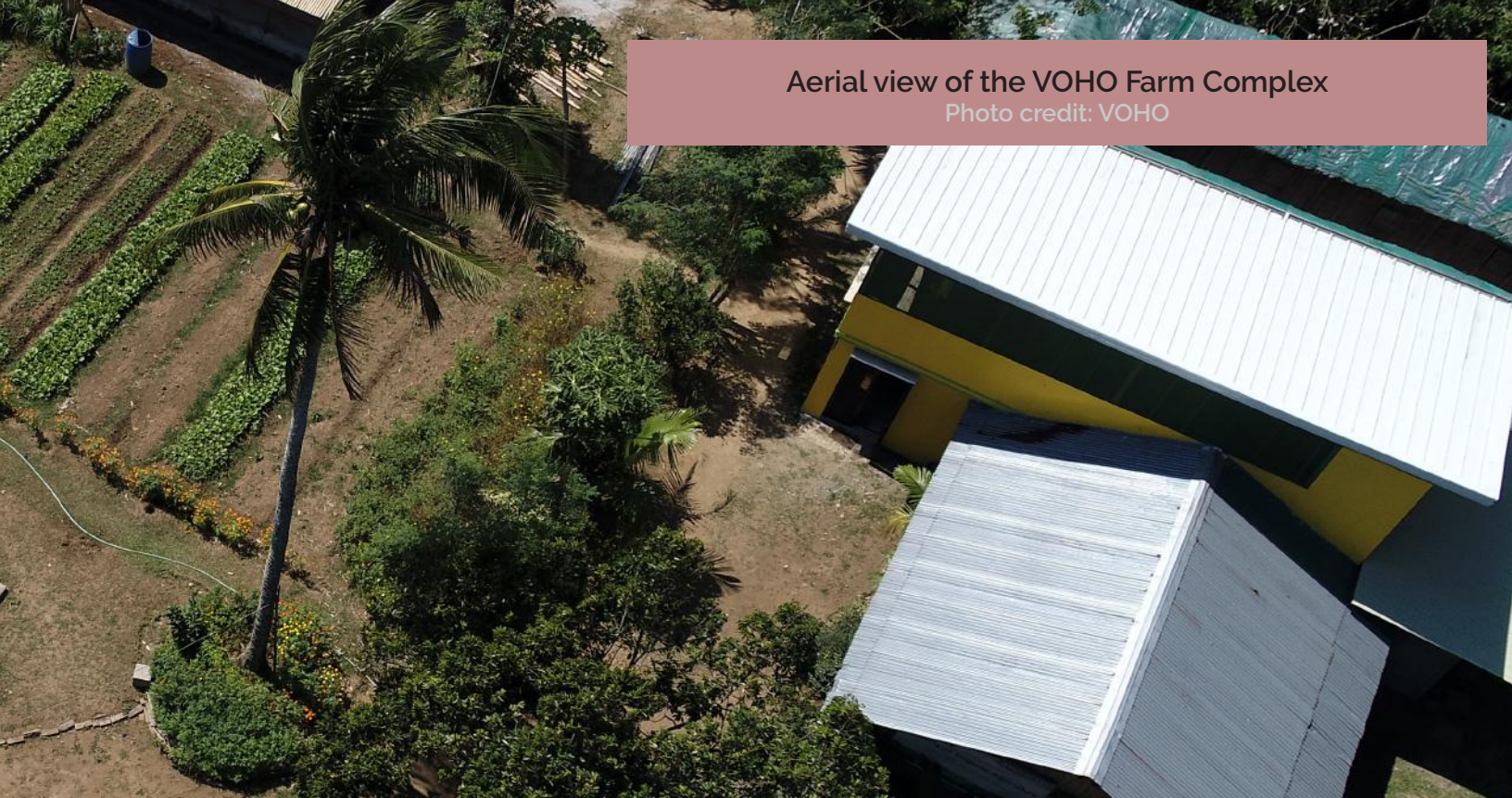
By Apolinario L. Lantican, M.Sc.

**A** committed public servant, civil society organizer and successful organic micro –entrepreneur-businessman. All these qualities characterize Pablito M. Villegas. Known as a firm advocate of sustainable, organic and ecological agriculture, “Pabs” (as his colleagues call him) practices what he teaches.

A BS Agriculture graduate from UP College of Agriculture in 1969, Pabs also obtained a Master of Science degree in Agricultural

Economics from the University of Georgia (USA) and a diploma in Military Science and Tactics, UP ROTC-1969. He rose from the ranks as an agribusiness researcher and case writer at the UP College of Business Administration; policy and program planner as well as field implementer at the Department of Agriculture; and development banking, rural development and risk management executive at the Land Bank of the Philippines (1975-1988) where he was vice-president. He was also the president of Masaganang Sakahan, Inc. (Bountiful Harvest), an





Aerial view of the VOHO Farm Complex  
Photo credit: VOHO

agribusiness subsidiary corporation of Land Bank (1984-1988). At UPLB and UP Diliman Graduate School, he served as senior lecturer and professorial lecturer in agribusiness management, respectively. He also served as technical adviser at the Food and Agriculture Organization of the United Nations. He worked in 20 countries globally under multi-lateral and bilateral donor organizations.

### **VOHO Farm Complex**

More importantly, Pabs is now a practicing smallholder coconut- and mango-based farmer and owner-operator of the Villegas Organic and Hobby (VOHO) Farm Complex in Malvar, Batangas.

Within the complex, organic agriculture and farming systems technology is continuously demonstrated under best practices in organic, agro-ecology and natural farming as well as zero-waste management.

The smallholder demonstration farm envisions a unique agro-ecological farming system

developed and set to meet the growing interest for nature's bounty and healthier lifestyles. It showcases the naturally grown and organic food as panacea to human maladies and diseases brought about by modern society and sedentary living. The farm leads in formulating and/or adopting best practices in organic farming technologies that can sustain the health and wellness not only of the people, but also the soil, water, air, fauna and flora as well as the entire ecosystem and environment.

### **SAGE Learning Center**

Also housed at the complex is the Sustainable Agriculture and Entrepreneurship (SAGE) Learning Center which provides high quality education and capacity building on sustainable, organic and ecological (SOE) agriculture and farming systems, agro-based entrepreneurship, and zero waste management systems. It serves as training grounds for farmers, farming and agribusiness enthusiasts, inventors, hobbyists, retirees, senior citizens, extension workers, professionals, health and wellness practitioners, students and youth. The center





Hands-on training for various stakeholders.

Photo credit: VOHO

is financially sustainable because of the income derived from minimal training fees paid by the clients.

The center has trained more than 800 farmers, students, organic young entrepreneurs, and locally and internationally based organizations dealing with the aforementioned fields.

### **AGORA Consulting and Management Services**

Aside from maintaining the farm complex and the center, Pabs also manages the Villegas Agribusiness and Organic Agriculture (AGORA) Consulting and Management Services in partnership with the Malvar Organic Farmers Agriculture Cooperative (MOFAC). This agency offers rapid site and business opportunity appraisal, master development planning, pre and operational planning, architectural and engineering design, project management services, and setting up of environment-friendly and ecological farm tourism development facilities.

The goal is the development of multiple farm-based eco-tourism villages and/or retirement farm-stead centers in the Philippines for global and national retirees, and agribusiness entrepreneurs. It also engages in agribusiness and value chain consulting, advisory and management services.

### **Go Organiks**

As regards the future of organic farming in the country, Pabs said in an interview that he is optimistic that the government will fully support the development of organic agriculture (OA) under the Organic Agriculture Act of 2010, where he acted as one of the staunch lobbyists in congress through the One Organic Movement. He has advocated that OA is the alternative and development option to the failed conventional agriculture under the chemical-based green revolution technology and now the transgenic and GMO-technology. He further asserted that there is no other way but to 'go organic' in view of the hazardous effects of chemical agriculture and climate change to man and environment. He also urged the agriculturists, farmers and other stakeholders to promote and practice organic farming because it is the 'call of the time'. "At VOHO Farms," he said, "we care for your health, we nurture the earth. That is our working motto under our brand name, Villegas Organiks".

Indeed, with Pablito M. Villegas at the forefront of the movement for sustainable, organic and ecological farming, the future is bright not only for agriculture and related fields, but for the country as well. *(With information and photos taken from VOHO Farm Complex brochure and previous article from Aggie Green and Gold Newsletter, Vol. 11, No.4, October-December 2010)*



# INTERVIEW:

## Gonzalo O. Catan, Jr.

By Carmen M. Paule, Ph.D.



**I**nventor and Innovator Gonzalo O. Catan, Jr. is EVP of MAPECON Phil. and MAPECON Green Charcoal Phil, Inc. (MGCPI). A UPLB graduate of agriculture (major in entomology), he continues to take an active role in the Agri-Board, Philippine Regulatory Commission, (PRC) In-Charge of Crop Protection; National Committee on Urban Pest Control; and Brotherhood of Christian Businessmen and Professionals. He was recognized as one of The Outstanding Young Men in 1975 and The Outstanding Filipino in 1995. In 2013 he received the Most Outstanding UPLB-CA Alumnus Award.

**Tell us about your work and how you have served the community/country. What has been the impact of your work?**

As a member of the Philippine Regulatory Commission, (PRC) AGRI-BOARD, In-Charge of Crop Protection. I was supposed to serve for only 3 years but I have been serving for 19 years now! I visit Agri-Schools, have 3 regular radio programs that encourage

our young people to take up agriculture; and give technical advice on crop production and protection. This effort is producing good results: 13,000 took the Agri-Exam on November 5, 6, 7, 2019 vs. 4,428 last year.

For 19 years now our Legal Department at PRC has no single case or complaint against me nor my other fellow Agri-Board members.

*As an Inventor/Entrepreneur.* To date I have 40 patented inventions and innovations in the field of pest control, environmental protection, Agri-innovations, and alternate indigenous energy. I average 3 to 4 patents per year.

Why do I invent and produce MBA 54 for complete organic fertilization of crops? Why do I invent and produce Botanical Insect Growth and Fungus Regulator, BIF-GR for complete insect and disease control of crops? Why do I invent and produce ANTI-DENGUE BIG R, Botanical Insect and Growth Regulator? Why do I at age 83 last Oct. 28 continue to invent and produce relevant patented products for Agriculture, Health and Wellness, Structural and Environmental Protection? Why do I continue to set up new businesses, more joint-ventures?

As a nation why has the Philippines become the biggest importer of rice beating even China? Why do many of our countrymen go to work in foreign countries? And, to suffer broken homes, maltreatment and injustice! Why do those among us who have earned Masters and PhDs go abroad? Why can we not give better work and employment opportunities to our own people?

There are some WHYS I am trying to tackle. I hope you will believe with me that through Innovations, Inventions, and Entrepreneurship we will be able to propel our beloved country to prosperity. As Batelle Institute in Germany notes “Three-fourth of

the wealth of nations comes from innovations and inventions”.

*As Executive Vice President (EVP) of MAPECON Phil.* From a Php 400.00 capital in 1961 with a mere Php 1,000.00 per day collection, MAPECON Phi., was able to increase the daily collection to Php 1,337,429.61 per day as of the October 2019 consolidated report. MAPECON Phil. was also able to put up a 100% subsidiary corporation, the MAPECON Green Charcoal Phi, MGCPI, with a paid-up capital of PHP 50,000,000.00 in 1989. This October 2019, MGCPI average daily collection is PHP 173,076.92; with so much potential expansion in the field of biomass alternate Green Charcoal Hydrogen Energy used for boilers, power generation, transport, activated carbon, indigenous organic fertilization and crop protection. A newly establish MAPECON Product Division that sells patented pest control products to stores like All Home, MC Homes, etc. average daily collection of Php 70,000 per day.

MAPECON Phi has 46 branches nationwide, the nation’s largest pest control firm, employing more than 700 full time workers; and, continuously hiring every day!

We likewise organized among selected government and private agencies “A Franchised Joint Venture Proposal to put up six Green Charcoal Hydrogen ECO-ZONE within the 93,000 hectares of Laguna Bay. This project is to help solve or greatly minimize the water, garbage, pollution, energy problems among others in Metro Manila. I initiated the idea and project.

**What were the challenges that you encountered as a student? Who inspired you to do your best?**

I remember I cried when I received a letter from my Father, Gonzalo Sr., who wrote, “It





Projects are implemented to solve water, garbage, and pollution problems.

is unfortunate for you Son, that while I was a Son of a Rich Father, you are a Son of a Poor Father.” How my father became poor while my Grandfather Marcelino was rich is a long story. But my father, to me, was much richer than my grandfather. My father being a Barrio Teacher taught me everything: how to ride a bike, to ride a horse, to swim, how to type by touch system, even how to court girls!

In 1955, right after I finished a two-year Associate in Agriculture course at Silliman University, I joined and won a 2-Year 4-H Club Scholarship to UPCA. I was the 4-H National Gardening Champion. My first choice was horticulture but there was no available slot for a working student. I took entomology instead as my major field with plant pathology and agricultural chemistry as my minor subjects. I belong to Class '58.

There were seven of us boys, five were high school classmates at St. Paul's College, Dumaguete City. We rented a house at No. 42 Grove where each one was assigned a day to be the officer-in-charge, meaning the

house cleaner, the cook, and the one to do the marketing. Fortunately, the six of the seven could cook. I knew only one menu, boiled cabbage and corn beef! I saw sour faces every Sunday, the day I was assigned.

I also remember that even if I earned only 50 centavos per hour, Php 50 for 100 hours, I could still afford to contribute Php 7 for Lodging and Php 30 for food that we cooked. And 25 centavos for a movie at the Junction and for a double program!

Dr. Silverio M. Cendana, the Dean of the Dept. of Entomology was my thesis adviser. He had a reputation for being a terror professor. But he became a friend as my thesis on insect control by its natural enemies was his favorite topic of investigation. He let me work at his office at 50 centavos per hour and even allowed me to use his typewriter. When he retired he became one of the MAPECON consultants.

Aside from Dr. Cendana, another source of strength and motivation was Fr. John P. Delaney, our UPSCA Spiritual Adviser. I took two Spiritual Retreats under him. Two points I



Catan with MAPECON managers

learned from the late Fr. Delaney: 1.) We must not compromise with evil; 2.) Do not be afraid to sacrifice for the sake of your family, country and God. God blessed me with time to teach Catechism, an UPSCAN Project, at the Lopez Elementary School and at the Los Baños Parish Church.

### **What have you learned from your experiences as a student?**

It is clear to me now that as a student during my elementary, high school and, college SOMEBODY up there was guiding me all along!

WHY did I participate in Declamation and Oratorical Contest that I became the Provincial Declaimer Champion in 1950?

WHY did I join the 4-H Club and became a National Gardening Champion in 1955?

WHY did I choose Entomology as my major subject?

WHY did I join the 4-H Leadership Contest right after graduation from UPSCA in 1958 and become the 4-H IFYE Ambassador to the U.S.? It is through this IFYE Program that I met my present American wife, Nancy in 1959,

a daughter of a Dairy Farmer from Vermont. WHY was I sent to another host family or different State other than Vermont?

WHY did I not become a Student Assistant at the Vermont University to pursue Masters and PhD degrees? I would have been near my fiancée, Nancy, residing near Vermont U.

WHY did I go back home instead and start MAPECON with PHP400.00 capital?

WHY did I engage in the pest control business when I did 5 Project Studies while I was in the U.S.?

With the above I believe, and you will also believe with me that God has GIVEN me a MISSION: To employ many, many poor Filipinos as workers or partners, suppliers to MAPECON Corporate Church Group of Companies. MAPECON has become a Prayer: **My Almighty's Plan to Exalt Christ Operates Now.** By the Power of the Holy Spirit.

Photo credit: The Manila Times (manilatimes.net), author's photo, and MAPECON (mapecon.com)



# After a Century: The 101st Celebration of Loyalty Day Continues

By Paully May Z. Valencia, M.Sc.

**U**PLB celebrated the 101st Loyalty Day with activities lined up to perk up the month of October. Alumni and friends of UPLB flocked to the University to join in the different activities to commemorate the occasion.

Themed “UP Los Baños: Patuloy na Tumutugon sa Hamon ng Buhay”, the Class of 1969 (Golden) led the celebration. This year’s jubilarians are graduates of years ending in 4 and 9.

The 1st Friendship Invitation Golf Tournament kicked off on August 30 at Mount Malarayat Golf and Country Club in Lipa City. This is a fund raising activity for the construction of the hanging footbridge connecting Baker Memorial Hall and Social Garden. Other activities held were: UPLB Flower and Garden show (Oct 4-13), Prelude to Loyalty Day (Oct 5), Alumni Homecoming and Awarding Ceremonies (Oct 9), and the Loyalty Day parade (Oct 10). Moreover, other activities included this year are Makiling Hike, Alumni Sportsfest, Trade Fair & Exhibit, SIBOL Symposium: Qlitan sa UPLB, Artfully Science Exhibit, Football Clinic, Investment Literacy Seminar, October OrgFest, and UPLB Loyalty Dat Fun Run: Takbo Para sa Katapatan.

Alay sa Bukas



Prelude to Loyalty Day signaled the start of the celebration. Beginning in 2001, the event is organized by Mauro & Daisy Barradas, UP Regent Francis Laurel and Crisanto Gualberto II.



Ruby jubilarians presented a Zumba dance during the fellowship dinner.

Photos: CV Labe, OPR

## Golf Tournament Held for Fund Raising of Class '69 Project

**T**he class of 1969 in partnership with UPLB Alumni Association conducted the 1st Friendship Invitation Golf Tournament at Mount Malarayat Golf & Country Club in Lipa City, Batangas on August 30, 2019. The activity was a fund raising project mainly for the construction of the hanging footbridge to connect the Baker Memorial Hall and Social Garden and for the beautification of the alumni plaza.

A total of 52 alumni and friends participated and supported the tournament. Heading the alumni was the class president of 1969, Mr. Pablito M. Villegas (BSA '69) with former Chancellor, Dr. Luis Rey I. Velasco (BSA '78; MSEN '82), former CEATAA President Bibiano M. Ramos (BSAEng '71), Mr. Alfredo T. Gonzalez (BSA '79), to name a few.

Mr. Godofredo Ferrer (BSA '69), the Overall chair and Ways/Means Committee chair was very grateful for the overwhelming support from his fellow alumni and friends. The staff of UPLBAA and OAR assisted during the registration of participants and awarding ceremony. After the tournament, participants received different raffle prizes. Moreover, winners for each category were declared.

**Over all Lowest Gross** – Dennis Gonzales

**Over all Lowest Net** – Gerardo Cadiz

**Champion Class A** – Raul Montealto

**Runner up Class A** – Bong Sison

**Champion Class B** – Willy Maldia

**Runner up Class B** – Pablito Villegas

**Champion Class C** – Danny Ferreras

**Runner up Class C** – Bibs Ramos

**Longest Drive** – Ging Cadiz (250 yds)

**Nearest to the Pin** – Gerardo Maningas (11ft)

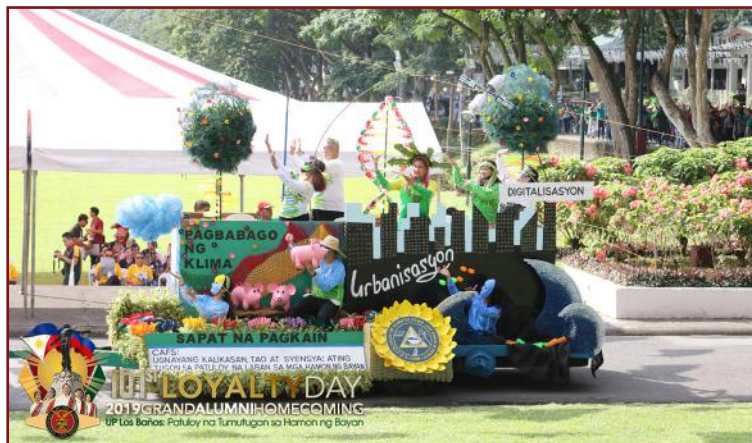
**Most Accurate Drive** – Daren Sunting

This year's activity was made possible through the following sponsors: Mr. Bert Lina, Mr. Mannie Barradas, Mr. Pablito Villegas, CORE Industries, Mr. Malveda of LEADS, Sen. Cynthia Villar, Ms. Mildred Dominguez, AREZA, Jocanima, Mr. Alip, Crop Life, Toyota, Mr. Franklin Alido, Mr. Lito Tapay, Mr. Wency Abilay, ABOMAR Equipment Sales, Mr. Bert Lantin, Ms Dahlia Loyola and Liberty Insurance Company.





The Office of the Chancellor led the 2019 Loyalty Day Parade.



CAFS bagged the 1st place for their float addressing food security.



CEAT placed 2nd for their float using recycled materials.



CAS got the 3rd place for their transforming jeepney dubbed "#CASakay".



CAFS Dean Agbisit received the trophy for winning the best float during the Luncheon Salu-Salo.



Alumni patiently waited for the start of the business meeting held in the morning of Oct. 9 at the Baker Hall.



# 63 Alumni Awardees Shine

By Paully May Z. Valencia, M.Sc.

**T**he highest honor for this year is given to Dr. Cielito F. Habito (BSA 1975scl) – an economist, professor, and columnist. A total of 63 awardees were honored at the Baker Memorial Hall for the 2019 UPLBAA Alumni Award Ceremonies held on the 9th of October.

Moreover, Dr. Feliciano B. Calora (BSA 1955) received the Nelia T. Gonzalez Service Award this year. Other recipients of individual awards are for the following: The Outstanding UPLB Alumni Award or TOUAA (12 awardees); the Colleges' distinguished alumni awards (47 awardees); and The Outstanding Golden Jubilarian Award (3 awardees). All have made significant contributions and marks in their professions and vocations. There are also five families who were recognized for producing multi-generations of UPLB alumni namely, Carandang family, De Guzman family, Luis family, Mariano family, and Mendoza family.

This showed that UPLB alumni still continues to uphold honor and excellence in all their endeavors.



Dr. Cielito F. Habito received the UPLBAA Presidential Award with his wife.



Dr. Calora, the NTG Service Awardee, received the award given by Pres. Leo R. Ballesfin (UPLBAA), Chancellor Fernando C. Sanchez, Jr. (UPLB) and AVP Maria Angelica D. Abad (UP AVP for Public Affairs & Director of UP OAR).



# The Outstanding UPLB Alumni Award (TOUAA)



DR. DESIREE Menancio-HAUTEA  
BSA '77; MSG '81

*Agricultural Biotechnology Research*

MR. RONALD R. MASCARIÑAS  
BSA '82

*Enterprise Development*

DR. MAYNOLL D. MONTALBO  
BSB '99cl  
*Health & Wellness*

DR. AVELEX S. AMOR  
BSZ '96

*Rural Health Service as a Doctor to the Barrios  
(Posthumous Award)*

DR. GUILLERMO Q. TABIOS III  
BSAEng '77; MSAEng '79  
*Water Resource Systems Engineering*

DR. WEERAPON THONGMA  
PhDEEd '01  
*Educational Leadership*

MR. NAZARIO S. RACOMA  
BSA '68

*Corporate Governance*

DR. JUAN CARLOS T. GONZALEZ  
BSZ '92; MSZ '97

*Biodiversity Conservation Education of Philippine Wildlife*

PROF. LAYETA P. BUCOY  
BACA '96  
*Culture & the Arts (Creative Writing)*

ENGR. ARNEL V. DE MESA  
BSAEng '96  
*Rural Development and Governance*

DR. MYRNA Gregorio-CARANDANG  
BSAM '75; MSF '82; PhDF '90  
*Forestry Education*

DR. MICHAEL L. TAN  
DVM '77  
*One Health (Human, Animal and Environmental Health)*



## College of Agriculture and Food Science (CAFS)

DR. NARCEO B. BAJET

BSA '73; MSPP '78

*Science & Technology (Plant Pathology)*

DR. MARISSA Villafuerte-ROMERO

BSFT '88

*Science & Technology  
(Rice Chemistry & Food Science)*

DR. BRENDA V. FAJARDO

BSA '59

*Culture & the Arts*

DR. KYUSEONG LEE

PhDPB '95

*Science & Technology (Rice Breeding)*

DR. APOLONIO M. OCAMPO

BSA '76; MSSS '87; PhDSS '02

*Science & Technology  
(Soil Fertility Management & Plant Nutrition)*

MR. JOSE D. ONA

BSA '59, MSA '65

*Agricultural Extension & Training*



## College of Arts and Sciences (CAS)

DR. KERRY PHIL K. BAUTISTA

BSZ '98

*Administration of Health Services*

HON. DAHLIA A. AMBAYEC-LOYOLA, M.D.

BSZ '82

*Good Governance & Public Service*

HON. VINCENT L. SORIANO

BAS '96cl, MMDMG '14

*Good Governance & Public Service  
through Promotion of Network Exchange*

HON. ALFREDO M. CORO II

BSCS '98

*Good Governance & Public Service  
Promoting Sustainable Eco- and Social Tourism*





## College of Development Communication (CDC)

DR. MIA LIZA Alcantara-LUSTRIA  
BSDC '90cl; MSDC '96  
*Health Communication*

DR. BENJAMINA PAULA Gonzales-FLOR  
BSDC '80; MSDC '90; PhDDC '97  
*Development Communication (DEVCOM)  
Education & Training*

DR. MA. LINA PELLEJO-SANO GAL  
BSDC '83  
*Good Governance & Public Service*

MS. MARIA VERONICA QUINTANA-ARIODER  
BSDC '90  
*Educational Leadership*

MS. MARILYN Magampon-MANILA  
BSDC '99  
*Community Development*



## College of Engineering and Agro-Industrial Techonology (CEAT)

DR. PATRICIA ANN Jaranilla-SANCHEZ  
BSAEng '00  
*Hydrological Sciences*

DR. ANTONIO C. LAURENA  
BSST '79; MSFS '83; PhDAC '93  
*Plant Biochemistry Molecular Biology  
& Metabolic Engineering*

DR. VALENTINO M. TIANGCO  
BSAEng '78  
*Bio-Energy*



### College of Economics and Management (CEM)

DR. LARRY N. DIGAL

BSA '85cl

*major in Agricultural Economics  
Higher Education Governance*

MR. JUAN CARLOS C. BORROMEO

BSE '06

*Government Foreign Service*

MR. MARIO REY T. MORALES

BSAB '82

*Corporate & Institutional Banking*

PROF. MA. CRISELDA Martinez-CANING

BSAB '87

*Higher Education Governance*

MR. HOOVER S. PICAR

BSABM '91

*Agribusiness & Entrepreneurship*

MS. SHERYL MA Navarez-WU

BSE '02mcl

*Regional Financial Management  
& Business Development*

MS. CHRISTINE CHERRY Ramirez-FLORCRUZ

BSABM '97

*International Broadcast & Business Development*

MR. JAIME C. LOPA

BSAB '83

*Community Empowerment*

DR. CELIA L. UMALI

BSAB '77, MMABM '82

*International Business Management Education*

DR. FELIPE O. CALDERON, CPA, CMA

BSAB '81

*Sustainable Banking & Finance*



### College of Veterinary Medicine (CVM)

DR. CARMENCITA Directo-MATEO

DVM '69; MSAH '71

*Veterinary Education & Research*

DR. ANSELMA Monfero-MARIÑO

DVM '88

*Veterinary Practice*





### College of Human Ecology (CHE)

MS. RASMIAH Mayo-MALIXI

BSHE '99, MSES 2005

*Environmental Conservation  
& Sustainable Development*

MR. JANRIUS C. REYES

BSHE '11

*Promotion of Children's Rights, Youth &  
Family Development & Community Empowerment*

MS. DONNABELLE FAYE Ilagan-NAVARRETE

BSN '98

*Clinical Dietetics*

aProf. DELIA Ponce-MARIANO

BSHT '67

*Public Service through Exemplary Volunteer Works*



### College of Forestry and Natural Resources (CFNR)

DR. PETER N. TIANGCO

BSF '85

*Mancono Award*

MGen. THOMAS R. SEDANO JR.

BSFPE '86

*Institutional Service*

For. ALLAN S. MANJARES

FRC '90, BSF '93

*Forest Entrepreneurship*

For. FRANCISCO E. MILLA, JR.

BSF '85

*Public Service*

Dr. MYRNA Gregorio-CARANDANG

BSAM '75; MSF '82; PhD '90

*Forest Education*

For. DIXON T. GEVAÑA

CiF '00, BSF '03, MSCD '09

*Special Achievement*



### College of Public Affairs and Development (CPAf)

DR. WEERAPON THONGMA

PhDEE '01

*Educational Leadership*

DR. KATSUHISA OTA

MSCD '99, PhDCD '07

*Social Entrepreneurship & Development*

DR. JOSEFINA Tamayo-DIZON

BSA '79; MS Agro '85, MSF '90, PhDCD '97

*Community Development Teaching & Research*

ATTY. ROMMEL A. GECOLEA

MPA '13

*Local Governance & Public Service*



### School of Environmental Science and Management (SESAM)

DR. RODELIO F. SUBADE

PhDES '04

*Research in Environmental Economics*

MR. LYDIO M. ESPAÑOL JR.

MSEst '01

*Government Service*

DR. SUSAN Aquino-ONG

PhDES '12

*Landscape Architecture*

*Photos: CV Labe, OPR*



# Outstanding Golden Jubilarians

**MR. PABLITO M.  
VILLEGAS**  
BSA '69

**DR. AMELIA  
Wagan-TEJADA**  
BSAC '69; MSFS '73' PhDEn '83

**MS. CYNTHIA  
Taguiamon-CARDENAS**  
BSA '68

## Multi Generation Award



De Guzman family



Luis family



Mariano family



Mendoza family



Carandang family

# Random Notes on UPLB Academic Buildings (Part II)

Notes by Felix Librero, Ph.D.; Photography by Ma. Jeanette Garcia-Librero, Ph.D.

**I**n this issue of BUKAS we start off with one of the most prominent buildings on the UPLB Campus, the Abelardo G. Samonte Hall. The Samonte Hall was named after the first UPLB Chancellor. It was constructed where the former Department of Plant Pathology stood. At the back of the old building was a big mango tree, but was later replaced when it ultimately died and dried up. Most of the Administrative chores of UPLB, such as the Audit, Cash, Personnel, and Records Divisions are housed in this building. The University Registrar, on the other hand, transferred to its new location across from the UPLB-CAS main building.

To the right side of the Samonte Hall, closer to the Main Gate, used to stand a large acacia tree. Just outside the gate, where the Vega Center now stands was a large wooden house. This relatively big building housed a small restaurant, a small store, and the Star Studio owned by the Lafortezas. Star Studio was the official photographer of the UP College of Agriculture. In 1964, Grove went up in smoke, and this large wooden building burned too. The acacia tree was also gone during that year. About 1965, the main gate's columns and the



Man and Carabao statue were moved back to open up the main gate a little bit.

Across from the Samonte Hall is the College of Development Communication. Between the CDC and Samonte Hall is the UPCA Alumni Plaza. When the Department of Agricultural Communications transferred to the building fronting Samonte Hall in 1970, it was shared by the department and the Farm and Home Development Office (FHDO), the precursor of UPLB's Office of the Vice Chancellor for Research and Extension. FHDO was the extension arm of the then College of Agriculture prior to the establishment of UPLB. Today, at the back of the CDC building stands the building housing the staff of the Vice





Chancellor for Community Affairs. Originally, this was the building constructed and occupied by the campus office of the Los Baños Rural Bank. Then it was occupied by the Rural High School before it transferred to the then UPCA Women's Dorm, across from the St. Therese Chapel. The CDC building today was erected on the spot where the Department of Agricultural Education used to stand. The Dept. of Ag. Ed. Arc remains standing to the front-right end of the CDC building.

The complex behind the CDC is the College of Economics and Management (CEM). Before it became CEM, it was called the College of Development Economics and Management (CDEM), headed by Dr. Pedro Sandoval as Dean. This college originally started out as the Department of Agricultural Economics of UPCA, then it was reorganized to become the Institute of Agricultural Development Administration (IADA), then College of Development Economics and Management (CDEM), and finally CEM.

The CEM Complex has become a huge sprawl that includes several major buildings

such as the Research Management Center (RMC), Department of Agricultural Business Management and Entrepreneurship, Department of Agricultural Economics and Applied Economics, the Center for Rural Development Studies, the CEM Administration building, and two new centers (Economics Management Studies Center, and the Agricultural Economics Development Center). The EMSC and the AEDC are scheduled to start construction this year.

The current Department of Agricultural Economics and Applied Economics is also called the Francisco M. Sacay Hall. The Sacay Hall is the name given the newly renovated old building occupied by the Department of Agricultural Education and Rural Studies (DAERS), but the original structure was constructed for the Department of Soil Science of UPCA.

To the left of Sacay Hall is the staff office of the Office of the Vice Chancellor for Research and Extension. Did you know that the original building on this site used to house the PLDT when it had an office right on campus? Even

before that, an older building on the same site was occupied by the then Republic Telephone Company which used to serve UPCA, but was taken over by PLDT when the telephone system of UPCA was taken over by PLDT. When the telephone system of UPCA was under the management of Republic Telephone Company, all telephone units were directly connected to a switchboard that redistributed all the calls. The direct dial system was introduced by the PLDT, but for all intents and purposes, the inefficiency of the telephone system was really never completely improved.

Close to the Espino wing of the Uichanco Hall used to be a very small building along the street, which is now called Aglibut Road. As new students of UPCA, we never got to see what was inside that small building. And we never tried to speculate what that building contained. After all, there were other small buildings on the UPCA campus whose contents we never really knew. One small building that we, as students, were familiar with was a small wooden building at the intersection of Royal Palm Road (at the end of Palma Bridge) and Aglibut Road. This building was the SBO (Student Body Organization of UPCA) Bldg. It was where the SBO officers held office, including the editorial staff of the Aggie Green and Gold, the student magazine of UPCA.

Today, a marker, an arc, remains standing behind the Francisco O. Santos Hall. This arc



was actually the façade of a building where languages and Humanities courses were taught before. Across from this marker are the UPLBFI Bldg., Post Office, the PNB, and the former Physical Plant Division which, until today, houses the Security Office of UPLB. Close by, was the then Department of Home Technology, which was the precursor of today's College of Human Ecology and the Institute of Human Nutrition.

Moving towards the direction of Pili Drive on the other side of the campus, we still find standing and useful the Seniors' Social Garden, which was constructed in 1925. There used to be a GI bridge connecting the Social Garden and Baker Hall, but this bridge, crossing the Molawin Creek, was destroyed by a strong typhoon that hit UPCA in 1965.

Pili Drive was constructed in 1962 along with IRRI. Along this Drive were the Department of Agronomy, Department of Horticulture, Department of Agricultural Engineering, and the Central Experiment Station. They're





reorganized into a Graduate School, the first and only one at UP. Its first Office was located at the Samonte Hall, and later transferred to the International House, the foreign student dormitory, located near the UPLB Auditorium (Umali Hall).

Now. Let's move on to the Upper Campus of UPLB. The Upper Campus is literally higher in elevation than the Lower campus. The Upper Campus refers to the College of Forestry and Natural

still there but they are now called differently. The old Engineering building is now called the Alejandro Catambay Hall, and the old agronomy building is currently referred to as the Farming Systems Cluster of the College of Agriculture. The Nemesio B. Mendiola Hall has three wings: Agronomy, Horticulture, and Soil Science. A new Annex is being constructed in the area.

It should be worth pointing out as well that the former Department of Agricultural Engineering did not become a college abruptly. First, the department was elevated into an institute called the Institute of Agricultural Engineering and Technology (INSAET), then later a full-fledged College of Engineering.

After so many years, UPLB's Graduate School shall finally have its own home (now under construction), called the Graduate Education Center. A graduate dormitory is also being constructed. The Graduate School started as the Graduate Studies Program of the UPCA, headed by a Coordinator. Later, it was

Resources. Getting to the higher level, one passes through the University Health Service. This is actually a hospital servicing UPLB. It is part of the UP PGH System. The UPLB Health Service was called the Infirmary and used to be housed in the building near the Baker Hall, which is today occupied by the UPLB ROTC Unit.

Further up the slopes of Mt. Makiling is the newly constructed ASEAN Biodiversity Center, which used to be housed in the Forestry Research Institute of the DENR on the CFNR Complex. The buildings which used to be called FORPRIDECOM (Forest Products Research and Development Commission), are now dilapidated and have practically been left to become ruins. The buildings of CFNR are also progressively being dilapidated. For as long as the UPLB maintains its College of Forestry and Natural Resources, it shall have to introduce a substantial maintenance program to renovate and retrofit the entire CFNR Complex.

# National Scientists Award Ceremony

## Malacañang, 07 January 2020

### Response of Dr. Emil Q. Javier

**M**r. President, Secretary dela Peña, Secretary Briones, Colleagues and Family:

Thank you Mr. President for your precious time and for the signal honor you have bestowed upon my person.

I accept the award, Mr. President, with great joy but mixed with pain and embarrassment.

As we all know, the rank and title of National Scientist is the highest recognition a lifelong academic like me can aspire for.

The joy is compounded by the fact that the recognition came by way of endorsement of my peers in the science community whose informed judgment I value and respect. And the rank and title is conferred no less than by the President of the Republic in the hallowed halls of Malacañang.

One cannot ask for more.

But frankly, Mr. President, the joy is diminished by the painful reality that our farmers and fisherfolk remain impoverished and food insecure.

Clearly, collectively, including myself, we have not done enough, and allowed agriculture to stagnate. There is no virtue in pointing fingers now because there is not much blame to spread around.

And yet, Mr. President, we have the technology and expertise to move agriculture forward. We



can do much better if only we can put our acts together.

Your appointment of a new, very knowledgeable Secretary of Agriculture and your decisive support for the Rice Tariffication Act bring us fresh hope that indeed change is coming. And that agriculture will finally receive the attention it deserves.

Just like the closure and rehabilitation of Boracay, the no-nonsense clearing of obstructions in streets and highways, and hopefully soon the emancipation of the Coconut Levy Funds for the benefit of our poor coconut farmers, and the creation of a new Department of Fisheries and Marine Resources, these are the kinds of tough political decisions that need to be done and we in the science community are very happy and encouraged that you are making them.

I therefore receive this award with a hopeful note that there is light at the end of the tunnel for the rural sector.

You have our full support, Mr. President.



# Turn Over Ceremony of the Mounted Philippine Eagle Skeleton

By Junelle Paller, BS

On the 27th of August 2019, a ceremony was held for the turning over of the mounted skeleton of the Philippine Eagle (*Pithecophaga jefferyi*) from the Philippine Eagle Foundation (PEF) to the Dr. Jose A. Solis Museum of Veterinary Anatomy. During the short program, PEF Executive Director, Mr. Dennis Joseph Ilustre Salvador delivered a message as well as Museum of Natural History Director Dr. Juan Carlos Gonzales. College of Veterinary Medicine (CVM) Dean Eduardo Torres and Professor Emeritus and NAST Academician Dr. Ceferino Maala, who serves as the museum curator, thankfully accepted the new addition to the growing specimens in the museum. Furthermore, Dr. Maala also expressed heartfelt gratitude to CVM alumnus and PEF Board of Trustee member Dr. Bryan Retales and his company, ELANCO, in being instrumental in the shipping and transport of the mounted skeleton.

The turn over ceremony was followed by a free showing of the documentary “Bird of Prey: The Story of the Rarest Eagle on Earth” at 12 noon at Lecture Room 1 of the CVM-IAS Communal Building. This was sponsored by CVM, PEF, and the VKV-VLV Alumni Association. After the show, PEF Director of Research and Conservation, Dr. Jason Ibañez gave a short message.

CVM is indeed blessed to have very supportive alumni who continue to contribute to and support the College by continuously providing



The Philippine Eagle skeleton

opportunities for learning not just for the CVM students but also to the neighboring schools and the general public.





**University of the Philippines Los Baños  
Alumni Association**

UPLB Alumni Center  
Domingo Lantican Avenue  
University of the Philippines  
Los Baños, College, Laguna