

# Padayon

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UPLB ALUMNI MAGAZINE

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*University of the Philippines Los Baños*  
*Office of Alumni Relations*  
[www.oar.uplb.edu.ph](http://www.oar.uplb.edu.ph)



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# Padayon

UPLB ALUMNI MAGAZINE

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Cover photo by UPLB Office of Public Relations

*Padayon is a publication of the  
University of the Philippines Los Baños  
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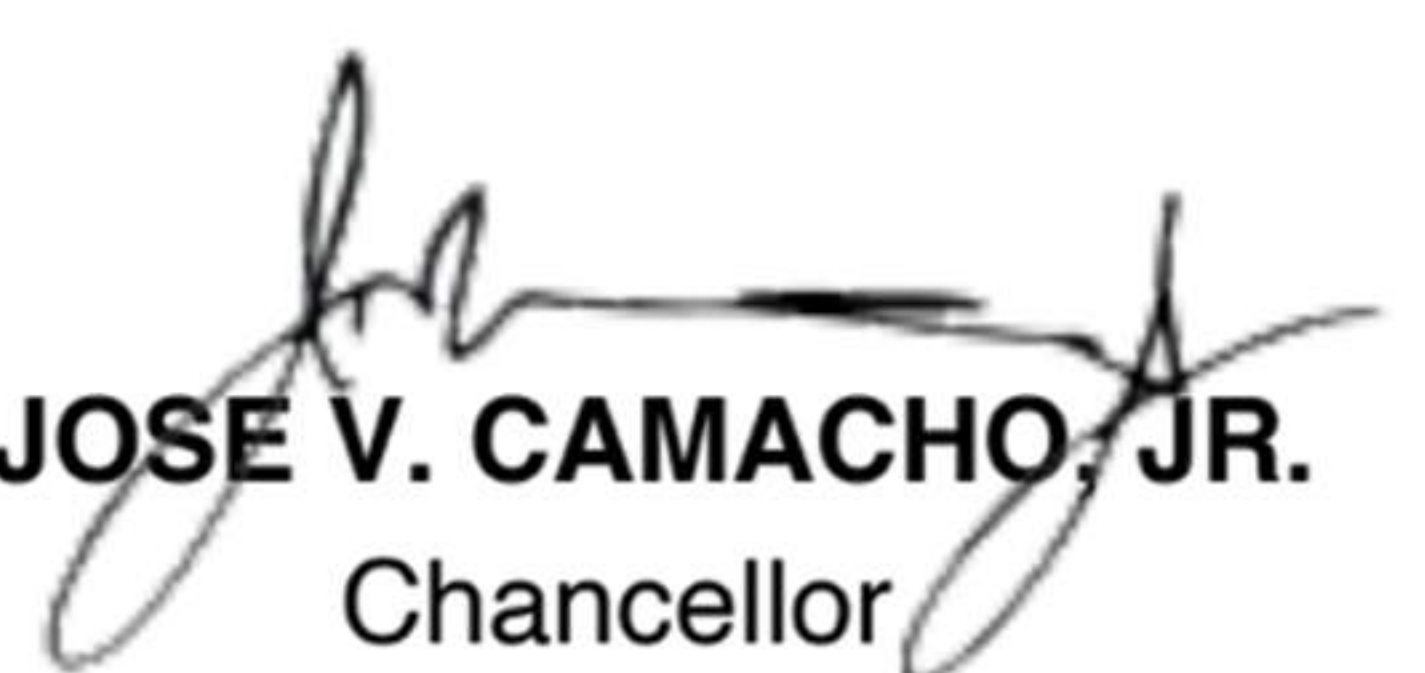
Maintaining ties with our alumni is one of the cornerstones of future-proofing UPLB.

Through the years, UPLB graduates have contributed to their Alma Mater by sharing their expertise and material resources and by acting as liaisons between UPLB and prospective partner institutions in academia and industry. Thus, they continue to be a crucial part of the UPLB community.

By presenting the inspiring stories and accomplishments of UPLB graduates, *Padayon*, the UPLB Office of Alumni Relations' magazine, aims to reach out to as many UPLB alumni as possible to encourage them to continue to be active in the UPLB community. It endeavors to show the myriad ways that UPLB alumni can continue to take part in the life of the University.

We hope that this maiden issue will help usher a reinvigorated partnership between the University and its alumni and make its readers feel that they have a home in UPLB.

*Mabuhay ang UPLB alumni! Padayon!*

  
**JOSE V. CAMACHO, JR.**  
Chancellor



# Dr. Eileen Lorena M. Mamino is OAR's New Director

BY PAULLY MAY Z. VALENCIA



*Dr. Mamino is the first REPS to be the director of Alumni Relations.*

With the change of UPLB's administration, Chancellor Jose V. Camacho, Jr. appointed a new director for the Office of Alumni Relations (OAR).

Dr. Eileen Lorena M. Mamino assumed the directorship of OAR on 11 November 2020. She is from the Center for Strategic Planning and Policy Studies of the College of Public Affairs and Development (CPAf). She also served as the Assistant to the Dean and now Vice Chancellor for Administration, Rolando T. Bello, at CPAf.

Connecting with alumni is not new to Dr. Mamino. As one of CPAf's Alumni Relations Officers (AROs), she assists the OAR in connecting with the alumni of CPAf. She actively coordinates and participates in different alumni-related activities not only in their College but also with other alumni. Moreover, she is strongly networking with the alumni as an alumna herself who obtained her Master in Public Affairs from CPAf in 2013.

Dr. Mamino wants to strengthen the University's linkage with the alumni. Hence, she is pushing OAR to be more active in connecting and building relationships and in maintaining communication with the alumni. The office has laid out plans to achieve these goals including inviting alumni to be featured guests in the Tatak UPLB segment of Radyo DZLB, holding an Alumni Summit, and others.

Aside from serving as OAR's new director, Dr. Mamino is also the new Assistant to the Chancellor. Hence, she is rallying all units of UPLB and their alumni to support the administration's future-proofing plans. For continuity and support, she has Dr. Maria Dalisay G. Maligalig of the Institute of Biological Sciences, College of Arts and Sciences as OAR's Project Development Associate.



# From Bash to Blast: Alumnus Gives Actress Marketing Tips to Overturn Blooper into a Winner

BY PAULLY MAY Z. VALENCIA

It started as a mistake that spread virally in social media.

*This was the controversial statement of Kim Chiu about NTC's closure of ABS-CBN. She gave a confusing statement where she related the issue with classroom rules.*

*"Sa classroom may batas, bawal lumabas, oh bawal lumabas. Pero 'pag sinabi, 'pag nag-comply ka na bawal na lumabas pero may ginawa ka sa pinagbabawal nila, inayos mo 'yong law ng classroom niyo at sinubmit mo ulit ay pwede na pala ikaw lumabas."*

Chiu's controversial statement, *Bawal Lumabas*, stirred public criticisms and jokes. Overnight, she became a laughingstock, bashed and blasted from all fronts.

Amidst the negativity, alumnus, Adrian S. Crisanto (BA Communication Arts 2008) chose to be kind. Adrian wrote an open letter to Chiu in his Facebook account. At first, he did not post this publicly. His friends urged him to do so thinking that his suggestions could help Chiu. Without any expectation that this could be read by the actress, herself, he gave in to his friends' insistence. He wrote Chiu:

*"I'm sharing with you some marketing ideas. Wala 'tong bayad. Gusto ko lang na ikaw mismo ang gumawa. Take the steering wheel back. Redeem yourself. Turn this mistake into a mission. Ready?"*

He suggested six ideas to Chiu. First, he wanted her to reclaim the rights of the song. The words were originally from her. Therefore, she should earn royalties as a songwriter as people were already making covers and remixes of her statement.

In Chiu's vlog, she asked DJ Squammy why he mixed beat with her statement. The latter admitted that technically speaking, he saw potential in it. His intention was to make it better. With this, Adrian asked her to grab the chance to produce the song since she was also connected with Star Music. He explained that the song could be released in radio, Spotify, iTunes, and YouTube. He even suggested posting it with, "Lalabas na! #BawalLumabas by Kim Chiu."

Second, he suggested a TikTok dance challenge. Adrian thought that Chiu could make a dance challenge with the newly improved song. Although he had no TikTok account, he knew that it was very appealing to many people. The dance challenge would be posted online along with its official hashtag, #BawalLumabas.

Third, he proposed launching a fund raising event called #BawalLumabas Pero Pwedeng Magpasikat online talent show. Chiu could invite people to show their talent by creating a rendition of her infamous statement. The rendition that would garner the most votes may win a cash prize and the rest of the money earned could be given to those #BawalLumabasParaMagtrabaho.



Fourth, he suggested developing merchandises like shirts, caps, face masks, etc. which he called #BawalLumabas Pero Pwedeng Umorder Online. This way Chiu could provide work to designers, printers, and suppliers. Moreover, Adrian encouraged Chiu to donate the proceeds to frontliners. He suggested making the frontliners as models of the merchandises because he believed that they would be perfect ambassadors to carry her message. Likewise, he urged Chiu to create a make-up line, which he coined as “Break Free”. He even presented a marketing campaign for the product line.

Fifth, he suggested creating an application. People can use this app to come up with fun phrases lifted from her statement like #BawalMagpaparty, #BawalFakeNews, #BawalUmihi, to name a few. He got this inspiration from DOT’s “It’s more fun in the Philippines” campaign.

Sixth, he said that Chiu could relaunch #BawalPaRinLumabas or #BawalLumabas: The Second Wave, in case of a resurgence of COVID-19. She could remix her song, put flavor to it by adding rap or new lyrics – anything she wanted. The possibilities were endless. It could be recorded in different dialects or languages like Cebuano and Chinese.

He hoped that with these ideas, Chiu could bounce back and learn from what happened. It was his first time to write an open letter to anyone.

Little did Adrian know that fate would allow Chiu to read his open letter or that Chiu would want to meet him and thank him. She appreciated Adrian's effort and advice.

This kindness made by a complete stranger to a famous actress led to a marketing strategy that impacted and changed both their lives.

Adrian said that UPLB has molded him to be the person that he is today - honorable, excellent, and kind. His faith in God has deepened in UPLB.

He cherishes fond memories of UPLB such as attending the Summer Bridge program. All his experiences and shared camaraderie with his dormmates gave him time to enjoy and assimilate the UPLB culture. He feels most at home in Los Baños, which he says is a melting pot of different communities and cultures.

What he shared with Chiu was not complicated. His actions were simple and sincere. As an Isko, he showed honor and excellence, and kindness - and saw a blooper bounce back.



Post interview of Chiu with Adrian. Screenshot grabbed from Kim Chiu’s YouTube channel





## Search for *Tatak* UPLB is on

BY PAULLY MAY Z. VALENCIA

### *ALUMNI have stories to tell.*

After graduation, our alumni work hard to find their career paths. Paths that lead to adventures and challenges that harness and hone their personalities, knowledge, and skills. Their journeys and accomplishments are inspiring stories - for they carry the brand of UPLB.

*Tatak* UPLB is one of the segments of an online-based program called *Galing UPLB* that is being aired via the Facebook page of Radyo DZLB Ang Tinig ng Kaunlaran, UPLB's community radio. The program is also shared by the Office of Public Relations (OPR) and the Office of Alumni Relations (OAR) via their Facebook pages.

The program started as a collaboration between the College of Development Communication (CDC) and the OPR. It aired the first segment in July 2020. It is a one-hour program, from 5-6 PM, every Friday.

Season 1 had 22 episodes. Staff of OAR searched for and found inspiring stories from alumni who shared about their student lives and careers. All interviews were done via Zoom.

This year for Season 2, the OAR tapped the College Alumni Relations Officers (AROs) to cover more alumni stories in different fields. Each College is responsible for the featured guests on their assigned month.

To date, there are already 18 episodes. The featured guests this season come from the College of Public Affairs (CPAf), College of Engineering and Agro-Industrial Technology (CEAT), College of Agriculture and Food Science (CAFS), College of Human Ecology (CHE), and College of Veterinary Medicine (CVM). Other colleges will have their turn in the next season.

If you were not able to watch the livestream of these episodes, please like and subscribe to the YouTube channel of the UPLB Office of Alumni Relations.

If you want to suggest an alumnus or alumna to be featured in the segment, send an e-mail message to the author at [pzvalencia@up.edu.ph](mailto:pzvalencia@up.edu.ph) with this e-mail subject: **Search for *Tatak* UPLB.**



## TATAK UPLB GUESTS OF SEASON 1



**ADRIAN S. CRISANTO**  
BA Communication  
Arts 2008



**DR. RONILO JOSE D. FLORES**  
BS Biology 2009



**PROF. ROCKY T. MARCELINO**  
BS Statistics 2011,  
MS Statistics 2018



**SHANTEL ANNE NICOLE E. CHAVEZ**  
BS Agricultural Economics 2020  
*Magna cum laude*



**DR. JEANNETTE L. YASOL-NAVAL**  
UP Padayon Public Service  
Office Director



**MARGARITE S. IGCASAN**  
BS Development  
Communication 2020



**DR. JONALOU S.J. LABOR**  
BA Communication Arts 2002, *Cum laude*  
MA Communication Arts 2008



**ASST. PROF. JICKERSON P. LADO**  
BS Biology 2009,  
MS Genetics 2017



**PROF. PHILLIP A. ALVIOLA**  
BS Zoology 1997,  
MS Wildlife 2008



**GIL M. SUAZO**  
BS Development  
Communication 2015



**RYAN I. JUEGO**  
BS Development  
Communication 2008



**ROMAN A. MORENO**  
BS Development  
Communication 2015



**JANRIUS C. REYES**  
BS Human Ecology 2011



**LAWAS FAMILY**  
2020 UPLBAA  
Multi-Generation  
UPLB Family Recognition Awardee



**DR. MARIA DALISAY G. MALIGALIG**  
BS Zoology 1982, MS Zoology 1987,  
PhD Biochemistry 2000



**ENGR. EMILIO B. CLIMACO**  
BS Agricultural  
Engineering 2014



**ALBERT R. ROSANA**  
BS Biology 2005



**PROF. ARLYN P. MACAPINLAC**  
BA Communication  
Arts 1991



**JEFFREY C. BUNQUIN**  
BS Chemistry 2006

## TATAK UPLB GUESTS OF SEASON 2



**DR. JESUS C. FERNANDEZ**  
BSDC 1983, MSDC 1990,  
PhD Community  
Development 2001



**ENGR. MARICRIS C. VINES**  
BS Chemical Engineering 2002



**ENGR. MELZAR C. ARANETA**  
BS Industrial  
Engineering 2010



**ENGR. CARMELA MICHELLE M. ESTEBAN**  
BS Electrical  
Engineering 2015



**ENGR. JUNIM I. BOCALID**  
BS Civil Engineering 2009



**ENGR. CHRISTOPHER V. MORALES**  
BS Agricultural  
Engineering 1997



**ENGR. HAZEL D. REYES**  
BS Agricultural  
Engineering 2013



**DR. RHODORA R. ALDEMITA**  
BS Agriculture 1980,  
MS Agronomy 1988



**JOHN ERIC B. CANICOSA**  
BS Agriculture 2007 *Cum laude*,  
MS Plant Breeding 2012



**DR. MARISSA V. ROMERO**  
BS Food Technology 1988



**CRISANTO S. GUALBERTO**  
BS Agriculture 1962



**UPLBAA PRES. LEO R. BALLESFIN**  
Certificate in Forestry 1981,  
BS Forestry 1984



**PROF. MARLO D. MENDOZA**  
BS Forestry 1985



**DR. HONORIO M. SORIANO JR.**  
MS Forestry 1984



**PRES. TOMMY T. VALDEZ**  
Certificate in Forestry 1982,  
BS Forestry 1985



**DR. MANUEL L. BONITA**  
BS Forestry 1967 *Cum laude*



**DR. RICARDO M. SANDALO**  
BS Human Ecology 1980



**UPLBAA VP FLORO R. FRANCISCO**  
BS Human Ecology 1980



**ALEXEY R. CAJILIG**  
BS Human Ecology 1993



**ARIESTELO A. ASILO**  
BS Nutrition 2007



**DR. REMIL L. GALAY**  
Doctor in Veterinary  
Medicine 2007



**CAPT. FAMELA A. ASPURIA**  
Doctor in Veterinary  
Medicine 1997 *Cum laude*



**DR. RENATO A. HUELGAS**  
Doctor in Veterinary  
Medicine 1994



# UPLB *Ka-agapay* Program – A Call to Act and Serve

BY PAULLY MAY Z. VALENCIA

The year 2020 is very memorable to many Filipinos - with the typhoons, the eruption of Taal Volcano, and the Coronavirus pandemic.

To meet these challenges, UPLB leveled up in public service. The University launched two programs: the UPLB *Agapay* program for disaster relief and the UPLB CARES (Connectivity Assistance for Remote Students) program for remote learning of students.

The UPLB Office of Alumni Relations (OAR) created the UPLB *Ka-agapay* program to support these programs. Through this program, OAR called for donations from the alumni. Many alumni heeded this call and sent their support through monetary and in-kind donations.

OAR also asked how alumni have been holding on through these difficult times via its Facebook. The office shared its mobile number in case the alumni needed help and assistance.

To make it easier for alumni to send their monetary donations, the OAR teamed up with

the UPLB Alumni Association (UPLBAA). Alumni could then send their donations through UPLBAA's bank accounts.

In times of need, many alumni readily send help. May Kathleen T. Montenegro (BS Human Ecology 2013) of UPLB Pahinungod shared some stories how they made impacts during the donation drive.

Kath related that one alumna from Alaminos, Laguna encouraged her company to donate to UPLB. They donated almost Php 100,000 worth of in-kind donations. "Nagulat kami noong binababa yung mga boxes. Parang hindi nauubusan ng laman yung mga sasakyan," Kath recalled.

Distribution was likewise facilitated by the alumni working in different agencies all over the country. Kath said that this enabled them to send donations to victims of the typhoon in Libon, Albay. UPLB through Pahinungod delivered recovery packs such as seedlings in Libon and relief packages in Buhi, Camarines Sur. In Libon, Pahinungod was able to tap



Credit: Jesus F. Tolentino

OAR staff, Ms. Imelda S. Mariveles and Dr. Maria Dalisay G. Maligalig, receive donations during the donation drive.



Many alumni served as volunteers and helped in repacking relief goods.



Credit: UPLB Pahinungod

alumni volunteers like Mr. Ian James S. Secillano (BS Development Communication 2013) and Ms. Kristine Annie B. Secretario (BS Agriculture 2015) in gathering the beneficiaries of the recovery packs.

Aside from showing honor and excellence, the alumni continue to practice volunteerism. They continue to support UPLB's programs

and activities by extending help and assistance every way they can.

As American author Helen Keller wrote, "Alone we can do so little; together we can do so much."

Padayon to our alumni!



Credit: UPLB Pahinungod



The UPLB community composed of students, faculty, REPS, administrative staff, and alumni is always ready to help communities in need.



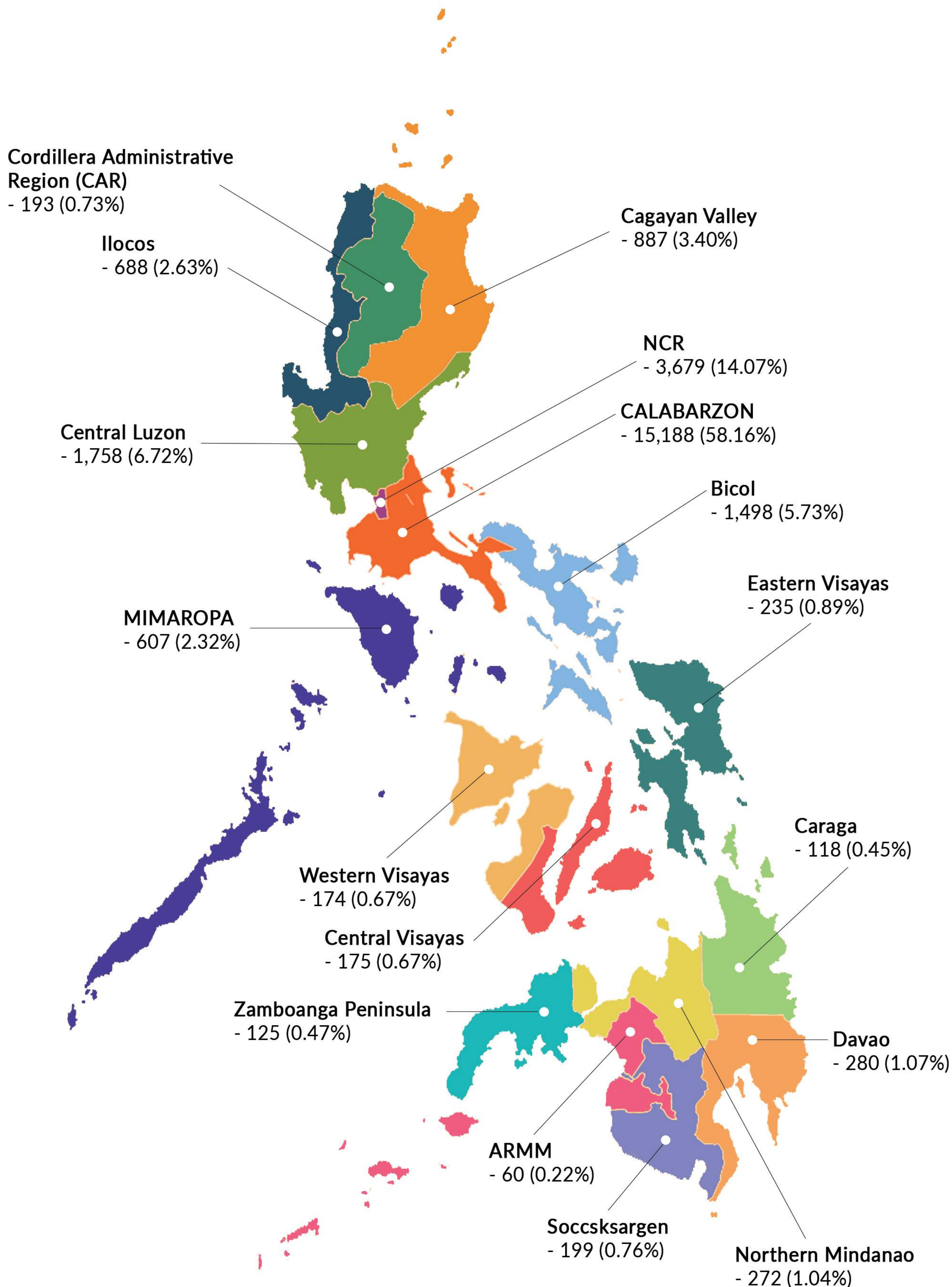




# UPLB FACTS & FIGURES

TOTAL UPLB ALUMNI (1911-2020): 70,014

## ALUMNI PER REGION





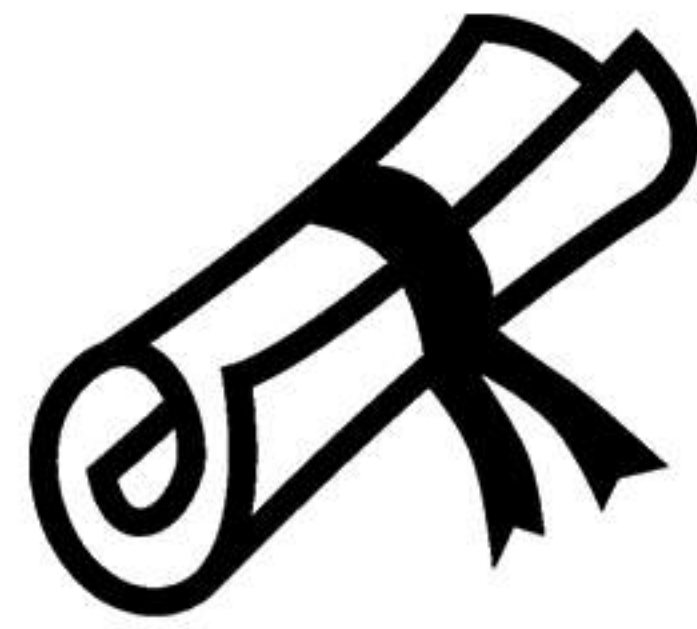
# UPLB ALUMNI PROFILE



**41%**  
are male

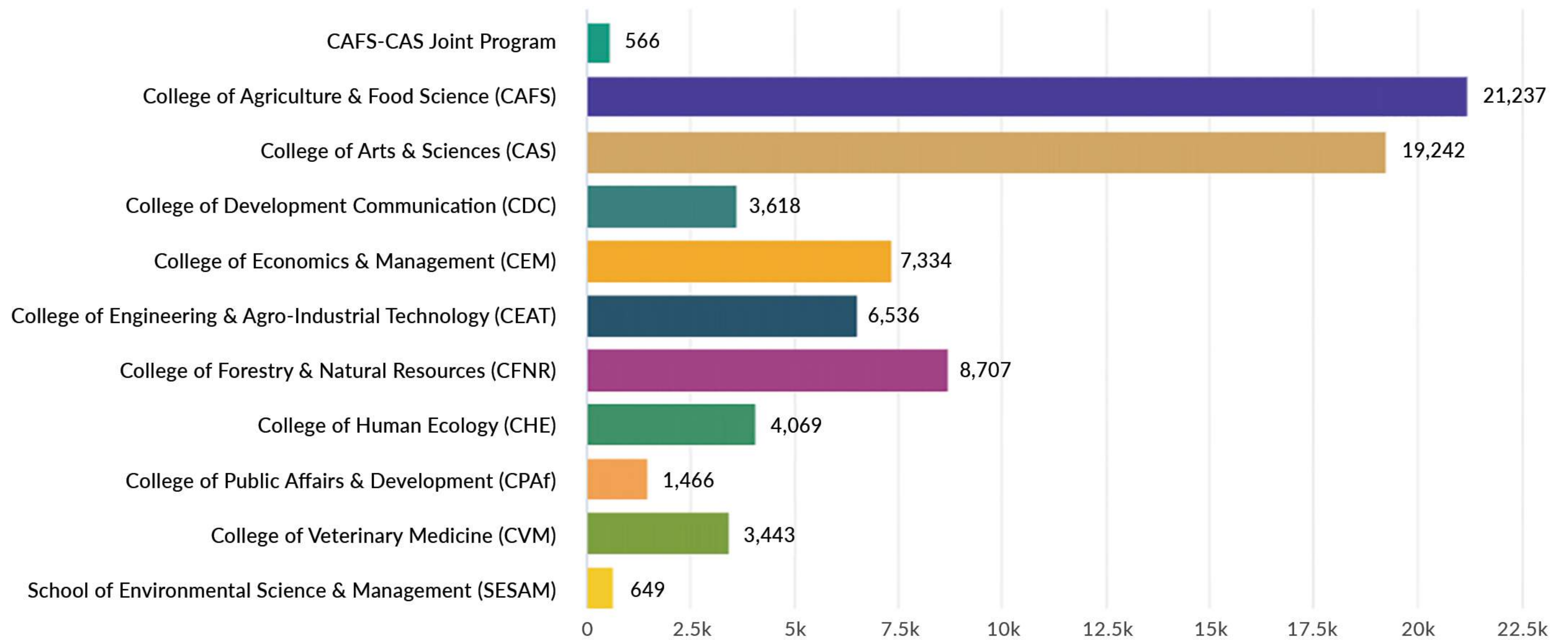


**59%**  
are female



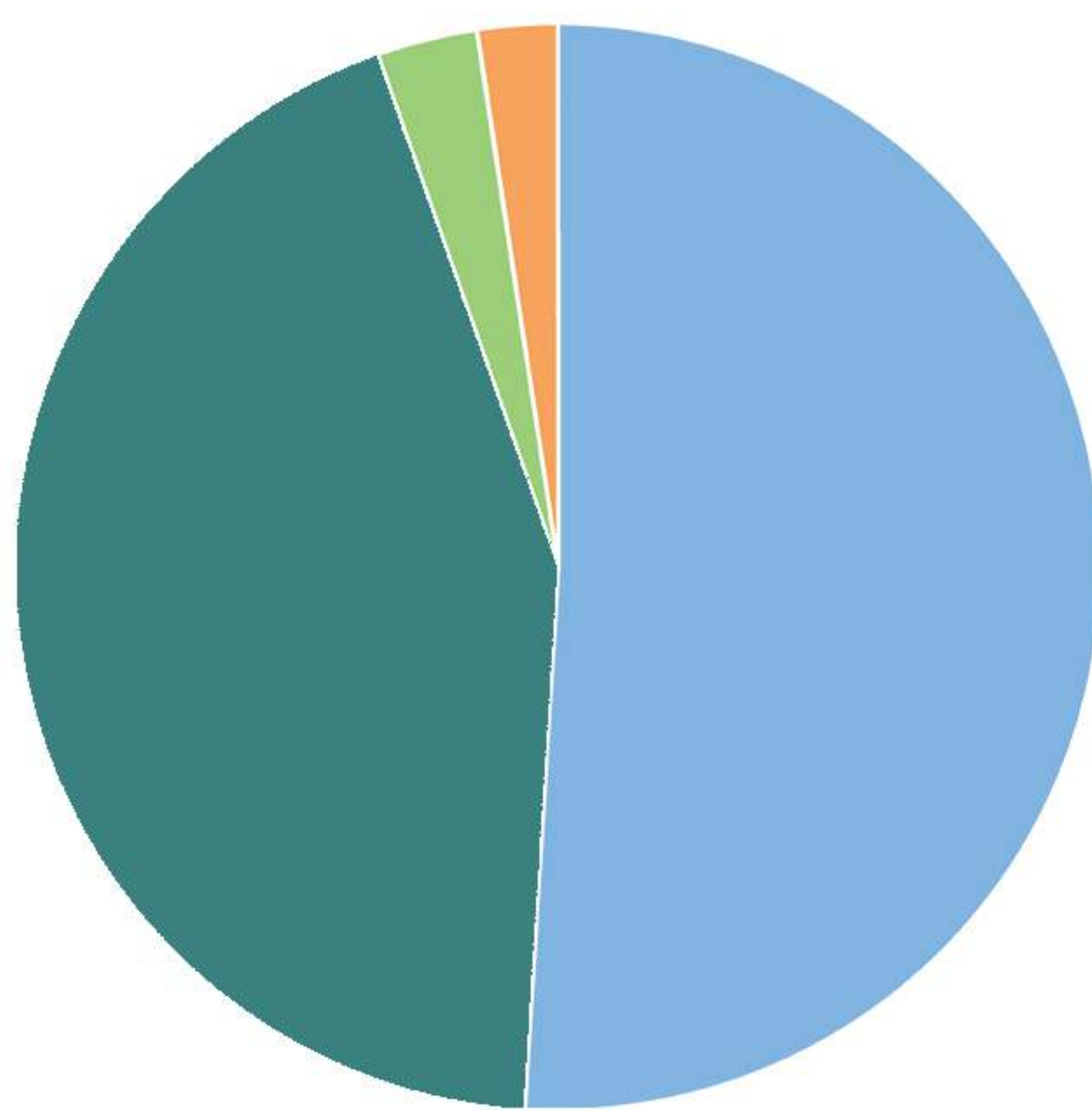
**94%** have an undergraduate degree  
**14%** have a masters degree  
**4%** have a doctorate degree

## Alumni by College



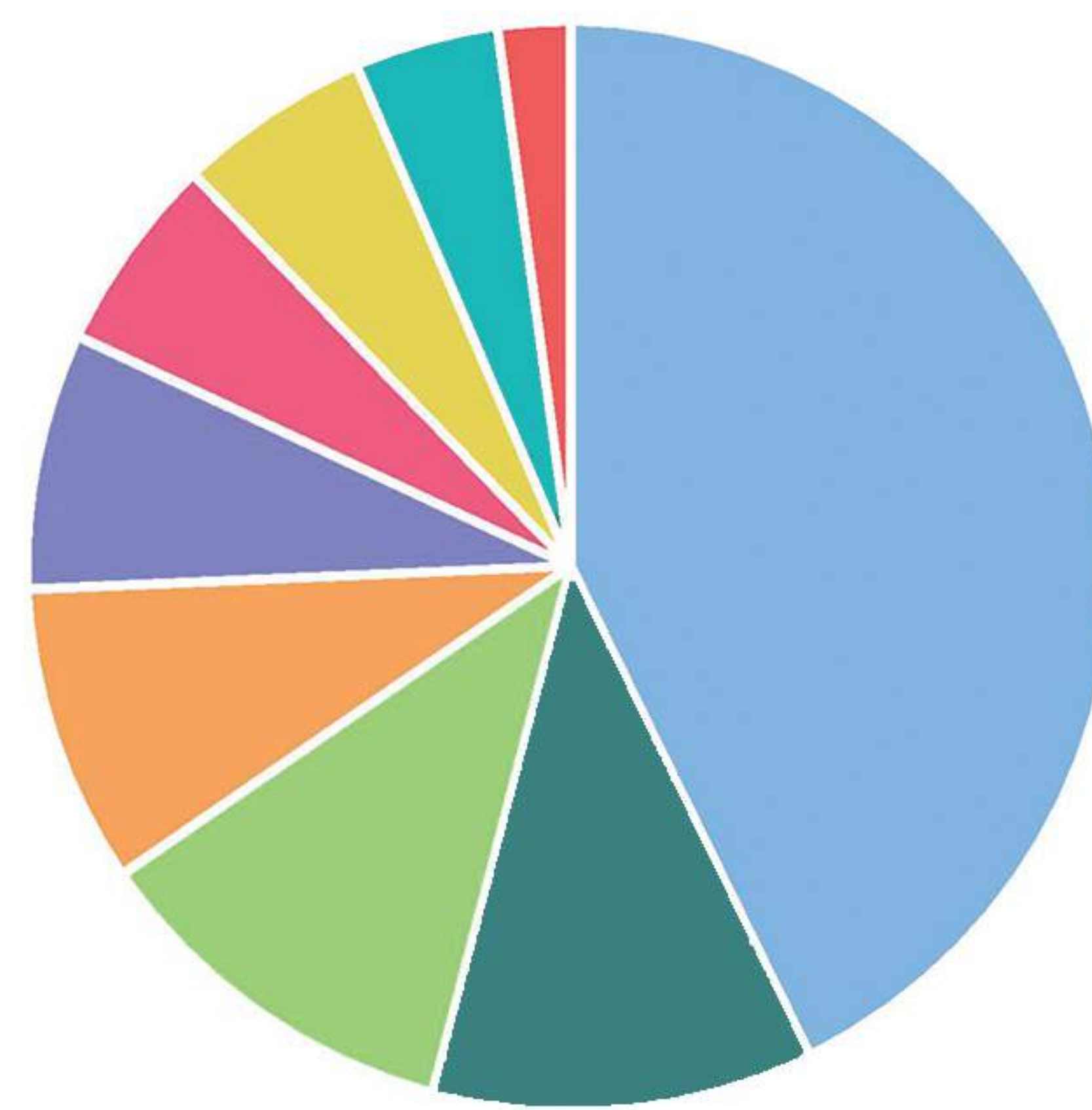
UP Los Baños alumni are making significant contributions across a wide range of fields.

by sector



51.0% Government  
43.6% Private  
3.0% Self-employed  
2.4% Civil Society Organization

by industry



42.8% Education/ Research/ Science  
11.3% Computer/ Mathematics/ Engineering/ Architecture  
11.3% Management/ Office/ Administrative Support  
8.9% Sales/ Business and Financial Operations  
7.6% Farming/ Fishing/ Forestry  
5.9% Social Services/ Military and Protective Services/ Legal  
5.8% Others  
4.3% Media and Communications  
2.1% Health



# Alumni Holding Key Positions

## EDUCATION SECTOR



### Dr. Jose V. Camacho, Jr. is the 10<sup>th</sup> UPLB Chancellor

BY MARK JAYSON E. GLORIA

The UP Board of Regents elected Dr. Jose V. Camacho, Jr. as the 10th chancellor of UPLB at its 1354<sup>th</sup> meeting on Sept. 24, 2020.

Dr. Camacho was the dean of the Graduate School (GS) and a professor of economics at the College of Economics and Management (CEM).

His vision-mission statement is entitled “Future-Proofing UPLB.”

“My vision of ‘future-proofing UPLB’ is about sustaining UPLB’s relevance by developing methods, approaches, and frameworks to minimize the cost and impacts of shocks of future events,” he said, as he emphasized the impact of the on-going COVID-19 pandemic not only in the university but to the entire country.

“I envision a future-proof UPLB as it levels up to its recognition as one of the leading regional and global universities regardless of the mode of delivery of our services,” he continued.

Dr. Camacho specified the need to future-proof UPLB’s human resources, lifelong learning and instruction system, research and innovation system, commitment to public good and social welfare, and global engagement.

“Our inspiration and at the heart of our plans are our students, faculty and staff, our alumni, and stakeholders, and the betterment of our Filipino people,” Dr. Camacho stressed.

Prior to becoming the dean of the GS since Feb. 2012, Dr. Camacho first served as the associate dean and chair of academic programs and curriculum of CEM (2007-2012), and chair of the Department of Economics (2001-2004).

He also serves as the chair of the Technical Working Group (TWG) on Graduate Education, and co-chair of the TWG for the Expanded Tertiary Education Equivalency and Accreditation Program, both of the Commission on Higher Education.

Dr. Camacho finished in 2007 his Doctor of Economics, with specialization in Economics of Education, Labor, and Human Resource Economics at Kyoto University, Japan.

He holds a Master of Arts in Economics from the Erasmus University International Institute of Social Studies in The Hague, Netherlands, and a Bachelor of Science in Economics from UPLB.





**CORAZON L. ABANSI, PhD**  
Chancellor, UP Baguio

*BS Agricultural Economics 1980*  
*MS Agricultural Economics 1989*  
*PhD Agricultural Economics 1998*



**MELINDA DP. BANDALARIA, PhD**  
Chancellor, UP Open University

*BS Agriculture 1982*  
*MS Development Communication 1995*  
*PhD Development Communication 2001*



**LARRY N. DIGAL, PhD**  
Chancellor, UP Mindanao

*BS Agriculture 1985*



STATE UNIVERSITIES AND COLLEGES' PRESIDENTS



**SHIRLEY C. AGRUPIS, PhD**  
President, Mariano Marcos  
State University

*MS Botany 1992*



**CATHERINE ROWEEN C. ALMADEN, PhD**  
President, Northern Bukidnon  
Community College

*BS Economics 1997  
PhD Development Studies 2018*



**PATRICK ALAIN T. AZANZA, PhD**  
President, Catanduanes  
State University

*BA Sociology 1990*



**FRANCISCO GIL N. GARCIA, PhD**  
President, University of  
Southern Mindanao

*PhD Agricultural Economics 2004*



**CECILIA S. NAVASERO-GASCON, PhD**  
President, Bulacan State  
University

*BS Forestry 1986  
MS Environmental Science 1993  
PhD Forestry 1998*



**LOURDES C. GENERALAO, PhD**  
President, University of  
Southeastern Philippines

*MS Plant Pathology 1985  
PhD Plant Pathology 1998*



STATE UNIVERSITIES AND COLLEGES' PRESIDENTS



**MAX P. GUILLERMO, PhD**  
President, Tarlac Agricultural University

*MS Environmental Science 1992  
PhD Environmental Science 2003*



**DORACIE B. ZOLETA-NANTES, PhD**  
President, Southern Luzon State University

*BS Human Ecology 1981*



**ARNULFO M. MASCARIÑAS, PhD**  
President, Bicol University

*MS Rural Sociology 1991  
PhD Community Development 1993*



**HONORIO M. SORIANO JR., PhD\***  
President, Pampanga State Agricultural University

*MS Forestry 1984  
PhD Forestry 1991*



**CHERRY I. ULTRA, PhD**  
President, University of Eastern Philippines

*PhD Agricultural Economics 2001*

*\* As of press time, Dr. Soriano died on 19 July 2021. He was 65.*



## *UPLB Alumni Awardees (112<sup>th</sup> UPLB Foundation Day)*

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### **DR. VACHEL GAY NOREEN V. PALLER**

Outstanding Senior Researcher in  
Natural Sciences

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*BS Zoology 1991  
MS Zoology 1998*



### **DR. MARIA ANA T. QUIMBO**

Outstanding Senior Researcher in  
Social Sciences

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*BS Agricultural Economics 1984  
MS Extension Education 1994*



### **DARLON V. LANTICAN**

Outstanding Junior Researcher in  
Natural Sciences

---

*BS Agricultural Biotechnology 2012 Cum laude  
MS Molecular Biology and Biotechnology 2018*





## **DR. MA. VICTORIA O. ESPALDON**

heads the research project SARAI  
(Smarter Approaches to Reinvigorate  
Agriculture as an Industry in the  
Philippines) - Outstanding Research Team

---

*BS Biology 1983*  
*MS Forestry 1991*



## **DR. CELIA DELA ROSA-MEDINA**

Outstanding Extension Personnel

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*BS Agriculture 1983*  
*MS Entomology 1992*  
*PhD Entomology 2004*



## **ENGR. DONNY REY D. CAMUS**

Outstanding Administrative Personnel -  
Professional category

---

*BS Civil Engineering 2009*  
*MS Environmental Science 2018*



## **SHERYL BONIEL-POSADAS**

Outstanding Office Personnel

---

*BS Agriculture 2000*  
*Master in Development Management  
and Governance 2019*





**Regent Nelia T. Gonzalez**

17 February 1924 - 19 June 2021

## Celebrating the Life of Tita Nelia

BY DR. EMIL Q. JAVIER

*"There are those who look at things the way they are, and ask why..."*

*I dream of things that never were, and ask why not?"*

– Robert Kennedy

Last week, I attended the birthday celebration of a truly outstanding Filipino who has given so much of herself for our country, particularly in agriculture and rural development.

I am referring to Nelia Teodoro-Gonzalez, fondly called Tita Nelia by many, who was a pioneering agribusiness and social entrepreneur; an outstanding civil servant; exponent of cooperative and small farmer development; a stalwart of the University of the Philippines Alumni Association (UPAA); and an indefatigable fund raiser for worthy social causes. All of these she accomplished while raising six accomplished children and a still growing brood of grandchildren and great grandchildren. She has led a remarkably productive, challenging and multifaceted life. In her 94 years, she managed to cram in the equivalent of several careers. As former President Fidel Ramos pointed out in the preface of a book about her: Nelia T. Gonzalez — An Entrepreneur's Journey "Writing about Nelia is an arduous task. It would be difficult to assess whether one has already said enough."

### A pioneering agribusiness and social entrepreneur

After earning a degree in plant pathology from the University of the

Philippines College of Agriculture (UPCA) in Los Baños in 1944, she briefly served as agronomist at the Bureau of Plant Industry (BPI). She was soon engaged by the late industrialist Salvador Araneta to help in managing the Araneta Institute of Agriculture (now the De Salle Araneta University) and the Republic Flour Mills (RFM).

As General Manager and Vice President of RFM, together with a team including notable engineer Ralph Villanueva, poultry nutritionist Mario Labadan, and veterinarian Meliton Novilla, she chalked up a number of achievements and firsts. The consequences of these initiatives had lasting impacts on the animal industry. She 1) pioneered in the importation of the first White Leghorn chicks from the US to boost local egg production, 2) established the Araneta Feed Mills and served for several years as President of the Philippines Association of Feed Millers (PAFMI), 3) opened the export trade for wheat by-products (bran and pollard) to Southeast Asia and Japan, 4) established the first biological laboratory producing feed supplements, medicines and vaccines for the local animal industry, 5) managed the first soybean oil extraction plant in the country which gave impetus to the local production of soybean meal as animal feed, 6) pioneered in the production of yeast from molasses, and 7) established the Better Poultry and Livestock Magazine, which for five decades served as primary source of information for aspiring small and medium scale poultry and livestock raisers.

But easily the most notable contribution of Tita Nelia and her team was the introduction of broiler poultry contract growing. RFM was the first integrator, providing day-old chicks, feeds, veterinary supplies and growing technology to contract growers and buying back the birds at competitive prices. The scheme proved to be very successful and the rest of the industry followed suit. To date the broiler industry is one of our most productive and regionally competitive sectors in agriculture.

But much later on she realized that poultry integrators for obvious business reasons gravitated toward the bigger, better-endowed growers. With the Punla sa Tao Foundation (PSTFI), which she headed, Mrs. Gonzalez helped organize the backyard poultry raisers into a cooperative, mobilized support from the Local Government Units (LGUs), linked them with a microfinance entity (Sikap Bidani), and enrolled them with an integrator, Bounty Corporation. All these players were brought together by her PSTFI into a model small farmers contract growing scheme called Manok Mabuhay Program.

### Pioneering hybrid corn seed producer

Next to broiler, among the high performers in agriculture is the yellow corn feed industry. With the entry of multinationals and the introduction of genetically modified (GM) yellow corn hybrids in the late 1990s, our hectareage and feed corn production grew by leaps and bounds.

Not widely known but acknowledged by Filipino plant breeders was the pioneering venture of Mrs. Gonzalez in the local production of corn and soybean hybrid seeds with the establishment of Phil Hi-Bred, Inc. in the early 1970s. Sourcing the original seed parent materials from Pioneer Hi-Bred Seed Company in Iowa and mobilizing local expertise, she established hybrid seed production operations in South Cotabato, in a 40-hectare farm in Naujan Oriental Mindoro and in a 1,000-hectare farm in Bansud, also in Oriental Mindoro.

After a very successful start, she was bought out by her Japanese and Filipino partners and she had to move on.

### Outstanding civil servant and exponent of cooperatives and small farmer development

After working for the RFM group, she went into business on her own and ventured into real estate development, commercial fishing, and corn hybrid seed production. The two latter experiences proved to be very valuable in the next career move she was thrust into when President Ferdinand Marcos appointed



her in 1980 as Assistant Minister of Agriculture upon the recommendation of then Secretary Arturo Tanco Jr.

Thus Mrs. Gonzalez had a ringside seat so to speak in the heydays of the banner programs of agriculture during the Marcos years — Masagana 99; Masaganang Maisan, Pagkain Bayan at Gulayan sa Kalusugan, and Bakahang Barangay. As the key aide of DA Agriculture Secretary Tanco, she was witness and played a key supporting role in all of them.

But in addition, Mrs. Gonzalez was given the concurrent assignment as Director of the Bureau of Cooperative Development. As such she was responsible for strengthening the organization of the Samahang Nayons as a first step. But as a practicing businesswoman herself, she knew the Samahang Nayons will not go far without supporting marketing and financing arms. She therefore assiduously supported as well the establishment of Area Marketing Cooperatives and Cooperative Rural Banks.

Worth mentioning because of its continuing relevance was a special project for which Mrs. Gonzalez was directly responsible for — the World Bank KABSAKA project in Iloilo. The then dominant programs, Masagana 99 and Masaganang Maisan, were monocrop farming systems. KABSAKA took a different tack and emphasized relay cropping (multiple cropping) to raise cropping intensity and hence increase the income of farmers substantially. Included in the menu was the introduction of small reservoirs to enable the farmers to control the availability of water in the amounts and times the crops need water.

The KABSAKA multiple cropping approach proved to be very successful. Unfortunately, the Department of Agriculture (DA) seemed to have forgotten and has not followed through.

### **Stalwart of the UP alumni association**

Her commitment to her Alma Mater, the University of the Philippines, is legendary. She is probably one of the alumni who has served the longest with the UP Board of Regents having been appointed (and renewed) for extended periods during the Fidel Ramos and Gloria Macapagal-Arroyo administrations.

She was the moving spirit that brought together the different (8) college alumni associations into the UP Los Baños alumni association. In the early 1980s she led the campaign to build the UPLB Alumni Center. She led the campaign to solicit professorial chairs for outstanding faculty. She was instrumental in the construction of the imposing Carillon Tower in the Los Baños campus which Los Baños alumni claim with pride as taller than the original carillon tower in UP Diliman and with more and bigger bells.

She delivered as well for the main campus in UP Diliman. She is credited for leading the initiative to build the Bahay ng Alumni at a cost of P85 million in 1995.

### **Indefatigable fund raiser for social causes**

Apart from her agribusiness involvements, her forays in real estate development and eco-tourism ventures, Mrs. Gonzalez found time to be actively involved with at least 18 organizations and entities. She was a much sought-after officer, director, treasurer, and fund raiser of many social, civic, religious, political and educational organizations. Her engagements in social causes and philanthropy are not only very numerous and long-running, they are so varied, reflecting her broad and comprehensive interests and life commitments. Among the organizations/causes she championed are 1) The Philippine Tuberculosis Society, 2) ERDA Tech Foundation, 3) Foundation for Carmelite Scholastics, 4) Zonta Club of Quezon City, 5) Manila Overseas Press Club, 6) Philippine Constitution Association (PhilConsa), 7) Punla sa Tao Foundation, 8) UP SERDEF (small and

medium scale industries), 9) UP Pahinungod (volunteers) Foundation, 10) Sons and Daughters of the Philippine General Hospital, 11) UP Center for Women Studies, 12) Phi Kappa Phi Honor Society Foundation, 13) Coalition for Agriculture Modernization in the Philippines (CAMP), 14) Pambansang Kilusan Para sa Batayang Sektor, 15) National Council of Women, 16) UP System Alumni Association, 17) UP Los Baños Alumni Association and 18) Federation of Business and Professional Women.

### **A forever grateful alumna**

Mrs. Gonzalez's love for the College of Agriculture and Food Science (CAFS) cannot be quantified. Aside from fund-raising activities, she personally and continuously sponsors various awards for faculty and staff not only to recognize their contributions to the College and to their respected fields but also to motivate them to work harder.

The Nelia T. Gonzalez Award for CAFS Outstanding Researcher and Outstanding Extension Personnel and the Nelia Teodoro-Gonzalez Professorial Chair are indications of her never-ending "pay back" to the College.

### **Truly a woman of substance**

Not all heroes are dead. There are many living with us. Tita Nelia is certainly one of them. To the many generations of alumni from UPLB, to the many institutions and countless beneficiaries of the social causes she championed she is a hero, an icon, and an inspiration.

Selfless, indefatigable, enterprising, excellent manager of ideas, resources and people, champion of the poor, incurable optimist and grand matriarch, all rolled into one — truly a woman of substance.

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*Dr. Emil Q. Javier (BS Agriculture 1960 Cum laude) served as UPLB Chancellor and UP President. He is also a National Scientist of the DOST-NAST.*



# *In Memoriam of UPLB Alumni*

*Our sincerest sympathies  
to the families of our beloved alumni.  
They will be cherished for their lives  
and memories shared.*

## **JANUARY 2021**

- +Geronimo R. Lardizabal, Jr.  
*BA Communication Arts 1991*
- +Pedrito A. Revilla  
*BS Agricultural Business 1981*

## **FEBRUARY 2021**

- +Francisco H. Colanta  
*BS Agriculture 1958*  
*MS Animal Husbandry 1972*
- +Mauricio Del Rosario Valdez  
*BS Agricultural Engineering 1971*
- +Karl Angelo B. Castro  
*BS Civil Engineering 2018*

## **MARCH 2021**

- +Leonilo J. Abcede  
*BS Agriculture 1979*
- +Panfilo C. Tabora, Jr.  
*BS Agriculture 1965*  
*MS Horticulture 1976*
- +Alfredo A. Alog  
*BS Agriculture 1958*

## **APRIL 2021**

- +Maripaz L. Perez  
*BS Agriculture 1978*  
*MS Agricultural Economics 1985*  
*PhD Agricultural Economics 1989*

## **MAY 2021**

- +Mercedes U. Garcia  
*BS Agriculture 1960*  
*MS Forestry 1975*
- +Ma. Allana June C. Miña  
*BS Biology 2016*
- +Patricio S. Faylon  
*BS Agriculture 1971*  
*PhD Animal Science 1981*
- +Michael G. Munsayac  
*BS Economics 1998 Cum laude*
- +Jenette Lory Tamayo-Estabillo  
*BS Agriculture 1994*
- +Nazario S. Racoma  
*BS Agriculture 1968*

## **JUNE 2021**

- +Germelina T. Baoy  
*Doctor of Veterinary Medicine 1969*
- +Jenalyn G. Malijan-Lansigan  
*Certificate in Forestry 1994*  
*BS Forestry 2000*
- +Regent Nelia T. Gonzalez  
*BS Agriculture 1944*
- +Anna Bella S. Ebreo- Posadas  
*BS Forestry 1996*
- +Concepcion G. Gayo  
*BS Sugar Technology 1980*

If you have any information on deceased alumni, please send us the details via Google form at <https://alum.uplb.edu.ph/submit-obituary>.

We will contact you to confirm your submission and to verify the details of the deceased alumni. Thank you.



## Update Your Alumni Profile

We want to connect with you! We'd love to share news about UPLB and most importantly, we would like to hear from you. To update your profile, visit [www.oar.uplb.edu.ph](http://www.oar.uplb.edu.ph) and click the link at the upper right-hand corner.

Let us work together to be a driving force in our University, country, and the international community.





**PADAYON**  
is the Official Alumni Magazine  
of the University of the Philippines Los Baños

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