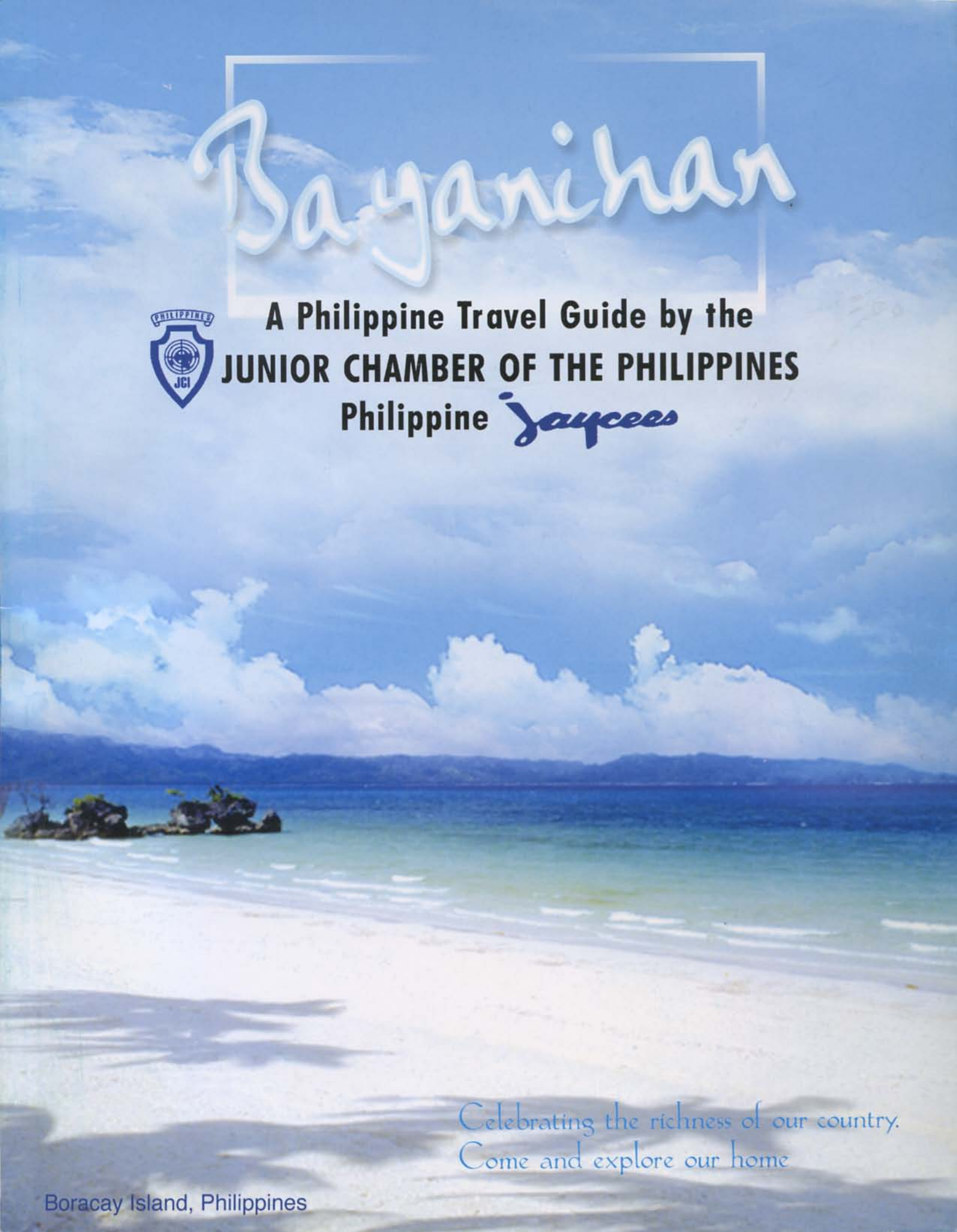

Bayanihan
A Philippine Travel Guide by the
JUNIOR CHAMBER OF THE PHILIPPINES
Philippine Jaycees
Celebrating the richness of our country.
Come and explore our home
Boracay Island, Philippines

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Bayanihan


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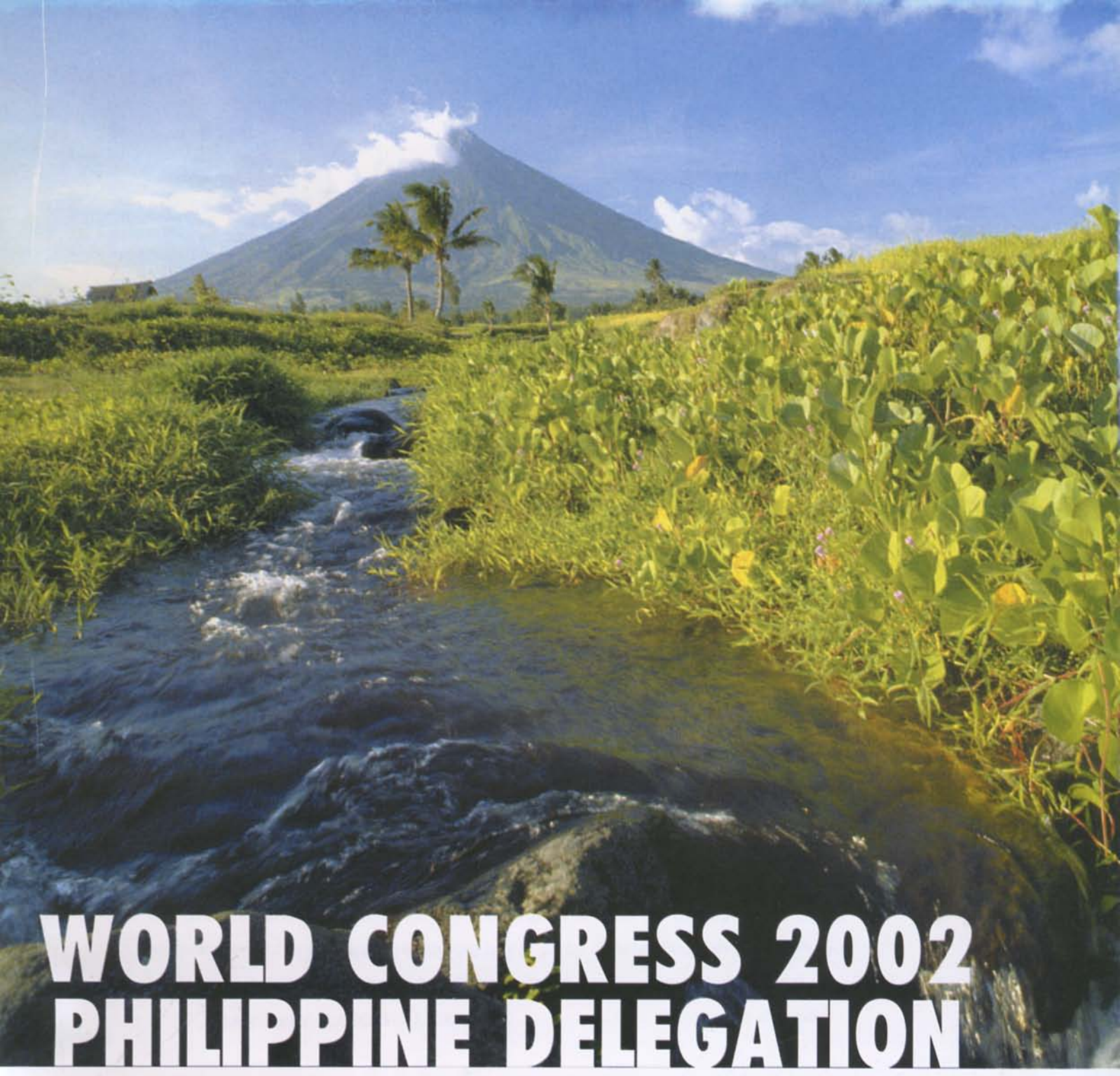



## BAYANIHAN

Nothing quite exemplifies the Filipino spirit of community than the *bayanihan,* a unique tradition of collective effort where members of a village assist in moving a family's house by physically lifting the entire bamboo and rattan structure and transporting it to a new location. While developments in modern infrastructure have rendered impractical its literal practice, the essence of *bayanihan* continues to live on in Filipino communal relationships. For, indeed, no Filipino can be said to be truly alone, as he or she can always count on the support and encouragement of kith and kin.

*Bayanihan* also rides high on the shoulders of the Philippine Jaycees, which has wholeheartedly embraced the ancient tradition of mutual assistance and solidarity in lifting up its contributions to the advancement of the global community by providing opportunities for young people to develop leadership skills, social responsibility, and fellowship necessary to create positive change. The combined endeavours of its members not only raise the already lofty goals of the Philippine Jaycees to a higher level, but serve to move its aspirations to new and exhilarating arenas of activity.


Photo Credits: Colors Philippines magazine and the Department of Tourism



# WORLD CONGRESS 2002 PHILIPPINE DELEGATION

## OUR VISION

- To host the BEST national party during the World Congress 2002 in Las Vegas
- To present the Philippines as a major tourist destination in Asia
- To promote and highlight the Philippines as an investment and business destination

## OUR MISSION

- To organize a subsantial number of JC delegates nationwide in attending the World Congress
- To empower all Philippine delegates to actively participate and get involved during the opening, award and closing ceremony
- To mobilize all Philippine delegates to participate and take substantial roles during the Philippine night
- To invite major Philippine corporations as partners
- To invite small and medium businesses to participate
- To highlight as many Philippine destinations and Philippine culture



**MALACAÑAN PALACE**
MANILA

# Message

Congratulations to the members of the Philippine Jaycees Delegation to the JCI World Congress in Las Vegas

I commend the delegation for its initiative to invite our foreign friends to visit our beautiful country and partake in our march to progress by doing business with us. It is delightful that you have embarked on publishing this first-ever *On to Las Vegas Souvenir Booklet cum Philippine Travel Guide* in pursuit of this goal. I am certain that this publication will be as entertaining as it is informative to those with whom you will share it.

Let me, thus, add my personal invitation to all the members of the Jaycees organization all over the world to experience the many pleasures and opportunities that our country has to offer. I also would like to express my appreciation for the Philippine Jaycees' unstinting commitment to advance Philippine progress through meaningful programs and projects.

Have a fruitful journey and more power to all of you!

GLORIA MACAPAGAL-ARROYO



REPUBLIC OF THE PHILIPPINES
**OFFICE OF THE VICE PRESIDENT**

# Message

My warmest greetings to the members of the Philippine Jaycees on the publication of On-to-Las Vegas Souvenir Booklet cum Philippine Travel Guide. The project is especially prepared for the international delegates to the JCI World Congress on November 24-28, 2002.

The Philippines has a glorious past and a great future. The country is blessed with an abundance of tourist attractions. Its natural attractions include picturesque waterfalls, lush greenery on mountainsides, and panoramic beaches. Residents and visitors alike love to celebrate the rich tapestry of our history, heritage, and diversity.

I commend the Philippine Jaycees for its pursuit of leadership excellence for more than half a century. The Jaycees is the first national organization dedicated to the development of leadership through community service, having been founded in 1948.

The organization's membership base, since then, has been continually expanding, thanks to its creditable vision of serving communities. Your endeavors indeed contribute to nation building as you play important roles in the country's growth and progress.

To the readers of this booklet, I hope for your safe journey and fruitful visit to the Philippines.

**MABUHAY KAYONG LAHAT!**

TEOFISTO T. GUINGONA, JR.



WASHINGTON, D. C.
PASUGUAN NG PILIPINAS
**EMBASSY OF THE PHILIPPINES**

# Message

**MESSAGE OF H.E ALBERT DEL ROSARIO**
**AMBASSADOR OF THE REPUBLIC OF THE PHILIPPINES**
**TO THE United States of America**
**FOR THE JUNIOR CHAMBER OF THE PHILIPPINES**
**ON THE OCCASION OF THE JCI WORLD CONGRESS**

As a Jaycee International Senator, I wish to extend my warmest congratulations to the Philippine Jaycees for promoting public service in the Philippines and for fostering friendship and mutual understanding between the Philippines and other countries. Indeed, the Philippine Jaycees have been Ambassadors of goodwill for the Philippines abroad for many years and their dedication has won many new friends for our country overseas.

Their service in the national interest is especially significant at this time. Under the leadership of H.E President Gloria Macapagal-Arroyo, the Philippines is pursuing economic recovery and reform. This important task of national renewal calls for contributions from every citizen and segment of society in our nation.

It is commendable that the Philippine Jaycees have agreed to shoulder the burden of this responsibility in partnership with the government and the private sector. Responding to the call of the hour, the Philippine Jaycees will use the occasion of the JCI World Congress in Las Vegas, Nevada, to market the Philippines as a premier global tourism and business destination.

This commitment to promote the Philippines in a major international event, where 10,00 Jaycees from five continents are slated to participate, represents service to our country of the highest order. This is the kind of contribution that deserves to be emulated by other patriotic Filipino organizations.

We Filipinos must go the extra mile to rebuild our own country. We cannot expect anyone else to do so. The leadership training gained from the Jaycees will effectively serve us to meet this crucial challenge.

Yours truly,

**ALBERT DEL ROSARIO**
Ambassador
to the United States of America



# Message

Best wishes to the Junior Chamber of the Philippines for a successful JCI World Congress in Las Vegas, and for your good work in promoting your country and its place in the world community.

Sincerely,

FRANCIS J. RICCIARDONE
U.S. Ambassador



DEPARTMENT OF
**TRADE & INDUSTRY**
PHILIPPINES

# Message

Our warmest greetings to all Jaycee representatives and delegates to the Junior Chamber International World Congress in Las Vegas, Nevada on 24-28 November 2002.

It is heartening to note that this event will once gather together a powerhouse group of 10, 000 Jaycees from five continents to forge and reinforce friendship and goodwill among nations, map out new directions for the Jaycee movement and celebrate 57 years of Jayceeism all over the world.

For a movement that is dedicated to the pursuit of leadership excellence through community service, Jayceeism remains a most potent force for rallying people together towards making our world a better place.

This is indeed a most opportune time for the JCI to adopt " internationalism" as its thrust- considering the extraordinary, radical, and compelling events in the global landscape at the dawn of this new millennium. These developments in the political, economic and social facets of international relations make it imperative for people from all walks of life—as represented by the Jaycees – to reflect and deliberate on what is going on in the world today, what these developments mean for us, and how we can proactively respond to the formidable challenges they represent.

We are one with the Jaycees in your aspiration for this World Congress to strengthen the meaning of peace and goodwill among men and conceive of new ways of global collaboration to foster the spirit of community service. Indeed, may your tribe increase.

To all Jaycees of the world, our sincere congratulations and best wishes for a successful, fruitful and enlightening World Congress.

*Mabuhay!*

MAR Roxas
Secretary
Philippine Department of Trade and Industry



# Message

My warmest greetings to the Philippine Jaycees and JCI World Congress!

As Asia's first and premier national organization dedicated to the leadership development through community service, the Philippine Jaycees continues to serve our fellowmen through its commited action for responsive and effective service. Through the years since its stablishment,the organization has contributed its share to the country's growth and development.

The Philippine Jaycees' participation in this year's JCI World Congrees in Las Vegas, Nevada will foster international goodwill and mutual understanding among Jaycees from all over the world.

The global event will also be important venue for the Philippine Jaycees, especially at the time when we are preparing for the "Visit Philippines 2003" campaign as fully endorsed by the World Tourism Organization.

It is noteworthy that the administration of President Gloria Macapagal Arroyo fully appriciates the potentials of travel and tourism to spur the country's socio-economic development.

In this vein, the Department of Tourism has initiated programs and projects, which will lead up to "Visit Philippines 2003" Some of these are the Tourism Volunteer-12 and the New "Balikbayan" Programs, "Hub and Spokes" Destination System, DOT Visitor's Information System, Tourism Enterprise Zones and national advocacy for a "Culture Tourism"

In cooperration with local travel trade, the DOT and its attached agencies are also implementing a focused and sustained marketing program to complement the "Visit Philippines 2003" The "More Than the Usual, WOW Philippines!" campaign aims to bring the Philippines back on the world tourism map as a real option for international travelers and positions the Philippines as offering more than the usual vacation. "WOW Philippines", the master acronym for "Wealth of Wonders", highlights our country's more than 7,100 islands as host to a unique and multi-faceted business and travel destination.

Congratulations to the Junior Chamber of the Philippines-Philippine Jaycees.

May your presence in the JCI World Congrees contribute it share in inviting other delegates and the American people for "Visit Philippines 2003", where they can experience the beauty of the Philippines ' more than 7,100 tropical islands and the natural warmth of millions of Filipinos.

Bayan ko, Sagot ko!

**RICHARD J. GORDON**
Secretary
Philippine Department of Tourism



**JUNIOR CHAMBER INTERNATIONAL**

**Salvi Battle**
**JCI President**
*Senator No. 56658*

# Message

To start, allow me to express my pleasure and appreciation for the commendable efforts of your organization, the Junior Chamber of the Philippines, to make this year's 57th JCI World Congress in Las Vegas, Nevada very successful. Your infectious dynamism and far-reaching visions have led you to even showcase your beautiful country through this "On-to-Las Vegas Booklet and Official Tourism Guide to the Philippines." With this major publication, I am sure you will be able to attract a significant number of foreign delegates to visit the Philippines.

But I hope to express greater pleasure and appreciation at the end of my term as JCI President, since that would mean that the activities carried out by all our members would have been successful. To this end, we must carry out our activities based on three fundamental premises:

First: We are an organization of movers and shakers who obtain satisfaction from our actions-from the moment we initiate, design and execute our projects until we reach our final objective.

Second: Our organization's increased value resides not only in the activities we undertake, but also in the quality of our efforts. The value of our projects varies depending on the way we execute them. The quality of our approach ensures the success of our projects. This quality is fundamental for our training and it defines the style of our programs.

Third: We must build a solid edifice for tomorrow's young people. We are all involved in building this edifice. The participation of every one of you will ensure our goals and challenges are higher and more significant than ever.

I have no doubt that we will all contribute with our deepest commitment and our best efforts to achieve a successful performance. For this purpose, you can count on my full collaboration and that of all the JCI Board of Directors, officers, and assistants.

Hoping to be able to personally meet you at the Congress, I send you a warm "abrazo."

Salvi Batlle
*JCI President*



JUNIOR CHAMBER OF THE PHILIPPINES
Philippine Jaycees

# Message

Distinguishing one claim from another through the advertising hype that pervades our world is a tiring adventure. Many people claim superiority because of future promises. Withstanding the test of promotion is the axiom, "People want to see action, not words."

Whenever someone does an outstanding job, it's imperative to recognize his or her extra effort. It is in this light that I congratulate the "On-to-Las Vegas" National Committee, led by Arnold "the mailman" Santillan, for this unprecedented souvenir program cum travel guide. Taking its cue for being the first Jaycee national organization to launch a comprehensive "See the Philippines" program in 1948, our NOM breaks new ground for being the first Jaycee organization to officially produce a souvenir program aimed to attract foreign delegates to visit the Philippines... despite the fact that we are not even the host NOM of this year's Congress.

I, therefore, earnestly enjoin our entire membership to participate in this very worthwhile endeavor by joining our delegation, perhaps one of the biggest we have produced in our NOM's history, to experience the splendor of the 57th JCI World Congress in Las Vegas, Nevada, the "City that Never Sleeps."

May you reap every success you sow, as we continue to forge a world where the "brotherhood of men transcends the sovereignty of nations."

Yours in Jayceeism,

**JCI Sen. MABEL P. VILLARICA-MAMBA**
National President



JUNIOR CHAMBER OF THE PHILIPPINES
Philippine Jaycees

# Message

Warmest Greetings!

Coming up with this Souvenir Program cum Travel Guide for the 55th World Congress is really a first and a big milestone for the Junior Chamber of the Philippines. This practically supports the grand vision of making our presence felt in Las Vegas, not only to put the Philippine Jaycees at the helm but our beloved country as well. The hosting of the Philippine Night in Vegas came about not only for reason that we will be hosting ASPAC 2003 in Cebu, but also we would like the whole delegation of JCI to once again experience Philippine hospitality, and likewise appreciate our people's talents and our country's rich culture.

Allow me to commend the Chairman for the Las Vegas World Congress of the Philippine Jaycees, JC Arnold Santillan and his Committee for carrying out the vision and aiming high, not only for the benefit of the Philippine Jaycees but for the Philippines in general. The committee's unwavering commitment to this endeavor was so contagious that really inspired me and the whole delegation to give our share of the work and exert all efforts to make this Philippine Night possible and meaningful for all of us.

Thank you guys and gals for all the sacrifices and efforts that you have given to this undertaking. It was tough indeed but I believe that it was all worth our while as it surely benefited our organization and our country as well.

To all the delegates of the World Congress, we hope you enjoyed our Philippine Night and we look forward to seeing you once again for ASPAC 2003 in Cebu.

God bless us all!

ROSEMARIE E. MURILLO
National Director for International Affairs
Junior Chamber of the Philippines



JUNIOR CHAMBER OF THE PHILIPPINES
Philippine Jaycees

# Message

Warmest greetings to all from the Junior Chamber of the Philippines!

The demands of our chosen professions often exhaust us as we strive to create opportunities from challenges. The personal satisfaction found in a job done well, however, prepares us for the next goal.

As preparation for the much anticipated and up-and-coming Las Vegas World Congress comes to a climax, the Philippine delegation would like to share with the entire Jaycee Community, most especially to this year's World Congress participants, our first ever "On-to-Las-Vegas" souvenir program cum Travel Guide especially prepared for the foreign delegates. Encapsulated in this 68 page booklet are pictures and write-ups of some of the most exciting scenic and historical places our country has to offer, including some of our country's beaches which are arguably among the best in the world.

The idea of coming up with a functional program containing information about the Philippines came about due to the present state our region is perceived to be in, which I believe is a reflection of what is happening around the world. Acts of violence and economic turmoil are what are perceived by a few. However, this travel guide hopes to remind us that there is much more to discover about our region, specifically the Philippines – its diverse culture, colorful traditions, hospitable people, and vast natural resources among others.

On behalf of the JCP "On-to-Las Vegas" Committee, permit me to thank our gracious and generous sponsors, for without their support, preparations for this year's 57th JCI World Congress in Las Vegas would have been much more difficult and challenging. In the same manner, I would also like to commend the efforts of the hardworking men and women of the Junior Chamber of the Philippines, most especially the "On-to-Las Vegas" committee members who have lent their unconditional time and attention towards this undertaking.

Cognizant of what we have to offer, allow me to invite each and everyone to come and visit the Philippines and experience the Filipino hospitality at its best!

Best regards,

JC JOSE CONRADO S. LEVISTE
Publisher
"Bayanihan" Philippine Travel Guide



JUNIOR CHAMBER OF THE PHILIPPINES
Philippine Jaycees

# Message

Greetings to our fellow JC members, colleagues, and friends around the world!

You have in your midst a grand Philippine Night combined with this full-colored Bayanihan Travel Magazine Programme that have been prepared for all of you. These projects came about after countless hours of brain storming, meetings, phone calls, cold calls, email correspondences, burning the midnight oil, knocking on sponsors' doors, and many months of legwork, not to mention the thousands of miles that we have logged on our roadshow travels promoting the Las Vegas World Congress 2002 to all members of the Philippine Jaycees.

THE DREAM : It has always been a dream of every Filipino to do well and give something back to our Country. This dream has been made possible through the 57th World Congress Philippine Night at Las Vegas on November 25, 2002. This is our own small way of helping promote and create interest in our country to potential tourists and investors around the world.

THE INSPIRATION : The inspiration to pursue this dream came about while I was in Sendai,Japan attending the ASPAC 2002. During a luncheon hosted by JCI Senator and Senior Advisor Cecilio Pedro for the ASPAC Philippine delegation, he shared his vision of a successful JC Philippine delegation to an international JC event. He said that this would be realized if we all worked together as a team, and only then could we accomplish our dreams. The dream of helping our country, together with the inspiration provided by JCI Sen. Cecilio Pedro, led me to take on the challenge and opportunity of spearheading the delegation of the Philippine Jaycees to the 57th World Congress...not merely as a spectator but with a proactive participation in the Convention through this Philippine Night and Bayanihan Travel Guide.

THE CREDIT : We thank all the JCI leaders and members from the Manila Chapter, and various Chapters of the Philippine Jaycees and around the globe who came before us. Their legacy has shown us that great things happen when we put our hearts and minds into something, work hard and pray to make it happen. We are grateful to all our sponsors with whom we shared realization of our dreams and vision for our country. Their belief and trust in us allowed us to make Philippine Night and Bayanihan magazine a reality for all of us. We are thankful to our parents, families, and friends who have been very patient with us all this time. Thank you for the continuous support and encouragement and for keeping our spirits high at the time that we needed them most.

THE TEAM : To the JCP world congress team...this project could have been even more difficult if not for your combined efforts, time, sacrifice, hard work, and dedication. My deepest gratitude to all of you for making this project a reality.

To all the Philippine delegations to the 57th World Congress, we thank you for your help and participation especially in the Philippine Night, and most of all for being part of the "PHILIPPINE TEAM 2002"

THE GLORY : To our Almighty God the Father and his son Jesus Christ..To whom we owe all our blessings and who made it all possible and to whom we give back the glory and joy of having this special project.

Mabuhay ang Pilipinas! Mabuhay tayong lahat!

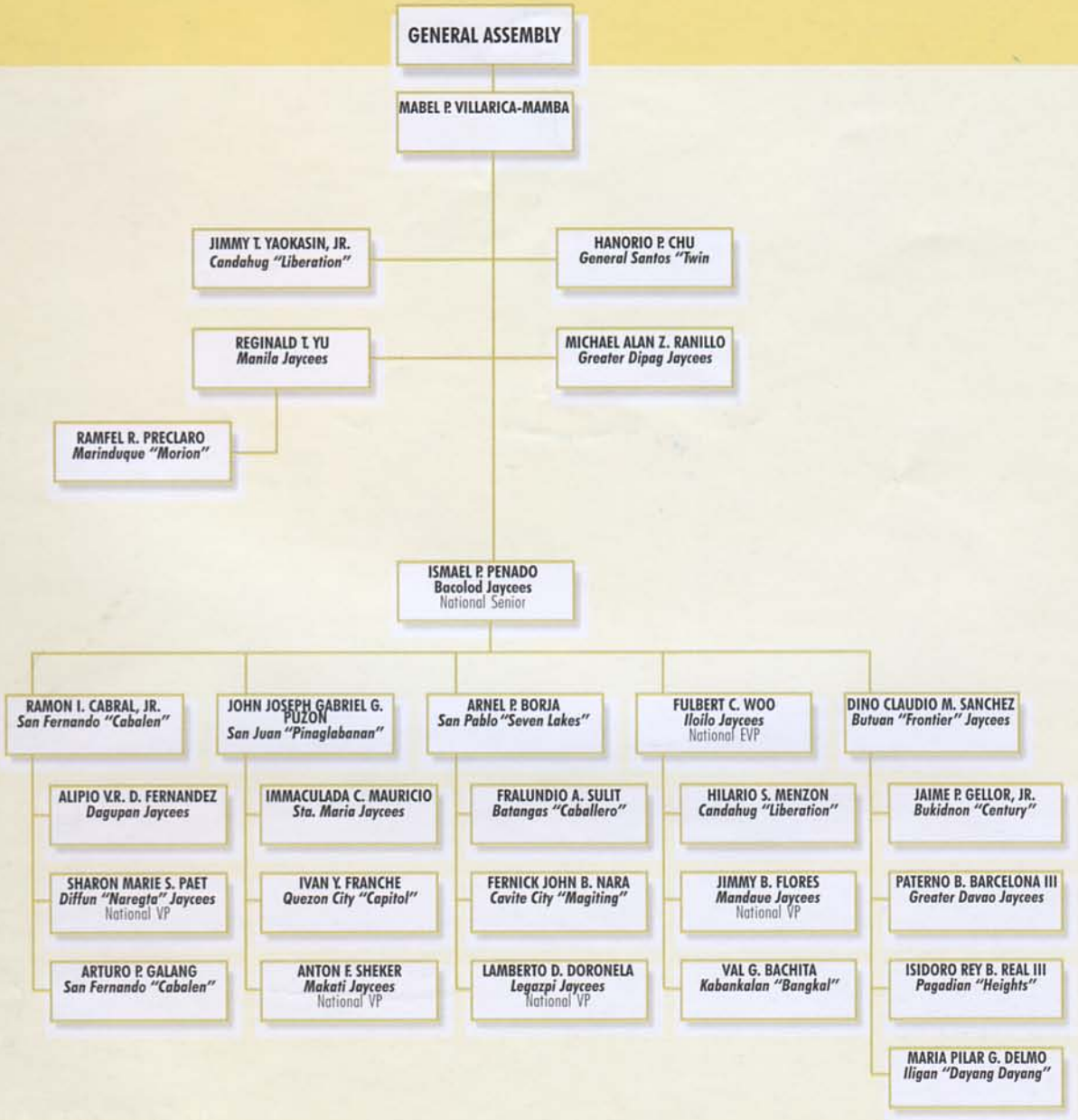
God Bless to one and all,

Arnold Chua Santillan (Sy )
National Chairman, Philippine Delegates to World Congress 2002
Junior Chamber of the Philippines
teamworkjc@yahoo.com

# JCI MISSION STATEMENT

"To contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship, and fellowship necessary to create positive change."

# Organizational Structure of Junior Chamber Philippines



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Experience the comfort of the most spacious business class bed in the sk Raffles Class SpaceBed offers you a new level of luxury with more space to work, relax or sleep. All, of course while enjoying the inflight service even other airlines talk about.

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A STAR ALLIANCE MEMBER

In keeping with the tradition of providing every customer, in every class, unprecedented levels of comfort, cuisine and entertainment, we are pleased to introduce some touches of luxury as you journey with us from Manila to more than 60 cities all around the world. From Manila, we offer 3 flights to Singapore, on our spacious Jubilee 777 aircraft.





The Italian-Swiss designed SpaceBed*, the biggest bed in business class, offers you unparalleled comfort.


KrisWorld, the biggest show in the sky, gives you your own personal entertainment system.


Our International Culinary Panel has prepared World Gourmet Cuisine to suit every taste.


Settle back in the most spacious business class bed in the sky, our new Raffles Class SpaceBed*.






*The Raffles Class SpaceBed will be available on all B747 and B777ER intercontinental services. The retrofit programme for the entire fleet is expected to be completed by mid-2003.
**Available on all MEGATOP 747s, JUBILEE 777s and CELESTAR 340s.

From our lavish and luxurious First Class, to the wonderfully spacious new SpaceBed* in Raffles Class, to the personal entertainment systems in every seat of our award-winning Economy Class, we have created a whole new travel experience. n route, you'll enjoy KrisWorld, your personal inflight system with the latest movies, TV hits, sports and a wider selection of music. There are also thrilling interactive games, the most Nintendo games, PC games and Brain Teasers. Enjoy all these with the inflight service even other airlines talk about.

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# The Junior Chamber of the Philippines

## MORE THAN HALF-A-CENTURY OF PIONEERING LEADERSHIP EXCELLENCE

*By JCI Sen. Reginald T. Yu*
**National Secretary-General**

## Introduction

Junior Chamber of the Philippines, or Philippine Jaycees, is registered under the Laws of the Republic of the Philippines and an affiliate of Junior Chamber International, a worldwide leadership development and community service organization. Its mission is to contribute to the advancement of the global community by providing opportunities for young people to develop leadership skills, social responsibility and fellowship necessary to create positive change.

Over 6,000 young adults, between the ages of 18 to 40, from 230 local organizations (LOMs) or chapters throughout the Philippine archipelago comprise the membership of the Junior Chamber of the Philippines.

Its National Headquarters is located at the Philippine Jaycees Building, 14 Don Alejandro Roces Avenue, in Quezon City. The three-storey building houses a Secretariat of seven (7) personnel who provide membership and development services to local chapters and organization members. The Chief Administrative Officer is the Executive Director who reports directly to the National Secretary-General.

The Jaycees operates on the premise that the development of individual character and personality will result in better communities and eventually, a more peaceful world. The organization may be described as a University of Leaders-the students are its members, the curriculum is leadership development, and its campus, the world.



## Junior Chamber Members Create Opportunities

The slogan "Entrepreneurs in Action" depicts our members' determination and courage to create and use opportunities to generate change, to break barriers and to explore new fields. Pioneers in business and in life, they are trailblazers; they radically redefine limits, and how they can be reached and surpassed.

Junior Chamber's ranks include leaders who are investors, venture capitalists, entrepreneurs, and professionals in diverse fields. Their entrepreneurial action empowers them to forge change to make the world a better place. They are visionaries, risk-takers and mavericks; they transform great dreams into reality. With strength and determination, they are reaching new limits, continually striving to do more and be more in their businesses, their communities and in the lives they help change.

## The Establishment of a Permanent World Peace

The dream and purpose of Junior Chamber are most clearly expressed in the words of founder Henry "Hy" Giessenbier who said:

"From within the walls of the soul of this organization, wherein the foundation of character and citizenship are laid, I hope a message will come forth in the sometime of tomorrow that will stir the people toward the establishment of a permanent and everlasting world peace."

Giesenbier had the foresight to believe that character and citizenship could contribute toward a permanent world peace. His dream and purpose for Junior Chamber were to offer the membership opportunities that would build strong, positive characters and a sense of citizenship, not only for communities, cities and countries, but for the world

## The purpose of Junior Chamber, inspired by the Declaration of Principle, is:

To contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skill, social responsibility, entreponsibility and fellowship necessary to create positive change.

The organization operates on the premise that the development of individual character and personality will result in communities that are better developed and eventually, in a more peaceful world.

**From within the walls of the soul of this organization, wherein the foundation of character and citizenship are laid, I hope a message will come forth in the sometime of tomorrow that will stir the people toward the establishment of a permanent and everlasting world peace.**

Most educational institutions focus on the passing of an examination and the amassing of degrees rather than the development of personalities. It is said the purpose of education is to prepare the individual for "life," not just to be able to perform a job.

Life is much more than just doing a job. Life is caring, sharing, loving, understanding and communicating. Junior Chamber strives to complete any lack in the development of its individual members.

## A People Organization

Junior Chamber is a people organization. People resort to violence when communication,understanding, patience, tolerance, reason and love cease to exist. Junior Chamber's plan is to offer opportunities to the members that will reinforce these positive qualities.

The idea is to bring people together. Many opportunities are created when people with various social, cultural, ethnic, religious, economic and national backgrounds meet. At national conventions, area conferences and world congresses, members come face-to face with one another to share experiences and exchange ideas which lead to better understanding and cooperation.

A bond of brotherhood and genuine friendship is established as Junior Chamber members seek the ways and means to improve themselves and the world in which they live.

## The purpose of Junior Chamber is to show the rest of the world:

That all humans can be developed.
That all are equal.
That the world is Interdependent.
That the world does not belong to humans, but that humans belong to the world.
That every human being is a citizen of the world.




# 53 reasons to come to the 53rd JCI ASPAC Conference

1. **It won't ever happen again!** 2. SHOP 'til you drop. **3. GET into the rhythm of Cebu's Mardi gras in Cebu Nite** 4. ISLAND HOP to Cebu's 167 islets and islands. **5. DROWN yourself with unlimited sprits during International Night.** 6. BE ENTERTAINED by Cebu's top bands performing nightly. **7. COUNT the star at Tops.** 8. TRY your luck at the Cebu Casino. **9. IMMERSE yourself in "must-join" seminars.** 10. GOLF for gold! **11. DARE to bare at Olango.** 12. VISIT Cebu's unique museum - butterfly mosaic at Jumalon's. **13. STRUM your fave tune on Cebu's famous guitars.** 14. GO kayaking in the waters of Mactan. **15. INDULGE in a "Sutukil" experience at the Lapu-Lapu Monument.** 16. SAVOR Cebu's mangoes and the 101 ways to eat them - dried, preserved, au naturelle, pickled juiced, shaken, pureed, striped, raw, ripe, with bagoong, with salt, etc.. etc… **17. SEEK your fortune at the Taoist temple.** 18. LIGHT a candle at the 400-year old Basilica del Sto. Niño. **19. RUB elbows with fellow Jaycees this side of the hemisphere.** 20. EXPERIENCE Cebu's throbbing nightlife. **21. ENJOY Cebu's summer-round weather.** 22. COLLECT "to-die-for" Cebuano world-class handicrafts. **23. SAMPLE Cebu's specialties - danggit, otap, rosquillos, masareal, masi, chicharon and lechon.** 24. COMMUNE with the exotic winged creatures in Cebu's only bird sanctuary off the coast of Mactan. **25. FEED the fishes in Sogod.** 26. LEARN how to dance the Sinulog - 2 steps forward, 1 step backward. **27. RELAX in Cebu's man-made fresh-water and sea-water lagoon.** 28. SAVOR Cebuano "no-nonsense" dining in Larsian - puso and bar-b-q. **29. FIND out why Cebu has been dubbed the "The Furniture Capital of Asia".** 30. DIVE into Cebu's pristine Kawasan Falls. **31. STRIKE a pose at Fort San Pedro.** 32. EXPLORE and MARVEL at Cebu's rich and enchanted underwater world. **33. STEP back in time and EXAMINE Cebu's past colonial lifestyle in Casa Gorordo.** 34. CLAIM the Videoke King or Queen" title in any of our city's countless karaoke/videoke bars. **35. DRESS to IMPRESS during our Safari-inspired Conference Ball.** 36. PARTY with the really coooool Jaycees of Cebu.

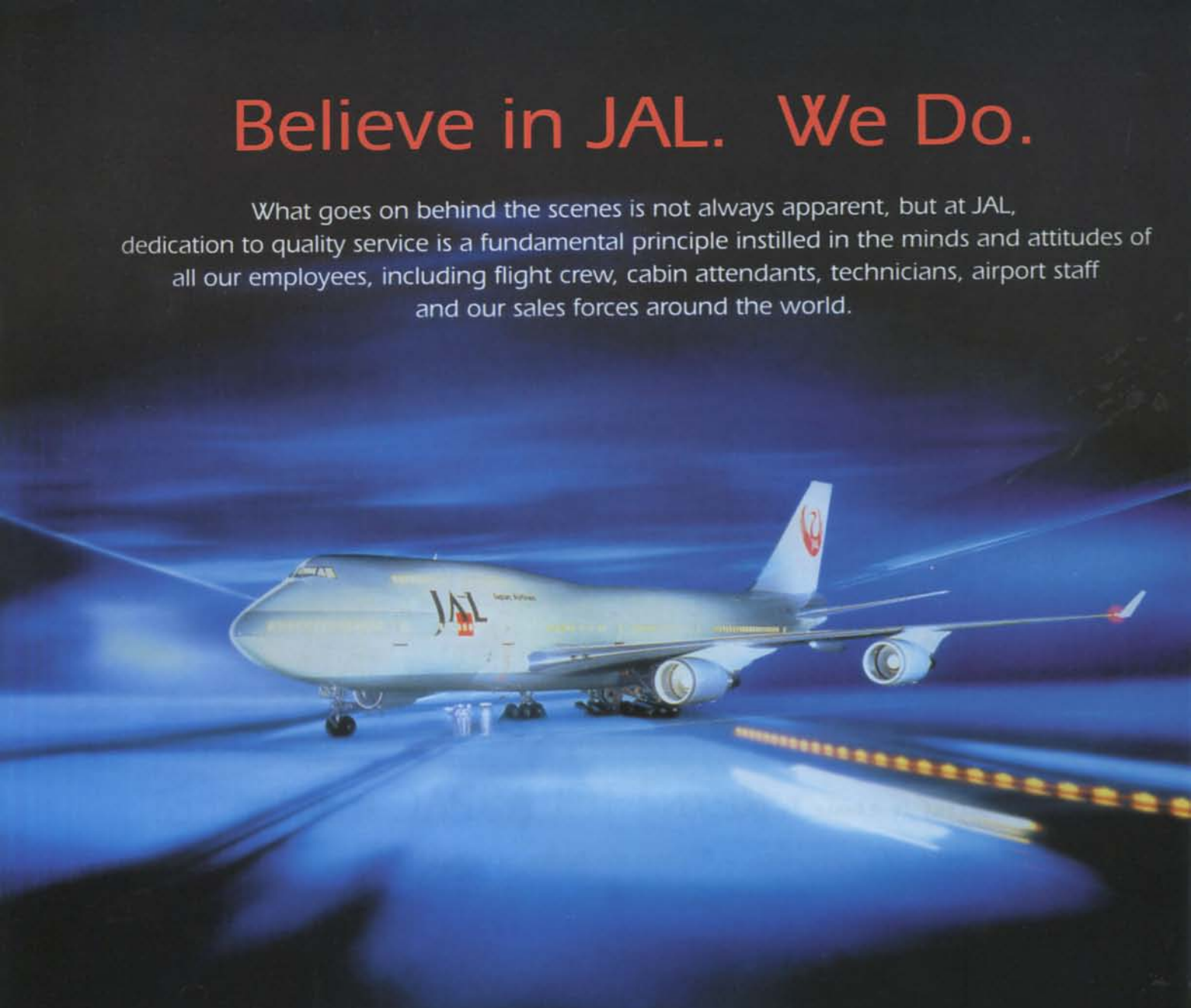
37……41……45……50……51……

**53. Make your mark! Be a part of this once-in-a-lifetime Jaycee Gathering…… the 53rd JCI ASPAC CONFERENCE in CEBU from May 22 to 25, 2003!**

www.jciaspac2003.com www.jciaspaccebu2003.com

# Believe in JAL. We Do.

What goes on behind the scenes is not always apparent, but at JAL, dedication to quality service is a fundamental principle instilled in the minds and attitudes of all our employees, including flight crew, cabin attendants, technicians, airport staff and our sales forces around the world.



## Safety First : It Can't Be Any Other Way

For an airline, safety is the premise for all operations. At JAL, excellence in safety standards is not a question of following global standards. We believe that we should consistently rank among the leaders. This is why we pay attention to every detail and conduct unflagging efforts to ensure safety. Every employee in the JAL Group carries out these efforts, flight by flight, day and night.

## Reliability Unmatched

JAL - owner and operator of the world's biggest B-747 fleet with over 100 747s in service - has set records in schedule reliability performance. That means our B-747s leave on time more often than those of any other airline. Our aircraft leave on time 99.46% of the time - a record which has been painstakingly kept, if not improved, through the years.

## Quality Emphasized in Customer Service

Behind JAL's commitment to quality in everything we do is our extensive network of support systems, constantly being monitored and upgraded to suit changing conditions in travelers' tastes and needs and new market situations. We acknowledge our reason for being : our customers and aim to always be the customer's first choice.

Air Transport World's "Airline of the Year for 2002"




# ABOUT JCI

**Name:**

**Junior Chamber International (JCI), Inc.,** is a worldwide federation of young professionals and entrepreneurs between the ages of 18 and 40.

**Membership:**

National Organizations federated to Junior Chamber International are active in more than 5,700 chapters in 110 nations and territories.

**Mission:**

To contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, fellowship and entrepreneurship necessary to create positive territories.

**History:**

Junior Chamber International was founded in Mexico City on December 11,1944 when representatives from eight nations met to create an organization that would address global concerns. From these eight nations, Junior Chamber has grown to include more than 110 nations and spans every continent.

**2002 President:**

Salvador "Salvi" Batlle D. from Barcelona, Catalonia, Spain.

**Headquarters:**

The JCI Headquarters was established in 1951 and has been located in Coral Gables, Florida, U.S.A since 1969. In 2002, the JCI Headquarters will be located to St. Louis, Missouri, U.S.A, where Junior Chamber was founded in 1918. A professional staff of 20 full-time employees provides services to JCI members. Its chief executive officer is Secretary General Benny Ellerbe.

## International Events:

The 57th JCI World Congress will be held in Las Vegas, Nevada U.S.A from November 23 through 28,2002. The Outstanding Young Persons of the World (TOYP) are announced each year at the JCI World Congress. The program honors up to ten young individuals who best exemplify the finest attributes of the world's young people. JCI also hosts four regional conferences each year to conduct its business and training as well as address items of concern and global issues. During 2002 these conferences will be held in Sousse, Tunisia; Sendai, Japan; Santo Domingo Republic and Istanbul, Turkey.

JCI is a nongovernmental organization (NGO) with active participation in the United Nations system, including several UN agencies such as UNICEF and UNCTAD. JCI has cooperation agreements with the International Chamber of Commerce (ICC), International Association of Students in Economics and Management (AIESEC), the Pan-American Health Organization (PAHO) the World Health Organization (WHO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Inter-American Foundation (IAF)

## JCI Corporate Slogan : Entrepreneurs in Action

Why was " Entrepreneurs in Action" selected as JCI's marketing slogan? The word " Entrepreneurs" has a vast range of positive meanings. Primarily denoting " a person who organizes a business undertaking," it can also describe someone who takes bold actions for the community- a social entrepreneur. Innovative, cutting edge, creative and energetic, an entrepreneur has fresh original ideas and is ready to risk implementing them.

The words " In Action" were selected to indicate that our members are active and proactive, always working toward change. Regardless of the area of enterprise- development, training, environment, children, peace, internationalism- our members help improve their communities their countries and their world.

# The Four Areas of Opportunity

*The Junior Chamber of the Philippines evolves around four (4) areas of opportunity. These areas offer numerous activities for members to acquire or refine their leadership skills and provide multiple channels for communities to benefit from the Junior Chamber experience.*

The five (4) areas of opportunities are:

**INDIVIDUAL OPPORTUNITIES:** Jaycees offers opportunities for personal development. Seminars such as Leadership in Action, Personal Dynamics, Effective Communications, and Goal Setting help members to improve public speaking skills, learn leadership skills, improve their communications abilities and enhance their personality.

**COMMUNITY OPPORTUNITES:** The Jaycees immerses in its community, becomes aware of its needs and implements to answer those needs. In this key area, Jaycees become catalysts for change serving the greater good of society. The Jaycees put into practice the skills they have developed through service to their communities, to the country and to mankind.

**INTERNATIONAL OPPORTUNITIES:** The Jaycees make available very impressive international opportunities. In this area, the member can derive awareness of what is happening in other cultures, and is helped to establish a network of professional and business connections throughout the world. The Jaycees offers its members the opportunity to contribute towards world peace, simply by creating goodwill and friendship with their fellow Jaycees from other countries. In brief, the Jaycees provides young people the opportunity to succeed. It offers the challenges that make life more meaningful, worthwhile and personally rewarding.




**BUSINESS AREA OF OPPORTUNITY:** All members of Junior Chamber are involved in some business activity-working on their own, for another company, or preparing to open their own business. Junior Chamber was established in 1915 to give young people an active voice in the business community.

This same purpose is now found in the Business Area of Opportunity and divided into two Commissions:

A. **BUSINESS AFFAIRS COMMISSION** In the business Affairs Commission, members can exchange business ideas or do business with any member in a network of almost 400,000 members around the world.. Business opportunities give Junior Chamber the chance to enhance the economics of the community by conducting projects to increase business productivity. Economic progress can be achieved by visiting successful companies to learn how they conduct their business, and by inviting successful entrepreneurs to speak at monthly meetings. Junior Chambers can conduct training sessions on how to enhance company operations and promote free enterprises as the best way to achieve economic justice. Many National Organizations and chapters organize special trade missions to other countries to establish business relations and exchange technology, organize small investment clubs, publish business directories, etc. At World Congress, trade seminars encourage members to practice free enterprise and develop business contacts.

B. **INTERNATIONAL BUSINESS COUNCIL** Membership in the International Business Network offered by Junior Chamber International is a great opportunity to network with other current and past members from around the world. Many National Organization and chapters have established their own business networks.

# Projects

A. INDIVIDUAL DIVISION

1. **SPORTS COMMISSION:** This will ensure that Jaycees are not just concerned in work, but that sports and physical fitness must be part of the curriculum. National in scope, this commission will examine the best sporting event that can be competed upon by all areas, culminating with the championship during the National Convention. This will be change to "JC POP" soon, a song writing contest that aims to develop leadership and social responsibilities and fellowship necessary to create positive change.
2. **YOUTH COMMISSION:** Coordinating with the National Youth Commission of the National Government, it will be tasked with projects coordinated with the thrust of the Philippine Government. Joint projects with the government arm will likewise be encouraged. This year,

the Project "Mula sa Poso ni Gloria" will be undertaken with approval of funds from the Social Fund from the Office of the President. The project is a revival of the Water-for-Life Project (NOM to NOM Assistance) few years ago. This aims to provide water to depressed areas or regions nationwide, especially schools, with the construction of water pumps.




3. **EXTENSION, REVIVAL & RECRUITMENT:** Major emphasis will be placed here since over the years the number of chapters has dwindled. A massive campaign to extend and revive chapters will be embarked upon by this division as the year 2002 will try to bring back, and extend, as many chapters as possible while maintaining quality in membership.
4. **SENATE LIAISON:** Learning from our "senior" brothers will inspire the young. As the regular Jaycees learn from the wisdom and experience of the Senators, in return, the regulars will share their energy and youth. It is the dream of this commission that the Senate and the regulars be as united as possible — by having joint projects and if possible to have a joint National Convention.
5. **JUNIOR JAYCEES LIAISON:** Teaching our younger counterparts will be the thrust of this committee. After all, the Junior Jaycees will likewise be a source of recruitment for the movement, in the long run.
6. **RECRUITMENT (AUDIO VISUAL):** This is a VTR or LCD presentation on the orientation seminar which was done by JCI and the NOM. Copies of this could be distributed to all LOM's at a minimum cost. The VTR or CDs can be a very good medium in impressing prospective members. A local version shall be made available at the Philippine Jaycees.
7. **BATANG LEADER:** Responsible for Active Governance Program is a joint undertaking between the DECS and the Phil. Jaycees which aims to institutionalize leadership training for high school students nationwide. This aims to develop leadership skills of students in public elementary in all 16 regions nationwide. The participants will undergo sessions on Vanguard Leaders, Team Building, Project Planning and Implementation, Effective Meetings and Parliamentary Procedures, Strategic Planning. This is funded by the DILG in cooperation with DECS and the Phil. Jaycees. This project will be transferred under the wings of NTC as agreed during the 1st Regular NB meeting last January 12-13, 2002.
8. **LEADER MAGAZINE / NEWSLETTER:** Through this official quarterly magazine of the Philippine Jaycees, we hope to generate funds through advertisers and pursue its wining ways by continually improving format
10. **PUBLIC RELATIONS:** Tool in selling the Jaycee movement, Public Relations will be used in the tri-media to help the Jaycee name. Targeting press releases at least once a week, especially for important NOM undertakings, this division will tap all Jaycees connected with TV, radio, and print to maximize cost effective measures for P.R.
11. **SPECIAL PROJECTS :** Any special project that are to be undertaken as approved by the National Board, an example of which is the Clubhouse Management which aims for its renovation to maximize the use of the Philippine Jaycees Clubhouse in terms of usage by the Jaycee members, or even make use of the space for income generating activities.
12. **WEB PAGE / WEB SITE/ ON LINE CHAT:** While marketing is a main With the advent of the internet and e-mail, the Philippine Jaycees shall produce a webpage/ website of the NOM's make up, structure, and activities. The same shall be updated with real time to, and shall be one of the more popular mediums of communicating information from the NOM to LOM. A weekly on line will also be conducted in order to interact with National Officers, LOM Presidents as well as all the members if possible.
13. **NRRC:** This aims to expose the awards system to most LOMs and to adopt the same system similar to JCI, to encourage LOMs to bid for awards during Area Conferences and National Conventions in recognition of their activities during there term. An awards manual will be produced on time.

B. BUSINESS DIVISION

1. **BUSINESS & TRADE DIRECTORY:** Business, being the 4th area of opportunity, should be promoted among the Jaycees through business directories, trade fairs, seminars, etc. It would be effective in marketing the Jaycees to prospective members as it will give recruits an additional

gain when they join this organization. The B&T Directory is a compilation of all Philippine Jaycees into one publication for purposes of networking.

2. **JC MAX (DISCOUNT CARD):** This is a privilege discount card to any business establishment which has tie ups to any chapter. It was conceived in 1991 that the Jaycee ID also serve as a "come on" for marketing strategy to increase membership. Membership dues in discount and privilege card clubs start at a minimum amount. It would then be cheaper and more advantageous to join the Jaycees. It must be emphasized, however, that there should be enough establishments of good standard participating to ensure the success of the project.
3. **JCP CREDIT CARD:** With the influx of credit cards, this year we will continue to tie up with prospective reputable credit card bank-company. This will further be an advantage to the Jaycees as the commission



system will be beneficial not just to the NOM, but more importantly to the LOM as well.

4. **JCP MERCHANDIZING:** To come up with innovative ideas. This is to create proper awareness to the Jaycees that we do exist by providing selected novelty items for sale which the Jaycee logo appeared to all the items. These items are offered not only to Jaycee members but to the public as well to generate additional funds for the organization.

C. COMMUNITY DIVISION

1. **TOPP (THE OUTSTANDING POLICEMEN OF THE PHILIPPINES):** Gives recognition to exceptional and outstanding achievement of the policemen of the Philippines. The award also aims to motivate them to perform their duties and responsibilities to the fullest. The TOPP award has been divided into 2 categories, Non-Commissioned Officers from PO1 to SPO4 and two, Commissioned Officers from inspector to superintendent, to even the playing field for the nominees.
2. **TOYM (THE OUTSTANDING YOUNG MEN):** An annual undertaking of the Jaycees to recognize exemplary achievements of young Filipinos from 18 to 40 years old in their respective fields of endeavors. Awardees are selected based on their service to the community, professional excellence & leadership, including moral rectitude, innovations, and pioneering spirit. The TOYM project is aimed at providing inspiration to the people, specially the youth, to strive for excellence in their own activities and fields of endeavor. By focusing on the dedication, hard work, integrity and social responsibility which the awardees have shown in the attainment of their goals, it is hoped that these positive values will be emulated by others.
3. **JAYCEE WEEK:** A whole week celebration of Jaycee projects and activities stressing on the four areas of opportunities. LOMs are encouraged to have joint JC Week celebrations to make a bigger impact on their activities and projects. This is to create publicity for the JC movement. It was launched last April 15, 2002 with no less that Her Excellency President Gloria Macapagal-Arroyo as the Guest of Honor and Speaker.
4. **ALAY LAKAD (WALK FOR A CAUSE) 2002:** A national government project which is spearheaded by the Department of Social Welfare and Development. It encourages all citizens to participate in the walk for a cause project. The four civic clubs namely; Kiwanis, Lions, Rotary and the Philippine Jaycees, Inc.. raise funds through the donations of the private and government sector and from the participants during the walk. The funds raised will be used for the out-of-school youth programs and other projects which benefit the less privileged.
5. **YLEA (YOUTH LEADERSHIP EXCELLENCE AWARD):** Give due recognition to deserving public and private elementary and high school students and inspire them towards greater achievements in life. This year, private school students will be included for the said award.
6. **CALAMITY COMMISSION:** Extending assistance to areas which are hit by calamities. A Memorandum of Agreement will be entered into between National Disaster Coordinating Council (NDCC) and the Philippine Jaycees to enable JCP to respond effectively and fast to calamities.
7. **PEACE AND DEVELOPMENT COMMISSION:** Creation of Peace and Development Commission to raise the level of consciousness among the Jaycees of the ongoing conflict in Mindanao.
8. **PUBLIC RELATIONS:** The main aim of which is information dissemination through TV, press releases and radio plugs for the announcement of Jaycees activities.
9. **ENVIRONMENT:** The project aims to protect and conserve the environment through tree planting. During



its initial implementation last year, a tie up with Luntian Pilipinas under the Office of Sen. Loren Legarda was made. This year they will include garbage-recycling projects in the program. An Earthday Celebration program will also be undertaken through tree planting nationwide.

10. **YOUTH SMOKING PREVENTION PROGRAM:** This project is aimed towards information dissemination for the non-smoking campaign for minors.. The project was launched last January 10, 2002 with Philip Morris Philippines as the sponsor.
11. **KAHIT MAY "K" OK:** A regional project of STR-West region which was adopted as National project this year. This project aims to provide an active role in the assistance of the physically handicapped individuals.
12. **Beyond Prison Walls Project -** This is a joint project with Caritas Manila through their project Prison Justice & Development Program (PJDP), and with the DILG which manages the Bureau of Jail Management and Penology. This will be implemented to help the correctional community (the people inside the jails and prisons) in their total development based on the principles of balanced and restorative justice. It will be focused on three major strategies, namely, Human Rights Advocacy to the Accused, Sports, Cultural and Educational Programs and Livelihood projects. Each LOM will adopt-a-prison within its community or region and choose a time-bound, high impact project based on any of the three strategies mentioned.

D. INTERNATIONAL DIVISION

1. **ASPAC 2002 (SENDAI, JAPAN):** Attendance to the ASPAC Conference in Sendai, Japan, is highly encouraged to maintain our respectable standing in the Asia Pacific Jaycee community and for the unique and inexplicable experience of international camaraderie and lasting friendship.
2. **57th JCI WORLD CONGRESS (LAS VEGAS, USA):** After the World Congress at Barcelona, Spain, Philippine Jaycee delegates will have to prepare long and hard to be able to attend this event in Las Vegas. The year 2002 National Administration will exert every effort to drum up a sizeable delegation that will attend this congress, the venue of which is the MGM Grand Hotel, the largest hotel in the world with more 4,000 rooms.
3. **TWINNING PROGRAM:** To foster relationships between LOMs and other foreign LOMs, twinning programs are encouraged. This will open opportunities and accord a taste of global community experience through joint projects that may inure not only to the LOMs and their members, but to their localities as well.
4. **NOM to NOM Assistance Projects:** This is a program in cooperation with the other NOMs aimed to inculcate and enhance lasting friendship, cultural exchange, and the promotion of heightened sense of global community between us and to other NOMs..
5. **MET (MAJOR EMPHASIS THEME):** LOMs are required to conduct at least one project related to the major emphasis theme of the JCI which is "Entrepreneurs in Action" and JCP as well.
6. **JCI RELATIONS:** As an affiliate in good standing with JCI, we have to maintain a good relationship with our international organization. Its main activity is to liaise and make preparations for visiting JCI personalities.






## ROSTER OF JCP NATIONAL PRESIDENTS 1949-2002

| | | |
|---|---|---|
| **1949-1950** | Ramon V. del Rosario | **Manila** |
| **1950-1951** | William A. Yotoko | **Iloilo** |
| **1951-1952** | Joaquin V. Gonzalez | **Manila** |
| **1952** | Ramon G. Morada | **Davao** |
| **1952-1953** | Oscar J. Arellano | **Manila** |
| **1953-1954** | Primitivo E. Domingo | **Manila** |
| **1954-1955** | Amelito R. Mutuc | **Manila** |
| **1955-1956** | Ramiro J. Garcia | **Bacolod** |
| **1956-1957** | Luis Maria Z. Araneta | **Manila** |
| **1957-1958** | Sotero H. Laurel | **Manila** |
| **1958-1959** | Antonio M. Meer | **Manila** |
| **1960** | Gregorio L. Araneta II | **Manila** |
| **1961** | Ramon M. Osmeña | **Manila** |
| **1962** | Amalio A. de Jesus, Jr. | **Tarlac** |
| **1963** | Jose G. Morada | **Davao** |
| **1964** | Jose E. dela Rosa | **Cotabato** |
| **1965** | Angelo A. King | **Quezon City Capitol** |
| **1966** | Jesus P. Perlas, Jr. | **Quezon City Capitol** |
| **1967** | Jose M. Barredo, Jr. | **Makati** |
| **1968** | Agapito A. Aquino | **Quezon City Capitol** |
| **1969** | Tomas V. Santos | **Cotabato** |
| **1970** | Firmo O. Liwanag | **Manila** |
| **1971** | Horacio Marcos V. Calo | **Butuan** |
| **1972** | Johnny C. Aruego | **Quezon City Capitol** |
| **1973** | Feliciano R. Belmonte, Jr. | **Manila** |
| **1974** | David D. Chua-Unsu | **Quezon City Capitol** |
| **1975** | Ernesto B. Marcelo | **Caloocan** |
| **1976** | Sebastian L. Angliongto | **Davao** |
| **1977** | Francisco N. Dy | **Pasay** |
| **1978** | Rozel Mar F. Santos | **Quezon City Capitol** |
| **1979** | Vicente C. Besa | **Tarlac** |
| **1980** | Franklin A. Evaristo | **Manila** |
| **1981** | Harry C. Angping | **San Juan Pinaglabanan** |
| **1982** | Victor Jose I. Luciano | **Quezon City Capitol** |
| **1983** | Arturo G. Nazareno | **Cavite Magiting** |
| **1984** | Ramon S. Bagatsing, Jr. | **Manila** |
| **1985** | Renato B. Batoon | **Naguilian Basi** |
| **1986** | Luis F. Abano | **Daet Kabihug** |
| **1987** | Rodolfo C. Fariñas | **Laoag Amianan** |
| **1988** | Ricky R. Bakunawa | **Tacloban Love** |
| **1989** | Rolando C. Ramirez | **Mandaluyong** |
| **1990** | Benjamin S. Lim | **Dagupan Bangus** |
| **1991** | Crispin C. Dy, Jr. | **Makati** |
| **1992** | Juan S. Domino | **Plaridel** |
| **1993** | Roderick L. Ngo | **Cebu** |
| **1994** | Gerardo C. Sevilla | **Makati** |
| **1995** | Joey D. Livelo | **Imus Haligue** |
| **1996** | Roberto A. Alvarez, Jr. | **Parañaque MIA** |
| **1997** | Marcelo N. Fernan, Jr. | **Metro Cebu Uptown** |
| **1998** | Joseph Victor G. Ejercito | **San Juan Pinaglabanan** |
| **1999** | Joselito T. Reyes | **Angeles Culiat** |
| **2000** | Rafael P. Dizon III | **Manila** |
| **2001** | Jimmy T. Yaokasin, Jr. | **Candahug Liberation** |
| **2002** | Mabel P. Villarica-Mamba | **Marilao Marilag** |



Two circumstances paved the way for the Jaycee's transplantation in Asia through the Philippines. First, its historical ties with the United States, and Second, the restlessness of its young professionals to help the country recover from the ravages wrought by the Pacific War.

This involvement earnestly began with the curiosity of World War II veteran, the venerable Artemio L. Vergel de Dios, who read about the United States Junior Chamber of Commerce in the October 1946 issue of an American magazine, PIC, and forthwith wrote the United States Jaycees to inquire how a



# History

similar organization could be established in the Philippines.

By September 12, 1947, Vergel de Dios got the cue from Robert H. Richards, Executive Secretary for External Affairs of the United States Jaycees, who referred him to Bertram J. Talbot, a former Jaycee from St. Paul, Minnesota, who was then the Traffic Manager of Northwestern Airlines in Manila. At about the same time, Talbot got a letter from Taylor S. Cole, then World President of the Junior Chamber International, about Vergel de Dios' intention, suggesting that he and Trent, then representative of the Hawaiian Sugar Planters in Manila, meet with the Filipino.

As advised, the meeting among the three was arranged and held at the Rotary Room of the Manila Hotel on September 25, 1947 and initial plans were drawn up for an organizational meeting. These were firmed up in October with a list of at least 60 young men to be charter members, but only sixteen were able to attend the organizational meeting on December 20, 1947.

By the time the constitution and by-laws of the Manila Jaycees was taken up and approved on January 3, 1948, forty-two members had signed up. The first Board of Directors elected Ramon V. del Rosario, President; Eugenio J. Puyat, Vice-President for External Affairs; Jose N. Mayuga, Vice-President for Internal Affairs; Artemio L. Vergel de Dios, Secretary; Gregorio M. Feliciano, Treasurer; and Steve B. Brodie, Public Relations Officer.

Having granted the charter for the national Jaycee organization in the Philippines, the intrepid Manila Jaycees fanned out into the provinces to organize chapters. The first to respond were the young men of Cebu on April 18, 1948. By year end, the number of chapters organized had reached twelve.

The first Philippine Jaycee National Convention was held at the Manila Hotel from February 11-13, 1949. Following the approval of the Constitution and By-laws of the Philippine Jaycees, the first set of national officers was elected with Ramon V. del Rosario as National President.

That same month, sixteen Filipino Jaycees attended the 4th JCI World Congress in Brussels, Belgium. The rather large delegation impressed the Jaycees from the different countries that they voted to hold the 5th JCI World Congress in Manila the following year. From Brussels, the Filipino delegates broke up into five teams for a "Sell the Philippines" campaign tour of Latin America, Canada, and the United States. With different itineraries, the Filipino ambassadors of goodwill spoke at banquets, radio programs, and newspaper interviews about the Philippines

and its people, in the process, dispelling ignorance and correcting misinformation then prevalent about the fledgling republic.

At the 5th JCI World Congress held from March 1-8, 1950, Vice-President Fernando G. Lopez and other officials of the Philippine Government addressed the delegates. A momentous highlight of the assembly was the election of Ramon V. del Rosario as the sixth JCI World President, the first Filipino and Asian to hold that position. Two years later, another Filipino by the name of Roberto T. Villanueva, was elected to the same office.

The rise of Jayceeism in the Philippines and in Asia paralleled the organization's phenomenal growth the world over. By 1952, there were 52 national chambers. In Asia, the growth of Jayceeism was notably brisk from that year to 1955. In 1952, there were only 79 local chapters in Asia, of which 37 were in the Philippines and 34 in Japan, with a chapter each in Hong Kong, India, Indonesia, Korea, Singapore, Taiwan, Thailand and Vietnam. By 1954, Jaycee chapters had been organized in Burma, Ceylon, Malaysia and Pakistan. There were nucleus organizations in Borneo and Laos, which eventually became full chambers. In that year, Asia had 13 national chambers with a total of 126 local chapters.

Through the years, the Philippine Jaycees as an organization has become a by-word in civic projects of varying scope and importance such as the setting up of monuments and blood banks, exterminating rodents and harmful insects, and campaigning for people to "get out and vote." The tragic death of 1952 National President Joaquin V. Gonzalez in a plane crash is memorialized by a rehabilitation pavilion at Welfareville in Mandaluyong, Metro Manila, set up under the auspices of the Philippine Jaycees.

Two projects of the Philippine Jaycees which have become institutions are the "Voice of Democracy," an oratorical contest among students, and the annual search for "The Outstanding Young Men" of the Philippines, both projects adopted from the Manila Jaycees in 1953 and 1960, respectively. Also to its great credit was "Operation Brotherhood," a humanitarian project in Vietnam and Laos. The essence of "Operation Brotherhood" was an enlarged and more systematic application of a multi-disciplinary approach in helping the needy, whose implementation 1953 National President Oscar J. Arellano successfully headed.

In 1959, the Philippine Jaycees held its very first Special National Constitutional Convention, which aimed to streamline the operations of a growing chamber. Under the leadership of 1959 National President Antonio M. Meer, the fiscal period changed to the calendar year, in line with Junior Chamber International's fiscal period. The decade of the 1960s saw more and more chapters taking active part in the helm of Philippine Jaycee leadership, indicating its dynamism in extension activities as well as the national organization's soaring image in provincial Jaycee circles. In 1968, under the auspices of National President Agapito A. Aquino, the Philippine Jaycees housed its permanent headquarters at Roces Avenue in Quezon City.

In the early seventies, the Philippine Jaycees played an active role in pacifying a turbulent society, where student and peasant activism ruled the streets, and police violence marred its image as a protector of the citizenry. Upon the declaration of Martial Law and the suppression of civil liberties, the Philippine Jaycees continued its role in developing the leadership skills of a new generation of Filipinos, those who would eventually rise to the zenith of political and economic influence some two decades later. The decade also produced another Filipino JCI World President in the person of Feliciano R. Belmonte, Jr., when he assumed office in 1976. The 33rd JCI World Congress was hosted by the Philippine Jaycees from November 5-11, 1978 and was hailed as the most well attended World Congress at that time.

The dawn of the eighties was marked with the most intense election fight for the National Presidency that ended in a stalemate. Highly politicized factions put a lot of dirty money in the elections, soiling the image of the organization as an optimal avenue for breeding idealistic vanguards. A popular clamor for the end moneyed politics resulted in major amendments to the Philippine Jaycee National Charter that called for stricter election proceedings and more stringent rules of conduct. One of the protagonists of that struggle, Victor Jose I. Luciano, eventually rose to become the fourth Filipino JCI World President in 1985.

The 1990s ushered in a new set of leaders who were uninitiated to the ways of traditional politics of the past. In essence, activities were geared towards nation building and the preparation to the new challenges offered by the times. The quality of leadership was clearly manifested when the decade produced its fifth JCI World President in the person of 1991 National President Crispin C. Dy, Jr. and winning the bid to host the 53rd JCI World Congress in Manila from November 15-21, 1998. All these were achieved as the National Organization golden celebrated its golden anniversary, together with the Centennial celebration of the country's proclamation of independence.

As the Philippine Jaycees braces itself toward the new millennium, the new set of leaders gears themselves up to prepare for the challenges that will beset the organization. As it had already been an active participant to the passage of governments and economic transformations in the region, the Jaycee movement in the Philippines will continue to survive and thrive as it has done for half a century. Through all these upheavals, the jaycee movement has been firmly rooted, evolving into hundreds of local chapters in the more than two dozen JCI national organization members in Asia.

By looking at man as man apart from the accidents of culture, religion or political affiliation, the Jaycee considers himself a citizen of the world, a brother to all men. It is for this reason that Jayceeism in the Philippines is destined.

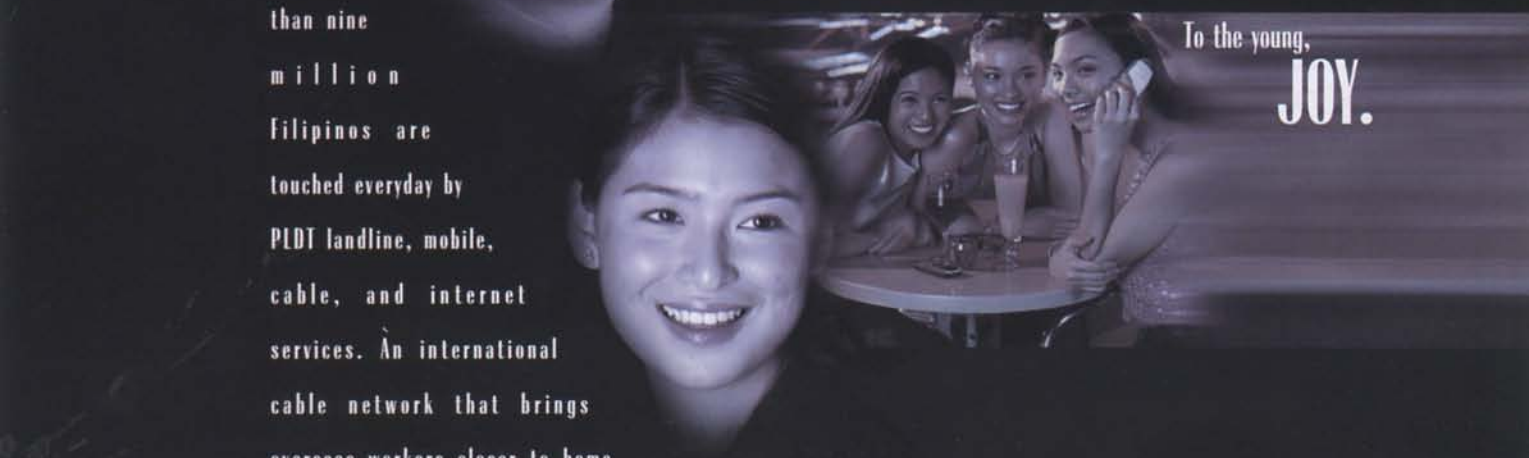
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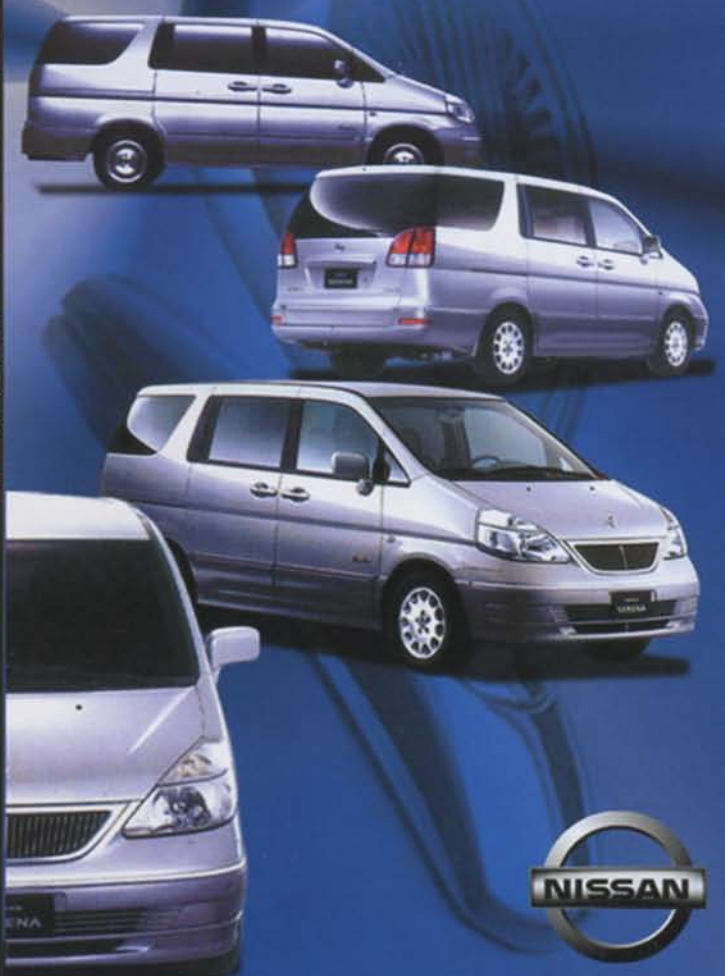


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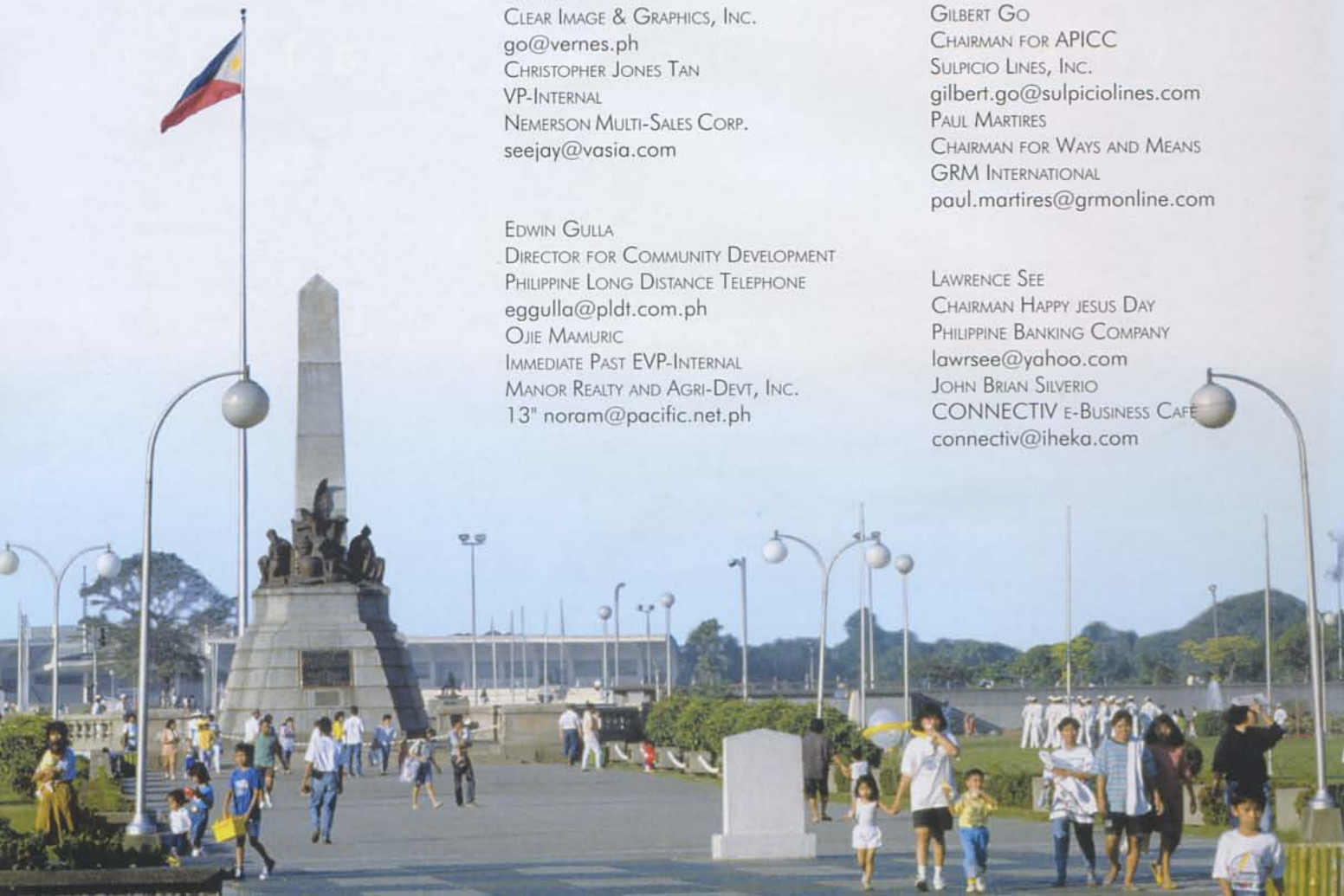
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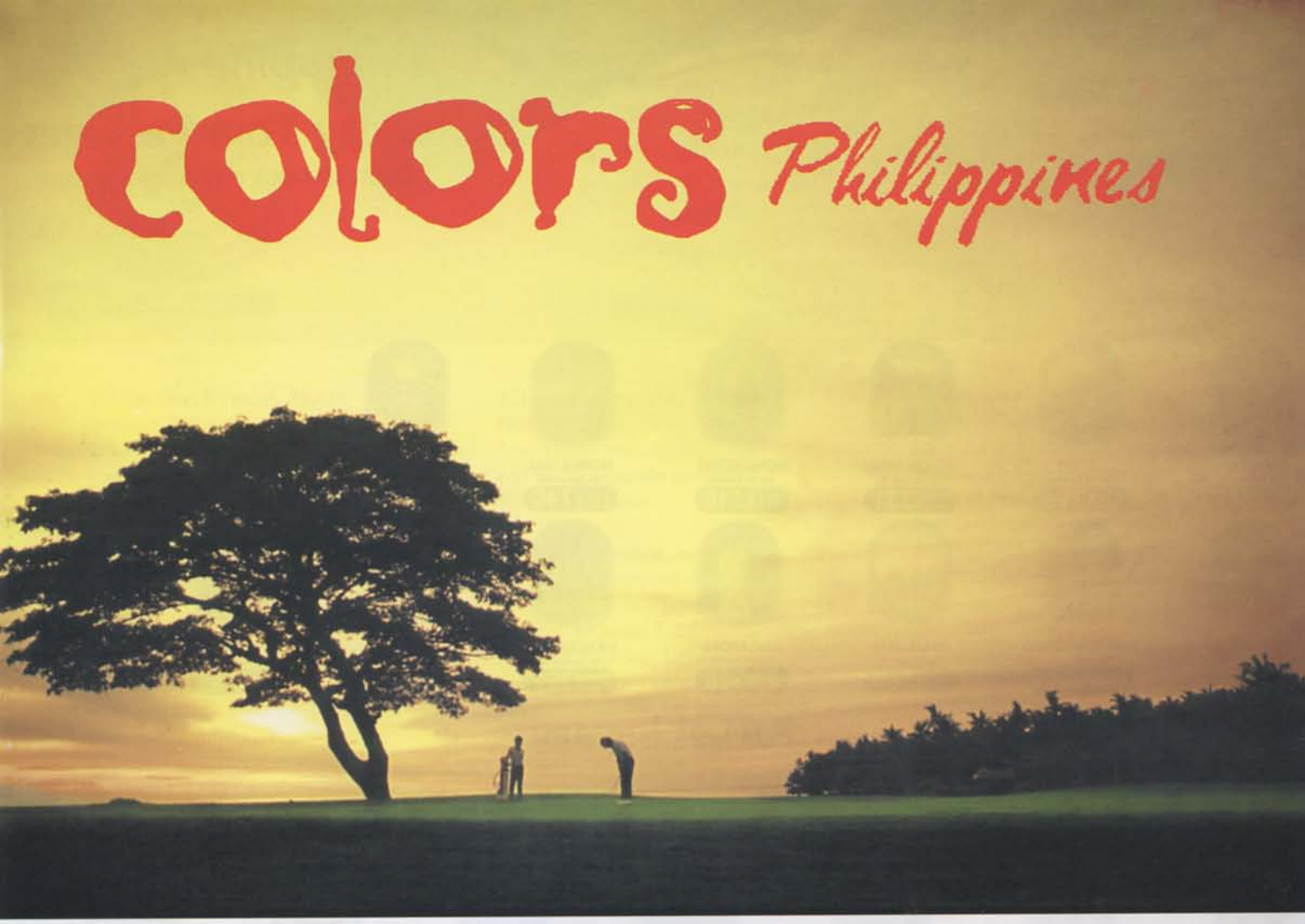
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# colors Philippines



If one finds splendor in diversity, then there is probably no place more beautiful than the Philippines. To visit is to experience a melange of sights and sounds that define a place and a people, pulsing with life yet serene in spirit. To live in it is to discover what life is all about.

The Philippines is a study in contrasts perpetuated by Mother Nature herself. Dense jungle covers mountain peaks that slope gently down to horizontal plains of planted rice. Freezing white water rushes wildly down to subterranean rivers, while hot springs bubble from dormant volcanic fury. Calm blue seas can be angered to roaring waves in an instant, while crystalline stalactites are sculpted with infinite patience by unseen hands. The largest eagle shares its home with the world's smallest primate in a country just beginning to come into its own.

It seems impossible to run out of things to do in the islands. Adventure seekers can take their fill of adrenaline from a myriad of possibilities. Caving, trekking, white water rafting and rock climbing are only some of a seemingly endless list of choices. Those who prefer more leisurely pursuits can take their pick of rustic beaches or premium resorts. Urbanites can spend hours in world-class malls and party the night away in Manila's pulsing nightlife.

Whether visitors or residents, there are many interesting things to discover and rediscover about the country. With at least 7,107 islands to choose from, there can hardly be any doubt that the Philippines is a Wealth Of Wonders.



# METRO MANILA

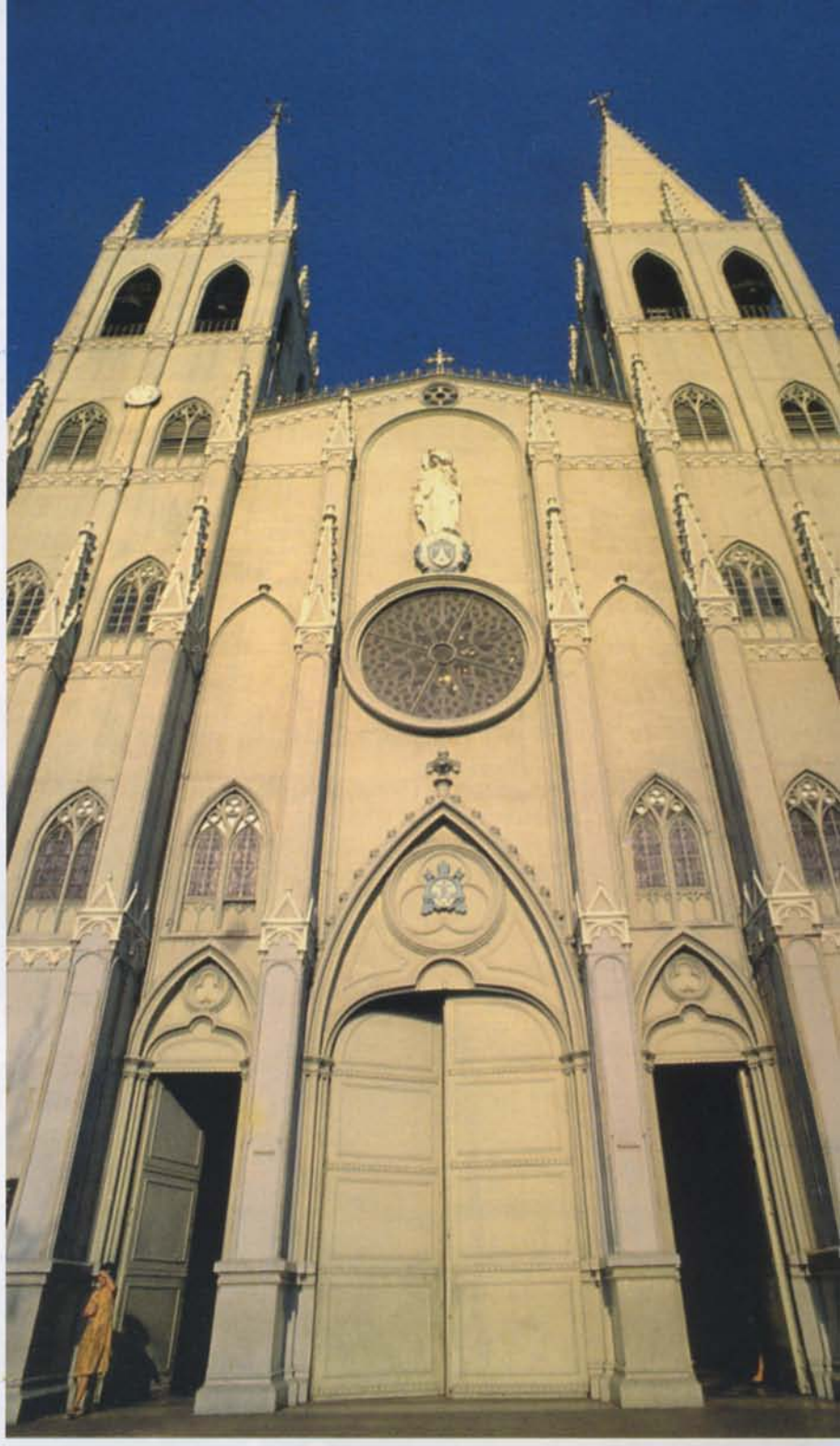
The busy gateway to the islands is frequently and unfortunately dismissed by many travelers as a mere jump-off point from which to rush off to other destinations. Yet beneath the traffic and frantic day-to-day activity, the historical center of government and industry has its fair share of attractions that cater to all inclinations. After all, the 11 million Filipinos who call Metro Manila home can't all possibly have made the wrong choice!

HISTORICAL SIGHTS

The City of Manila is a haven for history buffs. Badly battered during the Second World War, massive restoration efforts have sought to bring back Manila's old world charm.

- A walking tour through Intramuros, the walled city that once housed the occupying Spanish government, will be of great interest to those curious about the country's colonial past. Walk through cobble streets with Spanish colonial buildings and old church plazas.

- San Agustin Church, built in 1599, houses a private museum full of religious artifacts, as well as the mausoleum of Spanish conqueror Miguel Lopez de Legazpi.
- Manila Cathedral, the seat of the archdiocese of Manila, and a favorite choice for Filipino weddings.
- Fort Santiago, a pre-Spanish settlement upon which the Spaniards would later build their major position of defense. Built over a period of 150 years beginning in 1571, the Fort holds the notorious distinction of being a prison where countless Filipinos were killed during the Spanish and Japanese occupations. Now a park and promenade, Fort Santiago likewise houses the Rizal Shrine, a tribute to Philippine national hero Jose Rizal, who was imprisoned within its walls in the final days prior to his execution. You may choose to (literally) follow his footsteps, now imprinted in brass, down to the place where he was shot by firing squad, Rizal Park, otherwise known as Luneta, where a monument stands in Rizal's honor.
- The Cultural Center of the Philippines (CCP) is the center of performing arts. The complex consists of modern buildings ideal for conventions and exhibitions, namely the Philippine International Convention Center, the Folk Arts Theater, the Coconut Palace and World Trade Center. The CCP is the center for performing arts.
- For a day's trip, you can explore the historic island fortress of Corregidor, the site of US military headquarters during WWII, where remnants of old barracks and fighting batteries can still be found. Take the ferry from the CCP complex in Roxas Boulevard. Other points of interest within the area are the seat of the Philippine government since the Spanish times, Malacañan Palace, which stands on the north bank of the Pasig River. Along the street called España is the University of Sto. Tomas, the oldest university in Asia, which once served as an interment camp for Western nationals during World War II. Worth a visit is the official repository of Philippine cultural, historical, and national heritage, the National Museum at the Executive House on P. Burgos Street. The "breakwater" of Manila Bay, which hugs are undoubtedly all the more inspired by the famed Manila Bay sunset that never fails to disappoint with its splendor.






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# Metro Manila

Quezon City, once the country's capital, is the largest city in Metro Manila, and is home to the sprawling, verdant campus of the University of the Philippines in Diliman, alma mater to some of the nation's most brilliant minds. Makati City is the Philippines' financial district. This is also where you can find Ayala Museum' s dioramas depicting various periods in the history of the Philippines. Pasig City is also a bustling arena of business and commerce.

SHOPPING

Shopping bargains are aplenty almost everywhere in Metro Manila, where mammoth malls and shopping complexes compete with down to-earth bargain markets for the consumers' attention.

- Divisoria market and the slightly more "upscale" Tutuban Mall along C.M. Recto, Manila, and the Baclaran stalls in Pasay City are favorites of local shoppers seeking to stretch their peso's worth.
- Local handicrafts abound at amazingly affordable prices at what locals call "ilalim ng tulay," the stalls under the Jones Bridge in Quiapo, Manila.
- The Greenhills Shopping Complex in San Juan is also a haggler's heaven. It's a must that you take home accessories made of cultured pearls which come in a variety of chic designs.
- If the convenience of malling is your thing, the SM and Robinson's chains, Shangri-la, Rustan's, and Ayala Center are always your best bets.

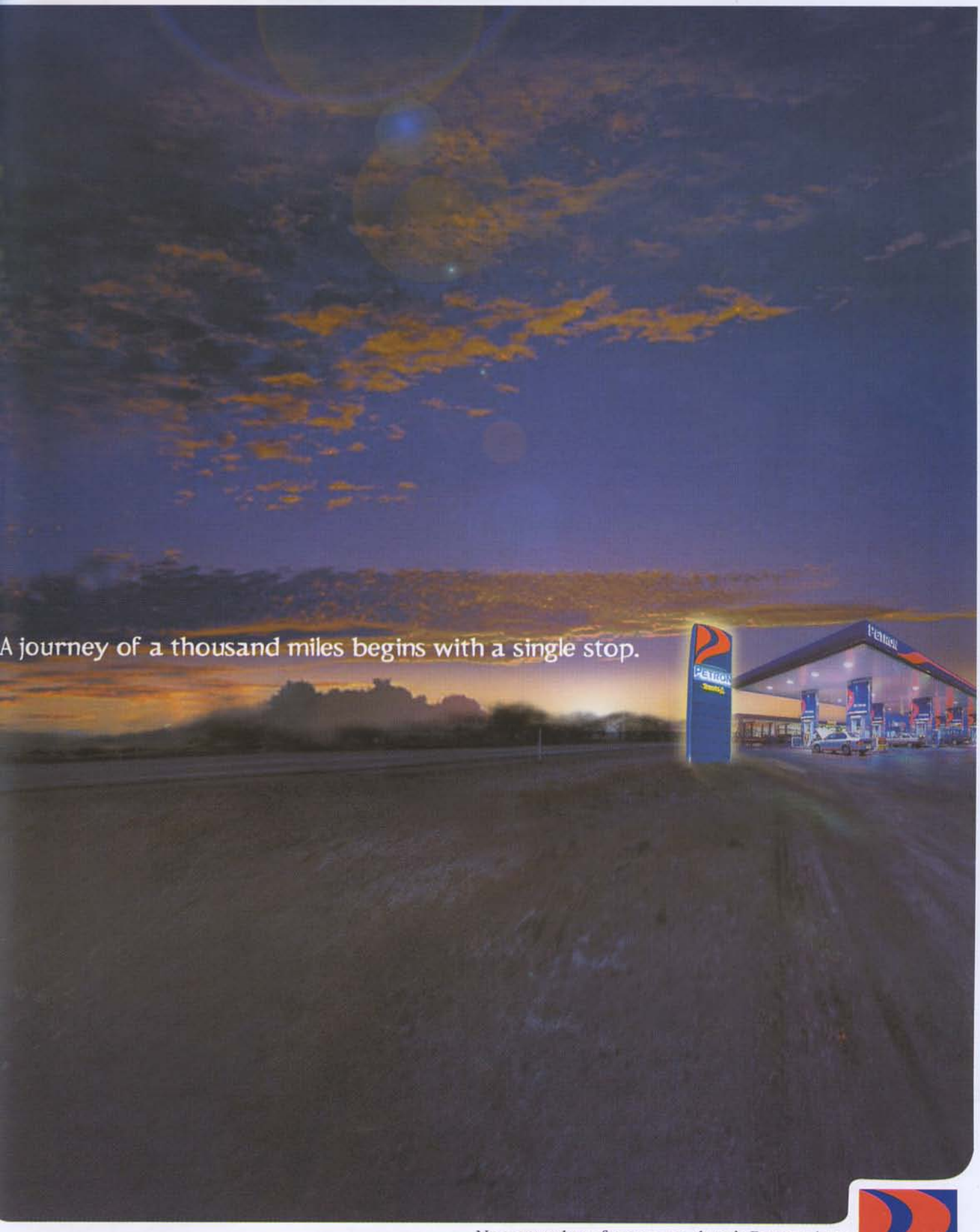
DINING

Forget about your diet and indulge yourself with the endless assortment of eateries that Metro Manila has to offer.

- "Ituro mo, iluto ko," ( You point, I'll cook) is the concept behind Pasay City's Baclaran Seafood Market and Parañaque City's Dampa complex: shop for fresh seafood and have it cooked just the way you like it at one of the nearby restaurants.
- Those with a hankering for authentic Chinese food have a chance to eat to their heart's content at any of the numerous tea houses, restaurants and "estero" eateries in the Binondo district known as Manila's Chinatown.
- International and local cuisine is also at its best all over the metropolis, specifically in the Malate District in Manila, Libis in Quezon City, and on almost every street corner in Makati City.

NIGHTLIFE

Nightfall is hardly the time for peace and quiet in the metropolis as the entire city comes alive, even after a hard day's work. Malate and Ermita in Manila are vibrant centers of activity, with their bars, clubs, restaurants, and even streets packed with partygoers living it up. Equally popular with the younger crowd are the Libis strip and Eastwood City along E. Rodriguez Avenue in Quezon City, Ortigas Center in Pasig City, not to mention The Fort and Rockwell in Makati City, and the Ayala Center Alabang.




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# calabarzon

CALABARZON is a word coined from the five provinces that comprise the area: Cavite, Laguna, Batangas, Rizal and Quezon. Only a few hours' drive from Manila, Calabarzon boasts of great destinations and leisure activities for day trips or overnight get-aways.

INTERESTING SIGHTS

**CAVITE**

- Tagaytay City: The leading day-tour destination boasts of an unparalleled view of the majestic Taal volcano , nippy mountain weather and verdant flora.
- Agri-Tourism Sites enroute to Tagaytay: Experience the culture, heritage and traditions of Filipino rural communities through interaction with the local townsfolk. A packaged tour includes visits to a gourmet vegetable farm, a mushroom farm and a beautiful flower garden.
- Aguinaldo Shrine: Located in the town of Kawit, the shrine commemorates the site where Gen. Emilio Aguinaldo declared Philippine independence on June 12, 1898.
- Corregidor Island: The site of US military headquarters during WWII, remnants of old barracks and fighting batteries can still be found here.

**LAGUNA**

- Rizal House: National hero Jose Rizal was born in the small town of Calamba. His home, situated in front of the town hall, is now a museum filled with his memorabilia.
- Los Baños : Located at the foot of Mt. Makiling , Los Banos is famous for its hot spring resorts, fresh cow's milk and goat cheese, and other native delicacies.
- Hidden Valle y: A beautiful resort hidden in the town of Alaminos, it is notable for its mineral spring baths.
- Paete : A home to the country's premier woodcarvers and papier maché producers.
- Lukban, Pakil, and Liliw :These quaint towns provide a good overview of Philippine rural life and sell well-made crafts/ items.
- Lake Caliraya: The man-made lake in Cavinti is a haven for jetskiing and windsurfing enthusiasts.

**BATANGAS**

- Taal Lake and Volcano : The volcano within a lake is reputedly the smallest in the world. Panoramic views of the volcano and its crater can be seen from Tagaytay ridge (Cavite ).
- The heritage town of the Agoncillo House, Taal Church, and the arts and crafts of the town.
- Batangas is also popular for its numerous beach resorts and great dive sites. Anilao reef is perfect for beginners. Snorkelling and kayaking can be fun too!

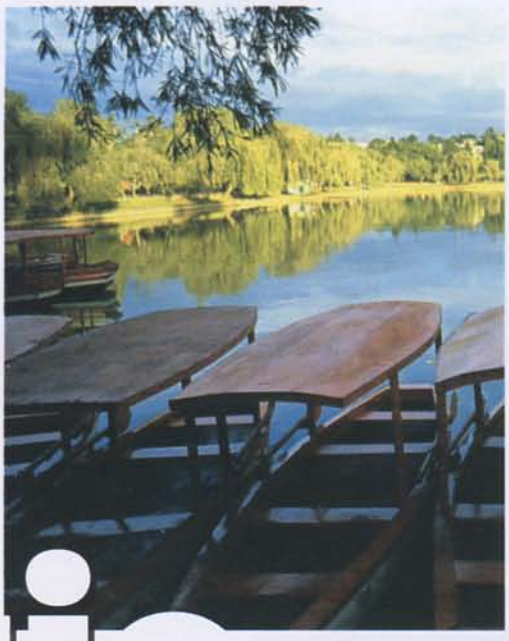
**RIZAL**

- Antipolo City: Famous for its relatively cool climate and great view of Metro Manila's Skyline, it is also the destination for a yearly pilgrimage to the miraculous image of our Lady of Peace and Good Voyage.
- Angono: Known as the "Artists' Village", it has spawned many national painters and sculptors. It is also the sight of the Higantes festival every November, to commemorate the feast of San Clemente.

QUEZON

- Mt. Banahaw: One of the most famous mountain climbing destinations south of Manila.
- Pahiyas Festival: Held in the towns of Lukban and Sariaya every 15th of May, this festival is perhaps one of the most colorful in the country. Houses are adorned with colorful *"kiping"* (rice wafers shaped like leaves), fruits.

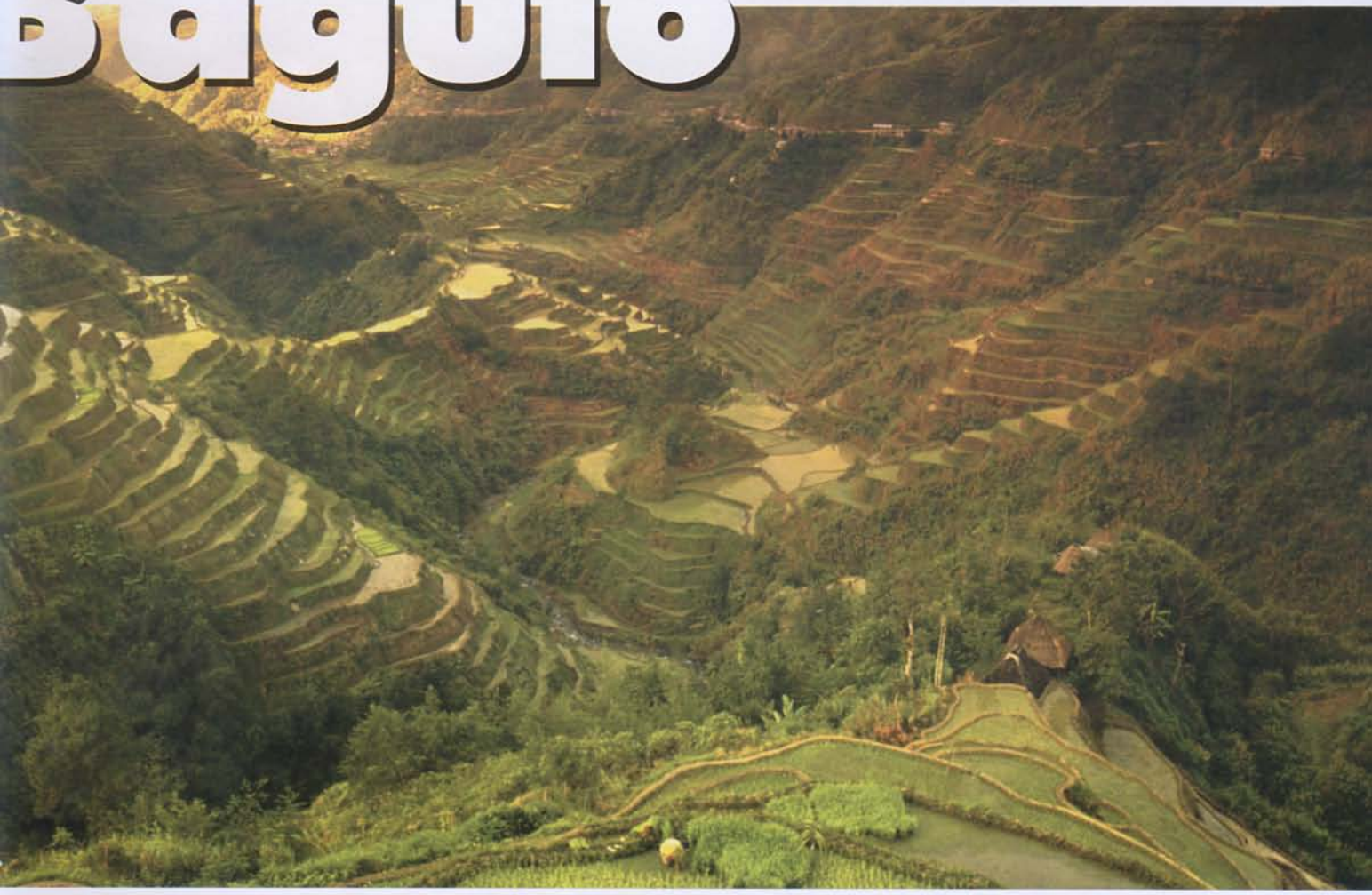
# Baguio



Nestled atop the pine-tree clad mountains of the Cordillera, Baguio City is a favorite summertime destination. Its cool climate is a refreshing contrast to the tropical heat of the lowlands.

INTERESTING SITES

- Burnham Park: Named after Baguio's town planner Daniel Burnham, this park is great for biking and picnics. A small artificial lake with boats for rent and a children's playground are among the many attractions.
- Wright Park: Ponies and guides can be rented here by the hour. A great way to explore the mountain trails.
- Mines View Park: Popular for its souvenir shops and its great view of Benguet province's mineral bowl
- Club John Hay: What used to be a US Military Base has now been converted to a resort complete with an 18-hole par-69 golf course and other sports facilities. There is also the "Cemetery of Negativism", where bad habits are entombed under comical grave stones.
- Session Road: The City's main artery and hub of business.
- Philippine Military Academy: Known by locals as the "West Point" of the Philippines, it is the temporary home of cadets training to join the company of elite officers in the military.
- City Market: Distinctly known for its abundance of fresh vegetables, fruit and flowers, *ube* jam, peanut brittle, strawberry preserves and coffee beans which can be freshly ground. Its dry goods section is well known for silver jewelry, knitted clothing, igorot wood carvings and other souvenirs.
- Panagbenga Flower Festival : Panagbenga is the local term for "a season of blossoming or flowering". A weeklong festival held in February, it is highlighted by a parade of floats decorated with colorful flowers.



Located at an altitude of 1200 meters above sea level, Banaue is best known for its rice terraces, carved by the Ifugao tribes with only their hands and primitive tools. It is truly a breathtaking sight worth visiting.

INTERESTING SIGHTS

- Banaue Rice Terraces: Listed as one of UNESCO's World Heritage Sights, it took the Ifugaos over 2,000 years to carve this impressive vista. Equally striking terraces can be found in the outlying municipalities of Mayoyao, Kiangan and Hungduan. Collectively, these are known as the Rice Terraces of the Philippine Cordilleras.
- Sagada: Outside of Banaue, one can explore the caves of Sagada. Among the more popular are the Matangkib, Sugong, Lumiang and Sumaguing caves. With the exception of Sumaguing, these were once used as burial sites of the Bontoc tribes Visitors can still view some of the "hanging coffins" in the hard-to-reach limestone cliffs.
- Kiangan National Museum: This museum displays Ifugao artifacts and is under the supervision of the National Museum.
- Philippine War Memorial Shrine: A gigantic memorial shrine was built at Linda, Kiangan to commemorate the end of WWII. It is a concrete pyramid-type structure that resembles an Ifugao native house.

# Ilocos



## LAOAG

Laoag is the capital of Ilocos Norte, one of Luzon's most beautiful provinces. Its old churches have become its main tourist attractions. The Ilocos Region has 3 UNESCO World Heritage Sites.

INTERESTING SIGHTS

- St. William's Cathedral : The church, of Italian renaissance design, was built by Augustinians in 1612. Its unique two story façade is held by four pairs of coupled columns. In a deeply recessed niche is the image of Laoag's patron saint. Standing apart from the Cathedral is what was once a mighty bell tower that has sunk into the ground.
- Santa Monica Church : In the outskirts of Laoag built facing the river in Sarrat stands this century old church. It is of neo-classical and baroque architecture.
- Paoay Church: This fortress like church is probably the most popular in this area. Styled in "earthquake Baroque", its walls are strongly fortified by sturdy posts. This church is a UNESCO World Heritage Site.
- Sta. Maria Church: in Sta. Maria, Ilocos Sur. This is one of the UNESCO World Heritage Sites in the country

## VIGAN

*Located in Ilocos Sur, Vigan is probably the best place to experience 17th-century Philippines. Well-preserved houses of Spanish architecture still line the streets in the old-city section. Mena Crisologo street is a particularly beautiful area. One can almost sense history here. The old town center, known as the "Heritage Village" has been chosen as another UNESCO World Heritage Site. Vigan is also known for its unique craft of pottery making.*



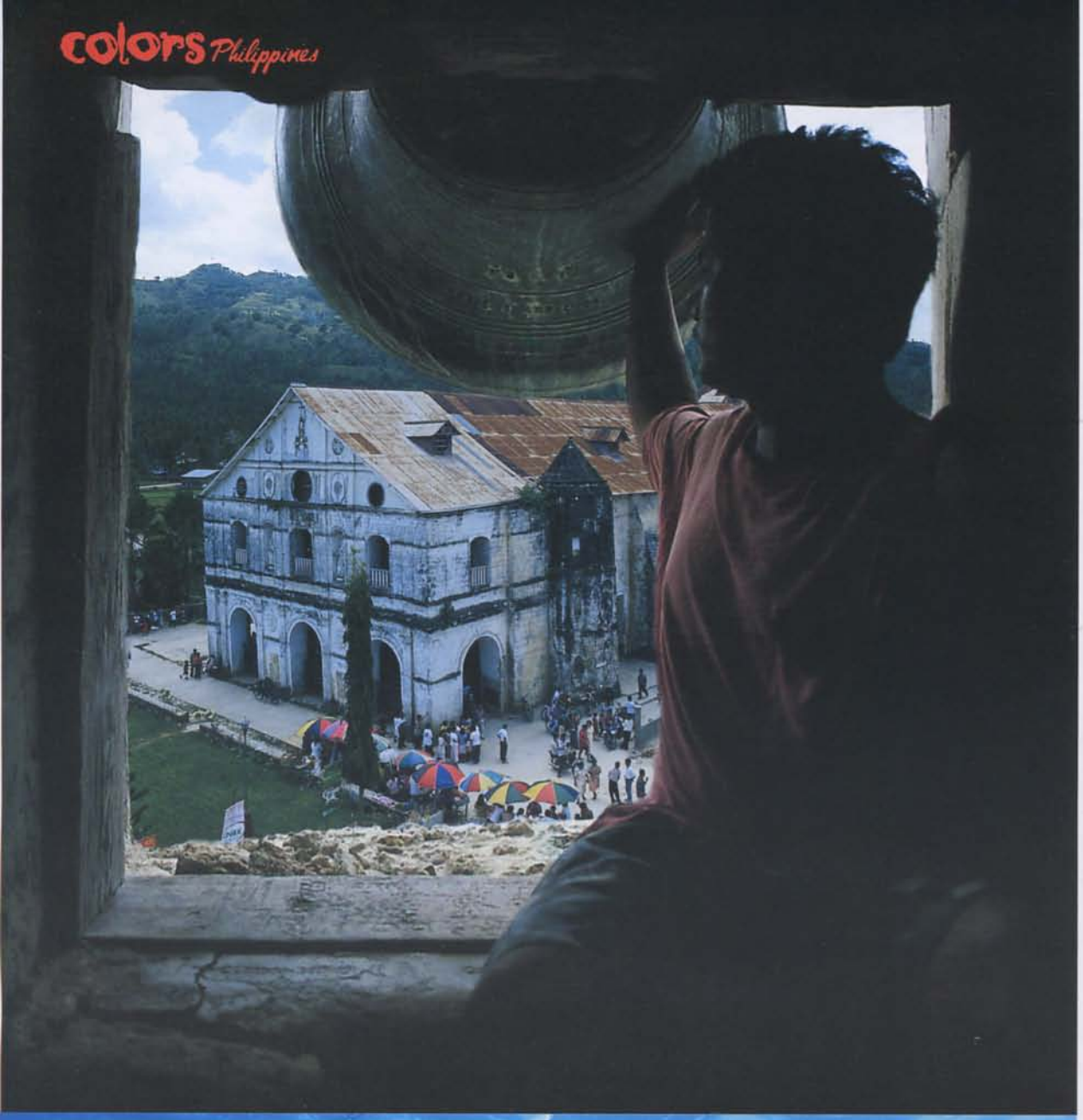






# Bohol







Another gem of the Visayas, Bohol's historical significance extends way back to the blood compact between Boholano chieftain Sikatuna and the Spanish conquistador Miguel Lopez de Legaspi. A tropical haven of natural beauty, its coastline is skimmed by gentle coves and white sand beaches. You can also find great dive sites here.

INTERESTING SIGHTS

• CHOCOLATE HILLS - a natural wonder. Geologists are still at a loss as to how the 1,268 dome-shaped limestone hills came to be. During the dry summer months, its grassy cover turns brown, hence its name.

• BACLAYON CHURCH - built in 1595, the Parish Church of the Immaculate Conception is probably one of the oldest in the country. It houses a magnificent collection of ecclesiastical art, vestments, Latin librettos of church music printed on animal skins, and other priceless relics and artifacts dating back to the 16th century.

• DAUIS CHURCH - a beautiful church known for its Spanish architecture and the healing power of its altar water.

• LOBOC CHURCH built in 1608, it is Bohol's second oldest church. Loboc also produces great artists and musicians such as National Artist sculptor Napoleon Abueva and the Loboc Children Choir.

• PANGLAO ISLAND many beaches and great dive spots can be found on this island. The Hinagdaan Cave at the north-east of the island has interesting limestone formations and a subterranean cold water pool.

• PAMILACAN ISLAND - home to a fishing community where whales, dolphins, mantarays and whale sharks have been sighted.

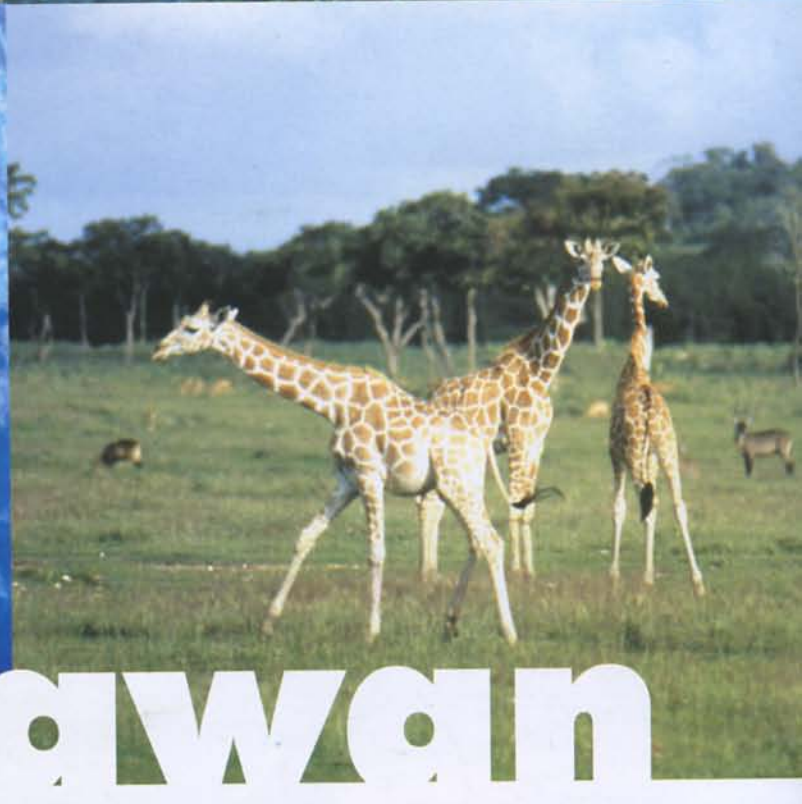
• BALICASAG ISLAND is a magnificent diving spot. Soft and hard corals can be found around its under water cliffs, and ocassionaly, divers can sight barracuda and whitetip sharks. It has been declared a marine sanctuary.

• TARSIER the mahogany forests of Corella house the Tarsier, the world's smallest primate.









# Palawan

Dubbed as the country's "Last Frontier", Palawan is a mini archipelago of virgin islands. Beautiful deserted beaches provide a stark contrast to Palawan's mostly mountainous terrain. Peace and solitude are the biggest come-ons for weary travelers, although those with a passion for adventure will not be disappointed. Palawan is also home to flora and fauna found nowhere else in the world.

- Puerto Princesa is the capital of Palawan and is a step-off point to nearby islands. It is also an attraction in its own right with some fine hotels and restaurants.
- Puerto Princesa Subterranean River National Park gives tourists the thrill of a boatride through an 8-kilometer long underground river.
- Take a safari tour at Calauit Island , sanctury of around 500 imported African and endemic Philippine animals.
- Crocodile Farming Institute , situated in Irawan, is a breeding place for the Philippines' two endangered crocodiles – the estuarine crocodile and the Philippine crocodile.
- Tubbataha Reef is a haven for divers. Listed as one of UNESCO's world heritage sites for its exceptional beauty.
- Tabon Caves are where the earliest human remains in the Philippines, dating back to 16,000 years ago, were found.
- Honda Bay , dotted with small islands, is an ideal choice for island hopping and snorkelling.
- Coron Island , is a very popular site for shipwreck diving.



# Ilo-ilo

Despite its keeping up with progress, Iloilo has managed to keep its rustic charm. Jeepneys, liberally patterned after the 1950's American street cruiser, roam streets lined with age-old churches and beautiful ancestral homes.

INTERESTING SIGHTS

- MUSEO ILOILO- this museum inside the city proper houses an extensive collection of Visayan artifacts, some dating way back to pre-historic times. Videos of various Philippine festivals and attractions of Panay Island are also available upon request.
- OLD CHURCHES- found mostly in outlying towns, these old churches are fascinating points of interest. Guimbal's sandstone church with its three watchtowers dates back to the 16th century. Miagao's fortress-like church has a stone façade carved with interesting reliefs. Carvings depicting the Spanish-Moroccan war adorn the coral façade of the Church of San Joaquin.
- Across Iloilo is the serene island of Guimaras, where one can enjoy some sea and sand, or experience farm life in one among the hundreds of mango plantations in the island.
- Iloilo's famous cuisine are Pancit Molo and La Paz Batchoy. It is equally known for production of exquisite embroidery, fine bamboo crafts and embroidery.

# Boracay

Located in the province of Aklan, the island is hailed as one of the best beaches in the world. Resorts and bars have transformed Boracay into a party place but the powder like sand and clean blue waters still make it a perfect place for a weekend get-away.

It is also known as an adventure island where you can engage in endless activities such as watersports, bargain shopping, golf, and island hopping.

Unwind with a good massage. The island never runs out masseuses offering their services while you bask in the sun by the beach. There is also the new Mandala Spa for a more luxurious treat.

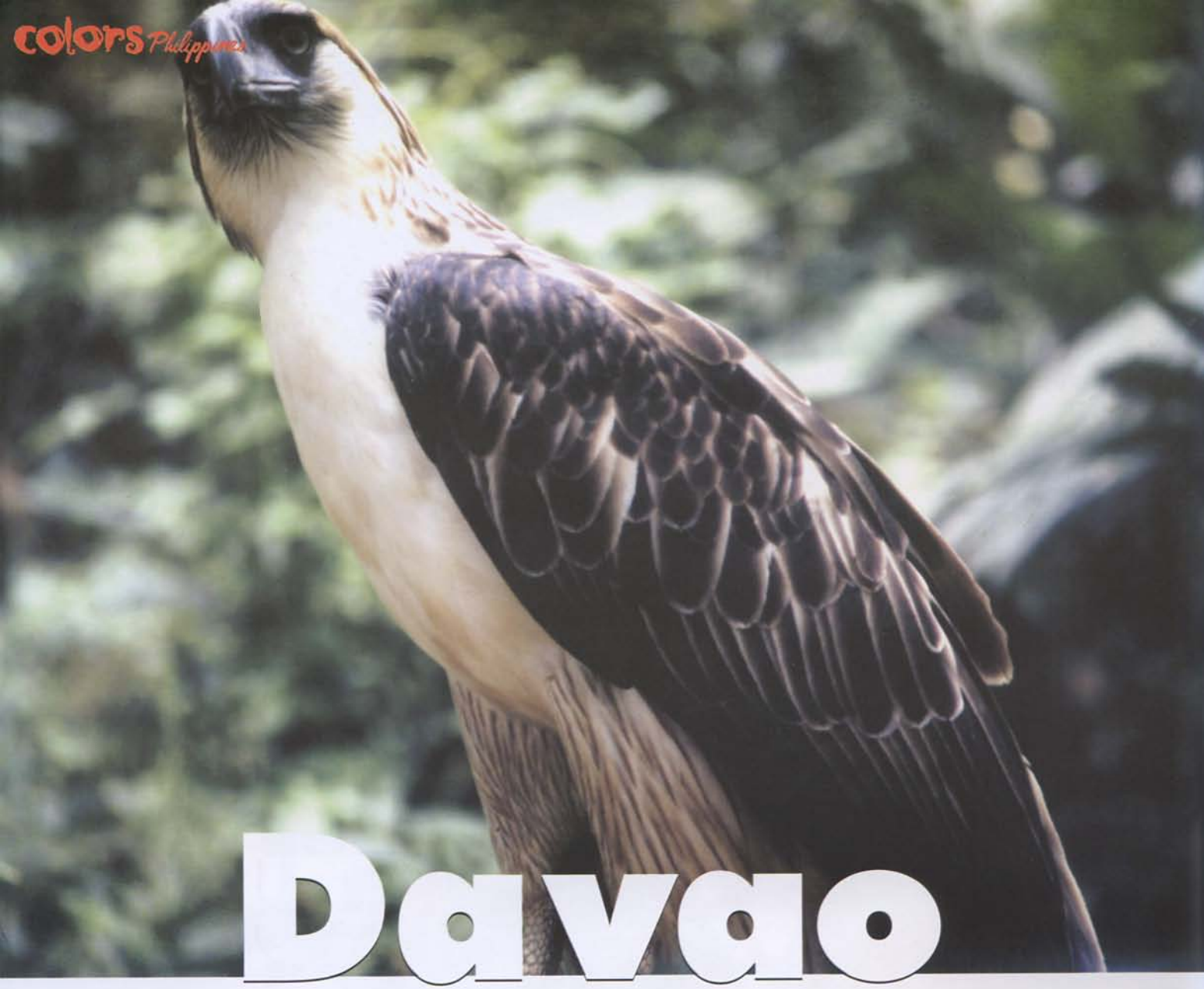


# Bacolod

The province, dubbed as the country's sugar capital, is characterized by vast stretches of sugarcane plantations.

Of interest are the antique locomotives that just until recently were being used to transport the sugarcane.

- Hacienda Crafts is famous for the production of dining accessories made of coconut twigs.
- Hacienda Rosalia in Manapla is where you can find the Chapel of Cartwheels, walls of which are made of the wheels of old sugar wagon.
- The home of Masskara Festival where participants wear elaborate smiley face masks. This joyful celebration happens every October.
- Hawaiian-Philippine Sugar Company try the steam-train tours of the company's sugarcane plantations.
- Balay Negrense Museum -a spectacular ancestral house restored to its original elegant state.



# Davao

Davao, well known for its pearl and banana export industries, is the industrial center and convention capital of Mindanao. It is a convenient gateway to the Brunei-Indonesia-Malaysia-Philippines East Asian Growth Area. It is also the site of Mt. Apo, the country's highest peak and home to the rare Philippine eagle. The city is rich in a variety of exotic fruit such as the milky durian, tangy pomelo, sweet lanzones and juicy rambutan.

INTERESTING SIGHTS

- Philippine Eagle Conservation Center its small zoo houses many different animals which include the whole range of Philippine eagles. Studies to help breed eagles in captivity are being conducted to save the national bird from extinction.
- San Pedro Cathedral this cathedral is a showcase of both Roman Catholic and Muslim architecture.
- Shire of the Infant Jesus of Prague - found in Matina, the shrine is home to an exact replica of the Infant Jesus of Prague in Czechoslovakia.



- Arts and Crafts quality handpainted wood and bamboo novelties can be found in the Aldevinco shopping center.
- Orchid Garden - the Malagos and Puentespina orchid gardens are showrooms for a wide variety of orchids, including the rare and prized waling-waling. Near the Puentespina garden is the Lon Wa temple, the biggest Buddhist temple in Mindanao. Its Buddha statues and woodcarvings are well worth a visit.
- EDEN NATURE PARK - A nature resort found 2,630 feet above sea level, it provides a spectacular view of the city and the Davao gulf.
- Crocodile Park - A sanctuary for wild cats, snakes, birds, lizards and monkeys, it is also home to "Pangil", the country's largest known crocodile at18 feet long.'
- Samal Island It is an island known for pearl cultivation, and is accessible from Davao by pump boats. For the budget base traveler, one can visit Paradise Island Beach Resort. If pampering is the objective of the trip, Barcelo Pearl Farm Beach Resort can be a luxurious treat.
- Compostela Valley This province has an unadulterated culture. Among its attrac tions are authentic native dances, tribal jewelry complete with antique necklace, local musical instruments, and usage of indigenous materials to develop various products.




# Cebu

It is here in Cebu that Ferdinand Magellan first set foot in the Philippines back in 1521 Even before the Spaniards came, trade with the Chinese already flourished. Prosperity continued and today, Cebu City is known as the Queen City of the South. Only a few minutes away from the city are numerous white sand beaches, crystal blue waters and swaying palms, making Cebu a perfect destination for both business and leisure.

INTERESTING SIGHTS

- BEACH RESORTS- Take your pick from the numerous beach resorts offering world class amenities that dot neighbouring Mactan Island. For those who prefer more spartan surroundings, take a trip via ferry to the outlying islands of Bantayan and Malapascua.
- BUYONG BEACH, MOALBOAL, PESCANDOR ISLAND AND BADIAN ISLAND- Some of Cebu's great dive areas.
- FORT SAN PEDRO- a small tri-bastion port that originally served as the hub of the first Spanish settlement in the country.
- MAGELLAN'S CROSS- pieces of the original cross Ferdinand Magellan planted to mark the beginning of Christianity in the country are said to be housed inside a hollow cross that can be viewed in the pavilion beside the Basilica Minore del Sto. Niño.
- BASILICA MINORE DEL STO. NINO- shrine of the oldest religious relic in the Philippines, the statue of the Child Jesus. A token of friendship by Magellan to Queen Juana in 1521, the Santo Niño de Cebu has survived fires and other catastrophes throughout the years.
- LAPU-LAPU MONUMENT- Lapu-Lapu was the first Filipino leader to resist Spanish attempts of colonization. A bronze monument that stands proudly at Barangay Mactan in Mactan Island has been erected in his honor.
- GORORDO MUSEUM- what used to be the home of one of Cebu's wealthiest families, the Gorordo house has now been restored and furnished in turn-of-the-century style. This is where you can have a glimpse of Filipino lifestyle from 1860-1920. Porcelain, liturgical items and photographs of old Cebu are also on display.
- GUITAR FACTORIES- guitar making has become a backyard industry in Mactan Island. Today, numerous factories produce quality guitars made of rosewood, narra and kamagong.
- TOPS- an extravagant concrete structure about 14 kilometers away from the downtown area, it provides the best panoramic view of Cebu City.
- CARBON, GULLAS AND TABOAN MARKET- best areas for good buys of dried seafood and fruit varieties.
- OLANGO WILDLIFE SANCTUARY- experience a day of amazing birdwatching. Within almost 1000 hectares of mangroves and sandflats on Olango's southern shores.
- There are famous Cebuano cuisine and products (sea food, lechon Cebu, dried fish-danggit, dried and magoes, guitar, shell jewlry, world-class furniture, etc.).

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### Ayala North Point



A high-end residential subdivision project located in Talisay City, Negros Occidental. This is Ayala Land's first residential project outside of Luzon.



### Cebu Holdings Center

The first office condominium in Cebu Business Park

### Asiatown LT. Park



A 23.5-hectare master planned, mixed-use community is a project of Cebu Holdings' subsidiary, Cebu Property Ventures and Development Corporation.

## Building RELATIONSHIPS

### Ayala Center Cebu

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### Cebu City Marriott Hotel

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### Ayala Life-FGU Center

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### Plantazionne Verdana Home

A mid-market residential development in Talisay City, Negros Occidental. It has unique cluste designed lots with pocket parks

### Park Tower One and Park Tower Two

First-Class residential condominiums located at the Cebu Business Park



### Ayala Heights Cebu

Cebu's largest upscale residential subdivision located between two mountain peaks known as Kang-irag and Pung-ol about 20 kms. from the city.



For more information, please contact our Marketing & Sales offices at: Ayala Land, Inc. - Vismin/Cebu Holdings, Inc. 7/F Cebu Holdings Center, Cardinal Rosales Avenue, Cebu Business Park, Cebu City Tel. No. (63-32) 231-5301 Fax No. (63-32) 231-5300 or at Ayala Land, Inc. – Vismin Desk, 2/F Tower One, Ayala Triangle, Ayala Avenue, Makati City Tel. No. (63-2) 841-5575 Fax No. (63-2) 848-5382

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# DTI Business Overview

Philippine Business Report

Business Remains Optimistic

Business Executives are optimistic about the country's short-term prospects, the Makati Business Club (MBC) Executive Outlook Survey of 24 June to 12 July shows.

Over 50% of the 145 businessmen surveyed expect higher economic growth this year compared to only 44.8% in the January 2002 survey. Those who expect the economy to weaken fell from 20.8% in January to only 6.9% in this survey.

Overall growth expectations were consistent with expectations of increased export and import performance.

Strong expectation of lower inflation, lower interest rates, and a peso appreciation versus the US Dollar were also reflected.

The general mood in corporate performance remains unchanged-most respondents anticipate growth in revenues and net incomes this year.

Local businessmen gave President Gloria Macapagal-Arroyo a passing mark in terms of accomplishing her State of the Nation Address (SONA) commitments last year. Businessmen based their passing mark on positive perceptions of developments in the first half of the year which include stable currency, lower interest and inflation rates, the neutralization of Abu Sayyaf, and the joint military exercises with the US.

**Positive developments during the last six months**

| | | |
|---|---|---|
| 1. | Stable currency | 33.1 |
| 2. | Lower interest rates | 29.6 |
| 3. | Neutralization of Abu Sayyaf | 27.6 |
| 4. | Lower inflation rate | 24.1 |
| 5. | Joint RP-US Military Exercise – (Balikatan) | 13.8 |

Frequently Asked Questions

1.Who may invest in the Philippines?
Anyone, regardless of nationality is welcome to invest in the Philippines in almost all areas, and up to the extent of 100 percent ownership. There are, however, some areas of economic activities that are reserved wholly or particularly for Philippine nationals. These activities are found in the Foreign Investment Negative List. All other areas not specified therein are fully open to foreign nationals.

2. What are the requirements needed to engage in business in the Philippines?
A corporation must first secure the necessary licenses or registration certificates from the appropriate government agencies. Generally, the registration process starts with the Securities and Exchange Commission (SEC) for corporations & partnerships, and with the Bureau of Trade Regulation & Consumer Protection (BTRCP) for single proprietorships. If the proposed project or activity qualifies for incentives, e.g., with the Board of Investments, the investor may file its application with the appropriate government agency.

3.What are the major incentives available to a registered enterprise?
An enterprise registered with the Board of Investments pursuant to the 1987 Omnibus Investments Code is entitled to both fiscal and non-fiscal incentives. Refer to the list of incentives available to BOI-registered enterprises.

4.What are the requirements in the registration of business name?
For Single Proprietorship
1.must be a Filipino citizen, at least 18 years old
2.two (2) passport size pictures of owner (taken recently)
3.Filipinos whose name are suggestive of alien nationality must submit proof of citizenship such as birth certificate, PRC ID, voter's ID, passport
4.if the applicant has acquired Filipino citizenship by naturalization, election or by other means provided by law, he must submit proof of his Filipino citizenship such as I) naturalization certificate and oath of allegiance or II) card issued by the Bureau of Immigration and Deportation and affidavit of election or ID card issued by the Bureau of Immigration and Deportation

For Corporation, Partnership and Cooperative
1.Certified photocopy of SEC and CDA registration and Articles of Incorporation, Partnership or Cooperative
2.Board Resolution/Partnership agreement for the registration of an adopted name (if applicable) and for the authorized signatory
5. What are the steps and documents required in exporting?

Negotiating for an export contract. Negotiation may take different forms and cover various points but the exporter must be conversant in the key details (product, price, quantity, packing, shipment, availability, terms of payment). Negotiation and contracting with foreign buyers often start with the business offer, after which samples are shipped. If found acceptable, the exporter will receive the purchase order.

1. Upon receipt of a purchase order, the exporter sends a pro-forma invoice to the foreign buyer for confirmation. An order is confirmed when the pro-form invoice is signed and returned by the buyer.
2. When goods are ready for shipment, the exporter accomplishes the Export Declaration (ED) Form.
3. The exporter then secures export commodity clearance or export permit from the government commodity office if the product is included in the list of regulated products for export, or if the buyer requires it.
4. The ED form together with supporting documents are submitted to the Bureau of Customs (BOC) Processing Unit for approval of the Authority to Load (AL).
5. Wharfage fees and arrastre charges are paid for cargoes transported by ship.
6. Upon loading, the customs inspector signs the Report of Loading (for sea freight)/Report of Lading (for airfreight). The exporter also secures the Bill of Lading (B/L) from the shipping line or the Air Waybill (AWB) from the airlines.
7. After loading, the BOC issues the following documents upon request:

- Certificate of Origin, Form A - for export products covered by the Generalized System of Preferences (GSP).
- General Certificate of Origin - for export products not availing of preferences under GSP.
- Certificate of Origin, Form D - for export products covered by the ASEAN Common Effective Preferential Tariff Scheme (ASEAN - CEPT).
- Certificate of Shipment.

8. The exporter furnishes the Authorized Agent Bank (AAB) for record purposes a copy of the approved ED form together with other shipping documents, if export negotiation or payment is coursed through them.

For shipments that are prepaid, the original commercial and shipping documents are sent to the buyer.

6. What is the best way to ship products?
All transportation methods have some advantages and disadvantages. The decision depends on the product, the exporter's needs and preferences of the importer. Price, delivery deadlines and special needs of the product are factors to bear in mind.

7. How do I import?

Registration of Business Name. Apply for business permit at Bureau of Trade Regulation and Consumer Protection (BTRCP) for sole proprietorship and Securities and Exchange Commission (SEC) for partnership or corporation. Classification of Products for Importation. The importer must be able to classify the commodity or item he intends to import based on the following classification of imports: (a) Liberalized (b) Regulated and (c) Prohibited items Application for Importation. An Importer can apply for its importation through Letter of Credit and Non-L/C Import Arrangement, namely Open Account (OA), Documents Against Acceptance (D/A), Documents Against Payment (D/P), Direct Remittance (D/R), Self-Funded (S/F), No-Dollar Import Arrangement and Importations on Consignment basis.

Release of Shipment at the Bureau of Customs.

## Executive Outlook Survey

Economic outlook
(% of respondents)

| Survey period | January 2002 1/07/02-1/18/02 | July 2002 6/24/02-7/12/02 |
|---|---|---|
| GDP Growth | | |
| Higher than 2001 | 44.8 | 53.1 |
| Same as 2002 | 32.3 | 38.6 |
| Lower than 2001 | 20.8 | 6.9 |
| Investments | | |
| Higher than 2001 | 45.8 | 22.8 |
| Same as 2002 | 26.0 | 28.3 |
| Lower than 2001 | 27.1 | 46.9 |
| Exports | | |
| Higher than 2001 | 41.7 | 52.4 |
| Same as 2002 | 36.5 | 22.8 |
| Lower than 2001 | 20.8 | 22.1 |
| Imports | | |
| Higher than 2001 | 43.8 | 53.1 |
| Same as 2002 | 39.6 | 26.2 |
| Lower than 2001 | 15.6 | 17.9 |








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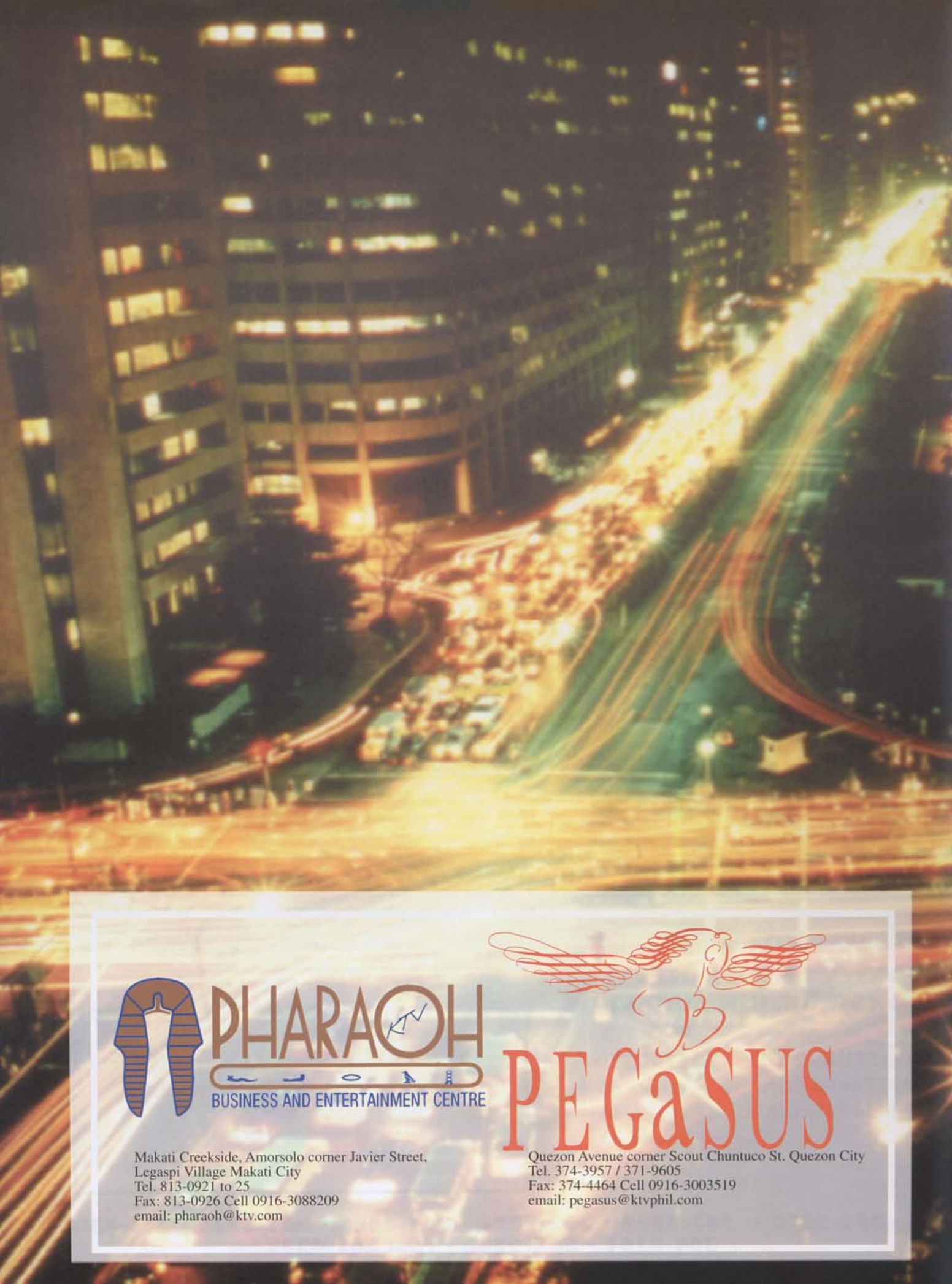
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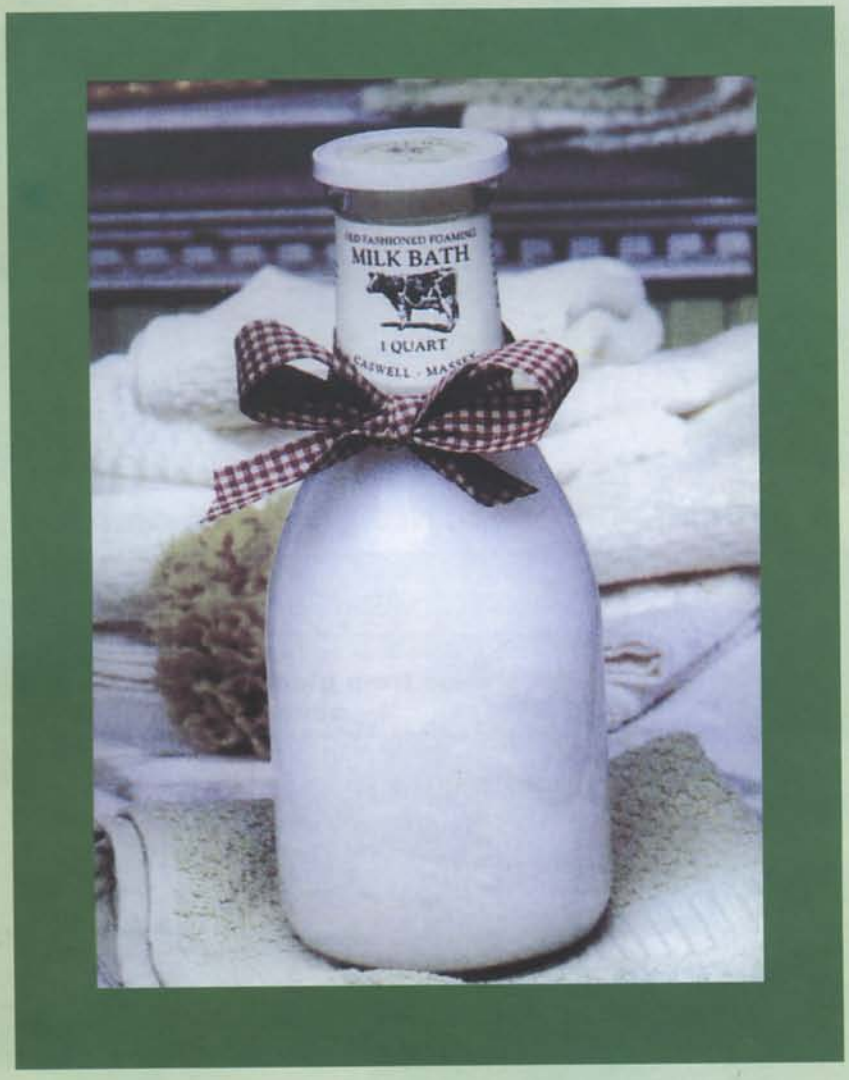
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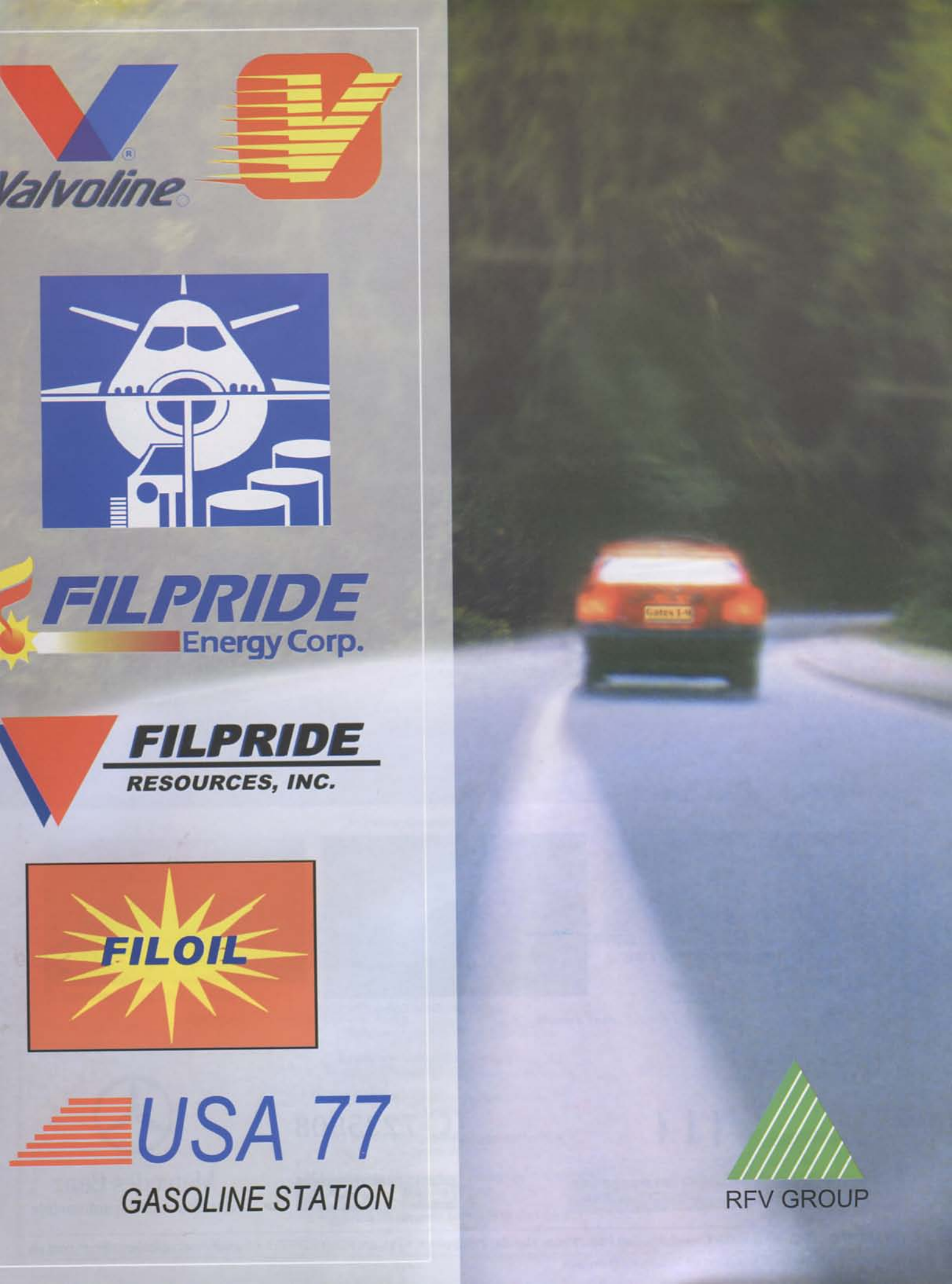

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# Organizational Chart

**Junior Chamber Philippine National Committee**
**For 57th World Congress Las Vegas 2002**

**Arnold Santillan** (Manila JC)
Chairman

**Romualdo "Boopsie" Siapno** (Dagupan JC)
Vice-Chairman

J**C Leviste** (Manila JC)
Vice-Chairman, Bayanihan Publisher

**JP Zulueta** (Manila JC)
Vice-Chairman, Media Publication

**Jessica Gozum** (Manileña JC)
Vice-Chairwoman, Philippine Night Activities

**Christopher Go** (Manila JC)
Kenneth Delbert Lim (Manila JC)
Officers

**Rodney Laurel** (Manila JC), **Richard Tan** (Manila JC), **Jorge Ong** (Manila JC), **Johanson Cheng** (Manila JC), **Victor Limlingan Jr.** (Manila JC), **Carlo Lopez** (Manila JC), **Marlon Pedregosa** (QC Celebrity JC)
Members

**JCI Senator Joel Nuñez** (Manila JC)
Philippine Night Emcee

**JCI Senator Lalaine Delmo** (Iligan Dayang-Dayang JC), **Ellaine Yam** (Perlas Pasay JC)
Philippine Night Activities Coordinator

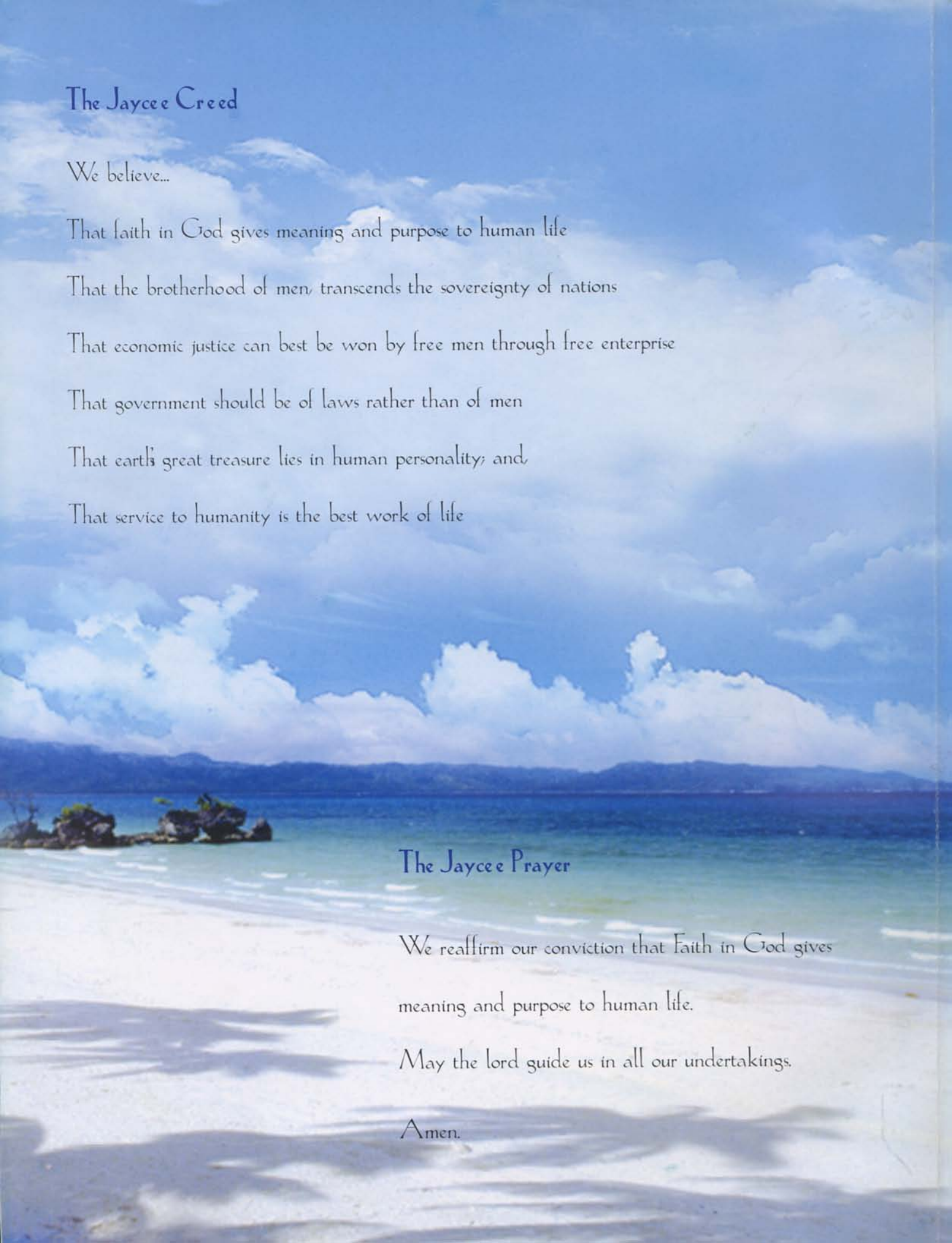
**Rosemarie Murillo** (Perlas Pasay JC)
National Director for International Relations

**JCI Senator Cecilio Pedro** (Manila JC)
Senior Advisor

**JCI Senator Raul Garigan** (Manila JC)
Senior Advisor

**JCI Senator Alexander Lichaytoo** (Manila JC)
Senior Advisor

**JCI Senator Randy Manoloto** (Manila JC)
Advisor



## The Jaycee Creed

We believe...

That faith in God gives meaning and purpose to human life

That the brotherhood of men transcends the sovereignty of nations

That economic justice can best be won by free men through free enterprise

That government should be of laws rather than of men

That earth's great treasure lies in human personality; and

That service to humanity is the best work of life

## The Jaycee Prayer

We reaffirm our conviction that Faith in God gives meaning and purpose to human life.

May the lord guide us in all our undertakings.

Amen.