VOLUME 52 NUMBER 4 OCTOBER-DECEMBER 2000

PHILIPPINE Leader®

SHAPING THE LEADERS OF THE MILLENNIUM 2000

Awarded "The Best NOM Publication of the World for 2000"

THE OFFICIAL QUARTERLY NEWS PUBLICATION OF THE PHILIPPINE JAYCEES, INC.



THE JAYCEE SPIRIT

What really is the essence of Jayceeism in the Philippines that drives people to feats of selfless service to community?

ALSO IN THIS ISSUE

Leadership Profiles

RICHARD I. GOMEZ

credits his Jaycee experience to his ever-present success

National Activities

YEAR-END RECAP FOR 2000

Issue Insights

WHITHER THE PHILIPPINE ECONOMY?

Feature

THE PHILIPPINE JAYCEE FOUNDATION, INC.

JCI Around the Globe

THE 55TH JCI WORLD CONGRESS

OFFICE OF THE PRESIDENT OF THE REPUBLIC OF THE PHILIPPINES
OFFICE OF THE PRESIDENTIAL ADVISER ON YOUTH AFFAIRS
NATIONAL YOUTH COMMISSION

THE NYC and OPAYA PROJECTS UNDER THE ESTRADA ADMINISTRATION

JCI Sen. MABEL P. VILLARICA-MAMBA
Marilao "Marilag" Jaycees

FOR ALMOST TWO YEARS NOW, THE OFFICE of the Presidential Adviser on Youth Affairs (OPAYA), under the administration of President Joseph Ejercito Estrada, has made significant contributions for the benefit of the youth sector. The Office's pilot project, "Batang E.R.A.P." (*Estudyanteng Responsable para sa Aktibong Pamamahala*), has benefited more than 2,000 young people all over the country, giving them leadership training designed by Junior Chamber International. The positive response to the project by the different youth sectors has given the OPAYA the reason to continue in expanding its pilot project. What was once a "Batang E.R.A.P." Project is now a "Batang E.R.A.P." Program, thus giving the Office more doors to open in catering to the needs of the youth. With the vision for the Filipinos to initiate movement towards one dream and one direction for their community, their country, and their future --- through an increased awareness of issues and positive participatory action, the OPAYA has started to head other significant undertakings, such as the "Youth Health Scouts," the "Youth Disaster Management Program," the "Outreach Program" and various assistance programs to youth-serving organizations.

Youth Health Scouts. A project of the OPAYA with the Local Government of Tuao, Provincial Health Office of Cagayan, Saint Francis Missions and the Department of Health in Region 2, it involves the participation of selected youth in the implementation of "Directly Observed Treatment of Short Course Chemotherapy" (D.O.T.S.) or "*Tutok Gamutan*" for tuberculosis patients.

Youth Disaster Management Program. A joint project of the OPAYA and the ABS-CBN Foundation, Inc.'s Center for Disaster Management, the program is designed to develop and inculcate the spirit of volunteerism and preparedness among the youth, as it also intended to impart on them the knowledge and skills on the basic concepts and principles of disaster management.

Outreach Program. A "Batang E.R.A.P." Outreach Program, in cooperation with the "Boom na Boom" and Tahanan ng Sta. Luisa, Inc., the project aims to support the moral, physical and emotional security of street girls who were physically abandoned and abused.

The OPAYA will continue to seek avenues to reach out to more young people who are in dire need of assistance.

OPAYA-NYC IN ACTION



Secretary Mamba, together with NYC Honorary Chairman Joseph Victor G. Ejercito, sign a Memorandum of Agreement with the ABS-CBN Foundation on the Youth Disaster Management Program.



The National Youth Commission hosts another successful "Batang E.R.A.P." training session in Baguio last October 19 to 20, 2000.



Secretary Mamba signs a Memorandum of Agreement between the NYC and the DWC-T Central Student Government in implementing various youth projects.



The OPAYA, together with the Department of Health, hosts a training session of youth volunteers and health workers of Tuao East in Cagayan on confronting tuberculosis.



The OPAYA organized another successful "Batang E.R.A.P." Outreach Program for the streetchildren of Tahanang Sta. Luisa in Kalookan City.

Philippine Leader
VOLUME 52 NUMBER 4 OCTOBER - DECEMBER 2000 ISSUE

TABLE OF CONTENTS



Cover: What really is the Jaycee Spirit? What drives thousands of young Filipinos to temporarily abandon the comforts of their family and work, to engage in a selfless communion of sacrifice for their respective constituent communities? We examine the lives of ordinary Jaycees who might give some answers. ***Story on Page 4.***

FROM THE NATIONAL PRESIDENT'S PEN 2
LETTERS 2
VIEWPOINTS 3

COVER STORY: The Jaycee Spirit: A Personal Examination 4
The "Jaycee Spirit." That indomitable essence that moves thousands of young Filipino professionals and entrepreneurs to selfless service. What is it really?

NATIONAL ACTIVITIES: A Year-End Review 8
The JCP Secretary-General and the JCP National Treasurer present their final reports on National Organization for the year that has just passed.

SPOTLIGHT: The 52nd JCP National Convention 12
The National Convention Director gives his account on JCP's biggest event for the Year 2000.

ISSUE INSIGHTS: Whither the Philippine Economy? 16
The plummeting Philippine Peso and the jump in interest rates have made investors scurrying for cover. What is still to do to save the economy?

AREA REPORTS 20
The 2000 National Vice-Presidents give their final reports on their respective constituent regions.

FEATURE: The Philippine Jaycee Foundation, Inc. 30
Driven with a noble purpose to support the on-going activities of the Philippine Jaycees, the JCP Foundation was created towards a promising fruition.

LEADERSHIP PROFILES: Sportsman and T.V. Personality RICHARD I. GOMEZ 32



The *Philippine Leader* slugs it out with Presidential Adviser on Sports, Richard I. Gomez, a multi-awarded sportsman and entertainment personality, as he talks about family, career and the Jaycees.

JCI AROUND THE GLOBE 38
JCI holds the much-awaited 55th JCI World Congress in Sapporo, Japan and elects a new World President.

EPILOGUE: Shaping the Philippine Leader for the Millennium 40
As the last issue of the *Philippine Leader* Magazine comes to a close, the editor gives a self-appraisal of this year's "Outstanding NOM Publication of the World."

The Philippine Leader is a quarterly news organ produced by the National Committee on Publications under the auspices of the Philippine Jaycees, Incorporated, with offices at the Philippine Jaycees (JCP) Headquarters, 14 Don Alejandro Roces Avenue, Quezon City. Any comments, contributions, and suggestions may be sent through JCP Headquarters at 373-79-07 to 09 or may be faxed through telephone number 374-24-95. The Philippine Leader is produced quarterly and is distributed for free to all Philippine Jaycee Chapters in good standing, JCI Offices, local professional and business associations, selected government offices, educational institutions, embassies and consulates across the Philippines. *No part of this publication may be copied, in whole or in part, without the expressed permission of the publisher. Copyright© 2000. All rights reserved.*

FROM THE NATIONAL PRESIDENT'S PEN

JCI Sen. RAFAEL P. DIZON III

"Fond Farewells"

COMMITMENT IS HAPPINESS INDEED! WHY I said this is because I was given the opportunity to work and rub elbows, as well as lead this great "University of Leaders" with and for you. Having with me the seasoned millennial National Board, key officers, National Committee Chairmen, and the entire JCP Team --- resulted a synergy extending to the LOMs the "Shaping of the Leaders of the Millennium."



The process by which we all fulfilled our organizational and presidential goals have generally been achieved, acquired, and acclaimed, in spite of the minute contradictions. Such adversaries or even crises are opportunities to solve problems, serve all the more, and develop in us the process of leading a happier and more fulfilled life. Of the five national entries we've submitted at the 55th JCI World Congress, we have garnered four major awards, to include the highly-coveted "Most Outstanding NOM President for Area B." Isn't it good that our NOM, being the first in Asia has, for more than a number of years, finally made it to a place and position which it rightfully belongs? We also bagged the other major awards for "Most Outstanding NOM Publication," the "Youth Activities" Award, and the "Civic Involvement" Award... over and above the four more recognitions from the Manila and Perlas Pasay Jaycees. I share the credits to you who made our self-assigned tasks and organizational vows a lot easier. It's because we have proven, beyond reasonable doubt, that we can make it, no matter how difficult the roads we traverse, more so in these trying times. It is the WILL, the initiative, the love for our organization, and the leadership training that we've fuelled and formented to make things happen. As we turn another page in our NOM's chapter, let us cherish the good things and the warm affections that made many projects record-breaking in the annals of our nation's Junior Chamber! Allow me please to exclude names here so I would be fair and just to those whom I would surely miss to write and thank. The list would certainly delimit the space allotted for this. You know how you have helped me and this organization as it is your best judgment that is all-important. Finally, let me enjoin those who amongst thee would stay and say, "I am proud to be a Jaycee." These are the kinds and types of Jaycees I am encouraging to support our 2001 National President, Jimmy T. Yaokasin, Jr. and his National Board --- the same earnestness and cordiality you have accorded me. "P.L.U.S.," make each page depict stories and essays even more glorious, exciting and historic by the quality and quantity you will write! A gracious year, a bountiful yield, and a glorious exit, let me leave you with a swan song-poem which I especially wrote for you: "*Somebody did a golden deed; somebody provided a friend in need; Somebody justly protected the meek and weak; Somebody thought, "It's sweet to live;" Somebody said, "I'm glad to give." Somebody fought a valiant fight; somebody believed that peace is forthright; Somebody lived to shield the right; Somebody smiled to shed the light. Was that somebody YOU? Definitely, yes! I believe --- so good and so true!*"

Muli, ang aking taos-pusong pasasalamat at marubdob na paalam para sa panibago at marapat na panimula..

LETTERS



Sapporo Victory

"On behalf of the incoming Officers of Area I, I would like to extend my warmest congratulations to the editorial board of the Philippine Leader, under the able leadership of JCI Sen. Reginald T. Yu for winning the Best NOM Publication Award in the recently concluded 55th JCI World Congress in Sapporo, Japan. The award is a testament to your world-class ingenuity and craftsmanship."

JCI Sen. ALFREDO C. FAJARDO
2001 National Executive Vice-President for Area I

Another Outstanding Edition

Congratulations on another outstanding edition! We greatly appreciate your continuing outstanding coverage of 2000 JCI President Karyn Bisdee and her themes, JCI VP Yaokasin, of JCI Area Director Son, and "Negotiating Like a Pro," from *JCI Leader*. Congratulations too on your Leadership Profiles, and exceptional TOYM coverage, as well as your Cover Story coverage of your national convention, and always exciting Area Reports. It is my pleasure & JCI's to assist you in your ambitious goal to make it an exceptional communication for your Junior Chamber members, sponsors, government, and market beyond which you are certainly achieving. I'm delighted for you and the *Philippine Leader* (for winning the Best NOM Publication). You have all worked very hard, with great dedication, and certainly deserve this great honor. Enjoy your honor from Sapporo; and I hope your whole editorial team has a great celebration. You earned and richly deserve it!

PEGGY A. FISHER
JCI Executive Director for Communications
Florida, U.S.A.

You Make Us Proud

I have never been more impressed with our *Leader Magazine* and our monthly Newsletters as I have been in this Jaycee year. The publications are so well organized and so well-planned. The features are very interesting and the colorful pages are so attractive. It is worthy to note that the Magazine features not only the national activities but it also includes some of the different projects of all the five areas. The involvement of the Jaycees from all over the Philippines brings the *Leader Magazine* closer to the hearts of everyone. My congratulations to the competent Editor-in-Chief, JCI Sen. Reggie Yu, and the able staff of this JC Year's *Leader Magazine* and Newsletter. Truly, your craftsmanship makes us proud to belong in this wonderful University of Leaders.

TIZA LYN L. TAYANES
2000 President
Macajalar "24K" Jaycees

Timely Distribution

Even in this age of the Internet, the *Leader Magazine* continues to be a source of vital information on national and local events for the whole organization. We should exert more effort to ensure its timely distribution to all concerned. All the hard work put into publishing a single issue will go to waste if it is not received by the intended recipient at the proper time.

JOHN JOSEPH GABRIEL C. PUZON
San Juan "Pinaglabanan" Jaycees
National Vice-President, Metro East Region

*All letters to the **Philippine Leader** must be addressed to the **Editor-in-Chief**, Philippine Jaycees Clubhouse at 14 Don A. Roces Avenue, Quezon City; or may be sent through e-mail to leader@philjaycees.com. Only mails with sender's full name and Jaycee chapter (or institutional) affiliation will be published.*

VIEWPOINTS

FROM THE EDITOR-IN-CHIEF



"I HAVE FOUGHT A GOOD FIGHT, I have finished my course, I have kept the faith..." ***2 Timothy 4:7.***

After looking back at the past twelve months since we started our dream of producing a quality publication for the Philippine Jaycees, I am amazed at how far we have already gone. Even before I accepted then NP-elect Boydee Dizon's offer to take over the editorship of the *Philippine Leader*, I already came to the conclusion that an organization's image should always be reflected in its official news organ. The regularity of its releases, the quality of its news content, and the manner of its presentation were simply mirrors of an organization's commitment to get its members involved in its activities. For the Philippine Jaycees, the urgency of coming out with a quality news organ was made even more primordial, as it also had to represent our membership's highest standards of excellence brought about by being the first Jaycee organization in Asia. It was never easy. To begin with, I did not have any first-hand experience in managing a NOM Publication. The pressure to excel was exacerbated, not only by the dearth of adequate finances to produce a respectable news organ, but also by the National Board's high expectations of me, given the fact that I had steered my chapter, the Manila Jaycees, to win the "Most Outstanding LOM Publication of the World" in 1998 and 1999. However, driven by a personal mission to serve our organization and to establish our place in the international arena of outstanding NOMs, I committed one year to making sure that we accomplish every Filipino Jaycee's dream of producing a publication which we can all be proud of. In this regard, I was very fortunate to have worked well with a wonderful Editorial Board, all of whom were personally handpicked by yours truly and, despite the fact that none of them had any experience in handling publications under their respective LOMs, their dedication and spirited commitment have certainly far proven their worth in this daunting endeavor. Enormous public support, as well as winning the major award as the "Best NOM Publication of the World" in the 2000 Sapporo JCI World Congress, were only two of the many testaments to our success. And as we complete this fourth and last issue to finally relinquish my post as Editor-in-Chief to my successor, we hope to have left behind a little stone that reinforced the golden edifice that is the Philippine Jaycees. *Maraming salamat po at mabuhay ang Philippine Leader!*

Reginald T. Yu

MILESTONE



PHILIPPINE LEADER BAGS PLUM PRIZE AS THE "BEST NOM PUBLICATION OF THE WORLD" IN JCI CONGRESS

FOR THE FIRST TIME IN THE PHILIPPINE Jaycees' 52-year history, the "impossible" dream became a tangible reality when *Philippine Leader* overcame all odds and won the major award for the "Best NOM Publication of the World" during the 55th JCI World Congress in Sapporo, Japan last November 10, 2000. Besting 18 other NOMs from all over the globe, the Philippine bid outshone traditionally formidable and dominant contenders Hong Kong and British Junior Chambers, capping this illustrious honor with a beautifully carved trophy of an old sage. Congratulations to the entire editorial staff for their hard work, to the sponsors who believed in the magazine, and to all the contributing LOMs for finally making it happen!

PHILIPPINE Leader

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THE JAYCEE SPIRIT



What drives ordinary people to reach extraordinary heights all in the name of Jayceeism? What does "being bitten by the Jaycee Bug" really mean? As the Year 2000 draws to a close, we examine the heart of the movement through the everyday lives of the "common" youth possessed with uncommon valor.

By NORIBEL L. DELA CRUZ-TAGUBA *San Juan "Pinaglabanan" Jaycees*

IN LIFE, IT IS VERY SELDOM TO find one's self-worth outside the family or career line. Realization of one's utmost abilities and potentials often takes form in the role we play in our relationships running through relatives and workmates, in home, in office or in what we do best in life. It is very rare that an individual acknowledges himself truly significant outside what he is tasked or obliged to do, or where he is best at. Taking my case as an a example, I can always be contented working to be the best mother to my two children, while at the same time doing my best to effectively carry out my duties as a public relations and communications officer in the company I work for.

It is difficult, though, to rationalize and establish that I am worthy of doing something outstanding outside these two "worlds". It can be a ratio of 1:10, or even 1:100, where a person can find self-esteem in a condition as what has previously been mentioned.

THE JAYCEE SETTING

In the rarity of occasion, I have personally found out that Jayceeism offers such out-of-the-ordinary atmosphere for individuals who form part of the organization. The group is not a mere gathering of people – the Jaycee movement is composed of persons from all walks of life, doing diverse craft and work, in a milieu of the ups and down of life… all for a purpose. Not because they just want to do something else in life besides fulfilling what they are required from home or from work, but because they believe in something more instigating that would lead to a better condition, whatever that may be.

The movement and its principles bring about the preeminent in its members – something that may have been known before, or obscure until that has been discovered and developed by the organization.

In the Philippine Jaycees, membership spread through the country's seven thousand islands is an assemblage of leadership in all possible kinds. The success of the association is not singularly based on the national leadership, but more efficiently caused by local membership who works together to make real the statements of the Jaycee worldwide. The members cause what Jaycees is in the Philippines. It is through the voluntary, whole-hearted and generous sharing of one's capabilities to the organization that



has made what Philippine Jaycees is today.

As I was conducting interviews or pep talks to complete the fourth and final cover story of the *Philippine Leader* for the year 2000, I got the special privilege of talking to fellow Jaycees who graciously shared their lives to me – both personally and Jaycee-wise. The interview process was an experience of mixed emotions – it was a joy learning about the happy and funny instances that occurred in the shared time of doing family tasks and work obligations, plus doing free services through the Jaycees. I was also especially touched by stories about how the organization and its people have paved way to special relationships, have either helped solved problems or create some, how friendships were made and friendships broken, and many others.

REALITIES OF LIFE

Life in the Jaycees is not "another" life, in a sense. Getting through the situation in the organization goes hand in hand with the regular way of being. I have learned from the talks I had with fellow Jaycees about taking chances, being inspired, achieving something, failing in attempts, making out of something, holding on despite being in the brink of falling... The Jaycees is the very venue of ups and downs, of tears and joy in the cycle called life. In the organization, I became a witness to people, who courageously and proudly face life – shielded with their affiliation and experience of being a Jaycee.

Let me share with you the chronicles of individuals who make up Philippine Jaycees. These stories may have been shared to a chosen few, some were heard secondhand, others unconfirmed, some received as rumors, while a number totally unknown or unheard of. With due respect to the privacy of the people I have talked with and to preserve their anonymity, their accounts will be imparted in this story through fictitious names and pseudonyms.



MARVIN, RANDY, AND TRICIA...

The career of Marvin with the Jaycees started in 1992 when he was invited to join his current chapter. At first, he was just a spectator, observing LOM projects but not actively involved. According to him, he did not know of their Area Jaycees affiliation or the national organization until sometime in 1996 or 1997 when organizational procedures and priorities started to change in his home chapter, upon the initiative of their then LOM President. It was only about that time that he asked his wife to join him so she too can be part of the movement and experience the good that Jayceeism can bring about. In a recent seven-hour trip that I traveled with him, I saw how he rose from an undecided recruit to a noteworthy LOM President. Something unforgettable in his story is about his first attendance of the Presidential Ball during a National Convention. Although he joined the Jaycees in 1992, it was only in 1997 that he was able to attend a NatCon. With only a schedule given to him and no further instructions, he attended the Presidential Ball attired in casual shirt and jeans, and in rubber shoes. Known to be a "dresser" and among the Jaycees' well-dressed members, that experience was truly thwarting for him. Today, this person is noted for his significant contribution in promoting and retaining sisterhood among LOMs. Randy, a fellow "Primer" from the South, shares with me a Jaycee life that transcends country, nationality and existence. He is not a Filipino but proves to be one in heart and mind. His roots can be traced to the Indon race (and although we, Filipinos, do really have Indon ancestry, he is 100% Indonesian) and until the time I met him, he was serving as a Technician at the Indonesian Consulate. I have personally gotten to know him and his passion for the Jaycee cause. Besides working for the consulate, he takes time to teach. And it is through his experience from the organization, that he takes pointers and ideas on how to go about his strategies of teaching. What I can remember truly touching in the life of Randy was when his son suffered from comatose caused by drowning. His son's brain was greatly damaged by water that has flooded his brain, thus his condition. Although we were regions apart in location, news spread about the state of his loved one and every Jaycee that has met and known him, called, texted and e-mailed him words of comfort and strength. Sadly though, his son passed away, but he remained steadfast in his belief in the Almighty – giving us another construal to the first tenet of the Jaycee Creed, which states, *"We believe that faith in God gives meaning and purpose to human life..."*

Another Jaycee that makes me proud is Tricia. She is known as one of the youngest Jaycee leaders who have created a milestone in the history of Jayceeism in the Philippines despite her early entry to the walls of the organization. Fresh from college, she breathed anew life to a chapter that has some time ago stopped "breathing". Equipped with nothing but determination, vision and enthusiasm that equate with her youth, she has successfully revived a chapter and made it into a significantly-contributing LOM to the NOM. After finishing her term locally, she went further to serve her respective region, then area... until she was acknowledged as a valuable worker at national level. Moreover, she performs her Jaycee duties and responsibilities proficiently and competently, despite the long hours spent for the free work and the long hours of travel from the JCP headquarters to her home.

RICO, BRENDA, ERROL, AND SIMEONA...

Rico's narrative started when he was invited to be a Baby Jaycee in a LOM located up north. I met Rico at the recently concluded NatCon in Dagupan City and got his permission to share this information with The Leader's readers: he is a "she". With honesty served, "she" said that "she" obliged to attend a fellowship upon the invitation of "her" client at "her" salon cum boutique. Initially with the main objective of just trying out another dish of partying, "she" attended the fellowship also with a second objective of searching for a potential *"papa"* (excuse my quotation marks but these need to be used for emphasis and proper address of words used). When "she" attended the Jaycee party, bullseye! "She" enjoyed the night and met a fellow Baby Jaycee – who was the response to "her" secondary goal. Something special happened along the way but was short-lived. "Her" chapter-mates never knew of the "her" side story in the Jaycees but "she" is now a recognized worker of "her" LOM. According to her, "she" is not a profile member but is thankful for the community service "she" renders with the Jaycees. Although "she" had self-

serving intentions when "she" joined the movement a year ago, "she" claims "she" is becoming more mature now and plans to adopt a niece to secure her future and shower her all the love and inspiration "she" gets.

Brenda's journal covers an inter-mix of family, work and Jaycees. She joined the Jaycees upon the invitation of her boss. She eventually liked the organization and became an active member. She has never risen to a rank position in the organization but is also a recognized hand in the undertakings of the group. She has found the Jaycee activities as breather off from work, as positive outlet from family pressures and as venue to realize she can be appreciated for what she can do, without pushing her capabilities. She comes out in the Jaycee as an allay member yet reliable worker. She has proven she can meet assignments and requests, despite the fact that she faces occasional marital problems that sometimes lead to physical occurrences. I have known Brenda to be a very emotional person yet very strong and firm in her convictions and principles in life. She says that she can't have everything beautiful and must make the most of what life has to offer. She perfectly reminds me of a message that goes, *"The happiest people do not have the best of everything in life. Perhaps they are just good at making the best of everything that life brings along their way."*

Being in a psychiatric-related profession, Errol can be classified as the most equipped person to face the personal-political circumstances that may arise in the Jaycee organization. Day in and day out of his life, he deals and provides corrections to the harsh realities of humanity. His work concerns bringing back normality of life to those who were and are not strong enough to face the actuality of existence. These people might be considered the fragile and weak in emotions, but they are also the very people who might have been pushed to the limits of their mental competence, therefore driving them to create another world of their own. Yet with this great deal of experience, he is still challenged with what life has to offer him in the Jaycee organization. In the very short period of time of membership, Errol has found his rightful place in the Jaycees. He headed his LOM effectively and has been considered an asset in a greater capacity. He shares his young experience in the Jaycee as having greatly helped him deal with people at his work atmosphere. Added to his earned degree from a university and professional experience, he finds the Jaycee teachings as effectual tools in carrying out his career functions. On one hand, he finds the reality of life sometimes common between the people he deals with at work and at the Jaycees. He now better understands the people involved in his work – as to what they have been and what they are now, through experiencing what the normal people are doing. For him, excesses and shortcomings find their places in his work and at the Jaycees. And just the same, they offer the solutions, too.

Simeona's account in the Jaycees is a love story. She joined the Jaycees knowing exactly very well the requirements of the organization and what she can do in return. It was something she believed in and hoped to be of help. She was married when she joined the Jaycees. Along the way, while she realized her fullest potentials in doing voluntary work in the movement, however, she lost something dear to her – her husband. She has become so dedicated in community work and has sidetracked in letting her husband understand what she has been doing. She has fallen short of making her husband part of what she was doing, and of not sharing with him the beauty and fulfillment she finds in the organization. That was two years ago…Now, I was told they are in reconciliatory terms and trying love the second time around. I saw her recently in a Jaycee gathering and saw her blooming. I thank the Good Lord for letting things happen to her at the right time, at the right place.

THE "JAYCEE" IN US

Marvin, Randy, Tricia, Rico, Brenda, Errol and Simeona… different people with sundry responsibilities in life yet they share one common thing in life – THE JAYCEE IN THEM. They are people who share the gift and experience of Jayceeism with prominent people like Cong. Agapito "Butz" Aquino, 2000 World President Karyn Bisdee, Asian Mall Tycoon Henry Sy, Sr. and multi-awarded actor and sportsman Richard Gomez. They are individuals who fall in the line of Philippine Jaycees' great past and present national presidents. Though they may just be members, they are the ones that make up the Jaycee organization in our nation and around the world. They form part of the family that has brought prestige based on the aptitude and competence of the NOM in international level. These people are the Jaycees and the Jaycees is them. They are proud to be Jaycees, prouder still that they are part of the history of the worldwide leadership organization – yet humble in recognition of the things they have shared for the movement. And as Outgoing World President Karyn wrote in her December 8, 2000 Friday Focus: *"Everyone of us is a story, and each one of us has a story to tell. Maybe we don't tell those stories often enough. (These) are men and women who make this world of ours a better place just by being the types of people they are. They have the gift of kindness or loyalty, the gift of courage or integrity, energy or enthusiasm. It makes no difference whatsoever… (whoever they may be). They teach the world what matters by living it."* Indeed, I am proud to be a Jaycee.



A YEAR OF "SHAPING

Driven by a commitment to make a difference this year, the Millennial National Board adopted a two-pronged prog

THE 2000 JCP NATIONAL BOARD... A FINAL BOW!



EXECUTIVE COMMITTEE

RAFAEL P. DIZON III	*National President*
ALBERT MARTIN T. LUGOD	*National Senior Executive Vice-President*
ISMAEL P. PENADO	*National Treasurer*
LUISITO P. BASILIO, JR.	*National Secretary-General*
GLENDA ISABEL I. BIASON	*General Legal Counsel*

NATIONAL EXECUTIVE VICE-PRESIDENTS

ALIPIO SERAFIN D. FERNANDEZ	*Area I*
JOSE MARTIN ANTONIO B. PASCUAL	*Area II*
FERDINAND A. BELAMIDE	*Area III*
EMMA RAY A. PANAGUITON	*Area IV*
EFREN T. VILLAMOR	*Area V*

NATIONAL VICE-PRESIDENTS

ANTONIO O. PATUNGAN	*Northern Luzon*
WALTER C. UY	*Cagayan Valley*
DENNIS L. CUNANAN	*Central Luzon*
EDWIN R. DE GUZMAN	*Metro North*
ANTONIO A. PADILLA	*Metro East*
GEMMA M. SAPNU	*Metro South*
CHARLIE A. MARTINEZ	*Southern Tagalog Region-West*
BENJAMIN G. JARA III	*Southern Tagalog Region-East*
MARIA EDITH B. CARRANCEJA	*Bicol*
BIENVENIDO P. FERNANDEZ	*Western Visayas*
JESSELITO V. BARING	*Central Visayas*
NEIL M. CAMENFORTE	*Eastern Visayas*
CESAR LUIS A. JIMENEZ	*Northern Mindanao*
RALPH E. AVIOLA	*Southern Mindanao*
ADORACION F. TAN	*Central Mindanao*
LAURA W. ALANO	*Western Mindanao*

MENNEN M. ARACID — *National Executive Director*



OUR STORY STARTED WITH THE NEW MILLENNIUM POSing new challenges to everyone involved. Like any other cast in a movie, the twenty six-member Board of Directors hardly knew each other at the onset, yet we were faced with an uphill battle of attaining the goals we have preset. The plot thickens as the financial crisis that hit the entire Asia was seriously taking its toll in the Philippine Jaycees with the drop of membership and the rising cost of maintaining a NOM. Not only did we have to gather new faces but we were posed with the issue of retaining the ones we already have. Thus, SHAPING THE LEADERS OF THE NEW MILLENNIUM was born! The NOM theme is the essence of problem solving, for the organization needs to shape the leaders to face the challenges of the new era. With the financial turmoil as our foe, armed only with guts on our side, little did the National Board of Directors know that we embarked on a journey we will never ever forget. Together with the National Directors, Chairmen, members and Secretariat we looked at these challenges merely as opportunities in work clothes. That made all the difference in the last 365 days. The following was the year long saga.

REORGANIZATION



The first item on our agenda was the reorganization of the Operations of the Philippine Jaycees. In order for the NOM to implement the various projects effectively and efficiently, all the national chairmen and their projects were subdivided according to the area of opportunity as practiced in our movement. In addition to the existing two Divisions, the NATIONAL TRAINING COMMISSION and the NATIONAL CONVENTION DIVISION, five (5) National Directors were appointed to the realm: COMMUNITY, INDIVIDUAL, MANAGEMENT, INTERNATIONAL and BUSINESS.

G THE L.O.M.S."

ram to make their 7,153-strong members proud of being Jaycees... and they did!

By JCI Sen. LUISITO P. BASILIO, JR.
Manila Jaycees
JCP Secretary-General





To compliment the changing operational set up, the NOM Secretariat underwent major changes this year as well. Specific functions were equally distributed among the staff members to increase the level of accountability and efficiency in addressing the changing needs of the NOM. Weekly staff meetings were set to answer all the needs of our constituents and we began the work to improve the Jaycee system by starting within. Simple things such as the donation of paper and the use of a PABX system paved the way for efficiency. Memoranda of Agreements were signed with Airspeed as the official courier of the Philippine Jaycees this year, offering us discounted rates for our circulars. Furthermore, Jaycees throughout the entire world can now be updated with the happenings of the NOM by logging into the official NOM website, www.philjaycees.com. The use of the e-mail was highly encouraged as the NOM provided e-mail addresses to all the LOMS as their official e-mail address with the domain name.





ANNUAL PROJECTS

The NOM this year continued the programs and the projects of the previous years. Due to funding problems from previous donors, it was wise that the Board decided to postpone the implementation of some national projects for a later, more favorable date. Even amidst the difficulty of the times, most of the projects were implemented. Among the National Projects are the NOM's flagship projects: the TOYM (The Outstanding Young Men) and the TOPP (Ten Outstanding Policemen of the Philippines). TOYM was another vanguard year as the NOM was able to award nine individuals from all walks of life representing diverse fields from Music and Arts to Rural service. TOPP, on the other hand, awarded 10 officers from 149 nominations received. Together with the Department of Education Culture and Sports (DECS) and Congressman Ralph Recto, the Youth Leadership Excellence Awards was a complete success as chapters throughout the Philippines implemented the project recognizing the outstanding achievements of the graduating high school students in the country's public school system. April 9 to 15, 2000 served as the National Jaycee Week celebration throughout the country as mandated through a Presidential decree. It was a week of activities from art contests, environmental seminars to motorcades to inform the general public that the Jaycee movement is alive and of significance. The JCMAX program was continued and 98 establishments decided to be affiliated with the discount program. JCP car plates were among the income generating projects that the NOM continued as well.

The National Training Commission paved the way for the development of our individual members. Their year started off with the Training Forum for the NOM's trainers in order to prepare everyone for a hectic year. Office Bearers Courses, OTS and Vanguard seminars were implemented throughout all the regions of the country, and even standardized the seminars. For the year, there were a total of 40 Prime graduates from the all over the country and a multitude of seminars during the simultaneous area conferences and the national convention. Membership dues from all the members throughout the country alone cannot sustain the operations of the Philippine Jaycees. Thus, it was imperative for the NOM to implement various fund raising activities to augment the needed funds to sustain its survivability. In conjunction with the Centennial celebration of the Civil Service Commission, the Philippine Jaycees tied up its fund raising efforts with the government institution. A raffle was organized to benefit the various projects of the NOM and to construct the CSC museum. Prizes included a brand new Toyota Corolla, a JCP jeepney, tricycle, computer and many more livelihood packages. The project was able to raise approximately P 800,000.00 for the NOM and more than P 3,000,000.00 for the construction of the museum.

The intense rains and flooding didn't dampen the spirits of the Jaycees and the 18,000 Filipinos who supported the Side A Concert last August 5, Saturday, in their come back major concert with Martin Nievera. The project was not only a huge public relations success but it also brought P 800,000.00 for the NOM. This fund raising activity benefited the children victimized by the war that recently ravaged Mindanao housed at the V. Luna Hospital in Quezon City.

CONFERENCES

Brotherhood beyond borders! The Philippine Jaycees, Inc. provided its members throughout the country the opportunity to be one with their fellow brothers and sisters as 1,500 of us flocked to our respective area conferences that first weekend of September. The Dagupan "Bangus" Jaycees hosted 52nd National Convention in Pangasinan. The three-day affair brought in almost 1,400 Jaycees nationwide attending a wide array of activities. As of date, it is the most attended National Convention. The 32-member Philippine delegation represented the NOM at the Kaoshiung, Taiwan's Asia Pacific Conference. The delegates even helped promote the Cebu Uptown Jaycees bid for the 2003 ASPAC Conference in their hometown. Sapporo, on the other hand, was the winter wonderland venue for the World Congress where the NOM brought home the bacon, so to speak. Four out of five NOM bids won major awards including that most coveted Outstanding NOM President for Area B for NP Boydee Dizon.

PROJECTS WITH A TWIST

DAMAYAN PROJECTS

Oplan Bulkan. For the Year 2000, our country was not spared from both natural and man-made calamities. The eruption of Mount Mayon Volcano proved to be more devastating as it seems as the Philippine Jaycees organized the Oplan Bulkan Damayan project to deliver relief goods from all over the country to the affected areas. 12 LOMS throughout the country organized the gathering of relief goods while the Legaspi and Dawani Jaycees provided the extra help by assisting in the distribution.

Iligan Damayan. Man-made calamities were part of



the millennium year's challenges. The war that is ravaging in Mindanao island resulted to thousands of families displaced from their homes. One of the major areas affected was Iligan. Jaycee chapters throughout the country again organized a Project Damayan for these affected families. Relief goods such as canned goods, much-needed water and toiletries were distributed in conjunction with the local government and the national disaster council.

ALAY LAKAD 2000

As the lead group of the Walk 2000 Project, the Philippine Jaycees, Inc. led the group of government and non-government organizations in a show of force for the aims and goals of the Walk. For the millennium year, the Alay Lakad 2000 saw the biggest number of delegates with over a million in attendance. This year saw simultaneous Alay Lakad projects throughout the country as well, all with bigger attendance.

BATANG E.R.A.P.

The Batang Erap seminar saw a number of LOMS throughout the country implementing this project to their constituents. Two thousand graduating high school students benefited from the leadership development program in conjunction with DECS. Furthermore, the program gained the recognition as the Most Outstanding Youth Activities Project Award recipient during the recently concluded World Congress in Sapporo.

CLOSER TIES

To ensure the continued strength of the Jaycee movement, it was imperative that the efforts of all the Jaycees throughout the country were collaborated. Seen as the Jaycees of the future, the 2000 Board recognizes the importance of the Junior Jaycee movement. JCP gave its full support as it provided the first 1,000 paid members of the Junior Jaycees, set aside an area in JCP as their office, and included the President of the Junior Jaycees as part of the JCP National Board. The ties between the Philippine Jaycees Senate and the JCP were stronger than ever. The millennium term saw the high possibility and probability of conducting a joint National Convention between the regular Jaycees and the Senators by 2001. This was mutually agreed upon in order to increase the cross-participation and interaction among the members.

ENVIRONMENT: LUNTIANG KALIKASAN

This new project is in conjunction with the office of Senator Loren B. Legarda-Leviste. Aimed to address the environmental degradation of our urban dwelling places, the project encourages Jaycee chapters throughout the country to create urban forests. A long term project, the most outstanding urban forest park will be awarded a cash prize by the office of the Senator and will be properly recognized as a model community throughout the country.

INTERNATIONALISM

Realizing that the Philippine Jaycees is one of the most dynamic NOMS in the world, the Junior Chamber International was well-represented throughout the year when various JCI VIPs visited the country. None other than World President Karyn Bisdee herself visited the Philippines and even opened Jaycee week with JCI VP Wen Tek Liu. JCI EVP Elton C. Tan graced the first national board meeting providing support to the NOM. JCI Director Seung Hyun Son based in Coral Gables, Florida visited the country to provide assistance to the NOM from JCI Headquarters giving us innovative ideas in order to promote the Jaycee movement and increase efficiency in NOM management.

JCPEA

The JCPEA (JCP Efficiency Awards) was a big surprise to the Millennium National Board and Secretariat. Compliance is an understatement when describing the LOMs response to the Awards system. Reaching the 100 point mark meant that the LOM had provided its members an all-around program of activities. For the first time in JCPEA history, more than 110 chapters have reached that level. Furthermore, Junior Chamber of Olongapo garnered more than 600 points to take the top rank, the highest ever points that any chapter was able to attain. LOMS throughout the country embarked on all of the suggested NOM programs, implemented the National Projects and initialized ways to propagate the Jaycee movement through their own LOM undertakings. This was just mere proof that the Jaycees in the Philippines is alive, active and dynamic made up of an organization of young men and women of action.

MILLENNIAL FIRST

What sets this Millennium National Board apart from the rest is the fact that there are a lot of programs introduced this year. Knowing that the NOM is charged with the duty of governing its constituents, it was inevitable for these innovative officers to implement value added programs and projects. These new services enabled Jaycees to fully enjoy the benefits and the opportunities given to them by the NOM. The following are the extraordinary accomplishments of the Millennium National Board for the year 2000:

TWINNING. The NOM provided the service as the conduit between Philippine LOMS and foreign LOMS enabling for them to take the first steps in establishing a connection, forging closer ties proving that the brotherhood of man really does transcend the sovereignty of nations.

JICA PROJECT. JCP is given the opportunity to search for an outstanding individual who wants to attain a Masters in Business Administration degree will be granted a year of all-expense paid scholarship in a Japanese university. Project is in conjunction with the Japan International Cultural Agency in Manila and the Department of Education of Japan

MEMBERSHIP INCREASE. 50 new LOMS throughout the Philippines adding more than one thousand new members in the Philippine Jaycee fold. All five areas posted net increases. It is the highest number of Jaycees in the last 14 years, highest number of associate members ever and a jump of more than 20% from the actual membership base of the previous year resulting to the highest number of delegates in attendance of the National Convention. Lastly, JCP was honored as one of the few NOMS in the world that posted an increase in membership amidst these tough times.

OVERPASS PROJECT. As a legacy of the millennium board, a five-year overpass advertisement project was implemented in Taguig as billboards were placed on pedestrian overpasses for a fee to benefit the NOM while JCP maintains the façade and cleanliness of the said overpass. It is projected that JCP will gain Php250,000.00 per year from this project.







NATIONAL RECORDS & RECOGNITION. The Awards criteria were patterned over the JCI Awards Manual. This was amended for all the LOMS to minimize their efforts so as not to make major changes in their bids from one conference to the other. The awards manual contents were all included now in a diskette for easy dissemination. Furthermore, stricter requirements were set as JCP sought qualified judges. To cap, the awards ceremonies was different from previous years.

JCP SALES. Shirts, umbrellas, card holders, caps, T-Shirts, athletic bags and many more items were produced with the NOM logo and University of Leaders, insignia making them available to all the members.

NATIONAL TRADE DIRECTORY. Introduced only this year, this trade directory lists members and their professional information by area in the promotion of the Business area of opportunity.

JCP CREDIT CARD. This fund raising project enables members to obtain a JCP credit card. For every purchase a member makes using the card, both the LOM and the NOM gets a percentage from each sale.

JCP ACADEMY. Almost a hundred incoming Presidents and representatives of various LOMS throughout the country attended the first-ever organized JCP Academy in Baguio City preparing them for the coming year.

PCCI MEMBERSHIP. The Junior Chamber of the Philippines is again now a member of the Philippine Chamber of Commerce and Industry after being disaffiliated with the organization for a number of years.

WIRED ON THE NET. An E-mail address was assigned to each of the LOMS using the philjaycees domain name as their permanent address. Furthermore, <www.philjaycees.com> was regularly updated for members throughout the world to log in and obtain news and information about the NOM.

100% JCI EFFICIENCY. The NOM was able to attain a perfect score in the JCI efficiency program proving that the Millennium Board provided for a well rounded set of activities.

THE LEGACY

"*...at the end of the day, the success of our term will be measured if there is just ONE Jaycee who can say that 'I am indeed PROUD to be a JAYCEE,' then I dare not ask for anything else...*" – **NP Boydee's Valedictory Speech at the 52nd National Convention in Dagupan**

The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on. Through the example of this year's Board, our evident and sheer love of the organization has contaminated the entire Philippines with this same passion for action, excellence and jayceeism inspiring members to be active and to strive to be leaders of their respective LOMS. That was the National Board's greatest legacy! Coupled with leadership by example as the motto, the Board's presence and actions motivated and mobilized the 7,153 Jaycees of the country amidst tremendous logistical, economical, political obstacles towards working for a brighter and better world achieved the Jaycee way!

JUNIOR CHAMBER OF THE PHILIPPINES

STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS

As of December 31, 2000

Membership Dues	Php 3,947,210.72
Fund Raising Activities	10,000.00
Business and Trade Directory	76,000.00
Miscellaneous Income	7,000.00
Sponsorships	**Sponsorships**
NRRC Awards Sponsorship	34,000.00
Side A Net Income	900,000.00
Candidate's Filing Fees	142,000.00
COMELEC payment for advances to General Fund	49,916.58
Bid Fees	**Bid Fees**
Area Conferences	3,000.00
National Convention	5,000.00
NatCon Registration Share	102,000.00
Bank Interest	12,311.87
Others	**Others**
On-line deposits	36,313.50
JCP Foundation	2,500.00
Philippine Jaycee Senate Electric Bill	12,000.00
JCP Sales Balance	3,530.00
TOPP Payment for advances to General Fund	7,350.00
TOYM Sponsorships	600,000.00
Leader Magazine ads	130,000.00
PLDT dividends	200.00
Affiliation Fees	3,000.00
JCP Sales advances	50,600.00
CSC Raffle advances	86,000.00
UCPB 20/20 Raffle Account	9,558.21
Time Deposit	310,825.80
Mt. Mayon Account	10,000.00
Mt. Mayon Account deposit to General Fund	10,049.81
Other Accounts	657,443.20
Dollar Accounts	20,690.00
TOTAL RECEIPTS	**Php 7,238,499.79**
Salaries and Wages	637,773.97
Employees' Contribution	43,741.00
Employees' Benefits	12,600.00
Utilities	292,965.77
Transportation	7,152.75
JCI Dues	2,244,146.13
Early Bird Incentives	30,479.60
NEVP and NVP Incentives	293,748.50
NT Discretionary Fund	51,133.65
SG Discretionary Fund	4,813.00
Advertisements and PR Expenses	6,000.00
National Training Commission	124,253.84
Leader Magazine and Newsletter	332,150.00
Postage and Freight	76,991.66
Office Supplies	153,675.70
Conference/Convention Expenses	8,165.00
JCI ASPAC/World Congress Expenses	43,149.25
JCI Officer's Visitation Expenses	50,860.48
COMELEC Expenses	55,506.58
JCP Foundation Contribution	100,000.00
AreaCon Sponsorship of JCP	60,000.00
AreaCon Budget and Other Expenses	20,533.00
Membership to PCCI	7,000.00
Membership IDs and Other Incentives	91,900.00
Office Equipment and Maintenance	49,871.00
Miscellaneous Expenses	88,694.90
NB Meeting Expenses	70,310.00
JCP Sales Advances	154,550.00
Business and Trade Directory Advances	118,030.00
TOPP Advances	7,350.00
TOYM Advances	1,355.00
TOYM Budget Withdrawals	600,000.00
Batang ERAP Advances	1,400.00
JCP-CSC Raffle Advances	88,755.00
JCP Carplates Advances	47,200.00
Junior Jaycees Account	10,000.00
Side A Expenses	1,385.00
World Congress Expenses	3,840.00
Payment for bid fees from General Fund	20,000.00
COMELEC Budget Withdrawals	145,000.00
NRRC Budget Withdrawals	33,500.00
JCP Staff Salary Adjustments	14,364.46
Petty cash Fund	15,000.00
JC MAX Expenses	6,000.00
Salary Loans	27,000.00
Current Accounts Withdrawals	312,000.00
Dollar Account Withdrawals	20,690.00
Alay Lakad Expenses	19,915.00
Bank Charges	11,184.98
Other Expenses	49,135.44
TOTAL DISBURSEMENTS	**Php 6,665,270.66**
NET CASH POSITION	**Php 573,229.13**



By ISMAEL P. PENADO
Bacolod Jaycees
JCP National Treasurer

THE 52ND JCP NATIONAL CONVENTION

Despite the enormous odds, the Dagupan "Bangus" Jaycees managed to pull off one of the most memorable Conventions ever held. What exactly went on during the millennial gathering of Jaycees in those four days?

By JCI Sen. NICANOR D. AQUINO *Dagupan "Bangus" Jaycees*

IT HAPPENED AT NO BETTER time. Fifty long years is what it takes to host the national convention exactly at a point when we, as a chapter, are in the thick of marking our half-a-century of existence. The occasion provided us the opportunity to look back at the last fifty national conventions we have attended without fail. The National Convention 2000 gave us a chance to rekindle once more, the hospitality, the leadership and the kindness we have previously savored as delegates in all these past conventions.

In this "University of Leaders," hosting a grand reunion of world-class leaders is a difficult "thesis" that have reached its final defense. With the magnitude of tasks and responsibilities laid on our shoulders, we couldn't help experiencing conflicts, pressures, heartaches, and harassment. You name it and we had it!

It is in these hard and trying moments that we came to a resolve of applying the vast leadership skills we have learned and acquired. The art of motivating people to bring out their best, enjoining everyone to be part of our team and persuading every member to make things happen was what it was all about.

House Speaker Manuel B. Villar, Jr. led the Opening Ceremonies of the National Convention as guest of honor and speaker on October 12, 2000 at the Don Alipio Fernandez Sr. Sports Complex and Cultural Center. Keynoting the affair, which was attended by exactly 1,323 Jaycees from all over the country, Villar admitted that the country was facing crisis after crisis, with the economy admittedly on a decline and the Philippine Peso sinking further.

The opening program, which was undertaken right after a parade in the city's streets, was also graced by Pangasinan Vice-Governor Oscar B. Lambino, Dagupan City Mayor Alipio F. Fernandez, Jr., fourth district Representative Benjamin S. Lim, Philippine Jaycees National President Rafael P. Dizon III and other Jaycee officers from various Jaycee chapters in the entire country. More than 600 students from Dagupan City schools presented lavish street dance numbers in their native attire, which impressed visiting delegates. After the ceremonies, City Mayor Alipio F. Fernandez, Jr. hosted "*Aliguas Dagupan*," a welcome dinner to all the delegates at the Dagupan City Astrodome. This was preceded by the ceremonial raising of banners by all officers and guests-of-honor, a first in the history of JCP conventions.

Another prominent personality was Atty. Francis N. Pangilinan, "*Barangay Dos*" television personality, who graced "*Pista'y Dayat*," a fiesta dinner by the gulf, as guest-of- honor and speaker, on October 13 held at the Philippine Tourism Authority (PTA) Beach Resort in San Fabian. Not to mention the outstand-



"ALIGUAS DAGUPAN!" **Host Dagupan "Bangus" Jaycees proudly display their signboard at the welcome gate of the Dagupan Astrodome to welcome more than 1,000 Jaycees to the 52nd National Convention.**

ing speakers who lent their talents to a "power-packed" schedule of training seminars offered during the Convention. Among them, were: noted management consultant and television host Anthony Martin N. Pangilinan on "Time Management," SMART Executive Officer and television personality Ramon R. Isberto on "Innovative Communications," and JCI International Trainer Santiago T. Joson, Jr. on "In Search of A Leader."

Memorable still were the parties held and organized during the three-day affair. The first was the "*Malaya, Mapayapa, Matagumpay*" party hosted by the Candahug "Liberation" Jaycees, which was held at the People's Astrodome Hall on the night of October 12. Of course, who could ever forget the extraordinary "Naughty and Nice" beach party hosted by the Manila Jaycees and Past National President Joseph Victor G. Ejercito on the evening of October 13? Despite the slight drizzle, the crowd went wild with their "beer bongs" and "body shots" contests, complete with major prizes, which left everyone dancing until 3:00 a.m.! Unknown to many, the convention had a number of salient features and lots of firsts. One of these included a free transport scheme. Despite the fact that the Convention city was 211 kilometers away from the closest commercial airports and seaports, the hosting chapter had received the delegates immediately upon embarking from their respective planes and ships and promptly transported them to Dagupan, free of charge, to the supreme delight of the delegates.

Another innovation was the revival



No less than House Speaker Manuel B. Villar, Jr. led a parade dubbed as "Hataw sa Downtown Loop" around the streets in Dagupan on October 12 to signal the start of the National Convention.



The Manila Jaycees and Past NP Joseph Victor G. Ejercito host a wet and wild party, aptly named "Naughty and Nice" at the PTA Beach Resort in San Fabian on October 13, that saw more than a thousand Jaycees dance the night away.



Gorgeous beauties show their best assets during the Swimsuit Competition during the "Mutya ng Jaycees" Pageant on October 13.

of the Selection of the "Mutya ng Philippine Jaycees," the first contest of its kind in the new millennium, the last of such pageant having been held in 1995. Drop-dead beauties from eight chapters competed in a neck-to-neck race with the "Best in Swimsuit", "Best in Regional Costume," and "Best in Talent" on October 13 at the San Fabian Beach Resort, much to the enjoyment of the audience. The final Coronation Night was held at the Dagupan People's Astrodome on October 14, with Miss Sheila Marie Cameron, the candidate fielded by the Metro Cebu "Uptown" Jaycees, winning the pageant.

Of course, all work and no play makes Jaycees dull boys... and girls too! With this in mind, Jaycees all over the country who have converged in Dagupan City for the Convention decided to go out and enjoy the Pangasinan air via sports events. Well, let it be noted that Lingayen played host to the Philippine Jaycee's first-ever sports competition among its members. Games in the JCP National Games were held on October 13 at the Don Narciso Ramos Sports and Civic Center in Lingayen City. The Center was one of the sites of the 1995 Palarong Pambansa competitions. Some members took the challenge as they participated in various games like darts, chess, tug-of-war, basketball, track and field, even as some others were contented in cheering for their chapter mates. No one eventually came out with gargantuan records, of course; but the Game's purpose was happily attained.

Needless to say, the much-anticipated annual Awarding Ceremonies in recognizing the "Best of the Best" Jaycee chapters for the Year 2000 went off without a hitch at the Leisure Coast Resort on October 14. Some thirty-five award categories, out of a possible fifty, were given out to the outstanding LOMs and Jaycees who have made a difference in this new millennial year.

The Closing Ceremonies held on that same day at the Dagupan People's Astrodome was one of the most-awaited events as it gloriously brought

CONVENTION WEEK CHRONICLE



BANNER RAISING. Dagupan City Mayor Alipio F. Fernandez, Jr. assists House Speaker Manuel B. Villar, Jr. in raising the Dagupan banner in front of the People's Astrodome on October 12.



SPORTS COMPETITION. Jaycee athletes from Area IV use every available man to win in the tug-of-war competition at the National Sportsfest on October 13 at the Don Narciso Ramos Sports Center.



PLENARY SESSION. More than 300 Jaycee delegates, representing 210 chapters, attend one of several plenary sessions of the National Board at the Dagupan Astrodome on October 13.

down its curtains with Senate President Franklin M. Drilon as guest of honor and speaker. In his speech, Senate President Drilon exhorted the Jaycees to rise above the challenges brought about by the many problems the country is currently facing. The affair also saw the formal turn-over of the Presidential Gavel from 2000 National President Rafael P. Dizon III to 2001 National President Jimmy T. Yaokasin, Jr. and the traditional transfer of the Presidential Medallion by the Past National Presidents to newly-inducted President Yaokasin. The Presidential Ball turned out to be an emotional one for the outgoing National President as he recounted his personal ordeal in dealing, not only with the challenges of his office in the past year, but also in coping with a family crisis. The affair ended with the formal launching of the Philippine Jaycees Foundation, Inc. as the charter officers, composed of past National Presidents, were sworn in.

All in all, our hosting of the national convention is a youthful experience we will always cherish and long remember. It is a great learning opportunity no amount of tuition fee could ever equal or the best school could ever offer. To my fellow "Bangus" Jaycees, I salute you for an exceptional job!

52nd JCP National Convention
Dagupan City, Pangasinan

NATIONAL MAJOR HONOR ROLL

AWARDS TO INDIVIDUALS

Outstanding LOM President of the Year (Category I)	JELSON N. YOUNG *(Manila Jaycees)*
Outstanding LOM President of the Year (Category II)	GERARDO P. SABAL III *(Cagayan de Oro Jaycees)*
Outstanding LOM President of the Year (Category III)	OLIVIA LYNN T. UY *(Zugbuana Jaycees)*
Outstanding Member of the Year	SAVITRI S. DIAZ *(Perlas Pasay Jaycees)*
Outstanding New Jaycee of the Year	CECILIA C. HIZON *(Navotas Pescadores Jaycees)*
Outstanding Project Chairman of the Year	MARICAR C. GUIÑARES *(Perlas Pasay Jaycees)*

AWARDS TO LOMS

Outstanding LOM of the Year (Category I)	MANILA JAYCEES
Outstanding LOM of the Year (Category II)	PERLAS PASAY JAYCEES
Outstanding LOM of the Year (Category III)	SAN PABLO JAYCEES
Outstanding New LOM of the Year	ALABANG JAYCEES
Leadership Development Award	PERLAS PASAY JAYCEES
Environmental Improvement Award	CAGAYAN DE ORO JAYCEES
Safety Award	BACOLOD "CAMIA" JAYCEES
Youth Affairs Award	KULINTANG JAYCEES
Humanitarian Assistance Project Award	MANILA JAYCEES
Cultural Affairs Award	PATEROS "BALUT" JAYCEES
Civic Involvement Program Award	MANILA JAYCEES
Public Health Project Award	PERLAS PASAY JAYCEES
Education for Peace Award	MANILA JAYCEES
Award for Assistance to the Handicapped	MANILA JAYCEES
Fund-Raising Project Award	ROSARIO "SALINAS" JAYCEES
Membership Award	MANILA JAYCEES
Special Projects Award	LEGAZPI JAYCEES
Best LOM Publication Award	MANILA JAYCEES
Audio-Visual Presentation Award	CAGAYAN DE ORO JAYCEES
Award to International Cooperation between 2 or More JCI LOMs	CEBU JAYCEES
International Affairs Award	ZUGBUANA JAYCEES
Jaycee Week Award	NAVOTAS "PESCADORES" JAYCEES
Rights of the Child Project Award	PUERTO PRINCESA "PEACOCK" JAYCEES
Best Joint Work by a Group of LOMs Award	PERLAS PASAY JAYCEES

LOCAL AWARDS

Best Sports Development Program Award	SAN PABLO "7 LAKES" JAYCEES
Most Outstanding Area Conference Award	METRO NORTH REGION JAYCEES
Jaycee Family of the Year Award	MORAN FAMILY *(Tabaco Jaycees)*

SUPPLEMENTAL AWARDS

Future of Children Award	MACAJALAR "24K" JAYCEES
World Wide Web Award	CAGAYAN DE ORO JAYCEES



BEAUTY PAGEANT. Winners of the 2000 "Mutya ng Philippine Jaycees," the first Jaycee beauty contest since 1995, were presented to the audience on October 14 at the Dagupan Astrodome.



AWARDING CEREMONIES. The much-awaited awarding ceremonies for outstanding Jaycee chapters commenced at the Leisure Coast Resort on October 14.



TURNOVER EVENT. The very successful Convention culminated with the formal Turn-over Ceremonies on October 14, where the transfer of authority is bestowed on the new National President.

WHITHER THE ECONOMY?

As the region's currency crisis begins to batter Southeast Asian stocks anew, investors cringe at how the political situation in the Philippines has put the economy at an alarming standstill. Is there any other way to stem the fallout?



By MARFRED J. PRANADA
Manila Jaycees

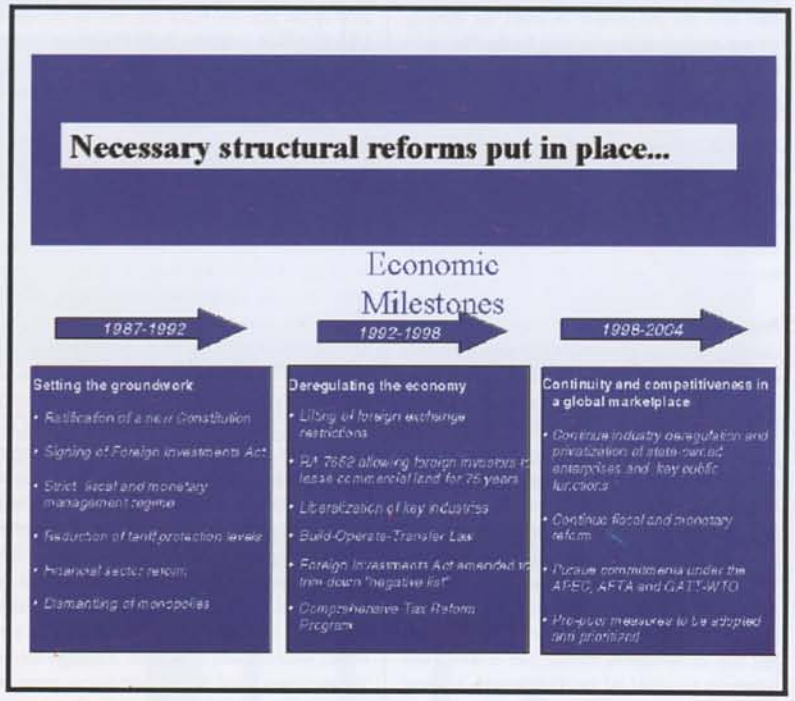
DOWNHILL FROM HERE? Philippine stocks remain depressed due to political woes, an indication of investors' faith in the economy.

THE COUNTRY IS CURRENTLY AT THE crossroads of undergoing another political milestone in its history. For the first time in its contemporary annals, Congress has just passed the Articles of Impeachment for the President of the Philippines and has already submitted it to the Philippine Senate. As a consequence, the heads of Speaker Manuel B. Villar, Jr. and Senate President Franklin M. Drilon rolled to give way to the new LAMP leaders. Meanwhile, President Joseph E. Estrada just left for Brunei to attend the APEC Summit; in the midst of these are other events overseas that are taking place: a similar impeachment situation in Taiwan, while Indonesian leader Wahid and Japanese PM Mori are also being asked to resign; and the USA eagerly awaits the final ballot count in the closest election result in its history. It is in this setting that my research on the Philippine economy took place. Certainly, a lot more might have happened by the time you read this article, but this report will hopefully be able to provide a snapshot of our economy's state.

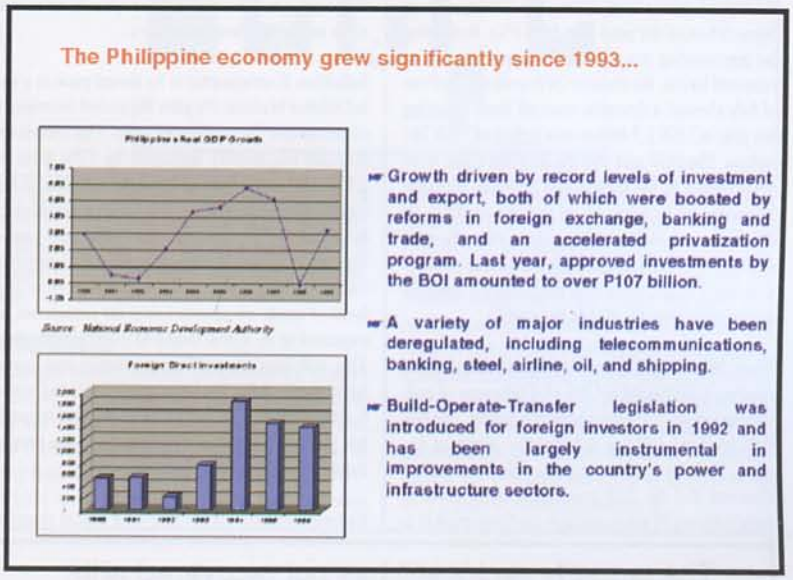
Post-Marcos Economic Highlights

After Marcos, the country showed so much promise as confidence was restored and the government

set forth the necessary groundwork for sustained economic development. During the Aquino administration, a new constitution was ratified, the foreign investments act was signed, and foreign exchange restrictions relaxed and most importantly, monopolies were dismantled fostering a more competitive and efficient business environment. The Ramos administration provided continuity to these reforms and further strengthened the country's bid to be an economic tiger. It was during this period that the economy was deregulated – foreign exchange restrictions were lifted and key industries were liberalized. The country consistently posted impressive growth figures driven mainly by significant increases in the levels of investment and exports. The transition to the Estrada administration initially drew concern from the public but was quelled as its agenda clearly stressed that policies put in place were to be maintained and that the thrust of global competitiveness will be pursued. He also won the sympathy of the masses with his "pro-poor" agenda. Industry deregulation as well as privatization continued to be prioritized. Fiscal and monetary vigilance was maintained. As a result of these efforts, the Philippines performed relatively well and was not as badly hit by the Asian regional crisis.



However, our recovery from the crisis has not been as good enough as compared to our Asian neighbors. While Real GDP grew steadily since 1992 save for 1998 (the height of the financial crisis) average growth over the decade has been only 2.95%. Meanwhile, our neighbors in Asia have grown on the average by more than 6%. Although GDP grew by 3.3% in 1999 and by 3.9% in the first semester this year, achieving a full year target growth of 4% might be difficult to achieve. The various economic indicators described later support this view. While all the necessary structural reforms have been laid and are intact, the recent scandals about the president and the insurgency and kidnapping problems that hit Mindanao have served to destabilize what otherwise would have been an economy progressing steadily after the Marcos era and the recent Asian financial crisis.



Economic Performance of Selected Sectors

The manufacturing sector has been particularly buoyant. Production grew by 6% in the first quarter and improved further by 6.2% in the second quarter. Volume of production increased by 14.3% in June, a record this year. By sub-sector, 15 of the manufacturing sub-sectors posted positive growth while only five sectors posted output declines. The former includes paper and paper products (40.3%) transport equipment (36.2%), electrical machinery (26.6%), non-electrical machinery (15.2%), tobacco (10.4%), and petroleum products (10.2%). The latter includes textiles (-3%) and basic metal industries (-19.3%) which remain affected by industrial restructuring, and wood and cork products (-13.1%), furniture and fixtures (-5.4%), and chemical products (-4.4%). However, the slowdown in the second half of 2000 indicates a possible reverse seen by yearend.

The property sector still has not recovered as in the last two years as credit is still tight. A supply glut also exacerbated the office market situation resulting to very high vacancy rates for both the Makati and Ortigas CBDs. Consequently, average rental rates also continue to decline falling by more than 30% since the peak of the market three years ago.

The retail sector remains a key growth area as personal consumption expenditures (PCE) increased by 2.5% year-on-year in the first quarter of this year. PCE constitute almost 80% of expenditures in the country's GDP. With the signing of the Retail Trade Liberalization Act into law last April, thereby opening up this sector to foreign investors, the industry is expected to grow further. Under this law, foreign investors can now opt to bring in an entirely new franchise or simply buy into existing domestic retailers subject to the limitations set by the law.

The services sector has proven to be very resilient amidst the Asian regional crisis. The services sector expanded by 5% in the second quarter, bringing the first semester growth to 4.4%. Transportation, communications and storage sectors accounted for much of the increase. IT related services have also been gaining ground in the last two years since the government has made it an investment priority. The creation of IT Parks and cybercities, along with the technical capabilities of Filipino IT professionals have attracted a lot of firms to set up offices here in the country. Among these include America Online, James Martin, Intel, Texas Instruments and Fujitsu Computer. This will continue to be a high growth area in the coming years as the Philippines become more recognized as a strategic location for IT such as software development, call centers, data entry service and other E-commerce related operations.

Although the underlying investment fundamentals

have been laid and seem to be intact, the immediate and medium-term prospects for the Philippine economy seem to be gloomy.

Economic Prospects: Key Indicators

As "PERCEPTION" is a critical factor considered in a 'short' time frame environment, the negative prospects in almost all markets have a combined and inter-related effect leading to the record-level downfall in key economic indicators, as discussed below:

Peso-Dollar Exchange Rate. The peso has depreciated by 11% over a 3-week period since Singson's exposé. This also means that the peso has lost about 22% of its value from the PhP40 level at the start of the year. It has gone to a record low of PhP 52 last November 8. Volume has also plummeted from US$ 480 million level only 30 days ago to a new low of US$28 million in end-October and US$ 125 million yesterday (or a decline of about 95% and 75% in trading volume, respectively). The peso may continue to lose its strength depending on how the impeachment process unfolds. Yesterday, the peso closed at P 50.35 with volume turnover still slim at just only above US$ 50 million, half of which was reportedly provided by the BSP through its usual 'friendly' banks. (Note: during the 1990s, average depreciation of the peso was only 8%). Reflecting the deteriorating image of the Philippines as an investment haven, the Balance of Payments (BoP) as of July showed a dramatic reversal from a surplus last year of US$ 2.7 billion to a deficit of US$ 267 million. The BSP said that the shortfall came from net outflows in the capital and financial accounts following net withdrawals of foreign portfolio investments and net loan repayments. (Note: the state of the BoP is the best indicator of the true value of a currency as this represents the country's financial transactions with the rest of the world).

Forex Reserves. The country's gross international reserves (GIR) stood at US$ 14.4 billion as of end-October, down 3.1% from previous month. The said GIR level can still pay 4.4 months' worth of imports. However, with the peso volatility, traders observed that the BSP have been using some of these reserves by intervening in the forex market to prop up the peso and reportedly sold an average of US$ 50 million yesterday in the Philippine Dealing System. The annual remittances of about 3.5 million OFWs which usually amount to US$ 18 billion is not expected to be achieved. As of October, the BSP reported that remittances reached only US$ 3-4 billion out of the US$ 7 billion that usually go through the banking system.

Stock Market Index. In less than 3 weeks, the stock index has plummeted from the 3,447 level in 1997 (just before the Estrada administration) and 2,158 (the highest level this year) to a new two-year-low of 1,243 last October 18. Since then, the index continues to be maintained at 1,500 level up to yesterday. Value turnover has remained thin from lowest level at PhP 500 million to yesterday's close of PhP 724-million value turnover. Prior to the Singson exposé, trading volumes are above the PhP 1 billion level. The stock market is nearing its 10-year low (of 439 points in 1987) as it breached already the index's bottom level of 1,250 in October 8, 1998 registered in the early months of the Estrada administration. The index has already lost its value by more than 50% in dollar terms (or 41% in peso terms) since the start of the year. *Although the fundamentals are good, the risks are just too great and they cannot ascertain the bottom of such risks, noted some major US fund managers.*

Inflation. It accelerated to its fastest pace in a year in October to about 5% after the recent increases in oil prices and the weakening peso. This means that inflation has already increased by 77% from the 2.6% level at the start of the year. Inflation is now expected to be between 5-6% (from a previous estimate of 4-5%) this year and 7-8% next year or back to 1999 levels. This is expected to persist as OPEC nations continue to maintain current high level of crude oil prices. Local oil companies are expected to do a new round of oil price increases. This will later have effects on wages and cost of basic goods. After the latest wage hikes in October 6, from PhP 223.50 to 250 for minimum wage, labor groups are demanding another hike ranging from PhP 10 to 27 this month.

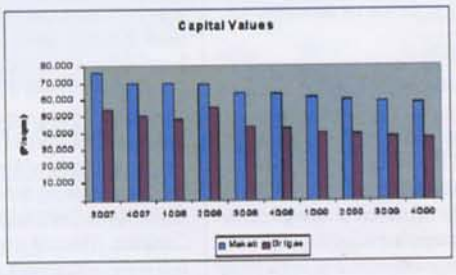
Unemployment. According to a recent report of the Bureau of Labor & Employment Statistics, more than 86,000 workers have lost their jobs nationwide during the last 8 months (Jan-Aug) alone, almost half of that were from Metro Manila and 65% are permanent in nature. This was mainly due to either closure and retrenchments in 951 and 166 establishments, respectively. The reasons cited by the affected establishments were high cost of production, lack of market, slump in demand, financial losses and other economic factors leading to their closure. The above will indicate that government targets of reducing unemployment from the 10% level in 1998 to 7-8% may not be met as the unemployment rate has already reached 11% in July (translating to around 3.5 million jobless Filipinos over the survey period).

Rising Oil Prices. International crude oil prices have increased by about 30% and is again peaking at levels near the 10-year high of $37.80 a barrel registered just last September, a record close to Gulf War levels. The high oil prices continue despite the fact that output from OPEC's 11 member countries of about 30 million barrels per day is already the highest in 21 years, according to Bloomberg estimates. These trends have been reflected locally as our net oil import bill has jumped by 67% to US$ 2.4 billion in the first 8 months of this year compared to US$ 1.4 billion last year (despite a 7% decline in volume). The Department of Energy also noted that LPG supply is 50% short of demand along with other petroleum products such as diesel, unleaded and premium gasoline. All these imply further pressures for the Big 3 Companies to ask for a new round of price increases.

Exports. This has been the country's main engine of growth. But for the first time since 1994, exports declined (in September on a year-on-year basis) by 5.2% to US$ 3.5 billion. This decline was precipitated by a 15% decline in electronic goods, which comprise about 2/3 of total exports. With the expected continuous decline in GDP growth in the US (as 2nd Q growth of 5.6% declined to only 2.7% in the 3rd Q) and still sluggish growth of Japan, the lower demand from our key trading partners is expected to diminish our export growth up to next year or so. With the Philippines certain to miss its high export growth rate, GDP growth is expected to decline to less than 4%, already the slowest in the region except for Indonesia (*see second graph on page 19*).

Business confidence. The Makati Business Club, the Management Association of the Philippines, the Employers Confederation of the Philippines, the Philippine Chamber of Commerce & Industry (PCCI), Federation of Philippine Industries, CREBA, FINEX, BBC, Mindanao Business Council, etc. have all called for President Estrada's resignation. Business confidence in the country's leadership is almost 'nil' and that implies an adverse effect on business growth and investments as long as the President remains in power. Based on the overall business confidence index of New York firm, Audit & Surveys Worldwide last November 3, confidence has plummeted to a new low of 52 points from 65 in October and 78 in September. This was further confirmed with the downgrade made by in-

The property sector still has not recovered with capital values steadily going down...



Office space market values in the Makati and Ortigas CBD are still going down. The capital values are now at all time lows.

ternational rating agencies, Standard & Poor's and Moody's, on the outlook on the Philippine economy from "Stable" to "Negative." Aside from the outlook, the ratings for six of the country's largest banks were downgraded, thereby further tarnishing our image as a good investment destination.

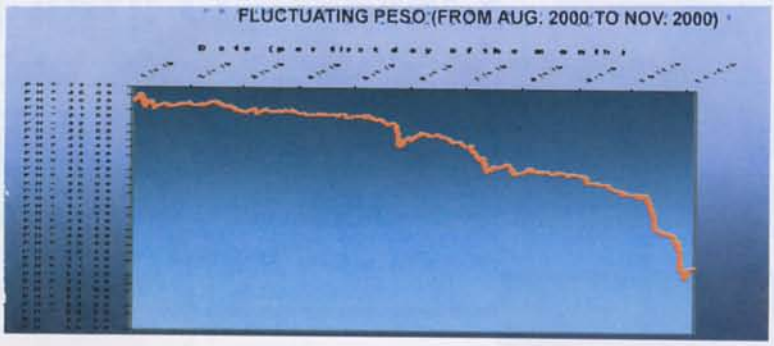
GDP Growth. As quoted from the NEDA Director General, Mr. Medalla sees three scenarios for the economy next year amid the political crisis that threatens Mr. Estrada's presidency: "*If the impeachment ends quickly and the President goes through the process and stays and wins back business confidence, we should have fairly good growth and inflation*," he said, adding this could mean a 4% economic growth both for this year and next. For 2001, the government projects a 4% to 4.5% economic growth and a 5.5% to 6.5% average inflation rate. "*But if the process will be prolonged, well, it really depends on how prolonged it will be. But assuming that there is no violence, then a 3% growth and 7% inflation rates could be possible*," he said.

Lost in the Headlines

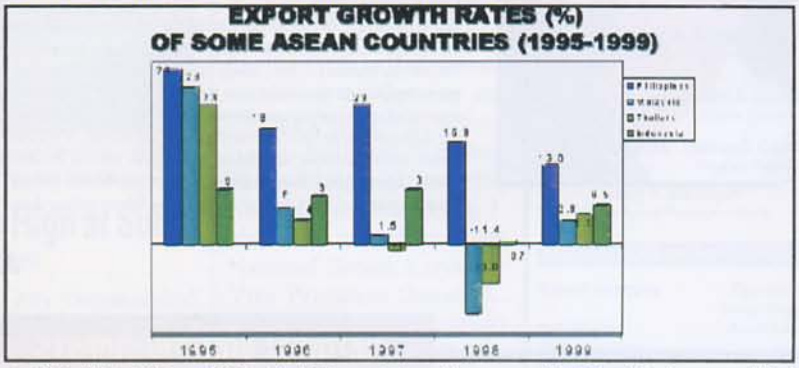
Bail-out of PNB. Reported only in the media last November 6, this historic bail-out happened in the first week of October as a bank run (albeit heavy client withdrawals in PNB) forced it to seek PhP 25 billion assistance from the BSP and PDIC (simultaneous to the PhP 10 billion capital infusion from Lucio Tan). The cause was said to be the panic that ensued after Mr. Tan refused to pursue the plan to buy the 30% government stake. The bail out was the largest ever made in banking history and was deemed crucial in maintaining the stability of the banking system (as PDIC, the banking system's insurer, would have also gone bankrupt!) PNB has already incurred a PhP 1.4 billion loss for the first 9 months of this year, compared to a PhP 244 million year-on-year profit last year.

Implementation of the Clean Air Act. Last week, the Implementing Rules & Regulations of the Clean Air Act was approved and November 25 has been set as the compliance deadline date. A lot of industries will be severely affected, including all power plants, petroleum refineries, copper smelters, factories and other stationary sources of air pollution to comply with the new government emission standards. Many power plants and factories at present are not capable of meeting said standards!

The Delay in Passage of the Power Restructuring Bill. This is perhaps the most important piece of legislation that is being 'held hostage' by this crisis. Without this law, which includes the privatization of Napocor, the government is left with no choice but to look for other means in order to avoid defaulting on its obligations to lenders and independent power producers (IPPs). "*Napocor cannot recover financially. There is no way that is going to happen. The prices of fuel are going up and the peso is depreciating while the economic activity is not keeping up. At the same time it is only selling half the energy it is supposed to sell. Napocor is technically bankrupt because we are not earning enough to service all those obligations*," according to Napocor's privatization chief Fernando Roxas. As of last year, its outstanding liabilities stood at PhP 801 billion (US$ 16 billion at PhP49.717=US$1), of which PhP 363 billion (US$ 7.3 billion) accounted for debt servicing and PhP438 billion (US$ 8.81 billion) for payments of IPP contracts.



PLUMMETING PESO **The Philippine Peso crossed its 50-peso barrier, marking its lowest rate against the U.S. Dollar in the currency's monetary history. Some analysts suggest that this unprecedented fall was due to a "double whammy:" a region-wide currency fluctuation, as well as the loss of investor confidence in the Estrada Government.**



Conclusions

Although our economic fundamentals remain sound, their sustainability continue to deteriorate with our major lapses in governance. It will also take more than the weekly mass action rallies to bring back investor confidence. As many observers have noted, the crux of our current economic problems are political in origin, hence, a political solution will be the catalyst needed to take our economy out of a downward spiral. An orderly transition to a new Administration after a speedy and credible resolution in the Senate will serve as a strong signal to the world that the Philippines have matured and is ready once again to join the path to economic development. Hence, how we resolve the current leadership crisis is crucial not just because we need to give foreign investors a signal that good governance is back but whether we as a people can redeem our character and integrity in overcoming such a painful cleansing process.

Philippines compares poorly with other Asian countries in uplifting the poor...

	Survey Year	Poverty Index	Survey Year	Poverty Index
Philippines	1971	52%	1997	30%
Malaysia	1973	49%	1992	16%
Indonesia	1976	40%	1996	17%
Thailand	1975	32%	1992	13%
Vietnam	1993	58%	1998	37%
Korea	1970	23%	1994	9%
China	1978	33%	1998	9%
India	1970	52%	1994	39%

Source: Asian Development Bank & World Bank Data.

- The headcount index or the percentage of the population living below the national poverty line indicates that the Philippines is the highest amongst our neighbors in Asia!
- Poverty has been more persistent here while our neighbors except for India have made impressive progress in reducing the bottom sector.
- Even Vietnam was able to reduce poverty at same level of the Philippines in a span of 5 years which took us 26 years to reach!

MARFRED J. PRANADA is the Director for Membership of the MANILA JAYCEES. He is Vice President of PricewaterhouseCoopers, the world's largest and leading professional and consulting services organization. Marfred was also a Lecturer of Business and Economics at the Center for Research & Communications (now University of Asia & Pacific) and a Research Analyst at the economic policy think-tank, the Philippine Institute for Development Studies. He holds an MBA from the Australian National University and a Bachelor's degree in Business Economics from the University of the Philippines-Diliman, cum laude. He is also listed in the Marquis "Who's Who in the World in 1999" and the Baron's "500 Asian Leaders of the Next Millennium."

AREA ONE

NORTHERN LUZON CENTRAL LUZON CAGAYAN VALLEY

Compiled by JCI Sen.
VICTORINA B. BAUTISTA
Marilao "Marilag" Jaycees
Area Editor



NATIONAL EXECUTIVE VICE-PRESIDENT

THE AREA CONFERENCE WAS THE MOST AWAITED EVENT IN AREA ONE AND THE HOST FOR THIS YEAR WAS THE Olongapo Jaycees. Last September 1, 2000, the whole year preparation was put to the test, a three-day activity that ended on September 3, 2000 at the Crown Peak Gardens, Subic Bay Freeport Zone, Olongapo City. The Conference was attended by more than 400 delegates composing of 22 chapters, one of the highest so far in Area One's history. Thanks to all the chief delegates for your continued support! As I said at the beginning of my term as your National Executive Vice-President, the persistence and exuberance of the young leaders from Area I distinctly marked the dawning of a new age. The cupboard of opportunities in Area I overflowed with enthusiasm as we have regained the glory of the old days. We have not only extended four chapters this year, but we have successfully hosted this year's National Jaycee Convention in Dagupan City... a first for the Dagupan "Bangus" Jaycees. Secondly, may I extend with great pleasure my heartfelt thanks to the three National Vice-Presidents of Area I, namely Tony Patungan, Walter Uy, and Dennis Cunanan. I am proud of your significant contributions, not only to the success of this administration, but also to the overall growth and development of Jayceeism in your respective regions. I hail the concerted efforts and undying commitment of the appointive officials of Area I for their cooperation and collaboration between their committees and the office of the NEVP to ensure the success and solidarity of this administration. Lastly, my congratulations to all the newly-elected officers: National Executive Vice-President Junie Fajardo, National Vice-President for Northern Luzon Jeselito Seen, National Vice-President for Cagayan Valley Edmund Obiña, and National Vice-President for Central Luzon Jimmy Lorenzana. May you continually support the vision and mission of Area I. To all of you, Maraming Salamat po! Your dynamism is a sign of a better Area I towards the next millennium.

JCI Sen. ALIPIO SERAFIN D. FERNANDEZ
Area I

NATIONAL VICE-PRESIDENTS



MY STINT AS NVP FOR NORTHERN LUZON HAS been a great challenge. Looking back, I remember groping in the dark, knowing not where to start. The scope of my responsibility is comparatively small to those of other regions, but the chapters under me are all geographically separated from one another, making it difficult to implement various policies, rules and projects. But this was only during the start. The succeeding months went smoothly due to the cooperation and strong commitment of the Northern Luzon Jaycees. Indeed, this has been a successful year for my region --- being able to contribute to NP Boydee's aim to increase membership and, most importantly, being able to host the biggest Jaycee event --- NATCON 2000, hosted by my own chapter, Dagupan "Bangus" Jaycees. No amount of words could express my happiness. I am deeply honored to have been given a chance to serve and deeply blessed to have been part of one of the best boards the Philippine Jaycees has ever produced. As I take my final steps, allow me to thank all those who have helped us achieve our goals. It really pains us to let go of our post when all we wanted is to stay and continue to serve. However, we have to share the immeasurable experiences and give others the chance to lead.

ANTONIO D. PATUNGAN
Northern Luzon



AS ONE OF THE MEMBERS OF THE NATIONAL BOARD 2000 of the Junior Chamber of the Philippines, I would like to take this opportunity to extend my sincerest gratitude to all the Jaycees in the country, particularly in the Cagayan Valley for your renewed commitment to our organization. Because of your dedication and strong leadership, we were able to overcome difficulties and came out stronger as individual persons and as an organization. In this state, I am confident that we have gained enough momentum to face the challenges that lie ahead as we endeavor to continue as fruitful individuals and citizens of our country. The year 2000 was, for all of us, a really exciting year, it being replete with pleasant experiences we will never forget --- the enlightening seminars we had, those refreshing tours, the wonderful fellowships with Jaycees coming from the different parts of the country, and many more. Those were rare opportunities that I will always keep in my heart. After "Shaping the Leaders of the Millennium," the Philippine Jaycees, no doubt, has become more capable in bringing out another worthy undertaking that would add up to the ideas we have learned and fortify the spirit of camaraderie. Congratulations to each and everyone and may God be always with us in our future undertakings.

WALTER C. UY
Cagayan Valley



WHEN I FILED MY CERTIFICATE OF CANDIDACY TO run as NVP for Central Luzon, our national office informed me that I have an opponent for the position. However, I was persuaded to move on and the other candidate chose not to pursue to run in the greater interest of the Jaycees Movement in Central Luzon. The act meant a lot in expressing how we were able to internalize the leadership traits the Jaycees has instilled into our hearts and minds. Being a first timer in the National Board, all is but another learning process for me. The region during these trying times can well still be proud of the revival of Tarlac City Centennial Jaycees, Balanga Jaycees and San Antonio "Tunay na Tuna" Jaycees. The numbers may not be as impressive in statistical terms, but the spirit and the dedication of the remaining committed members in the region is still very high and worthy of emulation. I know, there are still a lot to be done and always urgently, may I extend my humble apologies for my shortcomings as an NVP. I am proud to be part of this organization and will always commit myself in whatever little way that I could be of further service. May I take this opportunity as well to make a personal plea for support as we face the challenges of the coming year for us to continue to soar to greater heights.

DENNIS L. CUNANAN
Central Luzon

OLONGAPO CITY AREA CONFERENCE

"LEADERSHIP... DYNAMISM... PROGRESS"



WELCOME IN SUBIC. Area Conference Secretary-General Jonabelle Lee welcomes the Chief Delegates during the Plenary Session.

Northern Luzon Jaycees Aim High at Subic

Conference hosted by Olongapo Jaycees

AIM HIGH, SOAR HIGH, Area One! Thumbs up for the recently concluded 20th JCP Area 1 Conference held from September 1 to 3, 2000 at the Crown Peak Gardens, Subic Bay Freeport Zone, Olongapo City. This year's Area One Conference, with the theme "Leadership... Dynamism... Progress..." was hosted by the Olongapo Jaycees, Inc. and was chaired by Area One National Executive Vice President, JCI Sen. Alipio Serafin D. Fernandez and had Olongapo Jaycees President James G. Lorenzana as Conference Director. They commanded more than two dozen members of the Olongapo Jaycees as the Organizing Committee. Some 410 delegates and guests from the 22 chapters coming from the regions of Central Luzon, Northern Luzon, and the Cagayan Valley participated during the conference. The event was highlighted by the Opening and Closing Ceremonies, the Plenary Sessions, the Awarding of Area Conference and Area Awards, the Election of 2001 National Board, the Workshop on Ballroom Dancing, the Officers Bearers Course, the Bowling Tournament, and the two (2) fellowship activities held in Cockpit Disco during the first night, as well as the Banaue Disco during the second night where "*Mutya ng Area One Conference*" was also crowned.

We were very honored to have no less than Philippine National Red Cross (PNRC) Governor Richard J. Gordon and Sen. Loren B. Legarda-Leviste as the keynote speakers during the Opening and Closing Ceremonies, respectively. National President Rafael P. Dizon III, Incoming National President Jimmy T. Yaokasin, Jr. and Incoming National Senior Executive Vice President Dennis L. Cunanan joined Olongapo City Officials, led by Representative of the First District of Zambales, Hon. James J. Gordon, Jr., Olongapo City Mayor Katherine H. Gordon, and Olongapo City Vice-Mayor Cynthia G. Cajudo who also graced the said affair. After five years, the Olongapo Jaycees, Inc. once again came up with a very successful and well-attended Area One Conference. Next year, the San Fernando "Cabalen" Jaycees will lead the 21st JCP Area One Conference in Pampanga.



CONFERENCE ORGANIZING COMMITTEE

EXECUTIVE COMMITTEE

Alipio Serafin D. Fernandez
Conference Chairman

James G. Lorenzana
Conference Director

Frederic M. Santos
Deputy Conference Director

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Charina L. Ticsay	*Opening & Closing Ceremony*
Edwin Caramoan	*Plenary Sessions*
Dhes Yambao	*Special Events*
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CONFERENCE HIGHLIGHTS



LUNTIANG PILIPINAS. Olongapo officials join Sen. Loren Legarda-Leviste during "Luntiang Pilipinas" launching.



FELLOWSHIP. Jaycees and Junior Jaycees enjoy the center stage at the Banaue Disco at AreaCon Fellowship.



SPORTS. Delegates poise for a strike during the Bowling Tournament specially held for the Area Conference.



BALLROOM DANCING. Registrants to the Ballroom Dancing Workshop showcase their accumulated knowledge.

AREA TWO

BULACAN METROPOLITAN MANILA RIZAL PROVINCE

Compiled by JCI Sen.
VICTORINA B. BAUTISTA
Marilao "Marilag" Jaycees
Area Editor



NATIONAL EXECUTIVE VICE-PRESIDENT

WITH ALL DUE RESPECT TO THE OTHER AREAS, ALLOW ME TO BE EXTREMELY PROUD OF THE MEN AND WOMEN that have truly made Year 2000 a proud year for the Metro Area Jaycees. Yes, it was a year of many trials, many triumphs and many wonderful memories. Consider the following: **Hot Hat X-Mas Party.** This first project at Bahay Pangarap was a huge success in tems of fun and attendance, setting the pace for the remainder of the Year; **Partying with the Metro Unplugged.** Metro stormed Hotel Rembrandt for our first quarterly Area Fellowship in the year 2000; **World President graces Area Grand GMM.** This project showed the Area Board has teamwork as presentations for World President Karyn Bisdee at the PICC were sources of pride; **Jayceepalooza.** A huge crowd of over 600 people showed one and all that the Jaycees can rock! Who said we couldn't fill up the parking lot of El Pueblo? **Helping others with "Bata, Bata... Sagot Kita!"** Metro spent Holy Week with over 400 orphans and street-children and helped 7 charitable institutions; **Metro Area-Kyoto Bloc Joint Project.** Members of the 13-LOM Kyoto Bloc Jaycees of Japan came for a joint project with the entire Metro Area, a first of its kind; **Metro Area Mini-Olympics.** We had the first Mr. & Mrs. MAMO and logo-making contest. More important, attendance was great, the events went without a hitch and the people stayed from start to finish; **20th Metro Jaycees Area Conference.** "The Most Outstanding Area Conference of the Year!" Need I say more? Finally, **Membership Growth.** A real source of pride... through everyone's effort, we registered the biggest membership registration in almost 2 decades. Admittedly, I am a lucky NEVP! Definitely, much of the success of these projects goes to the members of the Metro Area who have thrown their strong support to these events. I am also lucky to have a very good Area Board. Thanks, guys! I had a swell time working with all of you! I do hope that somehow, in some way, I have made a difference in your lives. Basta for me, METRO RULES!

JOSE MARTIN ANTONIO B. PASCUAL
Area II

NATIONAL VICE-PRESIDENTS



ALMOST EXACTLY THE SAME TIME LAST YEAR when I assumed the position of NVP for Metro North. It was not yet clear in my mind what was about to happen then, since I was selected to the position unprepared. But after my meeting with my fellow National Board, it was only then that I said to myself, "I know I can make it." Time really flies so fast that our term has already ended. I believed that there are still a lot of things that I missed during my tenure, but I also believed that I have done things that made my region a big part of our National Organization. With this, I would like to express my gratitude and appreciation to all my LOM Presidents for all the hard work, my Regional Directors who were always there to support, and the entire membership of my region for their unwavering support that brought success to the Metro North Region. As I turn over this office to my successor, NVP Erick Enriquez, it does not mean that I will also take myself away from the organization that made my life full of adventure. As the IPNVP, I promise to give whatever help I can to the best of my ability to the region and to the National Organization. Mabuhay kayong lahat!

EDWIN R. DE GUZMAN
Metropolitan North



YEAR 2000 FOR THE METRO AREA WAS SOMETHING special, as it was treading fresh waters towards the new millennium under pru-dent steps, yet with vigorous leadership acumen. The membership of all the regions of the Area has significantly increased and has surpassed the number of membership records for more than a decade. I find some of the projects and programs of the Area quite enhanced in relevance and impact to our community, but there is still much room for improvement, for innovation, and for responsiveness to the needs of the Filipino people, particularly the youth. I now leave my office with a big sense of hope that the incoming officers of the Area and LOM Presidents for the year 2001 will face the challenges of the E-generation with urgency and enthusiasm. I congratulate my fellow energetic NVPs and courageous NVP for their solidarity and teamwork they have bestowed upon the entire Metro Area membership, and I am also extending my heartfelt gratitude to all the LOM Presidents in the Metro East Region for their courtesy and generous cooperation they have extended during my term of office.

ANTONIO A. PADILLA
Metropolitan East



I COULD STILL REMEMBER THE TIME WHEN I JOINED the Jaycees. It was the year 1996 when I had the OTS with Boydee Dizon. I attended the Vanguard Seminar conducted by then NVP Mabel Villarica-Mamba. I served as President of the Manileña Jaycees for 1997-1998, the same year that JV Ejercito was National President. That same year, I was part of the TOPP and TOYM. I was also the Program Launching Chairman of "Stop AIDS! Save Our Children" project for the same year. After my term as LOM President, I was appointed as the RCM Director of Metro South and was later on promoted to Deputy NVP by NVP Ethel Odilao. The year 2000 was a turning point for me. I became a part of the 2000 National Board as the NVP of Metro South. With the outstanding motivation of 2000 NEVP Joel Pascual, I am proud that I became a successful leader of the Area. The people I have mentioned have been very instrumental to my growth as a leader. I am confident enough that I too, will be able to bring out the best in everyone in Area II. Leadership does not stop in being a leader, it goes on in helping and molding your followers to turn out to be better leaders.

GEMMA M. SAPNU
Metropolitan South

MALOLOS, BULACAN AREA CONFERENCE

"SULONG PA METRO, TUNGO SA POSITIBONG PAGBABAGO!"



WE WON! Delegates from the Pateros "Balut" Jaycees give their best smiles as they win an award last September 3, 2000.

Metro Jaycees Have Fun in Bulacan

Conference hosted by Metro North Region Jaycees

THIS YEAR'S METRO Jaycees Area Conference was a total success. Around 253 members coming from Metro Manila, Rizal and Bulacan attended the said conference held at Hiyas ng Bulacan Convention Center, Malolos, Bulacan. The Metro North Region hosted the event with the conference theme, "*Sulong pa Metro, Tungo sa Positibong Pagbabago.*" The Opening Ceremony was held at the Hiyas ng Bulacan Convention Center Pavilion with the Governor of Bulacan, Hon. Josefina M. dela Cruz as Guest Speaker, Mayor Restituto C, Roque and Sec. Mabel P. Villarica-Mamba as Guests-of-Honor. After the Operning Ceremony, lunch was served, followed by the Opening Plenary at Francisco Balagtas Hall which gave the LOM Presidents and Area Officers the opportunity to render their reports and simultaneous seminars. Another opportunity made available during the AreaCon was the Area Speaking Competition, which gave the contestants a chance to represent the whole Area II to the National Convention in Dagupan. An official *tambayan* was set up (billard table, karaoke, and Tamiya™ Race Track) within the conference venue to allow members to have other forms of entertainment. The Fellowship Night was at its best. Dubbed as S.M.B. ("*Sarap Mag-Party sa Bulacan*"), the AreaCon organizers decided to help bring to the consciousness of its members the beauty and pageantry of the Filipino song and dance through the participation of the *Koro Bulakeño* and *Indak ng Bulakan*. No other event in the AreaCon was as anticipated and as remembered as the Fellowship Night. Sumptuous food and San Miguel Beers, including the Blue Tribe Band, have contributed to this extraordinary evening. Day Two of the Area Conference started with a Mass at the historical Barasoain Church located at the town proper of Malolos, Bulacan. A free historical tour was offered to our delegates, which showed the famous tourist spots in the historical town of Malolos. While having the elections for the 2001 National Officers, a first-ever Area Conference Debate dubbed as, "*Debatê ni Ate at Kuya*," with the topic, "*Payag ka bang magkaroon ng ALL-GAY chapter?*" Lastly, while waiting for the Awards and Closing Ceremonies, the organizing committee had a raffle draw wherein the lucky winners got a chance to win major prizes.



CONFERENCE ORGANIZING COMMITTEE

EXECUTIVE COMMITTEE

Jose Martin Antonio B. Pascual
Conference Chairman

Enrico C. Villamar
Conference Director

Victorina B. Bautista
Deputy Director for Programs

Arnold P. Joaquin
Deputy Director for Administration

Candido M. Milan, Jr.
Deputy Director for Finance

STANDING COMMITTEE CHAIRMEN

Maria Bella F. Bernardino	*Seminars*
Victorino G. Aldaba, Jr.	*Transportation & Tours*
Ann Margareth R. Santos	*Judging*
Wilfredo D. Diaz	*Awards*
Immaculada C. Mauricio	*Speaking Contest*
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Zoilo S. Estrella	*Communications*
Luis C. Custodio IV	*Logistics*
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Paul Ruel C. Camina	*Logistics*
Banjo S. Estrella	*Logistics*
Maria Theresa M. Moraga	*Treasury*
Francisco F. Ignacio, Jr.	*Souvenir Program*

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Chairman

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Marilaw President Victor T. Bernardo, Jr.
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Balagtas President Constante C. Pedro
Plaridel President Joel Gilbert Reyes
Baliuag President Henry James S. Santiago
Guiguinto President Mary Rose N. Saraza
Members

CONFERENCE HIGHLIGHTS



BIDBOOK JUDGING. The National Records and Recognition Commission have their hands full in judging bidbooks.



FELLOWSHIPS. "Sarap Mag-party sa Bulacan" (or S.M.B.) is the theme of this year's AreaCon Fellowship.



PLENARY. Area Officers, presided by NEVP Joel B. Pascual and guest, 2001 NP Jimjim Yaokasin, at Plenary Session.



AWARDING CEREMONIES. The Manila Jaycee delegation crowd the stage as they receive a major award.

AREA THREE

SOUTHERN TAGALOG EAST & WEST REGIONS BICOL REGION

Compiled by JCI Sen.
VICTORINA B. BAUTISTA
Marilao "Marilag" Jaycees
Area Editor



NATIONAL EXECUTIVE VICE-PRESIDENT

THE MEMORIES OF MY INDUCTION AS NATIONAL EXECUTIVE VICE-PRESIDENT FOR AREA III IS STILL VIVID IN MY mind. A year ago, I made a commitment to make a difference in the Philippine Jaycee Movement by working in juxtaposition with highly competitive and, I should say, ambitious and rather high-spirited members of the 2000 National Board. Time flew fast and a year of service to this premier leadership development organization in the world is about to come to an end. The responsibility vested upon us was taxing and most of the time, filled with pressures and frustrations. I believe, however, that we enjoyed every bit of it and gave our best to serve ourselves and the people through the organization. Now, the last hurrahs will be remembered as sweet and overwhelming. With this, I leave my heartfelt kudos and congratulations to everyone who worked doubly hard to come up with ah very successful term. With a limited space alloted for me in this courner, please allow me to give credit to the following people: First of all to my three NVPs Charlie, Bebot and Gigi, for working so hard, thereby making my job easier. Given another term as NEVP, I would again pick you guys as NVPs. To my Area Officers, I am most especially indebted to Area Secretary-General Nestor Dacillo, Records and Recognition Chair Lito Giron, Area Publication Director Ochit Reyes, Sports Director JL Perlas, Business Director Jeff Lo, Area Training Director Col Magtuto,and SOLAC Conference Director Eric Sarosario, for their invaluable assistance. For making me feel good during my travels across Southern Luzon, let me thank my LOM Presidents. We share the legacy of registering 1,418 warm bodies for the year 2000, the highest membership for Area III in nearly two decades. In parting, let me borrow some words from one member of my LOM, JC Rodel Aguilar, who drank a bottle of Johnnie Walker Black during Manila Night at the Dagupan Natcon. He said he did it, not for the prize, but for the reason he wants our chapter to make a record of sorts. I may not have made an unbreakable record as NEVP, but as JC Odey kept saying after the scotch drink has taken over his wits, and I share the same sentiments, "HINDI NAPAHIYA ANG SILANG 'PASIMUNO' JAYCEES!"

Ferdinand Belamide

FERDINAND A. BELAMIDE
Area III

NATIONAL VICE-PRESIDENTS



NO WORDS CAN DESCRIBE THE CONTRIBUTIONS made by the Officers and Members of the Jaycees from the Southern Tagalog Region-East in realizing the 2000 theme, "Shaping the Leaders of the Millennium." Quality is never an accident. Thus, the accomplishments of the 9 active chapters in my region: Atimonan Jaycees, Batangas "Caballero" Jaycees, Lipa Jaycees, Lucena Jaycees, Lucena "Mutya" Jaycees, Marinduque "Morion" Jaycees, Marinduque "Copper Queen" Jaycees, Unisan Jaycees and the newly-revived Gumaca "Millennium" Jaycees are the results of their intelligent effort. There is no substitute for hard work and the success that we have been achieved, can be described as "the best work of life." We have just made a difference to win the hearts of the people and to feel our existence in their community. These are the few but very strong effects in determining the difference between progress and activity. Let the history repeat what we have done and teach the next generation of Jaycees the real meaning of "service to humanity." With this, please accept my sincere thanks and gratitude for making the STR-East one of the best regions in JCP. Aim high, STR-East, show your flying colors to the rest of the world!

BENJAMIN G. JARA III
Southern Tagalog Region-East



IT'S BEEN QUITE A YEAR FOR MY TERM AS NVP FOR STR-West Region. Luckily, I became one of the leaders to join the millennial batch of the National Board for the Year 2000. I'm glad to be very much privileged in having been accorded the once-in-lifetime opportunities which I received through the camaraderie with my fellow Jaycees here and abroad. One of the most memorable experiences this year was my visit to Hiroshima, Japan to attend the One-Asia Peace Forum, sponsored by the Hiroshima Junior Chamber. Other unforgettable events within my year was the hosting of the very exciting 20th JCP Southern Luzon Area Conference. Indeed, the hardships of dealing with meetings, projects, LOM Presidents and other members of the organization were more than compensated to the indescribable fulfillment of getting together through the activities and fellowship with fellow Jaycees. As I end my term as NVP for STR-West, I salute my fellow 2000 National Board members and my constituent LOM Presidents and Regional Directors. I believe we've done a very good job this year!

CHARLIE A. MARTINEZ
Southern Tagalog Region-West



IT WAS HITTING TWO BIRDS WITH ONE STONE. SERVing the Filipino Youth and the community and, in the process, gaining precious friendships that have marked my one-year stint as the NVP for Bicol with color and sweet memories. Indeed, pride and honor is mine for having been given that rare chance to contribute whatever little efforts and ideas I could towards the realization of the noble cause and objectives of this organization. My sincere thanks to the Bicol Chapters for bearing with me for one year. I know I am not a perfect NVP but, believe me, I did my best. Your having offered your hand of support at one time or another have made your National Vice-President strong and committed. To all my fellow Jaycees, congratulations for a job well done. For a year, we worked together, finding no problem without a solution, no hindrance insurmountable, to reach our goal. Each of you, in your own little way, have thrown in your support to strengthen all the more the Philippine Jaycees. I leave my post as NVP for Bicol with the fervent hope that the fire of enthusiasm in each of us will never cease burning. Let the tenets of Jayceeism forever live in us, for the sake of our children, our children's children, and the future generation.

Ma. Edith B. Carranceja

MARIA EDITH B. CARRANCEJA
Bicol Region

TAGAYTAY CITY AREA CONFERENCE

"SHAPING THE LEADERS OF THE MILLENNIUM"



CELEBRATION. A grand fellowship party hosted by Silang "Pasimuno" Jaycees last September 2, 2000 was held at the DAP Auditorium.

Southern Tagalog and Bicolano Jaycees Gather in Tagaytay

Conference hosted by Silang "Pasimuno" Jaycees

WITH THE THEME "Shaping the Leaders of the Millennium," the 20th Southern Luzon Area Conference (SOLAC) was held at the Development Academy of the Philippines, Tagaytay City from September 1-3, 2000. Aiming to promote leadership development, camaraderie and fellowship among the Jaycees, activities included seminars on Career Development and Office Bearer's Courses, a city tour of Tagaytay, leisure trip to Enchanted Kingdom, the much awaited Ms. SOLAC Beauty Pageant and the party-till-you drop fellowship nights. Another highlight was the reunion of past national officers, JCI Senators, past presidents, and other key Jaycees within Area III and the whole Philippines. A total of 355 delegates from 39 chapters of Southern Tagalog Region-West, East and Bicol Regions attended the three-day affair. Congressman Erineo S. Maliksi of the 2nd District of Cavite graced the Opening Ceremonies held at Villa Julia in Silang, as well as JCP national officers headed by National President Rafael P. Dizon III and Past National President Joseph Victor G. Ejercito. At the Opening Plenary Session, Congressman Wigberto E. Tañada of the 4th District of Quezon called on the participants to cultivate the virtue of nationalism. Stressing the issues faced by Filipinos, which include globalization, economic crisis, widespread poverty and the Mindanao conflict, he exhorted the leadership of Jaycees to help in local and national initiatives to check these uncertainties. Mrs. Lani Mercado-Revilla, filling in for Cavite Governor Ramon Revilla, Jr. who had conjunctivitis, gave the inspirational talk during the awarding of the Ms. SOLAC. She stressed the significant role of the Jaycees, especially regarding community development in the respective regions of the participants. On the last day, September 3, Senator Juan M. Flavier was well-received and applauded as the guest-of-honor during the Closing Ceremonies. Through witty anecdotes, the former Health Secretary espoused learning, preparedness and dedicated service among his audience. At the Ms. SOLAC Pageant, ten beauties from the Southern Tagalog Region vied for the title of "Mutya ng SOLAC." Ms. Chantal Jana G. Hermoso of the Alfonso "Siklab" Jaycees emerged as winner and won a P10,000 cash prize and free Miss Saigon tickets.



CONFERENCE ORGANIZING COMMITTEE

EXECUTIVE COMMITTEE

Ferdinand A. Belamide
Conference Chairman

Eric M. Sarosario
Conference Director

Enriquito V. Asuncion, Jr.
Deputy Director

Joseller S. Paredes
Deputy Director

Roceli T. Reyes
Coordinator

STANDING COMMITTEE CHAIRMEN

Arfelcris A. Tapalla	*Finance*
Christopher R. Loyola	*Operations*
Mario T. Toledo	*Programs*

SUB-COMMITTEE CHAIRMEN

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Juan Paulo K. Madlansacay	*Souvenir Program*
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Marie M. Asuncion	*Invitation*
Luis V. Batingal, Jr.	*Trade Fair*
Wendell A. Ocampo	*Seminars & Training*
Richard Allan C. Tibayan	*Fellowship*
Tom Michael A. Mercado	*Tours*
Joseller S. Paredes	*Color Parade*
Nieva K. Madlangsakay	*Past Presidents' Reunion*

CONFERENCE HIGHLIGHTS



OPENING CEREMONIES. The eagerly-awaited opening ceremonies at Villa Julia marked the start of the affair.



FELLOWSHIPS. The Conference is about getting together, which was most seen at the Cavite Night held at the DAP.



Ms. SOLAC. The traditional Beauty Pageant saw 10 contestants from the Southern Tagalog Region displaying form.



CLOSING CEREMONIES. Senator Juan M. Flavier graces the closing session with his witty anecdotes.

AREA FOUR

EASTERN VISAYAS CENTRAL VISAYAS WESTERN VISAYAS

Compiled by JCI Sen.
VICTORINA B. BAUTISTA
Marilao "Marilag" Jaycees
Area Editor



NATIONAL EXECUTIVE VICE-PRESIDENT

GREETINGS FROM THE VISAYAS AREA --- "MAOPAY NGA ADLAW" FROM THE EASTERN VISAYAS AND WARAY-SPEAKing Jaycees; "Maayong adlaw" from the Central Visayas and Cebuano-speaking Jaycees; and, "Maayo nga adlaw" from the Western Visayas and Ilonggo Jaycees. It is with pride that I report our accomplishment for the year 2000: **National Projects.** We have shown support to the national leadership through active participation in all the national projects; **Area/Regional Council Meetings.** Your NVPs were able to meet you in 3 to 4 Regional Council Meetings and 1 Area Council Meeting in Boracay which was well-attended too; **Trainings.** We were able to maximize our training this year with having a well-attended OBC in all three regions. Two PRIME Courses were likewise offered for both Cebu PRIME and Bacolod "Camia" PRIME. Likewise, a bidbook-making seminar/workshop was done in Boracay; **Area Conference.** The AreaCon in Dumaguete was attended by 198 registered Jaycees from all over Visayas; **JCP Efficiency Awards.** From 33 active LOMs in 1999, about 28 LOMs this year have actively participated in the JCPEA; **Membership Growth.** We have grown by 11 LOMs more (that's 33%) growth with Western Visayas contributing 56%, Eastern Visayas with 36%, and Central Visayas with 15%. To the Millennial LOM Presidents and Members, and to the rest of the Millennial National Board, my DEEPEST and HEARTFELT THANKS for all the support you have extended. It was truly an experience working with you guys and meeting new friends. I though at first that I could not tackle the task of an NEVP travelling around the 7 islands in the Area. But with the 1% inspiration and 99% perspiration success formula of NP Boydee, YOU have made a big difference in me and helped me make all these into reality. We have made a positive ATTITUDE thus attaining this ALTITUDE. May we continue to strive up to Jaycee ladder and share to others what a wonderful University of Leaders we are into. It is my wish that we continue to support the 2001 set of officers both on the local and national organization. A support that can soar beyond what we have just accomplished. Mabuhay ang Philippine Jaycees! Mabuyay tayong lahat!

JCI Sen. EMMA RAY A. PANAGUITON
Area IV

NATIONAL VICE-PRESIDENTS



FIRST OF ALL, I WOULD LIKE TO CONVEY MY SINcerest congratulations to the people behind the Leader Maga zine for setting again another benchmark of a truly remarkable publication of the Philippine Jaycees. Such a world-class publication excellence deserves the world-class recognition as well. A great Jaycee year is about to end, a year full of action, a year filled with the burning desire of making ourselves available in serving the humanity while maximizing the fellowship and fun of being with fellow Jaycees. Being part of the 2000 National Board was both a great honor and privilege. We had a wonderful team, where everyone tried his/her best to contribute towards attaining our national objectives and goals. I wish to convey my heartfelt thanks to all the LOMs in Eastern Visayas for the support you have extended to the national organization. Worth mentioning was the great effort of Candahug "Liberation" headed by President Leslie for the LOM extensions and revival that they have had, as well as the Baybay "Barangayanon" for breathing a new life to Ormoc Jaycees. *Dako nga Salamat, ug Mabuhay an Philippine Jaycees!*

NEIL M. CAMENFORTE
Eastern Visayas



AGE-WISE, IT'S TIME TO SAY GOODBYE TO THIS DIStinguished organization. To be a graduate of the Jaycee movement has brought memories that would last a lifetime. I have been with this organization since 1985 and the school, we call the "University of Leaders," has molded me into a complete person, that I could never have reached had I not joined the Jaycees. At most, being a member of the board makes me think now, that I have graduated from the university with some honors. Our organization continues to make the difference of so many young Filipinos who are striving for excellence in their way of life. Graduating from this organization draws mixed feelings, happy because one year of work burden and sacrifices is done, and feeling of nostalgia that left some vacuum within the inner self, when the turnover of officership to another set of future leaders is done. The precious thing left to us now is to apply the knowledge and the experience in the mantle of actual life situations where reality plays a very important role in overcoming crises that beset life. "Once a Jaycee, always a Jaycee." Just like all the others, I will live by this slogan and will continue to be of service to be able to repay my education in this school.

JESSELITO B. BARING
Central Visayas



DURING THE FIRST PLANNING SESSION OF THE NAtional Board in Cagayan de Oro, we focused on increasing the national membership. I was not sure of myself if I may be able to reach the target as President Boydee set for Western Visayas. In my first days as NVP, I was really bothered. I got problems with my business, I had to attend to the needs of my family, I had to play my regular tennis game. The worst thing that I thought of was I didn't have the resources to roam around chapters in my region. I started by recollecting my term as chapter president of Sagay "Sigay" Jaycees where I was doing big projects without a single centavo being spent. This training gave me the initial kick of confidence that I could handle the job. I started with the basics, calling my LOM Presidents and making friends with them. I discovered that some of our leadership potentials will just come out if we continue to practice it in our day-to-day lives. My term ended with Western Visayas attaining the highest registered members in 10 years. To the LOM Presidents, officers and members of Western Visayas Jaycees, I would like to give my grateful thanks to the support you gave during my term.

BIENVENIDO P. FERNANDEZ, JR.
Western Visayas

DUMAGUETE CITY AREA CONFERENCE

"SHAPING LEADERS OF THE MILLENNIUM"



HAPPY FACES. Officers and organizers of the Visayas Conference pose with DENR Secretary Antonio H. Ceriles during the Ceremonies.

Visayas Jaycees Party in Dumaguete

Conference hosted by Dumaguete Jaycees

THE 20TH AREA CONference of the Visayas was held in the gentle city of Dumaguete last September 1 to 3, 2000. With its venue at Bethel Guesthouse, it provided the delegates a breathing spree of fresh and cool air as it is located across the long stretch of the city's popular boulevard. The delegates came trekking in as early as Friday morning of September 1, with the delegates from Western Visayas arriving in busloads, while the Eastern and Central Visayas came through the fast ferries. The hotel lobby was bustling with excited delegates renewing acquaintances, while the new ones stayed on the sides observing the exchange of pleasantries. After lunch, most of the delegates decided to adventure on their own around the small city, while the LOM Presidents and National Officers went ahead with the courtesy calls with the Mayor and the Governor and the chance to see the programs of both the city and provincial governments. On September 2, DENR Secretary, Honorable Antonio H. Ceriles, graced the Opening Ceremonies, with Negros Oriental Provincial Governor, Hon. George P. Arnaiz, and City Mayor, Hon. Felipe Antonio B. Remollo, giving the welcome address to the delegates. The Opening Plenary Session started simultaneously with the seminars on Business and Environmental Protection, with world renowned scientist, Dr. Angel P. Alcala; which was followed by an introduction to the SU Marine Laboratory by Dr. Hilconida P. Calum-pong as speaker. The Extemporaneous Speaking Competition, hosted by Siquijor "Mystique Island" Jaycees, was likewise held. The delegates had ample time to rest as they prepared for dinner and another party, while the gentlemen of Central Visayas were playing two games of their on-going Jaycees Basketball Association Tournament, spearheaded by Past National Treasurer Domingo Te. On the third day, the highlight was the Closing Plenary (where delegates cast their votes for the 2001 JCP Officers) and the Awarding and Closing Ceremonies, with JCI Vice-President Jimmy T. Yaokasin, Jr. as speaker. The event finally came to a close at 2:00 p.m. with happy faces. Congratulatory handshakes and buzzes were exchanged with the winners. See you in Kabankalan, Negros Occidental in 2001. *Daghang Salamat* for making it in Dumaguete!



CONFERENCE ORGANIZING COMMITTEE

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Conference Chairman

Winston S. Ramirez
Conference Director

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CONFERENCE HIGHLIGHTS



PARADE. The Area Conference started with a symbolic parade around Dumaguete City by the Jaycees all over the Visayas.



PLENARY SESSION. Delegates representing 41 LOMs from all over the Visays opened its annual plenary session.



FELLOWSHIP. Delegates take a break from meetings as they party during Dumaguete Night at Rizal Park.



SEND-OFF. Conference Director Winston S. Ramirez thanks everyone who attended the well-attended conference.

AREA FIVE

NORTHERN SOUTHERN CENTRAL & WESTERN MINDANAO

Compiled by JCI Sen.
VICTORINA B. BAUTISTA
Marilao "Marilag" Jaycees
Area Editor



NATIONAL EXECUTIVE VICE-PRESIDENT

FINALLY, WE HAVE COME TO THE END OF THE LINE, BUT CERTAINLY NOT THE END OF OUR JOURNEY. THE EXPERience we have acquired in joining this remarkable leadership training organization --- in the whole world, has surely brought us up to another level of achievement in our professional life. As the saying goes, "Once a Jaycee, always a Jaycee." For me, it bolstered my aspiration and self-confidence to become a better person a good leader in my respective community. The training I've got spread out my horizons and broadened my perspective, erstwhile, building up the foundation of a future potential leader-in-the-making. But, all these will only remain a dream unless we ponder to reach for greater heights. I believe this is the covenant that every Jaycee speaks of --- "To develop young people of their leadership skills, social responsibility and fellowship necessary to create POSITIVE CHANGE!"

We are continually faced with great opportunities ordinarily disguised as insoluble problems. In my journey towards handling the position as National Executive Vice-President for Area Five (Mindanao), I have faced some numerous bumps and stumbles, as well as fears. It wasn't that easy to manage a war-torn area, especially when you come across firing lines. Somehow, we managed to top it all. In fact, we were able to surpass last year's achievement in terms of membership growth. These, I would give credit to my four active and magnificent NVPs, most especially NVP Laura who has reached our target of 2K in Y2K in her region. NVP Dory, NVP King, and NVP Sarzi, *sa inyong lahat, Mabuhay!* Hurrah, for a very fruitful year!

JCI Sen. EFREN T. VILLAMOR
Area V

NATIONAL VICE-PRESIDENTS



IT'S BEEN ALREADY A YEAR SINCE I was inducted as NVP for Northern Mindanao in Cagayan de Oro NatCon last year. Since the night I was inducted, I felt I had a greater challenge than being LOM President of the chapter 2 years earlier. It was more of a learning experience for me that I wouldn't regret doing in my whole life. In fact, I wanted to do some more as one year was not enough. I enjoyed what I did. I met diverse individuals, cultures of people, the language they speak, their way of life, their way of entertaining visitors and their leadership styles. Whether we hit our targets or not, I've tried the very best I can and that was all the best I can do. The experience made me a better person. As my term ends, I would like to thank all the chapters and LOM Presidents in my region who have contributed to the success of the NOM for the year 2000. Soar Philippine Jaycees. Fly high!

CAESAR LUIS A. JIMENEZ
Northern Mindanao



THE 20TH AREACON AT PAGADIAN CITY is one of those memorable conventions. It is also one of the conventions I have attended where I was there from the opening to the closing ceremonies, even to the declaration of the winners. It was also attended and supported by government officials who were once, not only ordinary members, but who were once LOM presidents. The highlight of the affairs was the election of the incoming National Board, especially for NVP in Central Mindanao and the NEVP for Area Five, who had 2 candidates for each position. Well, do you know that you are reading the last issue of the *Leader Magazine* for 2000? Twelve months have passed and we've survived... survived with the highest goal and attainment with the very energetic National President Boydee Dizon at the helm. *Mabuhay ang* 2000 National Board and LOM Presidents!

ADORACION F. TAN
Central Mindanao



IT IS WITH UTMOST PRIDE AND AN honor to report to you the achievements of Western Mindanao region for this year. In line with the national organization's goal of "+2K in Y2K," our region has helped realize JCP's No. 1 target --- membership increase. To date, Western Mindanao has a registered membership of 627, with 4 LOMs revived and 2 LOMs extended. During my incumbency as the millennial NVP, what made me excited were the travels that I have made during LOM inductions and chapter visits. With NP Boydee's extraordinary leadership, it was indeed worth an experience of working, learning, and sharing laughters together that made the board one happy team! As a well known humanist, Sidney J. Harris puts it, "a winner makes commitments; a loser makes promises." Let us keep our commitment to the organization, practice what we have learned in this University of Leaders and we will always win in the game of life!

LAURA W. ALANO
Western Mindanao



THE SOUTHERN MINDANAO REGION, during its First RCM last December 4, 1999, decided to adopt the JCI objective, which reads, "To contribute to the advancement of the Southern Mindanao chapters of the Junior Chamber of the Philippines by providing the opportunity to young people in the region to develop the leadership skills, social responsibility, entrepreneurship, and fellowship necessary to create positive change." In the months that followed, the region made various contributions in achieving this objective. The General Santos "Twin Star" Jaycees, Davao JCs, and Panabo JCs each hosted an RCM. The Isulan Sultan JCs and Marbel "Gintong Ani" JCs hosted a Chapter Management Seminar, the Digos "Haribon" JCs hosted a successful Regional "Palaro." Two new chapters were formed, Duwaling JCs and Metro Tagum JCs. This has resulted in a more dynamic region and we look forward to an even more dynamic year ahead.

RALPH E. AVIOLA
Southern Mindanao

PAGADIAN CITY AREA CONFERENCE

"LEVELING AT MINDANAO'S BEST OPPORTUNITIES: PROMOTING UNANIMITY IN LEADERSHIP OBJECTIVES"



GOOD CROWD. Officers and delegates from Mindanao pose with National Officers during the Plenary Session at Springland Resort.

Mindanaoan Jaycees Troop to Pagadian

Conference hosted by Pagadian "Heights" Jaycees

LAST SEPTEMBER 1 to 3, 2000, some 450 delegates from various parts of Mindanao converged in the city of Pagadian for the 20th Mindanao Area Conference of the Philippine Jaycees. For three days, Mindanaoan Jaycees were welcomed and treated with festive moods by the Officers and Members of the Pagadian "Heights" Jaycees who hosted the said affair. The conference kicked off with a motorcade around the city, followed by an audience of the delegates to Hon. Joaquin G. Pajares, City Mayor, who was a Jaycee himself. The affair was formally opened in the evening at Casa Emsa with JCI Sen. Jimmy T. Yaokasin, Jr., Commissioner of the National Youth Commission. Dubbed as "Jammin' with the Iligan Jaycees," the delegates danced the night away with 2 Iligan Jaycee-sponsored bands. On the second day, the venue shifted to Springland Resort, with the opening of the Plenary Session presided by NEVP for Area V, JCI Sen. Efren T. Villamor. Members of the other chapters underwent the various seminars offered by the National Training Commission. In addition, Col. Edilberto P. Adan of the Tabak Division lectured on the AFP Strategy in the Mindanao Conflict to the LOM Officers. In the evening, activities transferred to the newly-refurbished "10" Disco. Themed "Mindanao Night," delegates were treated to a display of the newest, high-tech lighting and sounds. No less than Mindanao's only member of the Estrada Cabinet, Hon. DENR Secretary Antonio H. Cerilles graced the affair as keynote speaker. Closing Ceremony was held at the Hotel Camila Grand Ballroom on the afternoon of September 3. Awards were given to the different chapters who submitted entries in for the competition. Gov. Isidoro E. Real, Jr. was the guest-of-honor at the Closing Ceremonies. But it was the Area Election that capped the 3-day activity. A member of the Pagadian "Heights," Patrick Melbert S. Borbon, past NVP for Mindanao, trounced incumbent NVP Ceasar A. Jimenez of Butuan "Frontier" Jaycees by only 6 votes for the NEVP position. Another Pagadianon took the position of NVP for Western Mindanao, Necias S. Sapong of Greater Pagadian Jaycees who ran unopposed. As a whole, it was a tiring but fulfilling and memorable endeavor, the best in Area V.



CONFERENCE ORGANIZING COMMITTEE

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CONFERENCE HIGHLIGHTS



COURTESY CALL. Mindanao delegates pose during a Courtesy Call to Pagadian City Mayor Joaquin G. Pajares.



WELCOME NIGHT. Pagadian "Heights" and the Pagadian Bayanima, with 2001 NP Jimmy T. Yaokasin, Jr.



PLENARY. LOM Presidents from Area V pose with National Officers, headed by NP Rafael P. Dizon III.



MINDANAO NIGHT. Pagadian "Heights" Jaycees with Guest Speaker, DENR Secretary Antonio H. Cerilles.

By JCI Sen. MABEL P. VILLARICA-MAMBA
Marilao "Marilag" Jaycees

Philippine Jaycees FOUNDATION, Inc.

Created with a passion for development and bonded by a strong commitment to preserve the gains of the movement, sixteen pillars of Jayceeism in the Philippines set out to establish a self-perpetuating mechanism for service.



THE PHILIPPINE JAYCEES IS A unique institution in civil society. While it professes itself to be a self-serving organization, the truth of the matter is that the Jaycees seek to develop the leadership skills of its members prior to helping the community, in order to make its programs efficiently managed and effectively implemented. In a sense, this may be misunderstood by some as selfish and egoistic. However, looking at it from an objective perspective will reveal a comprehensive action plan wherein the giver (the Jaycees) also becomes the receiver in the same program cycle. Because as it delivers services to the community, it learns from that experience and subsequently incorporates the lessons learned in the succeeding cycle, making a particular activity even more successful than before.

On July 25, 2000, past and present National Officers of the Philippine Jaycees formed the Junior Chamber of the Philippines (or Philippine Jaycees) Foundation, Incorporated in order to fulfill the principles espoused in the Jaycee Creed, outside but parallel to the national organization. The idealism, dynamism and activism of the youth have been deeply ingrained in each and every member of the Jaycee movement that it is not unusual for Jaycees to seek creative and alternative ways to continue serving the country and its people. And so, on October 14, 2000, the Board of Directors was presented to the General Assembly during the 52nd National Convention. According to its Chairman, 1982 JCP National President and 1985 JCI World President Victor Jose "Chichos" I. Luciano, the JCP Foundation was organized to respond to the needs of our less fortunate brethren, as well as to sponsor programs to help achieve the goals and objectives of the Philippine Jaycees. The existence of the Foundation is also vital in raising much-needed funds for its own civic programs and that of the Philippine Jaycees.

In fact, several projects were already discussed to serve as the opening salvo of the Foundation. Foremost on the minds of the directors was the highly-acclaimed "Operation Brotherhood" implemented by the Philippine Jaycees in 1955. This was a long-term medical mission held in Vietnam, where more than 10,000 Indo-Chinese refugees benefited from the program within a span of three years. Inspired by this laudable undertaking, the Foundation will be launching and instituting "Operation Kapatiran" in Mindanao. Under this program are various activities, such as medical missions, relief operations, livelihood and even infrastructure projects, for the benefit of our Mindanao brothers and sisters affected by the strife. Appointed Program Director is 2000 National President Rafael P. Dizon III.

Initial funds of the Foundation came from proceeds of the Basil Valdez Concert, the Side A Concert, and the JV Ejercito Golf Cup, as well as a donation from the Makati Jaycees, Inc. Meanwhile, the Foundation will be the beneficiary of the Miss Saigon Concert during the December 26, 2000 playdate. This was made possible through the initiative of 1998 National President Joseph Victor G. Ejercito, President of the Foundation. Further, the Foundation is also accepting individual and corporate memberships for individual members. The membership fees are 5,000, 10,000, and 20,000 pesos. A pin and an identification card will be used. For corporate members, membership fees are 50,000 and 100,000 pesos. A plaque will be given in this instance. At present, the Foundation is also in the process of getting accreditation that will make all donations to it tax-exempt and hence, tax-deductible on the part of the donors.

"Once a Jaycee, always a Jaycee." This common saying is very evident in the establishment of the Foundation. Trained under common ideals, sharing the same vision and moving toward one dream, the Jaycees are determined to prove that, while earth's great treasure lies in human personality, service to humanity is still the best work of life. Certainly, one cannot be without the other. And this is the essence of Jayceeism... this is the spirit of the Philippine Jaycees Foundation.

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PHILIPPINE JAYCEES FOUNDATION, INC.



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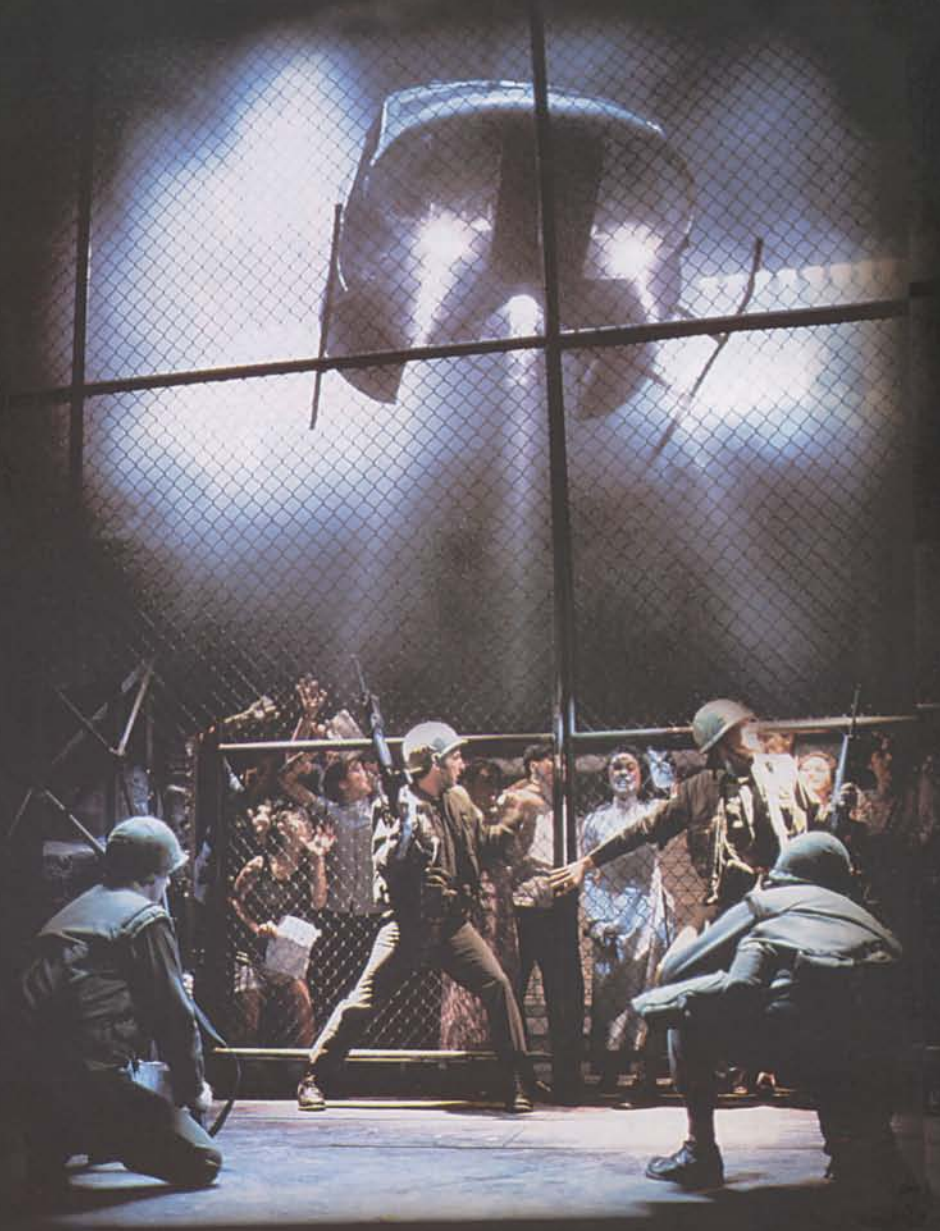


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PRESIDENTIAL ADVISER ON YOUTH & SPORTS DEVELOPMENT

HON. RICHARD FRANK I. GOMEZ



The matinee idol-turned-sports enthusiast has inspired thousands of young aspirants to follow his footsteps. Now, as a full-fledged member of the government, how does he channel his star charisma into positive action?

By **NORIBEL L. DELA CRUZ-TAGUBA** *San Juan "Pinaglabanan" Jaycees*

AN ILLUSTRIOUS CAREER

BORN April 7, 1966 in Manila
1984 Met manager Douglas Quijano; starred in first feature film "Inday Bote," which catapulted his meteoric rise in showbusiness
1989 Participated in the Hongkong International Karting Championships and organized the GOMA Cup
1991 Awarded "Most Outstanding Student" from the University of the Philippines in Diliman, Quezon City
1992 Won first acting recognition as Best Actor in Urian Awards
1994 Attended Summer Intensive Course in Mass Communication and Film at New York University, U.S.A.
1995 Won bronze medal for fencing at the Chiang Mai Southeast Asian Games
1996 Participated in Duty Free Philippines' Anti-Drug Campaign
1997 Completed a Business Entrepreneurship program from the University of the Philippines; won a silver medal for fencing at the Jakarta Southeast Asian Games
1999 Appointed Presidential Consultant for Sports; later, appointed as Presidential Adviser on Youth and Sports Development; appointed Chairman of Mamamayan Ayaw sa Droga Foundation

19 December 2000. I sit patiently and attentively at ABS-CBN's Studio 4 while the cast of the station's "Richard Loves Lucy" shoots for its Christmas 2000 episode. This would be my fourth and final interview for the Leadership Profile of our magazine and I had to wrap it up fast as it has been past due the editorial deadline. As takes get shoot in front of the cameras, I get the rare opportunity to see Richard Gomez – the actor, the sportsman and the government official – act out his role in the script. And as the scenes develop, I started to realize that he is not really acting out a role, but is sharing to the public the real person that he is in the venue of the TV show. I met Sec. Gomez 16 months ago during the national launching of the Mamamayan Ayaw sa Droga, or MAD – the government's anti-drug campaign – at the Quirino Grandstand in Luneta. He was not introduced to me nor I was introduced to him. My introduction to him was through my son who got his attention when he was playing with his MAD pin. Sec. Gomez approached my then three-year old boy and told him, "Mag-ingat ka sa pin mo ha! Baka matusok ka." My son answered "Opo, Sir", afterwhich he ran towards my direction and said "Mama, nakita ko po si Sir Richard Gomez. There he is, o." I saw what transpired, and I rightfully acknowledged the concern Sec. Gomez has shown to my son by nodding my head to say thank you. He smiled back, approached our table and played with my son's hair while saying "Huwag mong lalaruin 'yan. Isuot mo na lang sa T-shirt mo." Introductions were then made, and contacts established. I got the chance of seeing him often after that, as my boss and him were jointly working for the MAD Campaign and other youth concerns. He is also a fellow member at the San Juan "Pinaglabanan" Jaycees, and as the LOM's Immediate Past Secretary General, I have been informing his office of chapter activities and schedule. As I got to know him, I found out that he is indeed a very "regular" person, simple and easy to approach. "Walang ere at mapagkumbaba..." that is how I could best describe him. And as I interviewed him for this article, I stand further as a witness to his sincerity to the things he does... to his admiration and love for his wife...to his pride and honor as a father... to his dedication to his crusade against use of illegal drugs... and to his noteworthy capabilities as an actor and sports enthusiast. And as I ended my interview with him, we were able to exchange some views on current issues and office goings-on. He would share his stories and talk about life and living, as if he had known you all his life...

LEADER: ***Magandang hapon, Mr. Secretary.***

GOMEZ: *Ikaw naman*, Noribel. Goma *na lang. Kumusta na ba*?

LEADER: ***Okay naman, sir. Thank you very much po for this schedule. After three weeks, finally nare-schedule natin. Pasensiya na po kayo at maaabala ko kayo sa taping n'yo.***

GOMEZ: No, no… that's okay. We just have to go through the interview in-between takes. I hope you understand that my schedule has been really hectic causing the delay for your interview.

LEADER: ***No complaints on my side, sir. The Leader is in fact very grateful for the opportunity you have given us to feature you in our magazine.***

GOMEZ: Most probably. I got my passion for sports, not only for car racing, from my dad. And of course, the acting from my mom.

LEADER: ***Can you share with us your boyhood story?***

GOMEZ: As a young boy, I was very playful… active. *Walang pinagkaiba sa mga batang nakikita ko ngayon.* I loved playing with my schoolmates, my neighbors... they were my friends and I was always with them... I went to the Holy Child Parochial School in elementary. That was in San Juan. I was an average kid in school but there were cases that I was also adjudged excellent, in certain subjects and school-related activities. I basically grew up in San Juan with my *lola*. Actually, *papalit-palit, eh*. My parents separated when I was very young.





GOMEZ: It is more an honor on my part. I hope I can give justice to your Editorial Board's decision to include me in your leadership profile.

LEADER: ***I know you will, sir. To start with, can you share us the family tree of Richard Gomez.***

GOMEZ: I was born Richard Frank Icasiano Gomez to Ed Gomez and Josephine Icasiano in Manila City on the 7th of April, 1966. I am an only child of my parents, however, I have half brothers and sisters. My dad was then a car racer while my mom was an actress.

LEADER: ***Is that the reason why you are actively engaged in both careers?***

GOMEZ: Most probably. I got my passion for sports, not only for car racing, from my dad. And of course, the acting from my mom.

LEADER: ***Can you share with us your boyhood story?***

GOMEZ: As a young boy, I was very playful… active. *Walang pinagkaiba sa mga batang nakikita ko ngayon.* I loved playing with my schoolmates, my neighbors... they were my friends and I was always with them... I went to the Holy Child Parochial School in elementary. That was in San Juan. I was an average kid in school but there were cases that I was also adjudged excellent, in certain subjects and school-related activities. I basically grew up in San Juan with my *lola*. Actually, *papalit-palit, eh*. My parents separated when I was very young. The setup made me to live with my mom at certain times, then I transferred to my dad's place, then back to my mom again and so on. But since I had to study, I was living with my mom most of the time for accessibility reasons.

LEADER: ***How about when you were in your teens?***

GOMEZ: In high school, I permanently stayed with my *lola* already. I was attending school in Arellano University, that's in Jose Abad Santos in Pasay. As a teenager, I was like anybody else. I do normal stuff… school, *barkada*. I spend time with my family, of course, despite that I was already with my *lola*. What was notable during those years of my life was the fact that I was already working. I was working for my Uncle Jess, he is my uncle on my father's side. He had an export business – they create and export handicrafts, native products. *Ako naman*, I do work in his shop. I did that thing where I had to tie knots, do the latches … *ganu'n*. I was still young when I had that job. If am not mistaken, I was only 14 then.

LEADER: ***And after that, you worked somewhere else, didn't you?***

GOMEZ: Yeah. For a year or so, I worked as a McDonald's crew in its Makati Branch – in North Mall.

LEADER: ***Why did you try that job?***

GOMEZ: Well, there was nothing wrong with it. We learned that there was a job opening. One of my neighbors, who also graduated in the same high school that I went to, said that it was a good thing to try out since we just graduated *nga*. So we applied and got a summer job. We thought of doing something worthwhile for the vacation period, and having a summer job was the first thing that came into our mind. McDonald's accepted us and that's how my stint with the company started. Eventually, it ended up not only as a summer job. I stayed there for a year…until 1983, I think.

LEADER: ***What did you dream of becoming when you were younger?***

GOMEZ: Well, I wanted to be a pilot. Ever since I can remember, I always wanted

to be one... I wanted so much to fly planes and I was amazed with science. Even when I was younger, I was so much into that subject. Flying objects awes me. *Kahit* rocketry, *interesado ako*. Until now, aerodynamics keeps me astonished with its day-to-day development or discovery. During my time, it seems it was every boy's dream to be a pilot. If there was a time when every child would be asked what they wanted to be when they grow up, and they answered "doctor." During my time, when one asks a young boy what he wanted to be when grows up, he would answer "pilot."

LEADER: ***Did you ever get the chance to experience how to fly a chopper?***

GOMEZ: Not really. I get the chance to ride helicopters very often nowadays but I do not personally fly them. *Nakakahawak-hawak ng* controls but not really fly that thing. I don't have formal education and training in that.

LEADER: ***How did the rising of Richard Gomez – the actor – started?***

GOMEZ: Well, I started in the year 1986 when I did my first movie "*Inday Bote*". It was opposite Maricel Soriano. I got the part in the movie because Gabby Concepcion declined the offer of Regal Films. So Mother Lily Monteverde gave it to me. "*Inday Bote*" became a hit ... and that was how Richard Gomez – the matinee idol – started.

LEADER: ***How did you enter showbusiness?***

GOMEZ: That was easy. My mom was an actress and she knew some people. Douglas Quijano was among them. He was a good friend of my mom and eventually, he became my manager. Everything was really easy when I started.

LEADER: ***Why only then? Why didn't you do acting earlier?***

GOMEZ: I just met Douglas when I was 18 years old. It seems I waited for the right manager for me – and that person was Douglas. I saw how sincere he was with managing artists and how he can direct one's career. I knew all along how he handles and takes care of his talents, and there and then I knew he would do the same thing for me... He was already very credible *noon pa man*. So I had faith in him that he could very well man my career and let it blossom.





LEADER: ***On the other hand, how did your interest in sports develop?***

GOMEZ: Ever since I was a kid, I was very much into sports already. *Di ba* I told you that I played a lot when I was a young boy? *Kahit anong laro, susubukan ko at naipapanalo ko naman. Iba ang* feeling *ng nananalo ka nang pinaghirapan mo...* But my first love really is volleyball. In elementary and high school, this was the sport I really played and trained hard for. But I was an all-around athlete. I can easily adapt to any kind of sports. Until in high school, I got to concentrate on volleyball. I continued playing the sport until I went to college at Polytechnic University of the Philippines (PUP) where I started to train for the varsity team for volleyball. But then, I left volleyball and shifted to basketball. From thereon, I have been continuously involved with sports activities. At present, I am still very active in fencing... In fact, we recently won our 2nd national title for the said sport. I do fishing occasionally, and I also play golf for recreation. For the year 2000, I have been blessed by successfully carrying out two (2) major sports events, namely the annual Goma Cup and the National Motocross SuperSeries. I hope I can continue with such significant endeavors in the future.

LEADER: ***What do you do as a Presidential Adviser on Youth and Sports Development?***

GOMEZ: Being appointed to that position, I have been working relentlessly on projects for the youth and for sports projects nationwide. On the youth alone, I have been actively involved in the *Mamamayan Ayaw sa Droga* (MAD) campaign. I am the National Chairman of MAD, which is an anti-drug campaign under the Office of the President. I work closely with Gen. Jewel Canson, who heads the National Drug Law Enforcement and Prevention Coordinating Center, on the police side. We travel all around the country to do advocacy work on anti-drugs. It has been a very successful campaign, so far. Aside from that, we have established a MAD counterpart which we call KIDS. KIDS, meaning *Kabataang Iwas Droga sa tulong ng Sports*. We create sports activities for

children to lead them away from drugs. On other things, we just finished this "Godfather Scheme Program," wherein we targeted companies and/or individuals who are willing to sponsor national sports associations, and so far we have collected about 30 million pesos... Every now and then, I join the National Youth Commission in carrying out the activities directed to uplift the status of the Filipino youth.

LEADER: ***Do you think that with the conception of MAD during the term of President Estrada, we have created a better public campaign against the illegal use of drugs?***

GOMEZ: Oh, definitely! Although there were some anti-drug movements before, the advocacy campaign that we are nationally doing now is more comprehensive and deep-rooted... MAD is an advocacy program wherein we can easily gather the *mamamayan* through the help and support of the local government units, non-government units and all other concerned groups.

LEADER: ***People are saying that the success of gathering people for MAD is because of you... Richard Gomez na artista. How do you react to this?***

GOMEZ: Well, I am glad that there are feedback like that. People already know that the anti-drug campaign has been my personal crusade from years back. I started doing anti-drug campaigns in 1994 after graduating from Film School in New York. I had an agreement with Duty Free Philippines to help with this line of projects. At that time, Citizens Drug Watch was already active with activities along that line, so I helped them out by conceptualizing ten TV commercials tackling the issue on illegal drugs.

LEADER: ***Did you ever try using illegal drugs?***

GOMEZ: Nope. Never tried drugs in my whole life. Because as I have seen it, drugs really destroy your life, it drags your personality down, even your family is greatly affected... I have seen friends who involved themselves with drugs, and most of them never really recovered.

LEADER: ***How come you still accepted the government appointment when all along you are already made as an actor and as a sportsman?***

GOMEZ: When I first accepted the job, it was merely a Presidential Consultant for youth and sports. And then when they promoted me as a Presidential Adviser, there came the strong objection or opposition, especially from the sports sector. There were also some that raised their eyebrows because they were thinking "*artista lang 'yan.*" However, I know the job behind that position... And I know also that I am capable of performing what is required for that task... It was just basically getting the official designation, the official function for a thing you have been informally acknowledged of doing for sometime.

LEADER: ***In your rounds in the country doing the MAD campaign, what do you think is the major cause of use of illegal drugs?***

GOMEZ: I may say it is really foreign influence. Because guarding our coastlines is very difficult, pushers can easily penetrate into our territory and bring in these illegal drugs... Another major cause is having the wrong set of friends. Why does one eventually end up in this kind of circle? Because they have weak foundations in their families, or the school has neglected their share in advocating good relationships and teaching what is right and proper. There are a lot of factors really. But what we do in MAD is to emphasize that "*Ayaw namin sa droga kasi ganito ang magiging epekto ng paggamit nito...*" Alongside with our campaign in MAD is the bonus part of advocating stronger ties at home or in the family. With the call to say "no" to drugs is the call to strengthen values. We tell them to love their parents, their brothers and sisters, give due importance to the family which is the basic foundation of everything.





LEADER: ***Don't you tire doing this kind of work? Why don't you just concentrate on being an artist?***

GOMEZ: It is indeed very tiring, but it is very rewarding. *Marami akong natutulungang tao* and they personally thank me because I helped them be enlightened to do major decisions in their lives. They look at me and say, "*hindi lang pala artista si* Richard Gomez", may *mas malalim pa pala sa personalidad niya.*

LEADER: ***When did you meet Ms. Lucy Torres-Gomez? Can you share your love story?***

GOMEZ: I met Lucy in 1993 when we started doing the LUX® commercial. In the beginning *pa lamang*, I saw how beautiful she really is... But the attraction came years after when we were doing series of commercials already. I realized all the combined beauty in her – from physical to emotional to mental, to values and everything. It was just hard not to fall in love with her.



LEADER: ***How did you propose marriage to her?***

GOMEZ: At that time, I really knew she was the woman I wanted to become my wife and the mother to my children. I flew all by myself to Ormoc, not telling her I'll be going there. I proposed to her one evening in December in her hometown and the rest is history...

LEADER: ***How do you see yourself as a father as years go by?***

GOMEZ: I think I will be a strict dad...more of the disciplinarian among us two. Lucy will be the more lax parent, I think. *Napakabait at understanding kasi niya.*

LEADER: ***If you were given one free day with your fellow Jaycees, what will you do?***

GOMEZ: *Bakit* one day *lang*? *Kulang yon*! If that one day is given to me, I will have a community project with San Juan that is environmental and sports-related. Maybe, we can start with a clean-up project – as in literally, we clean our community, then we add some educational campaign... to remind them of keeping our place clean. *Alam mo, napakalaki talaga ng problema natin sa basura* and I hope we can help do something about it. I hope I can do a project that has something to do with air pollution... I am very concerned about that situation because I live in Metro Manila and can not afford to be "poisoned" by air. From there, we can do a friendly game in the afternoon. Basketball is a good game we can do together. *Sayang talaga at hindi natin na*-push through *ang* Metro Area Basketball Tournament this year. It is a very good sports venue for Jaycees... *Medyo mahabang oras lang kasi ang kailangan.*

My Jaycee Experience

by RICHARD FRANK I. GOMEZ



OH BABY, BABY... Richard Gomez takes center stage during his induction as a "baby" Jaycee on February 25, 1999 at the Kalayaan Hall of Club Filipino, Greenhills, San Juan.

IT WAS JV EJERCITO WHO PERSONALLY INvited me to join the San Juan Jaycees. Right after his term as National President of the Philippine Jaycees, I was inducted as a Baby Jaycee in Club Filipino. When he was still the National President, *hindi pa ako masyadong sumasama sa kaniya* but after his stint *nga, at bumabalik siya sa* chapter *niya, nandoon na rin ako.* And I saw the camaraderie in the organization. I specifically appreciated the "Opportunity to Succeed" seminar that I attended at Corinthian Gardens. Jaycees *pala* is more than just a group with a vision-mission. Relationships go beyond being members of the movement and community activities are geared towards developing the leaders in ourselves, thus helping our surroundings; moreso, the nation and our people. *Alam mo, masaya pala ang* Jaycees. You find something in the organization which you can't find anywhere else. I can not explain it, but Jaycees offer you a boost to your self-worth, *'di ba*? At this point in time, especially with the crisis in our country, I want to do a lot of things to help our nation, our people. I want to let people understand that although we are a democratic country, we should not be too democratic. Right now, I have no personal objectives but I have things in mind that I would like to do with others so we could make a difference together. I said that we should not be too democratic because by being so, we are damaging our nation's liberality. Isn't it that in Jaycees, we were told about vanguard leadership being democratic, autocratic and *laissez faire* altogether? Because if we emphasize too much democracy, it will be bad. *Ngayon nga lang, nate*-take advantage *na ang demokrasya sa Pilipinas.* As Jaycees, we should continue training the young to be good and effective leaders of the future. We should also keep on developing good projects that would help and benefit our communities. Lastly, to be able to achieve all these, we should maintain our respect for ourselves and for others to be able to carry out effectively the things we want to do in life.

JCI Around the Globe

Compiled by PEGGY A. FISHER
JCI Executive Director for Communications

"Spirit of Collaboration" Theme Highlights 55th JCI World Congress



LET THE SHOW BEGIN! The grand Opening Ceremony at the Hokkaido Prefectural General Sports Center on November 6, 2000 led the way to an exciting World Congress week in Sapporo, Japan.

The 55th JCI World Congress in Sapporo was a huge success. With more than 10,000 delegates from over 110 countries attending, the Congress showcased JCI's "abundance of opportunities" made available during the seven-day gathering.

The lavish ceremony held at the Kitaeru Hall of the Hokkaido Prefectural General Sports Center on November 6 formally opened the Congress, with 2,500 delegates joining the celebrations. Japan's Imperial Highnesses, Prince and Princess Akishino graced the ceremony, which preceded a Welcome Party for all the delegates and the JCI Presidential Dinner at the Park Hotel. Five General Assemblies, attended by delegates from 110 countries, were held during the 7-day Congress, which tackled issues ranging from bids to host the 57th JCI World Congress to more crucial topics as "peace" and "sustainable development."

Robert F. Kennedy, Jr., a staunch environmentalist, was invited to grace the First General Assembly as its keynote speaker. A highlight of the Congress was the opening of the "Eco and Future Messe" exhibit on November 7 at the Sapporo Media Park SPICA. The said exhibit showcased recommendations by environmentally-advanced countries on how to conserve the environment through state-of-the-art "eco-technologies" presentation. The Congress also held important "twinning ceremonies" on November 8, where more than a hundred chapters forged relationships among each other to deepen mutual understanding. On November 9, a total of eleven people were feted as "The Outstanding Young Persons of the World for 2000" at the Kitara Concert Hall. Illustrious honorees this year included Hong Kong actor Andy Lau, baseball legend Sammy Sosa from the Dominican Republic, outstanding law enforcer Police Chief Inspector Ligaya L. Sim-Cabal from the Philippines and Linux systems developer Linus Torvalds from Finland. The most eagerly-awaited event of the Congress, however, started on November 10, when the winners for the annual JCI Awards were handed out at the Hokkaido Prefectural General Sports Center. It was during this time that Georges A. Bouverat was formally inaugurated as the 56th JCI World President. The final program was the JCI Presidential Banquet on November 11, where the JCI flag was turned over to Barcelona, the hosts of the 2001 JCI World Congress.



YOUNG HONOREES. Eleven honorees, including C/Supt. Ligaya L. Sim-Cabal from the Philippines, were given the prestigious "The Outstanding Young Persons of the World" Award on November 9, 2000 at the Kitara Concert Hall.

SWISS NATIONAL IS JCI'S 56TH WORLD PRESIDENT



GEORGES A. BOUVERAT

From Junior Chamber Switzerland, 2001 JCI President Georges A. Bouverat was born October 21, 1963, in Hergiswil, Switzerland. A Swiss national, Bouverat holds a degree in economics, and has studied business management and administration. An economist by profession, he currently heads the Department of Finance, Administration, and Personnel of a company in Avenches, and is a part-time professor at a business school. He joined Junior Chamber Basse-Broye in 1988 and became President in 1990. He served as President of the Switzerland Jaycees in 1993. He has served at the international level as JCI Vice President assigned to various European NOMs (1995); JCI Executive Vice President assigned to Area A (Africa), and Chairman of the JCI Area A Durban Conference (1996); Commissioner for Growth and Development assigned to Europe (1998); Chief Commissioner for Growth and Development (1999); and Chief Executive Assistant to the JCI President (2000). He has attended 22 JCI Area Conferences and 9 JCI Congresses. He speaks English, French, and German. He is Junior Chamber International Senator No. 52085, and is a PRIME graduate (1990).

JCI President Georges A. Bouverat has the ambitious plan of publishing every day a significant picture on the web, showing a special Junior Chamber moment. He plans to keep in touch with the members on a weekly basis with his Friday Presidential Message. He will emphasize to his team to motivate as many Jaycees and Senators as possible to register their E-Mail address with the JCI website so they can all receive news directly on a weekly basis.

His slogan for 2001 will be "*Designing a Peaceful Millennium*" *(We can do it!)*.



MEET SAPPORO'S OFFICIAL MASCOT

Sapporo Jaycee's successful hosting of a contest for the mascot's nickname resulted in 1,884 entries. Eventually, the name "*Poro Sa*," from the word "*Sapporo*" became the lucky winner. Also called "The Snowman," the mascot gained immediate acceptance in the Jaycee International Community as the 55th JCI World Congress' official mascot.

55th JCI World Congress Sapporo, Japan

INTERNATIONAL MAJOR HONOR ROLL

AWARDS TO INDIVIDUALS

Outstanding NOM President of the World	KAZUYASU UESHIMA *(Japan)*
Outstanding NOM President for Area A	KOSSAY HAYDER *(Tunisia)*
Outstanding NOM President for Area B	RAFAEL P. DIZON III *(Philippines)*
Outstanding NOM President for Area C	MATT HUTCHEON *(Canada)*
Outstanding NOM President for Area D	VALDAR LIIVE *(Estonia)*
Outstanding LOM President (Category I)	LINDA CHIU *(Lion Rock Jaycees)*
Outstanding LOM President (Category II)	DAISY B. FRANCISCO-MANGUIAT *(Perlas Pasay Jaycees)*
Outstanding LOM President (Category III)	JOSEPH CHIENG EK *(Mandarin Sibu Jaycees)*
Joaquin V. Gonzalez Memorial Award	JU DONG KIM *(Korea)* KAI GROTH *(Germany)* SATOSHI AOTO *(Japan)*
Senator of the Year	PETER SIM *(Malaysia)*
Most Outstanding Member of the World	JIMMY TIE *(Malaysia)*

AWARDS TO NOMS

Outstanding NOM of the World	JAPAN JUNIOR CHAMBER
Outstanding NOM for Area A	JUNIOR CHAMBER NIGERIA
Outstanding NOM for Area B	JUNIOR CHAMBER HONG KONG
Outstanding NOM for Area C	UNITED STATES JUNIOR CHAMBER OF COMMERCE
Outstanding NOM for Area D	JUNIOR CHAMBER NETHERLANDS
Most Outstanding Individual Development Program Award	JUNIOR CHAMBER HONG KONG
Youth Activities Award	JUNIOR CHAMBER PHILIPPINES
Economic Affairs Award	JUNIOR CHAMBER INDIA
Best NOM Program focused on Major Empasis Theme Award	JAPAN JUNIOR CHAMBER
Highest Level of Community Activities Award	JUNIOR CHAMBER INDIA
Civic Involvement Award	JUNIOR CHAMBER PHILIPPINES
Best NOM Publication Award	JUNIOR CHAMBER PHILIPPINES
Public Affairs Award	JUNIOR CHAMBER HONG KONG
NOM-to-NOM Assistance Award	JUNIOR CHAMBER HONG KONG

AWARDS TO LOMS

Outstanding LOM of the World	MANDARIN SIBU JAYCEES *(Malaysia)*
Outstanding New LOM of the Year	SAO PAOLO METROPOLITAN JAYCEES *(Brazil)*
Economic Affairs Award	TAMPERE JAYCEES *(Finland)*
Commercial Education Project Award	OSAKA JAYCEES *(Japan)*
Market Development Program Award	TAMPERE JAYCEES *(Finland)*
Best LOM Program focused on Major Empasis Theme Award	PERLAS PASAY JAYCEES *(Philippines)*
Community Leadership Award	TECATE JAYCEES *(Mexico)*
Environmental Improvement Award	OSAKA JAYCEES *(Japan)*
Safety Award	KANPUR INDUSTRIAL JAYCEES *(India)*
Youth Activities Award	OSAKA JAYCEES *(Japan)*
Outstanding Humanitarian Assistance Project Award	MANILA JAYCEES *(Philippines)*
Best Cultural Affairs Award	ITO JAYCEES *(Japan)*
Best Civic Involvement Award	NAGOYA JAYCEES *(Japan)*
UNICEF Award	INTAN JAYCEES *(Malaysia)*
Education for Peace Award	FUKUOKA JAYCEES *(Japan)*
International Chamber of Commerce Award	CITY JAYCEES *(Hong Kong)*
Best Fund-raising Project Award	TAWAU JAYCEES *(Malaysia)*
Membership Award	OSAKA JAYCEES *(Japan)*
Special Project Award	JEUNE CHAMBRE ECONOMIQUE DES HAUS DE SIENE *(France)*
Best LOM Publication Award	GREENSBORO JAYCEES *(USA)*
Public Relations Award	ICHIKAWA JAYCEES *(Japan)*
International Cooperation Between 2 or More LOMS Award	OMAGARI JAYCEES *(Japan)*
International Affairs Award	ROTTERDAM JAYCEES *(Netherlands)*
Future of Children Award	CAMARA JUNIOR DE BOGOTA *(Columbia)*
World Wide Web Award	JEUNE CHAMBRE ECONOMIQUE HAMMAN-SOUSSE *(Tunisia)*
Mottanai Award	KAKOGAWA JAYCEES *(Japan)*
Leadership Development Award	PERLAS PASAY JAYCEES *(Philippines)*

JCI WORLD COMPETITION AWARDS

JCI World Speaking Competition	ALEJANDRO PARIENTE *(Mexico)*
JCI World Debating Competition	TEAM SCOTLAND *(Scotland)*
Best Speaker at JCI World Speaking Competition	MACDARA HOSTY *(Ireland)*

By JCI Sen. REGINALD T. YU
Manila Jaycees

SHAPING TI FOR THE MILLENN

Determined to make a difference in the way Filipino Jaycees l *Philippine Leader* overcame all odds to redefine quality, consi

WHEN NATIONAL PRESIdent Amelito R. Mutuc created the first newsletter for the Philippine Jaycees in 1954, he was presiding over a fledgling national organization bereft of genuine judicial and administrative power over its member chapters. Back then, the Philippine Jaycees was perceived to be a loose association of Jaycee chapters carved merely to justify the existence of a national charter for JCI affiliation. And, although he has spent his entire term going on extended provincial sorties, President Mutuc knew exactly the limiting isolation of his office amidst the growing number of LOMs sprouting in the remotest regions of the archipelago. The publication of a general newsletter for all Jaycees was a personal effort on his part, to bridge this gap by constantly informing the Jaycees of the organization's activities. Only for this purpose did the *Philippine Junior Chamber of Commerce Newsletter*, the NOM's first official organ, served its existence well.

Obviously, the Philippine Jaycees has changed a lot in 46 years since that first journal. No longer is the organization an insignificant fixture in a domicile of chapters bustling with activity, but an indispensable crucible that carries a continuing legacy of outstanding leadership development in this country. With a nation that is far more saturated with information than anyone could have imagined, we begin to make different demands upon ourselves that are meant to reflect the constantly shifting landscape we find ourselves in. We demand new themes, new insights, new projects, new dramatic situations.

We demand a new publication. A publication which would attune itself to a new sophistication in the readership audience of the Philippine Jaycees in this new millennium. In this context, the "new" *Philippine Leader Magazine* was to be born.

THE PHILIPPINE LEADER MILLENNIAL EDITORIAL BOARD. (*Standing, from left*) **Circulation Manager JENIFFER V. GATCHALIAN** (Cainta Jaycees), **News Editor JESSICA T. GOZUM** (Manileña Jaycees), **Managing Editor MONINA H. ROMUALDEZ-GOSUICO** (Makati "Princess Urduja" Jaycees), **Features Editor NORIBEL L. DELA CRUZ-TAGUBA** (San Juan "Pinaglabanan" Jaycees); (*Seated, from left*) **Area Editor VICTORINA B. BAUTISTA** (Marilao "Marilag" Jaycees), **Editorial Director ETHEL M. ODILAO** (Makati "Princess Urduja" Jaycees), **Editor-in-Chief REGINALD T. YU** (Manila Jaycees), **Associate Editor ELEANOR S. INOCENCIO** (Parañaque "MIA" Jaycees), **and Editorial Director GENER S. FERNANDO** (Makati Jaycees).

Committed to the task of re-imaging the organization through its news organ, I have set my sights in transforming the way we look at our publication on a much higher level. With only one year to lead, it was an ambitious task. And to be able to carry out this objective, it was imperative that an entirely new Editorial Board be organized from the elite cadre of outstanding Jaycees who could com-



THE PUBLICATIONS "DREAM TEAM" **whom were past and current LOM Presiden a cadre of illustrious personalities ever to**

HE
UM
PHILIPPINE Leader®

at their official national news organ, the millennial editors of the
ncy, and elegance for its NOM publication... and then some.



sed of some of the most outstanding Jaycees from the Metro Area, many of members of this year's JCP National Editorial Board were carefully chosen from the Philippine Jaycees' leadership circles.

petently carry out the responsibilities for this demanding year. I have personally chosen illustrious past LOM Presidents and Jaycee luminaries, who have made their mark in "pushing the envelope." Never mind if most of them had no prior publications experience... all that mattered was their utmost dedication.

THE MILLENNIAL EDITORIAL BOARD

In this regard, I was fortunate to have assembled eight of the most competent and hard-working Jaycees anyone could ever work with. Associate Editor Elyn S. Inocencio, the Immediate Past President of the Parañaque "MIA" Jaycees, constantly made follow-ups to all the editors and staff for contributions and deadlines. Editorial Director JCI Sen. Gene S. Fernando, a past President of the Makati Jaycees and the 1999 TOYM Chairman, became one of my most sought-after editorial advisers for this magazine; so was Editorial Director Ethel M. Odilao, the past President of Makati "Princess Urduja" Jaycees and 1999 National Vice-President for the Metro South Region. JCI Sen. Area Editor Rhina B. Bautista, the 1998 National Secretary-General and a past President of the Marilao "Marilag" Jaycees, was one of the signal contributors to the enormous success of this magazine, through her painstaking efforts in calling up LOMs (literally, from north to south of the archipelago) for their articles. Features Editor Noribel L. dela Cruz-Taguba, the outgoing Secretary-General of the San Juan "Pinaglabanan" Jaycees, religiously churned out impeccable feature articles and steadfastly coordinated and hobnobbed with prominent personalities to ensure that their interviews appear on the "Profile Section" of our magazine. News editor Jessica T. Gozum, the incoming President of the Manileña Jaycees, charmed her way into the hearts of

A "BEHIND-THE-SCENES" LOOK...



An open planning session by the new Editorial Board was held on February 18, 2000 at the Rembrandt Hotel in Quezon City, graced by NP Boydee Dizon, ED Mennen Aracid, and JCP Management Director Rizal Torralba.



Successive meetings were held by the Editorial Board twice per quarter to map out general plans for each issue of the *Philippine Leader* with the designation of assignments and deadlines.



Important personalities who were to be featured in the Profile Section were sagaciously interviewed by Features Editor Noribel Taguba. Among them were Quezon City Congressman Butz Aquino...



... JCI World President Karyn Bisdee (take note: only the *Philippine Leader* was able to be granted a one-on-one, 2-hour interview with the World President due to her hectic schedule)...



... And SM Prime Holdings, Inc. Chairman Henry Sy, Sr. (who also granted the *Philippine Leader* an exclusive half-an-hour interview).



Upon receipt of articles from LOMs nationwide, the Board deliberates and finalizes the contents for pre-press work.



Finally, the Editor-in-Chief personally inspects the final output of every issue of the *Philippine Leader* for quality control right from the press!

those whom she needed articles from. Managing Editor Pinky H. Romualdez-Gosuico, past President of the Makati "Princess Urduja" Jaycees, similarly used her irresistible charisma to ensure that the magazine had enough advertisers to keep it going. And last, but not least, Circulation Manager Jenie V. Gatchalian, past Secretary-General of the Cainta Jaycees, who spent sleepless nights coordinating with the JCP Secretariat in ascertaining that the news magazine goes to each and every registered LOM in the national organization.

And as if these were not enough, a full complement of staff members, writers and correspondents spread over all the five Areas of the Philippine Jaycees, regularly assist the Editorial Board in ensuring the widest coverage and LOM representation.

The second task was infinitely more formidable: how to come out with a quality news magazine. A magazine that not only informs but encourages critical thought. A magazine which not only attracts but retains readership interest. To be sure, we had to stick to a formula that is clear, yet demanding: good reporting, good writing, authoritative and fair analysis. In addition, a continually refreshed diversity of sources (past National Presidents, JCI Senators, government and business luminaries, officers from Junior Chamber International, as well as non-Jaycees), helps counterbalance the inclination towards stale news and mundane insights. And, of course, there is color. For decades, past *Philippine Leader* editors have grappled to produce a full-color publication, but prohibitive printing costs have dampened these goals into mere pipedreams. With the full support of the National Board, led by President Boydee P. Dizon III, National Secretary-General Louie P. Basilio, Jr., as well as advertisers who have expressed unequivocal faith in the *Philippine Leader*, we made a colorful NOM publication a tangible reality.

Because we also believe in the value of information, we have celebrated the explosion of sources that is the hallmark of the digital age. Which is why we pushed for our entry into the Web and, since August 15 of this year, the *Philippine Leader On-Line* has been viewed by more 12,500 visitors.

With an unprecedented pace of development that surprised even most of us, recognition was an inevitable conclusion. The dozens of letters and E-mail we've received from jubilant readers

THE PHILIPPINE LEADER OVER THE YEARS

Since the NOM publication started with The Leader masthead in 1977, it has undergone dramatic changes in style and content, conforming with the mood and tastes of the times... (not to mention editorial discretion!)



1979



1983



1984



1987



1990



1992



1996



1998

all over the country seem to indicate that we have been treading the right path. Not to mention the fact that the *Philippine Leader* won, for the first time since its creation, the major award for the "Best NOM Publication of the World" during the 55th JCI World Congress in Sapporo, Japan. This is indeed a great honor for the Editorial Board who has assumed this responsibility for a mere eleven months! What more can we ask for?

QUO VADIS, LEADER?

No one could gainsay what the future holds for JCP's official news organ. Auspiciously, exploratory talks on commercializing the publication are underway. But the fate of the *Philippine Leader* will certainly rest on its next set of editors, who carries the mandate to continue the legacy that this Board has started.



SEEING IT COMING... With the unprecedented improvement in layout, news content, and consistency of release, the Philippine Leader received its most tangible recognition from no less than JCI, when it earned the "Best NOM Publication of the World in 2000" Award... a first for the Philippine Jaycees.

The History of the Philippine Leader

Forty-Six Years of Faithfully Chronicling Asia's First NOM


P. I. JAYCEES WIN THREE JCI AWARDS

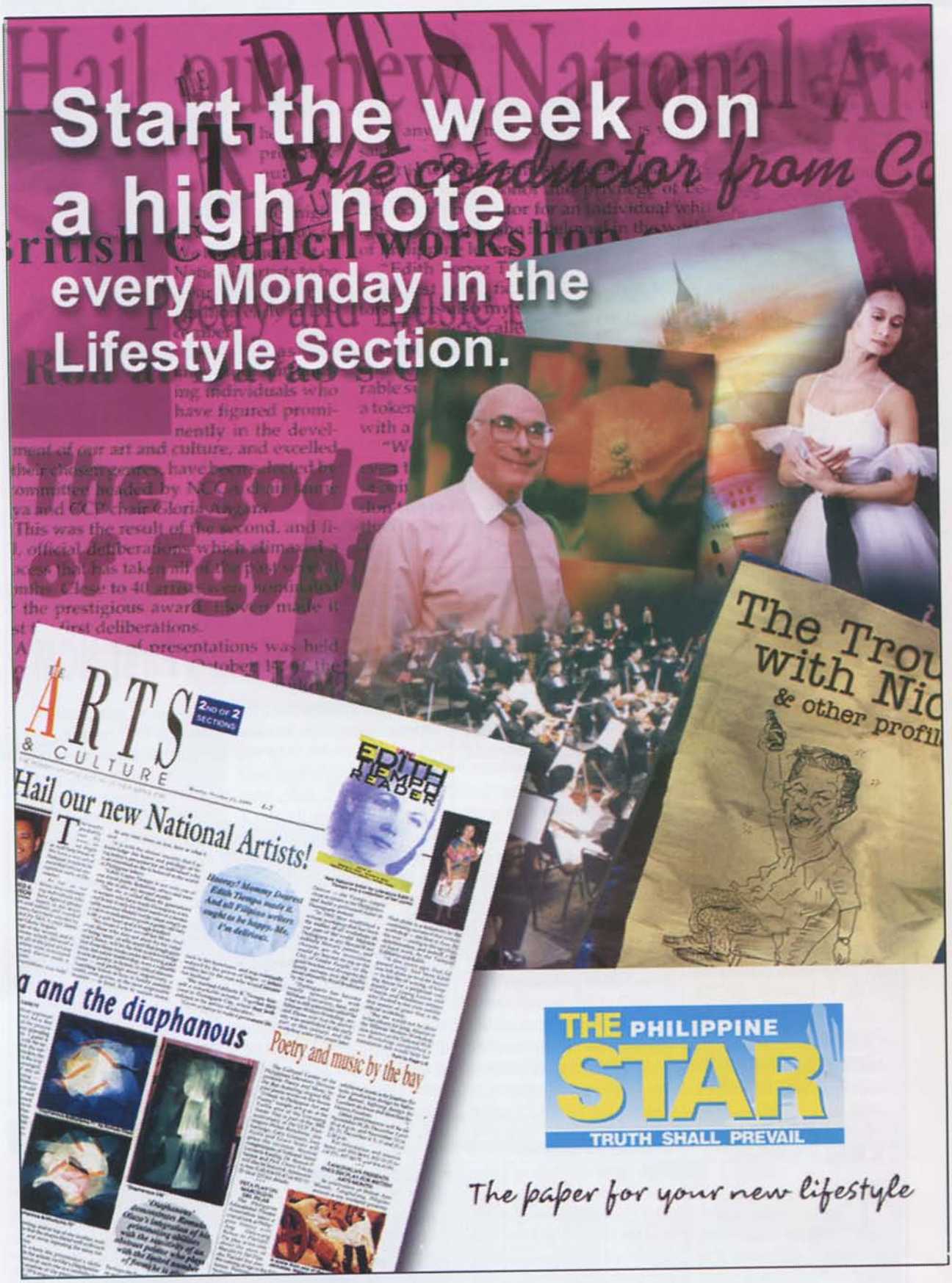
Rural Uplift Is Theme Of Southern Mindanao Meet

PRECURSOR. The very first NOM Publication by the Philippine Jaycees was the Philippine Junior Chamber of Commerce Newsletter, an eight-page organ which came off the press on November 15, 1954, with National President **Amelito R. Mutuc** as its first editor.

THE PHILIPPINE Jaycee's official news organ traces its historical roots several years after the founding of the national organization in 1949. On November 15, 1954, the *Philippine Junior Chamber of Commerce Jaycee Newsletter* (or PJCC Newsletter) had its maiden issue (Volume 1, Number 1) released. This publication was actually the brainchild of Philippine Jaycees National President Amelito R. Mutuc who felt that "*half of what is being done by our colleagues in all our chapters scattered throughout the length and breadth of the archipelago is not known*" to the Jaycees. Determined to "*reach each and every Jaycee in the Philippines from as far north in Aparri down to our southernmost chapter in Basilan*," National President Mutuc took extraordinary pains to produce a monthly 8-to-12 page organ with him as editor until the end of his term on April 30, 1955. For the most part, the cost of the publication was footed by Manila Jaycee friends and contributors. The newsletter was such a success that it ran for seven issues under President Mutuc's editorship, and was eventually taken over by Nicanor Agudo on May 7, 1955, when National President Ramiro J. Garcia appointed him as editor-in-chief. Throughout the late fifties and early sixties, the newsletter continued to be funded by the National President and generous Jaycees, mostly from Manila. In 1966, under the National Presidency of Jesus P. Perlas, Jr., the Philippine Jaycees adopted a new name for its news organ, the *Philippine Jaycee Times*. Dr. Raoul D. Alonzo, M.D. took the helm of this publication which he assumed for three years, from 1966 to 1969. In 1977, the editors of the news organ adopted a tabloid-style format and re-christened the publication to *The Leader*, in line with Junior Chamber International's new publication name. Under the editorship of Rene S. Umali, the news organ was produced quarterly and highlighted the Philippine Jaycee's various activities, which also featured LOM news and incisive editorials. In 1982, Dante M. Velasco introduced a 30-page magazine-type format which readers actually found easier to handle and read. *The Leader* briefly reverted back to the tabloid style in 1983, but shifted back to the magazine format, which eventually became the standard. In October 1993, under the editorship of Gloria A. Cajilog, the news organ's name was changed to its present title, *The Philippine Leader*. Under the editorship of Jose Antonio B. Pascual in March 1996, a monthly newsletter called the *Leader Newsletter* was introduced to complement the magazine; while Reginald T. Yu adopted the current full-color organ.

Start the week on a high note

every Monday in the Lifestyle Section.



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(Candahug Liberation Jaycees)
National President

We arrive at a crucial time in our country's history where the need to attain self-sufficiency, unity and harmony amidst the rigors of an under-productive society connotes the need for the intervention of genuine leadership. It is within this framework that your Philippine Jaycees Board for 2001 commits itself to positive and progressive leadership and, eventually, serve as role models in achieving unity and engendering a spirit of true service to our countrymen.

Yours in Jayceeism,



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For inquiries:
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