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VOL. 12 NO. 3

## DOST sets up R&D hub in Laguna

The Department of Science and Technology (DOST) has erected a research and development hub in Laguna to help elevate product standards of local traders and make them globally competitive.

The DOST said its Ideation, Design and Development (IDD) laboratory offers product design, development and prototyping for micro, small and medium enterprises and is pur-

posed to be a creative hub for entrepreneurs, designers and students in preparation of the economic integration next year of the Association of Southeast Asian Nations (ASEAN).

The IDD lab is the main facility of the DOST Provincial Science and Technology Center (PSTC), situated inside the Laguna State Polytechnic University (LSPU) campus in San

Pablo City.

According to Laguna PSTC director Samuel Caperiña, the services offered by the IDD lab would benefit entrepreneurs in particular as these will allow them to increase their sales, reduce their costs and wastage, become more efficient. Meanwhile, business ideas and innovations may be concretized in the laboratory using the latest technology.

Promising student projects will also be tested at the center for possible commercial viability.

Caperiña said workshops in 3D printing and 3D CAD (Computer Assisted Design) Software will be offered to DOST personnel, students and teachers outside and on the LSPU campus.

DOST Calabarzon Regional Director Alexander Madrigal

stated recently that "Design and innovation are a challenge not just in the private sector but also in the academic community."

"It's about time we caught up with other countries and started providing ideation services to industries," Madrigal said, pointing out that in other nations, research and development were handled primarily by academic institutions.

Local businesses, through the IDD laboratory, will also be able to keep up and compete with their Asean counterparts when the 2015 integration rolls around.

The integration will create a single regional market that will be highly competitive and integrated into the global economy while ensuring equitable economic development for the Asean member states—the Philippines,

Brunei, Cambodia, Indonesia, Laos, Malaysia, Burma (Myanmar), Singapore, Thailand and Vietnam.

Asean integration will free up the movement of goods, services, investments, skilled labor and capital throughout Southeast Asia. But it will specify the areas of cooperation among the member countries and include enhanced private sector involvement.



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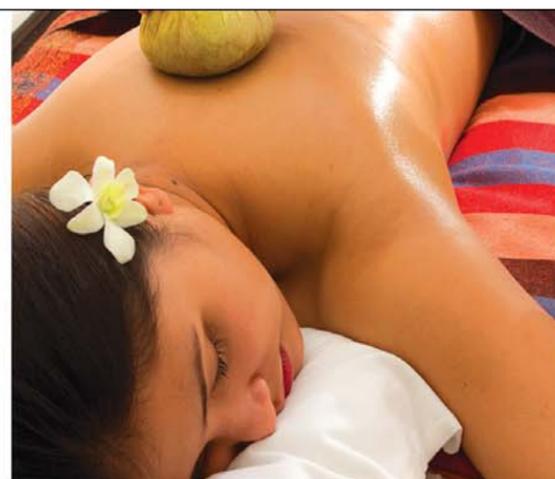
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## Voice of the South

Vol. 12 No. 2, September 2014

Published monthly by Voice of the South Newsletter  
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Advertising Office: 7 Belltower, Laguna Bel-Air 2,  
Brgy. Don Jose, Sta. Rosa, Laguna

Tel. No.: (02)359-6057/ (049) 543-1420

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### SISC's Mathletes Advance In Esteemed Competitions

Gen Mark Tanno and Miguel Villar of the Southville International School and Colleges (SISC) International Baccalaureate Diploma Program leaped past the qualifying stage of the Philippine Mathematical Olympiad to move on to the Area Stage of the oldest and most esteemed math contest among public and private high school students in the country.

Tanno and Villar are now among the Top 50 high school math wizards from the National Capital Region who have an opportunity to qualify for the National Finals on January 15, 2015 where the representatives to the 56th International Math Olympiad (IMO) in Chiang Mai, Thailand will be selected. They were also part of the SISC Math Team, together with Mun Kwang Hyun, who reached the semi-finals of Sipnayan 2014 conducted by the Ateneo Mathematics Society. Sipnayan is one of the country's biggest inter-school math competitions, bringing together the country's top students and engages them in a battle of mathematical wits. In the elimination round, Hyun, Tanno and Villar answered questions in trigonometry, algebra, combinatorics, geometry and number theory in individual exams and their scores were summed for the team score good enough to qualify them for the semifinal round.



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## EDITOR THINKS



### A Persisting Dysfunction

It isn't easy to forget Typhoon Yolanda, after it devastated whole provinces in the Visayas region, and left 6,340 people dead, 28,689 injured and 1,061 missing. What was described to be the strongest typhoon to hit the country in recent history caused an estimated P100-billion in property damages, but it also left a harrowing humanitarian crisis in its wake, with 1.9 million people rendered homeless and more than 6 million displaced.

Needless to say, Yolanda was one enormous catastrophe which no Filipino can simply ignore or disregard as something unimportant, but rather demands a multitude of daunting and steadfast efforts to recover from. And because it wields encompassing authority as well as immense financial power begotten from the taxes it collects from all citizens, it is the Philippine government, more than any other entity, that should lead and accomplish the difficult task of recovery from the disaster.

This was precisely what millions of Filipinos presumed—that the Aquino administration would step up and not sink into complacency as it did in the past, given the magnitude of the damage caused by the typhoon, and the massive chaos that ensued in the aftermath. People hoped solemnly under the heavens that President Aquino's declaration of State of Calamity over the provinces of Samar, Leyte, Cebu, Iloilo, Capiz, Aklan and Palawan signified his broad understanding of the situation and thus be truly compelled to help the victims recover from the tragedy. The victims, especially, praying that politics, corruption and incompetence will not get in the way of the aid they need so badly, hoped that President Aquino will fulfill, not just his promise but his obligation to Filipinos who need him now more than ever. They hoped wrong.

### Mounting Indignation

Marking the first anniversary of Yolanda, masses of Filipinos mourned in solidarity amid torrents of tearful prayers and angry protests. In Metro Manila, a forum at the University of the Philippines- Diliman, held by the Climate Change Network for Community-Based Initiatives (CCNCI) assessed government recovery efforts in Yolanda-hit areas as "slow and pathetic", emphasizing that majority of victims received little or no help at all from government one year after the tragedy. Ecology experts and environmental groups marched together and gathered near the Presidential Palace to protest the government's nebulous anti-pollution programs and lack of strategy for mitigating the impact of climate change.

In Eastern Samar, citizens were enraged after President Aquino, while visiting the area, as part of the government's commemoration itinerary, received a lot of flak from critics for his prioritization of military deployment over relief right after the typhoon struck.

In ground zero, the hardest-hit Tacloban City, some 20,000 Yolanda survivors assembled to decry an inutile, repressive and deceptive government, and to demand justice for the "criminal negligence" of the Aquino administration for its flagrant inaction in the face of their suffering. Demonstrators from the cultural group Karatula poured mud on themselves to signify the continuing suffering of Yolanda survivors in the hands of a sadistic government that even victimizes the victims. The common complain of Yolanda survivors: they are spun around like toy tops, made to run in circles by government officials who seem to deliberately make it so difficult to get relief or any form of assistance.

By no means is this only an impression. It is a known fact that the government's blueprint for the comprehensive housing and resettlement of the victims was only drawn up recently, about a year after the typhoon struck. Independent think-tank IBON Foundation, using the government's own data and set targets, released a report that conclusively show recovery efforts are very slow and even pathetic considering the sizeable resources already at hand from international, national and local sources. The College Editors Guild of the Philippines are condemning the inhuman manner of government as Yolanda survivors starve even now, "given meager, rotten relief goods or even none at all". The National Union of Students in the Philippines released this statement: "Seeing and living with Yolanda survivors first-hand tells us two things: one is that the Yolanda survivors have been doing their best to live and survive and face the aftermath of Yolanda. The next is that the Aquino government and the ruling local elite are themselves like storm surges that devastate the people more by their neglect and shameless profiteering."

The International League of Peoples Struggles denounced the extensive corruption in the government's Yolanda relief and rehabilitation programs, saying not only did the government respond too slowly to the needs of victims but even hindered some of the aid they were supposed to receive from the private sector. Some communities did not receive assistance from their local government because their village officials are not political allies of President Aquino.

### Defrauding the People

Instead of providing assistance, the government takes advantage of the people's despair, hiring them to clean the oil spill from a bunker ship owned by the National Power Corporation. Citizens were made to do this for P200 per day without protection from the possible effects of their direct exposure to the oil spill. There were no takers at first, and so the government was forced to increase the wage to P500 per day. As a result, four workers perished after swimming in the oil-slick sea.

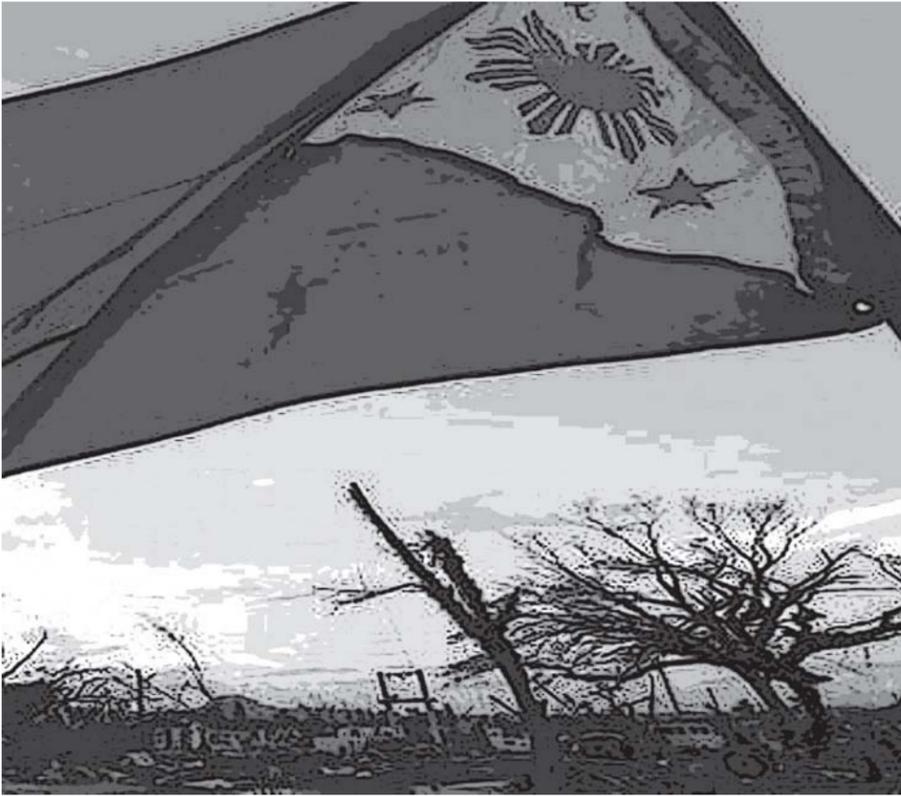
The government vehemently denies any incompetence on its part with regards to its Yolanda recovery program. But no amount of lies could conceal the continual suffering of people in the communities destroyed by the typhoon. After one year it's a poor pace, no matter how you look at it. There is no doubt, the government has fallen way, way short of its recovery program targets. Contributions from the private sector, from businesses and philanthropic individuals, from churches and NGOs, are far more significant.

Is the public just exaggerating their grief and making up their frustrations? Probably not. For what corroborates their sentiments best is really the compounded foul ups by our government, simultaneously happening in all departments are pretty much in our faces. We only have to open our eyes.

For more than two decades, the Philippine military has been at the top-priority in the national budget, second only to the that of the education department, yet despite of this, our government is still does not have Minimum Defense Capability against invaders. Our government cannot even assert its sovereignty against China and continues to allow the foreign occupation of our shoals. Failure envelops the Mindanao Peace Process. And Filipino soldiers are more engaged in killing rather than protecting Filipino citizens.

The human rights situation is dismal and remains unaddressed. Justice is non-existent

in this country. This is where people get away with murder. Not a single individual has been convicted for the single deadliest event for journalists in history: the gruesome Maguindanao Massacre five years ago, where 58 people were killed in broad daylight (including 34 media personnel), making this country the second most dangerous place for journalists, second only to Iraq. Neither was anyone found guilty for what was dubbed by international organizations as the worst case of corruption in Asia, the Pork Barrel Scam. The Vice President, his Senator daughter, and the Chief of the Philippine National Police are under investigation for anomalies and may face corruption charges. Graft and corruption, illegal logging, smuggling, white slavery, narco-politics, unfair monopolies, dynasties in government, warlordism, racketeering and fraud remain rampant and seem to be worsening every day, apparently permitted. Together with Yolanda victims, Maguindanao Massacre victims, Martial Law victims, Coco Levy Scam victims and Hacienda Luisita farmers, as in the entire Filipino citizenry, wallow in a land of injustice where the foul and gaping inequalities of society are promoted by the government itself.



Where we could otherwise cure our society's ills, a crooked correctional system keeps malignant elements in circulation, perpetuating the evil that festers our civilization. Corrupt politicians are allowed to be re-elected to public offices and, worse, they win. Drug lords and criminal syndicates rule over the New Bilibid Prison, and live in affluence while serving time, with drugs, cash, cable TV, personal private gyms, expensive watches and jewelry, guns, toys and gadgets, and even prostitutes smuggled in to pleasure them.

Even if we try our best to pretend that things are not so out of order, the lunacy of our society grips our every move. Incompetent authorities and poor systems have created horrific congestions in our seaports, airports and rail transits, to the point of utter chaos and making it seem like this country is being run by idiots. Street traffic has become so frustratingly convoluted, the gridlock is simply "rage-inducing".

The government is clearly in denial of the true state of things, making it even harder to correct whatever is wrong. President Aquino himself is increasingly plunged in a quandary as to how to promote his *Tuwid na Daan* (straight path) and good governance in the face of the Pork Barrel scam and numerous other acts of thievery in government that have turned this nation into a genuine kleptocracy. Called a 'lame duck', P-Noy seems paralyzed amidst many crucial issues, and can only muster up, confusing

statements, indecisive stances, and contradictory plans of action. After all the promises, all the bravado, the Aquino government seems suddenly so helpless, as if it's almost impossible to project firm policies, or to respond quickly on complex issues. Even some public officials admit that the national government is tremendously overloaded. And with no answers, no idea on how to cope with the piling strain of demands and failures, time will only exacerbate the situation.

### Clueless, Disconnected Leaders

As our politicians get busy with pre-election rumblings for 2016, it's certainly a must to realize that the Philippine situation will not improve, no matter who we vote. If tomorrow President Aquino is able to assemble the grandest political coalition in history, he will still be unable to stop multinational companies from imposing slave-like conditions on Filipino laborers. If all of a sudden P-Noy is able to extend his term to another six years, and in the process exercise all sorts of emergency powers, he still won't be able to stop the military perpetrated extra-judicial killings and forced disappearances of hapless civilians. Should P-Noy choose to address the chaos by putting together hundreds, or even thousands, of task forces, and designate each one to protect and uphold a specific Filipino right or interest (and assuming he succeeds in doing so)—the corruption, ineptness, and lunacy will persist, and even worsen. We'd be watching senate hearings on cases far more outrageous than the Pork Barrel scam, the MRT problem, the rice smuggling syndicate, or *jueteng*.

Why? Because of traditional politics, which is still crazily practiced today, in an age when it should already be rendered obsolete.

Beneath the illusion of sovereignty, beyond minute technicalities and the letter of the law, hide myriad conflicts and irrationalities that proclaim the insanity of our government. Why would Congressmen and Senators listen to the clamor of most taxpayers and go against the insertion of lump sum disbursement schemes in the General Appropriations Act, when each of them stand to receive multi-millions of pesos every year from such a practice, as seen in the Pork Barrel Scam and the DAP fiasco? Why will the police and the military push for the investigation of extra-judicial killings and forced disappearances when they are the chief suspects of these crimes? How can the Senate Committee on Cultural Communities stand as genuine protectors of the ancestral domains of indigenous people, when committee members are themselves allied to the interests of the mining companies, logging concessions and real estate developers that are pushing for the acquisition of tribal lands, as stockholders of these benefitting businesses? Why will the Office of the President grant the pleas of minimum-wage workers for higher salaries, the right to form unions, and the right to have industrial safety and insurance in the workplace, when these steps will be frowned at by multi-national companies that mean to exploit our laborers, and thus offset the President's economic agenda of attracting more foreign investors?

It would already be utter idiocy not to recognize the extensive disconnect of the Philippine leadership from the majority of the public, especially the poor who are now left to struggle and fend on their own amid a string of life-threatening challenges. For how can a politician, even of average intelligence, possibly deny that the electorate has vastly changed—from a denizen-based constituency to an ungraspable, ever-mobile, highly transitory and migratory lot; from statistically predictable demographics to a radical, rapidly turning pinwheel of trends; from a coherence of long-term relations to a blurry network of hard-to-analyze flux?

It is quite evident that the government's massive failure in all departments is a result of a fatal pretense. This deception impels the continuance of a political system where government offices no longer pursue the interest of the general public, with the leadership's connection with voters becoming only as momentary as the days of election.

The Yolanda tragedy, if anything, should serve as a wake-up call for us to realize that indeed we are in a situation where it would be better to stop and think, rather than just go on and continue idiotically in a damning direction.



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## SM CITY SANTA ROSA LAUNCHES THE SWEETEST CHRISTMAS EVER

Christmas season officially started at SM City Santa Rosa last November 9 with the launch of its Sweetest Christmas centerpiece at the mall's activity grounds.

The event was graced by no less than Laguna's 1<sup>st</sup> District representative Congressman Dan Fernandez and Santa Rosa City Mayor Arlene Arcillas together with Vice-Mayor Arnel Gomez.



1<sup>st</sup> District Congressman Dan Fernandez (center) is joined by Santa Rosa Mayor Arlene Arcillas (4th from right) and Santa Rosa Vice Mayor Arnel Gomez (3rd from right) during the ceremonial launch of SM Santa Rosa's Christmas centerpiece. Also in photo are (L-R) Arnold Arcillas, Santa Rosa City Tourism Officer Nescy Esguerra (in red), Mrs. Ofelia Arcillas of the Clean & Green Committee, Councilor Echit Desuasido of Biñan (in yellow), SM Supermalls AVP for Operation Jason Terrenal and SM Santa Rosa Assistant Mall Manager Marius Cortez (back).



SM City Santa Rosa's Christmas Sugarland centerpiece.



Children from the Open Heart Foundation enjoying an afternoon of fun, food and gifts during the Christmas Sugarland centerpiece launch.

entertainment. SM administration employees handed out their personal gifts to the children while Dunkin Donuts and Goldilocks sponsored sweet treats for the kids.

SM Santa Rosa's Christmas Sugarland will be on display at the mall's activity grounds (in front of Max's Restaurant) until December 31

Titled Sugarland Christmas, the centerpiece is a treasure trove of sugary confections for sweet-toothed children and adults alike. Cupcakes, lollipops, donuts, ice-creams and candies adorn a ten-foot replica of a cupcake holder surrounded by other sweet treats like raspberries, strawberries and cotton candy clouds.

A Unicorn, a reindeer, mushrooms and a huge Christmas tree complete the set-up and provides a magical feel to the entire centerpiece.

The Christmas tree symbolizes the start of one of SM's yearly Christmas advocacies, the Bears of Joy, where shoppers are given the chance to buy a set of teddy bears and automatically donate one bear to the Bears of Joy project. Donated bears are then given to underprivileged children under the care of Open Heart Foundation, a non-government organization located in Biñan, Laguna.

Children from the Open Heart Foundation were treated to a magical Christmas experience during the said centerpiece launch where mascots, ballerinas, fairies and SM's iconic Santa Claus mascot provided the afternoon's

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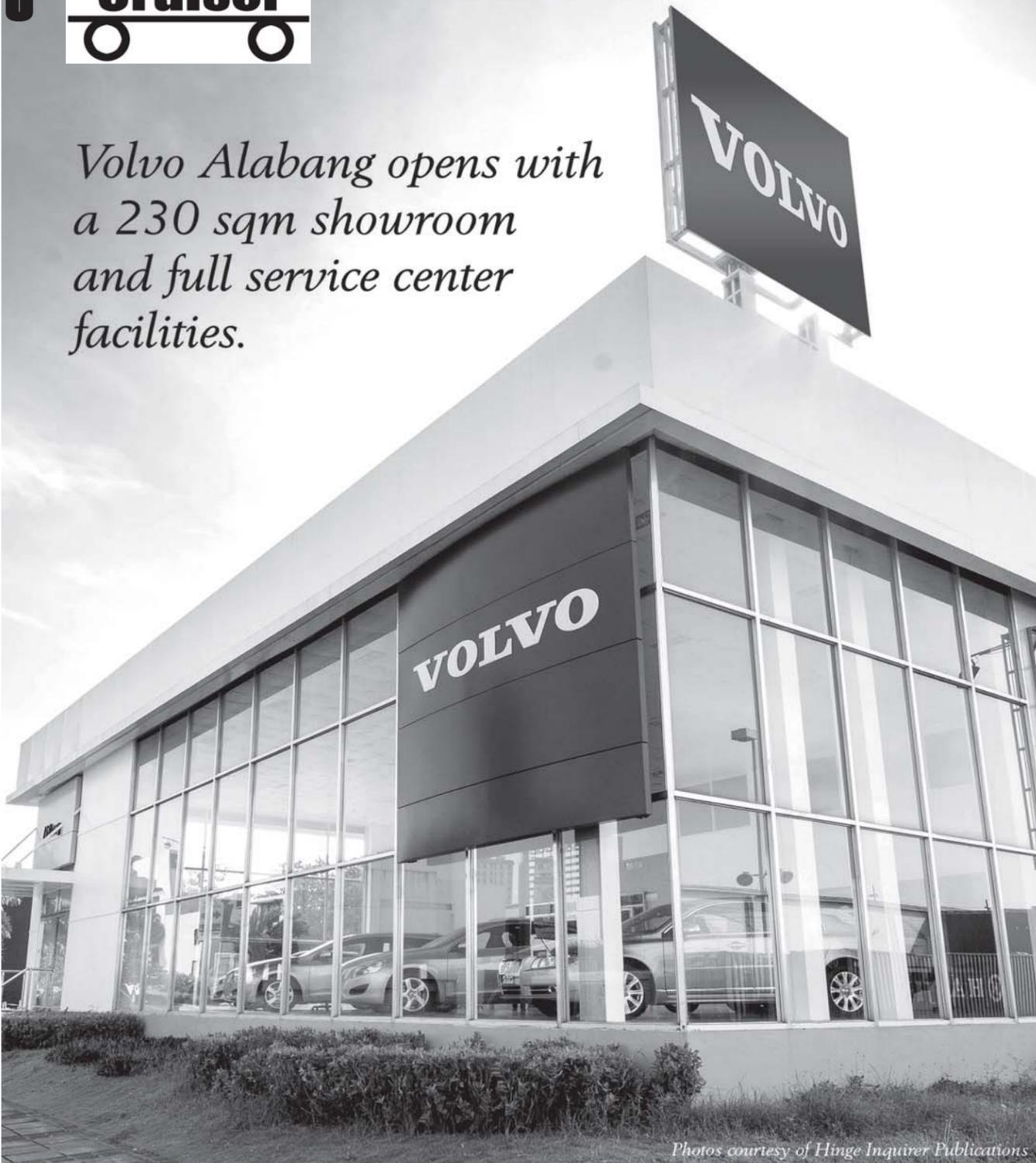
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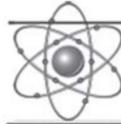
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MoneySense

The Millionaire Mindset



While the majority of the workforce toil their whole lives yet never get to see a million bucks, some people become millionaires before turning 30. Why is this so?

There are a few key traits that set certain people up to earn big early on, according to Peter Voogd, founder of the Game Changers Academy, who made his first million before turning 26. In a recent LinkedIn post, he said, "You don't make a million by accident. If it's not a goal you sure as hell won't hit it."

As it turns out, young, successful millionaires share these common traits:

**1) Sense of Urgency.** Young millionaires succeed early in life because they relentlessly work toward their goals, and don't just wait for opportunities to come to them. According to Voogd, procrastination kills so many dreams. Rather than thinking of monetary success as something they'd like to achieve someday, young millionaires make it a top priority from day one. They are determined go-getters, and do not sit back in complacency.

**2) Utilizing Mentors.** Accepting that they cannot reach and sustain successful status alone, young millionaires tend to find smart, wise mentors to guide them as they build their empires. "Success rises and falls on who you associate with, so make sure you stay aware of your surroundings," Voogd says. All successful millionaires pursue elevated influence that guide them, challenge them, and make them focus on bigger thinking. Learning from those who have acquired formidable wisdom in their field is the key to making the good business decisions. It's almost impossible to grow, learn, and become the person needed to reach the million mark without an exceptional network behind you.

**3) Focus on Leverage.** Instead of working on weaknesses like we were told in school, young millionaires succeed because they focus on their strengths. They delegate tasks where they are weak, and don't waste much time on things they aren't good at. They determine areas where they are best at, things they've mastered. You can't be a king by being a jack of all trades. You have to maximize your strengths.

**4) Never Trade Time For Money.** The customary way of earning money is by holding a job where you trade your time for a proportional payment which a salary. This seldom makes one a millionaire. Voogd said, "At some point, you have to focus on scaling and leverage. Young, self-made millionaires maximize their time to make sure they're always earning as much as possible. The remarkable innovator, Steve Jobs use to say, "your time is limited so don't waste it living somebody else's life."

**5) Not Overly Concerned About What Other People Think.** "People who care what others think of them will always be limited to others' opinions," says Voogd. Successful young people don't waste time trying to please people who don't believe in them. There are many other things more important to do than obsess over the thought of winning over the support of people who are hell-bent anyway in casting their gloomy clouds of disapproval. It's better to just focus on their own vision and be powered by faith in themselves. In short, to become truly successful, "you must give up the need to be liked by everybody," Voogd explains. Young millionaires are fearless and trust their vision, and have an unshakable confidence in what they do; even when everyone else is doubting it. The most successful of them take risks, live on the edge and always push the envelope, no matter what other people think. You must drop the need to be liked if you want an extraordinary life.

**6) Producer First, Consumer Second.** Young millionaires see the need of being a producer first, and a consumer second. This means, instead of buying products, they sell products first. Instead of digging for gold in a gold rush, they sell shovels. Instead of borrowing money, they lend it. Instead of taking a job, they'd rather hire and give jobs to people.

If you want to follow the path of the world's richest and most successful people, you have to break free from consumption, switch sides and reorient to the world as a producer. To consume richly, you must produce richly first.

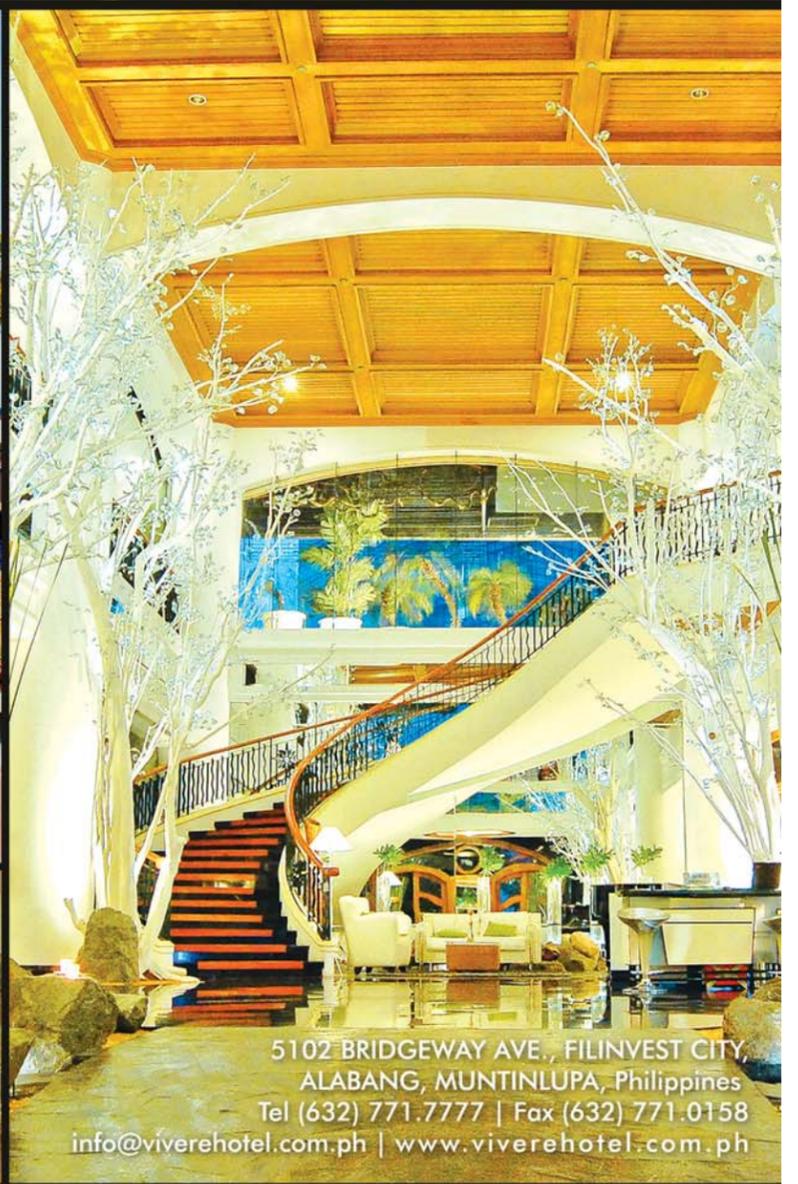
So it's not really about the millions. It's about having the right perspective, one that may be so different from what you currently have, particularly on how to build wealth. And trending everywhere are new business methodologies that prove there is wisdom in adopting the mindsets of young millionaires.

Are you really living your potential, expressing your creative genius, and living an inspiring life? You're just a capable and deserving as everybody else, but understand it takes massive sacrifice along with implementation of the right actions. This is the greatest time in human history for those who take 100% responsibility for their economic well being. Commit to these tactics with the focus that your life deserves, and continue to cement in your head that you are always in control of your economy regardless of your outside circumstances. Respect to you and the progress you're making towards a world class life.

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