CONGRATULATIONS on your acceptance to the Loyola Schools of the Ateneo de Manila University. We welcome you to this Filipino, Catholic, and Jesuit University that has made its mark by producing heroes, leaders, experts, movers, and pioneers among its graduates of the past 148 years. We commit to this same tradition of excellence, now redefined in the context of global competitiveness, Filipino and Asian perspective, and transformative leadership.

Global competitiveness begins with competencies developed through a proper and exciting learning environment. You will have teachers who will challenge you to sharpen your mind, deepen your insights, and broaden your views. Your top-caliber classmates will engage you in discussions, work with you through course requirements, and be your friendly competitors. You will have access to the outstanding Rizal Library with its online features and special collections, state-of-the-art labs (whether in science, communication, or business), Internet service, modern sports facilities, and audio-visual rooms. You will have opportunities to do research; write poems and fiction; practice your skills for IT and telecommunication firms, banking and microfinance institutions, broadcasting companies, ad agencies, health programs, government institutions, NGOs; or run your own business. You might even study for a term in one of more than 35 schools in any of 11 countries, should you take part in the Junior Term-Abroad program.

Although the Filipino and Asian perspective can be partly learned in the classroom, we are also helping define their through theatre, music, dance, debate, writing, science, IT business, social involvement, disaster management, or sports. You will also get a chance to know different aspects of the way of life of the poor and the marginalized.

Developing leadership is one of the hallmarks of an Ateneo education. Our integrated non-academic Program helps to develop leadership through focused and systematic student formation through the activities by tutoring public school students, assisting in nighttime, and giving you the opportunity to be the best that you can be in them: in theater, in arts, in debate, in computing, in nation-building.

We stand on a hill – Celebrating Excellence (2007–2008)
From the sky – Building the Ateneo (2008–2009)


We are happy to be in such a position, but perhaps, this is also the best time to reiterate what we have been saying about our rankings, in general,” said Vice President for the Loyola Schools Dr. Ma. Aurea Guglielmetti.

“...I have been successful in getting their friends and classmates to look at the several varsity teams. There are opportunities, too, to quiet down and find one’s self through prayer, which is a very important part of campus life. They each have their own achievements, but beyond that, they are friends who continue to be there for each other. At the Ateneo, we will help you become the best that you can be in your chosen field.”

Vice President for the Loyola Schools Dr. Ma. Aurea Guglielmetti.

We are children of a distinctive lineage, going back to the legacy of Fr. Javier, Fr. Cavan, and the founding fathers of the Ateneo and the generations who have gone ahead of us.”

When Ateneo first started, the school had only 23 students. Today, Ateneo is a university that inspires 17,000 grade school, high school, college, graduate school, and professional schools’ students to be the best that they can be.

We will continue to work harder at being better known in the region to highlight the leadership of curricula and students and the institution’s contribution to national development. We will continue to do what Ateneo has done: be the total formation of students and the preparation of students for leadership. This formation for leadership is what makes Ateneo the highly regarded university that it has been for almost 150 years.”

As Vice President Fr. Bienvenido F. Neri, SJ has said: “Rankings in the Times survey are important because they measure how the world perceives us. But just as a person has to take what people think of them in the context of their own values and priorities, we, too, have to reflect on these perceptions and measurements within our own view of our vision and mission. Thus, while we will work on strengthening our research and publications in IS journals, we need to do this in a way that does not move us away from our vision/institutional mission and our traditional strengths of leadership formation and commitment to national development. These have to continue to be our priorities as a Jesuit university committed to the service of faith and the promotion of justice and as a university in a Philippines, whose greatest challenge is overcoming poverty and national development.”

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The School of Social Sciences

The School of Social Sciences works toward a society made more human by its commitment to teaching, research and action. It seeks a world dedicated to academic excellence, in which humanistic values and Ignatian spirituality harmonize with modern technology, in which passions for justice bonds with service to the country. The School seeks to form a world of mature spirituality, focused on respect for the individual, freedom of scholarship, unity in collegiality, and the diversity of disciplines—thus recognizing a multiplicity of perspectives from which to examine society, its history, and its social, political and economic lives.

Its pursuit of scientific study is grounded in Philippine society and culture, from which it seeks to contribute to national development and to Asia-Pacific and ultimately global inter-cultural heritage. It envisions itself collaborating with other Schools of the Ateneo de Manila University, the other Ateneos, and other partners in the education of the Filipino.

The School of Social Sciences thus sees itself in the context of service to the nation, as a partnership of different departments and programs, each offering an expertise and a commitment.

Fr. Jose M. Cruz, S.J.
Dean

Leong Hall: Engaging the World and Making a Difference

By Eileen Lolarga

The New Home of the School of Social Sciences, the Ricardo and Dr. Rosita Leong Hall, had its blessing and inauguration on 17 October 2007. Built in a record time of just over 10 months, it stands as a firm testament of how a couple’s inspiration can bring forth amazing results for a University seeking to engage the world in better and more transformative ways. In acknowledging with profound gratitude the generous donation of Ricardo and Rosita Leong during the inauguration program, University President Father Bienvenido F. Nebres, SJ, said that apart from making the building a reality, “We have shared many other dreams with Ricardo and Rosita—to improve education and health of our people, to inspire and invite others to this enterprise of nation-building and eniocourage between the cultures in our region, in short, to make a difference in our country and in our world.”

Fr. Jose M. Cruz, SJ, Dean of the School of Social Sciences, likewise, was enthusiastic about the many energetic and creative possibilities for scholarly work that the new environment of the Leong Hall could bring forth. Showing his delight at the results of the building which he carefully watched over as it rose from the ground, Fr. Cruz described the building as “strikingly beautiful” with the trees and the greenery around seeming to be fully part of the faculty workshops. It is truly a “bathed and nurturing place” for students, scholars and teachers alike to wrestle with gripping social issues of the day, and also to erect greater efforts toward the understanding of China—the two related yet distinct purposes for the support of the Leongs for this University endeavor.

Mr. Ricardo Leong, who was inspired by reading Chris Lowney’s tale of a 450-year old company that changed the world, responded by sharing his own journey with the Jesuits that eventually moved him and his wife to give substantive support to the “passion, dedication and eagerness to learn” which they saw in the students and the faculty of the University. He uses heroic leadership in those “driven by love of teaching, learning, and giving.”

By Gary Devilles

A Literary Work

BY ANY OTHER NAME

The Inauguration of Leong Hall—The New Home of the School of Social Sciences
JOHN GOKONGWEI
SCHOOL OF MANAGEMENT

JGSOM IS A REGIONALLY RECOGNIZED CENTER of excellence in business education. Our business courses combine the rigor of academic learning with experiential learning, to create a student-centered experience that provides opportunities for both critical reflection and practical application of theories learned inside the classroom. Our liberal-arts courses help our students to develop a strong set of core values and an interdisciplinary outlook.

Together, this combined curriculum shapes our students into business leaders who can respond to the needs of tomorrow’s world: young men and women who are global in perspective, innovative, technically proficient and analytical, able to provide ethical and principle-centered leadership, eager to make a difference in the world around them.

Rudy Ang
Dean
3/F John Gokongwei School of Management Building Tel No.: 426-1204 loc. 5502 Fax No.: 426-1204
Website: http://www.ateneo.edu/som/

SCHOOL OF SCIENCE AND ENGINEERING

THE SCHOOL OF SCIENCE AND ENGINEERING envisions a Philippine society in harmony with nature, where the fruits of science and engineering are used in the service of God, country and all its people.

The School of Science and Engineering aims to provide excellent training for students in basic and applied disciplines. The School seeks to build its strength both in individual departments and through active interdisciplinary undertakings, where the greatest progress is likely to occur. The School seeks to meet the challenges of globalization, sustainability, poverty, and the environment.

Dr. Fabian M. Dayrit
Dean
School of Science and Engineering
Tel No.: 426-6001 loc. 5600 Fax No.: 426-5985
E-mail Address: sci-eng@ateneo.edu

JGSOM obtains status as Centers of Excellence in Business Administration and in Entrepreneurship

BY ART VALENCE

JGSOM RECENTLY SCORED a double-first distinction when the Commission on Higher Education (CHED) recognized it as a Center of Excellence (COE) in two business areas: Business Administration and Entrepreneurship—the first and only such designations in the field of business education among the 1,500 schools nationwide overseen by CHED.

Dean Rudy Ang accepted the awards on behalf of JGSOM in simple awarding rites attended by CHED Chairman Romulo Nent and ranking officials in education, business, and government on December 7, 2007, at the Crown Regency Hotel in Makati.

The singular designation of COE is reserved for colleges that have demonstrated outstanding performance in three departments: (a) instruction, curriculum and faculty; (b) research related to business and management; and (c) outreach activities consistent with national development goals—with the desired result of graduating well-equipped, world-class business professionals.

CHED’s quest for the schools with the required potential to become Centers of Excellence in the future. These were Ateneo de Naga University, Centro Escolar University, Holy Angel University, University of Mindanao, University of San Carlos, St. Paul University (Tuguegarao), and Stilman University.

COE/COED status had been previously conferred to other universities in the fields of sciences and humanities, but this is the first batch of awards focusing on business education.

In his acceptance of the recognition, Dean Ang touched on the continuing efforts of JGSOM towards excellence: rigorous enrollment selection, first-rate faculty sourced from the corporate sector, and business-grounded research.

Ateneo Revives Leadership in Atmospheric Sciences

CLIMATE CHANGE AND the expected destruction caused by extreme weather conditions have become major concerns of countries all over the world. In response to these concerns, the Ateneo de Manila University is opening a new Master of Science in Atmospheric Sciences program in June 2008. This program is expected to contribute to the training of meteorologists at the country’s weather bureau, the Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA).

The initial batch of students will be made up of two groups of graduate students made up of staff members of PAGASA and applicants to the weather bureau. The studies of the initial batch will be funded by the Department of Science and Technology’s Science Education Institute (DoST-SEI). The students will start with courses preparatory to the program proper this second semester.

The MS Atmospheric Sciences program will have three specialization tracks: Meteorology, Air Quality and Climate Change. The Meteorology track has the most relevance to PAGASA. The tracks on Air Quality and Climate Change will address the concerns related to environment and sustainable development.

The MS Atmospheric Sciences program is being offered under the Department of Physics of the Loyola Schools, in close collaboration with the Manila Observatory (MO). The Ateneo and the MO combined have the largest concentration of PhDs in this area and the best equipped laboratories. Dr. Fabian Dayrit, dean of the Ateneo’s School of Science and Engineering, expressed optimism that the program will be able to attract students from the Asian region.

This important program calls to mind the origin of the Jesuit-run Manila Observatory which functioned as the first weather bureau in Southeast Asia. The Manila Observatory is a private non-stock, non-profit, scientific research institution that was established in 1865 by the Jesuit mission in the Philippines. Lead by Jesuit Fr. Federico Fuara at its inception, the MO began serving typhoon warnings in 1879 and embarked on earthquake observations in 1880. In 1884, the Spanish government issued a royal decree formally recognizing the Manila Observatory as the official Philippine institution for weather forecasting. The weather forecasting function was subsequently taken over by PAGASA after World War II.
invites you to take this first step towards a journey of self-discovery by joining an org during the Recruitment Week. The path to embark on is one’s own choice, but the organizations are committed to making it a meaningful and worthwhile journey. As significant as that first step is the journey itself. After joining the organization of your choice, COA encourages you to make the most of it by becoming an active member, participating in various activities that the organization has to offer.

The Council of Organizations of the Ateneo (COA)
The Faculty and Student Cast of Tanghalang Ateneo’s ‘Death of Memory’ is imparting art appreciation and cultural awareness to the Ateneo community.

Galian ng Sining at Kultura

Dramatics Guild, the Filipino-Chinese community in harmony with Chinese-Filipino values, Celadon envisions a cultural projects. Celadon is the Filipino-Chinese organization around the Philippines, and through various interactions with cultures on a first-hand basis. aseC makes and discover the diversity of different cultures and to learn, understand, and appreciate the world. alaC aims to make the year, Ateneo has given much value to the holistic formation of Ateneans who are seeking to deepen their relationship with Christ by living in a community for others. The Spiritual, Apostolate, Community and Education aspects of ACL give the members a chance to reach out to our brothers and sisters in Payatas as they go through the process of deepening their understanding and practice of the Preferential Option for the Poor. Through tutoring, enrichment activities, cathches, medical missions, and social integration, ACL members continuously strive to make God’s love real to every person they meet in Payatas.

Ateneo Christian Life Community

Through the year, ACL has given much value to the holistic formation of Ateneans who are seeking to deepen their relationship with Christ by living in a community for others. The Spiritual, Apostolate, Community and Education aspects of ACL give the members a chance to reach out to our brothers and sisters in Payatas as they go through the process of deepening their understanding and practice of the Preferential Option for the Poor. Through tutoring, enrichment activities, cathches, medical missions, and social integration, ACL members continuously strive to make God’s love real to every person they meet in Payatas.

Ateneo Catechetical Instruction League

ACL specializes in giving catechism classes to classes, as it also has a scholarship grant and livelihood programs. ACL members undergo an Ignatian formation Program through weekly prayer meetings and education sessions.

Ateneo Student Catholic Action

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Ateneo College Ministry Group

ACMG takes care of the Loyola schools’ liturgical needs and apostolate work. This is complemented by education sessions held several times a semester. One of the organization’s strengths is its community work in urban poor communities, where they have strong ties with both the children and the adults.

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Ateneo Student Catholic Action

Ateneo is an organization that deals with kids with autism, Down syndrome, spina bifida, and other physical disabilities. They teach, play, sing, and learn with these children. Making special people feel special is what SPEEd is all about.

Musmos

The Special Education Society is an organization that deals with kids with autism, Down syndrome, spina bifida, and other physical disabilities. They teach, play, sing, and learn with these children. Making special people feel special is what SPEEd is all about.

Tugon

Tugon is an organization that undertakes volunteer works in institutions that cater to children who are survivors of abandon ment and abuse. Tugon visits three areas on a weekly basis – ORS in Marikina, Laura Vichara in Cubao, and Redemers’ Home in Antipolo.

Youth for Christ - Ateneo

YFC Ateneo is more than just an organization, with a mission to bring the Good News to the core of young happy Christians, in which members have concerts, parties, prayer meetings, sports programs, and apostolate work. In all of these, what’s important for the members is that they are able to celebrate God’s love. Members of the organization are currently working closely with children from Malanday and Sari Royal, Marikina, together with the help of the Society of Catholic Communities in Action (SCCA).
“Many Faces of the teacher” Awardee

Fr. Roque Ferriols, SJ

BY CHRISTINE MALLION

FR. ROQUE FERRIOLS, SJ, University professor emeritus and three-time National Book Award, is no stranger to awards. Especially poignant, though, was the “Many Faces of the Teacher” award given him by the Bato Balani Foundation, Inc. (BBFI) and Diva Learning Systems, Inc. (DLSI) last 2 August 2007.

As one of the award’s four recipients this year, Fr. Ferriols is recognized as representing countless of teachers in the Philippines who have performed their work with resolve, commitment and dedication, and have led a life of humility and simplicity.

For the past 52 years, Fr. Ferriols, who celebrated his 80th birthday last August 16, has committed himself to promoting philosophy in the Filipino language.

“Ang pagtugig ng buhay lamang kaangkil sa pagbabagong ugali… Kung maungyorin ng kahel, humababa sa aspeto ng mga siyaga sa Pilipinas, alam na aking palapagat at kahulugan ito. Kasiyang makabuluhang makSIGURI sa ako na tulungan, akan sa maunladan ito sa oras ng panahon at kahulugan.” Fr. Ferriols once said to a national daily.

His efforts to promote teaching in Filipino in the classroom were first recognized by the Ateneo when they awarded him the Gawad Tunggalaw na Lahi in 1989.

Aside from this, Fr. Ferriols serves as an example to his colleagues for his ingenuity, simplicity, humility, and, most of all, his commitment to his students. Philosophy professor Dr. Mabini Bay describes Fr. Ferriols as: “One of a kind …creative genius. He points to the truth. He leads you to the insight.”

“Fr. Ferriols deserves the award because he is a teacher who gives from his very person,” says Roy “Tolentino, a colleague at the Ateneo’s Philosophy department and a former student. “Fr. Ferriols was one of the teachers who inspired me to pursue the teaching life.”

Fr. Ferriols is an inspiration to students as well. Among Ateneans, he has a reputation for challenging his students to questions—reflecting and thinking on their own learning language. “His quiet demeanor allows the students to enter into philosophical reflection and his method gives them the opportunity to discover their own capacity for thought.” says Mr. Tolentinos.

BBFI is a non-profit foundation which aims to improve the quality of education in the country. BBFI partnered with DLSI in 2004 and founded “A Tribute to Teachers,” an occasion for Filipinos to express gratitude to the thousands of teachers in the Philippines who have touched lives, given inspiration, and shaped the souls of our youth even in the midst of insurmountable obstacles and difficulties.

Within this program is the annual “Many Faces of the Teacher” search where outstanding teachers are commended to inspire other teachers to continue in their selfless mission to enlighten the minds of the Filipino youth. The “Many Faces of the Teacher” Award is given to teachers who not only have exemplified excellence in teaching but have influenced society through their profession as well.

The award also recognized three other teachers mobile teacher Rosyln Santiago of Nueva Ecija, special education teacher Elia Grinto Artino of Cagayan City, and journalism professor Luis Teodoro of the University of the Philippines. The four were recognized at the annual celebration of “A Tribute to the Teacher” held last 1 September at the Araneta Coliseum, attended by 15,000 teachers.

Metrobank Outstanding Teacher Awardee

Dr. Benilda Santos

OUT OF THE 200 nominated teachers from all over the country, Dr. Benilda Santos was chosen as one of the 10 winners of this year’s Metrobank Foundation Search for Outstanding Teachers.

Dr. Santos, currently the acting dean of the Ateneo’s School of Humanities and a professor in the philosophy department, was recognized for her efforts and contributions in literature and the arts as a teacher, writer, poet, and critic of Filipino literature. A prolific writer and author, Dr. Santos is a three-time Pansandang Albay Award for Poetry in 2004 and Parangal Amado V. Hernandez, and Sunrisang Anak Hapunan Award in 2003.

As an educator, she was given the Iwamaw Teacher Award in 2006, a university award for excellence from the Ateneo de Manila University, and was recognized as an Outstanding Senior Teacher by the Ateneo Schools Parent Council in 2003.

Fondly called Ma’am Beni by her fellow teachers and students, Dr. Santos is seen as a mentor who gives special attention and care to younger teachers by patiently guiding them and helping them hone their skills as instructors.

“Hindi ako magpakailan sa pagbabago ng lihim mong kaluluwa. Ngunit ako ay niingat na maging magagandang kaalaman, at maging mapaghahalagang kaalaman. Kasi sa kanila, kasi sa kanilang karunungan, hindi lamang ang ating pakikialam, kundi ang iyong hangad at iyong may nagpaghahanda mong kahulugan, hindi lang iyong hangad at iyong may nagpaghahanda mong kahulugan ni Ma’am Beni,” says Christine Bellen, a colleague at the Ateneo Department.

Metrobank Foundation initiated the 10 Outstanding Teachers Program in 1985 to bestow honor and due recognition to exemplary teachers who have shown profound commitment to honing the minds of the youth, dedication to their craft, and effective educational leadership. The program aims to elevate the quality of education in the Philippines by choosing outstanding educators to serve as inspiration to thousands of teachers to continue their selfless mission to change the future of the country.

The nationwide search for the Outstanding Teachers is open to elementary, secondary and tertiary education levels. The nominees were officially endowed by the board of their respective schools and the winners were carefully chosen by a panel of judges headed by Senator Richard Gordon, Supreme Court Associate Justice Ma. Alicia Austria Martinez, Department of Social Welfare and Development Secretary Esperanza Cabral, Dr. La Salle University President Bro. Armin Luistro, FSC., and Philippine Stock Exchange President Francis Lim were among those included in the board of judges.

Making a Difference through Mathematics

ON 18 OCTOBER 2007, Dr. Catherine Virro-Yu was congratulated by President Gloria Macapagal- Arroyo in Malacanang for being named as one of the 2007 Ten Outstanding Women in the Nation’s Service (TOWNS) by TOWNS Foundation Inc. The ceremony was held in Dusit Hotel on 26 October 2007 together with the other awardees from the science, education, journalism and business sectors.

Having taught for 23 years, Dr. Virro-Yu was recognized for her passion for teaching mathematics. She helped found the Philippine Council of Mathematics Teacher Educators (MathTeD), an organization with a mission to devise the standards of mathematics teaching, learning, and research in the Philippines.

MathTeD, spearheaded by Dr. Virro-Yu, has 19 others, worked with the Department of Technology Science Education Institute (DOST- SESI) to revise and implement the national curriculum and framework for Basic Mathematics Education and Mathematics Teacher Education.

“This TOWNS award is an recognition of all the efforts that I, my colleagues in MathTeD, and all mathematics teachers and mathematics educators have made to raise the quality of mathematics learning and teaching and mathematics education research here in our country,” Dr. Virro-Yu said.

Her colleague and friend Dr. Padrema Santos, says the TOWNS award is “an affirmation of the good things Dr. Virro-Yu is doing as well as in inspiring others to keep looking for work, to keep working for the future of our nation.”

Dr. Virro-Yu, who is currently a professor in the Mathematics Department at the Ateneo de Manila University, has published 20 journals, articles, technical papers, reports, and books combined. The latest publication she has edited together with 7 other editors is Internationalization of Mathematics in Science Education. Closer to home, her service revolves around her students. She mixes with her undergraduate students individually after every unit test to discuss with them their difficulties and ways to improve their performance in the next exam. This is truly an example of one person,” shared Dr. Francine Fong.

Dr. Virro-Yu, along with Elyza Ciriacogon de la Paz, Alyona Pedros-Alampay, Ma. Corazon Ungria, Hility Ann Maria Roa Quiaoit, Gleyz Cruz Atienza, Dina Czampal, Ma. Pioeza Romualdez, Mata Rosa, and Elizabeth Lace, are the women who can say they have made a difference in our country.
Ateneo’s NSTP Gets a PLUS

THE NATIONAL SERVICE TRAINING PROGRAM (NSTP) received a “plus” from Ateneo and became the NSTP Preparatory Leadership Undertaking for Sophomores, or NSTP PLUS.

NSTP PLUS was developed from a series of discussions among the Loyola Schools formation offices and Dr. Ma. Asunta Cuyegkeng, Vice President for the Loyola Schools. The Loyola Schools believe that administrators, faculty members, and professionals should work together to make this formation program an effective means of preparing Ateneans to be good leaders who are actively involved in the community.

The NSTP PLUS, whose coordinator is Dr. Washington Garcia, is part of the Loyola Schools’ four-year formation program. Freshmen take the introduction to Ateneo Culture and Traditions (InTACT), which seeks to equip them with the knowledge, skills, and attitudes needed to cope with the demands of college life.

Sesquicentennial shirts, we began our work on orientation regarding the various tasks and civic formation activities including the logistics for the formation sessions. LSGO provides technical expertise in creating process questions for the various program activities and orientation of the facilitators.

BEATING MORE THAN 130 TEAMS from more than 30 colleges and universities from the Philippines, the Ateneo De La Salle National Service Training Program (NSTP) PLUS was its seventh national title in the recently concluded 7th National Debate Championship in the Philippines, which was sponsored by the Philippine Military Academy from October 22 to 28, 2007.

The final round was a battle between Ateneo de Manila University and University of the Philippines Diliman. ADMU-C and ADMU-A were on the affirmative side while UP-B and UP-IPEAM were on the negative side.

“Our House is Willing to Pay the Price for a Stellar Performance” on 18 October 2007. Twenty-three volunteer scholars attended.

The Info Desk is the brainchild of Dr. Ma. Asunta Cuyegkeng, Vice President for the Loyola Schools. Nothing the incessant inquiries of visitors to the guards on duty and to various offices with windows or at the Xavier Hall or the Info Desk can handle the situation. The idea of the Info Desk came up.

During the first semester of school year 2007-2008, we realized that there was a need for orientation regarding the various tasks and responsibilities of an Info Desk volunteer. Writing sequential reports, we began our work on August 13 at the height of submission of application forms to the Office of Admission and Aid.

Regardless of our initial reasons to volunteer, all of us made the same commitment to serve the Ateneo. We agreed to don the same blue and white shirt each time it was our turn to “Info Desk”; we promised to be prompt and regular in our attendance; we pledged to be courteous and kind and patient to all. We were made aware that we represented the Ateneo to everyone who approached the Info Desk. It was a serious responsibility we all recognized.

It was for this reason that the Office of the Vice President for the Loyola Schools sponsored a seminar for Info Desk volunteers this summer.

The Info Desk volunteer however, will always seem pleasant, courteous, and kind and patient to all. We were made aware that we represented the Ateneo to everyone who approached the Info Desk. It was a serious responsibility we all recognized.

The second principle was efficiency or competence. This is related to giving accurate and timely information. All of these abilities will make up his mind about the customer.

They must be skilled find ways around problems, misinformation, direction, and the like. They must be skilled in handling, trusting, and informing customers that informers must be imaginative and able to give wrong information.

“Information,” came the obvious reply from Mr. Manolet M. Siojo conducting ‘Ateneo’s Call to Service’ seminar on 18 October 2007. Twenty-three volunteer scholars who participated in the seminar.

Mr. Manolet M. Siojo conducting ‘Ateneo’s Call to Service’ seminar

The scholars who participated in the seminar.

By CHARMMAGNE CROZ

LS INFO DESK

Ateneans at Your Service

BY CHARMMAGNE CROZ (II MCT)

ON ITS FIRST 14 days of operation, the LS (Loyola Schools) Information Desk, at the ground floor of Xavier Hall, entertained some 1,142 guests, a third of which were admissions-related.

Located in the middle lobby of Xavier Hall, the LS Info Desk is there for anyone who needs help and information, similar to a shopping mall concierge service. The desk, equipped with a phone, telephone directory, logbook and info materials, is manned by volunteer scholars from Monday to Saturday during office hours.

The Info Desk, will make up his mind about the customer. As soon as he approaches the Info Desk, we volunteers once again accommodate requests of guests; on the other hand, we are not efficient or competent, customers will be dissatisfied. In addition, customers also expect of the whole institution that is the Ateneo. He wisely concluded that a customer’s satisfaction is verified and tested in every value and tradition that our beloved Ateneo.

The second principle was efficiency or competence. This is related to giving accurate and timely information. Customers will never appreciate an informer who gives wrong information or is unable to give the needed information on time. Mr. Siojo emphasized that informers must be imaginative and able to find ways around problems, misinformation, misunderstanding, and the like. They must be skilled in handling, trusting, and informing customers.

Mr. Siojo gave the example of the service of hostlers and bank tellers. One group is always polite and goes out of its way to accommodate requests of guests; on the other hand, some bank tellers are brusque in their manners and are almost too eager to end a conversation with a customer. Which one should be the other hand?

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The future looks bright in blue and white

BY BENJAMIN JOSE A. SINIP III

THE PAST YEAR saw Ateneo varsity teams engage different opponents in different sports, painting an “Ateneo versus the rest of the world” or “Blue versus the other colors of the rainbow” scenario. The 2007-2008 UAAP season saw the Ateneo Lady Eagles win their second UAAP crown against the UP Lady Maroons. The Blue Eagles, on the other hand, giving hope to a possible trifecta in basketball competitions, battled archival De La Salle University for the right to face the University of the East to claim the UAAP Seniors basketball championship for 2007.

While the Blue Eagles fought the good fight, the dream of UAAP basketball supremacy is one whose time has not yet come. But the feat of sending the women’s, junior, and the seniors in the thick of battle for the championship of the UAAP signals a strong message that the Ateneo sports program is on the right track.

Since former Blue Eagle head coach Joel Lipa was tasked to revitalize the Ateneo basketball tradition by organizing the Ateneo Basketball Program, the program has seen a renaissance, which reached its fruition when the men’s team won the UAAP Championship in 2002 under coach Joel Basac. The emergence of the Lady Eagles, under coach John Flores, as a dominant force in the UAAP by itself, is a testament to the effectiveness of the sports program and the people behind it.

While winning the UAAP crown in the women’s, men’s, and junior’s divisions all in one season still remains a dream, it is surely something that would soon become a reality with the continued support given by the administration, the community, and the supportive patrons of the basketball program. Even with the failure of the men’s team to make it to the finals of UAAP Season 70, the future looks bright for Ateneo basketball.

Queens of the sky take flight

While the community anticipated a return to the championship for the seniors team, the Ateneo Lady Eagles lifted to new heights and took flight on the backs of veteran players Kat Quimpo, Cassy Tioceco, and Che Ngo to bag the second championship in three years for the Lady Eagles.

It was a memorable journey for the Lady Eagles who, coming into the UAAP season, were not favored to bag the crown. The first game and the first two of the season changed all that, as they won against the defending champions, UST Tigress. Although the Lady Eagles totaled a 12.2 kills-per-loss mark in the eliminations, the championship still did not come easy as all sights were set on who among the opponents can clip the wings of Lady Eagles. But it seemed that the Lady Eagles soared higher than any arrow, claw, or bite that could derail them from their destiny.

A healthy Kat Quimpo became the heart and soul of the Lady Eagles offense as she directed plays especially when it mattered most during the eliminations and most glaringly in the two finals games. Che Ngo struggled for most of the season but proved her worth as a veteran by establishing her game in the finals. Cassy Tioceco proved to be the pillar in the post for the Lady Eagles as she established the post game for the team, gathering crucial rebounds and defensive stops.

The tri-captains readily acknowledged that the experience of playing for the Lady Eagles and winning two championships have definitely helped shape their characters. Now on their last year with the Lady Eagles, Kat, Cassy, and Che will moor on, taking with them the character-building experiences of an Ateneo student-athlete.

Next season, the flight of the Lady Eagles would rest upon the wings of seniors Triona Limongeso and Aljur Barracoso, and sophomores Sandi Mercado and Crystal Balbeyne. Triona has shown that she can both score and serve as a defensive stopper, as she managed several crucial defensive stops against the Lady Maroons in the decisive Game 2 of the Finals. Last season’s prized reenactments, Balbeyne and Mercado, will be wiser, stronger, and equipped with the experience of playing and winning a championship in their rookie year. Balbeyne, showing that she can be a dual sport athlete, is currently proving her metal as a valuable foil for the Lady Eagles volleyball team. A crucial factor for the Lady Eagles campaign in 2008 would be the emergence of Aljur Barracoso to play out her last year of eligibility. Her return would stabilize the squad’s post game as she will give the Lady Eagles a framed post threat in Balbeyne and Barracoso.

With three finals appearances in the last four years and two championships, it seems that the Lady Eagles will continue to take flight.

A Gallant stand

The Ateneo Blue Eagles put up a gallant stand and would have pulled off a tremendous feat had they won the UAAP championship for season 70. But as fate would have it, they weren’t able to fly high enough to hurdle De La Salle and earn the right to face UE in the finals. It would have been a true Cinderella story if they did, but the journey of the Blue Eagles was a story in itself. The ups and downs, the peaks and valleys, are all part of the yearly journey of the team—a journey of growth and discovery. It was a season when the Blue Eagles, in the eyes of believers, discovered itself not for the present, but for the future.

It was a year when Mr. Last Two Minutes, Chris Tio, showed that Ateneo produces not only excellent shooting guards, but also excellent student-athletes. Chris served as the poster boy for a true Ateneo student-athlete—excelling both in sports and academics.

It was also a year when Forni Ano brightly shined and established a post game reminiscent of another King Eagle, Enris Villanueva. Although Forni has played his last year with the squad, it was truly a memorable one for him and his teammates.

The Blue Eagles may not have won the UAAP championship last year, but the season gave us hope—a hope for the future. With Nonoy Baclao and Kirk Long leading the charge for the seniors team, the Ateneo Blue Eagles lifted to new heights.

League, the shooters still reigned supreme, beating champions of other collegiate tournaments in the Philippines.

Indeed, there is a lot to look forward to in the coming school year for the Blue Eagles.

Spiking their way

While the basketball program received thebulk of the attention, a sport that is slowly gaining steam is volleyball. A stir in the Shakey’s V-League proved fruitful as the Lady Eagles, bolstered with help from Thai guest players, finished 3rd in the tournament—an experience now useful in their campaign in the current volleyball season of the UAAP.

The V-League experience was truly helpful for the top players: Season 69 best digger Marty Tugamas, V-League best server Karla Bolis, and season 69 3rd best scorer Mariela Soriano. The inspired play of Misha Quimpo, Tina Limongeso, and Bea Pausol would surely bolster the chances of the Lady Spikers to wade their way to a strong Season 70 finish.

The Ateneo community has a lot to be thankful for this year in terms of its basketball programs as Ateneo teams and student-athletes continue to uphold the true virtues of amateur sports. And as said by University President Bienvenido F. Nebres, SJ, in the Thanksgiving Mass, more important than winning a championship is the experience of playing, winning, and even losing, which will shape us and our character.

As another UAAP season ends, we should be all thankful to the student-athletes and teams who continue to uphold the true Ateneo spirit. The future looks bright in blue and white. Our Big Fight!