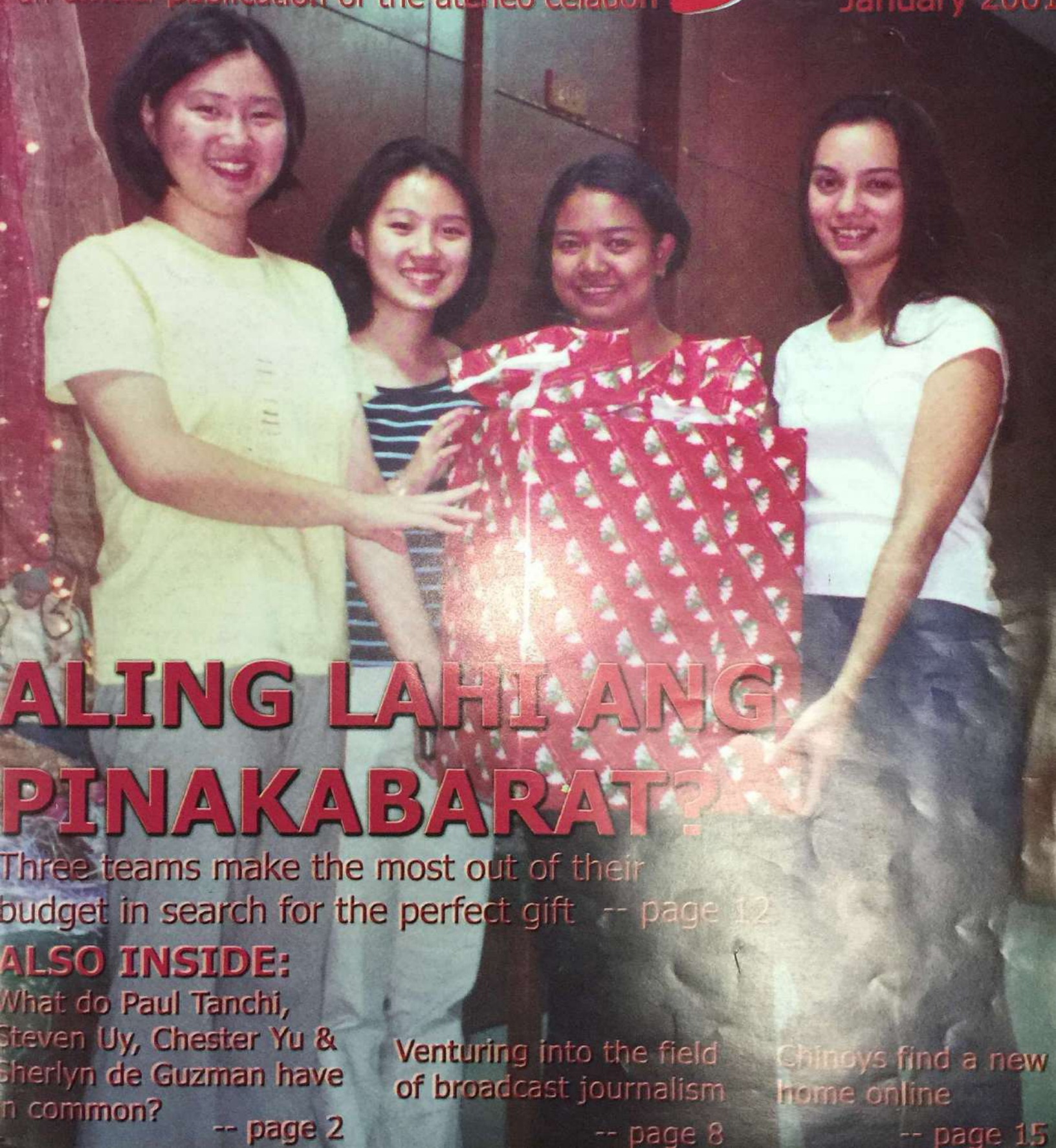


Chinoy

celadon comm & pub dept

an official publication of the ateneo celadon

Volume 2
Issue no. 11
January 2001



ALING LAHI ANG PINAKABARAT?

Three teams make the most out of their budget in search for the perfect gift -- page 12

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Chinoys find a new home online

-- page 15



WHO WILL BE NEXT SET OF CELADON OFFICERS?
CAST YOUR VOTES ON **FEBRUARY 8-9** AT THE KOSTKA EXTENSION

TINA KHOE

President

LINDSAY GO

*"It is my VIGILANT OATH to establish
Celadon as an EMPOWERED Fil-Chi
COMMUNITY who truly believes in their
CULTURE and in the power of
COMMUNICATION."*

*"Total INVOLVEMENT and a
CHANGE on how we see each other –
as a FAMILY."*

Executive VP

PETER GULAYAN

"Together with the president I will be the voice of the org and enhance member empowerment."

VP - Comm

NATS TARCE

"Member integration through better information dissemination."

VP - Cultural

IAN CUYEGKENG

*"I will launch an awareness campaign called BACK TO OUR ROOTS since I sincerely believe that
the Tsinoy culture should be given due credit for how it has molded us to what we are today."*

VP - External

ENA LIZA ANG

"It is not enough to embrace the org without realizing that it is essentially the people that make it stand."

VP - Finance

JJ TAN

*"Providing real experiences to instill equitableness and adeptness in managing YOUR finances and
guaranteeing that the money you helped earn goes back to you."*

VP - HR

VALERIE ANG

*"Preparation, motivation, and enthusiasm which start from the core – from the HR officers to the HR
members then to the members of Celadon."*

AVP - Comm

JOCELYN CHUA

"Member integration through better training."

AVP - Cultural

JEN CHAO

*"I will focus on the Filipino-
Chinese culture, the involvement of
the department, creating enjoyable
learning experiences,
interdepartmental harmony, and
connections with cultural
institutions."*

LEMUEL LIM

*"Members should share in the
success and fun of Celadon, this
is what membership
empowerment is all about."*

GEOFFREY YU

*"Working together for a
common goal."*

AVP - External

TIFFANY TAN

*"I'm for motivating members by creating a win-win situation in order to establish a position for the
externals department of linking Celadon to the outside world and continuing to strengthen
information dissemination."*

AVP - Finance

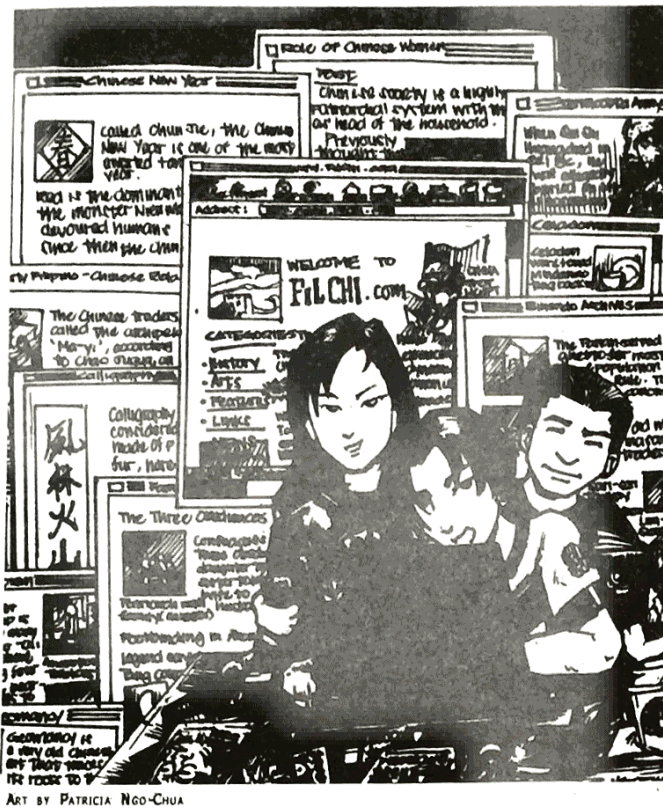
RACHELLE UY

*"To be able to reach out to the members and encourage them to participate in our activities by giving
them individual responsibilities."*

AVP - HR

ACE SY

"Reaching out to bridge the gap among members."



ART BY PATRICIA NGO-CHUA

celadon **Chinoy STAFF**

Mission: To serve as the venue of artistic expression and official organ of the Ateneo Celadon, and to define the identity of the Chinese-Filipino subculture within the beauty of the Filipino culture

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Editor's Letter

Hyphenated Filipinos

"We might dismiss the questions of nationness, identity and imagination as mere ideas, the province of writers, if these "unconcrete" ideas did not weigh so much. The truth is that they are fundamental to the experience of "being Chinese," and their effects in the concrete practices of everyday life are not any less real than those of nationalist ideas, which have the power to command absolute loyalties and sacrifice. For those whose literary orientation puts them squarely within the tradition of Jose Rizal rather than Lu Xun, writing about "being Chinese" is an act of negotiating the spaces between silence and stereotype, survival and extinction, desire and denial."

- Caroline Hau, *Voices Mga Tinig*

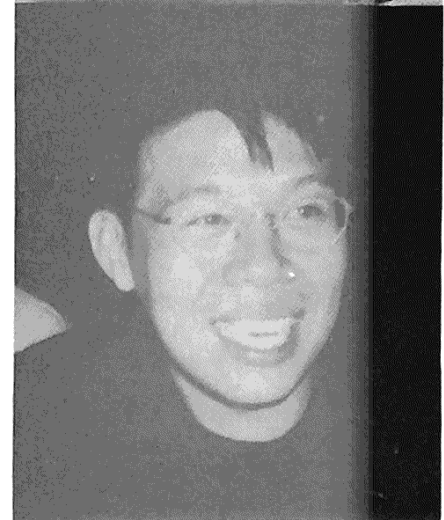
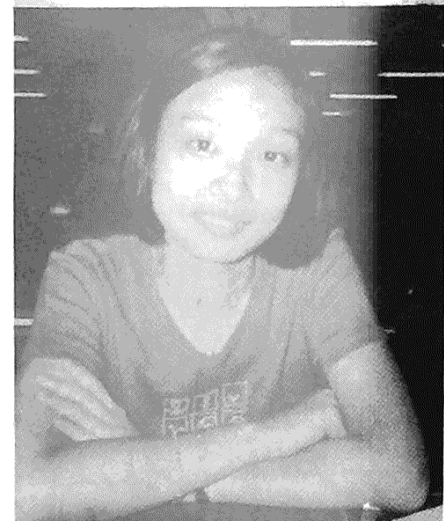
It's ironic for me to be writing about cultural integration when I feel deep inside that this has created very little impact. Can one truly be Filipino without being less Chinese? How "uninfluenced" are we by traditional norms and stereotypes, when these are what we precisely try to break away from and later on eventually follow? Despite the creation of numerous publications and websites to cater understanding between cultures, I sense that many people still feel caught in the middle.

In the process of creating this issue, we initially envisioned a feature on promising Chinoys "making waves" in our society today. But aside from delving on that particular facet, I have also come to witness another aspect of these Chinese-Filipinos, a reality that has provided a little sanguinity to my now often pessimistic disposition.

After conversing with these new breed of Chinoys and reading transcripts of their interviews, it is clear that these individuals see themselves not only as Chinese or Filipino, but as products of an integration of two diverse cultures. They have the best of both worlds, as we often point out. It may be safe to say that Chinoys today have slowly learned to look beyond the confines of their ethnicity. Many have found themselves immersed in various fields that involve them with people and societal concerns.

Chinese-Filipino. This integration of words implies much more than what it reveals. For Chinoys, it is impossible to separate these two cultures because they both represent who we are. Our "Chinese-ness" is our link to the past; it is our key to understanding what lies beneath the slit-like eyes and fair complexion. Our "Filipino-ness," on the other hand, reveals our connection to the present reality, and the future. We are Chinese by virtue of heritage; we are Filipinos because we know and recognize the Philippines as our own. The individuals featured in this issue are just some of the countless people who have worked hard to find their place in this society. Most of them do not really regard their efforts as a direct attempt towards integration; their efforts might just be their way of getting along, making a living or reaching their own goals. Nevertheless, their efforts and achievements make us realize that we are more than just hyphenated Filipinos. ☉

Natalie Tarce
Assistant Editor-in-Chief



In A League of Their Own...

BY JAMES PAUL YAP, KELLY LIM AND NATS TARCE
PHOTOS BY MONICA ANG AND NATS TARCE
CREATIVE DESIGN BY JEN LO

A MELTING POT OF DIVERSE cultures - this aptly describes the Ateneo community. It abounds with dynamic individuals armed with talent, charm and, most of all, the guts to take on the challenges most people fear to tread. For Steven, Sherlyn, Chester and Paul, they have chosen roads less taken, committing to activities that reveal who they really are. It is all for the love of the game.

Balancing act

Maintaining the academic standard and fulfilling org responsibilities is a balancing act any student has to deal with. Being the President of SPEED, a co-choir head of ACMG and an active member of Bukas-Palad, an off-campus organization, Sherlyn de Guzman (III ME) can attest to this fact. "Aside from balancing academics with my extra-curricular activities, I also want to maintain my relationships with my friends by spending time with them... *kaya minsan nakaka-pressure*," she shares candidly. Steven Uy (IV IS), on the other hand, admits joining Tanghalang Ateneo at first to follow his girlfriend. Apparently, he left the U.S. and followed his girlfriend to the Ateneo. He reveals, "My girlfriend was signing up for TA and *ako naman, sigesali din ako*." Ironically, Steven would later discover his natural love for theater. At present, Steven is TA's company manager, technical director and designer. His time is

directed mainly towards theater work. "TA demands time so you veer away from your other friends...even from my girlfriend... *sinasabi niya na mas mahal ko pa ang TA kaysa sa kanya*," he relates.

"I have no orgs! Just basketball," is the proud declaration of the Blue Eagle's Paul Tan-Chi (MS CS). Basketball takes up a lot of his time, as Paul shares having to do routine training and a lot of practices before he can attend to other tasks. Somehow, he has also found a way to squeeze in time to lead a Bible Study session every Wednesday in the Music room. "I have to manage my time and I try not to waste time," he stresses matter-of-factly. Paul believes in doing things right away. True to his no-nonsense image, Paul admits he would most probably be studying or working on his game if ever he has free time.

For anyone aspiring to be one of the Sanggunian's top five, it will not be an easy task. Just ask Sanggu External Vice President Chester Yu (IV ME). He explains, "It (The Sanggunian) takes up most of my time." Joining the Sanggunian in his junior year as 3YC Business Executive, Chester initially saw Sanggu as something totally new. "I felt that I needed to grow," he reveals. With his growing involvement in the Sanggunian came the difficult balancing act. "*Hirap din ako*," he admits. "You can ask my teachers, they can attest that I'm often late for class."

Win some, lose some

Perhaps the most important lesson learned by these individuals is the value of making sacrifices. What they do is never

just a job or an adopted lifestyle. Sherlyn shares the many sacrifices she had to make: "There are a lot of trade-offs in having big responsibilities. For me it was sacrificing time for myself, doing leisure activities and just spending some quiet time doing nothing." Steven views his responsibilities more like a give-and-take relationship. He opines, "Give and take *lang naman*, I give TA my time and work and then *mas marami pang bumabalik*." He feels somehow that he has missed out on the "normal college lifestyle" of "going out, watching movies, staying at home longer, block parties, girlfriends..." Nevertheless, he does not regret his decision. His role in TA has been more than fulfilling, as he attests, "It (theater) teaches you a lot." Paul and Chester echo Steven's insight. "It's a tough job but it's a fun job as well... *ang laki ng tinulong ng Sanggu sa kin*," Chester adds. Paul reflects on the numerous injuries sustained from his craft. He confides, "From my injuries, I've learned to always put God first, that he is the remedy. You'll have to put God first above all."

Source of inspiration

Most students would not dare take the responsibilities these individuals face, considering the academic load. One then is left to wonder, 'What drives them to do what they do?' Chester explains the motivating force behind his actions. "I believe I can do a lot of things in this position," he starts. "A year ago, I can't even imagine myself doing what I do now." With

"There are a lot of trade-offs in having big responsibilities. Foremost was sacrificing time for myself"

SHERLYN DE GUZMAN



his responsibility to find a venue for Ateneans to gain a critical understanding of both university and national issues, Chester's work goes far beyond the planning stage. For one, he spearheaded the 'SAGOP Mindanao' project. He also maintains Sanggu's network with outside establishments, which includes schools, organizations and some important people.

Steven is more direct when he explains what motivates him. "TA, Ricky - that's what keeps me going," says Steven, the latter referring to TA Director and College Professor Dr. Ricky Abad. He reveals further, "(I can't live without) being around the theater. I need it in my life... it is my release." Sherlyn, on the other hand, draws her motivation from her "family" of colleagues and the special kids she has met

in SPEED. Love for music is also a strong motivating factor; this is reflected in Sherlyn's commitment to ACMG. "I can't live without music," she exclaims.

Yet, it is Paul's source of inspiration that makes him all the more admirable. "What keeps me going is that I know God has given me so many blessings... I want to do my best for people to see God's presence in my life," he shares graciously.

Choosing the road less taken

Naturally, parents expect great futures for their children. But these children do not always follow the clear-cut path. This Steven's parents learned the hard way. Coming from a family of doctors and lawyers, Steven was expected to follow the same success path. Until he found theater. He starts, "When I started in T.A. my parents were like, *sige, hobby lang yan*. But when I started having other plays, *O bakit may play ka nanaman?*" He recalls his father wasn't very supportive of his choice: "In fact he never attended any of my plays." But during the Gala night of his 15th play, "Merchant of Venice", he was surprised to find his father among the audience. "*Mangiyak-iyak ako noon*," he confides. "Finally, *naintindihan na nila na may kabuluhan ang ginagawa ko*." Chester's parents also had concerns when he joined the Sanggu and ACLC. "My mom knows that my position gets me involved in many issues," he begins. "(But) they've learned that I really make my decisions in the end."

Fortunately for Paul and Sherlyn, their parents encouraged them in their activities. "My dad has always encouraged us to get into Sports," says Paul. In fact, it was his older brother who really got into

"What keeps me going is that I know that God has given me so many blessings"

PAUL TAN-CHI



BREAKING THE STEREOTYPE



"The applause is fleeting. The actor is the one who gets the applause, but the magic is in the backstage."

STEVEN UY

basketball first. He only started playing when he was in high school in Faith Academy. Sherlyn's parents, on the other hand, never restricted her actions. "My decisions are personal," she declares.

Lessons learned along the way

Be it a play, project, basketball game, or rally, each person contributes a little more of his or her self through any undertaking. Giving takes more than actions; it involves sacrifices and real love for the task. Sherlyn explains how to give more of oneself: "You should try to know yourself, know your limitations, weaknesses and strengths." Chester gives a more vivid realization about his job. He shares, "God (must be) in the center of everything you do." He also has another altogether different realization: what he is going to do after graduation. "Before Summer 2000, I was ready for a career in the corporate world," he starts. "But after practicum, I'm confused. I'm not really sure (anymore). I don't know if spending a week without sleep doing a marketing plan is what I want to do for the rest of my life."

Paul, on the other hand, learned the one great lesson in basketball while not playing it. It was during the time when he was unable to play due to injuries that the message came to him: "Always put God first, above all." He believes that his injuries were God's little way of telling him to reset his priorities and put him first. Likewise, Steven learned through theater that nothing lasts forever. He reflects, "The applause is fleeting... The actor

is the one who gets the applause but the magic is in the backstage." He quotes from mentor Ricky Abad to stress his point: "You build and destroy." That way, *hindi lalaki ulo mo.*

Blending in

Aside from their Chinese heritage, there is nothing really different about these individuals. Chester stresses his sentiments: "I don't really see my values as Chinese... *basta* values are values! Period!" However, he admits to developing a critical mind. He adds, "*Ako yung nagpapatagal sa mga meetings kasi ang dami ko pang tanong.* But they appreciate it *na rin*." Of course, there are the occasional Chinese joke. "*Mga Chinese, go back to China!*" was the common joking remark Chester received when he joined Sanggu early on. As a member of the Ateneo Christian Life Community, Chester recalls his experience

when he visited areas like Payatas: "Every time I go, I stick out like a sore thumb. People used to call me (and another friend of mine), *Koreanong pari!* *Para akong taga-Mars!*" But after a while, they got to know him past his Chinese background. "(In Sanggu) I think Harvey (Keh) got most of the brunt of the *hirits*," he laughs.

Steven always suggests that more people should come and watch TA productions. "*Pag Chinese, money ang nasa isip,*" he adds jokingly. "*Pero lokohan lang naman.*" Nevertheless, Steven notices similarities between the Chinese culture and

the TA. He remarks, "*Napakapatri* *trichal ng Chinese hierarchy.* The hierarchy is respect, *sa TA ganoon din.*" Hard work is also a value he has picked up. "I hate mediocrity," he declares.

"People say that I'm not really Chinese or that I don't look like one", Paul admits. Despite his dominant American looks, however, he firmly believes that he is. "My family's not so Chinese," he adds. "I only feel that we are when we visit my Grandpa's place." Nevertheless, he feels he has picked up the best of both (or three) worlds.

People tend to differentiate people on the basis of ethnicity. For these four individuals who have integrated themselves into various organizations in the Ateneo, they see themselves not as outsiders or strangers, but as fellow teammate, actor and student-leader. They realize that being Filipino does not necessarily mean becoming less Chinese. As Paul opines, "I'm not completely Chinese or Filipino or American, but it's not the race that defines a person." ©



"... I'm confused, I don't know if spending a week without sleep doing a marketing plan is what I want to do for the rest of my life."

CHESTER YU



Unraveling the Chinaman

ARTICLE BY DIANA MORALEDA, EUGENE SIYTIU AND ELINORE LIM
PHOTOS BY DIANNE LEE
CREATIVE DESIGN BY GIRLIE RABO

How much truth do Chinese stereotypes reveal?

INTRODUCING BRUCE CHINAMAN, a third-generation Chinese-Filipino. He is the typical proud, hardworking and kung fu crazed *Intsik*, as his friend Juan Taga-ilog readily describes him. And of course, Juan reminds, Bruce is the business-minded kind, with his numerous money-making "rackets," from selling stationery to pirated CDs. Ask him about his political and Christian beliefs, and he will reveal nothing. But ask him about Chinese culture and money, and Bruce will give a mouthful. 'Once a Chinese, always a Chinese.'

Stereotypes abound. Yet the Chinese seem to have the most of it, they having spread to almost all parts of the globe. Rich, powerful, business-oriented, superstitious, conservative, closely-knit – these are how people usually describe Chinese-Filipinos. But does today's Chinoy still fit the bill?

On being 'economic animals'

In studies using semantical differences made years ago, the studies of Weightman and Berreman came up with these adjectives: the Chinese are business-minded, good in math, rich, industrious, thrifty, dynamic and persevering. An analysis of these traits revealed that these were all economic in nature. Add historical too. History has been

instrumental in molding the characteristics Chinese-Filipinos are identified with today.

Dy Song Bee, faculty member of the Chinese Studies Department, disagrees with the idea that all Chinese are 'economic animals.' She reasons, "The Chinese are very good in business? If we are really good in business, then our parents and grandparents would have been successful in China...but because of the hard life, they came here." Even before the Spanish conquistadors came to the Philippines, the Chinese already frequented the country to barter goods with the Filipinos and to find better livelihood. At that time, the Philippine economy was still in its natural subsistence stage. As such, the Chinese conveniently filled the vacuum left by the Spaniards, who considered being merchants a lowly occupation, and by the inhabitants who were still subsistent farmers at that time. They served as the backbone of Spanish colonial economy by providing the basic needs of the people. Also, during those times, the Chinese merchants and their immediate families were not given the right to own lands. They had no choice but to venture into business. Dy adds further, "Circumstances of the country allowed us to succeed...The Chinese fulfilled the



ART BY KEEFE DELA CRUZ

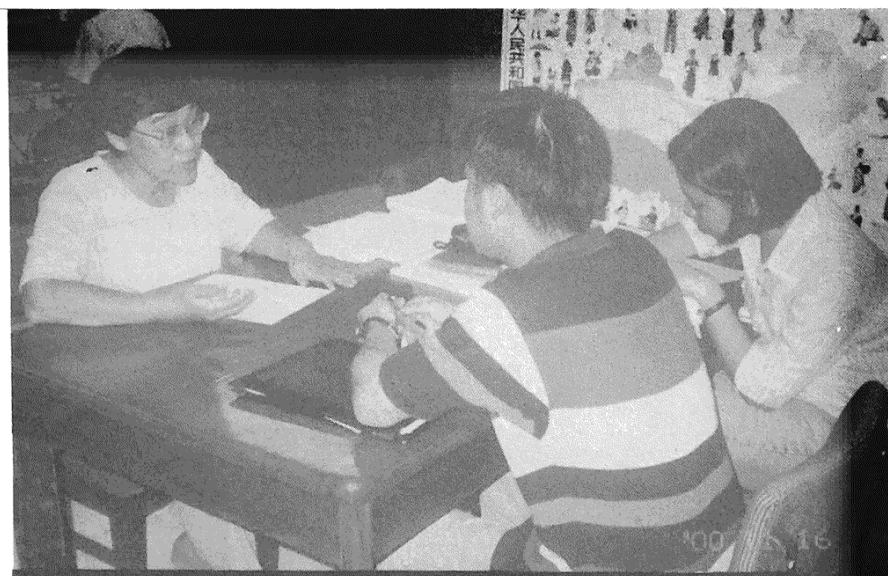
DRAGON STRENGTH In every Filipino-Chinese, lies the spirit mighty as a dragon

demand of the circumstances."

Another factor that led to the Chinese going into business was the lack of citizenship. This barred the Chinese from the practice of professions. It was only on April 11, 1975, on the eve of the official recognition of the People's Republic of China by the Philippines, that former President Marcos promulgated Letters of Instruction 270, opening the doors to an easy access to citizenship by administrative means. Ironically, back in China, especially within the feudal rural area where most Chinese came from, the Chinese never had the opportunity to become businessmen, no matter how thrifty and industrious they were.

Business and wealth don't come together

Then, there is the myth that all Chinese are rich, successful businessmen. What some people do not realize is that business-mindedness and wealth do not necessarily go together. Brigham Lim, faculty member of the Ateneo Chinese Studies department and owner of Brig's Learning Center, attests to this fact: "The Chinese are hardworking, but not necessarily rich. They don't want to seem low, to be criticized. That's why they 'try to maintain the quality of life, to work hard, to reach both status..." Dy shares the same view. She reveals, "Not all the Chinese are rich...It's because of the few whose names come up quite often." In fact, as Teresita Ang See reveals in her



Dy Song Bee further illustrates the Chinese's survival instincts

book series, the reason Chinese businessmen seem to be very visible is because they are predominantly in the frontline trading business – they buy and they sell. Due to historical circumstances, trading was the only venue of livelihood opened to them during the colonial times. High profile business magnates like Henry Sy, Gokongwei and Gaisanos are therefore in the fast turnover department store businesses which need publicity to boost sales.

In the end, it all boils down to survival. The early Chinese kept this in mind while living in the Philippines, the land they would eventually call home. "For the Chinoys, it's survival of the fittest, they have to survive in another land," Lim starts. "The Chinese in the Philippines, *ayaw magpatalo*. Chinese are very independent, want to survive on their own, and perhaps prove something to their parents." Dy illustrates further the Chinese's survival instincts: "I was told that in a group competition, if you are a Japanese alone, you will not do or say anything. But put in a group, you will excel. If you put a Chinese in a team, it will not work. But if a Chinese is on his own, he will succeed." This realization may have provoked Sun Yat Sen to remark that "The Chinese are a heap of sand." Dy adds, "This was the problem of Sun Yat Sen, it was very difficult to unify China...Since the Chinese are really many, you really have to fight for yourself."

Aside from surviving, the early Chinese also had to deal with harassment. How they coped before may explain the present reputation of many Chinese-Filipinos as tax evaders, among others. In the 1950's, the Chinese were still considered immigrants, which meant that any wrong step would mean harassment, or worse, deportation. Because of this, they came up with an idea that instead of fighting, buying their way out of a situation was more convenient. As Lim reveals, this practice is still evident among the present-day Chinoys. "The Chinese are always like that *naman*. Like *sa* government, *sa* income tax...*konting* harassment, the Chinese will have to pay...If ever you will produce the real amount, they will

still always ask for another real amount...so just give fake amount..." he relates.

Chinese Pride

The Chinese are considered to be the most ethnocentric of all people. Dy however considers ethnocentrism to be a universal character. "Even for Filipinos outside the Philippines, they have a tendency to be ethnocentric," she points out. "We cannot say that Chinese are the most ethnocentric...(think about the Germans during WWII). If you push ethnocentrism,

that's racism." Lim echoes his colleague's sentiments. "It's always nice to think that way, but not everybody's like that...They are proud of their race, but not so ethnocentric," he shares. Brigham admits though that the Chinese normally brag. He reveals, "If you have money, you will brag about the big house or others, but this does not mean that you are ethnocentric about it. We save, we save, we save...but make *bongga* expenses *rin* at the end. We also know how to enjoy life... Americans or others live one day at a time...but the Chinese, they work hard for 20 years, then make a big house."

The Chinese are also considered to be the most clannish of all people. This is most evident in the Chinese communities that have sprouted all over the world, even just here in the Philippines. Dy explains this phenomenon. "There is always a sense of security and being protective of one's own culture," she begins.

"We feel the need to stick together for survival. We cannot get away from the fact that we are a minority, which is why we tend to get together, to band together." This character was reinforced when as early as 1581, the Spanish colonial government segregated the Chinese into a parian, an exclusive ghetto where non-Christian Chinese were confined. Dy elaborates, "With the rise of Communism in China, they (Spaniards) became scared of the Chinese. They (Chinese) might bring pagan ideas to the Filipinos...It was only in the late 18th century that the Chinese were allowed to get out of the parian."

Even under the American and Japanese Occupation, the Chinese stuck together, most of the time by necessity. During the American regime, the Americans allowed the Chinese an existence separate from the Filipinos, with the establishment of their own schools, hospital, press and associations. This was allowed in exchange for the highly demanded procuring and exporting services being provided by the Chinese. The Japanese occupation, on the other hand, saw the Chinese working as a close-knit group in resisting Japanese harassment and prosecutions. Until the present times, Chinese still exhibit clannishness. Lim explains, "When a Chinese is kidnapped, Chinese family associations, aside from your own family and relatives, will help out. The Chinese in the Philippines have very strong ties. This is in contrast to the Chinese in China, who are very unscrupulous." He further adds, "Maganda ang cooperation."

The ties grow thinner...

Although history is responsible for the Chinese communalism, history also is responsible for Filipino-Chinese integration. Christianity itself although

(continued on page 22)

If you put a Chinese in a team, it will not work. But if a Chinese is on his own, he will succeed.



ART BY PATRICIA NGO-CHUA

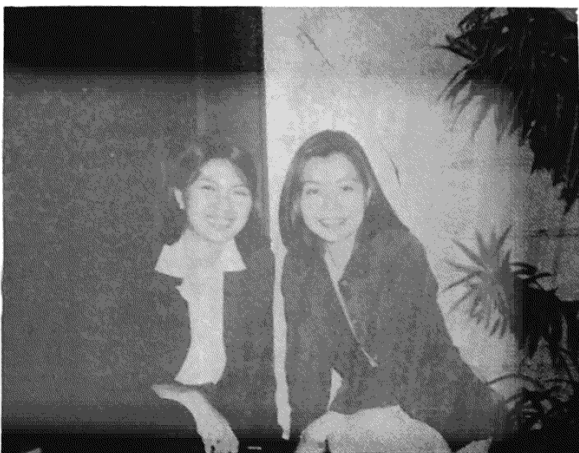
Richelle & Christine

Redefining the new age *Chinoys*

ARTICLE BY FRITZ NOLASCO AND GOODWEALTH CHU

PHOTOS BY ELLINORE LIM AND COURTESY OF DUX SY

CREATIVE DESIGN BY JACELIE KING



Christine Ong (left) and Richelle Sy (right) have proven that the exelling field of broadcasting is not determined by one's race.

Business-oriented people, always busy making profits, ball-day rounding and checking the goods of their stores in Chinatown...being Chinese has long been synonymous with knack and dedication in doing business. There have been changes though. Like tiny water drops trickling down an unfamiliar lake, Chinoys have slowly ventured to new fields. Richelle Sy and Christine Ong have done just that, making subtle ripples, if not waves, across the broadcasting world.

The basic ingredients

Like everyone else, Richelle and Christine started with dreams. For Richelle, an alumna of St. Stephen's High School, it was the failed 1989 coup d'etat that awakened her inner zest for broadcasting. Although her parents encouraged her to take law in college, the very sight of history unfolding on television made Richelle think twice about broadcasting, particularly field reporting, as a career option. She shares, "Even before, I knew it's going to be a very exciting and fulfilling experience." Christine, an ICAn, also admits it was broadcasting from the start. "Nung bata ako, talagang dream ko yung maging madre, pero actually bukambibig ko na

talaga ang broadcasting..." she begins. "Besides, *paborito ko nang panoorin yung mga* news programs like TV Patrol at World Tonight...I admired broadcasters like Noli de Castro, Angelo Castro and Tina Monzon-Palma" Indeed, the influence of television shaped the career paths of both GMA 7 field reporters. Upon finishing high school, Richelle took up Communication Arts in La Salle and Christine pursued Management Communications Technology at the Ateneo.

Their passion for broadcasting further fueled their active involvement in

extra-curricular activities. Once a managerial editor for the *La Sallian*, DLSU's official paper, Richelle was also a campus patrol reporter for Radio Veritas. She adds, "I was also one of the 1994 Miss Universe staff writers, and for almost six weeks, *wala akong ginawa kundi sundan lang yung mga candidates kung saan man sila pumunta!*" As for Christine, she is thankful for having been able to write for *The Guidon*, since it was here that she developed her writing skills. Her stint as Celadon president also gave her a venue to develop her PR skills.

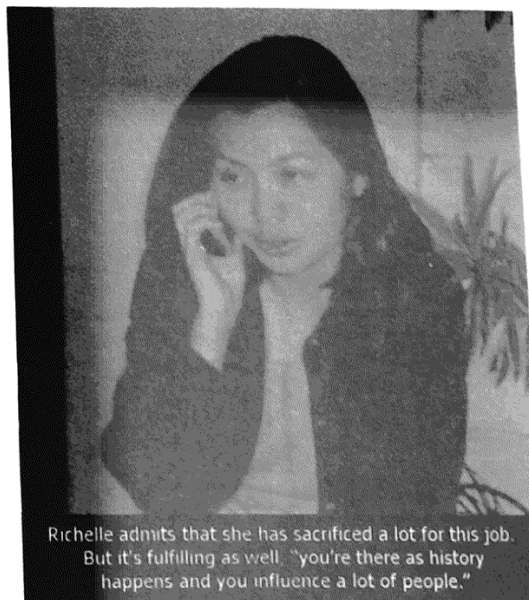
Hundred and one scratches

Ironically, both these aspiring broadcasters found themselves back to where they started after graduating from college. Christine and Richelle recall submitting "resumes to almost every local TV network here, and having to follow-up from time to time." While waiting for job offers from the TV stations, Christine decided to work in an advertising company. After 11 months, she finally landed a job in GMA 7. Christine shares her frustration in landing her dream job: "Imagine mo... For example, you

submit a resume in Channel 2, where they have piles of resumes, imagine *kung gaano ka-liit yung chances mo* of being chosen." Her perseverance definitely paid off after receiving the "We are accepting you" call from GMA 7's office.

Being hired in GMA 7 meant bigger responsibilities and greater challenges with regards to their work and environment, as Richelle and Christine discovered immediately. Six months into the job, Christine recalls her initial realizations: "*Mas lalo na kapag baguhan ka, tulad ko, kailangan talaga* you've got to be the one who would make friends... *'pag di ka marunong makihalubilo, di ka makaka-adjust.*" Richelle shares the same sentiments: "I am one of the few reporters *na kabarkada ko mga cameraman. Iyan, mga kunpare ko! Pakikisama talaga importante sa trabahong ganito.*" Aside from adjusting to the people, both also expressed difficulty writing scripts for *Saksi* in Filipino. "Especially *'pag nag-voice over ka ng report mo, kailangan talaga maayos accent mo, yung walang puntong Chinese* at fluent ka sa Filipino," Richelle explains.

Perhaps the greatest frustration for Christine is learning the art of make-up. "As you know, TV is a cruel thing...at especially in my case, dahil alam mo naman di ko talaga hilig maglagay ng



Richelle admits that she has sacrificed a lot for this job. But it's fulfilling as well. "you're there as history happens and you influence a lot of people."

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"I just hope that what I do would change the people for the better...transforming them into critical thinkers..."

make-up. Tapos, di pa ako marunong kung paano...kaya kailangan ko talaga matututo...", she reveals with a disappointed smile.

Living the dream

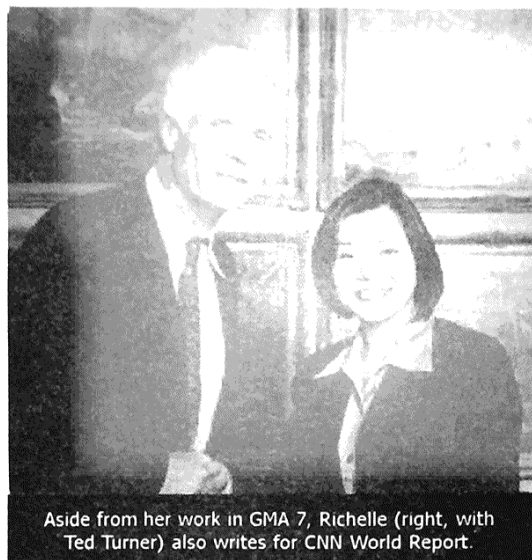
What is a typical day for these broadcast journalists? Christine narrates, "In a typical day, you go straight to your assignments, either cover a rally or a presscon, then you make your story. Then by six *ng gabi*, *dapat nakasulat ka na ng script tapos pa-check mo sa mga editors*, *I-voice over mo yung report, tapos iyon na*." There is also another way to describe their work: Exciting Richelle relates further, "Actually, part of my job would be going to different places around the country, from Kalinga in Mountain Province to the south end in Mindanao, and sometimes, *'pag sinesuwerte sa abroad*." One of her earliest job-related travels abroad was in 1996, when she went to Singapore for a *Brigada Siete* coverage on mass housing. "It's fun traveling to other places, but of course you get to leave your family for sometime," she reasons out.

However, these broadcasters learned all too soon the commitment needed for the job. Richelle fondly recalls what was

supposed to be a "shopping vacation" in Thailand way back in 1998. "Vicky (Vicky Morales of *Saksi*) and I went to Thailand *para mag-shopping and vacation...actually tumakas nga lang kami eh*," she reveals. It was also during their vacation when Gen. Fabian Ver died in the same country. "Unfortunately, *nasundan pa rin kami ng boss namin* and of course, *ano pa nga ba magagawa naman kundi i-cover namin yung news*." Richelle adds, "Sabi ng boss ko, *talagang kapag broadcaster ka, dadalhin mo na yun saan ka man pumunta* and by that time I realized *kailangang i-give up ko yung personal life, love life, social life and everything I have*."

On-the-Job experiences

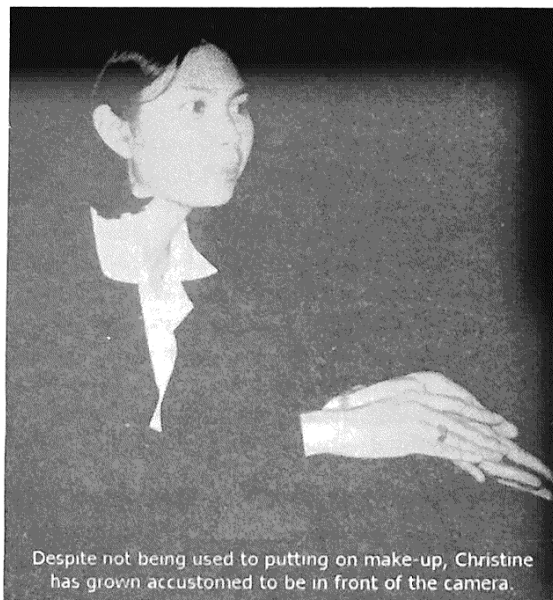
Broadcasting may be perceived as a glamorous job for many. Yet, for Richelle and Christine, the most memorable part of their job is dealing with human interest stories. Christine, though relatively new on the job, can attest to this. She shares her experience covering the Payatas tragedy. "One time, around June (this year), I was assigned to cover the Payatas tragedy. Obviously, *kailangan kong pumunta doon...*," she starts. "Ma-iimagine mo *naglalakad ka sa mga basang basura na tipong pagtapak mo lumulubog yung paa mo, tapos ang mahirap pa nito, nakakahiya magsuot ng gas mask dahil halos lahat ng tao doon walang*



Aside from her work in GMA 7, Richelle (right, with Ted Turner) also writes for CNN World Report.

suot. Hindi talaga nakayanan ng katawan ko nung first day ko doon." Despite the bad experience, Christine found meaning through a scavenger girl she met. She narrates, "May na-meet ako na isang Payatas scavenger na girl. Akala niya gaganda buhay niya rito sa Manila, pero ganito lang ang naratnan niya rito. Tapos nung na-interview ko siya, nanawagan siya sa TV na gusto niya bumalik sa probinsya. After that, may mga nakakita sa TV and they donated some amount to her. *Dito ko na-realize, 'Oh my God, ang powerful namin (media)!' "* Though she has not seen the girl after the interview, Christine feels fulfilled by the fact that she now has the hands to move people's hearts.

Richelle, on the other hand, recalls a rather emotional experience. "I guess *naaalala kong naka-affect talaga sa akin* was when I covered a story sa Davao about a premature eaglet," she begins. "Tipong Monday, Tuesday, Wednesday...*inaabangan namin yung pag-hatch niya*. Then *noong pagka-hatch niya, nakitang underdeveloped yung lungs niya kaya, after a while, namatay na siya*." This affected her so much that she cried. She reveals, "Sa totoo lang, *iniyakan ko talaga iyon*."



Despite not being used to putting on make-up, Christine has grown accustomed to be in front of the camera.

"...Especially in media, *malaki ang power mo*, you influence people – and I'm glad to be part of this power influencing societies."

BREAKING THE STEREOTYPE

What others say...

Considering the risk and perils attached to their work, Richelle (not to mention her near-death experience riding a chopper above Mountain Province) and Christine had a hard time dealing with their families' reactions. In Richelle's

being the best policy, accurate, warm and of course, hardworking but affectionate...so *kapag mayroon ka na nito, e di uunlad ka!*," she concludes.

More than having the true essence of a Chinoy, however, Richelle and Christine do find advantages being Chinoy with

usually tackle sensationalism." Regarding her love life, she smiles hopefully: "*Siguro* five years from now, *sana* may boyfriend *na ako!*"

For the love of broadcasting

Doubts and questions could be the

"...You could go on wherever you want...just have your mind on it. You have to find yourself."

case, her family was not in favor of her job since it required their eldest child to do field work all day with only a cameraman around. "Of course, *iyon yung unang* reaction *nila*, but eventually, they became proud of me," she shares happily. "*Tuwang-tuwa yung mga* parents *ko...sasabihin nila sa mga* friends *nila, 'Yung anak ko nasa GMA!'*" Similarly, Christine's family did not have any positive regard for her job. They saw her job as not fit for any decent lady at all. She narrates, "*Anong klaseng trabaho ba yan?, sasabihin ng* dad *ko*. Then *ipapaalala niya sa akin, babae daw ako* at Chinese *pa...Tapos* before, assigned *ako magbantay sa* WPD during the wee hours of the morning. Can you imagine, *puro lalake kasama ko, ako lang babae?*" Nevertheless, Christine wishes that someday her family would understand that her present job is just what she had worked for all of her life.

Being Chinoy

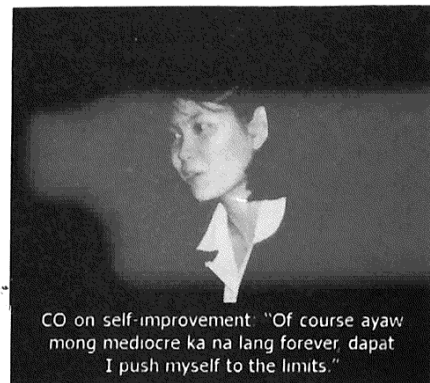
Being brought up within two great cultures combined could well be the essence of a Chinoy. "I was born in the Philippines and I'm 75% Chinese. But at the same time, I am a Filipino. That's why I believe I have the best of both worlds and I want to prove it in my job..." Richelle shares. She explains the values she has integrated into her job: "I guess *sa side ng* Chinese, it's in our nature *na siguro na* hardworking *tayo* but of course, being a Filipino, *yung akang* persistency, *yung tipong lagi dapat may* *halalaman ang nakuha ko*. Besides, I've always been balanced...*pare-pareho tingin ko sa* *tao mapa-cameraman man o* president." Christine also reveals the same values that drive her towards success. "If you're a Chinoy, most likely your values are mixed. *Masinop*, practical, simplicity

regards to their work. Richelle opines, "I think *mas may* advantage in my part *dahil may* insight *ako na iba...siguro mas* politically correct and you understand sentiments *nila* more than anyone else *at kung nag-salita sila ng* Chinese, *e di* translate *ko na lang*." She even recalls about being paid a talent fee when she was once asked to interpret what a Taiwanese said during a hearing in Camp Aguinaldo.

Looking Ahead

These two ladies' success has not dampened their drive to succeed. They still have a long future ahead of them. "I am still young and I have a long way ahead of me..." Richelle muses. This Murphy Brown fan aspires to work for the *Probe Team* or *Brigada Siete*, where she could write relatively longer scripts unlike her usual *Saksi* quickies. Of course, Richelle also has her dream interview. She reveals, "I also want to be in the frontlines...and *gusto ko talagang* *ma-meet si* Nelson Mandela someday. *Ang galing-galing niya*. He's the rarest of true leaders who knows when to step down." Later on, she reflects rather passionately on the Philippine situation: "*Sana ganun lahat ng* leaders *natin*. I mean, the Philippines is such a great country *at kulang lang talaga tayo ng* patriotism, love of self and our nation...and if you love your country, *hindi ka gagawa ng kahit anong masama para dito*, right?"

On the other hand, Christine, a Che-Che Lazaro admirer, admits to needing more improvement. "*Gusto ko sana*, eventually, *mag-improve ako as a* broadcaster. I still have many opportunities and *sana gusto ko rin* *magkaroon ng* public affairs show *o kaya mala-Oprah ang* *dating* where they



farthest things on these broadcasters' minds, considering that they have come a long, long way. Though exhaustion may seep through their exciting work lives, Richelle and Christine still find great comfort with the realization of their contribution to society. "People say, after watching my report, I did the right thing of informing them. In this way, I affect them. I just hope that what I do would change the people for the better...transforming them into critical thinkers...and if only for that I would be very happy," Richelle says wholeheartedly. Christine proudly adds, "I can help people in other ways than business. No matter what path you choose, there is still a chance for you to help. Especially in media, *malaki ang* power *mo*, you influence people - and I'm glad to be part of this power influencing societies." To all aspiring Chinoy, Christine and Richelle give this advice, perhaps echoing their own experiences, "Be a trailblazer...you could go on wherever you want...just have your mind on it. You have to find yourself."

Both Richelle and Christine have modeled a Chinoy's worth in these modern times and proved that the value-oriented Chinese still exists. Far more than fulfilling their own personal dreams, they have proved that every person can better society in his own unique way. If ever one still finds the calling to follow these ladies' exciting path, then follow Christine's personal advice: "Find yourself - follow what you really want...*tapos* call me. I'll explain how to make it happen and keep up the good work!" Coming from a known *nanay* of Celadon, it is an advice definitely worth taking. ☺

New

ASCEND

Herbal Hair Moisturizer

*R*elease the beauty of lively blacker hair in six weeks.

Teams Chinoy, Pinoy and Tisoy play Santa

Aling Lahi and

WRITTEN BY ARMIE LEE, NATALIE TARCE, IAN CUYEGKENG, GOODWEALTH CHU AND ELINORE LIM. PHOTOS BY ELINORE LIM, NATALIE TARCE AND IAN CUYEGKENG. CREATIVE DESIGN BY EVELINE CUA

The arena: Greenhills Shopping Complex. The objective: to fulfill the wish lists of three people with only P100 in an hour. Sounds familiar? In this latest installment of the spoof series, however, the teams take over Santa's role with only abstract descriptions for wish lists prepared by three anonymous judges. Five spirited contestants will fight for superiority, and space, in the shopping jungle, hoping to claim the shameless title of *pinakabarat*. The ultimate test of speed, creativity and bargaining power is about to begin...

Let the shopping begin...

Amidst the shopping hubbub in the Greenhills shopping complex, the teams finally meet, eyeing each other warily. The organizers lay out the wish lists - for Judge#1, something hard and color blue, and at the same time, yucky and huggable; for Judge#2, something silver *na pangporma*; and for Judge#3, something handy and huggable which can be used everyday. Each team is given P100 and assistants to monitor the expenses and time limit. The excitable Team Pinoy, top billed by Phillip Medina and Levie Cequena (IV PoS), start conspiring, scanning the grounds of the complex. On the other hand, Team Chinoy, led by Lindsay Go and JJ Tan (III ME), remain calm, very sure of their securing the title.

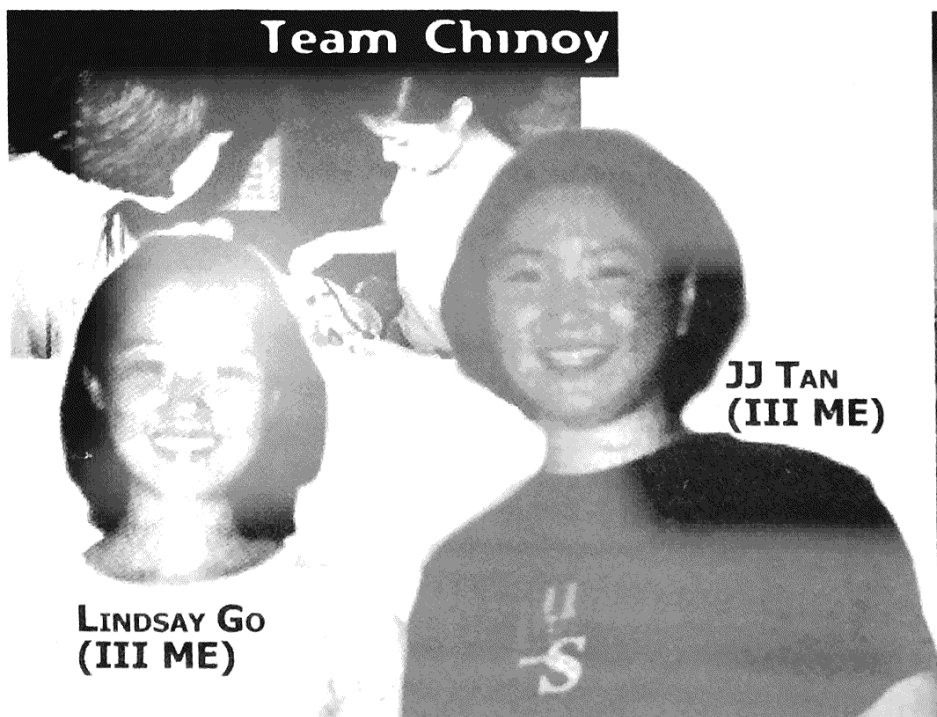
Before the organizers could even formally signal the start of the contest, Team Tisoy's one-woman contestant Jenny Watkins (IV Euro) is nowhere to be found, taking assistant Ian Cuyegkeng (III Mgt) with her. Teams Chinoy and Pinoy take the cue, hurriedly scurrying into the crowded battleground of Christmas shoppers.

With official cheerleader Jonas Khaw (IV ME) in tow, Team Chinoy immediately rushes to "Pang-ipit", an accessories stall. No luck. They regain their bargaining power however in the gift wrapping section of National Bookstore. Lindsay's eyes fall on a couple of blue intertwining balloons. "Hard *ba yun*?" JJ asks, unconvinced. "Hard *yung stick*," Lindsay insists. JJ asks further, "Eh, yucky *ba yun*?" Lindsay looks at her partner mischievously. "*Mukhang puwit di ba*?" Two more judges to

please for Team Chinoy.

Along a hallway, Team Pinoy seriously reexamines the wish list. Phillip spies assistant Goodwealth Chu (II ECE) nearby and snaps rather comically, "*Parati ka bang susunod sa amin?*" He and Levie make a dash to lose Goodwealth in the crowd, their combined laughter reaching to hyena levels. Then, they stop at an accessories stall and spot a blue bracelet. Phillip grimaces, "*Yan, pwede na para sa hard and blue, pero paano naman sa yucky and huggable?*" The quick-minded Levie has an even better idea. "*E di ibalot na lang natin sa tissue para yucky.*" Impressed, the duo immediately bargains for a price reduction. Levie's convincing power does the trick. They get the P20 bracelet for only P15.

Team Tisoy's Jenny Watkins, however, seems to have gotten the perfect gift for Judge#1. Dragging a red-faced



THE RACE IS ON The three competing teams are shown at the right, together with some action shots taken during the one-hour shopping challenge in the Greenhills shopping complex.

ta in the year 2000's ultimate shopping adventure

Pinaka-Barat?

Ian, Jenny enters a lingerie shop and asks for a size 36 bra with mini floral designs. She settles for a size 34. "*Sayang!* I wanted to flatter the judge *pa naman*," she sighs.

With only 45 minutes left, the teams hurriedly look for the next two gifts. Jenny confidently walks up to an accessories stall, claiming she "was *suki* with the Muslim at the corner." Her *suki* seems to have forgotten her. No matter, Jenny quickly spots an array of silver bracelets in another stall. Winking at her assistant, she quickly turns up the charm, asking with an adorable lilt in her voice, "*Magkano 'to?*" The *tindera* tells her P20. "*Ay mahal! Pwedeng presyong kaibigan? P15?*" Jenny pleads. Quite reluctantly, the *tindera* concedes, "*Sige na nga.*" At this point, Jenny officially appoints Ian to be her financier. Ian searches his pockets for loose change, to no avail. This is another golden opportunity for Team Tisoy. Jenny begs, "*Naku Miss, walang barya eh, pwedeng P10 na lang?*" The *tindera* agrees, eager to make a sale.

While looking for a *hikay* stall, Team Pinoy accidentally enters a computer shop. "*Ay! Nag-hi lang kami sa kakilala namin*," a grinning Phillip explains to Goodwealth, with Levie waiving comically to no one in particular. Later, they stop at a stall selling hair accessories. After some discussion, they buy a P40 silver hair band for only P30, holding the item up proudly for Goodwealth to inspect. In another section of the complex, Team Chinoy struggles to find a gift for Judge #2. JJ, in a fit of desperation, suggests buying a male passerby's earring for P10. At the last minute, they go back to "Pang-ipit." After much haggling with the *tindera*, they finally buy silver hair clips for P10.

Thirty-five minutes into the contest, and not one team has finished shopping. Team Pinoy ducks into a Mercury Drugstore, surveying the racks for anything that would fit Judge #3's wish list. They consider buying a pack of cotton when suddenly..."Aha!" Phillip exclaims triumphantly, pointing to packs of loofah on display. The price? P11.

Phillip then breaks into booming laughter and makes a beeline for the cashier, amidst the stares of curious shoppers. Levie efficiently digs into the pile of loofah and gives Phillip a presentable looking package. "*Siguro naman aalsa ito*," Phillip considers thoughtfully, before breaking into another laughing fit. While waiting for them to pay, a shocked Goodwealth wonders how these two contestants got their 'unique' laughter.

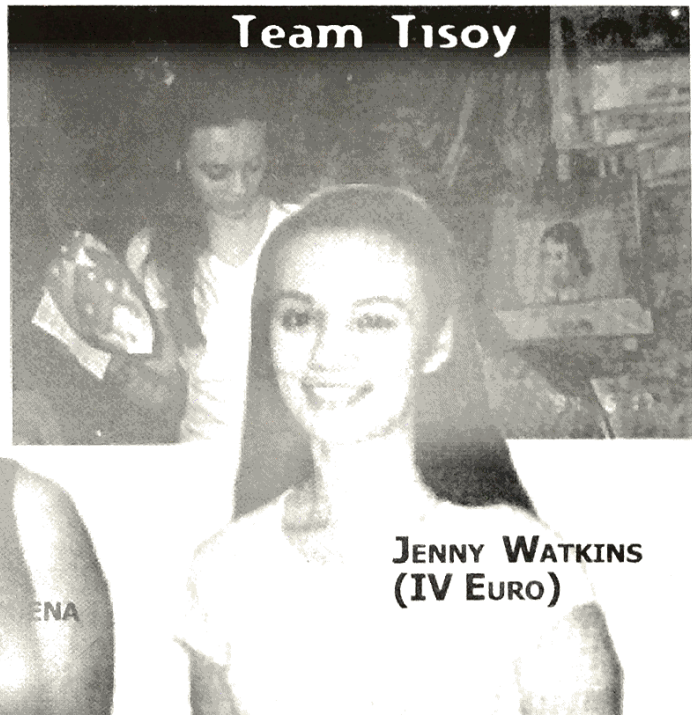
Team Chinoy struggles again, this time for space in the crowded complex. Together with cheerleader Jonas, Lindsay and JJ scour through several bracelet stands and bag stalls with no success. Until Lindsay spots an inflatable cell phone holder. Jonas decides he has had enough, signaling the girls to just meet up with him later. On their part, Lindsay and JJ are too busy bargaining to mind their cheerleader's lack of loyalty. "*Ang mahal naman ng 50*," JJ comments upon learning the price. "*Baka pwede naman yan maging 35*," Lindsay adds, almost begging, "*O kaya naman, 30*." The *tindero*, looking at the girls then at the

ATENEO DE MANILA
UNIVERSITY ARCHIVES

Team Pinoy



PHILLIP MEDINA
(IV PoS)



JENNY WATKINS
(IV EURO)

REKINDLING THE CHRISTMAS SPIRIT



MA'AM PONG



ATE AMY



ATE MERCY

JUDGEMENT TIME Ma'am Pong, Judge #1, is the darling of every Management student; Ate Amy, Judge #2, is the ever cheerful lady of Food For Thought, and Ate Mercy, Judge #3, is the pleasant RSF Xerox Lady. Also seen at the background are contestants charming the lady judges.

cell phone holder, sighs, "*Sige na nga*, 30. *Kung 'di lang kayo maganda, 'di ko ibibigay iyan sa inyo.*"

Team Tisoy, aware of the others teams' success, desperately looks for the final gift. She inquires at several stores, using her "*presyong kaibigan, presyong kapitbahay*" bargaining scheme to the hilt. Finally, a stall selling "3 for P100" pillows catches her attention. Jenny is tempted to buy them for herself, but then remembers leaving her wallet at the Travel Partners office. So much for self-indulgence but at least her mission is accomplished.

The contestants meet up at National Bookstore fifteen minutes later, looking for packaging material. Team Chinoy even attempts to bargain with the saleslady for the price of a yard of ribbon. "*Puwedeng half a yard na lang yung bilhin?*" JJ asks innocently. Team Pinoy, on the other hand, settles for a piece of translucent wrapping paper and ribbon. They then proceed to wrap their gifts on top of a xerox machine, borrowing tape and scissors from the amused salespeople near the area. A finished Team Chinoy spies on Team Pinoy's gifts, with Lindsay smiling triumphantly every now and then. Once again, Team Tisoy is nowhere to be found. Ian reports that Jenny is currently rummaging her office for any colored scrap material, adding "*Ang barat niya talaga*" for emphasis. The organizers disregard the assistant's comment.

Expenses: Team Pinoy P53.00; Team Chinoy P58.00; Team Tisoy P80.00

The three teams regroup in Ateneo to face judgement. The judges will evaluate the teams based on the following criteria: packaging, appeal, *barat*-ness and creativity. Teams Pinoy, Tisoy and Chinoy will pit wits and charm to gain the judges' favor. Good luck!

Judge #1 is Ma'am Pong, the "darling" of every Management student. Tension is definitely in the air as each team take

turns to present. Team Pinoy explains the yucky and huggable part of their gift convincingly. "*Paano naman yung yucky and huggable, so binalot nalang namin siya sa tissue paper, so parang yucky-yucky na siya, hindi mo alam kung gamit siya o hindi.*" Phillip starts. Ma'am Pong interjects, quite alarmed by the yucky part, "*Paano nga kung gamit na yung tissue?*" Unperturbed, Phillip assures, "*Kaya surprise na lang siya kung yucky o hindi.*" Then, Team Pinoy proceeds to hug Ma'am Pong to fulfill the huggable part. Awwwww. As for Team Chinoy, they urge Ma'am Pong to just "use her imagination" for the yucky aspect of their gift. The ever-confident Team Tisoy launches into full attack. "O, Ma'am Pong...siyempre, dahil sa mga load rev, naisip talaga kita Ma'am Pong, *at ayaw kitang tipirin.*" Jenny starts, to the amusement of the other teams. Her flattering gift secures the win for her, as Ma'am Pong is very pleased. "Ma'am, huggable kasi pag suot niyo na, ang sarap niyong yakapin, Ma'am Pong. *Magagamit niyo araw-araw.*" Jenny explains triumphantly. "*Hindi katulad ng isang balloon.*" Lindsay and JJ eye Jenny warily, ready to pounce on the next strike.

Team Pinoy: 3.50; Team Chinoy: 3.00; Team Tisoy: 3.75

Judge #2 is Ate Amy, one of the Food for Thought ladies. Teams Pinoy and Chinoy turn up the charm factor on Ate Amy. Team Tisoy again uses the tried-and-tested flattery scheme. Jenny, all smiles, exclaims, "Ate Amy, *naghanap talaga ako*

ng (gamit) na matatapat sa inyong kagandahan!" Impressed, Ate Amy laughs, "Wow! Talo ah!"

Team Pinoy: 2.75; Team Chinoy: 3.50; Team Tisoy: 3.50

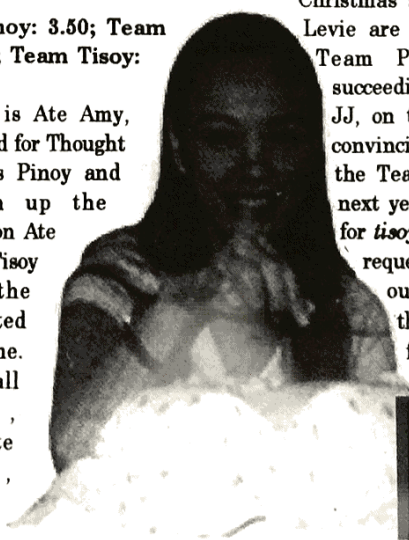
Judge #3 is Ate Mercy, the undisputed RSF xerox lady. The teams crowd around Ate Merc's work place, eager to hear the verdict at the final round of judging. Each team give their best shot, offering their most charming smiles and most flattering explanations. Of course, Team Tisoy could not again help but compare with the other teams. Pointing to Team Chinoy's cell phone holder, Jenny remarks, "*Huggable ba ito? Ang tigas nga e compared sa pillow ko.*" Phillip laughs at the remark, while JJ and Lindsay approach the organizers and request for a possible deduction from Team Tisoy's points.

Team Pinoy: 3.50; Team Chinoy: 3.00; Team Tisoy: 3.75

In the final tally, Team Pinoy and Team Chinoy garner 3.16 points each, while Team Tisoy gets 3.67 points. Team Tisoy's one-woman wonder takes the title from Team Pinoy to emerge as the winner. This is a crushing blow to Team Pinoy and Team Chinoy's highly regarded Christmas shopping prowess. Phillip and Levie are planning to screen potential Team Pinoy contestants for the succeeding spoof series. Lindsay and JJ, on the other hand, are currently convincing the organizers to reserve the Team Chinoy slot for them until next year. Jenny? Well, she is looking for *tisoys* to fill her place, as expressly requested by the organizers. Watch out for the next issue as the three teams embark on another friendly battle of the races.

Happy New Year!!!

ONE WOMAN WONDER Jenny Watkins with her "*presyong kaibigan*" approach, emerges as the victor in the fight for bargaining power.



Baranggay Tsinoi.com :

a site to come home to

By IAN CUYEGKENG

PHOTOS BY IAN CUYEGKENG AND COURTESY OF DUX SY

CREATIVE DESIGN BY ANN FRANCISCO

FACE IT, IT'S MODERNITY. THE phenomenal rise of the Internet has not only revolutionized the way people communicate. It has also revolutionized the way people identify with their culture. In a society caught between technological advancements and identity preservation, this is where Tsinoi.com enters the scene.

The answer

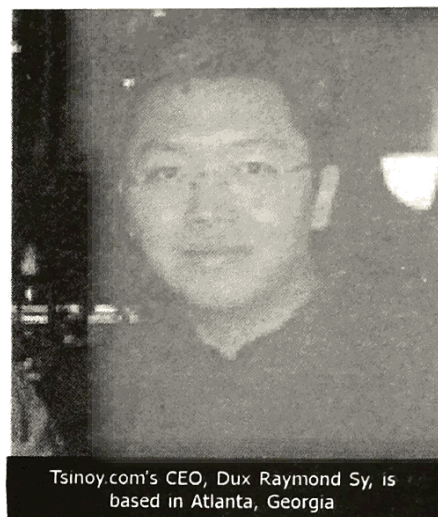
Is it possible to equate modernity with terms such as "culture", "heritage" or "tradition," forces, which seem to be on opposing sides? This was the question Dux Raymond Sy, a Chinoy entrepreneur based in Atlanta, Georgia, began asking himself. He found his answer in Tsinoi.com. "I disagree that culture and technology are two opposing factions," Dux starts. "In fact, I see technology as a subset of culture."

A former web consultant and developer, Dux decided to make an attempt to address this apparent cultural crisis through the Internet. Tsinoi.com was thus christened, with Dux as the founder, Chief Executive Officer and Board Member of the site. He explains his vision further: "Just like how Chinese calligraphy uses *Mao-Pi* (Chinese calligraphy brush) as an artistic cultural medium or writing

technology, Tsinoi.com is a medium using the Internet as a technological tool to promote three distinct cultures: Chinese, Chinese-Filipino and Filipino culture."

Later on, Dux asked Robert Oh, a partner and friend, to assist him in putting up the site. Robert resigned from his job in IBM Philippines and became Chief Operating Officer of Tsinoi.com. At present, he takes care of Tsinoi.com's Philippine office. Together, Dux and Robert, with the help of their consultants, have initiated efforts to provide a venue for Chinese-Filipinos all over the world to become involved in a cultural heritage that is gradually passing away in the consciousness of young Chinoyos. One of Tsinoi.com's advisor is Ms. Teresita Ang See, founder of Kaisa Heritage Center, which reflects just how seriously the founders took their website.

Tsinoi.com links provide many notable facets of the Chinese-Filipino heritage that have sadly been taken for granted. "They (the Chinoyos of today) are slowly losing their identity, that's why part of our mission is to promote culture and heritage so that there is something to look back," Robert opines. As such, Tsinoi.com is an extensive and visually appealing community site that reveals the endeavors, opinions, thoughts and stories of different Chinese-Filipinos across different regions. Its

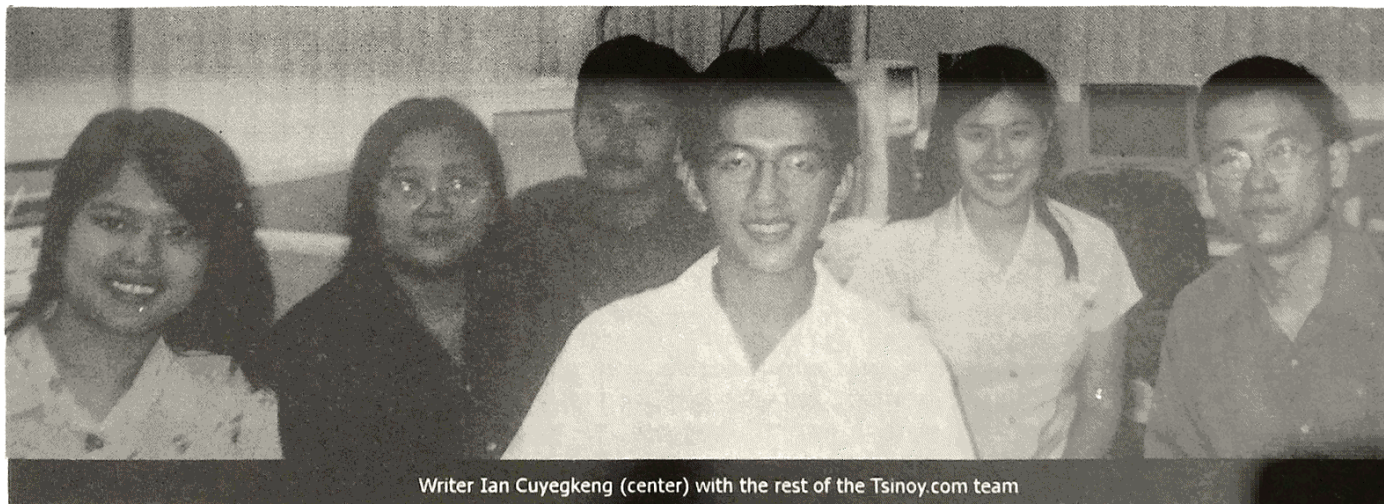


Tsinoi.com's CEO, Dux Raymond Sy, is based in Atlanta, Georgia

efforts as a culture and community site have yielded a Webby award last November 17, 1999. Tsinoi.com was also one of the five finalists at this year's Philippine Web Awards in the "Best Community Site" category.

Laying the cornerstone

Tsinoi.com started back in 1997, when the site was still known as "Tsinoys on the Web". "Tsinoys on the Web" was mainly a "central repository" of Chinese-Filipino links, and it even featured an audio foreign language tutorial section as its main attraction. The idea of the site came up when Dux was in the United States surfing the Internet. It was only



Writer Ian Cuyegkeng (center) with the rest of the Tsinoi.com team

then when he realized there were no available online Chinese-Filipino resources. Robert recalls, "He (Dux) felt kind of homesick ... so we tried to get links of Chinese-Filipino resources."

"Tsinoy.com on the Web" was then re-launched as Tsinoy.com in 1999. Robert reveals, "During that time, our only objective was to compete in the Webbys." Tsinoy.com did win a Webby Award that year. Yet, as more people from around the globe visited the site, the founders discovered that they were doing something more than just seeking recognition from the Webbys. Community services were cropping up in places around the globe, thanks to their site. "On-line interaction has led to off-line local community service initiatives in places like San Francisco and Vancouver, as well as in Manila," Dux shares.

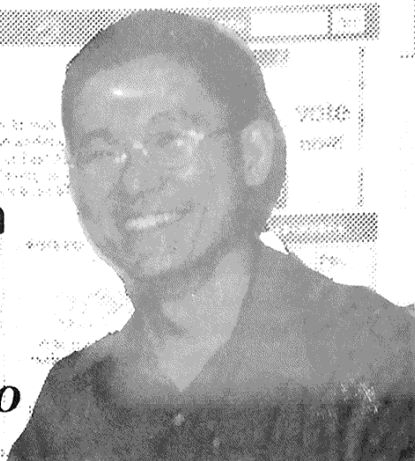
On cultural deterioration

"Chinese-Filipinos today are very fortunate to be exposed in a multi-cultural environment, which was not the case for Chinese-Filipinos 20 years ago," observes Dux. "Unfortunately," he adds, "this cultural abundance is among the few reasons why the Chinese Filipino community is in search of a definitive sense of identity." He believes however, that the Internet is not to blame for this cultural deterioration. "From my perspective...it's mass media and pop culture," he starts. "The Internet is fueling the interest of ethnic groups such as the Chinese-Filipinos to re-establish their identity. Thanks to technology, we are in an unprecedented period of time comparable to the Renaissance where access to information is very convenient, communication is efficient and there is a low barrier to cultural interaction."

Dux expresses disappointment that many Chinoy are not taking advantage of the resources available to them. He points out three deteriorating aspects of the Chinoy culture: "First, the lack of interest in learning and keeping up the Chinese language (not only Fookien but more importantly, Mandarin). Second, a lot of Chinese-Filipinos have less understanding and appreciation of both the Chinese and Filipino culture respectively. Most Chinese-Filipinos are immersed in western pop culture that's mistakenly identified as Filipino culture."

"Tsinoy.com will be the bridge for Asia and North America, having North America as a root source of knowledge and technology and Asia as a source in terms of leadership."

--Robert Oh, COO



The third aspect involves how Chinese-Filipinos fail to see their advantage in the global marketplace given their exposure to different cultures. He continues, "There are a lot of Chinese Filipinos who made this realization early on and are very successful in their chosen international endeavor."

A virtual *baranggay*

Despite its label, Tsinoy.com has gone beyond countless boundaries across different regions. According to Dux, "*Baranggay* Tsinoy.com has local chapters all over the world." The site is not just exclusively for Chinese-Filipinos in the Philippines and North America, but also caters to people from Australia, Singapore, Malaysia and Saudi Arabia, just to name a few.

Like a real community, Tsinoy.com is building a virtual *baranggay*. With Tsinoy.com's vision of bringing people together by interactively promoting the rich Chinese and Filipino culture, heritage, language and commerce, it aims to build community linkage and foster cultural acceptance among contemporary Chinese-Filipinos. "We are building a community that transcends time and geographical space", Dux reveals. He further adds, "We are building the roads, establishing the buildings and pertinent infrastructure for people to move in and call their own. We would like people to have a three-dimensional site experience when they visit

Tsinoy.com: Website to User, User to Website and Users to other Users."

Indeed, Tsinoy.com is more than an Internet thing. "Tsinoy.com is more than an online presence," Roberts stresses. "Tsinoy.com will be the bridge for Asia and North America, having North America as a root source of knowledge and technology and Asia as a source in terms of leadership." Dux and Robert have been very pleased with the responses and letters that they have received, and these are what inspire them to continue improving the site. Robert relates, "We had a good number of visitors, loyal visitors coming back everyday. We've seen how far they've brought Tsinoy.com in terms of meeting new friends and forming a community ... we realize we're doing something important."

Channels of culture

With the noble vision of Tsinoy.com also comes the substance put into it. The site boasts of various channels and links portraying diverse aspects of both Filipino and Chinese cultures. These channels contain a collection of interesting write-ups ranging from the travel accounts of Chinoy to the intricate world of mahjong to the profiles of prominent Chinoy personalities.

Possibly the most extensive channel put up in the site is the one called "Chopsuey". Under Chopsuey are more sub-channels that likewise offer interesting perspectives of Filipino and

Chinese culture. One such sub-channel, entitled "Infusion", aims to "catch different perspectives (of Chinoy culture) as Chopsuey's columnists dish out their thoughts on various issues". Most of the articles displayed in the channel are opinion and reaction columns. These give Chinoy web-goers the opportunity to speak their mind.

With regards to tracing one's culture, the channel "Roots" is what one should look for. Here, one will discover that there is so much more to the Chinese-Filipino culture than meets the Chinoy eye. For instance, one can read about anecdotes and adventures of Filipino and Chinese dishes under its sub-channel "Cuisine." Another link worth visiting is "Tsinoy Nga!" which "describes customs, traditional values and other nuances of Filipino, Chinoy and Chinese culture and society".

Chinoy e-ntrepreneurs

With the advent of new technologies and the emergence of the information revolution, it is clear that young Chinoy have taken advantage of the positive

impact of the Internet. A number of young Chinoy have chosen e-commerce as their career path despite the apparent risks involved in the industry.

However, many Chinese-Filipinos have yet to tap the Web for their own businesses' use. Dux points out, "A lot of small to medium size Chinoy enterprises in the Philippines do not see the significance of this powerful technology. To most of these organizations, the web is just another marketing medium to showcase their products and services." Robert shares the same sentiment: "There's still a lot of risk, especially in the dotcom segment, the internet is fairly young and there are a lot of untapped technologies, we don't know what will happen in the following years."

Students today are fortunate enough to experience first-hand the many benefits of the Internet. However, they have yet to realize that the Internet has barely expanded to its full potential. Robert articulates, "In terms of e-commerce and business on the internet, there hasn't been much effect at this point in time because a lot of businessmen are afraid to

change their process and the way they do business ... The traditional type who are not well-versed with the internet are still pretty much into the brick and mortar." Dux further adds, "Generally speaking, I don't think e-commerce has profoundly affected the greater majority. But I'm 100% sure that in the next 5 years, our lifestyle will be altered by the growth of the internet ... today it is only 2% of what it will be in the next 5 years."

Modernity and Culture

The possibilities of what the Internet can provide are indeed infinite. With web sites like Tsinoy.com, communities across the globe are bonded and people are brought together in acknowledging the promotion of culture. Tsinoy.com works precisely in this mold, reminding Chinoy the important aspects of the Chinese-Filipino culture which need preservation. Dux and Robert have created a virtual *barangay* for the Chinese-Filipino culture. Their creation just proves that it is possible to use a modern tool like the Internet to preserve a heritage generations of people have struggled to establish. ☺

Blood thicker than water

By NATALIE TARCE

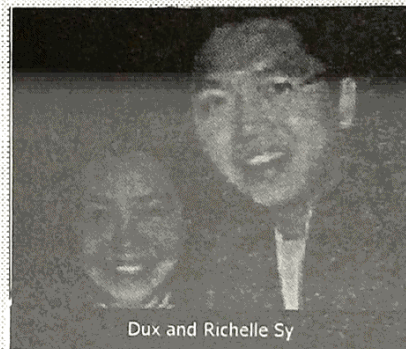
DISTANCE IS CERTAINLY NO hindrance to maintaining relationships, as can be seen in the brother-sister tandem of Dux and Richelle Sy. They are definitely poles apart. Dux is based in the States while Richelle is locally based; Dux is into IT while Richelle is into broadcasting. Yet, no matter the differences, these siblings still find many things to crow about each other.

Growing up in a family of seven siblings, Dux describes his sister as "the typical *achi* type who would boss around her younger siblings." He adds fondly, "I guess it's more out of sisterly love and concern." For Richelle, being the eldest means taking the bulk of the responsibilities. "Noong grade six *si* Dux, he had an accident and had to be on crutches. *Ako yung taga-dala ng bag niya, taga-hatid, taga-sundo...naging alalay,*" she recalls. "Nag-away kami nun. I was the *unang apo* but he was the *unang lalaki na anak*. I didn't understand why he had this and that."

But beyond the childish quirks, Dux and Richelle both attest that their relationship has definitely transcended the level of mere *achi-sholi*. "Sobrang

ahiya ko 'yun...kahit na ako yung eldest. He's very protective," Richelle reveals. "I think we are even closer now than before. I became more aware of his needs...not only me but also the whole family. Kasi when he was here (in the Philippines), *andyan lang eh...so you tend take him for granted.*" Dux echoes his sister's thoughts: "We've grown closer the past couple of years...we get along just like close friends. Actually, this is the same for my other siblings as well. We're like a big barkada."

With regards to their respective careers, it seems they have each found their 'calling.' Richelle looks back at Dux's early beginnings. She shares, "He was ambitious, sometimes too much of a dreamer. There are times when we (in the family) would think, '*kaya (niya) kaya 'yan?*' Well, he went for it." Now that Tsinoy.com has been established, Richelle offers her support in any way she can. "I visit the site and I contributed once...forced *pa,*" She exclaims. Although very proud of her brother's achievements, Richelle would not think of trading professions with Dux: "I don't think so, because I don't understand what he's doing...*yung* computers, e-commerce." She further opines, "I don't think he would like my job, either." Surprisingly, Dux admits a great interest in



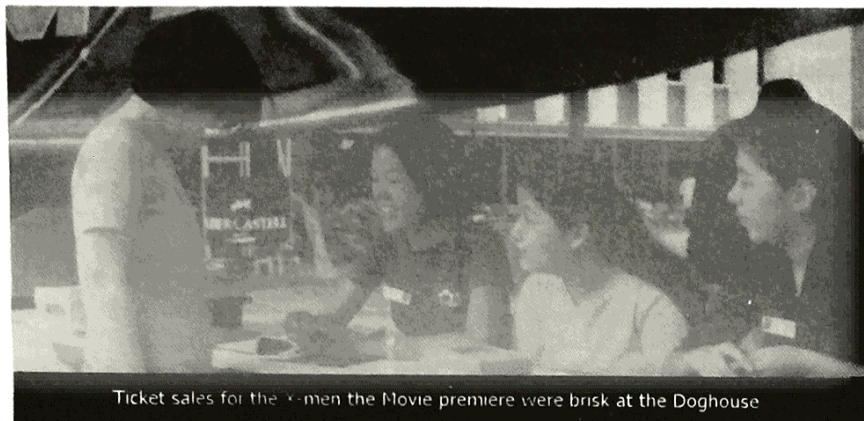
Dux and Richelle Sy

broadcasting. He explains, sounding more like his adventurous sister, "It's not your typical nine to five job where everything's the same day in day out. Being a broadcast journalist, you're directly involved with issues gripping all facets of society. Though sometimes it might be risky, the sense of adventure and out of societal norm is well worth doing it."

Though separated by time zones and the Pacific Ocean, Dux and Richelle's support for each other remains strong. Dux's message to Richelle? "I just like to let her know that I'm very proud of her. She has been a good *achi* to me and, in one way or another, helped define who I am today. I'm behind her 100% and I hope she reaps more success in her career." Richelle sends a more upbeat message: "Yo, bro...keep up the good work. We're behind you all the way." With siblings like Dux and Richelle, blood is definitely thicker than water. ☺

Celadon stages successful premiere

By IAN CUYEGKENG
 PHOTO BY MONICA ANG
 CREATIVE DESIGN BY TIFFANY SHAU



Ticket sales for the X-men the Movie premiere were brisk at the Doghouse

MANY WITNESSED THE COMIC book transformed into an animation series. On July 28, Celadon became the first in the Ateneo community to witness the unveiling of X-men the Movie at the Greenhills Theater. With ticket prices ranging from P120 to P175, this was Celadon's first premiere in over two years since *The Peacemaker*.

Backstage

Peter Gulayan (II ME, AVP-Fin), along with Jonas Khaw (IV ME, VP-Fin), spearheaded the premiere showing of X-men. Planning started as early as March. The organizers' original choices for the premiere included Mission Impossible 2, Me, Myself & Irene and Titan A.E. They later settled for X-Men due to its blockbuster potential and audience appeal. Tie-ups were also made with the ICE Cluster and Fu, Celadon's counterpart organization in the University of Asia and the Pacific.

The entire Finance department was

instrumental in the premiere's turnout. Allan Chiu and Charlene Tan (III ME, Fin Mgrs) headed the preparations for the premiere night and the set-up of the promo board along Edsa walk. Aileen Yao (IV MIS, Fin Mgr), on the other hand, was in charge of the set-up and manning of the ticket booth along the Kostka Extension. The rest of the Finance team were put in charge of promo and logistics matters. Peter acknowledges the efforts of his team: "Even if the managers were undermanned, they gave their all...Even the members devoted themselves full-time."

X-Men Night

By 7:00 pm, viewers were being ushered to their seats inside the theater by the Finance team and Celadon managers. Jonas and Catherine Soriano (III Comm, Ext Mgr) jumpstarted the night's activities with their opening remarks. Cheriellaine Chao (IV MIS, President) then led the opening prayer,

followed by short welcoming remarks from Peter, ICE cluster head Whitney Cua (III MIS) and Elaine Tan, Fu representative. The night's preliminaries were capped with a raffle and demonstration by Ascend Hair Gel, one of the premiere's sponsors.

Afterwards, the audience was treated to the viewing of one of the most widely anticipated movies of the year - X-Men. Starring Patrick Stewart, Ian McKellen and Anna Paquin, among others, X-Men is a gripping tale about the struggle between good and evil among mutants led by the evil Magneto and the noble Professor Xavier.

Marking the Spot

With a packed Greenhills theater and positive feedback garnered from the viewers, Celadon found gold in the X-Men movie premiere. Peter enthusiastically agrees that the premiere was a success. He shares, "*Sobrang* okay ang X-Men, our efforts paid off and it was very fulfilling once everything was done." Cheriellaine congratulates everyone who participated in the event, especially the Finance department. "The movie was great and the theater was packed with people. It was worth the investment Celadon put into this project," she starts. "They (the Finance team) worked hard, and it showed in the enthusiasm of the members. Some even manned the ticket booth more times than what was mandatory."

For sure, it was more than a great movie that resulted in the audience's enjoyment during the X-Men movie premiere. ☺

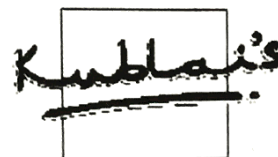


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Mooncake Madness hits campus

ARTICLE AND PHOTOS BY

ELINORE LIM

CREATIVE DESIGN BY TIFFANY

SHAU



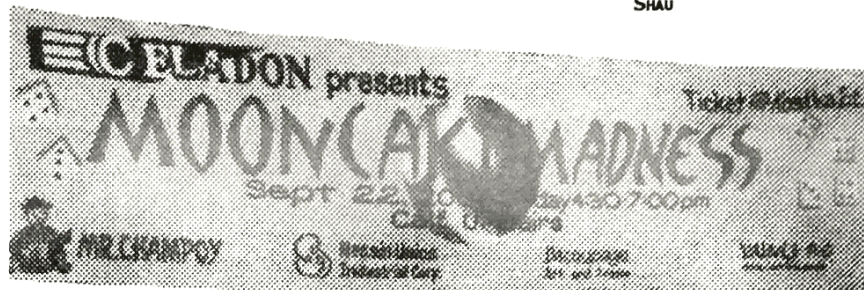
Tina Khoe (III MgtH, VP-Cul) gives the opening remarks

THE CULTURAL AFFAIRS Department came out with its signature project, dubbed 'Mooncake Madness' for this year. A two-week long simulation game along the Kostka extension was held culminating in the September 23 main event. Dice were thrown and prizes were won, but each mooncake event never seems to run out of variety. Mooncake Madness was no exception.

Behind the scenes

Planning for the event started even as early as summer vacation. Several managers were assigned to head the subcommittees under the project. Things did not go smoothly, however. Ian Cuyegkeng (III Mgt, AVP-Cult) narrates, "Problem was there were no sponsors. I had to look for people to market for mooncake, and we had quite a difficult time. For one, we had no marketing experience, and two, we were under a time constraint." Due to the difficulty faced by the members, some had to resort to seeking sponsorship from relatives. Nevertheless, the team was able to land deals with establishments such as Mr. Champoy, Nessim Union Industrial Corporation, Launch Pad, and Ha Yuan Restaurant.

The simulation booth located along the Kostka Extension provided the Ateneo studentry an opportunity to try out the dice game and, at the same time, to win packs of marshmallows. "A lot of people enjoyed trying the simulation booth. *Nakakaaliw ang prizes - marshmallows,*" Ian shares. The booth was extended for another week after the date of the actual mooncake dice game was pushed back one week. This was done to allot more time for planning.



Throw the dice

The 'madness' started at about five o'clock in the afternoon in the Blue Room located at the Calf Upstairs. Due to the relatively low turnout of participants, the organizers decided to merge some of the tables and the prizes. Claramae So (IV MIS, Promo head) explains further: "Bad timing *yung mooncake. Lahat ng tao may project. Maraming may GA at maraming may test, so maraming hindi nakapunta.*" Fortunately, this did not mar the festivity of the occasion. The prizes ranged from cheez curls with canned drinks, mugs, file folders to Mr. Champoy products and rice crispies. The grand prize was 500 pesos cash. Raffle prizes were also given away in the form of puzzle pieces courtesy of Decoupage Art and Frame.

In one of the tables, Peter Gulayan's antics nearly cost the Culturals Department another 500 pesos. Ian relates, "Peter won the *chongguan* in our table. When time came to claim his prize, it was nowhere to be found." The participants looked for the prize everywhere. The 500 pesos eventually came up - from the winner's own pocket.

"It was in his pocket all along. He had apparently pocketed the envelope containing the 500 pesos earlier in the game as a joke," Ian laughs.

Unbearable Madness

Mooncake Madness did achieve its main goal - the enjoyment of its participants. "In terms of enjoyment, the participants enjoyed the event itself. That was my main purpose," Ian starts. He stresses further that organizers should focus more on the interaction, camaraderie and celebration that comes with the project than on the money they get from the project. "Whether the prize is *hopia*, parker ballpen or 500 pesos, the project should really focus on what mooncake is all about which, I think, is more of the community involvement, participation of people and the enjoyment of the participants," Ian shares.

In the end, for the participants, it was also all about the prizes. Kawayan* (II Euro) gripes about her unfruitful stint: "*Nalulugi ako. Hindi sulit ang aking 130 bucks.*" When asked why, she answers quite tragically, "*Kasi puro cheese curls.*" Better 'moonin' next time. ☺



LET ME BE LUCKY A participant eagerly awaits the outcome of his dice toss

Blue Mentors makes its mark

ARTICLE AND PHOTOS BY ELINORE LIM
CREATIVE DESIGN BY TIFFANY SHAU

FROM SEPTEMBER 25 TO 29, Celadon celebrated Faculty Appreciation Week with its latest innovation - the Mail Station, film showings and tokens of appreciation. All these were done in the spirit of commemorating the birthday of Confucius, one of the most revered teachers in history, on September 28.

From a day to a week

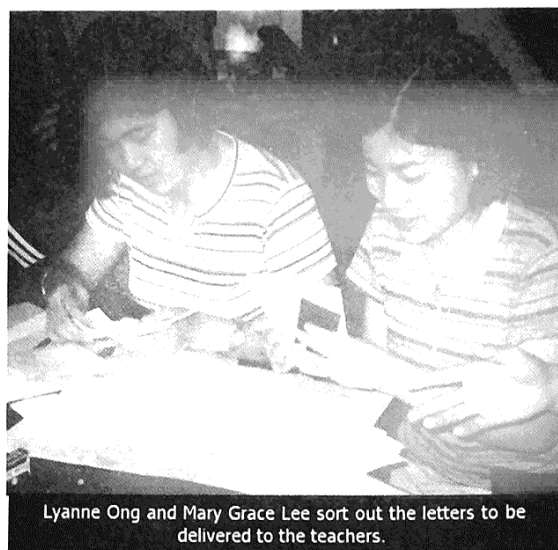
Faculty Appreciation Week was a relatively new project for the Cultural Affairs Department. The previous year saw Celadon only giving out mugs to the faculty members. This time, the organizers saw the need to expand the project's scope. Ace Sy (II ME, Co-Project Head) explains, "*Medyo pioneer project pa rin siya... This year, gusto naming maparami ang activities so ginawa namin ang mail station.*" With the mail station located along the Kostka Extension, students could write appreciation letters to Ateneo faculty members and have these letters delivered through the mail station. For a first time innovation, the venture was a moderate success. An estimated 70 letters were sent through the mail station. "*Yung first Managers' GA, cynical yung iba (about the idea),*" Jeanielaine Chao (II MIS, Co-Project Head) starts. "*Kasi medyo cheesy at baka may hate mail. We didn't know*

what to expect, but *may nagsulat naman.*"

There were also two film showings about teachers - Mr. Holland's Opus and Dangerous Minds - held during the week. The culminating activity for Blue Mentors, the theme for the project, was the giving of magnetic telephone books each engraved with a specially-made silver logo of St. Ignatius. These were distributed on September 29 together with small thank you notes to the different faculty members.

That warm feeling

The project was meant as a service for the teachers. In the end, it also became a service for the organizers. Tina Khoe (III MgtH, VP-Cult) expresses her delight over its marketing success: "In terms of marketing, it was really a success. We managed to get Honda Shaw, Globe, Sterling, De Veco, Ramcar and Nesvita." This was quite a feat, considering that marketing was 'not their forte.' Ace chooses to praise the mail station. "It reaches out to the students. It gives them



Lyanne Ong and Mary Grace Lee sort out the letters to be delivered to the teachers.

the opportunity to say what they truly want to say to their teachers. Since there is no time for personal chitchats (in the classroom), so through mail station," he shares.

Faculty Appreciation Week may still undergo many more exciting innovations, but for this year, its success has exceeded the organizers' expectations. Tina reveals, "My expectations for Faculty Appreciation Week were exceeded. This year, we raised the bar." Congratulations then for a job well done. ☺

Winners of Celadon's Baby Photo Contest

1st

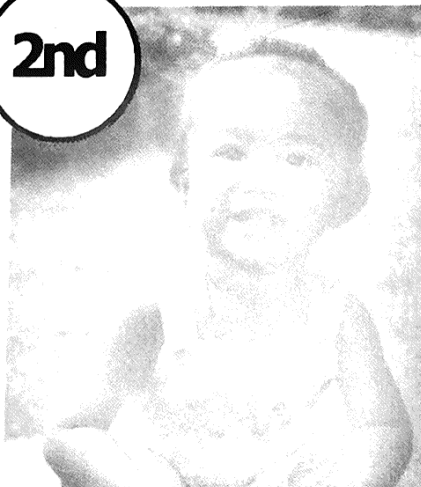


Baby Myca

"I hate my teethers! Look, my gums have turned very, very red!"

Nominated by
Willard Cheng, IComm

2nd



Baby Abbie

"Sana manalo ako!"

Nominated by
Janice Ragaza, TV MAC

3rd



Baby Angela

"Little Red Riding Hood"

Nominated by
Thea Llamson

Celadon rocks with Blue Rock 2000

By ELMORE LIM

PHOTOS BY KIM PABILONA

CREATIVE DESIGN BY TIFFANY SHAU

ATENEO AND U.P. STUDENTS alike danced the night away on November 24 as Celadon held its annual Blue Rock at the U.P. Bahay ng Alumni. With the cooperation of the Caltex Concert Club, among other sponsors, Blue Rock 2000 featured a mini bazaar and guest performances from Pinwheel, Color It Red and True Faith. It was definitely a concert/party to remember.

The Making of Blue Rock 2000

Blue Rock 2000 came to fruition when Celadon won a Caltex-sponsored contest for college organizations. Winning the contest involved the concerted efforts of all department managers and the EB in accumulating Caltex receipts within a four-month period. The prize then was a Caltex-sponsored concert, with Celadon in charge of the venue. Actual planning for the event started only during the semestral break. Yet, since no one was put in charge of heading the project, the people behind Blue Rock had more than a share of problems. Cheriellaine Chao (IV MIS, President) explains the difficulty: "Mahirap na walang tao entirely responsible. For both of us (me and Joan), walang managers under sa amin kaya mahirap. Idadaan pa sa EB at sa managers...sobrang mahirap umabot sa members." The responsibilities for promotions, concessionaires, logistics, marketing and programs were divided among the different departments. For Joan Lim (IV Mgt, Exec VP), the fact that this year's Blue Rock was an extra project made the task more daunting. She shares, "The fact that it was an extra project...pasapasan so the EB had to head everything." Surprisingly, the Communication and Publications

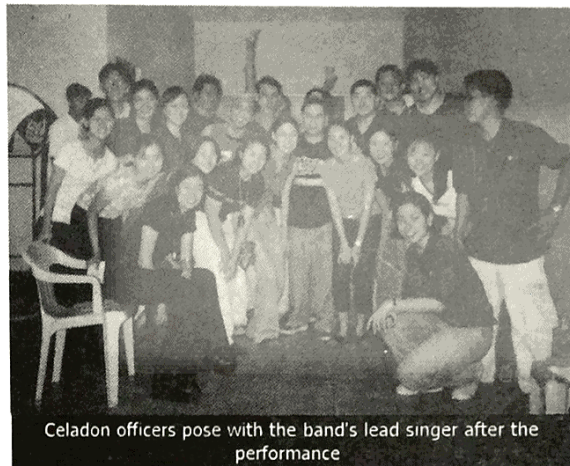
department, which was in charge of concessionaires, landed the only sponsorship deal for the project. This was with Surfing Bananas, an online auction and classified website.

Last minute planning also marred the event from going smoothly. Promotion for the event was underestimated, as well as ticket selling. What started as a 'buy-one take-one' selling scheme turned into a free concert. "Sa Ateneo campus, it's not as easy rin...not as simple as putting up a booth," Cheriellaine starts. "The problem was we didn't reach the people at marami ring kasabay (na events). Mali rin na iniwan namin sa U.P. EcoSoc ang pagbenta sa U.P. Since iyan ang main audience, dapat diyan magbenta."

Rocking the night away...

On the day itself, the logistics group comprising of HR department members coordinated with the Servo Concert Club on the venue arrangements. Everything still came kind of rushed, according to Candice Que, co-logistics head. "The day before the concert itself, hindi pa namin alam kung anong gagawin. The day itself, hindi pa rin, so we had to improvise. Sobrang hirap na hirap kami," she shares. The group had to make do with the people who were in the venue to help out since most of the Celadon members still had classes.

Blue Rock 2000 officially kicked off at about 8:30 pm, with Color It Red setting the mood for the night's concert/party. This was followed by Pinwheel, a U.P. band. Chinggay of RX 93.1 and a co-host provided comic relief and commentaries in between performances. One of the event's highlights involved the much-awaited Nescafe Frothe contest, wherein participants were instructed to drink Nescafe Frothe and then say 'Sarap!' in their most seductive voice. Complimentary Nescafe Frothe mugs were given to the participants. However, the night truly belonged to True Faith. The predominantly U.P. crowd danced ecstatically to the beat and sang gamely to the lyrics as the band churned out one crowd-pleaser after another. The concert



Celadon officers pose with the band's lead singer after the performance

lasted until 1:00 am, with the True Faith's performance leaving the crowd on a high note.

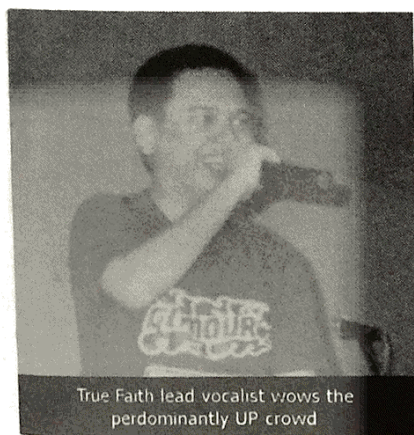
The mini bazaar organized for the event featured Shrooms, a mushroom-meals food stall conceptualized by a group of Ateneo Management students, and a stall selling street food and miscellaneous things, among others. Surfing Bananas also offered free membership applications and ballpen giveaways during the event.

Feedback

Blue Rock 2000 left people with generally good feelings. Cheriellaine reveals, "In the end, it was more than we expected. Mga 300 na taong pumunta, importante rin, nagenjoy yung mga pumunta." Candice also shares the same sentiments, considering this was her first project and first concert: "It's fulfilling na rin na when you're cleaning up with everyone, with the Caltex people. It's fulfilling that the concert came through and it was okay naman."

Despite the good turnout and crowd-pleasing bands, the organizers feel that the Blue Rock project has many aspects to improve on. Sherbert de la Cruz (IV MIS, HR Mgr) chooses to criticize ticket-selling for the event. He reacts strongly, "If you want it to be a free concert, dapat sa simula lang sinabi na, dapat stick with it...Ang pangit ng image (for Celadon)." Cheriellaine stresses more on the lack of planning: "Basta next year, kailangang ievaluate mabuti at kailangan ang masmaayos na planning."

Perhaps the one success that participants can attest to is True Faith. As Candice exclaims, "Let's get True Faith again next year!" Onwards to the next Blue Rock! ☺



True Faith lead vocalist wows the predominantly UP crowd

BREAKING THE STEREOTYPE

(continued from page 7)

was actually an integrating force between these two races. In fact, as Ang See reveals in her book series, history has proven that behind the colonization of the Philippines was a hidden motive of using the country mainly as a stepping stone towards Christianizing China. Now, most Chinese-Filipinos are baptized Christians and are practicing Christian beliefs, though not forgetting Buddha or the other Chinese gods. Dy prefers to describe Chinese-Filipinos as pragmatic. "One would rather practice a tradition than let some bad outcome come out of it. They do this out of convenience," she notes.

Education has been the one tool Chinese-Filipinos have employed to preserve their culture. Dy attests to this: "Education for us is very important. A mother or father would sacrifice his or her own self to teach children." Ironically however, while the young Chinese-Filipinos groan over numerous Chinese subjects and lose interest in them, their Filipino counterparts realize the importance and advantage of having a Chinese education and being taught the Chinese language, tradition and values. Being Chinese-Filipino seems to have taken on new meaning. "The AB classes of Chinese in the bigger villages...they

tend to speak less Chinese nowadays. The third and fourth generation are more western...they don't like to eat machang, mami...they like hamburgers," Lim observes. "But then, when they grow up, they realize how important it is."

Integration

Stereotypes about the Chinese still abound, but they are more modified now. Lim reflects on his own identity, he belonging to the young Chinese-Filipino generation: "Modified *na (ang tingin ko sa sarili ko)*...If I ask myself if I'm more Chinese or more Filipino, I'll say I'm in between. I like many things Filipino but at the same time I try to preserve my Chinese roots." Integration seems to be the keyword among Chinese-Filipinos today. Yet, the word is still subject to misinterpretation. Dy opines, "The integration here is much deeper and above eradicating something negative. Integration means to enter into a relationship with the Filipinos in order to help develop this country, to help Filipinos but without losing identity."

Indeed, Chinese-Filipinos have finally merged with the mainstream of Philippine society. From having intermarriages to becoming professionals, they are finding

their own niche in a more supportive community. Dy offers this advice: "You are enjoying the fruits of your parents' labor. Things come very easily. There is that tendency to become materialistic...Just be aware of the fact that you are so rich with both Filipino and Chinese culture. It is important to find out the other riches that you can cultivate side by side with the Filipino culture." Of course, no matter where one goes, there will always be stereotypes. What one must realize is that these stereotypes are steeped in history and reveal the pains and triumphs of descendants long ago. Lim cautions, "(Having stereotypes) has its advantages and disadvantages...It poses a challenge. But it can also be a threat."

Juan Taga-ilog observes the man before him in animated conversation. Still chinky-eyed, still fair skinned, yet his outlook towards life unmistakably similar to Juan's. Having a family and becoming a professional are part of this man's life goals. Of course, he will still engage in profitable schemes and watch kung fu movies. Nevertheless, he has found new meaning living in the Philippines. Juan laughs, amazed at his friend's nonstop chatter. 'Bruce Chinaman, you'll go far in life.' ●



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Same Blood, Different Country

ARTICLE AND PHOTOS BY JOAN LIM

CREATIVE DESIGN BY NELDYN LEE

A descendant of the dragon discovering her roots

WHAT COMES TO MIND when one mentions the word "China"? The Great Wall. Communism. Pirated CDs. Kung Fu Movies. Lucio Tan. Made by Nokia. One Child Policy. Imagine if all of us just had these thoughts in our heads about China. It would be most unfortunate, wouldn't it?

Last July, I had the opportunity to participate in the 2nd China Synergy Program for Outstanding Youth (CSP). It was held in five cities including Hong Kong, Guangzhou, Xi'an, Beijing and Shanghai. Though I had lived in Hong Kong before and had been to Guangzhou once, having the chance to visit the other major Chinese cities attracted me to the programme. I decided I've had enough of Made in China cellphones, dried mushrooms, fake Gucci bags and Giordanos. For once, I wanted to see a bigger picture of the real China and how it is like today.

Yet, going to China in the middle of July was not that easy. With only 150 delegates to be chosen, what really were my chances? And if ever I got chosen, I would have to bring tons of readings to the trip just to make up for missed classes. Many doubted my capabilities of getting in. Well, being the stubborn Joan that I am, I tried anyway. I'm glad I did.

I received an acceptance e-mail in April while vacationing with my family in Tagaytay. It was supposed to be good

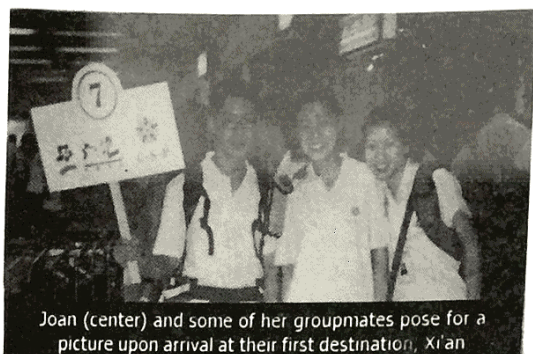
news. But my mother, her overprotective shield in full gear, did not want me to go. She kept reminding me, with words to this effect, "Remember, you have to graduate on time. This is your critical year so don't screw it up." What's more, she did not want me to go alone. It was only when I spoke to Mrs. Concepcion Rosales (former Assistant Dean for Academic Affairs and



China's counterpart to Italy's Venice, Zhang Zhou, Shanghai

now Associate Dean) that my mother finally relented. Three months later, I was on a Cathay Pacific flight to Hong Kong. I felt like a dragon unbounded. For the first time in my life, I was going on an international trip on my own.

It was already late afternoon when I arrived at the Hong Kong University of Science and Technology (HKUST). After meeting my group mates (I was in group J) and having tons of rice for dinner, we had some free time to mingle around. This was the first time I would meet some of the people who would make my trip doubly memorable: Anita Chan, a graduate student from Vancouver, Eliza Foo from the Australian National University, Felicia Kuo from Brown University, Michele Lee from Harvard, Tom Lo from Yale, James Tang from Upenn, and the cuddly Abe Chang, a professor at NYU.



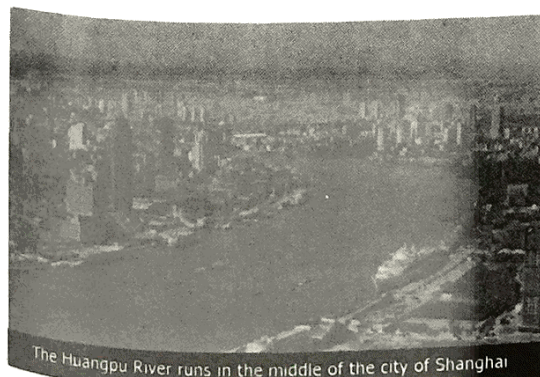
Joan (center) and some of her groupmates pose for a picture upon arrival at their first destination, Xi'an

Different though we were with regards to nationalities and educational attainment, we were still basically Chinese by heart. More so, we were all young people sharing similar interests in fashion, music and movies, among other things. If language ever was a barrier, well, most of us did not mind it at all (it helped that the lectures were given in Mandarin, Cantonese and English).

The schedule set for us was hectic. Breakfast was scheduled at seven-thirty and we had to be in our buses at around eight, depending on the day's agenda. During our first week in Hong Kong, we visited the various participating universities including the University of Hong Kong (HKU) and Hong Kong Polytechnic (PolyU). In the mornings we had interesting lectures that focused on East-West relations, China-HK

relations, HK's One Country Two Systems government, human rights policies and China's upcoming entry to the World Trade Organization. The ordinary person may be daunted, even bored, listening to such serious issues being tackled. Yet, being Chinese and having a more or less Chinese upbringing, I realized the relevance of these issues. These dealt with our identities, with who we really were. The Philippines may be where I call home, but I am still connected to fellow Chinese everywhere. We share the same aspirations and fears; we all have goals for our future. Here, I sat listening to speakers discuss China's future. It is a future I realize that includes me.

Our first weekend was spent in Guangzhou. After a ferry ride from HK's Victoria Harbour, we arrived in Nansha, a city in Guangdong Province. There, we visited a lychee farm, the General Electric factory, and a shipbuilding factory. After Guangzhou, we were on the move again, taking a three-hour plane trip to Xi'an, the capital city of Shaanxi Province in



The Huangpu River runs in the middle of the city of Shanghai



From Left to Right: The Terracotta Warriors; The delegates pose with Hong Kong Chief Executive Tung Chee Hwa at the Hong Kong Government House; The writer poses with an exhibition army platoon in Beijing

Western China home of the Terracotta warriors. We were told that these figures were not entombed dead warriors at all. They were built as a symbol of protection for the emperor in the afterlife, similar to the local Chinese practice of burning paper money when someone dies.

Altogether, Xi'an was very fascinating. What was amazing about the city was its cultural heritage enveloped by tranquility and simplicity. Just walk along and you would find people sitting on the sidewalks having red-bean drinks and chatting with friends. Old houses were still made of red bricks just like in the movies. The people were friendly and accommodating, but that week was particularly exciting because the World Cup qualifiers were being held in Xi'an and the Italian soccer players were staying at our hotel. One of the universities we visited in Xi'an was created like a small town, similar to the U.P. campus.

Our next stop was Beijing. In contrast to Xi'an, Beijing was a big city, literally. Jianguomen Road, one of its main roads, is twice as wide as our EDSA, and this is located in the middle of the city. Shopping malls were found on every corner, and big buildings were found everywhere. Beijing was also rather dull. It didn't have the simplicity Xi'an exemplified, but instead had the complexities of a major city. The weather didn't help either for it was very dry. While trekking the Great Wall, a friend of mine had a little temperature gauge and placed it on the steps. It read 45°C. Since I was used to Manila weather, I was able to stand the heat (thanks to the parasol I bought at the Forbidden City) but the others had a difficult time and later found themselves experiencing heat exhaustion.

The complaints and whines from the delegates faded when we had the opportunity to meet Li Fong Ching, Vice Premier of the People's Republic of China at the Great Hall of the People just opposite Tian'an Men Square. The event

was very formal. We were not even allowed to bring cameras and bags. The Vice Premier only came in when we were all already arranged properly for the photo shoot. Afterwards, for the open forum, each group had to come up with six questions. Some controversial issues came up such as the question raised by the Taiwan delegates regarding Taiwan-China relations. The official declined to answer, perhaps to avoid revealing anything disagreeable to the delegation.

We set foot on Shanghai's Oriental Pearl TV Tower after the two-hour trip from Beijing. When I looked down on all of Shanghai, my outlook of the city's glorious landscape changed forever. Buildings were outlined with gardens; more so, remnants of Shanghai's past were carefully restored in the modern setting. Shanghai is probably the most European of all the Chinese cities. It had a strong French influence and was a booming port as early as the late 1920s. Like Paris, the city was carefully planned. In the middle of the city lies the Huangpu River. On one side stood old Shanghai – surrounded with French architecture and Art Deco buildings, while on the other stood the new Shanghai—a futuristic, semi-industrial Asian counterpart of New York's Manhattan.

During our four-day stay, we visited General Motors, Baoshan Steel Mill and a memorable afternoon Zhou Zhang, a water town in the suburbs. The village's picturesque view was like something taken out of a canvass or even a Chinese painting. It was too beautiful to be real—yet we were there.

The programme was truly a once in a lifetime experience for me. After the final briefing back in Hong Kong, I found myself in tears having to say goodbye to my newfound friends and to group J, whom I called family for the past three weeks. Some of the Hong Kong delegates gave us little tokens, ranging from stamps to chocolates. To the China

delegates, we gave them a big card with everyone's personal messages written inside. It was a heartwarming moment. I realized I could go to China any time, but to be able to tour China with these delegates – it would definitely never happen again.

During my trip, it was amazing to realize the many types of Chinese people there are. The Mainland Chinese are different from the Filipino-Chinese in the same way that the HK-Chinese are different from the Australian-Chinese. Some of the delegates have never been to China or Hong Kong; some have never even set foot in Asia before. Yet, when brought together, we all discovered how alike we really were. For one, everyone knew how to use chopsticks. They were even aware of using tea to clean their plates. Although we all grew up in different environments, there was a part of us that remained Chinese. There was no one in the group who did not have that thirst for China.

The trip was a celebration of the Chinese spirit within me. Just as I am a Chinese living in the Philippines, I realize there are others like me living in various parts of the world, assimilating themselves into their perspective cultures without neglecting their Chinese heritage. At the start of the trip, I clearly remembered what a speaker told us: "You are the descendants of the dragon... going back to his roots." We did not feel the wisdom of his words at first. It was only after our experience in China that the speaker's words sunk in. I consider myself blessed to have the ability to see two sides of a coin—to be able to understand and find harmony in both Filipino and Chinese cultures. A mixture of love for family and respect for others, a passion for both OPM and Cantonese pop, and a strict follower of discipline and self-reliance... finding a balance between the yin and the yang – truly, we are descendants of the dragon. ☺

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