

Chinoy

celadon comm & pub dept

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DEAN'S AWARD**
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Editor's Letter

Fulfillment and pride after a job well done

PEOPLE LOOK AT ARTWORK AS SOMETHING MINOR WITHOUT realizing that it is actually what attracts the majority of people. An eye-catching drawing accenting a not-so-interesting article can surprisingly increase the number of readers of that particular article. Art plays a really important role in everything a person does. It adds flavor, mood and interest to one's work. Why else do you think children's books have pictures in them?

Being an artist for *Chinoy* has opened my eyes to the different aspects of art. A drawing is not only a combination of lines and shapes; it is a reflection of one's thoughts and emotions. In a magazine, it is an image that complements an idea. Each issue demands tedious work from everyone, including the artists. However, seeing that our work is appreciated makes the load feel lighter.

In winning the Dean's Awards, we in *Chinoy* (and ultimately, Celadon) are happy that our efforts in bridging the gap between two unique cultures are recognized. I commend everyone, from the ones who's works are most visible, the writers and photographers; to the designers and artists who, despite receiving minimal attention, make up the heart of the department; to those who handle documentation, Internet projects and circulation behind the scenes.

We thank the readers and the Office of the Dean for making each *Chinoy* issue worth sacrificing our time for. ☺

Analine Chua
Acting Art Editor

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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CHINYO VOL. I ISSUE NO. 9 COVER PHOTO AND DESIGN BY OSCAR TAN

Oops... We forgot something...

A NUMBER OF PEOPLE POINTED OUT THAT IN OUR HASTE, we neglected to include an adequate introduction with our Millennium Essay Series last issue. The series was envisioned as a showcase of the collective experience of three generations of Ateneans. Essayists were carefully selected to represent the last eight decades, from senior professors to a first-time teacher and a senior *Chinoy* editor.

The essays said little about the writers and instead focused on the unique times they grew up in. We invite our readers to vicariously feel the perspectives of the generations: Defying Marcos for someone born in 1948, the pride and renewal that was EDSA for someone born in 1966, EDSA as the end of a childhood of confusion and hardship for someone born in 1972, and EDSA as the beginning of a childhood in a society that refound its honor in the world for someone born in 1979.

Pay special attention to the accounts of Fr. Jaime Bulatao, born in 1922, about the Ateneo of the 30s and how his generation paid the ultimate price for the freedom of their grandchildren. We hope that this series proved to teen-agers that history is the living wisdom of yesterday that is very much relevant to the hopes and dreams of today. ☺

ERRATUM: *Chinoy* would like to apologize for listing Ms. Marilyn Uy's course as BS Management Honors instead of BS Management in its last issue.



Dr. Benilda Santos

The real Chinese

BY GOODWEALTH CHU

CREATIVE DESIGN BY NELDYN LEE

This Chinoy freshman was born in and grew up in the Philippines, but he cannot own property, cannot run for public office, cannot vote and is exempted from ROTC.

ISTUCK OUT LIKE A SORE THUMB during my fourth year in high school. While my classmates exchanged endless complaints about their CAT training days every Saturday, I just watched them, both amused at and pitying their sad fates.

How come? Both of my parents are still Taiwanese citizens as they were not naturalized as most Chinese immigrants were, and I am one of the few Ateneans who is NOT a Filipino citizen. Officially, I am what you call an "alien."

ROTC Anyone?

Being a Chinese citizen in the Philippines has many benefits, and the first thing that comes to mind is exemption from ROTC. I do not need to march with other freshman cadets to realize that getting an untimely tan under the screaming Saturday sun is not my idea of a pleasant afternoon, and that neither is the replay of the Death March called the *Alay Lakad*. If this is not convincing enough, one only has to wait until the whole battalion holds a one-day long "parade." Yes, I do not want to go through all this trouble, but I do not have to either.



1983 Goodwealth was baptized in the Binondo Church, Manila When he was a year old.

We "aliens" are also more comfortable during reg season. We skip the extraordinarily long lines for getting regforms and other documents; we simply go to Window 17 and wait in a line of two or three people. Of course, students like Guo Xiao Feng (I CS) realize that there is literally a price that must be paid. "I have to pay more tuition fee than others!" he reveals, explaining that aliens born outside the Philippines pay an extra \$700 to \$800 each year. Fortunately for me, though, I was born here, do not have to pay these fees, and still get to go to Window 17 during reg.

Being a Chinese citizen also has advantages when travelling abroad. Analyn Tiu (I CS) attests that Chinese citizens experience less discrimination in other countries. As for me, I can easily go to Taiwan and, oh yes, Hong Kong without the hassles of visas and other bothersome immigration fuss. Of course, this is only true for the Taiwan

passport holder; if one somehow finds himself in possession of a mainland Chinese passport in Taiwan, that is BIG trouble.

The subtle differences

Despite the different seal on my passport, there is actually very little that sets me apart from other Ateneans. One of these, perhaps, is the fact that my Filipino class is held every Saturday morning in Bellarmine Hall, as if to isolate us "aliens" from mainstream campus civilization. Thirty other aliens and myself compose the special Fil 12 class called FS for "foreign students."

Up to now, I am still amazed by this setup. I speak Tagalog well, and actually speak Tagalog at home and with my classmates. However, someone in the Registrar's Office must have thought that just because I am a Chinese citizen, I cannot speak proper Tagalog. I must admit, however, that this FS class is a very cool class. My classmates and I communicate in English, recite in English, do assignments in English, present reports in English... you get the



1989 Goodwealth (third from left) poses with his siblings at their grandparents' house.



1999 The class Fil 12 FS on an outing.

idea. Nielsen Tia (I MAC) and Chen Mao Keng (I MCT) have only one thing against our class. "They could have scheduled it on weekdays," they gripe. "*Sana hindi na lang Sabado.*" Our class is from 9:00 AM to 12:00 Noon every Saturday, which is quite taxing, though still better than having ROTC.

If I sound amused at having a different Filipino class, however, there are other things I have devoted more serious thought to. When my high school teachers used to say, for example, "Maybe one of you will be president one day," I just shrugged my shoulders and felt deprived. Why, I cannot even be elected as a *baranggay kagawad*! Chinese citizens do not have the right to vote or run for office, and although I have no real plans of being involved in politics, it just feels different.

We are subject to other restrictions as well. I am an ECE student and have to take board exams after college. However, it would be very impractical for me to apply for a professional license in say, Taiwan, because tests are written in Chinese there. Chinese citizens also cannot own property in the Philippines, unless President Erap proceeds with his Concord. Says Nielsen, "It's really awful. After all, we were born and raised here, so why all the fuss?"

Nielsen is not worried, though. He adds, "Most people have already been naturalized. Chances are when I marry, she'll be a Filipino citizen."

Identity crisis

I am proud of my heritage, but because of it, I grew up with more questions than the average teen-ager. I hold a Taiwan passport, for example, but my ancestors came from China. Although my high school Chinese teachers stressed that

there is only one China, I still feel that these two places are worlds apart. So where do I belong? Well, my parents have told me time and again that we belong to China. No objections.

the Filipino-Chinese community, which, by the way, is being increasingly incorporated into the local culture. I also do not have to worry about things like the butchering of Chinese by locals in

Indonesia last year. I can safely say that I feel at home with my present community. I am happy being what I am.

Perhaps the most relevant aspect of my being a Taiwanese citizen is that it makes me feel more Chinese than other Chinese-Filipinos. Aside from my accent and *singkit* eyes, I also have my Alien Certificate of Registration. It makes me feel somewhat more complete and as Analyn tells me, "It's something to be proud of."

Nielsen adds, "Sometimes people get surprised when I tell them I'm not a Filipino citizen. I speak good Tagalog, but that's all." However, like me, he does not consider himself different because of his citizenship.

He ends, "*Basta walang RO, okay na.*" Well said. ☺

(Editor's note: The March 1999 issue of *Chinoy* discussed how Senator Franklin Drilon proposed a law facilitating the naturalization of qualified aliens.

The author of this essay is definitely considering naturalization, though after his sophomore year and ROTC.)

When my high school teachers used to say, "Maybe one of you will be president one day," I felt deprived. Why, I cannot even be elected as a *baranggay kagawad*!

The question of my Chinese blood and my Filipino home is more powerful, however. Sometimes, I feel like an ocean trapped between two shores. On one side, there is the Filipino community. I live in it, but I am sometimes not sure if I am truly a part of it. For I cannot own land, cannot vote, and most importantly, I belong to a different race.

On the other hand, I am even more of an alien to China than I am to the Philippines. I do not speak good Chinese and I must be light years away in terms of culture. It is not really that bad, though. I do not have much trouble fitting into



BY MARK SENG

ASKING "WHO AM I?"

History is stranger than fiction

BY KATHERINE ANG AND ARMIE MARGARET LEE

PHOTO BY JUNI GOTAMCO

CREATIVE DESIGN BY DOROTHY BANGAYAN

A dedicated researcher shares what he has learned about the colorful role of the Chinese-Filipino in colonial society...

COMEDIAN JUN URBANO CREATED "Mr. Shooli" from memories of Chinese classmates and transported the character into a fictional Mongolian setting after noting that there was no Mongolian embassy in the Philippines. The Chinese-Filipinos of centuries past were much more than the stereotype embodied by *Mongolian Barbecue's* heavily-accented protagonist, however.

Spanish, not Mandarin

According to historian and regular *Tulay* contributor Pio Andrade, it was not easy for the Chinese to integrate themselves into Philippine society, despite the existence of trade relations that date back to precolonial times. "At first, the natives didn't trust the Chinese and the feeling was mutual," notes Andrade. "In fact, when Salcedo came to the country, he found Chinese imprisoned in Balayan, Batangas and that the Zambals were prisoners of Chinese pirates in Zambales."

Given this background, it is surprising to note, for example, that the Chinese were the best Spanish speakers in the colonial Philippines aside from the actual Spaniards. Being merchants, the first thing they did was to study the language of commerce.

Andrade notes,

"It was the Chinese, after the friars and soldiers, who

propagated Spanish

in the Philippines. Just go to Ongpin and you'll likely find a restaurant where the waiter gives you a menu in Spanish." He adds that some Chinese cooks in Chinatown prepare Spanish recipes with a slight Chinese touch. He also takes an old directory from the American Collection in the Rizal Library and turns to a page that shows the ad of a Chinese craftsman, written in eloquent Spanish.

Spanish was actually the language of past Filipino generations. In 1930, there were more Spanish newspapers than English ones in the Philippines. In the movie industry, the Filipino actors and actresses spoke in Spanish with few

exceptions. In fact, scenes were shot twice: once in *Tagalog* and a second time in Spanish.

Andrade shares that in a conversation he had with Lita delos Reyes (Tingting Cojuangco's mother), she recalled going to Divisoria with her father as a little girl. She saw Chinese craftsmen, their hair in braids, talking to their customers in flawless Spanish. This ability remains in some top Chinese business figures such as John Gokongwei, the Palancas, the Tambuntings, the Teehankees, and even the owner of the Shoppersville Supermarket along Katipunan Road.

To smooth their entry into the Philippine business world, the Chinese-Filipinos would change their names to Spanish ones, usually adopting the surnames of very important people. "Carlos Palanca, for example, was formerly known as Tan Kien Sin, but he adopted the name Carlos Palanca," Andrade gives an example. He explains that the original Carlos Palanca was a colonel in the Spanish infantry and a well-respected gentleman.

The real *tisoys*

Andrade reveals another interesting fact about the colonial Philippines: "The word *mestizo* then without qualification meant Filipino-Chinese, the *creoles* are the Spanish." In fact, the editorial of *Chinoy's* maiden issue stated that the *creoles*, the Chinese *mestizos* and the *indios* had different sets of legal rights in 1741.

By the 1850s, there were many Chinese in Malabon, Navotas, Marikina, and later, in Quiapo and Sta. Cruz. The stone houses where many Chinese lived still stand in the old section of Quiapo. The Chinese formed the economic backbone of the colony, and engaged in goldsmithing, sugar manufacturing, lumber and shoemaking, to name just a few. In small towns, they served as moneylenders. In the 1860s, the abundance of wild animals led many Chinese to settle in Marikina. "We were exporting a huge amount of hides," describes Andrade. "There were more Chinese in Marikina than there were in Binondo because of their leather

The beauty of the Filipina is influenced by her strong Chinese features



In Spanish times, "mestizo" without qualification meant Chinese-Filipino



Mr. Pio Andrade

business."

The Chinese even played major roles in the development of the *bagoong* and *balut* industries. They introduced *angkak*, fermented rice with a red pigment, into *bagoong* and gave the favorite condiment its distinctive color. *Balut*, on the other hand, was sold by the Chinese merchants in Pateros. *Tinapa* originated from the Chinese in Malabon and Navotas.

Pearls of the Orient

Andrade states that when the giving of dowries was still practiced, the pure Chinese and the Chinays commanded the highest prices. Competing for their affections were Spaniards, fellow Chinese and rich Filipinos.

The beauty of the Filipina is influenced by her strong Chinese features. "Her fair complexion is due more to her having Chinese blood running through her veins than her being of Spanish descent," Andrade explains. He cites former Bb. Pilipinas winners Pacita

delos Reyes-Philips, Conchita Sonico and Benilda Ocampo as Chinay beauties. Another Chinay, Susan Magalona, was considered to be the most beautiful girl in the Philippines before the war. She never participated in beauty contests, though.

However, Andrade also observes that some Chinese girls are reluctant to enter into relationships with non-Chinese men, though their male counterparts are not as inhibited. This was partly due to the exclusivity the Chinese developed after being restricted by wary Spaniards into the *Parian*, the Binondo enclave that was the original Chinatown. This may also be explained by the inherent clannishness of the Chinese. "In the Chinese mainland... anyone not from their [province,] place or clan is not at all Chinese," said Dr. Ellen Palanca in the August 1996 issue of *TheGUIDON*.

The Chinese, though, have been trying to bridge the cultural gaps. Carlos Palanca, for example, opened the first Chinese school in Binondo. "The purpose

of which," elaborates Andrade, "was not to segregate the races. Rather, it was a step towards preserving Chinese culture." Such thrusts are continued today by civic groups and leaders such as Teresita Ang-See, and even by the very visible Chinese-Filipino volunteer fire brigades. And, Andrade observes, "Traditionally, the Chinese are there (Binondo) but then, there were more Filipinos than Chinese in Binondo after the war."

Tsinoy Chopsuey

Pio Andrade is presently finishing his book, *Tsinoy Chopsuey*, which describes the history of the Chinese in the Philippines through a compilation of articles. He stresses that the relations between the Chinese and the colonial Filipinos were far closer than commonly believed.

Interestingly though, Andrade has no Chinese blood. He explains this very simply: "I am a Filipino. I want peace and prosperity for my country. There can only be peace and prosperity if all the people are united. The Chinese are important people; they should be integrated so that they won't feel unwanted." In the wake of offensive and derogatory remarks in the columns of some dailies categorizing all Chinese-Filipinos with the likes of Dante Tan and Atong Ang, such noble sentiments are welcome indeed. ☺

BY MARH SENG



The other shades of Ateneo blue

BY ELINORE LIM, JACELIE KING AND KIMBERLY PABILONA

CREATIVE DESIGN BY OSCAR TAN

One often sees these people around the Ateneo campus, their facial features lacking the Filipino touch, their accents laced with foreign influence. Foreign students are a small but growing population within the Ateneo, and piercing the stereotype unconceals unique, dynamic personalities.

The inside story

Moving from one place to another is never an easy task, as foreign students have realized the hard way. Yoonsee Jeong (IV IS) articulates the experience: "It was quite hard for me because at the time we moved here, I was in middle school back in Korea. It was during my adolescence stage and it was the time I was kinda forming my own identity. Then suddenly, my parents are pulling me out of everything I've known and loved."

With her limited English vocabulary, Yoonsee had a hard time coping with Ateneo life. "During my freshman year, there was never a day I didn't think of going back to Korea...I didn't feel comfortable talking to anyone, until I found other foreign students," she starts. "But eventually, because of daily conversations with my classmates, I learned." The relaxed atmosphere in school also helped make her adjustment easier.

Maradee de Guzman (III ME), who

was brought up in the States, also found her initial exposure to Ateneo life hard. She elaborates, "I had to go through a real adjustment. You're affected mentally, you're affected emotionally, even physically. I was so stressed out with all the changes that I drastically lost weight."

It helps to have friends going through the same crisis, but Maradee, like most foreign students, had to cope on her own. "I think I knew two people in school—we went to the same high school together—but we were in different years, so I was basically on my own," she recounts. "The first two months, I would go home and cry [almost everyday]."

There are the usual stereotypes associated with foreign students, and Maradee had to deal with these head-on. She describes, "Before, I had a really sharp American accent. They kind of look at you and go, 'Oh, Am-girl!'"

Three years later, she opines, "I think I'm already much adjusted to the culture here." However, she sadly adds, "Yet

sometimes, I still feel out of place. Even though I've grown close to my blockmates and organization (Management Engineering Association), there are still barriers, such as the language barrier."

Culture shock

One aspect of Ateneo that foreign students had to adjust to is the educational system. "I feel like it's a totally different system," Maradee remarks. "I had to get used to was calling teachers Ma'am and Sir. That was kind of weird [for me]."

Yoonsee, on the other hand, believes that the curriculum in Korea is still 'more intense.' She recounts, "We had 14 subjects, yet it was more focused on English, the Korean language and Math. Most of the subjects required memorization." Their workload is obviously a lot heavier than in Philippine schools. She continues, "After we got dismissed from classes at around 5 PM, we still stayed in school until 10 PM to review the lessons we took up for the day



or to study further." The relatively relaxed pace in the Philippines, on the other hand, has enabled Yoonie to actively participate in discussions, plays and presentations, to hone her skills for the real world.

Sometimes, though, the meeting of two cultures degenerates into skirmishes of beliefs. Yoonie recalls: "I have a friend who had a fight with her Theology teacher. The teacher forced her to make the sign of the cross. So she said, 'I have my own religion and I have been respecting yours. Why don't you respect mine?' For that, he sent my friend out of the room." She also opines that it is very easy for Ateneans, including teachers, to stereotype foreign students and *balikbayans*. She recalls, "Sometimes they made reference to my country but in a bad way."

Some discoveries were not as violent, but simply unnerving. "The most irritating is how people here stare," Maradee notes. "I find it a common trait and it is not even considered impolite."

Foreign students have to adjust to the more pleasant aspects of the Filipino culture as well, though. Maradee, for one, admits, "I have to get used to how affectionate people are, with the *beso-beso* thing. In the States, when guys are seen holding hands, they are assumed to be gay. But here, there is nothing wrong with that. It was a new thing." She also adds that Filipino males have made a

good impression on her. She continues, "There is a gentlemanly, chivalrous quality in guys in the Philippines. I never experienced this before. It's really nice."

Yoonie also cites Filipinos' more sophisticated sense of fashion. She shares,

"I was basically on my own. The first two months, I would go home and cry almost everyday."

"I was just shocked that in the Ateneo, almost everybody wore branded clothes. Most are really brand conscious. Unlike in Korea, we usually buy our clothes in the market or what you call *tiangge* here." Nevertheless, Yoonie has learned to appreciate Filipino fashion because Filipinos wear whatever they want. "In Korea, whatever the trend is, that's what the people are wearing," she adds. "But here, it's more diverse. In a way, people here are more individualistic."

Difficult transitions

Attempts to adjust to a new environment, or in this case, a whole

new culture, are not always successful. Paolo Canivel (III ME) recounts: "I have friends from Jakarta who stayed at the Ateneo for only a semester. They kept on complaining *na hindi sila masaya*, so they go back afterwards." He goes on, "I was a little shocked. *Kuwento nila*, they did not feel at home. It was not only adjusting to college, it was adjusting to a whole new culture. They did not get good acceptance. I was shocked, like how could this happen?"

Paolo's friends may have merely experienced the mild version of failed adjustment, though. Yoonie recalls, "In my second year, we had one friend, a Canadian *balikbayan*. She had a nervous breakdown. She started distancing herself from us. She managed to survive one semester, then she went back to Canada." This made a large impact on the friends she left behind. "We talk about her," Yoonie relates. "But I realized that she made that much impact on me only when I made up a web site for foreign students."

In order to address the above issues faced by foreign students, the International Cultural Exchange cluster of the Council of Organizations of the Ateneo was tapped to give them a "warming party." Dubbed the "I-Ball", this aimed to give the 207 foreign students presently enrolled opportunities to make new friends interact more closely with the rest of the Ateneo community.



ASKING "WHO AM I?"

Organizers shared that learning of the adjustment problems of foreign students came as a surprise to some students. Tammy Razon (III Bio), ICE deputy head, narrates, "Before, I didn't know that it was that bad. They need attention *rin pala*."

I-Ball 2000

The problems of foreign students were only brought to the attention of Assistant Dean for Student Affairs Rene San Andres when Yoonie interviewed him for her thesis. "I was doing a thesis on foreign students so I talked with Mr. Rene San Andres. It lasted longer than expected," she starts. "So I mentioned how I only wished to have a party for foreign students. Mr. San Andres then mentioned this to the COA President Bill Maniquez, who then talked to ICE Cluster Head Joy dela Rosa."

I-Ball was soon drawn up, and with barely a month to carry out the project, organizers were faced with the monumental task of locating all the foreign students and informing them of the said event. Yoonie was only too happy to help. "I-Ball is my dream come true, even though the whole preparation was during my hell month," she reveals.

Three fashion shows featuring the designs of Giordano, Lek and Drey (the latter two are still Ateneo students), bands, food and music pretty much characterized Ateneo's first party for the foreign students. Although foreign students participated in the fashion show, some felt that more could have taken part. Paolo, the show's emcee, shares: "I think the I-Ball is a good start. Honestly, it wasn't as effective as it should've been. But the fact that it happened is good enough." He adds, "It's a beginning." Maradee agrees, "I think it turned out pretty well, [though] I would have wished more foreign students were involved."



FRIENDS Despite initial difficulty, Maradee has adjusted well to the Philippines.

Still, I-Ball was able to initiate the interaction it sought, and Tammy laughs, "I was the one who choreographed the Giordano fashion show. Teaching the girls was so okay. But the guys, when I had to teach them the steps, they were all big and all funny. *Medyo ginago nila 'yung fashion show, but it was fun!*"

Yoonie, speaking from the other perspective, considers I-Ball "one of the most important moments of my college life." She describes, "It was really...words fail me. They let me talk a lot of the time on the stage and I almost broke down." She adds, "I owe a lot of this to Mr. Rene San Andres." Joy shares that she is really happy that everything turned out well. In fact, she is hoping that this will become a yearly tradition.

More Filipino than foreign

Foreign students and some of their

un-Filipino quirks may still be a sight to behold on campus, but a good number assert that they have chosen the Philippines as their home. "I don't regret it (coming here to the Philippines), because there's a lot of experiences that I would not have met had I stayed in the States," Maradee shares.

Yoonie seconds: "I'm proud of the changes within me. I used to be afraid of not knowing anyone. I know they look at me differently. I dress differently. I talk differently. After a while, I realized that I couldn't always be drowned in this fear. Eventually, I overcame this and I'm enjoying my life."

Like the Chinese-Filipino Ateneans, foreign students have been able to bridge their own gap, especially with heightened community awareness of their presence. Yoonie attests, "When I'm with my *barkada*, I don't feel the invisible line between cultures. I feel really comfortable, really at home." She reveals further, "I sometimes get surprised how many people I say 'hi' to me now. When I was in first and second year, I didn't know anyone."

Maradee, too, has expanded her circle of friends but stresses firmly, "I wish people wouldn't label us as Am boy or Am girl. They have to realize that we are human too. People should not judge us right away just because we have a different background." ☺

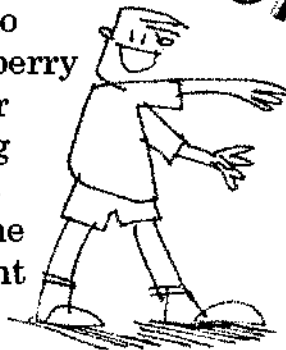
BY MARK SENG



BY CLAIRE SYSON AND JACELIE KING
ART BY MARK SENG AND BREY LEE
CREATIVE DESIGN BY OSCAR TAN

Unraveling the third great invention

PAPER WAS SAID TO have been invented in China in 105 AD by Cai Lun, who used the inner bark of the mulberry tree for fiber. The Chinese later refined the process by pounding rags, hemp and old fishing nets into a pulp. Paper was one of the three great inventions of ancient China and its production remains an important industry for Chinese-Filipinos.



Youthful memories

When we think of paper, we usually think of the stocks used for printing and writing. However, the paper industry also produces other varieties from the kind used for canned good labels, wrapping paper and grease resistant paper like the kind used in McDonald's. Mr. Simon Lee's favorite category is fancy paper. "Unlike in writing paper, we emboss the designs like fashion," he laughs. "So I am like a fashion designer."

He continues that one has to "feel" the market as preferences change after a year or two. "May mga uso din," he goes on. "Yung time ni Cory, yellow ang click. And then one time, popular din 'yung green. You should always watch out for new ones para hindi ka ma-old fashioned."

Lee is the owner of Delpa, a paper company that imports specialty paper and was a former president of the Association of Paper Traders of the Philippines. "I went to the paper business by accident," he narrates. "I came to Manila and worked as a messenger boy by day, and went to school at night. One of my relatives in a trading company asked me to join, so I became bookkeeper-

cashier." After a year, he mustered the will to open his own store in Rosario, beside Quentin Paredes. His only employee was a lone secretary, and Lee became president, janitor and everything in between.

Like Lee, Anson Tan grew up with paper. He has been working with Nation Paper Products and Printing Corporation for nearly eight years, but his father began bringing him to the workplace even when he was a child. "At an early age, my father already tried to give us a 'connection to the business,'" he shares. "He would bring us during Christmas parties in the office, so we'd get to know

the employees." He ends, "From the start, I knew that I was going to work in the company already."

Their enterprise may be less a business than it is a tradition. Tan's *angkong* (paternal grandfather) and his brothers sold paper products in their Divisoria store back in the 1950s. He recalls, "Some friends invited them to set up a paper manufacturing firm. Somewhere around 1959, they established NAPPCO in Kalookan. They started with only one machine."

The Philippine scenario

Paper mills, which manufacture paper from pulp, actually make up only 10-15% of the industry. Lee explains, "We have trees but not the variety for making paper." The country does not even have enough recycled paper while

BY MARK SENG



neighbors such as Indonesia possess hardwood forests. "At present, there is only one paper mill in the Philippines (in Surigao) that completes the manufacturing process (from trees to paper)," Lee adds. All other mills import pulp and Tan notes that the Philippines can only produce bond paper, newsprint and book paper.

Most paper companies are traders like Delpa, and many are agents of foreign paper companies. NAPPCO, on the other hand, is a "converter." "We get paper from the local manufacturers, as well as from foreign sources, and package them in consumer sizes for large scale customers such as printers and wholesale paper dealers," Tan explains.

Lee has written articles in the *Manila Bulletin* and in *The Manila Times* that argued for increased liberalization and efficiency in the industry. For around 30 years, high tariffs discouraged traders from importing paper, protecting local paper mills even though the Philippines does not have the resources to support paper manufacturing. These mills did not have

"So I am like a fashion designer. 'Yungtime ni Cory, yellow ang click. And then one time, popular din 'yung green."



consistent production programs, and produced only what was profitable at that time. Moreover, most of the machines at the time were obsolete and products did not meet international standards.

Unable to pay high duties, converters and dealers had no choice but to source from local manufacturers. In 1986, the APTP was formed, and it pushed for lower import taxes and less government interference. Lee opines, "To be honest, as an importer, we want to

open all the trading barriers so that we will have less costs." He welcomes the World Trade Organization and the consequent commitments to remove tariff barriers, though he adds, "As a general concern, I think it [globalization] should be selective."

Tan, though, is more apprehensive. "Most of the paper companies are not that efficient yet," he cautions. "Since we import most of the paper or pulp, and we're not yet fully automated, our products are more expensive. How can we compete with Indonesia, or the United States who have cheaper and better quality paper?"

Technology is a perennial problem. Tan continues, "Production is not well-automated and we are still very labor-intensive."

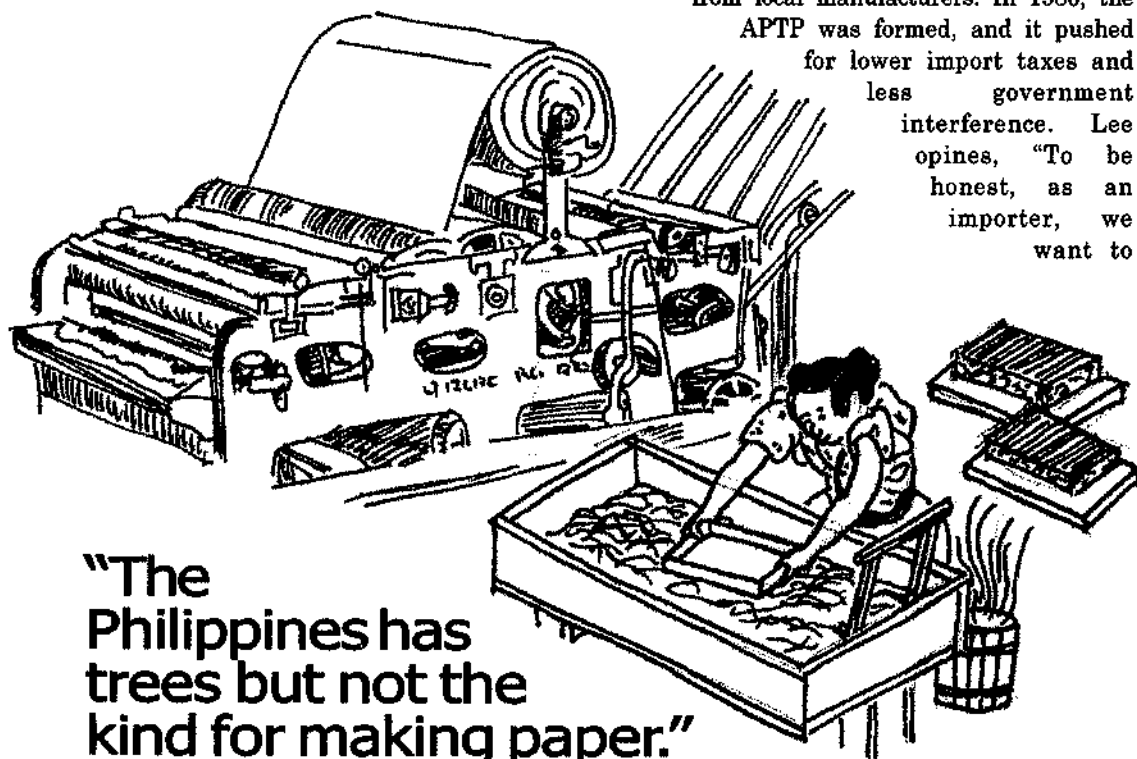
Lee adds, "Capital is limited and we buy only obsolete machines *Kaya hanggang diyan na lang tayo.*"

The industry has also suffered from the recent Asian crisis along with other importers. Paper is a necessity and there is always a demand for it, but Tan confides that they had to absorb the added costs and cut their margins in half.

The human side

Delpa's main customers are printers followed by the greeting card makers. They also supply multinational companies such as San Miguel and Philam Life with their letterheads and garments companies with their tags. Lee meets many different customers with different demands. He enjoys it when young couples visit their office to browse through samples because they are planning a specific motif for their wedding. He also notes how some American customers want only recycled paper, and shares incidents when his collectors returned from trips to printing presses and reported that the customer had gone bankrupt and disappeared.

Lee, however, is proudest of the fact that his company experiences no labor problems. He explains, "I have 85 workers and 90% of which come from my hometown." This situation resulted from his desire to give something back to his



"The Philippines has trees but not the kind for making paper."

old home, where he and his brother were the only Chinese in the local high school.

"My father died when I was only 11 years old," he shares. "We were very poor, so we went back to the province to rehabilitate our lumber business." He confesses to being a frustrated writer and had wanted to take Journalism but was told by his uncle, "*Panganay ka, patay na tatay mo, wala nang mag-handle ng business.*" He eventually finished Business Administration in UE and put up his business, but never forgot his roots. "Some of them [employees] are my classmates' children, *kumpane's* children, and my godsons," he describes.

The office includes sleeping quarters for the workers. He also funds the schooling of their children, especially the ones in college. "There was one person whom I supported in UST," he narrates. "His parents died and his aunt was my classmate. He graduated valedictorian in high school, and wanted to take up pharmaceutical engineering, but he had no money." Lee shouldered the teenager's education and was overjoyed when he placed 11th in the board exams.

"So you see, we're not a big company but there's a human side to it," he ends.

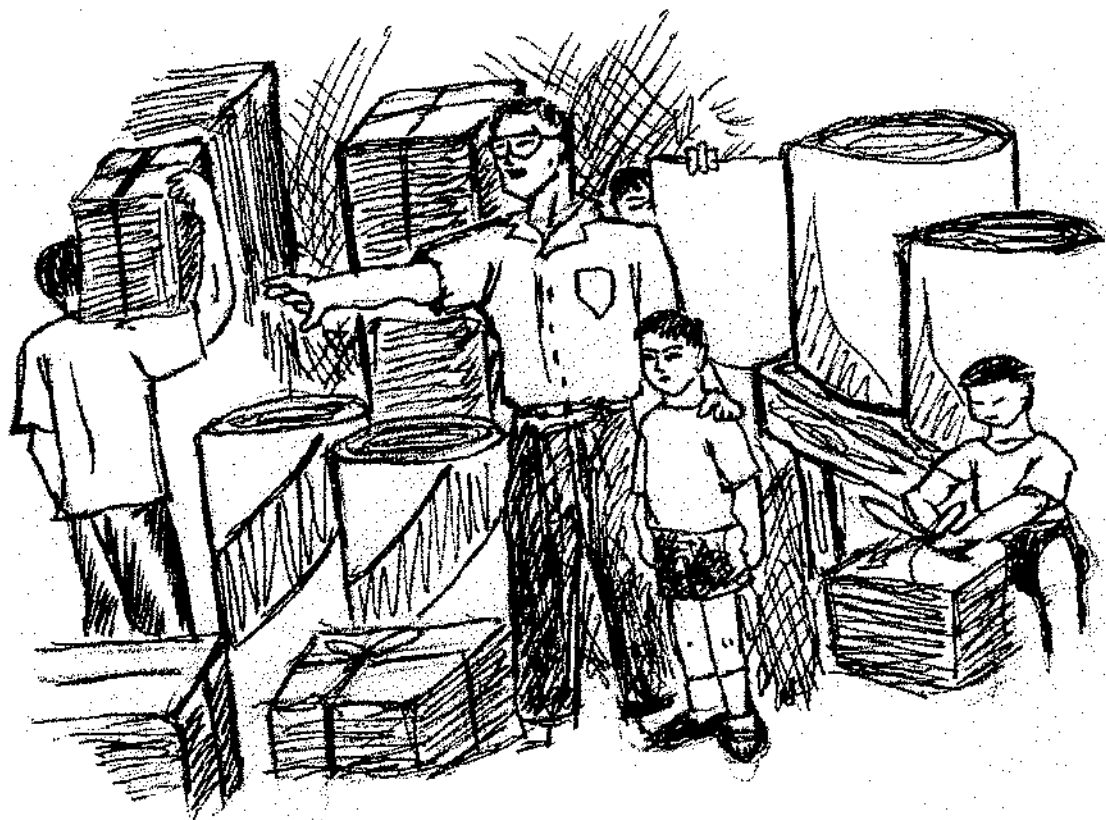
Family pride

Tan graduated from Jubilee Christian Academy and holds a Marketing degree from San Sebastian College, though being wholesalers, his family is not heavily involved in marketing. Like Lee, he takes pride in his company's labor relations and recalls how his father was always concerned about the financial status of the employees when he was still CEO, lending assistance when needed.

"But look at us now," he beams. Forty years after the days of his *angkon's* firm with just one machine, NAPPCO has grown into an enterprise of over 300 people. "I can honestly say that NAPPCO is one of the top three paper converters in the country," he adds. "The other two companies are [owned by] cousins who branched out and went off on their own. So you could say that we're really a pioneer in the industry."

He also proudly details how they were able to put up their own mill in 1993. It became fully operational in 1997 and is supplied with pulp imported from Indonesia. "Although I can't really say it's very profitable, it helps us in our converting business because we are already our own supplier."

Tan, however, notes that the present generation of Chinese-Filipino



"At an early age, my father already tried to give us a 'connection to the business.' From the start I knew that I was going to work in the family company already."

entrepreneurs have learned from the strict conservatism of the last one. "Chinese, especially the older generation, are very traditional, *bo kam kai* (they don't want to spend money)," he says. "For example, my Dad would prefer buying several old machines instead of a new one because to him, *mas sulit.*" He also points out the lack of innovation. He continues, "Most of the older Chinese tend to think of the bottom line in doing business. Buy or manufacture, and sell. They seldom think of strategy and marketing tactics."

The situation now is better than it was ten years ago, though. With new, more aggressive competitors, Tan ends that traditional companies are now becoming more creative in the way they do business.

The future

These entrepreneurs are very upbeat about the future and believe there is room for a lot of growth. Tan states, "We should look into ways to become more affordable, and more competitive. I also believe that in the next five to ten years,

we should get ready to tie up or merge with foreign firms seeking to do business here." He also stresses the importance of innovation and creative marketing, saying that computerization and e-commerce are "avenues which they will explore in the next several years."

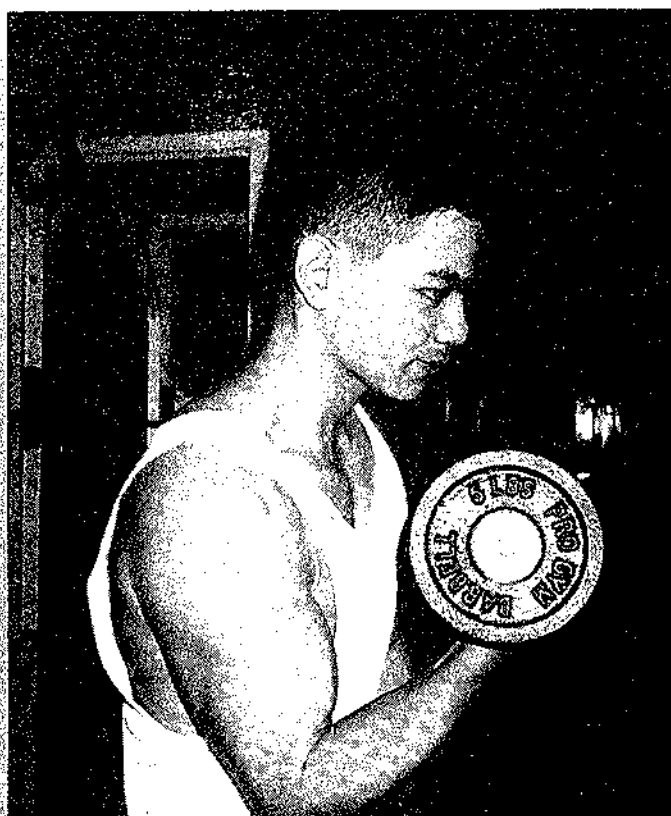
Lee adds a more personal view, citing "mentality" as the future of the industry. He opines that the present generation is very bright, but some of the values and discipline have been forgotten. For him then, success of the industry is tied to nation's economic success, and he thinks that the foundation of this is *kong bin* (good citizenship).

Men like Lee and Tan embody the true entrepreneurial spirit, having risen from humble beginnings without forgetting their pasts. Beneath talk of technology, the economy and resources, they emphasize work ethic and the importance of family. It is inspiring to see proof that Christian ideals and business instincts can intertwine so nobly, a pleasant thought to consider as one feels the paper that carries these printed words. ☺

aling lahi ang pinakamatinik 2000

THE TITAN GYM CHA

"So you think you're man enough..." says Titan Gym Owner Cris Chua (ME '93) as he sizes up the contestants. Their souls will slug it out in the ultimate test of machismo. The objective: To capture a girl's heart... with or



Team Pinoy
Ritchie Puzon (I ME)

On the first day, I'd buy a tape for P25 and ask her friends about all the songs she likes (especially the romantic, mushy ones). I'll use the tape to make a compilation of the songs and memorize them by heart.

In the afternoon, I'd bring her to the ledge behind Cervini. There's an awesome view of the Marikina valley from there. I'd read her my favorite love poems while appreciating the view.

On the second day, I'd get the finished compiled tape and practice singing all the songs on it and learn to play them on the guitar. This will probably take the whole morning.

After class, I'd bring her to the

Covered Courts to play some basketball then treat her to some softdrinks, P10. If playing made her back ache or something, I'd massage her back to relax her muscles.

Finally, on the night of the third day, I'd bring her to the Ateneo High soccer field. These days, there's always a clear sky so we can watch the moon and the stars—you get the picture.

I'd lay a blanket on the field and bring out my guitar and sing her the songs while playing them on the tape. After, I'd bring out my P55 rose and give it to her. (I'd spend the entire day looking for the best P55 rose para naman maganda).

Creativity 22% Romance 25% Budget 25% Titan look 25% **97%**



Team Chinoy
Jerry Hao (II ME)

Day 1: I'm going to give P100 to Teams Pinoy and Tisoy, then wait for the girl at the candy stand inside the caf. When she buys, *makikibili rin ako*. Since I don't have any money *mangungutang ako sa girl ng P1, pambili lang ng candy. Tapos kukulitin ko na siya na I'm going to pay her tomorrow. Pero I'm not going to buy candy, I'll just keep the P1.*

Day 2: *Hahanapin ko 'yung girl buong day. When I see her, lalapitan ko siya and I'm going to pay her back. Then mangungutang ulit ako sa kanya ng Php100 and excuse ko naman ngayon kasi nawala wallet ko. To ensure na hindi ko siya tatakbuhan, I'm going to give her my number and ask for*

her number. At night, I'm going to call her up to tell her how thankful I am. Then, *kakaasapin ko na siya the whole night. Before we finish talking, I'm going to ask her out literally go out lang, just to repay her kindness.*

Day 3: Before we go out, I'm going to buy her black chocolates worth P100. Then, when I'm with her na, I'm going to make sure that she eats the chocolates in front of me. For some psychological reasons, chocolates contain an amphetamine like substance that can make someone feel "high". *Kung medyo feeling ko "high" na yung girl, I'll just pop the question and hopefully, gumana 'yung chocolates sa kanya.*

Creativity 25% Romance 22% Budget 20% Titan look 22% **89%**

Or video romar make snack watch

Th give l my fi "hara.

For a the a jack We'd Burgu just lo our S marsh So up to

Crea 20%

Titan Gym ☺ Call 433-4560 ☺ Right

BY EMELDA TAN PHOTOS BY KIMBERLY PABILONA

CHALLENGE

he sizes up the contestants. In the *Chinoy* tradition, three brave a girl's heart... with only PhP100 and three days...



Team Tisoy
Gelo Guerrero (II MIS)

r. At night, I'm going to to tell her how thankful i, *kakaupin ko na siya* night. Before we finish n going to ask her out out lang, just to repay ess.

Before we go out, I'm uy her black chocolates 0. Then, when I'm with going to make sure that he chocolates in front of some psychological chocolates contain an ine like substance that someone feel "high". yo feeling ko "high" na I'll just pop the question fully, *gumana 'yung sa kanya*.

On our first date, I'd rent out a video tape (P30), preferably a romantic comedy. Then I would make us some sandwiches or snacks we could munch on while watching the movie.

The next time I'd see her, I'd give her a (love) letter and bring my friends to back me up for a "harana" session.

For the third date, I'd prepare a thermos of hot water, cups, and a jacket, just in case she gets cold. We'd go up to the helipad of Burgundy where we could talk or just look at the stars while sipping our Swiss Miss hot chocolate with marshmallows (2 packs/ P30).

So all in all the three dates add up to only P60!

"Nagmamadali itong Team Tisoy!" Cris observes. "Ang Pinoy naman, pa-cute. Tapos, ang Chinoy, barat talaga."

So who shall win the title "Pinakamatinih?" The Titan Gym staff prepared a four-component criteria. First, they want a guy who is romantic, but creative.

Next, they want someone who knows how to count, and penalize Team Chinoy for exceeding the P100 limit with a P101 loan.

The most important factor is, of course, how well the contestant epitomizes the "Titan" look.

"Habol kaya ng Calculus portion?" asks a trainor after Team Pinoy is declared the winner. ©

can look 89% 20%

Creativity 20% Romance 25% Budget 25% Titan look 90% 20%

RECAP

BY OSCAR TAN

CHINOY'S SPOOF SERIES ACTUALLY BEGAN as an idea I had while running for GUIDON Features Editor in my freshman year, something I thought would be both lively and different. Little did the first generation of *Chinoy* writers imagine that the little humor article we made up in the *Sanggunian* room in December 1998 would capture the studentry's attention so effectively. Since then, we have maintained the spoofs to balance the more serious topics discussed in the magazine.

Perhaps the most amusing thing about the series, though, is that a lot of gullible people actually believe the story lines we make up. For the record: Bambam and VJ never really starved for a week, Joy dela Rosa does not really hide in the textbook section of National Book Store Katipunan to powder her nose, Darwin Yu did not have my diploma withheld, and Rudy Ang was joking when he claimed he was gay in front of an audience.

The spoofs are, of course, the most challenging articles to write, and spicing up contestants' photos and answers to contest questions stretches one's creativity. That, and the staff is running out of Tisoys to feature.

The close of school year 1999-2000 finds Team Chinoy hanging on to a slim lead over Team Pinoy, three wins to two. Team Tisoy is winless this school year. ©

SPOOF HALL OF FAME

"Patigasan ng Tiyan 1998"

(published in *Chinoy* #3, January 1999)

Won by Team Tisoy, Bambam Aquino (ME '99) and VJ Genato (ME '99)

"Aling lahi ng teacher ang pinaka-ASTIG 1999"

(published in *Chinoy* #5, June 1999)

Won by Team Chinoy, Mr. Rudy Ang (Management) and Mr. Glenn Ang (History/Chinese Studies)

"Aling lahi ang pinaka-MAKAPAL 1999"

(published in *Chinoy* #6, September 1999)

Won by Team Pinoy, Bianca Africa (MCT 009) and Mark Dizon (II Ps:CE)

"Aling lahi ang pinaka-KIKAY 1999"

(published in *Chinoy* #7, November 1999)

Won by Team Chinoy, Joy dela Rosa (III Mgt)

"Aling lahi ang pinaka-BOLERO 1999"

(published in *Chinoy* #8, January 2000)

Won by Team Chinoy, Mr. Darwin Yu (ME)

"Aling lahi ang pinaka-MATINIK 2000"

(published in *Chinoy* #9, March 2000)

Won by Team Pinoy, Ritchie Puzon (I ME)

Right outside Gate 3, opposite KFC

A bazaar of wonders

BY MIGGY ESCAÑO, EMELDA TAN, ANNE ONGTECO AND OSCAR TAN

CREATIVE DESIGN BY JOCELYN CHUA

PHOTOS FROM THE ATENEO MANAGEMENT ASSOCIATION



The annual AMA Mall gives student participants a taste of earning real money.

EVERY NOVEMBER, for one whole week, bustling activity fills the college's Quad I. Tents are put up and students begin to resemble street hawkers as they entice passers-by to stop and inspect their wares. With real money involved, they play for keeps, as the cliché goes, with fierce promotion tactics and low prices.

The Ateneo Management Mall is not for the weak of heart, a sentiment its past participants recall from experience. This annual event provides an opportunity for Ateneo students to apply their entrepreneurial skills through a simulation of the mall setup, a competitive business environment clamoring for the attention of the Ateneo community.

Securing the foundations

Mimicking local malls such as

Robinson's Galleria and SM Megamall, the "end-of-the-millennium mindset" dominated AMA Mall '99. Lasting five days from November 22-26, its theme was that of an expo-trade fair, and featured, among many others, innovative products indicative of the arrival of the new millennium.

Anna Mamon (IV Mgt), AMA president, relates that this year's activity had 37 stalls compared to the previous year's 30. Co-head Heinz Gobing (IV Mgt) adds that all 60 slots for applications were filled in the first three days of the application period.

Heinz continues, "We tried to choose participants who offered different products so we could offer a lot more variety to the Ateneo community." The first-come-first-serve basis was applied to businesses with similar products. Moreover, businesses that originated from business policy classes received

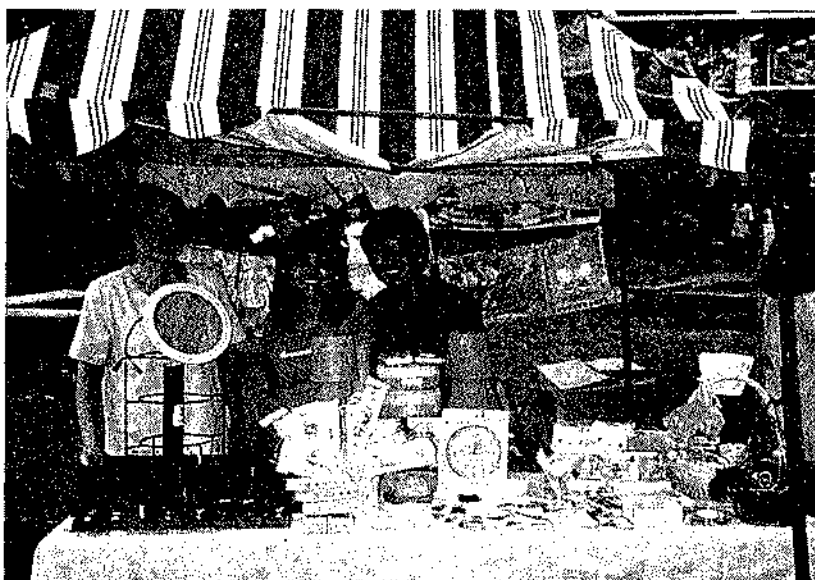
priority.

Throughout the week, judges roamed the stalls and assessed the performance of each business based on sales and other criteria. The top three enterprises were Blue Fur, Inc., The Grill, and Around the World in Five Days and they were awarded PhP10,000, 8,000, and 5,000, respectively. Two special awards were also given, with a cash prize of PhP1,000 each. "Best in Booth Design" went to "The Garden" and "Most Promising Venture" also went to Blue Fur.

A learning experience

Sir Rudy shares that he was disappointed by the lack of variety and the type of products in AMA Mall '99. "Some of the products could have been sold in a *tiangge*," he opines. "And the AMA Mall isn't a *tiangge*."

However, he opines that AMA Mall '99 was successful as a learning



Young Tycoons Many aspiring entrepreneurs defied the rain last November to market a wide array of products.

experience. The speech he delivered during the opening ceremonies expressed this sentiment: "I hope some of you will fail. Even if you don't make money, at least it's going to be a learning experience for you."

Continuous rain during the week lessened sales among the stalls, shares Julie Ng (IV Mgt), a proprietor of Around the World in Five Days. Despite this, however, some businesses adapted through unique improvisations. One business, Sir Rudy notes, went directly to their customers. Daily, its stall owners distributed slips of paper containing their menu for the day among the students. When it rained, they allowed their customers to order first. Then, they delivered the food to where their customers took shelter.

Innovation

Some stalls such as Blue Fur made a killing despite the rain. The company sold stuffed toys representing endangered animals and president Oliver Bautista (IV Mgt) reveals that they even surpassed their target of PhP20,000. They continued well beyond AMA Mall, setting up a booth in Quad II, and entered the mall to test their target market.

Oliver reveals that they learned their products appealed more to teens than to kids, their initial target market. He shares, "Yung mga bata kasi, mas mahilig sila sa sikat. For the teens, mas-type pala nila yung bago, kagaya ng product namin." This information prompted them to consign their stuffed toys to Tickles, which also catered to

teens. In addition, Oliver adds that their marketing strategies clicked with their customers. Room-to-room balloting was employed for some classrooms. They also

"I hope some of you will fail. Even if you don't make money, at least it's going to be a learning experience for you."

—Mr. Rudy Ang

allowed their customers to write their comments in a logbook at their booth.

Monochrome, which sold trendy gimmick clothes, as well as other assorted items, such as bagoong and rugs, also put up shop beside Blue Fur in the Quad II. Manning the booths became a problem, as Angel Escaño (IV Mgt) relates. Their schedules did not agree with the early opening of their booth for most of the week. "We weren't always able to open early," she shares. "On the first day, we decided not to open because of the heavy rain. Sayang kasi opportunity lost."

Exit interviews

Participants entered the activity with both fear and excitement. Gervin Kaw (II MEco) of Let's Go Sago shares, "Siyempre nakakatakot kasi di mo alam kung ano ang response ng market mo." He adds that he used the AMA Mall to test sago shakes in the Ateneo as he was thinking of opening up a stand in the Caf. "Okey naman siya. First few days lalo, mas hindi kasi umulan," he sums up.

Mark Pabilona of DLSU, Gervin's classmate from Xavier, applied the system he used for his stall in Poveda to the booth. (Editor's note: Pabilona's enterprise was featured in the November 1999 Chinoy.) Their venture encountered both minor problems, such as a lack of crushed ice, and major surprises, such as competition. "We were shocked to find that we had competition when we should have had a monopoly," he relates. "Despite this, we still ended up earning instead of losing."

Maricris Golamco (IV Comm) shares that her stall, Acid Gallery, was a barkada thing. "Actually, it was pretty malabo," she laughs. "Last minute, everybody wanted to join." They began as a group of five and eventually agreed to split the rent equally and allow each person to display whatever she had to sell. Each person kept the profits from the sales of only the items she brought in. "A tiangge within a tiangge is the perfect way to put it," she ends.

If Maricris was with friends, Gervin was with his girlfriend Aisa Yap (III ME). "Nagawa na namin ito before," he confides. "ICA fair two years ago. Kaso lang bubble juice ang binebenta namin." The couple earned about PhP7,000.

Maricris relates that she also joined bazaars before. "Pretty much the same thing," she observes. "Most of the things I sold were the things of my Tita because she has a shop in Greenhills." She sold items on a consignment basis and returned what was left over, leaving her with no risk. However, it was not as easy as it looked because it was the Christmas



SMILING FACES It is true what they say, that work is not work if you are having fun. For many, the AMA Mall was just another kind of gimmick.

season. She notes, "A lot of things were in demand and I was only able to get the *sobra*." She ended up selling a diverse array from filofaxes to hair accessories to porcelain figurines.

She continues that the largest problem was keeping the booth manned. "There were some slots *na walang tao talagang* available," she sighs. "So we had to beg our other friends to sit there and study *nalang* there to make *bantay*." Gervin and Aisa brought in a maid to help them, but tried to make sure that at least one of them was present at all times. "I was forced to cut some classes," he agrees with Maricris. "*Mafo-force ka talaga mag-cut. Lalo na pag lunch time. Alam mo naman kung kailan ang peak hours.*"

The funny thing is that Gervin believes he was unable to apply what he learned in class. "*Wala talagang strategy, tantiyahan lang ng sales projection,*" he opines, noting that the stall was simply a relatively small, one-week venture.

Top grosser

Blue Fur was judged the best booth, but it was the second placer, The Grill, that had the highest sales with about Php30,000. Farah Dy (IV Mgt) describes that they conceptualized a stall that offered "value meal" packages. Like Mark, though, they were also surprised by stiff competition.

"Actually, *pag dating doon sa AMA Mall na, may isang group din, pangalan*

nila Affordaboys, lamb chops din sila," she exclaims. They even discovered that both stalls were purchasing their meat from the same source, but Affordaboys was selling at Php40. The Grill priced their lamb at Php60, but included rice,

"Every night, we had to marinate meat *pa. 12 o'clock na kami natutulog* the whole week *para may ma-produce kami* the next day. *Siguro na-realize lang namin really ang value of money.*"

—Farah Dy, The Grill

vegetables and juice. Still, the price difference made them apprehensive.

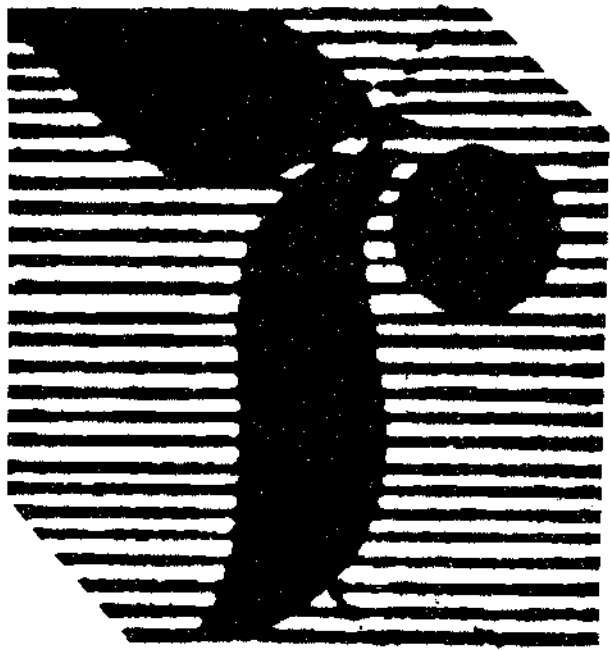
Farah continues, "The thing was, *umakyat pa rin ang sales namin.*" She felt that their group prepared the meat better than their competitor. They did not simply place the meat directly onto the grill from storage.

She elaborates, "Every night, we had to marinate it *pa. 12 o'clock na kami natutulog* the whole week *para may ma-produce kami* next morning." As if this were not enough, she laughs, "*Maraming langaw sa place namin. Meat iyon, may blood, kaya siguro lumapit lahat ng langaw. Talagang niloloko na kami ng ibang kasama namin kasi kami lang ang nilalangaw.*"

Their biggest problem was, ironically, "*Yung line, sobrang haba!*" Farah explains that they set up at 7:00 AM and began cooking and stacking the meat. "*Pagdating ng 12:00, ubos na talaga iyan, at diyan na ang start ng bottleneck,*" she explains. The long lines actually forced the group members to cut their classes from 10:00 AM to 2:00 PM, the peak hours. Still, the queues were preferable to rain, which drove away customers, and to the tedious task of cleaning all the pots and pans at the end of each day.

After hearing all the stories and the post-activity release of emotions, one realizes that the AMA Mall and most ventures by working students are simply, as Sir Rudy said, learning experiences. The greatest reward is not denominated in pesos, but in character, and one gains the confidence and perspective that one will need when one has to support oneself. Many Chinese parents encourage their children to try their hand at such small enterprises lest the young ones get too comfortable and forget the hard lessons learned by their immigrant ancestors.

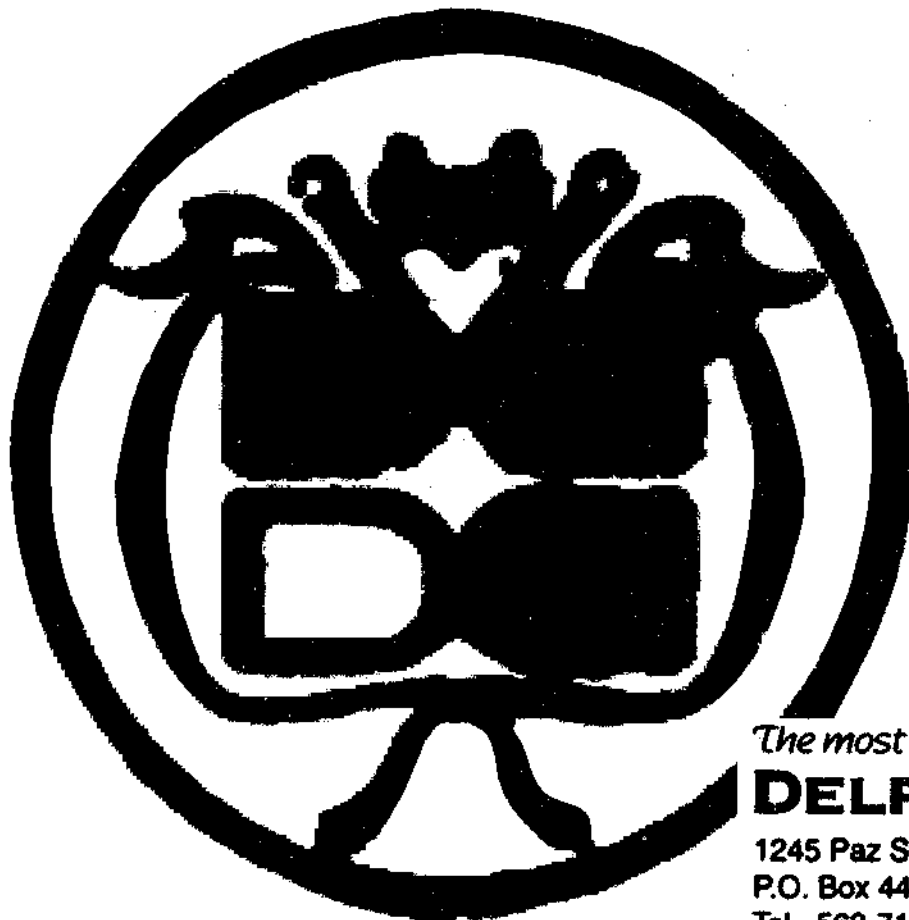
Farah ends that she learned two lessons. First, she shares, "*Siguro na-realize lang namin really ang value of money. You don't know naman unless you really work hard for it.*" Second, she discovered, "*Inisip din namin na it's not with the price. It's about satisfying your customers. Kahit na matagal pumila, they still wait for it. They come back for it everyday.*"



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Celadon wins Dean's Awards!

Chinoy again nominated in Best Project category

THE ATENEO CELADON WAS honored as the Best Organization in the Ateneo at the Dean's Awards for Service and Excellence awarding ceremonies held last February 18 at the Quad I. In one of the biggest blunders in Celadon history, however, no representative from the organization was present.

Dean Mari-Jo Ruiz reacted, "I was disappointed because no one was there to accept the award." Apparently, Celadon was not informed that it was a finalist for the Best Organization award. The *Chinoy* editorial board was also not informed that the magazine was a finalist in the Best Project category.

Complete surprise

Ironically, one Celadon officer, Oscar Tan (III ME, VP-Comm), was only meters away in the Publications Room in Gonzaga Hall during the whole ceremony, reviewing for *TheGUIDON's* editorial exams. Oscar only found out about the awards from other GUIDON members shortly before the exams were administered that night, but informed the organization via the Celadon e-groups immediately upon arriving home.

The first officer to react was Dicken Pena (II ME, HR Mgr), who composed a lengthy e-mail address which he claimed was inspired by Walt Freyman. Ecstatic, Dicken felt the achievement was "a manifestation of our org's widespread recognition in our campus and in the whole of our writing world!!!" The award got him thinking about the org's direction, identity and "our willful motivation to enhance the 'home' we have."

The general reaction, however, was perhaps one of complete surprise. "Really? I can't believe it," e-mailed Tina Khoe (II MgtH, Cult Mgr). Even Dicken's e-speech began, "Is it true??? I hope it is."

Jeanielaine Chao (I MIS, HR) explained, "I think some people are proud but are just silent, hehe. I hope the org will be able to do even better next year! I'm actually looking forward to it."

Comm and Cultural

Interviews with some of the judges indicated that the Comm & Pub and Cultural Departments were key in earning the award.



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Ateneo de Manila University

GRADUATE SCHOOL AND COLLEGE OF ARTS AND SCIENCES

Office of the Dean

P.O. Box 154 Manila 0917

10 Jan 2000

Dear Oscar,

Congratulations to you and the CHINOY staff for a charming and interesting millennium issue!

Sincerely,
Mari-Jo P. Ruiz

Writing is a private, intimate art, and, more than plaques and trophies, it is fitting that the writer and artist treasures the simple satisfaction of having touched someone. The *Chinoy* staff would like to thank Ma'am Dean and all the other people who graced them with the simplest but most heartfelt gestures.

"Lumilitaw kayo talaga," opined Ms. Joy Salita of the Office of Administrative Services. "You were remarkably visible this school year. The effort was seen to assimilate subcultures." Asked which efforts she referred to, she added, "Through *Chinoy*. Through the debates. 'Yung pinagma-match niyo 'yung mga Pinoy sa Tisoy, ganoon. I saw it surfacing the gift of each."

"I voted for Celadon not only for *Chinoy*—of course, that was very visible—but for the the persistent, continued attempt of achieving its mission of assimilation," responded Dr. Manny Dy of the Department of Philosophy. Asked to cite examples, he offered, "*Chinoy*, for one. And the other activities, New Year and Mooncake Festivals." He added, "And the cups for Teacher's Day."

Chinoy nomination

Though she was not privy to the board's deliberations, Dean Ruiz also commented on the Best Organization

award, "I think you've (Celadon) gotten people interested in your magazine because your articles are popular and you're successful using that format."

Mr. Danny Hwan of Unique Novelties, a regular *Chinoy* sponsor, reacted, "Congratulations for a job well done. More power!" Other sponsors expressed similar sentiments.

Chinoy has been successfully nominated for the Dean's Awards twice in its two school years of existence. It is a point of pride for the staff that no less than Dr. Doreen Fernandez, chair of the Communication Department, endorses them. They were also overjoyed to receive personal commendation from the Dean for the Millennium Issue they released last January 5.

Editors of Comm & Pub, however, opined that their members could not immediately grasp the gravity of the Best Organization award, and that it took some time for the news to sink into the mostly freshman staff.©

First Celadon Leadership Seminar launched

BY ELINORE LIM

CHERIELAINE CHAO (III MIS, EXEC Sec) and Evangeline Chua (IV MEco, President) began Celadon's first leadership seminar series last December 7 with 13 freshmen and sophomores.

The project, the only one directly handled by Che this year, was a long-term solution to the low membership participation observed in Celadon this year. The seven-week series aimed to instill higher standards for future officers and better equip future leaders to involve members in projects. "*Gusto ko magkaroon ng isang group of people concerned for the org.*" Che explains.

"Original idea kay Evan...*dati pa niya gustong magkaroon ng training.*" Che continues. "*Gusto niya ma-tap 'yung mga members.*" The plan was finally concretized last sem break. The seminars were conducted as open discussions on many topics related to managing the organization, supplemented by a detailed leadership training manual.

Despite their short time in Celadon, the participants impressed Che and other officers with their insights. At times, they even debated with visiting Celadon

veterans such as Hailyn Sy (IV MIS), Elinore Lim (III MEco, AVP-Comm), Leslie Lee (III Comm, AVP-HR) and Oscar Tan (III ME, VP-Comm). "It's gratifying to find out *na may nakukuha sila kaya pumupunta sila.*" Che comments about the spontaneity of discussions.

As a final test, the group was required to implement their own human resources-related project. The group, dubbed the "CheChao prodigies" on the Celadon e-groups, presented a year-end Acquaintance Party for Celadon. To fund it, they also proposed "Wafflerific," a mini-food sale from February 28 to March 3.

Participants Tina Khoe (II MgtH) and Peter Gulayan (I ECE) won VP-Cultural and AVP-Finance, respectively, in the last elections. "*Sana mas matagal ang seminar series, para mas marami pa kaming matututunan.*" exclaimed Peter. Che herself is the incoming president, and plans to implement the philosophies from the seminars on a wider scale.

Noticeably absent, however, were the key freshmen of the Comm & Pub Department, who were excused due to their heavy workload since December. ©



Busy Two trainees waiting for a lecture to begin.



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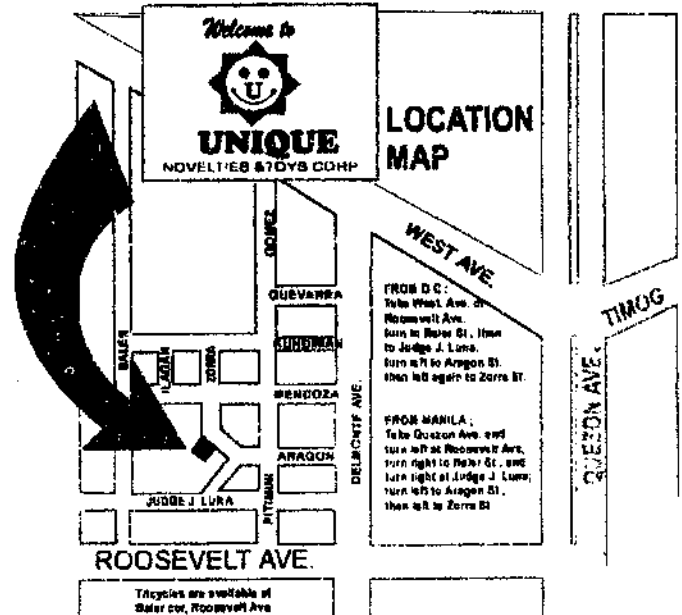
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"Waffle-rific" a modest success

BY NATS TARCE PHOTOS BY KIMBERLY PABILONA

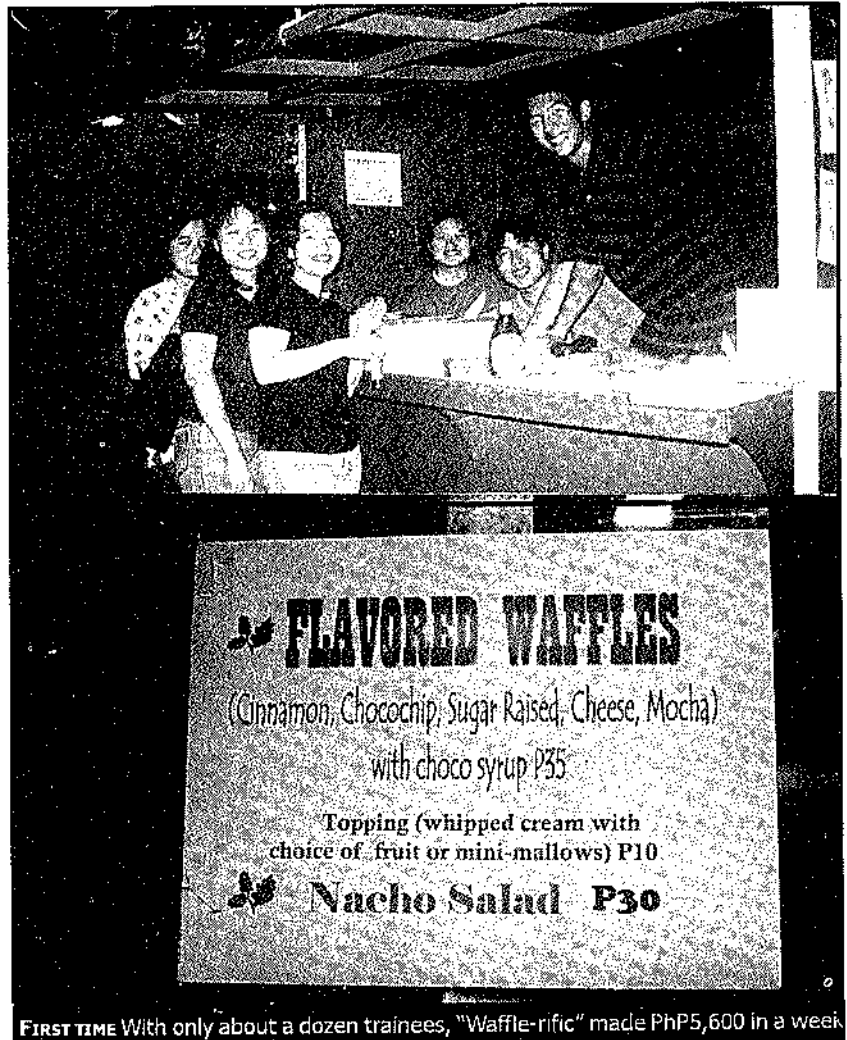
CELADON'S FIRST LEADERSHIP TRAINING Seminar culminated in the mini food sale held by the trainees from February 28 to March 3 at the Quad II.

Tagged "Waffle-rific", it aimed not only to raise funds, but, as seminar moderator Cheriellaine Chao (III MIS, ExecSec) puts it, "to give the trainees a hands-on experience on project implementation." The modest stall sold Belgian waffles for PhP35, nacho salads for PhP30, and sago't gulaman for PhP10.

Despite being intensive briefing beforehand, things did not turn out the way they were planned to. "Medyo magulo noong first day" Che relates. "We planned to have four oven toasters but ended up with just two on the first day. And then we found out that one was not working."

However, despite the minor mix-ups, the food sale was considered a success and raised PhP5,600. "Sayang nga na n'ung nasasanay na kami, last day na," says trainee Diana Kwong (I MCT). "But it was fun, and we learned a lot since we not only learned about project handling through seminars, we experienced it firsthand."

The bulk of the proceeds were diverted to Chinoy at the last minute instead of being used for the trainee's proposed Celadon Acquaintance Party. ☺



Second caroling project launched

BY ELINORE LIM

CELADON'S SECOND CAROLING project merrily visited Rolling Hills, Corinthian Gardens, Greenmeadows and Fil-Am Homes from December 21-23 last year.



The a cappella chorale was accompanied only by Brian Sy (III ME, VP-Cult) on guitar. "The best part was when you'd see the people singing with you," said Sheryl Cu (III MIS, Co-Project Head). The carolers sang songs from traditional favorites such as "O Come All Ye Faithful" and "The Christmas Song," to newer ones such as "Kumukutikutitap" and "Christmas in our Hearts."

The three-night event was the culmination of endless Wednesday and Saturday practices. Monica Lim (III MIS, Co-Project Head) commented that despite all the frustrations, practices gave the members a chance to bond. She adds, "The camaraderie was there, and it

was very fulfilling for all of us." Though they left the last houses very late each day, the carolers still found the energy to eat out and even go a disco afterwards.

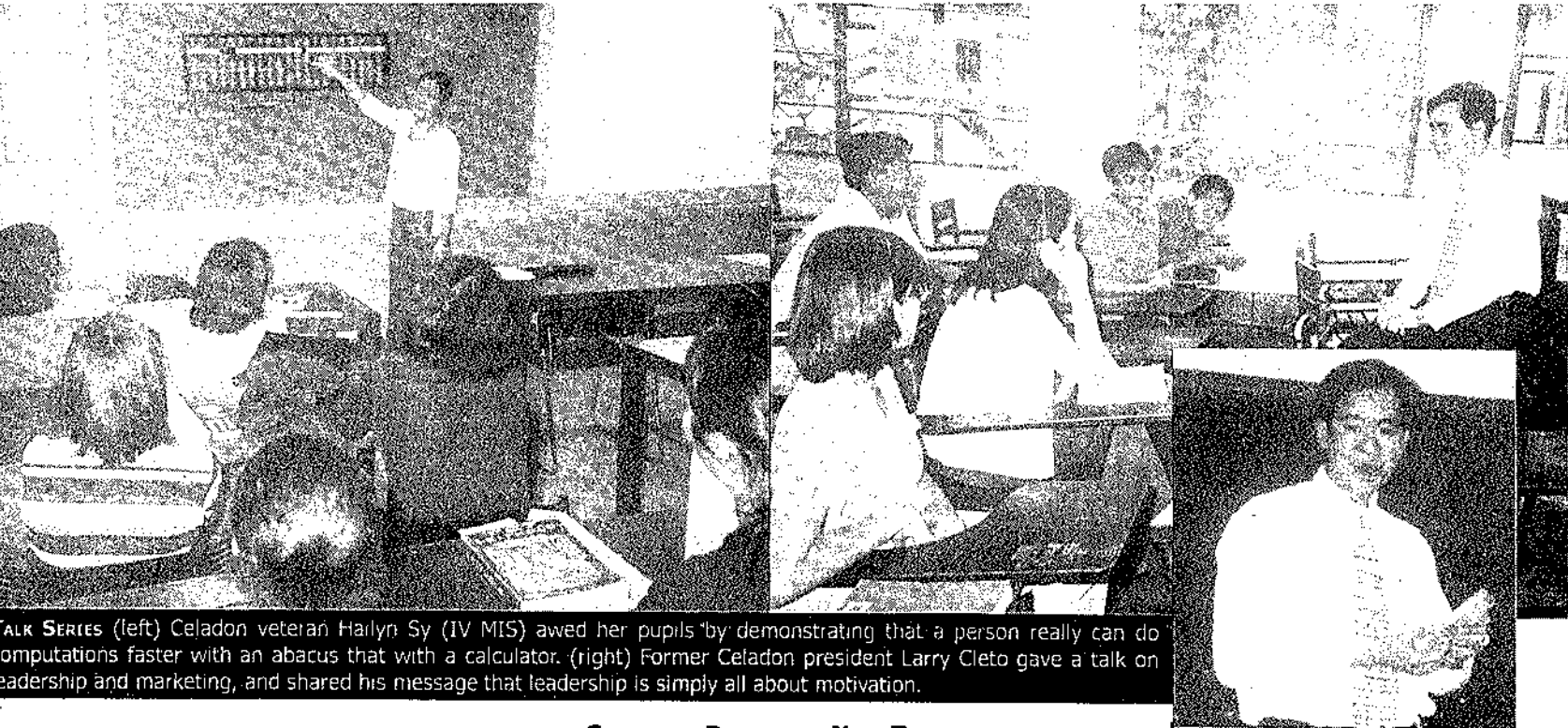
There were some light moments, of course. Shecu narrates, "Diba kailangan mong mag-opening words before singing? At one house, the one who was supposed to speak jumbled the words." The carolers also enjoyed the cookies, pastries, misua, siomai and other goodies prepared for them.

Evangeline Chua (IV MEco, President) emphasizes that more than being a fund raiser, the caroling is "a chance to interact with different people, to see into their homes, experience their culture, and give them a glimpse of our culture too."

The caroling project was conceptualized in the summer of 1998 by Brian, who was then VP-Promotions. ☺

Talk Series highlights Celadon Week

Project executed by core group of freshman and sophomore members



TALK SERIES (left) Celadon veteran Hailyn Sy (IV MIS) awed her pupils by demonstrating that a person really can do computations faster with an abacus than with a calculator. (right) Former Celadon president Larry Cleto gave a talk on leadership and marketing, and shared his message that leadership is simply all about motivation.

STORY AND PHOTOS BY NATS TARCE

A THREE-DAY TALK SERIES kicked off Celadon Week 2000.

The first talk was a compatibility and numerology talk entitled "Dial 2000 LOVE" by Charlie Chao. Held the day after Valentine's Day at the SEC Lecture Hall 3, participating couples were asked for their birth dates so that Mr. Chao could determine their compatibility. He also gave "public" consultations towards the end of the talk where he took some of the audience's birth dates and shared insights on their futures.

One organizer recalls that when she gave the speaker her birth date, he told

her that she is lucky when it comes to transportation. Mr. Chao gave the example that she would not get hurt even if she encounters a car accident. The next day, while on her way home, her car was sideswiped by a truck. Despite major damage to the car, she was unhurt.

The following day, February 16, former Celadon president Larry Cleto gave a seminar on leadership and marketing at the Kostka AVR. This talk aimed to "bring out the leader" within each person and covered the skills that leaders need to survive and succeed in this competitive world. He lectured that leadership was all about motivation, among others.

The final talk, "Abacus Hands-On", was held at SEC 7 on February 17. Hailyn Sy (IV MIS) discussed the basic concepts in using the abacus. Each member of her audience was provided with an abacus, lending the lecture a concrete, hands-on feel. Though participants were confused when learning how to perform division operations using an abacus, all were in awe when Hai demonstrated that she could perform computations faster on an abacus than a calculator.

Overall head Tina Khoe (II MgtH, Cult Mgr) believes that the series was relatively a successful project despite

below average to average attendance. Tina emphasizes that the Celadon Week Talk Series team was composed of freshmen and sophomores, none of them Celadon officers.

There has been criticism that many Celadon projects this year cannot be considered successful because they failed in the critical success factor of member involvement, but fortunately not in this case. Tina shares, "I was impressed by their performances because one can immediately see that they were cooperating as a team. We hope that next year, we can again try this system of letting members take the first-hand experience in coordinating a project, and hopefully, a bigger project."

Such a system is part of the philosophy discussed in the Celadon Leadership Training Seminar, which Tina participated in. In one lecture, it was discussed that Comm & Pub, at least, had such a system in place by July last year. The week after the first Celadon general assembly, fresh recruits Anne Ongteco (I MCT), Nats Tarce (I MCT) and Analine Chua (I AB Psy) coordinated directly with Sanggunian Internal Vice-President James Ranada (IV IS) and headed the first *Eagle's Eye* theft awareness newsletter. ©

Celadon members make Central Board

The incoming President and Treasurer of the *Sanggunian ng mga Mag-aaral* are both proud Celadon members.

After campus elections that ended last February 18, the same night Celadon was awarded in the Dean's Awards, incoming president Apples Jalandoni (III Comm, Comm) of Chinoy Special Projects decisively beat her opponent 1907-947.

Incoming treasurer Eugene Teves (II MIS, Fin Mgr) was a shoo-in with 1661-784. Their coalition also won most of the positions, including four of the top five. ©



IN ACTION (left) Celadon's ladies chat with Jerilee Cu (MEco '99, AVP-Fin '98), left; (center) *Shoti* Mike Sy (II MIS, Fin Mgr) won the "Sexiest Man"-Award for basketball with Dexter Ong (III ME, Ext Mgr) bagging it for volleyball; (top right) Finance powerhouse Mark Evan Ang (III ME, Fin Mgr) takes a shot with "Rebound King" Jon Sherbert dela Cruz (III MIS, Ext Mgr) looking on; (bottom right) Rony Lutanco, Jr (II Ps:CE, HR), left, beats Celadon mainstay Mr. Ho Sung Lee (ME '98)

Finance takes sportsfest

THANKS TO THE DIABOLICAL machinations of Jonas Khaw (III ME, AVP-Fin), the Finance Department narrowly beat HR, 4750-4675, in Celadonfest '99, the combination sportsfest and second general assembly held last November 21 at the College Covered Courts.

The points were based on member attendance, department spirit and wins in the various sports events. The bloated Finance manager core won the first category while the HR hosts led in the second. The sparse attendance of the other departments gave them only 750 to 1000 points each.

Physical prowess

In Chess, Emil Tan (II MIS, Cult) was awarded second place for his courage in sitting down to face grandmaster Travis Chua (III ME, Fin). Finance also quashed a joint Externals-HR effort, with Daniel Lim (III Mgt, Fin) named MVP.

Jonas's designs were spoiled in the main event, however, when MVPs Mark Co (II Mgt, HR) and Oni Estacio (II Mgt, HR) forced Mark Ang (III ME, Fin) and the rest of the towering Finance lineup to second place. Sherbert dela Cruz (III MIS, Ext) was named "Rebound King."

Table Tennis was also completely dominated by HR, with Rony Lutanco, Jr (II Ps:CE, HR) beating HR guest Mr. Ho Sung Lee (ME '98), a faculty member of the ME Department.

Monkey business

The general assembly portion finished quickly. With the departments

going in alphabetical order, Oscar Tan (III ME, VP-Comm) set the tone by describing all Comm & Pub projects to the small crowd in less than five minutes. "Ang galing ng GA ng Celadon," commented Apples Jalandoni (III Comm, Comm). With a *Chinoy* deadline set the following day, Apples was one of three Comm & Pub members who joined their VP and AVP in the Covered Courts.

With the start of the sportsfest delayed, impatient members were dismayed to discover the table tennis area locked. Charlene Tan (II ME), Lindsay Go (II ME, Fin Mgr) and Oscar were discussing strategies in lockpicking, fence climbing and breaking into the PE Department when Cheriellaine Chao (III MIS, ExecSec) outsmarted them. She called the caretaker and opened the lock.

The pre-sportsfest hype began with Jonas's publicized intensive planning for his "Dream Team" in between several ME classes. Comm & Pub reacted by releasing a fake news item on the e-groups. It stated that Jonas was wanted by the Bureau of Immigration and Deportation for smuggling in basketball players from North China, an allegation that he laughingly denied. A Comm member also responded to the Dream Team plan by typing "ENCHANTED NALANG TAYO!" on the e-groups.

Celadon alumnae Jerilee Cu (MEco '99, AVP-Fin '98) was also present at the Sportsfest.

In other news, Celadon also took first place at the Alliance of Filipino-Chinese Students Sportsfest last January 30. ●



New EB elected

BY OSCAR TAN

SOME COMPLAINED THAT THE elections held last February 29 to March 1 was the most boring in recent history.

The only excitement was in the Executive Secretary race where Joan Lim (III Mgt, VP-HR) edged out subordinate Francis Tan (II PoS, HR Mgr) by only 12 votes. Surprisingly, all VP and AVP positions went uncontested.

Although all but two present Executive Board members are not graduating, only four reentered the EB.

Comm & Pub, however, will still be holding its editorial exams on March 27 pursuant to the Campus Journalism Act. The recent elections will have no bearing on the *Chinoy* editorial lineup.

The following is the new EB:

President: Cheriellaine Chao (III MIS)
ExecSec: Joan Ruth Lim (III Mgt)
VP-Comm: Elinore Lim (III MEco)
AVP-Comm: Nats Tarce (I MCT)
VP-Cultural: Valentina Khoe (II MgtH)
AVP-Cultural: Ian Cuyegkeng (II MgtH)
VP-Finance: Jonas Khaw (III ME)
AVP-Finance: Peter Gulayan (I ECE)
VP-Externals: Lindsay Go (III ME)
AVP-Externals: Jennifer Tan (III ME)
VP-HR: Willison Yu (III Mgt)
AVP-HR: Valerie-Jane Ang (II Comm) ●

Juni Gotamco (MCT '00)

Chinoy photographer, issue 4; Photo Editor, issues 5-9



BEHIND JUNI'S LOUD VOICE IS A VERY peaceful and quiet person. Let her loose in a bookstore and she'll end up buying tons and tons of secondhand novels. Piles and piles of them are stacked up in a tower in her room. Her video collection boasts not of the latest scream scenes or teen flicks but old classics like *South Pacific* and *The King and I*.

Juni is a "Tupperware" friend. She is always bringing those multicolored containers and being her friend or blockmate means getting the chance to get a free muffin or two from her.

Being Juni's friend also means that you are often asked to pose for whatever picture she needs, whether for *TheGUIDON* or *Chinoy*. As the Photo Editor, brings to life not only to the magazine but the people behind it as well. ☺

Dorothy Bangayan (MCT '00)

Chinoy creative designer, issues 6-9

NOW THAT I AM OFFICIALLY unemployed, I take these words to heart. Life is always a never-ending cycle.

"Dream..." by Renee Duvall

And as you dream, remember that only you (and God of course!)

Can make your dreams come true.

Reach...And as you reach,

Remember that success takes time,

Devotion, and sometimes

A little disappointment.

Believe...And as you believe,

You will find reaching gets easier,

Setbacks get more manageable.

Life becomes more meaningful. ☺



Evan Chua (MEco '00)

President

"EBS" IS FAR FROM THE SAINTLIER "Evangeline Chua", but she does lead quite a curious hidden life aside from just being the person who brightens up any place she goes to. Almost her whole family, for example, is into golf and she once won a trophy in a tournament. Back in St. Jude, though a recognized student leader, she would ask her Mom to go out with her for the morning and just make up an excuse letter in the afternoon. As president, she does have her limits, but somehow is still smiling even when she is about to begin scolding people already. More than a president, though, Evan has been mother, *achi* and friend to every member of the org. ☺

Celadon hosts more foreigners

BY JOAN RUTH LIM

CELADON AGAIN PLAYED HOST TO foreign students, reminiscent of the the Hong Kong Institute's visit last year.

From February 7 to 14, 15 students from the Chinese University of Hong Kong participated in a homestay program organized by the Office of International Programs in coordination with the Ateneo Student Exchange Council.

Accompanied by Celadon members, they attended classes in the Ateneo, toured the campus and visited the National Museum, the KAISA Heritage Center in Intramuros, the Batasang Pambansa, and Chinatown, among others. They also attended a luncheon by the Rotaract Club of Manila at the invitation of Jane Yugioksing of the Chinese Studies Department.

The families of three Celadon members, Evangeline Chua, Leigh Crisostomo and Cheryl Co acted as foster families for some of these students and each found the experience "new and enriching."

After the Cantonese, though, came the Japanese! Celadon also hosted four Japanese students on the afternoon of March 2. The foreigners spent the afternoon making *tambay* at the Celadon Room and even learned how to play bridge through our very own Eleanor Coo (III ME, Fin Mgr). They were also able to sit-in in Rudy Ang's Marketing class.

This visit was also in coordination with ASEC, with Lindsay Go (II ME, Fin Mgr) as the Celadon coordinator. ☺

Kenneth Ong (MEco '00)

AVP-Cultural

KENNETH HAS YET TO FIND HIS place in the real world. As he shares, "Part of me wants to go to further studies...*medyo tinatamad ako ngayon dahil sa dami ng studies. Mamimiss ko ang pagkain sa Manang's at saka siomai. I'll miss the crams and sleepless nights. Mamimiss ko ang stomach-churning oral exams.*" And, he adds, "*Mamimiss ko ang kacorny-han ng mga tao sa Celadon.*" Seriously though, his experience in Celadon honed the skills essential to his venture into business. If he still does not find his place? He jokes, "If everything else fails, I can always study." ☺

Same Blood, Same Country

BY NATHANIEL GO

Hidden along one of the busiest and historically prominent thoroughfares of the country, yet another Chinatown lies for the world to discover, visit and admire.

Founded in late 1996, this Chinatown was originally located in the Ateneo's Quad and was only about the size of a bench. It has no roofing, electricity, or running water, and a handful of cellular phones were the only telecommunications. Because of surrounding trees, however, residents were lucky enough to be shaded from sun. But as Vanessa Chua (IV MCT) recalls, the trees also plagued them with the wonderful black wooly caterpillars better known as *higad* or "trolley." The caterpillars cushion themselves by choosing people's bags—or sometimes, hair—as landing spots. "We would sometimes ask our friends jokingly if they had 'trollies' hitchhiking in their bags," Vanessa laughs.

Luckily, they escaped the *higads* the following year when a citizen's brother offered them a good piece of real estate along EDSA walk. "Because they were



AN UNFORGETTABLE MOMENT: Occupants of the "Chinatown Bench" pose together for the camera.

graduating, we agreed and moved in," Vanessa continues. The new town has since expanded in area and population, and they eventually reached the present total of about 30 residents.

Cynthia Belisario (IV AB Psy) emphasizes that they did not coin the name "Chinatown bench." She theorizes that the nickname of their *tambayan* had something to do with the large number of ICA and Xavier alumni there. It may also have something to do with the *mahjong* set that found its way there. "However," she adds, "not all of us are pure Chinese. Most are *mestizos*, and some even do not

have the blood at all."

Asked whether their little Chinatown is clannish like some villages in China, both Vanessa and Cynthia immediately reply that they are not. "We just go with whatever is comfy with us or as long as we're happy with each other, but not in a cliquish way," they answer. "In fact, it is specifically for this reason that our group kept expanding."

The town's informal unwritten charter includes goals such as: "To support, have someone to talk with in both personal and non-personal problems, to go together and at the same time get to know more people." There are times when the whole town gathers elsewhere, usually on special occasions such as birthdays parties, gimmicks, and the community's annual Christmas party.

Amidst the bustle of college life, it is reassuring to know that one has a special, almost exclusive, place to call home on campus. Here one finds the special group one pours out one's problems to, looks to for support and goes out and has fun with. Many *barkadas* have come and gone and the various spots on campus hold the memories of decades' worth of Ateneans.

The Chinatown bench, too, has been passed to brothers and sisters of the former inhabitants, but though its residents will soon step out into the larger world that awaits them, the memory of that small spot along EDSA will keep their community alive. ●

Editor's Notebook

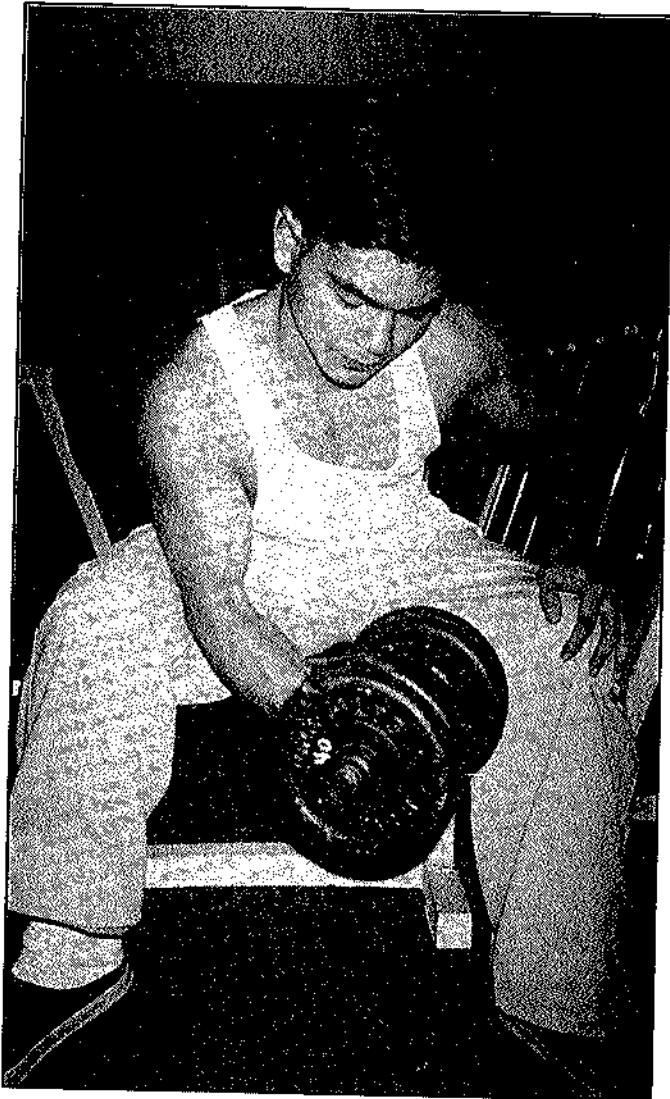
BY OSCAR TAN

With this feature, all members of this year's *Chinoy* art staff have landed in "Editor's Notebook." Mark Seng (II PoS), though, asserts his individuality from his colleagues. His artwork's seemingly rough lines somehow impart a sense of mischief in the same way as the artist's smile does as well. This freshman from Davao has enjoyed working with his new Celadon family, however. "I am really proud that we won the Dean's Awards," he shares. "I am really proud to be part of this publication." What about his life outside Celadon? "Well, I'm currently single..." he hints. "I'm just waiting for a sign." ●



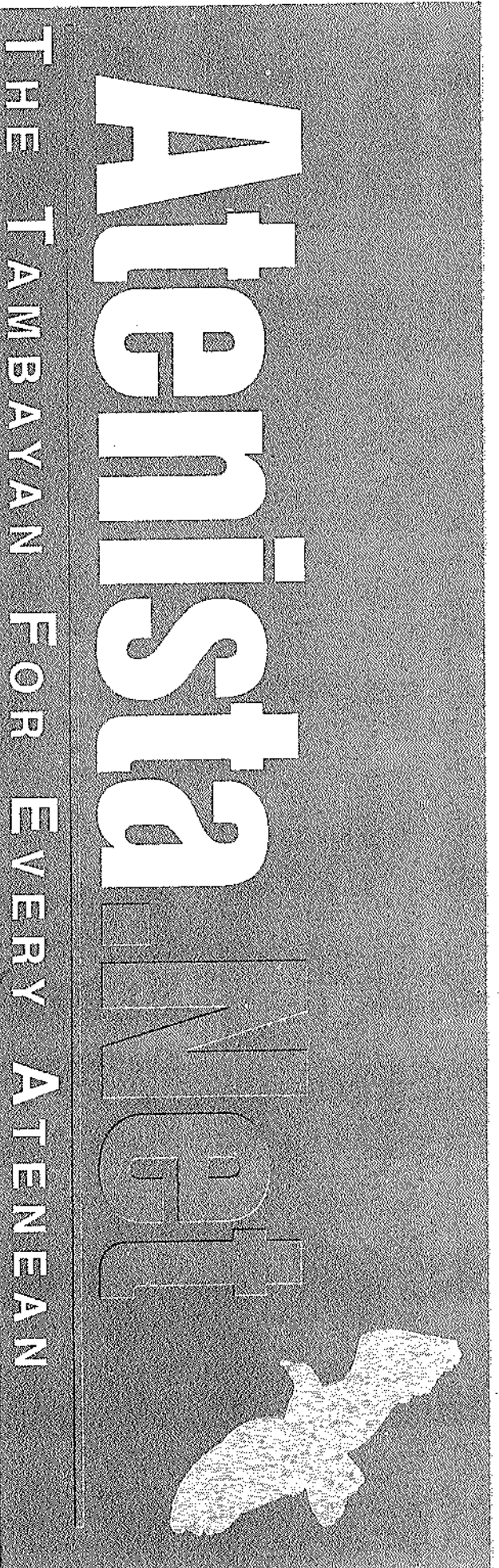
Mark Seng

Titan Gym



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