



Official Publication  
of the  
U.P. Beta Sigma Fraternity  
Alumni Association Inc.

# TheBetan

## What's Inside



UPCM Gateway Inauguration



Brod Rico's Birthday Bash



Tribute to Brod Butch Landrito



Grand Centennial Ball



Nude Painting Sessions



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## UPBSFAAI turn-over ceremonies

### 2009: THE YEAR OF THE UP BETA SIGMA

Such is the expected declaration of newly-elected President of the UP Beta Sigma Fraternity Alumni Association Brod Ruben Pascual, Batch 76-C Mabuhay, as he takes his oath as the leader of the fraternity in 2009 and 2010 today, January 30, 2009 at Club Filipino, San Juan City.

He succeeds Brod Dario Sabularse, Batch '65 of UP Los Banos, who just completed an impressive stint as UPBSAAI President in 2007-2008. Brod Dario steered the alumni association in a term of "internal house cleaning", spirited travels to different parts of the country to support foreign-alumni projects and various meetings of the national assembly of fraternity chapters from all schools, and capped his term with the successful staging of the UP Grand Centennial Ball at the Philippine International Convention Center last December 16. (See full story at p.6).

The auspicious turnover ceremonies today at Club Filipino signal high hopes for all alumni and resident brothers as Brod Dario passes the baton of leadership to Brod Ruben, who

is perhaps the best prepared President of UPBSFAAI. Brod Ruben was the Executive Vice-President in 2007-2008 and has been a long-time member of the board of directors of the organization, serving past Presidents Matias Defensor, Vic Tupaz, Romy Lumauig, Ramon Paje, Vic Ramos and Dario.

"The advantage of Brod Ruben as our new President is his familiarity with alumni affairs, the past projects of the fraternity, and the aspirations of most," past President Vic Ramos said. "He has been a President-in-waiting for sometime now," added Ramon Paje, another past president.

**"This year, 2009, is the year of UP Beta Sigma"**

The line-up of the new board stretches from 50's all the way up to the 21st century. Directors from the 60's, 70's and 80's represent the majority of the board members, ushering the transition of alumni management to new generations.

There are a number of novelties in this new set of directors and officers. UP Baguio and UP Mindanao were given slots in the board for the first time, represented by Brod Ying Palafox ('87) and Brod Enrimand Dejeto (2000),

(Continued on next page)

(Cont. of UPBSFAAI...)

respectively. For the first time also, there is a Vice-President for International Affairs, in the person of Sonny Pagador ('76Dil) who is President of the Federation of Beta Sigma Alumni Associations in North America. Ex-officio members of the board are the current resident Grand Princes in campuses, officers who are not elected directors, and heads of the different UP Beta Sigma alumni chapters.

Brod Ruben is committing to continue past projects of his predecessors while intending to pursue new directions. "It is my intention to complete and consolidate the past programs and achievements of previous alumni organizations, while introducing new programs and projects that many brothers have clamored for," Brod Ruben told The Betan. He submits today to his board and the assembly a comprehensive program dubbed "UP BETA SIGMA" with each letter representing a program theme (See full story at p. 5). "This may be an ambitious program, but with massive participation and support of the brods, all these may be achieved," the new president declared.

Brod Ruben leads an impressive roster of board of directors led by Brod Victor Valdepenas '63 as the Executive Vice-president, who is President of Unionbank. Like Vic, he also invited back to the board Brods Rene Derueda, former DENR undersecretary and Pert Somera, former regional director of the Bureau of Internal Revenue, Butch Madarang and Jet Arriola. Five members of the past board were retained as required by our By-laws, including Ruben, Butch, Joe Cabanayan, Jojo Criador and Ron Justo. First time board members include Rolly

Reyes, Press Undersecretary and Chairman of National Broadcasting Network, Rudy Oviedo, Lloyd Dizon, Andre Umali, Ying Palafox and Enrimand Dejeto.

The age factor was also a consideration in the selection of the board members, which spans 6 decades. Brod Pert is Batch '57, Brods Vic, Rolly, Rene and Jet from the '60s, Brods Ruben, Rudy, Butch and Joe from the '70's, Brods Jojo, Ron, Ying, and Lloyd from the '80's, Brod Andre from the '90s and Brod Enrimand is Batch 2000. The age distribution of the board members would effectively integrate old-school thought with modern ideas, resulting in to a more balanced and dynamic policy-making body.

Named executive officers were Ruben J. Pascual, **President**, Victor B. Valdepenas, **Executive Vice-president**, Floro T. Tadena, **Vice-president for Luzon**, Jess Latoja, **Vice-president for Visayas**, Benjamin Albarece, **Vice-president for Mindanao**, Ruben Abon, **Vice-president for NCR**, Ronan H. Justo, **Treasurer** and Federick Angeles, **Secretary** with **Legal advisers** Leo Delano C. Pascua and Augusto Y. Arreza. Founder Melecio A. Arranz Jr. as the **Adviser**.

Given the wide array of talents and experiences each board member is endowed with; expect the incoming Board of Directors to ably assist the UPBSFAAI president in the fruition of programs and projects, reaching the ambitions of the current crop of officers for the benefit of the fraternity and all its chapters, local and international.

# EDITORIAL

A new Board of Directors for FY2009-2010 has begun, with Brod Ruben J. Pascual leading the way. There's a call for all Betans, wherever they may be, to start rolling up their sleeves. The emphasis now is to how to consolidate the organization, strengthen the secretariat, integrate the lines of communications, and strategize ways and means to best harness the resources of the fraternity.

Have I done enough for the sake of the fraternity? How can I help not only in further promoting its reputable name but improving the general welfare of the membership? Bear in mind that whatever support you may offer will redound to your benefit. What else can I proffer in exchange for the glorious years I have experienced during my college days as a Beta Sigman? To those brods we have not seen for ages, come join us again in our common odyssey to strive, to seek, to find and not to yield.

The brods now number over 15,000 all over the world. But this is of no matter if we cannot fully utilize this figure and potentials to attain goals with maximum effect.

Close coordination and utmost collaboration with the U.P. Beta Sigma Fraternity Alumni Association, Inc. must be part and parcel of each and every brod's being. Consider the foregoing not as duties but blessed opportunities to be able to give the joys and triumphs experienced back to the fraternity which has and still serves as our guiding light.

Good that the UPBSFAAI has initiated steps towards this end.

The alumni board has now seats occupied by brods from the UP Baguio and Mindanao systems which is a thrust towards expanding representation. The core group of the board are directors from the decade of the 70's which is relevant because they have now been tasked to link the decades before them with the generations of the 80's, 90's and the 21st century who are the future of the fraternity.

The secretariat is the center of communications of the alumni association and the residents as well. We cannot function as one without the secretariat coordinating all of the activities for the purpose of streamlining and augmenting our projects. Given the secretariat's increasing number of tasks, there is, however, a need to upgrade its facilities such as computers, fax machines, photocopying machines and other office equipment.

In strategizing ways and means to best harness our resources, the resource the UPBSFAAI has aplenty, quantitatively speaking is man- or brod power. Brods in other parts of the world make it a point to join and play an active part in Beta Sigma Fraternity Alumni Associations established in the countries where they are in. Could we in the Philippines be able to say the same?

The fraternity could still be considered on the right track. All we need is to rekindle the flame of brotherhood.

## Editorial Box

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# FEATURES

## ONE BRIEF SHINING MOMENT

By Bob Diliman

It was December 1978, the 2nd year the UP Lantern Parade was restored in the campus but martial law still reigned over the country. I was appointed as a member of the panel of judges that would hand out the awards to the winning entries in this event. Thrilled, since the brods now had a ringer within the committee, I urged them to enter the contest.

Several brods that year were actors in the Behn Cervantes directed play, "Sigaw ng Bayan." GP Sonny Pagador ('76) was preparing to launch the fraternity's production play, "Dahil Sa Kapirasong Lupa" the following year. Sonny became excited about the fraternity's participation in the Lantern Parade. It would perform as an advanced advertisement for the coming play. The brods were all for it, given their penchant for wanting to put up a show.

Remembering the 60's brods who paraded in hoods during the bygone Hay Ride, I advised the residents to wear hoods as added costumes. They were roused at the idea and chose to wear black ones which was an odd choice given the festive occasion. On that fateful day, I was with the rest of the judges at the back of the UP administration building, excitedly awaiting the brods.

The Malmon "lantern" came in a cart pulled by a carabao. Curse that Danny Paz !('78). He said he was going to make a beautiful work of art of Malmon, bragging that he was from the College of Fine Arts. It looked like an ugly effigy, the ones that they burned in front of the US Embassy. The brods, large in number, followed, doing the snake dance as planned. Suddenly the carabao, still pulling the cart, sped out of the amphitheatre with the brods madly chasing after the berserk animal. Frightened bystanders scampered for cover.

I found out later that idiot Nonoy Tagaro('77) who was leading the snake dance put his flaming torch near the eye of the carabao and spooked it. The brods then hurriedly exited and must have just finished the procession. They proceeded to the Christmas party slated at Eric Ines' ('69) place.

During the deliberations for the winning entries, I was silent all throughout the conference. Bahala na nga kayo diyan. No way was that atrocious piece of mangled work going to win. It was only the next day that I found out what else transpired with the brods during the parade.

The brods had initially assembled at the tambayan, the PHAN steps. When the parade was ongoing, they just inserted, no, bulldozed themselves into the procession, to the consternation of the other organizations. Those clowns didn't even bother to assemble behind the Vinzon's Hall with the rest of the entries as per instructions.

Wearing brightly colored Malmon shirts with the theme "Paskohan sa UP," black hoods and carrying blazing torches, the brods joined the parade. Yay Topacio('77) said that the adrenalin was flowing as they punched their fists into the night, yelling "Beta Sigma! Beta Sigma!" Brods of the 60's led by Mel de Santos ('68) were at the flower boxes raising their plastic cups filled with the Betan Screwdriver. They cheered the residents on shouting "Hurrah! Hurrah!" Sweet and painful memories of another time must have crossed their minds.

Somebody shouted "Para kay Butch Landrito!" (Para kila Bogan, Bange at Yongyong Afable na rin.) The residents knew the story as told to them by the elders but most of the university didn't know because they were not there. The onlookers were astonished that the brods chose to present themselves in a bizarre fashion during a supposed season of merriment. The brods wanted to make a statement. "We're back!" The return of the Jedi Knights after an absence of 9 years.

Whispers were circulating among the crowd at the old AS building steps. "Parang Ku Klux Klan! which would have been enough to scare the daylight out of any Negro watching. Howdee de la Cruz ('74) and Ruben Pascual ('76) marched too by the way but they had no need for the hoods. When this intriguing assemblage of hoods approached the AS Basement, it stopped. "Tigil! Tigil!"

As if on cue, the brods started singing "A rapid trip to Salem..." It reached a crescendo when they reached the line, "...WHILE THE UPSILON SITS ALL DAY!" that reverberated all over the ancient columns and floors of the old AS building. Siyempre walang nakapalag. Take that Pepsi. Up your nose with the rubber hose. Some wounds will never really heal.

Nugget Aquino('79) who was still in high school at the time, was gleefully watching the parade with his dad along with a packed crowd at the Engineering building. They cheered and clapped as the lantern participants filed before them. Stoned silence descended upon the spectators when these dark knights, already tired, passed before the crowd. The brods started singing "Glory, Glory" again just to reenergize themselves when a small group of engineering students began mimicking them. They were quickly and viciously shouted down by the brods. "Putang ina ninyo, tumahimik kayo diyan. Kumakanta kami.

Upakan naming kayo! Oh boy.

Lito Barreto ('75) or Pek as he is affectionately called by the brods after the actor, Gregory Peck, narrated to me a conversation among a group of students he overheard at the College of Business Administration. A student speaking with a colegiala accent, "Did you see those Beta Sigmans last night and they were singing this song about the Upsilon?" One of the discussants, replied, "Yeah, that was the time my brod died." "Oops!" as Pek covered his mouth in between giggles. "Pinaguusapan na naman tayo!" Palagi naman tayo pinaguusapan.

Well, after that I can only surmise that the people have reached a mixed conclusion about us. They are either in awe of us, hate us or just plainly curious as to what makes us tick. It's as if the outsiders want to reach out and touch us to find out if we're real.

Ted Borrero ('75) simply said that it's the mystique we've created fueled by those endless storytelling about ourselves during gatherings. We are not perfect and there can't even be one consistent description to portray ourselves. The brods love the group but hate each other's guts. We have the zeal to attain laudable goals and fail each other when most needed. The fraternity takes pride in the brods' individual accomplishments but are quick to criticize one's motives. We work for the common good of society and yet are mercenary by nature. The brods strive to imbibe the noblest traditions in the credo but at times blunder down to the level of Huns. A potful of contradictions to say the least.

I remember some of Shakespeare's lines back in college which some brods have used a phrase to describe themselves but never bother to reprint that whole passage:

*"This story shall the good man teach his son;  
And Crispin Crispian shall ne'er go by,  
From this day to the ending of the world,  
But we in it shall be remembered -----  
WE FEW, WE HAPPY FEW,  
WE BAND OF BROTHERS;  
For he to-day that sheds his blood with me  
Shall be my brother. Be he ne'er so vile,  
This day shall gentle his condition;  
And gentlemen in England now abed  
Shall think themselves accurs'd they were not  
here,  
And hold their manhoods cheap whiles any  
Speaks  
That fought with us upon Saint Crispin's day.*

*Lines 55-67  
Scene III, The English camp  
ACT IV  
King Henry V*





# VALEDICTORY

FY 2008 - FY 2009

## UPBSFAAI PRESIDENT'S LEGACY

The 2008–2009 UP Beta Sigma Fraternity Alumni Association, Inc. (UPBSFAAI) Board of Directors and Officers focused on its immediate goal to keep the Fraternity very visible and active throughout the country, even in foreign lands.

We were able to maintain close coordination and immediate contact with the Beta Sigma National Assembly and with the Federation of the Beta Sigma Fraternity Alumni Association in North America. The UPBSFAAI has been actively involved in the National Assembly quarterly meetings and joined in its activities. To enumerate a few examples, the association participated in the National Convention for 2007–2008 and the medical missions held in Ilocos Sur, Sultan Kudarat, Calamba, Laguna, and in Bicol.

The UPBSFAAI under my term played a major role in the setting-up of a Beta Sigma Village in Gihing, Hagonoy, Davao Del Sur as its contribution to the Gawad Kalinga Program. It also sent delegates/representatives to anniversary celebrations of various Beta Sigma Chapters such as that of the Siliman University Chapter in Dumaguete City, the San Carlos University Chapter in Cebu, the Manila East Assembly and that of the GAUF–La Salle Chapter. The same has been undertaken in Toronto, Canada as a side trip after attending the International Convention in Montreal.

As an effort to maintain and even enhance closer coordination among the three sectors of the Beta Sigma Fraternity Coordinating Council, a meeting was held in the country by the respective heads: Brods Sam Strong, Sonny Pagador, and yours truly as President of the UPBSFAAI. In our discussions, it was pointed out that the National Assembly will initiate efforts to come up with certain livelihood projects. Amongst the projects agreed upon are to continuously support the Medical and Dental Missions in the country and the establishment a Beta Sigma Clinic. The UPBSFAAI was also tasked to come up with a Unified Directory for all Beta Sigma Fraternity

Chapters, which consists of more or less 100 chapters and approximately 15,000 members. We intend to gather at least 75% of all the members and their contact details in a unified directory to be published within the year.

The UPBSFAAI has also provided assistance to its residents belonging to different U.P. Chapters. The association supported the residents in their activities and other projects and officials functions by providing financial aid, in addition to the active participation of alumni brods. It has realized several fund raising campaigns to help support the anniversary celebration of the U.P. Diliman brods held every July and during August for the Los Baños brods.

We also kept our presence felt in U.P. Los Baños-U.P. Diliman chapters dual meet. The UPBSFAAI had participated in various activities of the U.P. Sigma Beta Sorority for the benefit of the alumnae and its resident members.

We also participated regularly in the Tetada Kalimasada, a unique form of meditation that originated in Indonesia, which also is another form of martial arts.

The Board of Directors sponsored golf tournaments in 2007 and 2008 under the UP Barkada, a group consisting of several other fraternities. The said activities showed not only the athletic capabilities of the Beta Sigma brotherhood, it also generated the funds to support the Beta Sigma Secretariat Office currently manned by two (2) persons and provided provisions for office equipment.

The UPBSFAAI appreciates the sponsorship of Brod JJ Jayme of the rental for the Secretariat Office for the year 2007 and most of 2008. We also participated in the U.P. Grand Centennial Launching on January 8, 2008 having sponsored three trees in the Light-A-Tree Project, with each corresponding to P 5,000.00. Our alumni association then joined in the U.P. Centennial Foundation

Day Celebration through a whole page advertisement in the souvenir program, congratulating the University of the Philippines for this occasion.

The association actively participated in the celebration of our Fraternity's 62nd Anniversary celebration. On July 18 we had the Golf Tournament at the Valley Golf Club which became known as the UP Centennial Golf Classics dedicated to Barkada ng UP Fratmen and the holding of the Presidents Cup: UPBSFAAI Dario C. Sabularse. On July 19-20, 2008 we joined the Beta Sigma Fraternity National Assembly in the National Convention held in Zamboanga City.

On August 9, 2008, we held the inauguration of the UP Manila College of Arts and Sciences Gateway. This was coordinated by Brod Butch Madarang who is the incumbent President of the UPMBSF Jesus Jayme Development Foundation Inc. The week of August 11–15, 2008 was the U.P. Los Baños Chapter Founding Anniversary Celebration. On the 16th of August, we held our Testimonial Lunch in honor of Brod Lucenito N. Tagle, Batch 1955 as Comelec Commissioner at Splash Mountain Resort, Los Baños, Laguna. On October 24, 2008, we celebrated the birthday of our founder, Melecio "Rico" A. Arranz, Jr. This also coincided with our Nude Painting activity which was a big success.

With our transfer to the new Secretariat office in Kalayaan Road, Quezon City and the resulting need of more funds for office rental and maintenance, it became more evident that we have to have more income-generating activities to support our operations.

Finally, the fraternity assumed the leadership in the holding of the U.P. Grand Centennial Ball that was held on the 16th of December 2008. It has been a lengthy preparation with Brod Fel Calora as Chairman and Brod Ruben J. Pascual as Co-Chairman. The whole UPBSFAAI gave its full support as well as the U.P. Sigma Beta Sorority Alumnae Association. The project demanded much work but we successfully hurdled all the challenges with Brod Ruben J. Pascual at the helm of operations. In the end, we can really claim that UPBSFAAI once more showed that we could be relied upon and always prevailed over the challenges that came our way.

Thank you to all the 2007 – 2008 Board Members, Officers and Members

DARIO C. SABULARSE  
President, UPBSFAAI  
2007 - 2008



## The President's Profile

Strict, swift and goal-oriented.

These are the qualities that best describe a working president and Brod Ruben J. Pascual is such.

As a backgrounder, RJP, as he is commonly known, currently heads a 12 year-old consulting outfit specializing in external relations management in various fields like communications, economic and public sector policy, marketing and politics.

He is also a veteran campaign manager and strategist having run the campaigns of political personalities like President GMA, Sen. Gringo Honasan, Governor Roberto Pagdanganan and Cong. Mat Defensor. He is tapped as a political adviser to many more candidates every election year.

He continues to provide political and governance consulting to a number of legislators and a number of local government executives. He has conducted projects for international funding and development institutions such as the World Bank, USAID, CIDA, AUSAID and is consultant to several national government agencies and local and foreign companies.

RJP is a leading advocacy specialist having been instrumental in the passage of several key legislation and executive policies on export development, Philippine accession to the World Trade Organization, national competitiveness and bio-security measures especially on bird-flu prevention. He has also managed the advocacy needs of major business organizations such as the Philippine Chamber of Commerce and Industry, Employers Confederation of the Philippines and the Philippine Exporters Confederation.

All these extensive exposure in advocacy stemmed from a veritable list of experience in media (Senior Reporter of Business Day and publisher/editor of several publications), diplomacy and trade promotion (Agricultural Attache to the United States and the European Community), legislative work (Chief-of-Staff of then Senator Gloria Macapagal-Arroyo and consultant to legislators), private business promotion and economic reform advocacy (EVP & COO of Philexport).

## New Board Outlines Programs

### UPBSFAA PROPOSED PROGRAMS IN 2009-2010

#### Program Themes

##### **U**pggrading the Secretariat

- Transfer to new office
- Equipment build-up
- Appointment of Executive Director
- Staff training
- Manual of operations
- Volunteer services
- Fraternity house

##### **P**reserving Heritage

- Heritage Book
- Archives of Records, Photos, Videos, Memorabilia
- Review of Betan rites, traditions, policies

##### **B**ridging Communication Gaps

- Website (weekly update)
- The Betan (Quarterly)
- Betan Reflections (Annual)
- SMS service
- UP Diliman Directory/National Directory
- Media coverage of fraternity activities

##### **E**xtending Borders of Brotherhood

- International Homecoming
- National Assembly
- Regional meetings
- International missions
- UP chapters
- UP Barkada
- Sigma Beta
- Ladies' Corps

##### **T**ransforming the institution

- SEC registration
- Review of Constitution and By-Laws

##### **A**ssisting brothers in need

- Social welfare fund
- Legal assistance
- Scholarships for children
- Job placements

##### **S**erving the Community

- Medical Missions
- Blood-letting
- Gawad Kalinga

##### **I**mmortalizing achievement and service

- Annual Service and Achievement Awards
- Testimonials and tributes
- Review and Revision of Farewell Rites

##### **G**alvanizing unity through fellowships

- Monthly fellowships
- Welcome fellowships for visiting brods
- Anniversary celebrations
- Annual General Meeting and Christmas Party
- Annual grand ball
- Induction of new alumni members
- Chapter meetings

- Joint projects with Sigma Beta

##### **M**assive recruitment in campuses

- Campus Projects
  - » Music, arts and culture
  - » Martial Arts, Fitness an
  - » Sports Education, scholarships, leadership and career training
  - » Medical missions
- Refurbishing the "tambayan"
- Scholarships

##### **A**massing resources for financial sustainability

- Annual Membership Dues
- Endowment Fund
- Scholarship Fund
- Special fund-raising projects
  - » figure sketching sessions
  - » annual golf tournament
  - » Souvenirs and apparel
- Beta Sigma Development Center
  - » consultancy services
  - » governance and human resource development workshops
  - » specialty seminars
  - » project packaging
  - » product trading and promotions
  - » agri-forestry plantations

## Profile of New Board of Directors 2009-2010

### Board Members By Campus

#### UP DILIMAN

1. RUBEN J. PASCUAL '76-C 0920 – 9704810
2. ROLANDO REYES '66 0917 – 5000222
3. JET ARRIOLA '63 0918 - 8358252
4. RUDY OVIEDO '73-D 0917 – 8358252
5. RENE MADARANG '75-A 0918 – 9792902
6. RONAN JUSTO '88 0921 – 3716264
7. LLYOD DIZON '87-F 0917 – 8192796

#### UP LOS BANOS/BAGUIO/MINDANAO

1. VICTOR VALDEPENAS 0917 - 8247109
2. RENE DE RUEDA '64 0921 – 4911516
3. JOE CABANAYAN '72-A 0917 – 3411255
4. JOJO CRIADOR 0917 – 8921461
5. ANDRE UMALI '91 0917 – 2549960
6. YING PALAFOX '87 0920 – 9080147
6. ENRIMAND DEJETO 2000 0927 – 24578063.
6. RUPERTO SOMERA '57 0917 – 7917311

#### UP BAGUIO

YING PALAFOX '87 0920 – 9080147

#### UP MINDANAO

ENRIMAND DEJETO 2000 0927 – 24578063.

#### By Decade

1950's RUPERTO SOMERA  
 1960's VICTOR VALDEPENAS, JET ARRIOLA, ROLANDO REYES, RENE DE RUEDA  
 1970's RUBEN J. PASCUAL, RENE MADARANG, RUDY OVIEDO, JOE CABANAYAN  
 1980" RONAN JUSTO, LLYOD DIZON, JOJO CRIADOR, YING PALAFOX  
 1990's ANDRE UMALI  
 2000 ENRIMAND DEJETO



## CAMPUS NEWS

UP Centennial Ball

BETA SIGMA, SIGMA BETA

LEAD UP CENTENNIAL

SEND-OFF

The UP Beta Sigma Fraternity and UP Sigma Beta Sorority organized the successful UP Grand Centennial Ball and Raffle last December 16, 2008 held at the Reception Hall of the Philippine International Convention Center.

The event was officially hosted by the UP Alumni Association (UPAA) but was conceptualized and executed by the brothers and sisters. Close to 2,000 UP alumni abroad, officials, staff and students attended and generating about P1 million for various UP projects. This is the first time in UP history that such a huge number from the UP community gathered to party, a well-deserved celebration after a hectic yet fulfilling celebration of UP's one hundred years.

Leading the major sponsors are the Department of Tourism and San Miguel Corporation. Other major sponsors include PAGCOR, Smart Communications, GMA-7, PCSO, Unionbank, AMA, Sen. Juan Ponce Enrile, and Ilocos Sur Governor DV Savellano.

Brod Willy Nepomoceno superbly emceed the grand affair and carried the program flawlessly.

Guests were feasted with a sumptuous dinner by Via Mare and danced to the live music of two of the country's top ballroom bands – Ding Malazo and Orchestra which boasts of members of the Philippine Philharmonic Orchestra, this time playing dance music; and the Brothers Band, a leading performer in ballroom clubs and parties, who performed as the front act in the Manila concert of world-renowned Abba.

Electromaniacs Band of sixties fame played during the dinnertime which is now includes UP alumni Lenny de Jesus, known as "dragon lady" of the ERAP and Ramos administrations, and jammed with Brod Willy, APO's Menggie

Cobarrubias and Upsilon's Boy Camara.

The elaborate program required expert direction from Prof. Alex Cortes of UP, a top stage director. There were surprise numbers by the UP Jubilarians and other alumni celebrities. The event was capped by the Grand Centennial Raffle to which a Mercedes Benz sports car and a Nissan Sedan were given. A brod, Jojo Criador from UPLB won the Nissan car.

Side events included a Nude Painting Session by the country's top artists led by UP Alumni, visual art exhibits, and ethnic and acoustic music in various PICC venues. This was expertly organized by Brods Butch Madarang, Dario Sabularse and Paking Verano. Centennial souvenirs were sold, books including the centennial publication of Brod and former UP President Pepe Abueva, and other items such as jackets, t-shirts, key chains, mugs and other memorabilia. Also sold were paintings of UP landmarks which drew the attention of the attendees.

Brod Ruben Pascual and Sis Josie Saddul co-chaired the event, with Brod Fel Calora chairing the UPAA committee overseeing the event. Brod Frankie Cornejo as UPAA executive director handled the critical coordination with UPAA. Of special note is the ubiquitous participation of Sigma Betans Josie, Fe Tantiansu, Rory Ortega and Baby Soliman in all aspects of event preparation.

The secretariat of Beta Sigma was the nerve center of the event preparation, which included the heroic contributions of Rico Arranz, Dario Sabularse, Ron Justo, Poti Aparato, Cris Michelena, Alvin Aguinaldo, Mel Ladip, Ick Angeles, Butch Madarang, and new alumni association secretary Cherry Posadas.

## Side Bar News

### "Grace Under Pressure"

By Ronan H. Justo '88

I believe this was supposed to be our maxim in those very trying days when I took part in the preparations for UP's Grand Centennial Ball.

It started well, in fact.

Brod Ruben Pascual, UPD77 asked me sometime in September last year to attend a meeting with Sigma Beta Alumnae Foundation at the Bahay ng Alumni. Tagging along, brods Rommel Ladip '87 and Alvin Aguinaldo '88, we were welcomed by Brod Franky Cornejo, Executive Director of the UP Alumni Association and several other brods which include Rene "Butch" Madarang, Eugenio "Gene" Puente and Alberto "Poti" Aparato. Already seated in the conference room were a number of sorority sisters that included Josie Saddul and Fe Tantiansu among others.

It was no ordinary meeting.

I learned that the UPAA has designated the Beta Sigma and the Sigma Beta to be the lead organizers of the Grand Centennial Ball, the culminating activity of UP's centennial celebrations and I am to help. I had initial reservations that the activity would be adding to my already over-loaded extra-curricular activities but at the same time I felt very excited. It was a very rare opportunity to contribute to the centennial and to the university with a long and distinguished history of service to the nation.

After the meeting, Ruben immediately formed his Beta Sigma Secretariat Committee with Gene Puente and Poti Aparato as frontliners for coordination and ticket sales. Ruben tasked me to draft Sponsorship Packages for the event, write various sectors of the university and invite affiliate organizations of the Fraternity to support the event.

Through it all, I had only praises and admiration for our founder, Brod Melecio "Rico" Arranz, Jr.. He was very active in those sessions including selling tickets and using his network to enlist support for the centennial activity. To this day, I vividly recall as he was about to leave, he even asked Ruben: "Brod, may ipapagawa pa ba kayo sa akin?" which was met by a moment of



(cont. of "Grace under...")

silence, kasi nahihiya na kami.

But with Brod Rico's unwavering commitment, the team has always been inspired to do more in the service of the university, the Fraternity included.

As we were nearing the set deadline, fiery squabbles among the brods ensued because there were very few of us in the team faced with gargantuan tasks. We started performing multi-functions. While selling tickets to the members of Congress and soliciting for sponsors, I was also conducting research and collecting centennial photos for inclusion in the souvenir program. I also started not reporting for work in congress to cover for the lack of manpower in our Secretariat.

We were thankful other brods like Cris Michelena '73, who wrote the script for the Grand Centennial Ball, visited the Secretariat more frequently to help it in one way or the other. A number of brods also provided us invaluable assistance, namely: Ick Angeles '78, Raul Balmores '88 and Andre Umali '91.

But despite such welcome additions, we were still undermanned. To fill in the gaps, I tapped UP alumni friends from various colleges to help in the Secretariat work. It's fortunate they did.

The last few days for the preparations were like hell. We began to feel the ill effects of our blunders and our lapses in judgement, taking a toll on the preparations. Some letters were erroneously mailed to wrong addresses, some sponsorship packages were not signed at all, and many requests-for-support letter were unintentionally not mailed.

These unfortunate events earned the ire and the tongue-lashing of Brod Ruben Pascual, who is a perfectionist and a strict manager. But with Ruben's dedicated leadership and firm resolve to put the potentials of his team to the max, we prevailed over such very trying times. We pooled our resources together to achieve one common goal - the success of the Grand Centennial Ball.

At the end of every chaotic and tiring day, Ruben would also sit with all of us over bottles of beer and continually goad us to perform better. However, we never failed to amuse Ruben, what with Poti's Chicharon and my "Commercial Papiitan" as Cris Michelena would put it.

At the end of each day, we always find time to laugh at each other's jokes and reinforce the blood of brotherhood flowing in our veins.

On December 16, 2008, dressed in our best "barong tagalog" we all met at the Philippine International Convention to enjoy three months of hell preparing for the cen-

(Continued on next page)



Mrs. Leonor Jayme leads the ribbon-cutting ceremony of the inauguration of the Gateway with Brod Rico Arranz and other guests-of-honor in the background.

The UP Manila Gateway was inaugurated last August 9, 2008. The project, consisting of the construction of the driveway main gate and the pedestrian side gate of the UP Manila College of Arts and Sciences, was erected in honor of Beta Sigma founding member Jesus R. Jayme who started this great fraternity way back in 1946, and was made possible by the UP Manila Beta Sigma Fraternity Jesus Jayme Development Foundation, Incorporated. The UPMBSFJJDFI is currently chaired by Melecio "Rico" Arranz, a co-founder and the second Grand Princep of the fraternity during its early years.

The event was made more memorable by the presence of Mrs. Leonor Jayme, Jesse's widow, traveling directly from her Vancouver home to Manila to grace this momentous occasion.

Jesse James' son, Brod Jayjay Jayme, together with the brods from UP Manila have been the key persons involved in the implementation of the project.

Brod Butch Madarang, President of the UPMBSFJJDFI, in his address, noted that the UPCM Gateway represents Jesse's vision of togetherness and academic excellence for the fraternity and for the university. Former Finance and DPWH Secretary Ting Jayme, brother of Jesse, spoke on behalf of the Jayme family and challenged the fraternity to help in championing good governance and in weeding out corruption in the country. UP Manila Vice Chancellor Zoraída Leopando said that Beta Sigma Fraternity is the first alumni fraternity in UP Manila that has undertaken a project of this value. Brod Arranz recounted the beginnings of the UP Beta Sigma Fraternity in UP Manila.

Other luminary brods who attended this historical event includes the following: Ramon Jesus P. Paje Presidential Assistant on Mining and DENR Undersecretary; FPA Deputy Director Darius Salaburse and current alumni head; former DENR USEC for Field Operations Renato A. De Rueda; advertising executive and former movie actor Cris Michellena, and Horacio R. Morales, former Secretary of the Department of Agrarian Reform. Resident brods in UP Diliman and the three (3) UP Manila resident brods, and other alumni brods were also present to share in the unfolding of the inauguration and give their support.

Brod Arranz, the Jayme family with Dean Imperial, and other guests during the inaugural mass.



## UPCM Gateway

### UP INAUGURATES PADRE FAURA GATEWAY IN HONOR OF JESSE JAMES

From UP Manila, current Dean Dr. Reynaldo H. Imperial and former dean Dr. Malou Nicolas also graced the event. Mr. Lester Demetillo a noted classical guitarist and singer with singer sidekick Nene provided the intermission numbers.

The UPMBSJFFDFI is the alumni association of members of UP Beta Sigma Fraternity and has been established in 2003. Its mission is pursuing academic excellence, social and cultural involvement, economic competitiveness, and environmental awareness that shall contribute to the nation's achievement of socio-economic development, equity, and stability. The foundation is named in honor of Jesus Jayme who founded the fraternity in 1946 in UP Manila Campus and who championed the fraternity as a bastion for scholarship, campus activism, and deep commitment to serve the country.

Its 2006-2008 officers are: Atty. Melecio "Rico" Arranz, Jr., Chairman Emeritus; Rene "Butch" Madarang, President; Lourdes (Ayu) Valenzuela, External Vice President; Atty. Johannes "Babes" Ignacio, VP, US West Coast; Antonio "Lem" Michelena, Jr, VP, US East Coast; Anthony Subijano, VP, Australia; Federic "Ick" Angeles, Executive Director; Miguel "Mike" Guioguo, Treasurer; Bernadette Rodriguez, Secretary; Cedric Gloria, Assistant Secretary; Joel Paredes, Public Relations Officer; Gerard Alo, Assistant Public Relations Officer; Gilbert Sison, Business Manager; Atty. Roberto "Bobby" Ongsiako, Legal Counsel; Dr. Hermogenes "Noneng" Monroy, Resident Adviser; Dr. Jose "Joe" Diaz, Adviser; and Atty. Jose Zulueta, Adviser. Its projects include: 1) UP Manila Gateway; 2) Free Medical Clinic; 3) Jesus Jayme Scholarship Fund; 5) Nude Painting Fund Raising Session.

Its contact details is at the following: mailing address: c/o Mike Guioguo, Suite 2103, Unit 33, Bldg. A, LGF, SM Megamall, EDSA, Mandaluyong City, PHIL 1554; FAX (632) 633-1983; Tel. (632) 633-1988 to 90; Mobile: 09178201763; FAX (632) 633-1983; Email: upbetasigmapainting@yahoo.com; mikeguioguo@gmail.com

Mrs. Leonor Jayme, assisted by Secretary Jayme and Dean Imperial (right), unveils the welcome marker near the Gateway. From left are brods Chito Tapawan and Butch Madarang, together with Vice-Chancellor Leopando







Brod Ruben Pascual reads the Posthumous Award given to the family of Brod Butch Landrito, approaching are Mang Ading (Brother of Butch) and Maximo Landrito (Los Banos brod and nephew of Butch)

## Tribute and Testimonials

(cont. of "Grace under...")

ennial celebration.

As I entered the main lobby of PICC, I immediately got a glimpse of the UP Oblation and told myself "This is it! Tonight, the entire U.P. Community will judge the performance of the U.P. Beta Sigma Fraternity and Sigma Beta Sorority." I convened a short meeting of all my teammates to give final instructions and ordered them to man their posts. I stood by the Registration Area to oversee the readiness of our preparations and to provide assistance to brods Poti Aparato and Gene Puento.

At around 5:00 P.M., guests started coming in. At first, I had qualms that we would not be able to fill the Reception of PICC. But in no time, the hall was already overflowing with UP alumni, both young and old.

The event started with the recognition of UP's three generations of graduates. I wanted to stay at the Reception Hall because my family was included amongst the awardees. I wanted to honor my late Grand Father, Prof. Severino R. Hermosura of the College of Veterinary Medicine and give the Certificate of Recognition to my grandmother.

As the saying goes, duty above all. After briefly seeing the photographs of my grandfather being flashed on the wide screen, I quickly went back to my post and continued monitoring my teammates.

UP President Emerlinda Roman, wife of Brod Pat Roman, addressed the huge crowd and inspired the UP alumni to remain confident of the university's relentless pursuit for academic excellence. The evening was also made more meaningful by the performances of the UP Jubilarians, the Brothers Band, Ding Malazo and Orchestra, and a surprise number by the Electromaniacs led by UP Alumni Lenny De Jesus.

But the best performance of the evening was still by Brod Willie Nepomuceno. The crowd was constantly at its feet, delighted by Brod Willie Neps' hilarious antics as the Centennial Ball emcee.

Brod Butch Madarang and 2008 - 2009 UPBSFAA President Dario Sabularse successfully launched a nude painting session with many contemporary artists participating, including Brod Paking Verano. Until

I first knew Butch when I was at the UP Elementary School some 46 years ago. But I only got to be close to him when we were at our third year at the UP High School. We both were in the same A section and were COCC cadets in the PMT training. That was also a time when things were quite rough for me at home. My mom was diagnosed with terminal cancer that year and I deliberately avoided going home to watch her dying and my family situation unravel. So I hung around a lot with Butch and his childhood friends that included Willie Lazaro at Area 2 at the UP campus. I was considered a nerd then and previously hang out only with my kind that included our class valedictorian, Rey Casambre and my buddy Rolly Aquino, who also lived on campus staff housing. Hanging out with Butch exposed me to more of the real life out there as his friends came from a broader swath of our society. In high school, Rolly Aquino and I initiated the formation of the first KM high school chapter, influenced no doubt by Rollie's housemates - Nilo Tayag and Ernie Machaiya, who were already known nationalist college students at that time. Butch was just amused by that activity of mine, though we talked a lot

about the social injustices of the country and the imperialist domination of its governance policies. He was more comfortable with the dialectics of the street - the privileges of the have-not children of the low-ranking staff and the sort of haves of the faculty children and other richer kids at school. I found comfort associating with his street-wise friends; he organized into a Black Cats gang, as they gave me another view of the world.

*"At sa pagkakataong ang katawan kong lupa'y babagsak, ito'y matamis kong alay sa bayan kong hinamak."*

In college, we found ourselves both pursuing engineering degrees and Butch right away joined the Beta Sigma fraternity. In my second year, I too was initiated into the same fraternity, though Butch had misgivings about me joining a fraternity. He was concerned not only about my physical conditioning to withstand the usual punishment inflicted upon initiates, but also about the impact it would have on my scholarship. He knew that I needed to stay in good academic status to be able to continue going to school. I actually was recruited not by Butch but by UP Prepian friends who hang out at the billiard tables and joined Butch in becoming Beta Sigmans in their first year. But at that time, I needed another home, a group

I could belong to with some purpose but also with kindred spirits and fraternal support. So, I became even closer to Butch as we became fraternity brothers.

As fratmen, we had our dose of drinking excesses and testy encounters with rival fratmen. Butch, because of his solidly built physique and composure in confrontations was a natural frontliner in these confrontations, though I never can recall him ever initiating any of these game-of-chicken confrontations. Because his home was on campus, he also was dragged into each conflict that developed and his home also became a natural hangout for our brods. When we would play hooky, we would buy some booze and hangout at their backyard. Even if Butch was not there, we could always find his older brothers Ading and Zoilo to shoot the breeze, so to speak.

We though our lives would just pass through this usual phase of reckless youthful living, and we would eventually earn our degrees, get jobs and raise families. Until that fateful evening, when Ed Abon and I, after our math class, found ourselves heading to Butch place to pick him up and park Ed's car while we walked to the Betan hangout at the AS building where our Hay Ride point of participation would start. We were able

(Continued on next page)

(cont. of "Grace under...")

past midnight, the guests were treated with live dance music. I was very happy to see the UP alumni enjoying the night, singing with the live band, dancing with friends, posing for caricature sketches and having a drink with long absent classmates and friends.

After all the guests left, we started packing-up and proceeded to the Secretariat Office to have a drink until around 4:00 in the morning. It took me three days to rest for such a tiring event.

I arranged a party at my house a few days after the event to thank all my brods and friends who have extended assistance to the Secretariat. When Ruben came over to celebrate with us, I said to him in jest: "O brod nakapahinga na. Trabaho na uli, game na ako".

(cont. of "Tribute...")

to catch up with our brods who already started the motorcade ride earlier, though we were in the rear group. After an incident where one of our brods had some words with some Upsilonians on the side of the road where our truck passed, we were advised by our GP, Jopet Laraya, to disassemble at the AS lobby, while he and some officers attempted to de-escalate the situation by talking to the Upsilonian officers headed by Nonong Trevino. After a few minutes, the Upsilonians attempted to storm us in two surges. Individual scuffles broke out in the dim of the night

as several of us met them down the side of the lobby, along the walk and pathways between the AS and the BA buildings. I was with Butch as we chased a group of Upsilonians who were holding sticks. Butch and I had to retreat back up when he suffered a headblow that bled profusely. Gunshots erupted too as we huddled inside the lobby. Later, we would learn that one Upsilonian died and that several of them and my brods, including Butch, had to be brought to the infirmary or other medical facilities because of wounds sustained for that rumble.

The criminal cases filed and counter-filed, sapped the energies and lustful lives of those who were involved in the lawsuits, including Butch. The cases filed by the Upsilonians were, of course, trumped up as only Butch was actually there and he was actually a victim rather than an instigator of the violence that night. Manny Balangue and James Cabanatan were not even nowhere near the vicinity of that rumble. Yongyong Afable was with Jopet Laraya and the Upsilonian officers at the Basement when the violence broke out. We also found ourselves drifting more to the national activist cause as the demands to reform Philippine

society intensified. Though I was one of the original founders of the UP High KM chapter, I found myself on the margins as I was unwilling to tally commit to the cause of using all means to change the rules of government. But more and more students were being sucked into the movement to change the government. Butch found himself, getting more and more involved until that fateful night when he told me he was joining those who had already gone to the hills. I rarely saw him after that night, as he began immersing himself fulltime in the armed movement. I went to rallies and even had a role in the infamous Diliman commune as I was part of a group that commandeered taxis and cars and served as part of the transport committee that week that the campus was closed. But I still managed to show up at school. Maintain my grades and finally graduate in April of 1972 as many of my friends and brods were getting arrested and jailed. It was shortly after that, we heard Butch was killed in an encounter at Botolan, Zambales. Many of us wept and deeply mourned the loss of a dear friend. Each reacted individually, as some like Willie Lazaro also took to the hills. My instincts for living were quite strong and decided to be a mere sympathizer, irregularly even at that.

There were many lives lost in our generation. And martyrdom was not limited to one fraternity, as some Upsilonians too found themselves going to the hills and dying. But the memory and emotions of that September night, when the death of one fratman may have turned our lives into a different road lingers. Who knows how it would have played out for Butch if Ed and I never bothered to pick him up at their house that night? But it should not devalue the conscious decision Butch made, to offer his life to the cause of correcting social injustices and improving the lot of the oppressed, when he joined the armed movement. He knew he would likely be killed and that in fact there was no sense in joining that movement at all, if you were not ready to die. Injustices remain, some say even intensified, but that is not even the point for young men and women to offer their precious sweet lives for society to listen and to act. I still remember the words of Butch and many others – if not now then when?, if not us then who? And I also remember well my response, not now, not I. They say survivors always have some sense of guilt ....

By Manuel "pogs" Gaspay ' 68

Group picture of the Brods and relatives of Brod "Butch" Landrito right after the wreath laying. Brods from different generations were present to witness the event.

Brods and relatives dear to "Butch'68-A". From left Brods Rico Arranz, Ruben Pascual, MangADING Landrito (Butch's brother), Maximo Landrito, Cesar Landrito, Dario Sabularse, Mel de Santos, Botit, Boyet Fernandez and Cris Mitchelena





# Tribute and Testimonials

## Remembering Butch Landrito

By: Ronan H. Justo '88

The U.P. Beta Sigma Fraternity Alumni Association, Inc. led by outgoing President Dario Sabularse '62 and Executive Vice President Ruben Pascual '76 conferred a Posthumous Award to Brod Vergel "Butch" Landrito, 68-A Blitzkrieg on January 17, 2009 for his relentless pursuit of freedom from the chains of dictatorship and oppression and his covenant to be of service to his fellowmen.

Brod Vergel Landrito was included in the roster of Bantayog ng mga Bayani for his martyrdom during the darkest days of the Marcos dictatorship and martial rule. The citation was proffered by the Bantayog ng mga Bayani Foundation chaired by Senate President Jovito R. Salonga on November 29, 2002.

Butch, as he is fondly called by his fraternity brothers and friends, spent his childhood in Area 2, a community of UP faculty and personnel inside the UP campus in Diliman, Quezon City.

Early in his childhood, Brod Butch showed inclinations to community organizing. In his community, he organized a "barkada" which he named Black Cats.

When Butch joined the Samahang Demokratiko ng mga Kabataan (SDK), Butch made his Black Cats friends as the core of the SDK Chapter in Area 2.

In 1970, he left the family home in UP Campus and moved to an urban poor resettlement in Tandang Sora where he worked as an SDK Community Organizer. He later proceeded to the

mountains of Zambales to continue his organizing work in mainly rural resettlement areas of farmers and the Aetas.

Brod Butch perished in a military encounter in Botolan, Zambales in April, 1972. He was only 22.

During the awarding ceremonies, the Beta Sigma Secretariat prepared a power point presentation with a script written by Brod Cris Michelena '73, showcasing the life of Vergel "Butch" Landrito. Brod Pogs Gaspay '6\_ e-mailed a testimonial that was shared by Cris Michelena. Brod Boyet Fernandez '69 likewise spoke of his recollections of Butch Landrito. In response, Brod Cesar Landrito '78, a younger sibling of Brod Butch, spoke of his recollections and fond memories of the latter and expressed their family's profound gratitude to the Fraternity for the tribute and citation.

The awarding ceremony was graced by the family matriarch, Mrs. Paz Landrito and other members of the Landrito family including his other siblings, Ading and Cynthia. Many alumni and residents members attended the solemn event, including former Alumni Presidents Rico Arranz '46, Atong Labadan, Boyet Fernandez, '69, Pat Roman '6\_, Brod Butch's fraternity batchmates, Mel de Santos '68 and Botit Reyes '68 were also present.

After the awarding ceremonies, the alumni association proceeded with the election of the new Board of Directors. Brod Ruben Pascual was unanimously elected President by the new Board.

## "Si Butch, idol ko talaga yan!"

-Cesar Landrito '77

"Pabili nga ng Pepsi."

"Huwag kang bibili ng Pepsi, kalaban yan!"

That conversation with my Kuya is what drove me to join Beta Sigma Fraternity. I saw in him the attributes I also would like to possess.

My family led by my mother Mrs. Paz Landrito, and other members of my clan is very thankful to the U.P. Beta Sigma Fraternity Alumni Association and the residents for recognising the heroism of my brother.

Although I only spoke briefly during the awarding ceremonies (sorry, nase-self conscious), I am confident you brods share our family's feeling of loss over the death of my brother.

The citation awarded by the fraternity and the wreath-laying, however, have lifted the spirits of the entire Landrito clan.

## Candle Light Memorial Services

It was an event that has never been done neither undertaken by any of the many organizations within the campus. Only the U.P. Beta Sigma Fraternity, together with the Sigma Beta Sorority, have made it possible.

To honor fellow U.P. alumni, students, faculty, and/or employees who have lived a full life and have ended their journey on earth, the Candle Light Memorial Service offered tributes to them - those who had become parts of the history of the University of the Philippines.

On a very solemn November 28, a Friday night, the memorial service was staged at the U.P. Carillon. Candles were lit by hundreds of individuals to allot respect to their departed. Notwithstanding different regions, status, ideologies, and political affiliations, the memorial service broke all boundaries making the whole of UP community united, even for a night.

The solemnity was truly felt especially with the appropriate musical accompaniment of the College of Music's orchestra and the parade of colors by the UP Vanguard. Candles were even customized for this particular event, with the UP Centennial logo being engraved.

Familiar personalities were also present. Former UPAA President Brod Romy Lumauig was one of the keynote speakers and also led the wreath laying ceremonies. UPBSFAAI adviser, Brod Melecio "Rico" Arranz graced the event, together with Brod Joe Cabanayan. Secretary Bayani Fernando, while paying tribute, said: "Akala ko simpleng pag-alay lang ito ng bulaklak, emotional din paa," and incumbent UPAA President Chitong Rivera, with the UP BARKADA, made his presence felt that day. Students, faculty members, and others crowded the UP Carillon for the duration of the memorial service.

Also present were the resident brods and sis who manifested their support by attending and inviting as many individuals to become part of the event.

After the ceremonies, everyone was treated a sumptuous merienda which turned out a heavy meal. "Ang dami ng pakain dito, thanks to Brod Poti, Sis Josie, Sis Fe and Sis Babes..."



# IN MEMORIAM: BROD ANTHONY "PATING" SUBIJANO U.P. 72-C: OUR BROTHER, OUR KEEPER...

IN MEMORIAM: BROD ANTHONY "PATING"  
SUBIJANO U.P. 72-C: OUR BROTHER, OUR  
KEEPER...

When I received the text from Ben Abon UP 70 asking me for an article about Anthony, I hesitated and rang the Sydney brods and Melbourne-based UP brods (Alex Roseus UP 79-C and Rolly Zubiri UP 68-A) to ask them to do the honour of writing this article. The Sydney brods told me that I can do it on behalf of everyone here in Sydney. Such a responsibility! How would I describe Anthony's life as a true Betan and his relationship with us here in Sydney? Anthony and I were close. Not a day passed when he wouldn't call me. I guessed it was because I was a sis. He'd rather open up to me than admit to the brods his vulnerability. We were in Sydney and he was based in Canberra. A lonely place for him. He came home to Sydney every weekend because Sydney was where his family, brods, sisses and friends were. He endured three hours trip each way just to spend his weekend here in Sydney. Early Monday mornings (around 3am), he drove back to Canberra.

Remembering Anthony always brings a smile, a quiet laughter and fondness of memories. His footprints in hearts will remain forever. Anthony is a character, a natural and indeed very funny. He loves giving unsolicited side comments on everyone. His sense of humor is impeccable. His wit and wicked sense of imagination were matched by his almost accurate description of the person's movement, emotion or awkwardness. And yet in his own way, Anthony surprised most of us with his vulnerability and sense of loyalty. He did really love us in his special «Betan macho» way. He and the brods would pride themselves of these Betan character traits... not to show emotions. And that they continuously reiterated that they were not «under the saya.» They kept emphasizing these words to us, sisters Betan wives, in such a manner that they seemed to be convincing themselves rather than us.

Anthony was a co-founder of the Sydney Beta Sigma together with Rene Padilla and Bal Villanueva way back in 1983. Everywhere he went friends and relatives knew him as a Betan. He was a true Betan in every sense of the word.

He was such a hell of a guy. He rang me and demanded my full attention to the annoyance of my family. Anthony could talk... hours without worries. He talked about the frat, the brods and yes, his childhood. He loved life, he loved the frat, he loved the memories, the times he spent with the brods... his college days. He loved singing karaoke especially Beatles songs. The Beatle songs were the last songs he sang to us. That was June....

Debate was his expertise. He knew so well when to annoy me and yes, we had plenty of arguments, shouting bouts and weeks of not speaking to each other. Every jug or function the brods had, he made sure the brods watched my face on my arrival. He described my sour face because I got lost again. When Anthony was diagnosed with the big «C», the brods and I took turns to drive him where he needed to go. He told me to learn to read the map because he was worried how I will manage when he's gone. That's what I love so much about Anthony! He surely is my brother and my keeper.

He was a very positive person. His sense of humor is impeccable. Talking to him was never boring. He really made me laughed and he always understood... He loved a good life. He loved a good laugh.... he loved taking photos. Everytime I came back from the Philippines, he made sure he had copies of the brods photos on his file. At the hospital where we spent time with him on daily basis since his diagnosis, he never showed any negative thoughts or attitudes. At times I wondered if he was the patient or the carrier. Anthony had a very good memory. He remembered every detail of stories about a brod or the frat. Life seemed so much better when he was around. He made it simple and fun. Anthony was a very loyal brod and friend. And he demanded the same loyalty from us. He lived his life as a full-bloodied Betan in many ways. His busy and demanding schedule was planned around the activities of the frat. Before he found out he was sick, he already told me his plans to attend several fratballs in the US and Philippines.

During his last days, the Sydney brods and I made sure that we were rostered on daily basis so as to keep him company. We made him feel how much we loved him. Indeed, that's how my dearest brother Anthony was to all of us,

the Sydney Betan family. Bal was like a father to him. At times when he needed advice and comfort, he went to Bal and his wife Bing. Rene and Dolly were also with him during those difficult times. Anthony is a very private person although with the brods and sisses, he always shared his heartaches and triumphs. Anthony was a very positive person. He never brought his troubles with him in all his dealings with us. He kept it to himself. When he was undergoing his separation and divorce, I was coming back from the Philippines and our present GP Mei Leonor U.E. 75D, told me to ring Anthony to offer him words of comfort. I just couldn't do it. I didn't know what to say to him. After three days, Anthony rang me and I couldn't believe it! He was bubbly as ever! I felt he was doing the reverse. He was consoling me (my dad just passed away then) instead of me comforting him. In his final days in the hospital, Anthony showed his tenacity and sense of humor. Due to radiotherapy, he lost his hair. It was July 12. Mario Manzano U.P.L.B. 85E had this brilliant idea. Instead of waiting for Anthony to leave hospital, why don't we all celebrate the 62nd anniversary of Beta Sigma with him in the hospital? And we did. Then, we had picture taking. We always have photo shoot when Anthony was around. And brods and sisses who knew Anthony well will reaffirm that. Then, Anthony made a classic comment «I better comb my hair first before you take our photos.»

It was the 62nd anniversary of Beta Sigma that will always linger on every brod's heart and memory. Every brod who received a text from Anthony on this day shed a tear or two. His text said «BRODS, HAPPY 62ND ANNIVERSARY. I'LL BE AROUND FOR THE 63RD, 64TH, 65TH AND SO ON. CHEERS.....ANTHONY» Indeed, Anthony will continue to be with us in spirit. We will not forget. In our hearts, he will remain our first ever Sydney GP. As I used to tease him... our PERPETUAL GP. Through laughter and tears, Anthony will always remain OUR BROTHER, OUR KEEPER. We love you and we will never forget....

Your loving sister,  
Myrna Corazon Miguel Johnson  
GAUF 75A  
SYDNEY CHAPTER

# Tribute and Testimonials

## Testimonial for Lucenito Tagle

Newly-appointed Commissioner of the Commission on elections (COMELEC) Brod Lucenito Tagle was honored with a testimonial by the UPBSFAAI last August 16, 2008 at the Oasis City of Springs in Pansol, Laguna.

A significant entourage of Manila-based brothers motored to Laguna to honor "Nitoy", including Founder Rico Arranz, Cong. Mat Defensor, and alumni president Dario Sabularse to join a throng of UPLB brods led by UPLB Beta Sigma Chapter President Leo Balagot, who owns the resort.

Nitoy has a veritable career in public service, including as Justice of the Court Appeals prior to his appointment as COMELEC Commissioner.

In his new position, he has already distinguished himself as a tireless public servant, having presided over the complicated elections of the Autonomous Region of Muslim Mindanao to oversee the initial test of poll automation.

Mabuhay ka Brod Nitoy!

## New Regional Directors of DENR are Betans

# UPBSFAAI HONORS THE NEW REGIONAL DIRECTORS OF DENR

In the latest reorganization of the Department of Environment and Natural Resources (DENR) a few weeks ago, five Beta Sigmans emerged as Regional Executive Directors (REDs) - Jose Diaz for National Capital Region, Jim Sampulna for Region XI (Davao), Jun Galinato for Cordillera Administrative Region (Baguio), Max Dichoso for Region IX (Zamboanga) and Jun Lingan for Region II (Tuguegarao).

Wasting no time to honor these brods, the 2009 - 2010 UPBSFAAI Board headed by President Ruben J. Pascual, is giving them a testimonial today to coincide with the turn-over and oath-taking ceremonies at the Manila Polo Club.

DENR has long been a bastion of public service excellence of Beta Sigmans. Brods

held the highest positions in the department including Secretary Vic Ramos during the administration of President Ramos, under-secretaries Ramon Paje and Rene Derueda, assistant secretaries, directors and other key positions. Today, outside of the five new REDs, we continue to stamp the fraternity's presence: Ramon Paje is Senior Undersecretary and Chief of Staff; Romeo Acosta is Director of the Forest Management Bureau and Jonas Leones is Deputy Director of the Environmental Management Bureau.

An erstwhile RED, Brod Oscar Hamada passed away last year and was honored with Beta Sigma Farewell Rites.

To all of you brods at DENR - CHEERS!!!

# NATIONAL NEWS

## Beta Sigma Delisted as “Gang”

### Beta Sigma Delisted PAOCC List of “Destructive Gangs”

The national newspaper Philippine Star, dated January 18, 2009, has published an article entitled: “METRO MAYORS TOLD: CRACKDOWN ON YOUTH GANGS,” written by Cecille Suerte Felipe. In the article, the President Anti – Organized Crime Commission or PAOCC headed by Mr. Butch Belgica, identified Beta Sigma as among the so – called 235 “destructive gangs” in the Philippines.

President Ruben J. Pascual of the UP Beta Sigma Fraternity Alumni Association, Inc. and Founder Atty. Melicio “Rico” Arranz quickly reacted by sending a reply letter to the Philippine Star and PAOCC, asking that the Beta Sigma be delisted from the roster as Beta Sigma is not, and never will be, a youth gang.

On January 27, Philippine Star printed our letter, quoting Brod Pascual as stating that Belgica’s report is “defamatory, libellous and an insult to our reputation.”

Brods Pascual and Arranz cited that the name of Beta Sigma actually means “Brotherhood of Scholars.” It is a fraternity organized in the University of the Philippines on July 14, 1946 and have produced several distinguished alumni-members, such as former DAR Sec. Horacio “Boy” Morales, DENR Secretary Victor O. Ramos; COMELEC Commisioners Lucenito Tagle; Congressmen Matias Defensor, Prospero Alcala and Cesar Jalosjos and Supreme Court Justice Teodoro Padilla and Vicente Mendoza , among others.

Its alumni declared that the organization has been involved in various endeavours such as environmental projects, medical missions, scholastics trainings, and other relevant social services projects all over the Philippines. They continued by stating that the Fraternity’s residents form a group of well-disciplined individuals who continually receive support from the frater-

nity’s Council of Elders which guide them accordingly in all their activities.

Threatened with criminal and civil litigation for the defamatory and libellous insult to the fraternity’s reputation, PAOCC Comissioner Belgica responded that the fraternity has been presented in a different manner in their yearend report and in the declassified intelligence report.

Belgica further stated that he himself does not believe that the Beta Sigma Fraternity is composed of the same violent – prone

members of fraternities monitored as existing outside the academe and in the streets.

In the end, Belgica further asked for the help of the alumni in addressing the problems of organized delinquency and substance abuse.

*Underneath is the full text of the letter addressed to the editor of the Philippine Star in reply to the criticized article dated January 16, 2009:*

Dear Editor

On the outset, allow me to assure the alumni of the fraternities (Beta Sigma, APO, AKRHO, Tau Gama, etc.) mentioned in a news item of Philippine Star on January 18, 2009 that I share with them the anxiety caused by the article. The said article was not a press release written by my office. It was a news feature by news reporter, Ms. Cecille Suerte Felipe, who got hold of a copy of our yearend report with attached declassified intelligence information.

I perceived that the mention of the names of some prestigious fraternity was presented in a somewhat different manner from the one in our yearend report and in the declassified intelligence report, thus, the reactions from the fraternities> alumni.

The alumni of the fraternities mentioned, I am sure, are not the same violent-prone members of fraternities monitored as existing outside the academe and in the streets, which was mentioned in the NCRPO intelligence report. As I understand in the briefing, the name of some legitimate fraternities came up in some violent incidents reported and validated information coming from the field.

Of course, I also know that the alumni do not assume command responsibility for the criminal acts of these erring kids. In fact I hope and wish for a positive response of concern as they are now parents themselves. May I therefore solicit their help to address this problem of organized delinquency and substance abuse?

By the way, I did belong to some youth group and fraternity. And so I am still doing my best to reach out and share the Love of God, country and neighbor, to avoid the pitfalls we experienced.

I send my love and prayers to them and to their families too. Mabuhay kayo!

Commissioner BUTCH BELGICA



# News from Foreign Lands

## BROD RICO ARRANZ TO GRACE UPBSI GRAND REUNION

Brod Rico Arranz, '46, a member of our fraternity's founding batch, is set to grace the UP Beta Sigma International Grand Reunion on May 23 to 25, 2009 in San Francisco, California.

The three-day affair, to be hosted by the UP Beta Sigma alumni chapter in North California, gives due recognition to the "ultimate and quintessential" Beta Sigma founder, Brod Rico, who will be the Grand Reunion's *main man* this year – after Brod Jesse James was given the same accolade in the Grand Reunion 2001, also in San Francisco.

During the first day of festivity on May 23, to start as early as 3:00 pm, several activities have been lined up. A Folkways/Woodstock type of presentation featuring the Philippines' performing artists, led by Brod Willie Nepomuceno and the legendary Barstool Singers, are scheduled to be showcased.

The brods in North California pooled their singing talents together and had come up with a band named "Band of Brothers" who is also set to perform. The audience is expected to laugh, sing and dance to their hearts' delight during the initial day of this Grand Reunion.

On May 24, a Sunday, a Memorial Mass will be held in the morning in honor of the departed brods – a proof that the brods, no matter where they are, are still remembered and given due recognition.

A series of sports events, namely: golf, bowling, pocket billiards, and poker, will come next in the schedule for the second day. This is to ensure closer camaraderie among the brods, who are all bound to display their "athletic" skills.

Next in line, in the afternoon of the second day, would be a three-hour conference that will involve six panelists from U.P. Diliman

and U.P. Los Baños. They are to discuss ideas and the brods' resolve to further strengthen the fraternity as a whole, the organizations within, and individually.

The USA launching of "Ten-ten-ten," a U.P. centennial celebration under the auspices of the U.P. Los Baños brods will be the last activity scheduled on this day.

Finally, on May 25, a "brunch" will be held in honor of the visiting brods who had graced this affair, brods like Rico Arranz who continue to be a source of pride of and for the UP alumni associations worldwide, even by the ongoing resident brods.

A fellowship and other fun-filled activities, with photo sessions, will follow. Newly-appointed president of the UP Beta Sigma Fraternity Alumni Association, Inc. will join Brod Rico Arranz in the festivities.

## FEDERATION'S PROJECT WILL HOLD MEDICAL MISSIONS IN R.P.

The Betan Community in North America is an offshoot of the Filipino Diasporas, of which the Beta Sigma is a part of.

Longing for that "feeling of kinship" inherent to all betans, those who migrated to different parts of the US and Canada, began looking for brods in their respective areas. In no time, betans from different colleges and universities of the Philippines began to touch base and organize themselves.

An informal structure for coordination among the different alumni chapters emerged. This in when the Federation of Beta Sigma Alumni Chapters in North America was formed. The Federation became the venue for inter-action and coordination among the chapters. It organizes fellowships, reunions, projects, and gatherings of brods throughout North America.

The bible says: "Man does not live on bread alone." The beta sigma federation

in North America lives up to the fraternal values and principle of community service through the projects undertaken, such as the Betan Medical Missions.

Every year, 4-5 medical missions are organized in the Philippines by this Federation in North America. Each chapter-member solicits medicine and funds for the logistical needs of the mission, coordinating with alumni Betan chapters in the Philippines who identify target needy areas, provide medical volunteers, and handles all local logistics needed on each mission.

There are 300 to 1200 beneficiaries served per mission. The number of missions has steadily increased in the last five years. The Philippine medical missions will continue to play major parts of Federation programs. These will serve as avenues for Betans in North America to be able to give something back to their mother country.

The deplorable healthcare system in their home country is the ironic inspiration that drives the North American brods to go back here every year, all at their own personal expense. The long lines and anxious faces are soon replaced by big thankful smiles (or tears) as the volunteers and fraternity brothers' work together to heal the sick and aid the injured.

To fulfill one of its main objectives, the Beta Sigma Alumni Association in North America is to establish and sustain a permanent Betan medical clinic and be able to duplicate this all over the country. Medical missions are scheduled in the next month this year in the following areas;

### February

- 16 - Puerto Princesa, Palawan
- 20 - Cebu City, Cebu
- 22 - Davao City, Davao
- 28 - Santo Domingo, Ilocos Sur

# The Residents

UP Beta Sigma Fraternity

## PROFILE: UP DILIMAN RESIDENT BRODS

Beta Sigma continues to be one of largest fraternities in membership in the Diliman campus. Together with the residents in UP Los Banos, there is a total of 84 resident brothers enrolled, making the fraternity the largest in membership in the university system today.

This significant rise in membership is no mean feat. With the declining popularity of fraternities not only in UP but in the rest of the country, our brothers have sustained their recruitment push.

The number of brods is increasing, and the quality of recruits has been maintained in a high level. In a welcome turnaround, about 40% of the brods in Diliman are studying in technology-oriented courses such as engineering, computer science, architecture, mathematics and statistics. At least 5 are in the sciences such as chemistry, geology and archaeology.

There is also a growing number of brods in a relatively new UP institution - the National College for Public Administration and Governance. They may be our future public service leaders. The College of Music and Institute of Library and Information Science, once bastions of recruitment, continue to produce steady membership for the fraternity. There is a sprinkling of recruits in mass communications, human kinetics and education. Unfortunately, there is none from the business and economics courses and law to complete a well-balanced roster.

Looking at their non-academic interests reminds alumni brods of their kind. Many are into martial arts, including the latest-trend mixed martial arts. Their sports interests include basketball (of course), tennis, track and field, and present craze airsoft combat. Many are musicians (as always), playing trumpet, oboe, bass guitar, and piano. Some are content to be hooked on computer gaming and web designs, interests that can produce a future given the digital age. Poker? Yes, they have substituted our "pusoy".

The Diliman brods has Miguel Gerard Alo as their Grand Grincep for the second straight year. He is the son of Gerard Alo, UP Diliman Batch '72 and one of four sons of Gerard to enter the fraternity.

His term ends at the end of February when the residents elect a new GP. A climax to Miguel's reign, "Malmon Cup 2009" will be held in early February which is an intra-fraternity Olympics. Up for grabs are championships in basketball, Quiz Bee and the top event - SOMA.

The UPBSFAAI will push the residents to increase their number to at least 50 per campus for the incoming school year and commits total support for this massive effort.

# ART

## UPBSFAAI HELD NUDE PAINTING SESSIONS



The U.P. Beta Sigma Fraternity Alumni Association, Inc. in coordination with the UP Alumni Association has joined the UP Community worldwide, in celebrating its Grand Centennial Ball (Dinner and Dance) last December 16, 2008 at the Philippine International Convention Center.

One of the highlights of the occasion was the holding of an On-the-Spot Nude Painting Session by 50 renowned visual artists; alumni of the UP College Fine Arts and guest artists/members of the Saturday group, Tuesday group, Agos Kulay. Proceeds of the project benefited the Scholarship Fund and other advocacies of the Fraternity.

Each of the exhibits presented was an out of the ordinary mélange of avant garde and traditional painting techniques.

The figure sketching at the PICC was sponsored by Playboy Phil. Publications which graciously sent its May 2008 edition covergirl, Playmate Ms. Billy Abeleda, to be the featured nude model. Artworks depicting UP sceneries and landmarks were also part of this exhibit.

Previous to this, to add spice and zest to the birthday bash, thanksgiving and fellowship celebration of Founding Brod Rico Arranz, Batch '46, a Viva Talent

Agency actress - HotBabe Maricar dela Fuente - posed for the nude painting exercise that was held on October 24, 2008 at Gerardo's Restaurant, owned by Brod Caloy Agulto 74B.

Drawing and sketching of the nude has always been the most difficult of challenges in art. It is said that representation of the nude is at the pinnacle of artistic expression as artists use the three-dimensional figure as a jump-off point for more interpretive ends.

The 2 events produced about 200 pieces of limited, signed, and authenticated on-the-spot figure paintings and UP sceneries and landmarks. The "on-the-spot" artworks were raffled off among the confirmed buyers.

For those brods who have not yet viewed these paintings, the UPBSFAAI is presenting some photos for you to finally catch a glimpse of the Nude Painting exercises. In case any of the brods becomes interested in the acquisition of original painting/s, they may contact the following:

**Brod Alberto "Poti" Aparato**

**UPBSFAAI Office**

**J&S Building**

**104 Kalayaan Rd., Diliman, QC**

**Tel. 3838049**



# Jug-a-lug



FIESTA!!!



Brod Vale's Despidida with Brod Rollingson



From left: Atam, Humphrey, Mel, Chito, Ben Abon, Joel Paredes, Vale, Ross



Game for more...



Brod Melecio "Rico" Arranz deliver's speech during his birthday last October 24, 2008



Picture muna while waiting for more beer



Always present sa Secretariat



Brods Ruben, Butch, Nap, Ick and Meng



Birthday-boy Mel de Santos and Vale  
- "Sino bibili satin? Daming painumin..."



More Brods, more booze



Butch Madarang, Danny Paz, Ritchie Agbulos



Inside the Secretariat Officeyal na Inuman place!

## Can you be reached?

Hi! Brod,

Hello? Are you there? Hope this message gets through...

Funny, but your secretariat is currently close to inept in getting you and other UP Beta Sigmans in the loop on matters related to our being a brotherhood of scholars. Most ironically, our «mother chapter,» UP Diliman, has not come up with a workable directory in over a decade.

Hello? Do you hear? Are you able to read our mails?

Yes, Brods, we need your help. We need to know how to reach you. UP Beta Sigmans from Diliman, Los Banos, and other units, please let us know how we may best contact you.

We need to organize our Fraternity's membership information to better serve ourselves, our resident and alumni organizations, our university, and our families.

We need to let you know of the many wonderful initiatives and recent developments in our global network of brothers, associations, assemblies, and federations years after school. We need to know much of your present situation, too, so we may build an extensive web of mutual support for both budding-resident and full-bodied alumni brods.

Much has changed, unbridled as they have, with the passing of years. Gargantuan efforts have to be under-

taken to effect self-directed change towards a more responsible and responsive UP Beta Sigma.

Hello? Are you there, dear Brother? Are you able to read this message?

Please respond with your Betan and contact details now. We assure you, no single data that may cause you harm or intrude on your privacy will be released or divulged to any one.

Also, please relay to us any information you may have on your batchmates and other brods in your current circle.

Thank you for your cooperation and undying devotion to our beloved UP Beta Sigma Fraternity.

Hello? May we hear from you soon?

CEDRIC M. GLORIA  
«NWAN» Blue Sparrow  
UPD 1969c, «Jericho»

Name of UPBeta Sigman \_\_\_\_\_  
School Initiated \_\_\_\_\_  
Batch Year \_\_\_\_\_ Batch Name \_\_\_\_\_  
Present Address \_\_\_\_\_  
Email Address \_\_\_\_\_  
Mobile Phone(s) \_\_\_\_\_  
Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

# Recent Developments

## PRESIDENT'S CUP SET MARCH 6 AT VALLEY GOLF

The President Ruben Pascual Golf Cup will be held on March 6 at the Valley Golf and Country Club. Tee time is 7 am to 9 am, and players only need to pay the regular green fees charged by the club as the sponsors will take care of prizes and all other expenses. Tournament format is System 36.

The tournament fellowship will be held right after the game at the sprawling residence of Brod Boyet Fernandez at nearby Town & Country Homes.

The President's Cup is always held as the initial fund-raising activity of the newly-elected board

of the alumni association to finance the operations of the secretariat and funding requirements of projects.

Some 40 to 50 brods are expected to take part in the all-Beta Sigma golf tournament. They will vie to grab the top prizes including over-all champion, and first, second and third places in three divisions. Special prizes have been set in a number of fun holes including nearest-the-pin and longest drive.

All brods are enjoined to bring in sponsors as their support for the new board and its programs.

Golfing lawyer brods are also invited to the Conflict of Laws Golf tournament on March 20, 2009 at Valley Golf. The protagonists are the lawyers from the top law schools of UP, Ateneo, San Beda and La Salle. For details, contact our founder Rico Arranz.

Brods are also invited to join the monthly UP Barkada golf tournaments and fellowships. The fraternity usually holds in sponsored tournament in October to honor Founder Rico on his birthday. He will be 83 this year. But he consistently breaks the 80s, but on the front nine.

## THE SECRETARIAT HAS A NEW HOME

The Secretariat of the UP Beta Sigma Alumni Association, Inc. has found a new home along Kalayaan Avenue, near the Quezon City Hall, inside the NEDA's Statistical Research and Training Center Compound. Its official address is J & S Building, 104 Kalayaan Avenue, Diliman, Quezon City, MetroManila. The official landline phone no. is 3838049 and its Email address is up.betasigma.2009@gmail.com.

The Secretariat is housed in a 2-floor white-painted office unit located at the back of J & S Building. There is a wide plaza-like area fronting the office that can be used by the Secretariat as the need arises.

The Secretariat's office has been in operation since the mid of October, 2008. Board discussions of the Alumni Association, staff meetings of the Betan, business conferences and other meetings of the brods are constantly held in this office

The UPBSFAAI Secretariat is staffed by Cherry Carlos (cell phone nos. 09164542290/09296836991) and brod Poty Aparato '77A (cell no. 09217899080). They can be relied upon for inquiries and information on the activities of the fraternity's alumni association.

At present we have to upgrade office equipment to be able to address the needs of the fraternity, not only locally but worldwide. The office is equipped with near obsolete and inadequate machinery. Any assistance, donations and support in any form will be highly appreciated. This will further improve the functions of the Secretariat as a communications center and databank.

For your information, the Alumni Association is launching a directory that would be of invaluable help for its members. An updated and informative registration of the brods would ensure constant exchanges of information that will redound to the benefit of the association and the rest of

the residents and alumni brods.

A case in point is just recently, a despedida for brod Jun (Vale) Valenzuela '73 and a birthday celebration for brod Mel de Santos('68) were jointly held last January 6 at the plaza of the Secretariat. This event turned out to be worth our while and memorable.

The Secretariat encourages the brods to regularly visit its new office to rekindle old ties and to have their rendezvous appointments with brods. The office actually serves as a center wherein bonding among alumni brods can take place. If a Betan alumnus already misses the Betan lobby or the Betan steps, the Secretariat's office can serve as the Alumni's tambayan, just like our old tambayan in UP.

So, we'll see you there at the Secretariat's office and please never forget to support it.