



# Tumbleweeds



The official publication of the Tumbleweeds Viber Groups of the UP Los Baños Beta Sigma Fraternity and Sigma Beta Sorority, College, Laguna, Philippines



## 101022 BETAN HOMECOMING ACTIVITY HIGHLIGHTS LOS BAÑOS, OCTOBER 7-10



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### OCTOBER 7 (Friday)

GOLF TOURNAMENT:  
Venue at Ayala Greenfield  
Calamba; Tee-off time: 10am

FORESTRY NIGHT SOCIALS  
AND BARN DANCE: Venue at  
Splash Mountain Resort

### OCTOBER 8

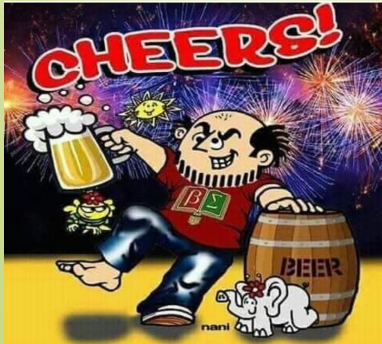
4:30am FUN RUN at UPLB  
2:30pm FOUNDATION SITE  
Visitation and Pictorial  
5:30pm Unwinding at Timog Bar  
and Restaurant: 5 minutes walk  
from Foundation Site

### OCTOBER 9

UPLB LOYALTY DAY PARADE  
LUNCHEON AND JUG-A-LUG  
Venue: Lola's Cafe, Bay

### OCTOBER 10

INDIVIDUALLY ARRANGED  
SIGHTSEEING TOURS  
AROUND NEARBY SIGHTS  
AND METRO MANILA...



## AUGUST 13, 2022 ANNIVERSARY ACTIVITY HIGHLIGHTS

by Keith Tidon

### INVICTUS: The Unconquered Saga of the Good and Noble Men

For 72 years the U.P. Beta Sigma Los Baños Chapter has existed in excellence as it stood by its principles of Brotherhood, Integrity, Loyalty, Equality, and Service. The 72nd Anniversary was celebrated last August 13, 2022, kicked-off with a Bike Ride courtesy of the Malmon Bikers, in full face-to-face with our Sorority Sisters, the U.P. Sigma Beta Sorority - Los Baños Chapter.

Cheers to the 72nd Anniversary of the U.P. BETA SIGMA FRATERNITY Los Baños Chapter

Special thanks to:

U.P. Beta Sigma Fraternity Los Baños Chapter Alumni Association Board of Trustees

Ginebra San Miguel

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NEW TAMBAYAN



## UPLB BETANS IN JOURNALISM

by Tony Frio, Batch '60  
24 May 2013

In the late sixties, journalism as a student major course was offered by the then Department of Agricultural Information and Communications (DAIC) of the UP College of Agriculture (UPCA) in Los Baños. The course was included in the B.S. Agriculture major in agricultural communications

curriculum. This Department would then develop into the present UPLB College of Development Communication.

It was during this period that four UPLB Beta Sigmans started their career path in print and radio journalism: Ponciano (Ning) M. dela Paz, Batch '57; Manuel (Manny) G. Arejola, Batch '57; Antonio (Tony) S. Frio, Batch '60; and Alexis (Alex) S. Tan, Batch '60.

These brods joined the DAIC faculty and honed their journalism skills in the various print and radio news releases of the then UP College of Agriculture. These news releases were mainly on farming and homemaking tips and techniques. Manila newspapers and magazines were the main clients. Programs broadcasted over the UPCA radio station DZLB also carried these news releases, addressed mainly to the rural areas' farmers and their families.

Aside from these, DAIC also produced a home publication called the *UPCA Alumni Monthly Bulletin*. The target audience of this publication was mainly the UPCA alumni. Agricultural information in the form of news and feature stories was a regular fare in this publication.

### Ning de la Paz

Although born in Marikina, Ning attended the Cubao Elementary School where his mother was an educator/supervisor. He finished his secondary education at the University of the Philippines High School in Diliman, Q.C. and finished his Bachelor of Science in Agriculture degree at the UPLB.

As a freshman in college, Ning joined the UP Beta Sigma

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## **UPLB BETANS IN JOURNALISM**

**by Tony Frio, Batch '60**

Fraternity. He became active in many extracurricular activities of the frat which included his being elected Grand Princep. Ning participated in various plays and folk dancing, not only as a student, but also as a faculty at UPLB. Ning played the role of Lt. Cable in the musical from Broadway *SOUTH PACIFIC*. He also played various roles in campus-held dramatic and musical presentations which included among others: *Case of the Crushed Petunias*, *Our Town*, *The King and I*, *East of Eden*, *Beckett*. He also co wrote a script for a UPLB Faculty Follies in 1968 as part of the pre-Loyalty Day celebration.

After finishing his B.S.A. degree, he worked at DAIC. He participated in the print and radio news dissemination activities of the department. After a few years, he pursued his graduate studies at the California Polytechnic University in San Luis Obispo, California. As a graduate student, he worked at Arbor Acres and was a graduate assistant at the radio station of California Polytechnic's College of Agriculture. In 1966, he finished his Master's degree in Agricultural Education.

Upon return to Manila, he joined the DAIC as an instructor and Station Manager of the UPLB educational radio Station DZLB where Tagalog and English programs disseminated information to farmers and served as agricultural extension media.

In 1969, he married the UPCA college librarian, Salvacion San Pedro. They have a son, Marco Ponciano and a daughter Sellyna May. The De La Paz family left the Philippines in 1972 for Syracuse University, Syracuse N.Y. where Ning pursued his Master's degree in Radio Television and worked as a graduate assistant at the university radio station. After finishing his master's degree in RADIO TV, He extended his graduate studies and acquired a Certificate of Advanced Studies in Educational Technology. He then studied for his doctoral degree, and in 1980, was awarded his PhD in Educational Technology.

While his children continued their studies in Syracuse and his wife Selly worked as librarian at the State University of New York, College of Environmental Science and Forestry, Ning tested the waters in Manila, so to speak. He joined briefly the SEARCA in Los Baños as Training Director. Also, together with other colleagues, they formed the Asian Exponents for Rural Development (AERD) which was a consulting and training agency. The intermittent separation from his family while

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## UPLB BETANS IN JOURNALISM

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working in the Philippines, made Ning decide to go back to Syracuse to be with his family.

He joined briefly the American Cancer Society and later on became the Executive Director of The INTERNATIONAL CENTER OF SYRACUSE (ICS) which is

an independent, not for profit organization that is dedicated to providing high quality services and training programs that facilitate cross cultural and international exchange in Central New York through networking and partnership with institutions/ organizations in the United States and abroad.

When the opportunity arose for him to take the reigns as Chancellor of the family-owned Roosevelt College Foundation, Center for Teacher Education (CTE) of the Roosevelt College in 1996, he answered the call and returned to the Philippines for good. He knew that this was his chance to give something to his country. He could give hope to young people and help make a difference in the lives of his countrymen. He knew that if teachers are able to instil good values and can properly educate the next generations to come, this would give hope to the country.



Bros Ning dela Paz (second from left) and Tony Frio (extreme right) join staff members of UPLB's radio station DZLB in celebrating its fourth anniversary in 1968. Radio journalism was quite new at that time in the developing UPLB academic community

young people who were studying to become teachers were the new hope for the nation. It was his dream that "Filipino time", "Manama Habit", corruption and all that plagues our country will cease and that the Philippines will stop being a developing country, but become a *land of opportunity*. It was his hope that the young generations of the Philippines would grow to be model citizens and leaders in their community.

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## Technical Tip



### For cellphone users...

Rotate your phone to landscape position for a better view of the contents of this Newsletter.

Ning de la Paz was a pillar of the Roosevelt College System especially CTE. He led the Roosevelt College Foundation with such love and passion. He believed that CTE students were promising young citizens of the country. He knew the

## **UPLB BETANS IN JOURNALISM**

**by Tony Frio, Batch '60**

### **Manny Arejola**

Manny Arejola hails from Naga City. He finished high school at the Ateneo de Naga University and his Bachelor of Science in Agriculture at UPLB. He joined the UP Beta Sigma Fraternity in Los Baños in 1957.

After his graduation from college, he worked with DAIC and edited the *UPCA Alumni Monthly Bulletin*. He also wrote news and feature stories on agriculture.



In 1970, Manny transferred to the Dairy Training and Research Institute (DTRI) and headed the project “Los Baños Milk Collection Scheme (LBMCS).” This was a barrio-based extension project of DTRI where it taught dairy farmers the science of dairying and managed a milk collection system where farmers sold their milk to DTRI and DTRI processed the milk.

As head of the project, Manny was an active communicator and utilized UPCA’s radio station DZLB in broadcasting a radio program beamed directly to the dairy farmers that DTRI was serving.

### **Tony Frio**

Tony Frio was born in Naga City. Naga has always been the seat of religious activities in Bicolandia. It was but natural that his parents saw to it that Tony got a good Catholic education. Thus, he finished his elementary education at the Naga Parochial School, a parish-run Catholic school. It was also natural that Tony got his Jesuit education at the then Ateneo de Naga, now the Ateneo de Naga University.

He went to Los Baños and took the BSA degree at UPLB. He also finished his Master of Science in development communication in 1977, also at UPLB. Tony became a member of the UP Beta Sigma Fraternity in 1960. As a student, Tony was active in fraternity and student politics and extra-curricular activities. He was President of the Student Body Organization and served as editor of the students’ publication, the *Aggie Green and Gold*.

Before his formal employment as a graduate, Tony cut his teeth in journalism and development communication as a student

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**UPLB BETANS IN JOURNALISM**

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assistant at DAIC. His main job was to translate into the Bikol dialect the radio news releases being produced by the department. After he finished his BS Agriculture degree, he joined DAIC as radio station supervisor of DZLB. A few months later he was appointed instructor. He served UPLB for 11 years as a faculty member. Aside from teaching, he also served as thesis adviser to undergraduate students, and conducted extension activities mainly through his farm programs at DZLB, news and radio releases, and in serving as resource speakers in various training and extension programs.

In 1977, he left UPLB and served as a development communication consultant of the Philippine Cotton Corporation (PCC). When PCC converted its research arm into the Cotton Research and Development Institute (CRDI, now CODA, the Cotton Development Authority), Tony joined the institute as head of the newly constituted training and extension department.

In 1978, he was employed at SEARCA in an ASEAN grain post-harvest programme funded by CIDA, USAID, the Netherlands Government, and later by ACIAR. In 1987, this regional program transferred its headquarters to Bangkok, Thailand and was hosted by its Ministry of Agriculture. Here, Tony acted as program officer for communication and extension and liaised with the ASEAN grain postharvest specialists in developing research and extension projects and in conducting seminars, workshops and ASEAN meetings.

In 1990, Tony was awarded the Most Distinguished Alumnus recognition by UPLB in the field of agricultural extension and communication. When the program ended in 1993, Tony went into freelance consulting. He has worked with several organizations and projects both in the Philippines and abroad. In the local scene, Tony was kept busy as a consultant at the Iloilo-based Aquaculture Department of SEAFDEC, at the Winrock International project in DENR, a FAO project in agrarian reform at DAR, and the National Postharvest Institute for Research and Extension (NAPHIRE, now PhilMECH).

In 2000, he was communication specialist of the IRRI-based project of the International Livestock Research Institute (ILRI). In 2007-2008, he was Communication Specialist of the Land O'Lakes Building Agribusiness Capacity project in East Timor. In 2009, he was posted as communication specialist of a project

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**UPLB BETANS IN JOURNALISM**

by Tony Frio, Batch '60

of the Asian Disaster Preparedness Center (ADPC) based in Phnom Penh, Cambodia.

He married his college classmate Anita Labadan, also a Sigma Betan, with whom he has six boys and a daughter. They now have eight grandchildren. Today, Tony is still active in the consulting business.

**Alex Tan**



Alex Tan, together with five other students, graduated in the first batch of agricultural communication majors with a Bachelor of Science in Agriculture degree. He joined the UP Beta Sigma Fraternity in 1960.

Right after graduation, Alex was hired as instructor of DAIC. He also edited the *UPCA Alumni Monthly Bulletin* and was a regular contributor to the major Philippine daily newspapers and weekly magazines. Like the other brods with him in DAIC, he wrote about agriculture and other agricultural development-related topics.

In the early seventies, Alex went to the US and obtained his Phd. Degree in communication at the Wisconsin State University. In 1986, Alex joined the department of communication of the Edward R. Murrow School of Communication, Washington State University (WSU). He became its chair and led efforts to have the Department designated as the Edward R. Murrow School of Communication, with the new title approved by the WSU Board of Regents in 1990. This institution is now the Edward R. Murrow College of Communication.

In later years, Alex Tan became professor of communication; WSU Faculty Diversity Fellow (Office of the Provost); former director of NSF ADVANCE at WSU (2008 – 2010); former director of the Murrow School of Communication (1990 – 2006); and past President of the Association for Education in Journalism and Mass Communication (1996.) In 2007, he was a Senior Fulbright Specialist at the American University of Kuwait.

Alex was a communication professor of the Edward R. Murrow College of Communication. He teaches courses on Communication Theories, Quantitative Research Methods, and Communication and Society. His area of research is communication and prejudice in multicultural societies.

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## UPLB BETANS IN JOURNALISM

by Tony Frio, Batch '60

Recently, he and his graduate students have published in *Journalism and Mass Communication Quarterly*, *Mass Communication and Society*, *Communication Studies*, *Journal of Broadcasting and Electronic Media* and *The Howard Journal of Communications*.

He has published over 60 journal articles; several book chapters and monographs; and two editions of a textbook, *Mass Communication Theories and Research*. He has lectured and done research in Mexico, Taiwan, the Philippines, Thailand, South Korea, Japan, Russia, Jordan, Kuwait, South Africa, India, Pakistan and China.

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<http://murrow.wsu.edu/directory/faculty/alex-tan>



### *Leadership*

Leadership and organization goes hand in hand. Our fraternity has given us the first lesson of leadership as neophytes. I believe that the Betan motto...work, work, work... is the secret of leadership. Leadership is action, not a position. Leading a group like a fraternity entails a lot of experience accumulated through the years. You gain knowledge, strength and courage by being a good servant. If you delegate work your purpose is to multiply the results but not to let somebody work for you while you sit.

Classroom experience isn't nearly as valuable as actually leading people and learning from your mistakes. The only real training for leadership is leadership. If you want to lead you have to practice leading.

The very essence of leadership is its purpose. The purpose of leadership is to accomplish a task. It needs improvisation. It is an understanding of the needs of those who would be affected by it. Actions should be focused on what it accomplishes. We should see things from the perspective of the people whose lives we impact and what leadership does. What it does is more important than what it is or how it works...

## JOKES

When a group of tourists visited a crocodile farm, the owner of the place launched a daring proposal;

-Whoever dares to jump, swim to shore and survive, I will give 1 million dollars.

Nobody dared to move, suddenly a man jumped into the water and desperately swam towards the shore while he was chased by all the crocodiles.

With great luck he arrived, taking the admiration of everyone in the place, then the owner announced;

-We have a brave winner.

After collecting their reward, the couple returned to the hotel, upon arrival, the manager told him; he was very brave to jump, then the man said;

-I didn't jump, someone pushed me!

His wife smiled ...

Moral: "Behind every successful man, there is a woman who pushes him."

- - - - -

Senior Citizen's Pride...

Two old men, Lee and Raj used to meet regularly for breakfast. Then Lee disappeared for a month. Raj was worried but he could not remember Lee's home address. After one month Lee reappeared.

Raj: What happened to you? You had me worried.

Lee: I was in jail.

Raj: Jailed for what?

Lee: Remember Lily, the waitress who once worked at the coffee shop?

Raj: Yes I do. What about her?

Lee: She filed rape charges against me. At 85 years old I was so proud of my manhood that I pleaded guilty. The damned judge gave me 30 days for lying under Oath.