



# THE CLARION

The Official Publication of Centro Escolar University Alumni Foundation Inc.

April 2009

• THIS organization shall be known as the CENTRO ESCOLAR UNIVERSITY ALUMNI FOUNDATION, INCORPORATED (CEU AFI), herein referred to as the Foundation or CEU AFI. . Its colors shall be white, pink, blue, and gold. Its principal office shall be at Centro Escolar University, Mendiola, Manila.

• Every graduate of Centro Escolar University, in Manila, Paranaque, Malolos, or Makati ( or Centro Escolar de Senoritas before it became a University in 1934) shall be considered an alumnus and ipso facto regular member of the Foundation.

• Recipients of honorary degrees from Centro Escolar University shall be considered honorary members of the Foundation.

• Each Chapter of the Centro Escolar University Alumni Foundation Inc. may promulgate its own Constitution and By-Laws, which shall not contain any provision contrary to or inconsistent with any of the provisions of this Constitution and By-Laws of the mother organization, the CEU AFI.

• A member shall have the following duties and responsibilities:

a. To obey and comply with the provisions of the Foundation's Constitution and By-Laws.

b. To attend all meetings that may be called by the Board of Trustees

c. To extend cooperation and support, and participate actively in the activities of the Foundation and, upon invitation, in those of the those of the University.

d. To help attain the mission and fulfill the vision and objectives of the CEU AFI and Centro Escolar University.

e. Whenever and wherever possible, assist in the campaign for enrollment in the different program offerings of the University.

WHAT you just read are the salient features of the new constitution of the Centro Escolar University Alumni Foundation Inc. ratified during the CEU AFI General Assembly held recently in CEU.

CEU AFI President Dr. Paz I. Lucido presided over the assembly which unanimously approved the new constitution.

The assembly also launched the Treasure Hunt 2009 to raise funds for Alumni Relations and CEU-AFI projects.

## CEU AFI GENERAL ASSEMBLY

# ALUMNI REPS RATIFY NEW CONSTITUTION



Dr. Paz Lucido (front row, 4th from left), CEU AFI president, autographs Treasure Hunt 2009 poster along with CEU AFI officers and members, from left: Carmencita Salonga, Imelda Nery, Adonis Hautea, Juver Tan, Estrellita Flores, Juana Rosa Martinez, and Julius de Leon.



During ratification of CEU AFI constitution, from left: Dr. Lourdes Diaz, chair of the Constitution Committee; Psychology alumna Allan Heredura of Derma Blend, sponsor of the assembly; emcees Juana Martinez and Dr. Imelda Nery.



Dr. Lucido and Dr. Edita Maralit, with Ed Villarante of SELAMS, and students Mark Louie Maycong (extreme left) and Christine Joy de los Reyes (extreme right) present Treasure Hunt 2009 poster.



## ACCOUNTANCY AND MANAGEMENT

### 80 and Counting...

By JOYCE G. JOTIC

FOR the alumni of the School of Accountancy and Management, December 6, 2008 was the day to come home to their Alma Mater. And the reason? To celebrate the school's long-awaited 80<sup>th</sup> Anniversary.

Graduates from as far back as 1969 and from as recent as 2008, many of whom were student leaders, graced the occasion. Although majority came from the National Capital Region and nearby provinces, there were also some who flew in from Davao, and even from Taiwan and Canada. A number of SAM alumni who are non-teaching employees and teachers in CEU joined the revelry. And senior students—the next batch of alumni achievers—came, too, visibly inspired by the achievers in their midst.

Our longest serving dean, Dr. Conrado Iñigo (1988-2007), arrived, to everyone's delight. He spoke of our School's achievements bringing us down memory lane of the best years of SAM.

Our energetic and charming dean, Dr. Ma. Flordeliza Anastacio, wearing an outfit with the SAM colors, went around, gladly welcoming everyone.

In her welcome remarks, Dean Anastacio focused on SAM's eight decades of strength, endurance, excellence, and dynamism.

The celebration started at 5 p.m. with a Thanksgiving Mass presided by SAM alumnus Fr. Joel Sulce, OFM, (Batch 1990).

A sumptuous reception followed at the CEU Student Activity Center, where alumni reunited with their classmates, teachers, and other SAM friends.

As a fitting tribute, SAM presented service recognition awards to former deans, officers and staff, as well as alumni chapter presidents. Also awarded were faculty members who have been part of the SAM family for more than 20 years. The School also conferred awards to successful alumni, namely, Atty. Anita S. Regalado-Dalakouras, Accountancy; Jonathan O. Petalver, Marketing Management; Arnold Edward Pua Co, Public Service; Liezel P. Eguillos-Isla, Secretarial Administration; Joseph Y. Sy, International Employment; James Allan Go Cua, National Entrepreneurship; and Fr. Joel E. Sulce, OFM, Pastoral Service

Then, everyone renewed their loyalty to our School through the lighting of 80 torches symbolizing the 80 glorious years of our School. But it was when we sang the CEU Hymn that it finally dawned on us how long we've been away from our beloved Alma Mater.

As night settled in, after the stories were told, and SAM moments reminisced, everyone bid adieu. But they will not be gone for long...because sooner or later, they will come home to iCentro Escolar University again...

## EDUCATION, LIBERAL ARTS, SOCIAL WORK, AND MUSIC



AT the *SELAMS Night* which launched the SELAMS 85th Anniversary festivities, clockwise from above: Dean Paz Lucido with Kenneth Taasan, president CEU Student Council; faculty members Dr. Teresita Hernandez, Marietta Molina, and Ana Ma. Robles; SELAMS Student Council officers, from left: Edward Jay Quinto, president; Jacqueline de Guzman, PRO; Dr. Ma. Myriam Bacud, adviser; Jessica de la Cruz, secretary; Precie Catherine Cuarto, auditor; Ma. Louie Aina Villas, treasurer; and Mica Margarita Ramos, vice president.



### ALIVE at 85!

THE School of Education, Liberal Arts, Social Work, and Music turns 85 this year!

Led by Dean Paz I. Lucido, Ph. D., the School has lined up events to celebrate this milestone.

The first event, started last January, was the SELAMS 85th Anniversary Logo Contest, with Dr. Christopher Jay Cortado, public relations officer of the ELAMS Alumni Chapter, as project chair.

In February, ELAMS slated the *Salu-Salo: Plato sa ika-85 na Anibersaryo ng ELAMS* with Ed Villarante of Liberal Arts as activity chair.

In March 2009, Dr. Teresita Galang Carey of Education led the Spiritual Renewal.

This coming June, Dr. Lolita D. Pablo of Social Work, ELAMS Alumni Chapter president, leads the *Fun-Run: 85 Km. Hakbang*.

In September, the Liberal Arts Cluster with Dr. Christopher Jay Cortado as chair, will lead the 85th anniversary festivities.

The High School alumni will sponsor events in October.

The Music Cluster will present a concert in November 2009.

### SOCIAL WORK YEAR 60



The Social Work Cluster of the School of Education, Liberal Arts, Music, and Social Work celebrated its 60<sup>th</sup> anniversary in November 2008.

Patricia Luna, then president of ELAMS Alumni Chapter, led the celebration which included a forum on International Social Work Practice: Challenges and Prospects held at the CEU-MIR on November 24, 2008, at 2:00-5:00 p.m.

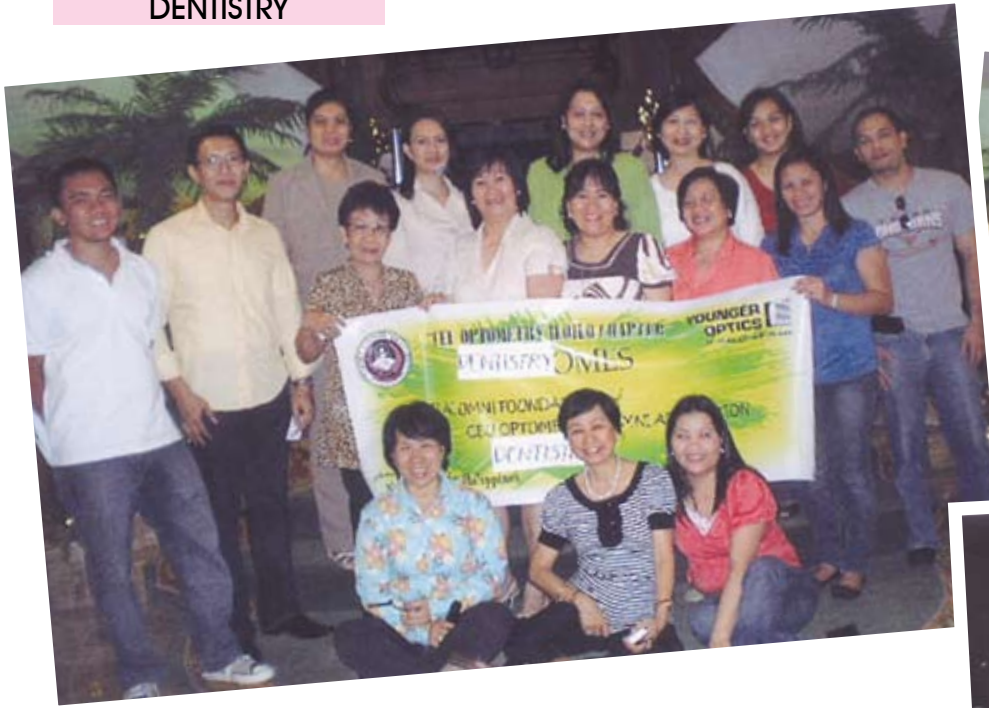
David Jones, president of the International Federation of Social Workers based in Britain and John Ang, IFSW Asia-Pacific president based in Singapore graced the forum as guest speakers.

Social Work alumni and other social workers from private organizations and government institutions as well as Social Work professors and students from schools of Social Work in the National Capital Region participated in the forum.



**Exposure Program.** CEU's Community Outreach Department facilitated the exposure program of guests David Jones and John Ang in Barangay Barangca, Mandaluyong City, a depressed urban poor community which has been assisted by CEU since 2004.

## DENTISTRY



## OPTOMETRY

### THANK YOU, ALUMNI DOCTORS!

FOR the less privileged sectors, words are not enough to express their gratitude to the alumni doctors who serve them regularly at *Salamat, Dok* program every third Sunday of the month.

Organized by Dr. Maralit and the Dentistry and Optometry Alumni Chapters, *Salamat, Dok* gives alumni dentists and optometrists an opportunity to pay back their Alma Mater by serving the less fortunate.



### GO, GO, ILOILO!

That's the battle cry of the officers and members of the CEU Alumni Dentistry and Optometry Chapters as they toured Iloilo recently to organize CEU alumni chapters in the area.

Dr. Edita Maralit of the CEU Alumni Relations, Dr. Elena Borromeo, Optometry faculty member, and Dr. Concepcion Anda, president of Optometry Alumni Chapter, and the CEU Iloilo Alumni Chapter organized the tour.

### A Seminar, A Party, and Lots of Bonding

By ARLEEN REYES-REYES, DMD,  
Chair, CEUDAA Documentation Committee

THE Centro Escolar University Dental Alumni Association (CEUDAA) couldn't have chosen a better venue for our Scientific Seminar. On December 3, 2008, going back to the roots of our education was a purpose that all of us shared. Seeing the halls of our Alma Mater brought goose bumps, for certainly, it had been years since we left our dear university to create our own career paths. And now we're back.

More than 100 came home to CEU where memories of our youth are forever etched. Dr. Gelo Militante, CDE chair, and Dr. Anna Camus, CEUDAA president, made sure that the seminar and the party would be worth the travel.

Dean Maria Jona Godoy of the College of Dentistry and Dr. Anthony Fugoso gave timely lectures for our profession and practice. Awarding of Certificates of Appreciation to partners and sponsors of CEUDAA followed.

Then it was time for our Christmas Party, held at the cool lanai area of the University.

Dr. Romina Barcarse graced the event, delivering an impromptu welcome speech during the program which was hosted by bubbly alumna Dr. Tess Lababit.

The alumni happily hobnobbed with our once feared mentors who have eventually become our colleagues in the profession.

Kudos to our dear professors, Dr. Edita Maralit, immediate past president, Dr. Emma Brioso, president elect, Dr. Pearly Lim, and Dean Jona Godoy for organizing the reunion, and to the active officers of CEUDAA for making the event a success.

## GRADUATE SCHOOL

### MEDICAL MISSION IN PAMPANGA

## Practicing Science with Virtue

WHAT'S science without virtue? Members of the Centro Escolar University Alumni Foundation Inc. (AFI) Graduate School Chapter will tell you it isn't so much fun. They will add that what made their education in CEU complete was the virtue component where they learned faith, hope, and charity.

And the Graduate School alumni still practice what they learned. On December 20, 2008, they embarked on an integrated medical mission in Pampanga in cooperation with the System Plus College of Angeles City.

A team composed of optometrists and dentists participated in the medical mission held at Sitio Monicayo, Baranggay Calumpang, Mabalacat. Baranggay Calumpang, situated inside the Clark Economic Zone, is home for 300 Aetas. The CEU medical team treated more than 100 residents.

Among the dentists in the team were faculty members of the School of Dentistry, including Dr. Emma Brioso, Dr. Angelina Calixto, Dr. Edita Maralit, and Dr. Confe Nolasco.

Optometrists from the College of Optometry included Dr. Concepcion Anda, and four of the college's alumni residing in Angeles City. Nursing students from System Plus College assisted the medical team.

The medical mission was one of the projects of Dr. Ed Galang, president of the Graduate School Alumni Chapter, and supported by the administrators of the System Plus College of Angeles City who joined the mission, among them, Dr. Leo Tago, vice president for Academic Affairs; John Dizon, director of External and Community Affairs, and Dr. Ed Galang, college

Other participants from Centro Escolar University were Lily Geroy, Graduate School staff; Dr. Julie Laraya, adviser of the GS Alumni Chapter; Engr. Edgardo Maralit, PRO, and Manny Trinidad.

The community coordinator was Arlene Bernardo, Baranggay Calumpang secretary.



### Saturday Workshops Expanded

THE CEU Graduate School, in partnership with the University of Texas at San Antonio academic and student service departments, is providing our graduate students the opportunity to take learning beyond the classroom during the Spring 2009 semester.

The project is expanding the Fall Saturday Success Series into the After Hours Success Series on both the 1604 and Downtown campuses and includes Saturday and weekday evening workshops.

For details, visit the Current Students page on the Graduate School website, [www.utsa.edu/graduate](http://www.utsa.edu/graduate). For more information, call 210.458.411.

## CONCERT for FUN...D

THE CEU Graduate School Alumni Chapter Scholarship held a mini concert at the CEU North Quadrangle last March 7 to raise funds for scholarship grants to graduate students.

Dubbed *Mini Concert for Fun...d*, the project aims to provide tuition support for graduate students enrolled in Thesis or Dissertation Writing at the CEU Graduate School.

## EARTH FRIENDS

THE CEU Graduate School Alumni Chapter is an Earth friend.

Led by its president, Dr. Ed Galang, the alumni held a seminar on Environmental Protection Awareness at the MIR last March 7, with Dr. Zenaida M. Austria, former dean of the School of Science, as guest speaker.

Graduate school students and the undergraduate Student Council officers attended the seminar.

In July 2009, the alumni chapter will launch a tree planting project in coordination with the local government of the City of Manila.

## GDLMC

### Fund Raising for Love

By CORAZON T. SISON, GDLMC Batch '77

THE GENEROSA DE LEON MEMORIAL COLLEGE ALUMNI ASSOCIATION mounted exciting as well as rewarding projects in 2008.

On September 21, 2008, the GDLMC Alumni Association held *Bingohan para sa 2010*, a fund raising program of Class Masigasig (Batch '77) held at the residence of Mary Jane Cortez Bermas.

Alumni and their families participated in the game, eyeing fabulous prizes donated by their batchmates, friends, and families here and abroad.

More important, everyone just wanted to contribute to the cause as proceeds of the bingo will be used for the Second Grand Reunion in 2010.

From November 30 to December 1, 2008, the GDLMC Alumni Association held an early Christmas party at the Rosewood Hills Seminar House in Tagaytay City owned by the family of Grace Miranda Cruz.

The party was simply fun, fun, fun!

On December 28, 2008, Class Masigasig of Batch 1977 in cooperation

with other GDLMC batches (Batch 1976, Batch 1978, Batch 1979 and Batch 1981), friends, families and the Divine Mercy Group of Bay Area, USA, generously participated in *Pamaskong Handog para sa mga Batang Asilo*, making Christmas truly merry for some 60 wards of the Asilo de San Vicente de Paul and the Asilo staff led by Sister Rose.

First, the alumni treated the kids to a field trip to Manila Ocean Park. The children also enjoyed SAIL or Student Adventure in Learning, a Pasig River cruise. Then the children just had fun galore as the alumni hosted a party for them at Jollibee where they received Christmas gifts.

## CEU - MALOLOS

### ALUMNI PAYBACK

By CLARA FRANCES  
JIMENEZ



SENATOR RAMON 'BONG' REVILLA, Mcoy Fundales, the Pinoy Big Brother star, and his band, Sports Fest 2008, a medical mission, the Grand Alumni Homecoming. These are the unforgettable images of the CEU Malolos 30<sup>th</sup> Anniversary celebration, and the CEU-Malolos Alumni Association was at the forefront of the festivities.

Led by its president, Elizabeth Lopez Alonzo, who is now head of the Bulacan Provincial Youth, Sports, Education, Arts and Culture Office (PYSEACO), the CEU Malolos Alumni Association actively participated in the yearlong celebration.

The guest of honor during the celebration, Senator Revilla donated a scholarship grant for 30 students.

The festivities started on August 12, 2008, with a fun-walk and motorcade around Malolos and Pulilan leading to the Centrodome where the Sports Fest 2008 rolled on throughout the day.

On August 23 and September 14, 2008, alumni doctors, dentists, and nurses also went on a medical and dental mission in Sitio Palaparin, Barangay Sta. Ana in Bulacan, Bulacan.

On November 14, 2008, the CEU Malolos Alumni Association staged a rock concert at the Centrodome featuring Pinoy Big Brother star Mcoy Fundales and his Kenyo band. The rock concert raised funds for the association's scholarship program.

On November 22, 2008, the alumni witnessed simple rites naming a new street in Sta. Ana after CEU founder, Dona Carmen de Luna, enacted through *Kautusang Pambayan* 07-125 of the Municipality of Bulacan. Sta. Ana Barangay Chairman Arnel Caguinguin, said naming one of the streets in his barangay after Dona Carmen manifests the barangay's reverence for the CEU founder who helped uplift the system of education in the province of Bulacan.

The Grand Alumni Homecoming held at the Centrodome December 6, 2008, capped the yearlong celebration of the CEU Malolos 30<sup>th</sup> founding anniversary.

Flora Camay, coordinator of the CEU Malolos Alumni Section, said that she was happy seeing the alumni cooperating with their Alma Mater for the success of the anniversary celebration.

## MEDICAL TECHNOLOGY



### SCIENTIST ALUMNA DISSECTS FLOW CYTOMETRY

By ROMINA R. BARCARSE  
MTAA President

ALUMNA Maria Lourdes D. Garcia impressed and inspired Medical Technology faculty and students recently

as she discussed Flow Cytometry in a seminar held by the Medical Technology Alumni Association at the GdLSc 304.

Garcia, who graduated in 1982, is now hospital scientist of the Allergy and Immunology Section of the Children's Hospital in Westmead, Sydney, Australia.

Flow cytometry is a technique for counting, examining, and sorting microscopic particles suspended in a stream of fluid. This technology has applications in a number of fields—molecular biology, pathology, immunology, plant biology, and marine biology. It has broad application in medicine especially in transplantation, hematology, tumor immunology and chemotherapy, genetics and sperm sorting for sex preselection.

Anilyn M. Olalia was overall chair of the seminar with Dr. Julie Z. Dungca serving as master of ceremonies.

## NHM

### Meet the New Officers



THE School of Nutrition and Hospitality Management Alumni Chapter held its Annual General Assembly and Socials last October 25, 2008.

Highlight of the event was the election of the alumni officers for 2009-2010.

The new officers are: Lawrence Tan, president; Veronica Balintona, vice president for Nutrition; Dahkem Arzola, vice president for family economics; Pia Dulce Escasenas, vice president for tourism; Jayson Lance Auto, vice president for HRM; Ethel May R. Faigao, secretary; Joanne Rosellie Ong, assistant secretary; Flordeliza Sison, treasurer; Renen Paolo Paciente, assistant treasurer; Anthony Julian Amor, auditor; John Deniega, public relations officer; Andromar Malforte, Eric Cruz, Ma. Cristina Perillo, Olympia Escasenas, members of the board of directors; Eleanor Arbilo, ex-officio; Cecilia Uncad, adviser.

In celebration of its 50th year, the School of NHM held a special dinner ball dubbed *A White and Pink Christmas with Escolarians* at the Ambassador's Hall of the Manila Grand Opera Hotel on December 7, 2008.

## PHARMACY

### CPE Tackles Cheaper Medicine Act

By LEARNI A. BAUTISTA, Ph. D. Pharm.



The Pharmacy Alumni Association (PAA) held its Annual Continuing Professional Education (CPE) at the Librada Avelino Auditorium on October 18, 2008.

Dr. Robert Louie P. So, head executive assistant and program manager-NDP 50 of the Department of Health, and Dr. Yolanda Robles, former dean of the University of the Philippines College of Pharmacy and now the training manager of Express, graded the CPE which centered on the theme, *The Cheaper Medicine Act and Medication Safety*.

Dr. So talked on *The Cheaper Medicine Act on Patient Safety*, and Dr. Robles discussed *The Role of Pharmacists in Medication Safety*.

Richard Pineda, president of PAA, reported on accomplishments of the association, among them, acquisition of a laptop computer for the faculty members of the CEU School of Pharmacy, scholarship grants, dissertation grants, and a medical-dental mission.

Pineda also announced that Pharmacy alumn Grace Arviola who graduated *suma cum laude* was Board topnotcher and thus received cash incentive from PAA consultant Dr. Olivia M. Limuaco and Pineda.

PAA also launched the Pharmacy website with Ryan Angeles, PAA vice president for international affairs, leading the rites.

United Laboratories Inc., Psalmtre Emp. Corporation, Pharmalink Company, Citibank, Blooming Fields and Servier Philippines sponsored the CPE.



## Dr. Feliciano Aquino-Reyes: One of the World's Who's Who

ACCURACY has been her enduring norm which she pursued ruthlessly. Her goal: to impart an important lesson which her students could use to deal with real-life difficulties—and she doesn't stop until the lessons is learned.

Named by Centro Escolar University as its Most Outstanding Alumna for 2000 and one of the 100 CEU Centennial Awardees, Dr. Feliciano Aquino-Reyes, chairman emeritus of the Philippine Association of Colleges and Universities, recently made it on the list of 60,000 of the world's foremost achievers in the 26th edition of *Who's Who in the World 2009*.

The book is the premier biographical data source of distinguished personalities from every field of endeavor in the world who have significantly contributed to the betterment of contemporary society. It is used as main reference by business leaders, journalists, academics, and other professionals.

An alumna of CEU *magna cum laude*, and a Fulbright/Smith Mundt grantee at Bryn Mawr College in Pennsylvania, Dr. Reyes centers her philosophy in teaching on honesty, integrity, sincerity, and patriotism. These guiding principles are what helped her become an exemplary educator.

Dr. Reyes also served as dean of the CEU College of Arts and Sciences, vice president for student affairs at CEU, and as vice president for academic affairs at the Manila Central University, among her numerous positions.

## Corazon Salumbides: Balik Scientist

HUNDREDS, THOUSANDS have left the Philippines to look for greener pastures abroad. Corazon Salumbides left too. But she has come back to share her success with her Alma Mater and her motherland.

Cora took up Chemistry in CEU's School of Science and Technology and received her Bachelor of Science diploma in 1962. From 1963 to 1967, she taught in a public school, and then in the high school and college departments of CEU.

In 1968, she migrated to the United States, earning her Master of Arts degree at the University of San Francisco. She taught—first in a private school, and then in a public school for 30 years. Aside from teaching, she became a teacher of teachers. She mentored aspiring teachers at the Jefferson Union High School and then became a master teacher at the University of San Francisco and San Francisco State University.

Since 1998, she has been a member of the Intersociety Polymer Education Council, the outreach arm of the American plastic industries, whose role is to teach teachers how to use polymers in teaching science.

CEU President Ma. Cristina Padolina then challenged Cora to come home to the Philippines as a Balik Scientist.

Cora explains, "In cooperation with the Department of Science and Technology, we will establish CEU as the center for teaching of micro-scale chemistry." With teachers at the CEU School of Science and Technology, she is rewriting a manual for introduction to Chemistry to make it responsive to the local culture and open-ended so teachers can use indigenous materials in demonstrating science projects. She has begun teaching the first batch of teachers to learn what she had learned abroad.

Welcome home, Cora.



## William Dela Cruz: Studying How To Serve Students Better

GRADUATE SCHOOL alumnus William Dela Cruz has made our school proud since he received a Fellowship grant through the Educational Leadership and Policy Studies Department (ELPS) of the University of Texas at San Antonio (UTSA).

Dela Cruz, an international graduate student from the Philippines, has started his second semester as an Ed. D student in the Educational Leadership program with an emphasis in Higher Education Student Affairs.

William continues his studies at the UTSA after receiving his Master's of Education (2008) in the same discipline as his doctoral program. He was among the Master's students to graduate from the newly established Higher Education Administration program.

Recently, William sat on a panel discussing graduate student success with newly admitted graduate students at UTSA, sharing his experience as an international student and alumni.

William aims to research on transnational comparison of universities determining how partnerships between academic affairs and student affairs can best serve students.

Dr. David Thompson, chair of the ELPS Department, said William was selected by the program faculty on the basis of his ability to contribute to the research mission of the department's faculty and graduate student. He added, "William is well-liked and both faculty and his graduate student colleagues have high regard for him." —*The Graduate Report, Volume 1, Issue 2 Spring 2009*

## A TOAST TO SUCCESSFUL SOCIAL WORK BOARD EXAMINEES

The Social Work Cluster of SELAMS honored nine graduates of Batch 2008 who passed the Board

Examination with a testimonial luncheon held at the CEU-SDV Conference Room on November 24, 2008. All of those who took up the exam passed, giving CEU a whopping 100% passing percentage.

Two members of the PRC Board of Examiners graced the occasion which was attended by faculty and administrative staff of the School of ELAMS, and other guests.

CEU Assistant Vice President for Research and Evaluation, Dr. Erna V. Yabut, who represented the Administrative Council in this gathering, delivered the Inspirational Message.

John Christopher Castillo, one of the honorees, gave a very touching response.



## Dr. Lourdes Talag Echauz: Icon of CEU Alumni

SHE came from the province. She didn't start from the grades. She wasn't an *interna*. She wasn't exactly the celebrated *Escolarinas* of the elite Centro Escolar de Senioritas, then the school of choice of the rich and the beautiful.

On March 5, 1993, 62 years after she entered the university in 1931 when she was 16 years old, Lourdes Talag Echauz would begin to lead her Alma Mater as its fifth president, the first alumna to achieve such distinction, at last celebrated not only as a true *Escolarina*, but the best of her peers as well.

Born in Macabebe, Pampanga, on July 19, 1915, to Telesfrero Talag, a pharmacist, and Felisa Abriol-Santos, a full-time housewife, Dedeng, as she was fondly called, indeed turned out to be a true daughter of CEU.

ardent suitor. So, apparently to escape the old man's ire, Romeo told Dedeng, "Let's get married." On the dawn of September 29, 1940, Dedeng left the house through the balcony, and hid off with Romeo to Sampaloc Church where they got married.

Out of delicadeza, Dedeng resigned from Manila Law College but continued to teach in Centro which remained open even as World War II broke out.

The sweet, frail student turned out to be, in her husband's words, "smarter than I realized."

Lourdes Talag Echauz went on to make a name in Philippine education and the Pharmacy profession. As early as 1937, she was at the forefront of the drafting of RA 5921. Later to become the Pharmacy Law, RA 5921 updated



The book, *Lourdes Talag Echauz: A Life of Love and Service*, narrates that Dedeng's father wanted her to follow his footsteps, so he sent her to Centro Escolar de Senioritas where she earned her Bachelor of Science in Pharmacy degree *magna cum laude*.

But she didn't have a drugstore as her father did. So, she followed the footsteps of CEU's founders instead. She ventured on her own—to the world of the academe.

After college, she taught right away at Centro and at the Manila Law College, the law component of CEU. One of her students in her Botany class at Manila Law College was Romeo Echauz, former captain ball of Ateneo's high school basketball varsity team who happened to be a friend of the brother of Chedeng Leetai, her high school best friend.

Like Shakespeare's Romeo, the young Echauz waited for his Juliet every day at the balcony of Dedeng's family home. Her father wasn't amused, and did not hide his displeasure of Dedeng's

Through the years, from left: Dedeng, 7, on her first communion; during her CEU graduation in 1935; at 21, placing 11th in the Pharmacy Board in July 1935; with husband Romeo during their 50th wedding anniversary, and children Bichot, Toots, Daday, Judes, and Melet; as CEU president.

— from *Lourdes Talag Echauz: A Life of Love and Service*

obsolescent laws governing the practice of the profession and is still in force to this day.

Dr. Echauz shone in professional and civic organizations, including the Philippine Pharmaceutical Association, Federation of Asian Pharmaceutical Associations, Civil Assembly of Women of the Philippines, Council of Health Agencies of the Philippines, Philippine Cancer Society, Catholic Pharmacists Guild, among others.

On March 5, 1993, she joined the league of Librada Avelino, Carmen de Luna, Pilar Hidalgo Lim, and Dionisio C. Tiongco when she was inaugurated as fifth president of her Alma Mater.

Although awards given by academic, professional, civic, government, and non-government institutions were nothing new to her, Dr. Echauz considered the two awards bestowed on her by CEU as the most meaningful: the Most Outstanding

Pharmacy Alumna Award in 1986, and the Outstanding Alumna Award in 1991.

For by then, Dr. Lourdes Talag Echauz, once the shy teenager from the province, had come out to be the epitome of the *Escolarina* that CEU founders had envisioned.

Dr. Echauz, CEU president from 1993 to 2001, and chairman emeritus of the CEU Board of Directors, passed away last February 27, 2009. She was 93.

In honor of Dr. Echauz on the occasion of her investiture as CEU's fifth president, Dr. Rosita Navarro, who succeeded Dr. Echauz as sixth president of CEU, wrote an ode, the first two lines of which are these:

*Matamis na bunga ng aral ni Ada,  
Tunay na huwaran ng Escolarina.*

Dr. Lourdes Talag Echauz: Sweet fruit of the teachings of CEU founder Librada Avelino. True model of the *Escolarina*. She now lives forever as icon of CEU alumni.



## Farewell to a Beloved Teacher and Friend

JOSE Radovan Lucido, husband of Centro Escolar University Alumni Foundation Inc. president Dr. Paz I. Lucido, passed away last February 25, 2009. He was 67.

Born on June 19, 1941, Mr. Lucido was a CEU alumnus as he earned his Master of Arts in Teaching from the CEU Graduate School. He served as a high school and

college faculty member of CEU and head of the CEU Psychology Department. He also served as a professor at the College of Commerce and AMV Accountancy at the University of Sto. Tomas, and assistant registrar at the Adamson University.

He was a beloved teacher and friend of CEU AFI officers and many alumni.

# FLASHBACK!



CEU alumni and friends in Chicago, Illinois, USA.

## ESCOLARIANS PARTY IN ILLINOIS

ONCE an Escolarian, always an Escolarian. True. You never forget, you long for your good 'ol CEU days, you want to see your classmates and friends again and again, you want to come home to your Alma Mater. But what if you're abroad and you can't come home? Why, you call fellow Escolarians, you get together, you party!

That's exactly what the CEU Alumni Midwest USA (CEU-AMUSA) did. The alumni held a dinner-dance at the Rizal Heritage Center in Chicago, Illinois, on May 11, 2007.

CEU-AMUSA, led by Rizalina 'Sally' Velasco-Richmond as president, generously donated \$500 to CEU Alumni Foundation Inc. Thanks!

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