

# The Public Manager



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## 10<sup>th</sup> national CES confab set on Nov. 9 - 11

The Career Executive Service Board (CESB) in partnership with the National Union of Career Executive Service Officers (NUCESO) shall spearhead the conduct of the 10th National Career Executive Service Conference on November 9-11, 2011 at the Garden Orchid Hotel, Zamboanga City.

This year's conference theme is "Taas noo, CESO! Pamumunong Tapat at Wasto, Dangal at Galing ng Serbisyo." The theme aims to underscore the role of CESOs in the thrust to effect transformational change among public service leaders.

The conference sessions will focus discussions on the five (5) pillars of His Excellency Benigno S. Aquino III's Social Contract with the Filipino people and the essential roles of CESOs in ensuring policy and program continuity amidst shifts and political and administrative transition. It shall provide learning opportunities through plenary and multi-track learning sessions, open forum and other networking activities. It will also serve as a venue for institutional strengthening of the NUCESO as it shall conduct its General Assembly during the said event.

The Conference Fee of EIGHT THOUSAND FIVE HUNDRED PESOS (P 8, 500.00) per participant shall cover three (3) days and two (2) nights hotel accommodation, meals and conference materials. The said fee may be charged to agency/ office funds since the conduct of and attendance in CESB

trainings, workshops and conferences are exempted from the provisions of Administrative Order No. 103 dated 31 August 2004.

If interested, kindly accomplish the registration form that can be found at the CESB website [www.cesboard.gov.ph](http://www.cesboard.gov.ph) and submit it thru fax at (02) 951-4986 on

or before October 19, 2011. For further details, pertinent inquiries or confirmation of attendance, please feel free to contact Becca Villas or Khristine Labao or Neneth Bargo of the Performance Management and Assistance Division (PMAD) at telephone number 951-4981 locals 110, 111 or 126.

## CES Club goes to Region III



*A total of 50 government executives actively participate in the seminar-workshop on speaking with confidence and delivering speech that connects on September 15, 2011 at the Oasis Hotel, Angeles City, Pampanga.*

From NCR to Region III.

The CES Club has successfully attracted a new batch of participants for its seminar-workshop on speaking with confidence and delivering speech 'that connects'. A total of 50 executives from various government offices trooped to the

Oasis Hotel, Angeles City, Pampanga to learn helpful tips on how to be better and effective speakers last September 15, 2011.

Facilitated by Gwendolyn Albarracin, the seminar-workshop taught executives to connect to their

## CESB partners with the National University of Singapore for the 3<sup>rd</sup> Fellowship Lunch and Learning Session in 2011

The Career Executive Service Board (CESB) in partnership with the National University of Singapore have successfully gathered HR champions and coordinators from 14 government agencies to discuss the latest updates on CESB policies and programs on September 20, 2011 at the Makati Shangri-La Hotel, Makati City. The forum also familiarized them with the graduate school academic and scholarship programs being offered by the Lee Kuan Yew School of Public Policy of the National University of Singapore (LKYSPP-NUS).

CESB Deputy Executive Director Arturo M. Lachica, CESO II, outlined CESB's efforts in the

development of the CES Portfolio Assessment System as an emerging and practical alternative to the CES Written Examination. He explained the purpose and basic guidelines of the recent board policy requiring all Assessment Center (AC) re-takers to undergo Mandatory Feedback Sessions with AC assessors.

During the discussion, he also provided updates on the 2011 Gawad CES Presidential Awards Program, performance review and enhancement of the CES Performance Evaluation System (CESPES) instrument, and this year's Annual CES National Convention scheduled on November 9-11, 2011 at the Garden Orchid Hotel, Zamboanga

City.

In behalf of the LKYSPP-NUS, Dr. Mary Astrid S. Tuminez, Vice Dean for Research, and Ms. Hema Kalra Goyal, Manager for External Affairs, explained the policies, requirements, procedures and schedules governing their Master in Public Policy (MPP) and Master in Public Administration (MPA) programs. Dr. Tumirez encouraged the attendees to disseminate the information in their respective agencies, campaign for and facilitate potential scholarship applications, and to actively partner with them in building stronger and enduring institutional partnerships.

## 1 | CES Club goes to Region III

audience, improve their oral communication skills, conquer the stage and gain confidence in the process. Albarracin is the Chief Operating Officer of the Learnax (The Learning Access), a division of the Center for Pop Philippines, Inc.

Albarracin shared with the participants valuable tips on how to give effective opening speeches. *"It is necessary to find a connection between the topic and the audience,"* she said. A speaker, according to her, may use an intriguing statement or question, a mind-blower or unusual fact, or an anecdote to catch the interest of their listeners. She also encouraged the participants to spice up their speeches by using stories/ anecdotes, analogies/ comparisons, statistics, brief case

studies, quotations, props and visual aids, audience participation or by using humor.

Throughout the seminar-workshop, Albarracin encouraged active participation and provided the executives the opportunity to deliver short speeches or spiels for a certain topic. She also expressed her evaluation and constructive feedback for further improvement of the participants and provided some advice on how they could project a better image of public managers.

The CES Club is a career development program that seeks to develop and enhance the socio-cultural and artistic quotient of CESOs while promoting civic consciousness among government executives.

## CALL FOR SUBMISSIONS

**The Public Manager** is now featuring CESOs and third level eligibles for the *"Taas Noo, CESO! campaign"* who are exemplifying excellence in their field, exercising leadership best practices, have innovative ideas and success stories to share that could serve as genuine source of pride and inspiration to the thousands of members of the CES community.

We are currently accepting submissions which you could fax to the CESB's Performance Management and Assistance Division (PMAD) at (02) 951-4986 or send thru email at [elaineantenor@yahoo.com](mailto:elaineantenor@yahoo.com).

Sample feature articles may be viewed at the CESB website [www.cesboard.gov.ph](http://www.cesboard.gov.ph)

## ED Allones graces REDIRAS general assembly

CESB Executive Director Maria Anthonette V. Allones, CESO I, graced the general assembly of the Regional Directors Association (REDIRAS), a regional chapter of the National Union of Career Executive Service Officers (NUCESO) held at the DILG Regional Office V on September 8, 2011.

ED Allones narrated to the participants the historical transformation of the Career Executive Service (CES) and its tradition of competence, excellence, and service. She reiterated the statement of a recognized CES paragon and former CESB Executive Director Jose P. De Jesus that the CES is elitist and its elitism is grounded on meritocracy. "A CESO is indeed the cream of the crop and definitely a cut above the rest", she added.

ED Allones also presented the competency-based CES Talent Management Framework and cited the CES core competencies. She discussed the rigorous process of recruiting, refreshing and retaining CES talents. She enumerated the CESB core training offerings and



*Atty. Maria Anthonette V. Allones, CESO I, talks about CESB core programs, policy reforms and the CES tradition of competence, excellence and service.*

CESB-accredited training programs that CESOs and third level eligibles could attend to and explained as well other pertinent policies on eligibility and rank appointment.

She also took the opportunity to acknowledge the ability of CESOs to provide continuity amidst change and stability particularly in times of

uncertainties. She regarded this as one of the many reasons to say, "Taas noo, CESO!" ED Allones proudly announced the CESB's laudable effort to further the awareness of ICT for development in the Philippines which was recognized by the United Nations Asian and Pacific Training Centre for Information and Communications Technology for Development (UN-APCICT) during the 2<sup>nd</sup> UN-APCICT Annual Partners' Meeting held in South Korea on November last year. In 2009, CESB was also recognized as the Most Outstanding Accounting Office for adopting centralized accounting system.

ED Allones concluded her talk by challenging the members of REDIRAS to continue to effect change where it is needed, expertise where it is missing and leadership where it is wanting. 🌐



# PMS Executives undergo CESPES Orientation

The Career Executive Service Board (CESB) in its continuing effort towards helping government agencies to comply with the mandatory use of CESPES conducted a CESPES Orientation at the Presidential Management Staff (PMS) on September 7, 2011.

Atty. Arturo M. Lachica, CESO II, facilitated the workshop. He focused his discussion on performance contract which is regarded by many as the most difficult part of the CESPES processes, yet the most critical as it represents 80% of the over-all CESPES rating. The performance contract can be accomplished through the use of the Performance Contract and Review Form (PCRF). It measures and assesses the ratee's performance on the basis of work target commitments established and actually accomplished and completed by the ratee.

Director Lachica presented a sample PCRF to the participants and explained its essential components. One of which is the Performance Milestones that are




*Atty. Arturo M. Lachica, CESO II, shares the CESPES issuances and other pertinent details with third level officials of the Presidential Management Staff.*

categorized into leading and innovating, and regular and routine. Milestones pertain to the specific targets or end outputs that are negotiated between the ratee official and the superior rater. He gave some helpful tips as well as the necessary steps in formulating milestones.

In writing the performance milestones, Director Lachica advised

the PMS officials to identify the desired accomplishments rather than the planned activities. He presented sample materials in converting work/ activity into output statements. He also suggested to look at the overall picture by identifying outcome goal as outlined in the strategic plan, specifying performance goals for your program area outlined in the performance plans and identifying performance measures already in place.

PMS Secretary Julia Andrea R. Abad-Parker delivered the closing remark and underscored the importance of CESPES in monitoring the work performance of PMS officials for further improvement of service delivery in the bureaucracy. The CESPES Orientation was attended by the PMS Management Committee members, which consist of the Undersecretaries, Assistant Secretaries, Directors as well as Assistant Directors. 



*Members of the PMS Management Committee who attended the CESPES Orientation on September 7, 2011.*



**Conferred through  
Resolution No. 962  
September 11, 2011**

# NEW CES ELIGIBLES

**CLARON ROBIANES  
ALCANTARA**  
Undersecretary  
Department of Agriculture

**MIGUEL MAC DIZON APOSIN**  
Assistant Schools Division  
Superintendent  
Department of Education  
Division of Capiz  
Regional Office No. VI

**ARELL FLORES BAÑEZ**  
Provincial Director  
Department of Trade and Industry  
Abra Provincial Office  
Cordillera Administrative Region

**EDILBERTO INOCENTES  
BASSIG**  
Deputy Administrator for Field  
Operations  
National Electrification  
Administration

**ROEL FANTILANAN BERMEJO**  
Assistant Schools Division  
Superintendent  
Department of Education  
Division of Capiz  
Regional Office No. VI

**NESTOR SAUS BONGATO**  
Chief, Communications  
Development Office  
Telecommunications Office

**ROSA MARIA MARTINEZ  
CLEMENTE**  
Director III  
Philippine Government Electronic  
Procurement Systems (Philgeps)  
Procurement Service  
Department of Budget and  
Management

**DENNIS LACSON CUNANAN**  
Director-General  
Technology Resource Center  
Department of Science  
and Technology

**EDILBERTO MANTALA  
DE LUNA**  
Assistant Secretary for  
Field Operations  
Department of Agriculture

**FERNANDO CAMPOS DE PAZ**  
Assistant Manager  
Home Development Mutual Fund

**JOSELITO SEMINE ENOT**  
Director II/ Provincial Director  
Department of Trade and Industry  
Camiguin Provincial Office  
Regional Office No. X

**MERTHEL MERANA EVARDOME**  
District Supervisor  
Department of Education  
Division of Quezon  
Regional Office No. IV-A  
(Calabarzon)

**EUFEMIA TUBAT GAMUTIN**  
OIC - Assistant Schools Division  
Superintendent  
(Secondary School Principal I)  
Department of Education  
Division of Davao Oriental  
Regional Office No. XI

**LILIAN CRUZ GARCIA**  
OIC - Assistant Regional Director  
(Senior Aquaculturist)  
Bureau of Fisheries and  
Aquatic Resources  
Department of Agriculture  
Regional Office No. III

**EXEQUIEL RONIE AQUINO  
GUZMAN**  
OIC - Assistant Regional Director  
(Board Secretary VI)  
Regional Tripartite Wages and  
Productivity Board  
Department of Labor and  
Employment  
Regional Office No. I

**CHRISTINE LISING ILAGAN**  
Administrative Officer IV  
Department of Public Works  
and Highways

**ALLAN SULLANO IRAL**  
Senior Superintendent (Director  
for Operations)  
Bureau of Jail Management  
and Penology  
Department of the Interior and  
Local Government



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# NEW CES ELIGIBLES

**BLESSHE V. LORICO-  
QUERIJERO**

OIC - Assistant Regional Director  
for Field Operations and Finance  
and Administrative Services  
(Assistant Scientist)  
Department of Science  
and Technology  
Regional Office No. IV-B  
(Mimaropa)

**SONIA BANAAG SAN DIEGO**

Department Manager A  
National Electrification  
Administration

**BEBIANO INHOG SENTILLAS**

Assistant Schools Division  
Superintendent  
Department of Education  
Division of Masbate  
Regional Office No. V

**CATHERINE PONCIANO  
TALAVERA**

Education Supervisor I  
Department of Education  
Division of Quezon  
Regional Office No. IV-A  
(Calabarzon)

**SALLY BANAKEN ULLALIM**

OIC - Assistant Schools Division  
Superintendent  
(Secondary School Principal II)  
Department of Education  
Division of Mountain Province  
Cordillera Administrative Region

**RIZZEL BALATERO  
VILLANUEVA**

OIC - Provincial Agrarian Reform  
Officer II  
(Provincial Agrarian Reform  
Officer I)  
Department of Agrarian Reform  
Sibugay Provincial Office  
Regional Office No. IX

**ALLAN BATOCAEL YAP**

Assistant Schools Division  
Superintendent  
Department of Education  
Division Office of San Carlos City  
Regional Office No. VII

**ERWIN ROY LAZARO JALAO**

City Veterinarian (City  
Government Department  
Head I)  
City Veterinary Office  
Basilan Province

**EMMANUEL COLINA  
LABELLA**

Medical Officer V  
Bureau of Quarantine  
Department of Health  
Regional Office No. VII

**ROSARIO ELENA ARENAS  
LABORTE-CUEVAS**

State Counsel V  
(Senior State Counsel)  
Office of Chief State Counsel  
Department of Justice

**EVANGELINE PATRICIO  
LADINES**

Assistant Schools Division  
Superintendent  
Department of Education  
Division Schools of  
Taguig City and Pateros  
National Capital Region

**NORMA LEAL MAALINDOG**

OIC - Schools Division  
Superintendent  
(Assistant Schools Division  
Superintendent)  
Department of Education  
Division of Lucena City  
Regional Office No. IV-A  
Calabarzon)

**NERISA LEONG MERCADO**

Welfare Officer IV  
Overseas Workers Welfare  
Administration

**MARICHU ARRIOLA PALAFOX**

Accountant IV  
Department of Public Works  
and Highways

**ERIC SERAFIN GREGORIO  
REYES**

Police Senior Superintendent  
OIC - Valenzuela City  
Police Station  
Philippine National Police

**FERDINAND BRIAN SALES**

Assistant Director  
Company Registration and  
Monitoring Department  
Securities and Exchange  
Commission



## A gem of an educator shines



Gloria D. Benigno, CESO IV, is a gem of an educator from the CARAGA region. Known for her long list of accomplishments as Regional Director of the Department of Education – CARAGA, she has also served as Schools Division Superintendent in the Division of Bukidnon.

Ma'am Gloria is credited for crafting the *BANTULA* vision that encapsulates her seven-point agenda as an education executive: **Beefing up resources; Academic excellence promotion; Noble commitment and value development; Teaching and non-teaching professional growth; Upgraded and professionalized system; Looking into the welfare of teaching and non-teaching staff; and Attainable and effective monitoring system.** *BANTULA* shares its name with a cultural icon — a bamboo instrument used by the natives of Bukidnon as musical instrument during gatherings and festivities.

In line with this vision, Dr. Benigno carried out innovations to improve the academic performance of both pupils and teachers through the development of prototype lesson plans in different subjects for both elementary and secondary levels in order to provide instructional support to teachers. A culture-based lesson module for each grade level has likewise been developed for the seven (7) tribes in Bukidnon with the involvement of *Higaonon* tribal leaders. She pursued the project called 'Read After Me', that involved teachers from Grades 1 to 3 using a package of instructional material (Compact Disc and a supplementary reading chart) on reading that includes lessons to emphasize correct sounds and vowels. Dr. Benigno also initiated the Btx SMS (Bukidnon Text Short Messaging Service) System that allowed fast and reliable information dissemination. Her stewardship also paved way for the development of an official website for the Bukidnon division and the introduction of the 'Fast Lane' process that compels one day action of procurement transactions.

With all these accomplishments, Dr. Benigno was conferred the 2008 GAWAD CES — a fitting recognition for a truly deserving individual. *Taas noo, Dr. Benigno!* 🌐



## A beacon of light

As the first Muslim woman to become a Regional Director of the Department of Public Works and Highways (DPWH), Sinaolan T. Macarambon, CESO III, is proof that competence, excellence and integrity knows no religious or gender barriers.

Prior to her milestone appointment, Director Macarambon also proved her mettle as OIC-Director and Assistant Director of DPWH-Northern Mindanao and as District Engineer of DPWH—Central Mindanao. She considers her stint as District Engineer as very productive in terms of improving the image of DPWH. This was also where she showed her ingenuity by being able to build an office building for the DPWH North Cotabato 2nd Engineering District without funding allocation from the Department. She also implemented projects in Cotabato City and in Maguindanao as additional responsibility on her part despite the high risk accompanying it. It is not surprising therefore that she was recognized twice as Outstanding District Engineer in 1992 and 1995, and was also cited as DPWH Outstanding Lady Engineer of the Year in 1996. She attributes this award to her effective and efficient delivery of services despite the high risks posed in her area of responsibility as well as her support of the government's program to maintain national highways with the active involvement of the local barangay workforce.

True to her advocacy for public service delivery excellence, she firmly believes that every CESO should possess untarnished credibility and integrity, deep commitment to public service and the potential to be agents of change. Director Macarambon, true to her name Sinaolan, which means '*shining moon*' in Maranao, is indeed a beacon of light in the Department and a true embodiment of woman power.

*Taas Noo, Director Macarambon!* 🌐



**aaas Noo, CESO!**  
*Kalusayan \* Katapatan \* Karangalan*

## **From *Pinakbet* to the runway** **A CESO and his vision for the Philippine textile industry**



*Saluyot* as a fashion statement, anyone?

Don't look now but the lowly *pinakbet* ingredient could be the next breakthrough fabric to grace the runways of the world's fashion capitals. What with the hard work of Filipino research and development experts like Dr. Carlos P. Tomboc, CESO II, the dream of developing viable textile materials from indigenous flora may now be realized.

Dr. Tomboc heads the agency at the forefront of textile research and development — the Philippine Textile Research Institute (PTRI) — and is one of the leading experts in the field of forestry and agriculture. Under his leadership, the PTRI has developed various prototype weave designs through the utilization of various kinds of fibers. Dr. Tomboc believes that the successful utilization of indigenous plants like *saluyot*, maguey, and water hyacinth for the production of natural fabrics could help the country's textile industry become more competitive in the international market since these natural fabrics cater only to the upscale markets. It could also help local farmers earn income from the production of raw materials.

An award-winning CESO, Dr. Tomboc was conferred the Presidential Lingkod Bayan Award by the Civil Service Commission (CSC) in 1998 for mobilizing the campaign to save Laguna de Bay from degradation. In 2010, Dr. Tomboc was likewise conferred the Hall of Fame Award, the highest award given by the University of the Philippines Los Baños College of Forestry and Natural Resources Alumni association (UPLB-CFNRAA) for his expertise and competence as an administrator, researcher, and public servant.

*Taas noo*, Director Tomboc! We are one with you in your dream of conquering the world's textile market! 🌐



## **NO MORE EXCUSES!**

***With CESO at the Helm, there's indeed hope in PAGASA***

Dr. Graciano P. Yumul, Jr., CESO I, was the main advocate, and now chief implementor, of the long overdue reforms needed to make the Philippine Atmospheric Geophysical and Astronomical Services Administration (PAGASA) more effective in carrying out its mandate. Also a concurrent Undersecretary of the Department of Science and Technology (DOST) and a PAGASA 'outsider', Dr. Yumul took on the challenge of reforming and re-engineering probably one of most maligned and underappreciated government agencies despite the controversies generated by his designation to the position. Proving his critics wrong, Dr. Yumul is now being credited for the turnaround in the performance of the nation's weather bureau.

Under his stewardship, PAGASA has utilized social networking by setting up a Twitter account that provides its followers hourly updates in times of weather disturbances and calamities. This media savvy CESO has been likewise appreciated for communicating overly technical concepts in a manner made understandable for the ordinary Filipino.

A geologist by profession, Dr. Yumul started his career in government at the Bureau of Mines (DENR) after placing 9th in the Geology Board Examinations. He is well-known for his scientific researches which has given him acclaim including The Outstanding Young Scientist in Geology by the National Academy of Science and Technology, The Outstanding Young Filipino Award in Science and Technology of the Philippine Jaycees and the 1996 Ten Outstanding Young Men (TOYM) Awardee for Geological Science. He was also recognized as an outstanding educator both by the UP National Institute of Geological Sciences and the Metrobank Foundation, Inc. in 2001.

*Taas noo*, Dr. Yumul! You are indeed a pride of the CES community and of the entire nation. 🌐