

The Public Manager



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July CES CIRCLE Forum goes to Iloilo

The Career Executive Service Board (CESB) will hold the 5th CES Creative Innovations and Reforms for Committed Leadership and Effectiveness (CIRCLE) Forum with the theme: *“Harnessing ICT for e-Governance”* on 31 July 2012 (Tuesday), 1:00-5:00 pm at the Sarabia Manor Hotel & Convention Center, Iloilo City.

This forum underscores the role of Information and Communications Technology (ICT) in promoting more efficient and effective government operations.

Asst. Professor Sherwin E. Ona of the College of Computer Studies,

De La Salle University and Chief Justice Staff Head of Supreme Court of the Philippines, Mr. Alexander M. Arevalo are the invited Resource Speakers.

The CES CIRCLE Forum is a monthly learning session conducted by the CESB for Career Executive Service Officers (CESOs) and Third Level Eligibles. The forum serves as a platform for thought leaders, subject matter experts and public service exemplars to dialogue with career service officers and to share insights, ideas, lessons and experiences in the hope of deepening and sustaining collective

inspiration to improve leadership and governance.

Attendance in and completion of the forum earns each participant an equivalent of four (4) hours of training credit. A minimal registration fee of seven hundred pesos (PhP 700.00) shall be charged to each participant. If interested, kindly download the registration form at the CESB website www.cesboard.gov.ph. For pertinent inquiries, you may also call the CESB's Professional Development Division at 951-4981 locals 108, 109, 127, 113; or via email at CESB-PDD@cesboard.gov.ph.

IMDEVPRO's Asian Social Forum



All Career Executive Service Officers (CESOs) and Third Level Eligibles are invited to the IMDEVPro's *“Asian Social Innovations Forum”* to be held on July 26-27, 2012 at the Fuller Hall of Asian Institute of Management in Makati City.

Organized by the International Movement of Development Managers (IMDM), alumni of AIM, the forum is called IMDEVPRO 2012.

The Forum will touch on key development issues; introduce models on scaling up social innovations; and strengthen collaborations

among development partners from the Philippines and other countries in the Asian region.

This is a CESB-accredited program which entitles participants to 16 hours of training credit. A 10% discount from groups of three from the same agency is available.

For pertinent details, please feel free to contact Alice or Mitch at telephone numbers 892-4011 local 2103 or 2104 or through e-mail at imdevpro2012@yahoo.com. You may also visit the IMDM website www.imdmanagers.org, or its facebook page IMDEVPro2012 for additional information.

2nd CES Club session a certified hit among government executives



The 2nd CES Club Learning Session on Coaching and Mentoring is a certified hit among government executives and another rigorous success for the Career Executive Service Board (CESB) as it attracted a total of sixty-five (65) executives from various agencies last July 18, 2012 at The Bayleaf Intramuros, Manila.


Coach Randy Esguerra, Partner Speaker/Consultant of the Arival Events Management and Director of the Success Coach served as the session facilitator. In his presentation, Coach Randy discussed the essential roles of a leader. He gave substantial explanation on the benefits of coaching as a leader's tool. According to

him, coaching can build good working relationships between a superior and a subordinate. It also improves motivation and creates loyalty among the team. He also explained the directive and cooperative coaching styles. The participants learned the skill-will matrix as the facilitator demonstrated it in a quadrant analysis. They assessed if the skills of the employees have the corresponding willingness to perform the assigned task. He also introduced new coaching and mentoring techniques which are vital in the improvement of the organization. The learning session became even more interesting with the variant situational problems in the workplace that the

participants have to resolve through a role play and showed how a coach can possibly help a potential but problematic subordinate.

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.

The 3rd CES Club Session is scheduled on August 30 (Thursday) tentatively in Baguio City.

For pertinent inquiries, please feel free to call the CESB's Performance Management and Assistance Division (PMAD) at telephone number (02) 951-4981 locals 110, 111 or 126. 

CESB encourages Gawad CES nomination from DAR



CESB Executive Director Maria Anthonette V. Allones discusses the details of the Search for the 2012 Gawad CES as she shows the sample poster to the DAR officials and employees.

The search for the 2012 Gawad CES is on.

This was formally announced by CESB Executive Director Maria Anthonette V. Allones, CESO I before the executives and employees of the Department of

Agrarian Reform (DAR) who attended the flag ceremony at the DAR Compound, Diliman, Quezon City on July 9, 2012.

Director Allones was graciously welcomed by DAR Secretary Virgilio R. Delos Reyes. She gave

important details on this year's search for outstanding exemplars and discussed the procedure of the nomination. She reiterated that the Gawad CES is a Presidential Award and is open to all CESOs and third level eligibles occupying executive and managerial positions. It seeks to recognize exceptional accomplishments to encourage consistent performance and to promote excellence among members of the CES community.

Director Allones said that there is no Gawad CES winner yet from DAR. Such must serve as a challenge to the department to nominate deserving CESOs and Eligibles from DAR who truly embody the CES tradition of competence, excellence, and service. She reminded that the deadline for submission of nomination is on September 28, 2012.

The details concerning the search was also published on the July 8 issue of the Philippine Daily Inquirer (PDI). [🌐](#)

Dios Marhay Na Adlaw! 4th CES CIRCLE Forum in Legaspi

Dagos Po Kamo! Thus the enthusiastic and warm welcome of the officials from Region V as they ushered CESB and the participants of the 4th CiRCLE Forum to the scenic city of Legaspi Albay!

A total of forty one (41) participants attended this year's 4th offering of the CES CIRCLE Forum with the theme "*Harnessing ICT for E-Governance*".

Department of the Interior and Local Government (DILG) Assistant Regional Director Elouisa T. Pastor, in behalf of REDIRAS

President, DILG Regional Director Blandino M. Maceda, gave the welcome message.

Chief Executive of IdeaCorp, Dr. Emmanuel C. Lallana, in his presentation on "*Social Media and e-Governance*", stressed the significance of being attuned with the fast pace of the internet age and how social media has brought major changes on how we do things as well as its impact on government operations.

Chief Justice Staff Head and acting Chief of the Management

Information Systems Office (MISO) of the Supreme Court of the Philippines, Mr. Alexander Arevalo, delivered a presentation on "*Surfing the waves of Reform and Change: Finding the Meaning of Service*". In what he called as Laging Exciting Great Services (LEGS), Mr. Arevalo shared the various approaches used in delivering and managing ICT programs. Participants were treated to a delightful audio-visual presentation, which literally ended with a bang! [🌐](#)



**Conferred through
Resolution No. 1024
July 10, 2012**

NEW CES ELIGIBLES

CABARAL, HOMER MARIANO CELIZ
Director II (Assistant Regional Director)
National Police Commission
Department of the Interior and Local Government
Regional Office No. VII

LABOY, CLEMENT WALINGDAN
City Jail Warden
Bureau of Jail Management and Penology
Makati City Jail

LIOBET, ANTHONY HILAGOS
OIC - Assistant Schools Division Superintendent
Department of Education
Division Office of Negros Occidental
Regional Office No. VI

MERCADO, ARNI PAUCO
VP for Membership Operations Office-1
Office of the Vice President
Government Service Insurance System

SANTOS JR., BENJAMIN DUNLAO
Division Chief
Regional Comptroller Division
Philippine National Police
Regional Office No. VII

UROT, ADORA MAY PLUMA
Administrative and Finance Manager
Kalihukan sa Kaluoy Incorporated (NGO)
Cebu City

UYTICO, RAMIR BARBERAN
OIC - Schools Division Superintendent
Department of Education
Division of Dumaguete City
Regional Office No. VII

AZAULA, ADELA ORTILLANO
Chief Agrarian Reform Program Officer
Department of Agrarian Reform
Regional Office No. IV-A
(Quezon)

CAMPOMANES, LUCIA ATIENZA
Chief Agrarian Reform Program Officer
Department of Agrarian Reform
Provincial Office - Quezon I

BAJET, VALENTE PURA
OIC - Provincial Director
Department of the Interior and Local Government
DILG Northern Samar
Provincial Office
Regional Office No. VIII

CAPARAS, DONNA LYNN ABAYA
OIC - Office of the Assistant Service Chief
Crime Prevention and Coordination Service
National Police Commission

BARTOLABAC, NOEL RUFFY
Local Government Operations Officer VI
Department of the Interior and Local Government
Regional Office No. IV - A
(Calabarzon)

EUROPA, ELMER ESTOLAS
Acting Branch Head
Land Bank of the Philippines
Lebak Branch
Regional Office No. XII

BERIONG, FELISA BELUSO
Education Supervisor I
Department of Education
Division of Antique
Regional Office No. VI

FAJUTAG, EVE FALEJO
Schools Division Superintendent
Department of Education
Division of Romblon
Regional Office No. IV - B
(Mimaropa)

BORROMEIO, ALLAN SALINGAY
OIC - District Engineer
Department of Public Works and Highways
Cagayan de Oro City 2nd District
Engineering Office
Regional Office No. X

FEGCAN, RUFINA TALUSIG
Local Government Operations Officer VIII
Provincial Office of Mt. Province
Department of the Interior and Local Government
Cordillera Administrative Region

RANK APPOINTMENT

Original Appointment to CESO Rank

BERNADETTE FERRERAS SAN JUAN
Acting Assistant Regional Director
Department of Agriculture
CESO IV

ROWENA CANDICE MACALI RUIZ
Acting Director IV
Department of Budget and Management
CESO III

GARY RODRIGUEZ MARTEL
Acting Director III
Department of Budget and Management
CESO IV

JOEL TUAZON SAN LUIS
Schools Division Superintendent
Department of Education
CESO V

TOLENTINO GERONIMO AQUINO
Assistant Schools Division Superintendent
Department of Education
CESO VI

FATIMA REYES BOADO
Assistant Schools Division Superintendent
Department of Education
CESO VI

ELENA MAGHUYOP BORCILLO
Assistant Schools Division Superintendent
Department of Education
CESO VI

DANILO SANTOS GUTIERREZ
Assistant Schools Division Superintendent
Department of Education
CESO VI

MARITES ARADA IBAÑEZ
Assistant Schools Division Superintendent
Department of Education
CESO VI

ROBERT NOMAR VARONA LEYRETANA
Acting Deputy Administrator
Land Registration Authority
Department of Justice
CESO II

RAMON MANTARING RAÑESES
Acting Director II
National Police Commission
Department of the Interior and Local Government
CESO V

ROSANNA APARENTADO URDANETA
Acting Director IV
Technical Education and Skills Development Authority
Department of Labor and Employment
CESO III

MELVIN BUENO NAVARRO
Acting Director III
Department of Public Works and Highways
CESO IV

EDGAR BABIERA TABACON
Acting Director III
Department of Public Works and Highways
CESO IV

*CESOs bring change where it is needed,
expertise where it is missing and
leadership where it is wanting.....*

RANK APPOINTMENT

Adjustment in CESO Rank

**ELLEN BAWING
DONATO**
Director IV
Department of Education
From CESO IV to CESO III

**CAREMELITA TUMULAK
DULANGON**
Director III
Department of Education
From CESO VI to CESO IV

DORIS REMEDIOS DORIGO
Chief Superintendent
Bureau of Jail Management
and Penology
Department of the Interior
and Local Government
From CESO V to CESO IV

SUSA BORJA BORNAS
Director II
Parole and Probation
Administration
Department of Justice
From CESO VI to CESO V

**ERIC LENARD ELEQUIN
TABALDO**
Director II
Land Transportation Office
Department of Transportation
and Communications
From CESO VI to CESO V

IN MEMORIAM



The CESB and the entire CES community mourn the passing of **DIRECTOR BRANDO F. MERRERA, CESO III**, of the News and Information Bureau of the Presidential Communications Operations Office, who died on the 6th of July, 2012 at the age of 50 due to heart attack.

“Dong”, as he is lovingly called by family and friends was born on December 23, 1961 in Dagupan City, Pangasinan. He joined the Philippine News Agency in 1989. With his innate talent and technical competence, he steadily rose up the corporate ladder.

He was a graduate of Bachelor of Science in Journalism from the University of Luzon (erstwhile Luzon Colleges) in Pangasinan in 1986. He also obtained a Masters degree in Mass Communication from the Polytechnic University of the Philippines (PUP) in 1996.

He is survived by his loving daughter, Darlynara, 14, and other family members.

As CESO, he leaves us with fond memories of his friendship and continues to inspire us with his significant contributions in the public service. Let us join hands in prayer for solace in this hour of grief. 🙏