

# The Public Manager



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## 11<sup>th</sup> National CES Conference set on November 14-16 in Zamboanga City

The Office of the President issued Memorandum Circular No. 37 on September 11, 2012 authorizing participation of all CESOs/ Career Executive Service (CES) eligibles and Career Service Executive (CSE) Eligibles in the 11<sup>th</sup> Annual CES Conference on November 14--16, 2012 at the Garden Orchid Hotel in Zamboanga City.

The annual CES Conference is conducted in partnership with the National Union of Career Executive Service Officers (NUCESO). This year's host is the Regional Executives Association of Western Mindanao (REAWESMIN).

The conference theme *"Going 4G! Good to Great, Green Governance,"*

underscores the public policy and program advocacy bias of the CES in promoting good governance within the context of sustainable development. It also puts emphasis on the CES preparations to launch its milestone activities for 2013 in commemoration of the 40<sup>th</sup> year of the CES.

The theme's buzz phrase "Going 4G" seeks to remind CESOs and the current crop of public managers about next year's 40<sup>th</sup> CES year and more importantly, how the current crop of CESOs has evolved as the fourth generation of public managers who distinguish themselves with the tradition of competence, integrity and excellence in service.

The conference registration fee is four thousand and five hundred

pesos (Php 4,500.00) per participant on a live-out basis. The said fee covers two (2) morning and afternoon snacks, two (2) buffet lunch, two (2) buffet dinner, and training materials. Participants may charge the conference fee, hotel accommodation and travel expenses against the funds of their respective agencies in accordance with the existing policies by the Department of Budget and Management (DBM) and Commission on Audit (COA).

Last year, 779 members of the CES community trooped to The Heritage Hotel Manila, Pasay City to actively participate in the 10<sup>th</sup> Annual CES Conference held on November 9-11, 2011. The CES Conference conducted annually highlights the celebration of the CES anniversary month in November and serves as a culminating event for providing leadership development sessions.

## DBM Division Chief tops list of June 3 CES WE Passers

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1. Mary Ann Z. Dela Vega



2. Ana Marie P. Daep



3. Orlando G. Cadano



4. Manuela M. Silva



5. Geronimo Alfredo Gerald S. Crisologo



6. Mercedes P. Navarro



7. Julie Anne E. Gonzales



8. Maria Marissa P. Armenita



9. Emmanuel C. Macaraeg



10. Paolo Henry M. Marcoleta

**1 DBM Division Chief tops list of June 3 CES WE Passers**

A total of 45.35% or 78 out of 172 examinees passed the Career Executive Service Written Examination (CES-WE), the first of the four-stage CES eligibility examination process, conducted simultaneously in Manila, Cebu, and Davao last June 3, 2012.

Topping the list of passers is Ms. Mary Anne Z. Dela Vega - a Chief Budget and Management Specialist at the Budget and Management Bureau A, Department of Budget and Management (DBM) – who garnered a rating of 89.07%. Ms. Dela Vega is a licensed Certified Public Accountant (CPA) and a graduate of Bachelor of Science in Commerce (BSC) major in Accounting at the University of Sto. Tomas. She also holds a masteral degree in Management from the Philippine Christian University.

On the second spot is Ms. Ana Marie P. Daep, who obtained a rating of 88.85%. Ms. Daep is presently the Chief of the Communication Development and Research Division at the Department of Social Welfare and Development (DSWD). She holds a Bachelor of Arts/Bachelor of Science in Education degrees from the Philippine Normal University and a masteral degree in Business Administration-Human Resource Management from the National College of Business Arts.

Mr. Orlando G. Cadano – an Education Program Supervisor at the Department of Education, Division of Dumaguete City – is on the third spot with a rating of 87.97%. He holds a Bachelor of Science degree in Education, Master of Arts degree in Education and a Doctoral degree in Education from the Foundation University.

The top ten (10) list of passers are, as follows:

<b>Name</b>	<b>Position</b>	<b>Agency</b>	<b>Rating</b>
1. Mary Anne Z. Dela Vega	Chief Budget and Management Specialist	Department of Budget and Management	89.07%
2. Ana Marie P. Daep	Chief, Communication Development and Research Division	Department of Social Welfare and Development	88.85%
3. Orlando G. Cadano	Education Program Supervisor	Department of Education	87.97%
4. Manuela M. Silva	Deputy Executive Director	Phil. Com. On Women	87.47%
5. Geronimo Alfredo Gerald S. Crisologo	Business Head	Development Bank of the Philippines	86.49%
6. Mercedes P. Navarro	Chief Budget and Management Specialist	Department of Budget and Management	86.49%
7. Julie Ann E. Gonzales	Department Manager II/Branch Head	Development Bank of the Philippines	86.47%
8. Ma. Marissa P. Armentia	Supervising Legislative Staff Officer I	House of Representatives	86.26%
9. Emmanuel C. Macaraeg	Board Secretary V	Bataan Peninsula State University	85.91%
10. Paolo Henry M. Marcoleta	Chief Political Affairs Officer	House of Representatives	85.76%

Successful CES WE passers will undergo the second stage of the examination process – the Assessment Center (AC). It is a one-day series of simulation exercises specifically designed to measure the CES aspirant’s managerial capability and potential. For this year, the AC is scheduled twice a month.

Meanwhile, another national conduct of the CES WE is set on December 2 in various testing centers in Manila, Cebu, and Davao. Deadline for filing is on November 5. If interested, please feel free to contact the CESB’s Eligibility and Rank Appointment Division (ERAD) at telephone number (02) 951-4985 local 118 or 832.

## 6<sup>th</sup> CES C/RCL E FORUM GOES TO HISTORICAL CITY OF BUTUAN!



*Madyaw nga adlaw!* greeted the Career Executive Service Officers (CESOs) and eligibles from the CARAGA Region as they anticipated the commencement of the 6<sup>th</sup> C/RCL E Forum in their city!

A total of twenty-four (24) participants attended the event last 30 August 2012 at the Almont Hotel and Inland Resort, Butuan City. City Mayor, Hon. Ferdinand M. Amante, Jr. graced the activity, gave the welcome message and candidly participated in the session while CESB

Deputy Executive Director Atty. Arturo M. Lachica officially opened the forum.

Project Consultant of ideacorp, Ms. Maria Juanita “Mayette” Macapagal, delivered her presentation on “ICTs, eGovernment, eGovernance & Public Service” which focuses on promoting more efficient and effective government operation through the utilization of ICT as well as its implications to public service and the concept and importance of e-Government and e-Governance. She

also presented the UN-ASPA Five Stages of e-Government were participants got the chance to get a glimpse of the e-Government status in their respective agencies.

Ms. Lilia C. Guillermo, *CESO II*, Deputy Commissioner – Information Systems Group of the Bureau of Internal Revenue (BIR), presented “*Harnessing ICT for e-Governance in the Bureau of Internal Revenue*”. She showcased BIR’s ICT-based best practices such as the Integrated Tax System (ITS) and the BIR e-Services that paved the way to BIR’s improved efficient and transparent operations.

The success of the forum would not be possible without the unwavering support of the Association of CARAGA Executives (ACE) headed by the Commission on Elections’ Regional Director Francisco G. Pobe.

“*Very good awareness session!*” was everyone’s sentiment as they were grateful that yet another CES activity was brought to their corner of the country.

To date the CES C/RCL E Forum has served two hundred ninety-five (295) CESOs and eligibles across the country since January of this year.



### Looking for ways to improve society

Mariano T. Cuenco is the Deputy Administrator of National Electrification Administration (NEA). He is credited for coming up with creative and innovative Financial Reform Programs leading to a higher level of organizational performance for NEA and contributing to the success of the Rural Electrification Program in the country.

Deputy Administrator Cuenco advocated austerity measures to optimize resources and minimize expenses, which include among others, an Energy Management Program. He also created and enhanced credit facilities and new lending rates for the Electric Cooperatives called ‘Releaser’s Pass’, which include among others: condonation and restructuring of loans and reduction of interest from 10 to 8% in order to be competitive with other financial institutions and revive some of the electric cooperatives who could not pay their loans.

## 3 | Looking for ways to improve society

Under his stewardship, NEA received citation from the Commission on Audit (COA) as the first GOCC to implement eNGAS. NEA was the first among government corporations to be PGS certified. He also shared his financial expertise in financial management to all electric cooperatives under his coverage helping Region III cooperatives to improve their operations.

After seven (7) years as Deputy Administrator and after the remarkable performance, Deputy Administrator Cuenco finds himself with the distinct honor of being one of the winners of the prestigious 2011 GAWAD CES. Taas Noo Deputy Administrator Cuenco! You are indeed the pride of the CES!

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**Taas Noo Deputy Administrator Cuenco! You are indeed the pride of the CES!**

## Trailblazer and strategic CESO

Edgardo M. Esperancilla, CESO III, a 2011 Gawad CES winner, has served the Department of Trade and Industry (DTI) in various capacities before joining the Department of Science and Technology (DOST). A mechanical engineer by profession, Director Esperancilla approaches his job as regional director of DOST Region VIII with the sincere desire to assist entrepreneurs grow their business using the tools of science and technology.



Director Esperancilla has been with DOST for more than eight (8) years now. As regional director, he provides direction and leadership in the commercialization of appropriate technologies for livelihood development in the region. He is cited for his strong institutional support for the upgrading of Region VIII's coconut, natural fibers and essential oil MSMEs; his innovative approaches to attaining targets and providing customer satisfaction, and; his effective interventions for the application of information and communication technology.

Also, Director Esperancilla is credited for his successful mentorship of Cocovine Enterprise, TAPS Handmade Products, and Biliran Essential Oil Manufacturing Philippines (BEOMP) – beneficiaries of DOST's Small Enterprise Technology Ugrading Program (SETUP). He personally advised them on marketing strategies in order for them to grow their businesses and gave tips on how to strategically display their products in the marketplace.

He is considered as a 'trailblazer' – a very competent technical man - who could translate goals into doable strategies. His subordinates admire his passion for work and his commitment to see the work through completion. He was able to earn the respect of DOST development partners. For his colleagues in the Rotary Club, Director Esperancilla is a careful planner, remarkably intelligent and very humble.

Director Esperancilla is indeed an exemplary CESO whose work performance and commitment to public service is worthy of recognition.



## Doing everything to help others who are in need

Nomerlito A. Juatchon –a 2011 Gawad CES winner - is the Assistant Vice President of the Land Bank of the Philippines-Baguio. AVP Juatchon is a certified financial and banking expert with 23 years of banking experience.

He developed and established for the Cordillera Association of Regional Executives (CARE), a financial system on the distribution of sweepstakes tickets to raise funds to send 10 scholars to school per year in partnership with the Philippine Charity Sweepstakes Office (PCSO). The scholarship project was key to uplifting the lives of its 60 beneficiaries and their families. Because of the funds generated in the sweepstakes project, the CARE scholarship project is assured of continuity.

AVP Juatchon is also credited for helping ease the financial burden of public school teachers deep in debt with the Accord Bank – a private local bank. AVP Juatchon's creative solution was to pay the loans and devise a mutually beneficial mechanism for the teachers to pay the Land Bank of the Philippines (LBP) with interest reduced in half and resulting to new loyal customers as well as excellent goodwill from customers. From then on, AVP Juatchon epitomizes true responsiveness and dedication in public service.

His action put dignity to affected teachers and restored overall trust in government even by those who serve it. Extending a helping hand to fellow civil servants embodies true social responsibility. AVP Juatchon was also recognized for his effective facilitation of payment of cash benefits to the recipients of the Department of Social Welfare and Development's (DSWD) Pantawid Pamilyang Pilipino Program (4Ps) through off-site payments, saving beneficiaries of long travel hours and undue expenses and ensuring that financial assistance reach its clientele.

AVP Juatchon has always and will continue to be a source of pride to the CES. Taas Noo, AVP Juatchon, we are proud of you!

## Children's health first

Dr. Julius Lecciones is the Executive Director of the Philippine Children's Medical Center (PCMC). Director Lecciones substantially contributed to the enhancement of pediatric cancer prevention and cure in the Philippines. He was one of those awarded the 2011 Gawad CES for his initiatives to provide better services to children who are diagnosed with various types of cancer.

Director Lecciones was recognized for organizing and leading the implementation of 'My Child Matters Philippines' program, a national public awareness and mobilization campaign since 2006. This made the PCMC the focal point of advocacy program and activities on public awareness of pediatric cancer. He linked up with private sector, other hospitals, non-government organizations and media to raise public awareness about childhood cancer. He also increased access to appropriate medical services particularly by patients from indigent families.

He also led the development of an evidence-based but cheaper local leukemia treatment protocol adapted by the Philippine Society of Pediatric Oncology (PSPO) and collaborated closely with it in undertaking intensive research and documentation of actual cases of patients with leukemia, mobilizing the resources within PCMC and PSPO, and the International Network for Cancer Treatment and Research (INCTR). Also, Director Lecciones established a national referral network for cancer patients involving 13 participating private and government hospitals in 5 regional areas to address care in-access by pediatric cancer patients. With the strong support of the Philippine Society of Pediatric Oncology, he spearheaded the establishment of networks in some hospitals in Metro Manila and private hospitals in Cagayan Valley, Cabanatuan, Tarlac, Batangas, Tacloban City, Iloilo and Dumaguete City.

Dr. Lecciones has been described as 'maasikaso', approachable and patient – friendly. As for him, patients are his first priority, visiting the hospitals for monitoring. Also, he gives advice when needed to improve their services.

Taas Noo Dr. Lecciones !





Conferred through  
Resolution No. 1040  
September 19, 2012

## NEW CES ELIGIBLES

**DIMAANO, MARILYN DIG**  
OIC Director IV  
Bureau of Elementary Education  
Department of Education

**FRANCIA, GUILLERMO PEDRO IV AQUINO**  
Collector of Customs II  
Bureau of Customs

**GUBALANE, FERNANDO**  
Prosecutor IV (Regional State Prosecutor)  
National Prosecution Service  
Department of Justice  
Regional Office No. VII

**LABTIC, ALONA TABANAS**  
Prosecutor III (Deputy Provincial Prosecutor)  
National Prosecution Service  
Department of Justice  
Regional Office No. XI

**OGARIO, ERWIN SANGRE**  
Director III  
Administrative and Human Resource Service  
Philippine Drug Enforcement Agency

**PADUA, RODERICK NAVAL**  
Department Manager  
National Electrification Administration

**QUILALA, RABINDRANATH PABLO**  
Chief Executive Officer  
Powersource Consultants

**SABANDO, EUFROSINA PLATON**  
Assistant Schools Division Superintendent  
Department of Education  
Division Office of Camarines Sur  
Regional Office No. V

**SALES, ANTHONY CINCO**  
Director IV (Regional Director)  
Department of Science and Technology  
Regional Office No. XI

**SINSUAT JR., DATU MAMA SALAZAR**  
Department Manager III  
Corporate Affairs Department  
Southern Philippines Development Authority

**TIDALGO, GAY ACHACOSO**  
OIC Provincial Director  
Department of Trade and Industry  
Agusan del Norte Provincial Office

**UMALI, TONISITO MACHIAVELLI CASUGBO**  
Assistant Secretary  
Department of Education

**ALMONTE, ROBERTO**  
Director IV  
National Commission on Indigenous Peoples

**ANDAYA, ARVIN PAWIG**  
Sangguniang Bayan Member  
Office of the Sangguniang Bayan  
Municipality of Tagudin, Ilocos Sur

**BARROZO, MELVELYN SANCHEZ**  
Former Supervising Securities Review Counsel  
Securities and Exchange Commission

**CHINAYOG JR., CONSTANCIO TORAYAN**  
Deputy Chief, Regional Comptrollership Division  
Philippine National Police  
Cordillera Administrative Region

**CHUA, PAUL YANG**  
President  
A & C International Resources Inc.

**CO, LEDUINA SERAPION**  
Provincial Environment and Natural Resources Officer  
Department of Environment and Natural Resources  
Provincial Office of Pangasinan  
Regional Office No. 1

## RANK APPOINTMENTS

**JULIET ABIOL JERUTA**

Acting Schools Division Superintendent  
Department of Education  
CESO V

**ARACELI RADA SALMORIN**

Acting Schools Division Superintendent  
Department of Education  
CESO V

**REBONFAMIL RAÑADA BAGUIO**

Acting Assistant Schools Division Superintendent  
Department of Education  
CESO VI

**ANGELITA SICAD RAGODO**

Acting Assistant Schools Division Superintendent  
Department of Education  
CESO VI

**GILBERT NARAG TONG**

Acting Assistant Schools Division Superintendent  
Department of Education  
CESO VI

**ROMMEL CLARETE BAUTISTA**

Acting Assistant Schools Division Superintendent  
Department of Education  
CESO VI

**LOIDA NAPILI NIDEA**

Acting Assistant Schools Division Superintendent  
Department of Education  
CESO VI

**JULIE JULIAN DAQUIOAG**

Acting Director III  
Department of the Interior and Local Government  
CESO IV

**ANTHONY ILACAD BALLUG**

Acting Local Government Operations Officer  
VIII  
Department of the Interior and Local Government  
CESO V

**WENCESLAO MONTOYA LEAÑO, JR.**

Acting Director III  
Department of Public Works and Highways  
CESO IV

**JERRY SUCAT TACAY**

Acting Director II  
National Telecommunications Commission  
CESO V

**ANTONIO PARCASIO MENDOZA**

Acting Director IV  
Presidential Management Staff  
CESO III

**GRACE JAGMOC CENAS**

Administrator  
National Dairy Authority  
CESO II

**NAOMI KALAW TORRETA**

Deputy Administrator  
National Dairy Authority  
CESO III

**ISAGANI SOLOMON DELA CRUZ**

Schools Division Superintendent  
Department of Education  
CESO V

**WILHELM MARES SUYKO**

Director III  
Department of the Interior and Local Government  
CESO IV

**GILBERTO SENSON REYES**

Director IV  
Department of Public Works and Highways  
CESO III