

The Public Manager



THE OFFICIAL E-NEWSLETTER OF THE CAREER EXECUTIVE SERVICE

JULY 2013

VOLUME 6 ISSUE NO. 7

www.cesboard.gov.ph

2012 GAWAD CES awardees: Inspires stories of competent and dedicated service in public leadership



Allies in upholding good governance. Executive Secretary Paquito N. Ochoa, Jr., honors the 2012 Gawad CES Awardees whom he described as the people who think out of the box and go the extra mile to better serve the government, the people and the country. Photo shows the Executive Secretary with the awardees (L-R) Regional Director Arnel B. Garcia, Provincial Director Grace F. Baluyan, Undersecretary Alicia D. Bala, OIC Schools Division Superintendent Ramir B. Uytico, and Regional Director Brenda N. Manzano.

In recognition of their exemplary performance and integrity-laden leadership, five government officials from across the nation were conferred the 2012 Gawad CES Award in a ceremony held at the Heroes Hall in Malacanang Palace, July 31.

Representing His Excellency President Benigno S. Aquino III, Executive Secretary Paquito N. Ochoa, Jr., presented the award to Undersecretary Alicia D. Bala from the Department of Social Welfare and Development (DSWD), Provincial Director Grace F. Baluyan from the Department of Trade and Industry (DTI) – Kalinga,

Regional Director Arnel B. Garcia from DSWD – Region II, Regional Director Brenda N. Manzano from the Department of Science and Technology (DOST) – Region IX, and OIC Schools Division Superintendent Ramir B. Uytico from the Department of Education (DepEd) Division of Dumaguete City.

Assisted by Presidential Communications Operations Office (PCOO) Secretary Herminio B. Coloma, Jr.; DepEd Secretary Br. Armin A. Luistro FSC; DSWD Secretary Corazon J. Soliman; and DOST Secretary Mario G. Montejo, Executive Secretary Ochoa handed to each of the awardees the Gawad CES Plaque of Recognition with the Presidential Seal, a medal and Php100,000 check.

Inside this issue:

| | |
|-------------------|---|
| I-Gabay XVI | 4 |
| CES Circle Forum | 5 |
| New CES Eligibles | 6 |
| 3rd CES Club | 7 |

1 | 2012 GAWAD CES awardees...

Prior to the awarding ceremony, Executive Secretary Ochoa also led the oath taking of 109 government officials for their respective original appointment and promotion to, and adjustment in CES rank.

Reflections of good governance

Making their agencies proud—and their respective regions even better—,this year’s Gawad CES awardees were selected through a rigid three-level selection process and were recognized on account of their outstanding accomplishments and invaluable contributions to achieving significant reforms and service both in the local and national levels.



Undersecretary Alice Bala has initiated the Recovery and Reintegration Program for Trafficked Persons (RRTP), and a significant number of regional conferences and forums that addressed the protection of the rights and welfare of family, women, children, elderly, and persons with disabilities. Under her leadership as National Project Director of the Organizational Reform Agenda, she has overseen the realization of the National Sector Support for Social Welfare and Development Reform Project (SWDRP) covering conditional cash transfer, national household targeting system and strategic support systems.



Regional Director Arnel Garcia has spearheaded the implementation of the Disaster Recovery Program for Cagayan Valley Region; and has taken active part in transforming Region II as a citadel of awardees for the Presidential Award for Child-friendly Municipalities and Cities; and in creating the Regional Convergence Committee on Poverty Reduction (RCCPR), which became an effective tool in carrying out programs on poverty reduction and social protection.



Provincial Director Grace Baluyan has been instrumental in the selection of the Province of Kalinga as pilot province for the Rural Micro-Enterprise Promotion Program (RuMEPP) for the Cordillera Region, making sure RuMEPP impacts significantly on the livelihood of the people of Kalinga. She is also recognized for her role in the establishment of the Regional Coffee Industry Development Project, which helped the province build on a vibrant coffee industry; and her efforts to adopt the Local and Regional Economic Development (LRED) tool to make sure that programs and projects are more responsive to the needs of the beneficiaries.




Regional Director Brenda Manzano’s efforts to improve the DOST-IX service standards by using international benchmarks have resulted in, among others, the attainment of the Philippine Quality Award (PQA) and the ISO/IEC 17025:2000 certification (General Requirements for the Competence of Testing and Calibration Laboratories). She has also strengthened the region’s technology promotion and commercialization program through the Small Enterprise Technology Upgrading Program (SET UP); and managed the timely development and implementation of various cost-efficient IT-based systems in the regional/provincial offices.

1 | 2012 GAWAD CES awardees...



comprehension.

OIC Schools Division Superintendent Ramir Uytico conceptualized the Maximizing Totality of Skills (MTS) project, which improved the methods of teaching through indigenized pedagogical interventions and encourage the learners to develop deep appreciation of local culture and arts. He also devised prototype instructional materials on K to 12 Levels of Assessment, which helped teachers address concerns on and prepare materials that adhere to K to 12 curriculum. He also initiated three banner projects: Human Resource Information and Development System (HRIDS), Home-Stay Program and Reading for Better Understanding to develop teacher welfare tracking, the reduction of dropouts and the improvement of reading

The Gawad CES is a presidential award that recognizes distinguished career executives who embody the CES tradition of competent leadership and faithful public service. Given annually, Gawad CES aims to encourage among members of the CES community consistent performance and honor in public service. 


Who will be the next Gawad CES awardees



It's the time of the year when we give due recognition to those who give their best in public service.

The Career Executive Service Board (CESB) is now accepting nominations for the 2013 Gawad Career Executive Service (CES). A presidential award given annually, Gawad CES recognizes members of the CES who have shown exemplary performance and rendered significant contributions in the areas of innovation, information and communication technology, social service, administrative reforms and public policy.

The Gawad CES nomination is open to all Career Executive Service Officers (CESOs) and third level eligibles who are presidential appointees and appointed to CES positions. A plaque of recognition from His Excellency President Benigno Aquino III and Php 100,000 await this year's Gawad CES awardees.

To obtain nomination forms and for further details, please contact the CESB's Performance Management and Assistance Division (PMAD) at (02) 951-4986, 951-4981 local 110, 111 and 126, or visit www.cesboard.gov.ph. 



I-Gabay Session XVI Visits the Crown Jewel of the Visayas

The Integrated Gabay ng Paglilingkod Training Course (I-Gabay) Session XVI commenced last 25 July amid the scenic backdrop of the sun, surf and sand of Panglao Island in the Province of Bohol, the iconic “Crown Jewel of the Visayas”.

CESB Executive Director Maria Anthonette Velasco-Allones initiated the course as she lectured on the key elements and the value of the strategic planning process as a primary requisite to organizational excellence. She stressed the major roles and accountabilities of executives in leading their teams, developing and mainstreaming the systems, and in creating the fertile environment for harnessing the planning process as a platform to achieve an organization’s governance and development goals. Technical proficiency in and a deep appreciation of the importance and uses of the strategic planning process among executives draw the line between successful and average organizations, since executives “carry the torch in leading their organizations closer to their envisioned future”. She concluded with a discussion of the innovations and evolving approaches in the strategic planning process which reinvent the traditional tools and challenge the established parameters and contexts of management. She concluded her lecture by inspiring the executives to continue learning, innovating and benchmarking with the best with the adage - *“There is a crack in everything, and that’s how the light comes in.”*

The other resource speakers also discussed an array of topics aimed at sharpening expertise and deepening

10



CES Circle Forum goes 42nd

The Career Executive Service Board conducted the CES CIRCLE Forum with the theme: “Mainstreaming e- (Effective + Efficient)-Governance for Performance Excellence in the Public Sector” at The Heritage Hotel Manila in Pasay City.




The event was the fifth for 2013 and the 42nd in the CES CIRCLE Forum series. CESB Executive Director Atty. Maria Anthonette Velasco-Allones, CESO I, welcomed the guests and participants. Development Academy of the Philippines President Antonio D. Kalaw, CESO I, delivered the opening remarks while Department of Budget and Management Director Atty. Rowena M. Candice Ruiz, CESO III, the Forum Chair, introduced the program speakers.

In her presentation, Regional Director Purificacion S. Molintas of the Department of Tourism in the Cordillera Administrative Region discussed the Six Core Principles for Good Governance in the Public Sector. She also highlighted the Pareto Principle also known as the 80–20 rule, which states that 2 out of 10 tasks will have greater potential consequences than the other 80 percent.

Meanwhile, Mr. Gerardo A. Plana, the Chief Executive of the Investors in People Philippines, distinguished the difference from Efficient and Effective when setting targets. Efficient means doing things right (process-based) while Effective means doing the right thing (outcome-based). He also discussed that the way to progress forward in the future is not to limit ourselves to good governance, which is specifically confined to compliance-orientation, like on good ethics and following rules. He shared that good practice is where the real scores come in, that compliance is a minimum but good practice is what separates the winners from the ordinary. He also highlighted some good practice standards on people management.

An enthusiastic crowd of 76 government executives from various agencies in NCR down to Region XIII filled the venue and contributed to the success of the learning experience.

CIRCLE stands for Creative Innovations and Reforms for Committed Leadership and Effectiveness and is a forum series of learning sessions conducted by the CESB for third-level executives. The forum serves as a venue for thought leaders, subject matter experts and public service exemplars to dialogue with career executives. It also facilitates the collective study and sharing of insights, ideas, lessons and experiences, deepens commitment to integrity and the ideals of good governance, and inspires leadership excellence. 





NEW CES ELIGIBLES

**Conferred through
Resolution No. 1091
July 8, 2013**

ADELA F. AGUILA

Education Program Supervisor I
Department of Education
Batangas City Division

JESSIE L. AMIN

Education Program Supervisor I /
OIC, Asst. Schools Div. Superintendent
Department of Education
Cauayan City Division

AMANELLA D. AREVALO

Director III, Budget Technical Service
Department of Budget and Management

EMMANUEL Y. ARTIZA

Division Head
Corporation Finance Department
Securities and Exchange Commission

ROMULO A. BRITANICO

Chief Agrarian Reform Program Officer/
OIC, Provl. Agrarian Reform Officer II
Department of Agrarian Reform
Albay

NERINO B. DACIEGO

Police Superintendent/ Chief
Medico-Legal Officer
Philippine National Police
La Union

MARY ANNE Z. DELA VEGA

Director III
Budget & Management Bureau
Department of Budget and Management

AGNES A. DELEON

City Local Govt. Operations Officer
Department of the Interior and Local
Government
DILG Santiago City Provincial Office

BARBARA MAE P. FLORES

Assistant Regional Prosecutor
Regional Prosecution Office XI
Department of Justice

REYNALDO G. GICO

Secondary School Principal III/
OIC, Assistant Schools Division
Superintendent
Department of Education
Division of Iloilo

RENATO L. LIMSIACO, JR.

Division Chief IV
Management Services Division
Philippine Health Insurance
Corporation
PHIC Regional Office VIII
Tacloban City

RONALDO A. LIVETA

Chief Education Program Specialist,
Office of Student Services
Commission on Higher Education

ALBERTO A. MACOB

Assistant Schools Div. Superintendent
Department of Education
Division of La Union

JAY S. MONTEALTO

Intelligence Officer I
Philippine Drug Enforcement Agency
PDEA Regional Office IX

CRESTITO M. MORCILLA

Education Supervisor II/
OIC, Assistant Schools Division
Superintendent
Department of Education
Division of Sorsogon

EXEQUIEL R. SARCAUGA

Regional Director
Department of Labor and Employment
DOLE Regional Office VII

MANUELA M. SILVA

Deputy Executive Director
Philippine Commission on Women

GERMAN F. YAP

Local Govt. Operations Officer V
Department of the Interior and Local
Government
DILG Romblon Provincial Office

3rd CES Club: Rediscovering a big pART of us

Is it possible to carve from a hard piece of wood, a bird—complete with its beak, claws, eyes and feathers that are as soft and light as the real one? Is it possible to immortalize family values and traditions through framed pieces of artwork? Is it possible to—amidst a fully-booked calendar of work and things to accomplish—have some time to know more of your colleagues and together appreciate arts and discover thought-provoking historical facts such as “the Philippines indeed owns Sabah and Panatag Shoal?” Okay, it may not be too thought-provoking a fact at all, but how about buying a bonsai plant—usually priced in the city at thousands—for only P100? Is that possible? If you’re one of the 20 Career Executive Service Officers who joined the CES Club last July 23, 2013, you’ll definitely say, yes, these are all possible.

Themed “Philippine Art: Folk and Fine,” the 3rd conduct of the CES Club brought the CESOs, many of whom came from the Luzon and Mindanao regions, to the place where the finest art works and artist were born—the provinces of Rizal and Laguna. The trip, according to Career Executive Service Board Executive Director Maria An-

thonette Velasco-Allones, aimed to not only develop a deeper appreciation of the Philippine culture and arts, but to also provide time for the CESOs from different agencies to get acquainted with each other and strengthen their camaraderie.

Getting acquainted with each other of course begins with a simple conversation. And the learned commentary from the service bus’ on board resource person, University of the Philippines History Professor Arnold Esguerra, proved one engaging way to start a meaningful talk with ease and fun. The trip going to Rizal was brightened up with bits of “Did-you-know-that?” to keep the participants wide awake and enthusiastic in sharing with the professor and their fellow public leaders, their insights on Philippine culture and arts.

Rizal

The family that paints together, stays together. This saying holds true for the trip’s first stop—the town of Angono, where the group visited the art museums of two of the most renowned family of artists in the region, the Miranda and Blanco families. A feast for the eyes (as well as one’s sense of pride and nationalism), the museums house a wide array of art



3rd CES Club: Rediscovering a big pART of us

masterpieces—paintings, wood carvings and papier mache that depict still life, history, nature, religion and abstract thinking—that are locally admired and internationally recognized for their impeccable blend of colors, media and meaning.

Next stop was Tanay, where the participants had the chance to visit the town's historical church, and meet up with a group of its local artists. The members of the group, which according to the tour facilitator are not graduates of Fine Arts—but without a doubt are maestros of arts themselves—are ordinary town folks—tricycle drivers, vendors, farmers, former teachers, and former OFWs, struggling to develop and promote their works of art.

Unlike the artwork of the Miranda and Blanco families, which were displayed and preserved inside a well-maintained museum, the paintings of the local artists of Tanay took shelter in one of the rooms of an old building standing next to the church. They were nevertheless equally astounding—images of people and nature, abstract and still life, painted on canvasses and illustration boards using watercolor, pen and ink, the masterpieces of the local artists of Tanay certainly drew the attention of the visiting career executive service officers.

"This (experience) is really worth it. We're able to appreciate arts as well as the people behind these great works of art," remarked

Prof. Esguerra's Did you know that?

- Laguna is the Spanish term for lake, and so for some language geeks, Laguna Lake is superfluous?
- There are several ways of wearing a *sarong*, and during the ancient times, tying it around one's shoulder—which allows the corresponding hand freedom to move and work—depicts that the wearer is an *uripon* or a slave?
- Mt. Makiling is not named after the enchantress Maria Makiling, but after the mountain's own unique feature—uneven or leaning, the Tagalog term of which is *kiling*?
- Long before the Spanish arrived, Filipinos already have a writing system known as *Baybayin*, which is now often mistaken as *Alibata*?



Vilma Gorospe from the Department of Budget and Management as she showed a painting she bought from one of the local artists, her simple way of showing her admiration and support to the maestros of Tanay, Rizal.

Laguna

Treated and sated by a heavy lunch from Rizal, the group took a scenic drive around Laguna de Bay to reach their next destination, the province of Laguna. The trip was long and cold—made even colder by the drizzle outside. Fortunately, the group had a quick stop at a bamboo farm, where participants got themselves warm through cups of hot tea teeming with pandan, guava, and of course, bamboo flavors.

First stop in Laguna was in the town of Pakil, where the career executives witnessed the unique art of whittling. Using a small and hard branch of Cayatana tree, a craftswoman showed how she neatly yet creatively carved and shaved the wood, and in just a matter of minutes, came up with a butterfly, a bird, and a hair ornament (*payneta*). Everyone's in awe, especially when they learned that this form of art has already gained admiration both from local and foreign crafts enthusiasts. It was also noteworthy that the art of whittling has helped create a sustainable livelihood for the town folks. However, locals aired that while whittling has opened the doors to expand the carving industry in this part of Laguna, they shared that they are now having difficulty passing and preserving the skills needed in this craft. "The youth of today have different

3rd CES Club: Rediscovering a big pART of us



Lumban, a place where artworks are not only admirable but are also wearable. Also known as the Embroidery Capital of the Philippines, Lumban boasts of fine Jusi and Piña cloth with intricate designs that are embroidered by hand and are sewn either as Barong Tagalog or Baro't Saya. Definitely, the government officials, who are at times required to be in Filipiniana attire, grabbed the chance to get the best embroidered art pieces of Lumban.

The last stop was at a Spanish-era house where the group had a late *merienda* of native delicacies, such as *suman*, *espasol*, *bibingka*

interests," one of the craftsmen said.

The visiting CESOs hoped for the best in this town of skillful and artistic hands. In support of their livelihood, the participants didn't waste time to purchase different hand-carved wood products—small fan, eagle, butterfly, dove and peacock—as souvenirs of Pakil's unique and amazing whittling industry.

From Pakil, the group drove to Paete, visited its ancient church and said a prayer of hope and peace for their family, and of course for the government and the country. They also didn't miss the chance to shop for great bargains, such as the P15/kilo *santol* and *rambutan* and the P100-bonsai plant.

The sky was getting dark but the participants were still in high spirits as they hit the road and visited

and *kesong puti*.

The trip going back to the CESB office in Quezon City was sure long and rainy. It was chilly, yes, but for the men and women of CES who joined the trip, the magnificent art works of Rizal and Laguna, which are reflections of their people's ingenuity and craftsmanship, kept their appreciation of arts as significant part of Filipino cul-



4 | I-Gabay session XVI...

experience-based applications of key concepts, approaches and tools in public management. They include: CESB Deputy Executive Director Arturo M. Lachica who conducted the Workshop on the Administrative Justice System: Concepts and Cases; Supreme Court Chief Justice Staff Head Alexander M. Arevalo and Redfox Technologies - Philippines Manager John J. Macasio who lectured on E-Governance and Harnessing ICT for Managers/ Academy of ICT Essentials for Government Leaders; Mr. Enrique V. Abadesco, Chief Learning Officer of Human Resource Innovations and Solutions Inc. (HURIS) who discussed Strategic Human Resource Management for Public Managers; and Executive Director Rosa Maria M. Clemente of the Philippine Government Electronic Procurement System (PHILGEPS) Secretariat whose lecture on Public Financial Management for Public Managers focused on the PHILGEPS.

The Community-Organizational Attachment Module (COAM) of the I-Gabay Course focused on an assessment of the Cultural-Heritage-Ecological Tourism Development Program of the Municipality of Baclayon. The executives engaged different individual, institutional and sectoral stakeholders from the provincial, municipal and the community levels in undertaking an evaluation research on the said program as a strategic driver for economic promotion, cultural-heritage-ecological conservation, poverty alleviation and sustainable development. 🌐



12th Annual CES Conference slated for November

Celebrating the CES' four decades of competent and honest public service

In celebration of the 40th founding anniversary of the Career Executive Service (CES) this year, the Career Executive Service Board (CESB) and the National Union of Career Executive Service Officers, Inc. (NUCESO), will hold the 12th Annual CES conference on November 27-29, 2013 at the Taal Vista Hotel, Tagaytay City.

Per Memorandum Circular No. 51 dated July 16, 2013, all heads of government agencies, departments, bureaus and offices shall authorize their respective CES officers to attend and participate in this annual conference themed "Fit@40: Renewing our past, leading the future," on official business.

Expenses to be incurred by the participants shall be allowed at prescribed rates in accordance with the existing policies of the Department of Budget and Management (DBM) and Commission on Audit (COA).

Since the conduct of this conference is considered a core function of the CESB, the same is not subjected to the provisions of Administrative Order No. 103. (s. 2004).

For further details, please contact the CESB's Performance Management and Assistance Division (PMAD) at (02) 951-4986, 951-4981 local 110, 111 and 126, or visit www.cesboard.gov.ph.

