

# The Public Manager



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## 2014 CES Strategic Leadership Forum Series Kicks Off at the Surfing Capital of the North

*Text and photo by  
Khristine S. Labao*



The Career Executive Service Board (CESB), in partnership with the National Union of Career Executive Service Officers Inc. (NUCESO) – Region I Chapter, held the first CES Strategic Leadership Forum for 2014 last February 6 at Hotel Ariana in Bauang, La Union.

The CES Strategic Leadership Forum is a learning session conducted by the CESB for Career Executive Service Officers (CESOs) and eligibles. The forum serves as a platform for

4

## ICT and DRM training workshop, a rousing success

*By Elaine Grace R. Antenor*

*We learned from Typhoon Yolanda.*

This was the claim made by 28 technology enthusiasts and disaster risk management practitioners from various government agencies and local government units during the three-day Information and Communications Technology (ICT) and Disaster Risk Management (DRM) training workshop held on February 3-5, 2014 at the

Microtel Acropolis, Quezon City.

Mr. Marino Deocariza, Urban Risk Management Specialist of the Asia Disaster Preparedness Center gave a substantial introduction of the powerful link between ICT and DRM and how technology could be an effective means for preparing and responding to natural disasters. According to him, ICTs serve as databases for

5

### IN THIS ISSUE

**Project Paglaum Updates**  
Page 2

**CESB honors outgoing  
DILG RD Blandie Maceda**  
Page 7

**2nd CES Strategic Leadership  
Forum goes to Davao**  
Page 8

**New CESOs and Eligibles**  
Page 9



UPDATES

The Career Executive Service Board (CESB) spearheaded the three-day training workshop titled “Project Paglaum: Rekindling Hope, Rebuilding Lives,” a competency building workshop on providing psychosocial support in post-disaster situations, together with the Care and Counsel Wellness and Training Center (CCWTC) on January 28-30, 2014 at the Microtel Acropolis, Quezon City.

The pioneer batch of hope bearers who underwent the training workshop consisted of 24 Career Executive Service Officers (CESOs), Third Level Eligibles and competent guidance counsellors/psychologists from all over the country who were expected to cascade the skills and competencies on providing psychosocial support to their colleagues who have the sense of volunteerism and sensitivity towards

CES hope bearers ready to provide psychosocial support

By Elaine Grace R. Antenor  
Photo by: Johnrev Guilaran



the needs of others.

Facilitated by Dr. Violeta Bautista and her associates from CCWTC, the group was engaged in role-playing simulation activities to show how to properly provide psychosocial assistance to disaster survi-

showed how to effectively approach disaster victims who were in the midst of trauma. Through the simulation, participants were able to experience the challenges of approaching survivors in a crowded disaster area and help mitigate the situation by giving

*The first batch of hope bearers accepted the challenge, shared their individual advocacies and their genuine commitment to carry the plant of hope and face the world with the resilience of the Filipino spirit.*

hope through psychosocial support.

vors. Participants were asked to depict the roles of disaster survivors in an evacuation center who were struggling for hope due to the many problems and concerns that need immediate attention. Other hope bearers, on the other hand, assumed the roles of psychosocial support providers who delivered the right words in that sensitive situation and

The group also offered an ecumenical service for our brothers and sisters who were damaged by various natural calamities and disasters.

For the second day of the workshop, facilitators lectured on the effects of disaster on children, adults, families and humanitarian workers. The workshop also equipped the participants on microskills in

## Donations for victims of Typhoon Yolanda

*Extending a helping hand to one another.* The Career Executive Service Officers (CESOs) and Third Level Eligibles are one in sharing their blessings to the victims of Typhoon Yolanda by giving monetary assistance for the CESB initiated Project Paglaum.



To date, the following are the donations received by the CESB for this project:

P50,000 from NUCESO,  
P6,000 from SALDIWA Batch

15 and P2,500 from SALDIWA Batch 7.

Members of the CES community and other individuals who are interested to give a donation or other means of support

to this program may contact Ms. Veneranda S. Geronimo, Chief of the CESB's Professional Development Division and Program Officer of the Project Paglaum. 🌐

attending, observing and providing psychosocial support, particularly the Psychological First Aid (PFA). Practical skills to promote efficacy and resilience in survivors were also taught. Lectures on Gender, Culture, and Spiritual Sensitivity in Disaster Mental Health Work were also given to reiterate to the participants what particular issues they have to focus when dealing with people in disaster situations.

The learning session also served as a great avenue for understanding the participants who are diverse in their professional expertise but are in unity in sharing their precious time to be honed as hope bear-

ers. The participants assessed their own strengths and areas for improvement to gauge what they need to develop in order for them to be effective hope bearers. The participants also assessed their role as CESOs as well as of CESB's in addressing the challenge of bringing hope to disaster survivors through psychosocial support. A lecture on the importance of linking economy and community in the recovery phase of disaster management followed, where the participants were challenged to give premium to the community in designing recovery and rebuilding programs.

The three-day workshop concluded with the participants' smiles and humble hearts. Dr. Bautista led the group in an ending ritual while CESB Executive Director Maria Anthonette Velasco-Allones, CESO I, gave a brief yet inspiring closing message. She gave a pitch of hope by encouraging the participants to develop other potential hope bearers for the Paglaum program. The first batch of hope bearers accepted the challenge, shared their individual advocacies and their genuine commitment to carry the plant of hope and face the world with the resilience of the Filipino spirit. 🌐

## 1 | 2014 CES Strategic Leadership Forum Series...

thought leaders, subject matter experts and public service exemplars to dialogue with career service officers and to share ideas, innovations, insights, lessons and experiences in the hope of deepening and sustaining collective inspiration to improve the quality and impact of leadership and governance.

The forum theme: “Strategic Leadership in the CES: Path-finding Service with the Speed of Change,” emphasized the importance of ethics, managerial preparation and leadership competence as the primary foundations of strategic leadership.

Mr. Nelson V. Gorospe, the OIC-Regional Technical Director for Ecosystems Research and Development Service of the Department of Environment and Natural Resources (DENR), welcomed the guests and participants on behalf of DENR Regional Executive Director Samuel R. Peñafiel, CESO III, the outgoing NUCESO-Region I Chapter President.

CESB Executive Director Maria Anthonette Velasco-Allones, CESO I, opened the forum and acknowledged the consistent support of the NUCESO Re-



**Setting the Standards of Executive Excellence.** Also held during the forum was the induction and oath-taking of the 2014-2016 Board of Officers of the NUCESO-Region I led by NUCESO National President DPWH Regional Director Mariano R. Alquiza.

gion I Chapter to the CESB programs and for hosting the forum’s inauguration which coincided with the induction and oath-taking of the 2014 chapter officers. She reminded the executives to live with and practice the CES cliché – “when we know each other, half of the work is done.”

The forum’s resource person was Coach Randy A. Esguerra, founder and president of Success Coach, a personal and business development company. His dynamic and engaging presentation enabled the participants to have a better appreciation of strategic leadership as something that provides the vision and direction to the growth and success of

an organization.

Accordingly he emphasized that for executives to successfully deal with change, they need the skills and tools for both strategy formulation and implementation. Managing change and ambiguity requires strategic leaders who not only provide a sense of direction, but also build ownership and alignment within their workgroups to implement change. He cited that it is not just about looking at individual talents, but also about looking at individual motivators. Before he ended the session, he reminded the executives that if nobody initiates change, no one else will, and it is best to start change within oneself. He

## ICT and DRM Training workshop ...

logistics management, mapping, modelling, and forecasting. They also act as knowledge and decision support tools for early warning, mitigation and response planning and have a pivotal role in sharing information, promoting cooperation, and providing channels for open dialogue and information exchange. To reduce disaster risks, he explained how ICT could be strategically used in communicating and disseminating information particularly to remote and at-risk communities; and in teaching and raising awareness for a culture of safety.

A panel of experts composed of Dr. Emmanuel Lallana, Chief Executive of ideacorp,



Photo by Luzviminda DR Arbutante

Dr. Sherwin Ona, Head of the Center for ICT for Development at the College of Computer Studies - De La Salle University (DLSU), and Mr. Alexander Arevalo, ICT Consultant at the Office of the Chief Justice of the Supreme Court of the Philippines, presented their individual presentations on how to mitigate and recover from disasters through the intellectual use of ICT.

Video presentations showing how disasters could easily rub out communities in just a matter of minutes were also shown that ignited the fervent desire of the participants to learn how they could utilize their expertise or field of professions in strategically preparing for the onslaught of natural calamities and disasters.

The three ICT experts also

6


concluded by saying, "Don't lose hope, don't lose your idealism. Don't worry, things will change; it's a matter of starting it."

Another important activity was the induction and oath-taking of the 2014-2016 Board of Officers of the NUCESO Region-1 Chapter. The ceremonies were presided by Regional Director Mariano R. Alquiza, CESO III, of the Department of

Public Works and Highways (DPWH) Regional Office XI as the NUCESO Governing Board President. Regional Director Joel Salvador, CESO IV, of the Environment and Management Bureau (EMB)-DENR led other chapter officers in the oath-taking as the newly elected chapter president.

In the afternoon session, Director Allones presented the CES policy and program updates

featuring the enhanced CESPES instrument and the CES Leadership Development Framework. The opportunity led to active exchange of ideas and clarifications on some issues and concerns.

Seventy-one government executives from various agencies earnestly participated in the forum and contributed to the success of the learning experience. 

## 1 ICT and DRM training workshop ...

served as critiques in the workshop presentations of the two groups of participants on what technology samples could be used and how these could help in the mitigation, preparedness, response, and recovery processes in disaster situations.

Other equally competent speakers were Mr. Darwin Flores, Department Head for Community Partnerships of the Smart Communications, Inc., and Mr. Felino Castro V, Director of the Information and Communications Technology Management Service of the Department of Social Welfare and Development (DSWD) who drew an active discussion on the role of ICT as an essential tool for disaster recovery and reconstruction.

Both speakers presented the lessons learned from typhoon Yolanda and how the Filipino people are trying to recuperate from the damage. Castro reiterated the need for coordination among a wide range of stakeholders to successfully implement recovery and reconstruction processes.

The participants were challenged to determine the function of ICT in managing disaster risks in the Philippines, the utilization of technologies of

various government agencies, and to give their recommended priority projects.

Representing the group was Mr. Carlito Carpeso, Jr. from the Jessie Robredo Institute of Governance of the DLSU who took the courage to face the panel of reactors composed of Mr. Deocariza, Deputy Executive Director Arturo Lachica of

lishing an e-group.


This inaugural training program has been successfully conducted through the partnership of the CESB and the idea-Corp, and with the support of the United Nations-Asian and Pacific Training Center for Information and Communications Technology Development (UN-APTICTD).

*“Use ICT to enculturalized preparedness.”*

the Career Executive Service Board (CESB), and Assistant Secretary Raymund Liboro of the Department of Science and Technology (DOST).

The panel congratulated the group and expressed their support to their ideas. *“Use ICT to enculturalized preparedness,”* said Asec. Liboro who also affirmed the DOST’s commitment to lead the country’s scientific and technological efforts.

The workshop concluded with the group’s articulation of their determination to materialize their output and to continue their collaboration by estab-

The learning activity primarily sought to empower government officials with the use of technology in disaster preparedness, response, mitigation and reconstruction and served as a meaningful channel for the participants to develop appropriate tools to improve disaster risk management through ICT. 

## RD BLANDINO MACEDA: A champion of dedicated public service

After 38 years of dedicated and unwavering service to the Department of the Interior and Local Government (DILG), Director Blandino M. Maceda retired from government service on February 3, 2014.

In a simple yet meaningful ceremony held at Ninong's Hotel in Legaspi City, Albay, heads of different government offices and representatives from partner agencies, non-government organizations, the academe, and multi-stakeholders gathered together in an afternoon of friendship and tribute to the Director's almost four decades of service to the nation.

DILG Undersecretary Austere Panadero led the tribute by awarding a Plaque of Commendation that recognizes the Director's significant contributions to the growth of his organization as well as of the people he has long worked with.

As the event also marked Director Maceda's 65<sup>th</sup> birthday, guests took the chance to share how he has inspired them to regard each day working in the government as an opportunity



**A Catalyst, a Coach.** CESB Executive Director Maria Anthonette Velasco-Allones, CESO I, recognizes the contributions of Director Blandino Maceda not only in the DILG but in the CES community as well.

to enrich their life “with learning and experience that neither fame nor money can buy.”

In her speech, Career Executive Service Board (CESB) Executive Director Ma. Anthonette Velasco-Allones described Director Maceda, whom she fondly calls “Tio Blandie,” as a Catalyst, a Coach, and as someone who champions honest and faithful governance, a CESO.

Director Maceda rose from the ranks in the DILG. He started out his career as a Barangay Development Worker, and with sheer determination to develop his talents and excel in his line of work, Director Maceda advanced to managerial positions, such as City Director of Naga and Assistant

Regional Director of DILG V before he was appointed as Regional Director, a position that he held for eight years.

Director Maceda was described as a staunch believer in what the Department advocates for in order to promote good governance. He was said to be a hands-on manager who would always encourage his subordinates to practice complete staff work in accomplishing their tasks. He believed in the potential of the DILG personnel and had chaired numerous committees and organizations designed to enhance their capabilities. Being on top was indeed a huge task but that did not hinder the Director to get himself actively involved in interagency

8

## 7 RD BLANDINO MACEDA ...

activities and to spend substantial yet fun moments with his staff.

As time came for him to impart his message, Director Maceda pointed on one of the most rewarding periods in his career. It was when the City of Naga was designated by the SILG as the pilot LGU for the programs of the BLGS, the same time that former DILG Secretary Jesse Robredo, a first-timer in politics then, was elected Mayor of Naga.


"It was a tall order, but to coach a local chief who possessed great potential as the

young Secretary Robredo had was a revelation in itself. It was both inspiring and challenging. To be able to sit back now and watch how Naga City has grown and what legacy Secretary Robredo gave us is priceless."

His career in the DILG, the Director continued, would have not been complete without the honor of serving as Regional Director to his fellow Bikolanos. "Leading the DILG V family—collaborating with fellow heads of national government agencies, and building alliances with local leaders—is definitely a highlight in my life

as a public servant."

Now, as he retired from public service, Director Maceda gave the honor back to the people who generously shared with him their time, efforts and expertise, all of which he had made use of as an inspiration to make his years in the government a wonderful journey.

"I thank you all for making my career not just a collection of tasks, obligations and accomplishments, but rather a journey filled with adventure and excitement." 

### 2nd CES Strategic Leadership Forum goes to Davao City

The Career Executive Service Board shall conduct the 2<sup>nd</sup> CES Strategic Leadership Forum on 7 March 2014 (Friday), 9:00 am to 5:00 pm in Davao City (**exact venue to be announced later**).

With the theme: "Strategic Leadership in the CES: Pathfinding Service with the Speed of Change," the forum defines the value of ethics, managerial preparation and leadership competence as key foundations of strategic leadership. It showcases creative, purpose-driven and game-changing innovations which have redefined the scope, meaning, quality standards and impact of public service in a

challenging and evolving governance environment.

The CES Strategic Leadership Forum is a monthly learning session conducted by the CESB for Career Executive Service Officers (CESOs) and eligibles. The forum serves as a platform for thought leaders, subject matter experts and public service exemplars to dialogue with career executives 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 an equivalent

of eight hours of training credited to each participant. A minimal **Registration Fee of One Thousand Pesos (PhP 1,000.00)** shall be charged to each participant. The said fee may be charged to agency/office funds since the conduct of and attendance to CESB trainings, workshops and conferences are exempted from the provisions of Administrative Order No. 103, dated 31 August 2004. For inquiries, contact Professional Development Division at Telefax No: (02) 952-0335 **on or before 4 March 2014 (Tuesday)**.



## NEW CESOs

### Original Appointment to CESO Rank

**Appointed on January 24, 2014**

*Department of Education*

**MARILYN DIG DIMAANO, CESO III**

Acting Director IV

**RAMON FIEL GUINTO ABCEDE, CESO IV**

Acting Director III

**REYNALDO MAGHANOY**

**GUILLENA, CESO V**

Acting Schools Division Superintendent

**AGUSTINES ENAD CEPE, CESO VI**

Acting Assistant Schools Division Superintendent

*Department of Environment and Natural Resources*

**RIC GANAPIN ENRIQUEZ, CESO IV**

Acting Director III

*Department of Justice*

**RAFAEL ZARZOSO RAGOS, CESO IV**

Acting Director III

National Bureau of Investigation

*Department of Labor and Employment*

**FLORENCIO FIBRA SUNICO, JR., CESO III**

Acting Director IV

Technical Education  
and Skills Development Authority

*Department of Trade and Industry*

**DORECITA TABLANTE DELIMA, CESO IV**

Acting Director III

**LEONILA TARUC BALUYUT, CESO V**

Acting Director II

*Office of the President*

**ROBERTO LANGAM ALMONTE, CESO III**

Acting Director IV

National Commission on Indigenous Peoples

### For Adjustment in CESO Rank

**Adjusted on January 24, 2014**

*Department of Trade and Industry*

**MARIZON SUELLO LORETO, CESO III**

Director IV (Regional Director)

**MYRNA PALATTAO PABLO, CESO III**

Director IV (Regional Director)

## NEW CES ELIGIBLES

## CESB Resolution No. 1134

**ABSIN, ANNALYN OBATE**

Board Secretary V  
Office of the Provincial Secretary  
Zamboanga Del Sur

**DELA PEÑA, AUGUSTO DAYAP**

Colonel  
Philippine Air Force

**GUEMO, NYMPHA DERAMAS**

Assistant Schools Division Superintendent  
Department of Education  
Division of Camarines Sur

**GUEVARA, ROWENA CRISTINA LAZARO**

Executive Director  
Philippine Council for Industry,  
Energy and Emerging  
Technology Research and Development  
(DOST – PCIEERD)

**HERNANDEZ, ROY REYES**

Bank Officer V  
Bangko Sentral ng Pilipinas

**LAUENGCO, FRANCIS JUDE SALVO**

Acting Director III  
National Security Council

**LOZANO, MARIA SOCORRO OMANDAM**

Chief Executive Officer IV  
Bureau of Internal Revenue - Cebu City

**LUPISAN, SOCORRO PATAG**

Director III  
Department of Health

**MAGNATA, INGRID RAMIREZ**

Regional Cluster Advisor – NCR Cluster  
USAID Luzon Health Project  
Integrated FP/CSR/MNCHN

**MARISTELA, MARITES MORTEL**

Director III  
Department of Social Welfare and Development

**MATANGUIHAN, ARNULFO CUEVAS**

Chief of Staff  
Philippine Army

**NAVARRO, DEXTER LAMELA**

Attorney V  
Philippine Health Insurance Corporation

**PAREDES, ALLEN TRIO**

Assistant Chief of Air Staff for Personnel, A1  
Philippine Air Force

**QUIAMBAO, ROWENA TIZON**

Secondary School Principal III  
San Matias National High School  
Department of Education  
Division of Pampanga

**SESE, JUDY FAMOSO**

Director III/ OIC - Bureau Director  
Bureau Research and Standards (BRS)  
Department of Public Works and Highways

**YANTO, SOFIA CHAN**

Acting Director IV  
Department of Budget and Management