



The General

The Official Monthly Publication of the Junior Chamber International General Santos "Twin Star"
A Worldwide Federation of Young Leader's and Entrepreneurs

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perspective
...inside a leader's mind

Editorial:

PUTTING AN UNCOMMON EFFORT INTO A COMMON TASK

"Who is my neighbor?"

One of the most common problems faced by any LOM is sustaining a certain number of Jaycees as its Chapter membership base. Time and again, most LOMs get caught in a vicious cycle of recruiting young professionals and entrepreneurs, screening them, letting them undergo the OTS as well as other basic Jaycee seminars, letting them handle small projects, and presto!, the LOM has a new batch of Jaycees. But usually because of a very tight Chapter calendar, most of these new Jaycees are left on their own to discover and appreciate the organization and its promise of opportunities.

However, most LOM officers tend to forget that running an organization that is voluntary in nature requires a deeper understanding of human nature and behavior, and the dynamics of the organization, as well.

Or maybe on hindsight, it is just that most of the officers and even us, members, get too engrossed with the various chapter activities, more so with the fellowship that every Jaycee function brings. The more serious Jaycees, on the other hand, are too pre-occupied with monitoring their respective pet projects to ensure that come Area Conference, National Convention, ASPAC, or even World Congress, such projects would garner recognition in the bidbook competitions. Or maybe, we animatedly get caught up by the exciting world of Jaycee politics.

Many would say though, that any member's active participation and intense involvement in the LOM affairs largely depend on the LOM President's charisma, his vision for the chapter, and his relentless drive to achieve something for himself, in particular, and for the LOM, in general.

We have to be reminded that the President is not the Organization. While he may lead the chapter, direct every officer to do a certain task, provide motivation to every member, any president can only do so much. We must remind ourselves that it is the general membership and not the president that determines any LOM's organizational culture and atmosphere. It is the general membership that can make or break any chapter because it is the one that ultimately decides on crucial issues confronting the chapter. It is also the general membership that pushes the president up towards his goal.

The issue on membership retention certainly depends on every officer, every member doing his own little role every meeting, every project, even every single day – showing true and genuine concern for the member; motivating him to become a better person, professional and Jaycee; teaching each other the ropes of leadership; sharing insights about the Jaycees and life.

At the end of the day, we must realize that our friends in the Jaycees are not just our neighbors.

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The General is distributed to all "Twin Star" Jaycees members, JCI Senators and Past Presidents, selected government offices and business establishment and institutions in General Santos City, nearby cities and provinces. Copies are also sent to the Peninsula Jaycees of Virginia USA, the Junior Chamber International Philippines and selected Jaycee chapters nationwide. Issues of The General can also be downloaded from the LOM's website at <http://twinstarjcs.tripod.com>.



LOM projects are being featured in this publication. All National and International reports are reprints from the Junior Chamber International Philippines and Junior Chamber International.

For questions, comments, suggestions and contributions, you may E-mail us at twinstarjcs@eudoramail.com

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Call to order

JC SONNY SAGALONGOS
LOM President

My congratulations to the members of the editorial board in coming up with a more informative, second issue of our news letter, The General.

I personally feel the emphasis of admiring you for your unrelenting enthusiasm in keeping up the publication so full of read worthy ideas and write-ups that liven the spirit of leadership to the readers. Your dedication behind our publication proved one thing, that no matter what the challenge is, your full heroic mettle will be there to meet it.

Jaycees as we are, we just don't watch things happen, we act and try to influence events and make things happen to attain positive change. A continuing challenge that we, Jaycees must confront as we examine ourselves, our commitments and our roles as Jaycees to effect changes for a better individual, more dynamic and responsible organization and a better community of men.

Long Live the Jaycees!

Twin Star Jaycees conducts OTS for new recruits

By: BJC Laarni Paalam

GENERAL SANTOS CITY- The General Santos "Twin Star" Jaycees conducted an Opportunity to Succeed seminar last February 7, 2004 at the 5th floor of Anchor Hotel, this city, as part of the chapter's recruitment program. Nine (9) promising young professionals and entrepreneurs were invited for the said seminar. JC Cathy Elago, EVP of Kadayawan Jaycees and JC Allan Licera, Past President of Twin Star Jaycees served as the resource speakers.

JC Sandro Y. Sagalongos, LOM President of the

Community News

"Twin Star" Jaycees joins Dental Week celebration

BY JC Jonathan Roda

In observance of the Philippine Dental Week, The Philippine Dental Association, General Santos City Chapter in cooperation with the General Santos "Twin Star" Jaycees conducted a Free Dental check up and tooth extraction, on February 6, 2004 at Bull Mountain, Barangay Mabuhay, General Santos City.

Around 75 residents of Bull Mountain benefited from this worthwhile project. A team from Twin Star Jaycees assisted the dentists in performing the operations. The group also provided the people with medicines.

The free medical and dental mission of the Philippine Dental Association, General Santos City Chapter was made possible thru the effort of Dra. Rose Acharon together with Dr. Tess Catapang, Dr. Divina S. Bermudez, Dr. Jovencia N. Flores, and Dr. Arlene A. Jandumon.



Twin Star Jaycee members assisting the dentist during the dental mission

Individual News



Twin Star Jaycee members with the new recruits

chapter gave a very inspiring message and challenges the participants to become an active member of the Jaycees. The Regular Jaycees present during the seminar also gladly welcomed the new recruits

International News

Sisterhood pact of "Twin Star" and Kadayawan Jaycees reaffirmed

by: JC Jonathan Roda

Davao City – The Twinning Agreement between General Santos "Twin Star" and "Kadayawan" Jaycees was reaffirmed during the annual turn-over ceremony and induction of new members and set of officers of the "Kadayawan" Jaycees on January 30, 2004 at Iron Horse, this city.

JCI Senator Manny Yao, the concurrent National Senior Executive Vice-President who served as the Inducting Officer of the new set of officers of the Kadayawan Jaycees also became one of the witnesses of the Twinning Agreement

Other guests who witnessed the occasion were "Camiling" Jaycees of Tarlac, Davao City's former Mayor De Guzman and other Jaycees from Southern Mindanao LOMs.



JC Myk Biñas presents a copy of *The General* to incoming SOCSKSARGEN Senate President, JCI Sen. Erming Matias while JCI Senator William Benigno Aquino III and Isulan "Sultan" Jaycees LOM President JC Elaida DC. Villaverde looking on.

"Sultan" Jaycees and SOCSKSARGEN JCI Senate joint induction

By JC Arjho Cariño

The 25th Year Anniversary of the Isulan "Sultan" Jaycees became the venue of the joint induction of the 2004 LOM Officers of the Isulan "Sultan" Jaycees and the Philippine Jaycee Senate SOCSKSARGEN Chapter.

The affair which was held last February 7, 2004 at Garden Restaurant, Isulan, South Cotabato was made even more colorful by the attendance of the National President, JCI Sen. Jose "John" B. Jimenez III as the Guest Speaker and Inducting Officer. Other Jaycee luminaries present were JCI Senator William Benigno Aquino III (Out-going President of Jaycee Senate SOCSKSARGEN Chapter), JCI Senator Ernesto Matias (Incoming President of Jaycee Senate SOCSKSARGEN Chapter), and the 2003 TOPP awardee, SPO4 Antonio Bunda. Seventeen "Twin Star" Jaycees headed by LOM President Sonny Sagalongos were able to join the induction.

This year's Isulan "Sultan" Jaycees LOM Officers are LOM President JC Elaida DC. Villaverde; EVP JC Wendell Taño; VP – Internal JC Remy Flares; VP External – JC Rheenan Diaz; Secretary JC Betty Talamor; Treasurer JC Rolly Banaynal; Auditor JC

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2004 JCI ASPAC PENANG Opening Ceremony Venue: PISA

Penang International Sports Arena (PISA) is the venue for the official opening ceremony. It is the largest indoor sports venue in the northern region incorporating both an indoor competition swimming and diving pool, as well as a large multi-purpose Main Arena. PISA is the only fully air-conditioned venue in Penang and Northern region which can comfortably accommodate up to 3,000 dinner guests for a sit down banquet.

PISA is also the ideal venue for large scaled concerts and shows by top level artists and performance troupes. It can accommodate up to 13,000 guests for concerts, shows, exhibitions and conventions. PISA Main Arena is the premier indoor venue for major exhibitions. Up to 260 booths can be set up at its Main Arena and Concourse Area.





PERSPECTIVE

... a look inside a leader's mind



Beyond the tapestry of prestige, honor and glamour; lies a daunting responsibility of becoming a leader. Becoming one requires not only wisdom but also a selfless attitude and high emotional quotient.

Now that, it is only months away before the national election, and we are going to elect a new leader. We are again surrounded with so much anxiety. We just hope and pray that whoever elected will give real service to people.

It is for this reason why we have an organization like Jaycees, to hone and develop young leaders in order to give birth to young leaders whose idealism centered on the people's welfare.

In this juncture, allow me to introduce to you the organization's own set of leaders: JCI Senator John Jimenez, National President, JCI Senator Erning Matias, President of SOCKSARGEN Senate and our very own Sonny Sagalongos, president of Twinstar Jaycees. We also have, here, the 2003 TOPP awardee, SPO4 Antonio Bunda.

And we gave you this rare opportunity where you could have a peek inside these Jaycees leaders' thoughts. Join us as we take a deeper look, into their visions, aspirations and ideas.

THE GENERAL: HOW DOES IT FEEL TO BE THE PRESIDENT OF A JAYCEE ORGANIZATION?

NP JOHN: First of all, the position that I'm having, holding right now as national president came to me as an accident, I was supposed to be the charter president only of a chapter in Quezon City, and since there is a need for someone to take the responsibility of bringing the Metro Area to higher grounds, then I took that responsibility as NEVP. Then in my stint as NEVP, I went around the Philippines with your very own Nestor Nolasco, and so (it was observed) that there is a need for (a) leadership change. That's what some of our supporters through out the Philippines thought so, too. I took it upon myself to take the lead and impose and implement a lot of changes that our organization badly needs.

And to the question that how is the feeling being into that position. I would answer it that it is very very euphoric and it's also you know "there's a saying that to whom much is given much is required" so I'd like to give back what I've learned from the Jaycees, and what I've learned as a student from the University of the Philippines, because when I studied, I was a scholar and the people who brought me to school were not my parents, were not our businesses, but the Philippine Republic. The Jaycee Movement is one of the most

respected movements here in the Philippines and this is an avenue for me to give back what I've learned as a student and as a member of the Jaycees.

JCI SEN MATIAS: Well, I would say, I owe a lot to the Jaycee Movement for my career as a politician. Like our national president, I was a politician by accident. When I was in high school I was a little shy, pwede ko pang sabihin timid ako. Pag binigyan ako ng microphone, wala na. I hate that microphone before. So I never thought na I would end up as a politician, but when I joined the Jaycee Movement, dun ko nalaman meron din pala akong hidden potentials. It was the Jaycee Movement that helped me discover that potential, na kung anumang nagawa ko ngayon, kung ano man ang narating ko ngayon. I owe it to the Jaycees... that I'm giving it back as service to community, dahil service-oriented ang Jaycee Movement. So what we owe, we pay back to the younger generation.

JC SONNY: Well actually, just sitting here beside our national president, the new president of the SOCKSARGEN JCI Senate is quite an honor. Though I would say that we have the same fate - we became presidents by accident, leaders by accidents, we become what we are now by accident. I was not supposed to be with the Jaycees again. I was just invited by our Immediate Past President Ellie Acuesta to attend a meeting, not because of the Jaycees but because he told me na he wants to show me something and then when I attended, it was only the time that I realized that it was a general membership meeting. Then all of a sudden I was appointed as a member of the board by virtue of my being a former Vice-President of the Chapter. That was last year, and then a year after, I became the president. It was indeed a difficult task for me. Its not really that easy, kaya lang same with the national president and the SOCKSARGEN Senate President, I have to give back what I got from the Jaycees.

The feeling that I have right now is, others would say, mixed emotions. First, I am excited and at the same time nervous. Excited for what can I share for my chapter, and the second one is the day of reckoning makes me nervous - what can they say during my term.

THE GENERAL: It seems that as an active Jaycee, it's all hardwork. I just wonder how you sustain your Jaycee energy level.

NP JOHN: I went to a meeting in Barcelona - during the JCI EVP election, one candidate said that almost all the members are asking if there is a room for improvement if you're a Jaycee. He said, if you think you are good, the Jaycees can make you better. If you think you are better, the Jaycees can make you the best. If you think you are the best, the Jaycees can make you excellent. If you think you're excellent, the Jaycees can make you perfect. If you think you are already perfect, the Jaycees can make you humble. So whatever or wherever you are in that strata, there is always room for improvement, even though you're a national president or world president, the organization can develop you into a much better person.

THE GENERAL: We are very honored to have here with us one of the TOPP awardees who hails from this place, Isulan. I believe

there are only two here in Mindanao, and it's somehow a coincidence that today he is sitting here beside our mayor who is also a JCI Senator. After you have known that you won the award, what have you considered as your past achievement that made you stand out as a good policeman. What can you say as a message to all the members of our PNP, because I believe the PNP's TOPP awards is geared towards motivating the PNP people to work harder, to be more noble in their jobs as policemen, and at the same time, to serve as better examples in our community. I believe that as a TOPP awardee, you have done something not only good for the community but also considered very exemplary to the point of getting a national recognition. When I talked to the TOPP Chairman JCI Senator Pat Barcelona two weeks ago in Davao, he told me that there were more or less 2,000 nominees this year.

TOPP AWARDEE: Actually, I consider winning in this search for TOPP just a blessing in disguise. I was forced to join the search not knowing that I served with excellence na pala. Outstanding na pala ang ginagawa ko. I've been in the PNP organization for 18 years and for the last two years I joined civic and religious organizations. Siguro, it's God's plan na bigyan nya

ako ng mga posisyon sa labas, na hindi ko nirerefuse. Although marami akong trabaho as SPO2, I was given a key position as Chief of Provincial Anti-Illegal Drugs. At the same time while on weekdays, I spend my time with religious organizations, and for the past two years, I am the President of PTA, President of our Chapel, Chapter Head of Couples for Christ. I did not refuse these positions of responsibility. Siguro, it is God's plan na pasalihin nya ako sa search. Not knowing na within that level, outstanding na pala yung ginagawa ko.

I will say that I will give encouragement sa iba kong kasamahan na serve lang, as long na nandyan pa tayo sa sebisyo, obligado tayo magserve. Gaya ng sinabi ko kanina sa message ko, though it's a message of gratitude only, but I emphasize na when you serve people, you are at the same time serving God and our country, thus hitting three birds with one shot.

THE GENERAL: We are now in the 21st century, and we already are in the 56th year of the Philippine Jaycees. How do you see the Jaycees working in the community, and how can we contribute as an organization to the community, to business, and ultimately to the objectives of the organization.

NP JOHN: The international theme of JCI is "Entrepreneurs in Action." Why "Entrepreneurs in Action?" We are in existence for 60 years already, and a lot of changes have been implemented, every term, or every world president. And this year, we saw the need to include entrepreneurship in our training modules especially to help our community. Like what I've said to my message in the induction of the Isulan "Sultan" lady president that we do not need so much of protocol, much of public debate, much of public speaking, or much of parliamentary procedures. What we need right now are livelihood programs for our members and for ourselves. Thus, JCI thru JCI Philippines, we are going to introduce a lot of new programs concerning entrepreneurship.

THE GENERAL: Since our good mayor here is also a JCI senator happens to be the first president of this JCI Senate chapter coming outside of General Santos, how does you see the organization working here in SOCKSARGEN?

JCI SEN MATIAS: In SOCKSARGEN area... Well, I would admit andito yung President ko ano, si Boy (referring to JCI Senator Boy Aquino). When a chance to become President of the JCI Senate SOCKSARGEN area was offered to me, I was reluctant or really hesitant but because of being a leader, I feel there is a need to accept the challenge. And of course, as I said earlier, it needs a lot of dedication, perseverance and devotion, to achieve something. And my experience in the local government service as a leader of our community, I have this very extra ordinary feeling, in fact parang a special feeling. You know I remember in one of my readings before, it says that if a man has a potential or talent but he does not use it, he fails. If he has the potential and talent but uses only half of it, he partially fails, di ba? But if you have that potential and talent and use all of it, you will have that feeling of fulfillment and satisfaction that only few will ever feel. At pag maramdaman mo yan, you are on Cloud 9... You don't care kung ano yung pera but of course the feeling of satisfaction and fulfillment will keep you going serving people. Kaya sabi ko nang inoffer sa akin yan, I need more fulfillment. Kaya I accepted the challenge.

JC SONNY: Well actually, prior to my leadership, our focus is much more different, our focus is more on community development. Right now, we'll focus on a different area - that is giving focus on the membership. Right now, instead of community development projects, we tend to further the trainings not only on leadership but also on entrepreneurship because we are a federation of young leaders and entrepreneurs. Dapat we should direct our focus also on leadership and entrepreneurship side.

THE GENERAL: What can you consider as your significant contribution to the Jaycees and now being in that position, what are your top priorities?

JC SONNY: Contribution? My focus is for the creation of a program for the membership.

Before, what we usually do is just to recruit and recruit, and we

don't really have that program for the membership. Right now, what we are doing is give concentration to the membership, give them a program, not just conducting Opportunity to Succeed Seminars, but to teach the new recruits to become quality members of the chapter. So I think that's the greatest contribution that I can give for now - am still a quarter of my term.

NP JOHN: Direction. For the past many years, I believe our organizations direction is scattered. If JCI Theme is Entrepreneurs in Action, sometimes the NOM theme is let's says JC CARES - it's community based. Then the chapters theme is different. You see? Entrepreneurial, community, then individual - Where's the direction? Wala di ba? So what I've done is to have a unified corporate identity, for our country, a common theme. Once you have a common theme you have one direction. Then results could be easily seen. So I believe that's the most important achievement that I could share. To give this organization a direction.

JCI SEN. MATIAS: I my case, I would consider that the greatest achievement I have given to my chapter is my time. If I remember right, I was the 6th president of our chapter. And during that time, I would say it was in its infancy period, somewhat adjusting, the membership were dwindling. Nobody will accept to become officers, much less become president. So when the election came, walang mag-file ng candidacy for presidency - tinuro na lang ako. Ayaw ko sanang tanggapin, but then because of the challenge, I accepted the presidency.

I have to work doubly hard to revive the interest of my co-Jaycees and recruit new members. And maybe I would say I succeeded just like what I said kanina, we are celebrating our silver anniversary, we survived. So, siguro if I did not accept the challenged we might not been here today, dahil naputol na yung Jaycee Movement sa ikaanim na presidency.

I was then a young practicing physician gradually gaining number of patients, but then I gave my time to the Jaycee Movement and I never regretted giving my time to the Jaycee Movement. And in return siguro, I owe a lot also to the Jaycee Movement.

TOPP AWARDEE: Awardee. In my case, as one of the awardees... It is my accomplishment in the service. Though I have accumulated more or less 50 commendations, less than 30 medals which I received from the active police force, I'd rather say that it is not appealing without the police efforts I've spent in the preservation of peace in the municipality, with the active support of the community.

THE GENERAL: What's your final message?

NP JOHN: My message would be short. I would say if you want to be a leader, join the Junior Chamber?

NP JOHN OFF FOR DHAKA, BANGLADESH



Manila, Philippines —JCI Philippines National President, JCI Sen. Jose B. Jimenez III will leave for Dhaka, Bangladesh to attend the Area B NOM Presidents' Meeting which will be held in Dhaka, Bangladesh on February 12-15, 2004. As agreed during the World Congress in Copenhagen last November 2003, all NOM Presidents of Area B comprising of around 23 countries in the Asia Pacific area will meet on said place to discuss and iron out the various issues regarding the important programs of events. This will be undertaken by all NOMs of Area B as calendared by JCI for this year. Each of the NOM Presidents will present their own reports through power point presentations to exchange idea and to give update/s on the plans and programs of their respective countries. Among others to attend are the incumbent JCI Area B Director JCI Sen. Marcel N. Fernan, Jr. and other past and present JCI officers from Area B and some other national officers from NOMs are expected to attend said meeting.

The meeting will be chaired and presided by this year's EVP for Area B, JCI Sen. Anwar Kashif Mumtaz of Junior Chamber International Pakistan to be assisted by JCI Vice Presidents of Area B JCI Sen. Shoji Okuhara of the JCI Japan, JCI Sen. Waqar Ahmad Choudhury of JCI Bangladesh, JCI Sen. Harish Kumar of JCI India and JCI Sen. Rajendra Ram Shrestha of JCI Nepal. Among the two most important major events to be discussed will be the upcoming ASPAC Conference in Penang, Malaysia this coming May 22-25, 2004, the 58th JCI World Congress to be held in Japan on November 21-25, 2004. Other items to be taken up will be focused on membership growth, adoption for the uniform corporate branding of all the Jaycee affiliates around the world and the training plans for this year which focuses on JCI MET "Entrepreneurs in Action". Other things to be taken up will be the bid of the 2005 ASPAC by the JCI Macau, there will also be an IT Presentation and meeting for Strategic Planning Committee (SPC) and all other important programs and upcoming events.

Simultaneous to said activity, a LEAD Training Seminar dubbed: "the JCI Leadership Competence Seminar for the Leaders of Today and Tomorrow" will also be conducted during said meeting to be participated by all the NOM Presidents and their representatives who are planning to run as National President next year. Lastly in addition to said events, representatives for Asia Pacific Development Council (APDC) will also have their meeting to access and discuss on various matters of concerns of all the important issues regarding the development programs for Asia Pacific regions. Such programs will be designed by the council and later recommends them to all NOMs of Area B for implementation. With these important undertaking aimed for gearing up our National Leaders, we surely expect more lively passion for action for this year's administration.

"Sultan"

from page 5

Ronald Catalan; Protocol Officer JC Vladimir Mortejo; PIO JC Irene Abalos. On the other hand, the Philippine Jaycee Senate 2004 Officers of SOCKSARGEN Chapter are JCI Senator Ernesto "Erming" Matias as Chapter President; Chapter Vice President JCI Senator Hanorio "Hans" Chu; Executive Secretary JCI Sen. Romeo "Roming" Pernato and Treasurer JCI Senator Rodolfo "Tikboy" Hagoniles.

On the same occasion, General Santos "Twin Star" Jaycees presented its 2004 maiden issue of "The General", the official publication of the LOM Chapter, to the National President John Jimenez, Presidents

of the respective LOMs as well the JCI Senators present. The different LOMs became the point of interest during the night.

The party and socializing followed the induction, with NP John Jimenez himself gamely facilitating the gimmicks that set the mood for the rest of the night. Afterwards, the Jaycees danced and sang to the tunes played by a live band until the wee hours of the morning.

Meanwhile, the Editorial Board had an exclusive interview with NP John Jimenez, 2004 Jaycee Senate SOCKSARGEN President Ernesto Matias, and TOPP awardee SPO4 Antonio Bunda including the General Santos "Twin Star" Jaycees LOM President Sonny Sagalongos.

In the said interview, NP John Jimenez challenged the General Santos "Twin Star" Jaycees to engage the publication in the international bidbook competitions of the Junior Chamber International.

Point of Information

By: JC Joan Haresco

Twin Star Jaycee Celebrants for the month of

February

03 - JC Joan Haresco
13 - JC Edwin Ravelo
17 - JC Michael Biñas
28 - JC Josephine Cariño

March

01 - JC Allan Licera
17 - JC Donna Tanodtanod

Schedule of activities for the month of

February

06 - Isulan Jaycees Induction (Garden Restaurant)
06 - Nopol Dental Project
07 - Opportunity Training Succeed (OTS) Seminar (Anchor Hotel)
12 - General Members Meeting (Bo. Gaisano)

13

20

21

27

29

March

05

12

13

20

22-30

- Davao Jaycees Induction (Davao Convention)
- Area Council Meeting (Cagayan de Oro City)
- Regional Council Meeting (Cagayan de Oro City)
- Greater Davao Jaycees Induction
- Kidapawan Jaycees Induction (Kidapawan City)
- General Members Meeting (Bo. Gaisano)
- Tacurong Jaycees (Tacurong City)
- Durian Davao Jaycees (Grand Regal Hotel)
- Central Davao Jaycees (Waterfront Isulan Hotel)
- General Santos Tuna Jaycees (Royal East Asia Hotel)
- Youth Leadership Excellence Award (YLEA)

The Art of Coaching

JCI
NEWS

www.juniorchamber.com

By Fernando Sanchez-Arias*

Why does a team of athletes lose one season and, the next season, with the same players and with even better competitors, become the champion? Why do the same people perform better or worse in different organizations? Why do people who appear unable to improve at one point reveal later their potential and reach astonishing goals?

Taken from the field of sports, coaching has taken on an unprecedented importance in business life. The astonishing achievements that teams and athletes attain, thanks to the work of a specific coach, led those who study personal and business success to seek, within that interesting role, a means of improving the performance of people and work teams to raise profits and productivity.

What is coaching?

The International Coaching Federation defines "coaching" as the "Interactive process that helps individuals develop more rapidly and produce more satisfying results."

Coaching is an effective method for learning and developing, a process that helps people move towards their goals effectively, an exchange of opinions and observations to generate agreed-upon results, a process of inspiration and service to others so they can find the best route to develop themselves.

Coaching IS NOT an opportunity to correct the actions or behaviors of others. It is not acting as the expert or supervisor with all the answers, counseling others on what one believes others should do, or providing therapy counseling. It is not giving advice.

Coaching is serving others by posing the appropriate questions so others can find their own solutions. Coaching begins when those who desire coaching decide to seek out a coach to help them improve in a specific area of their lives.

Why have a coach?

Why should a person be coached? The answers we get from the specialists include the fact that we cannot see ourselves fully when we are communicating or when we respond emotionally to a stimulus. They also mention

personal or work habits that are not advantageous.

We all know that we cannot move beyond the limits of our structure, our bodies, our patterns. We also know that we can learn from the perspective of others who see us better than we see ourselves. If we want to change our intellectual, emotional or bodily structure, we need the eyes of another to show us the great potential that we have and cannot see by ourselves.

A coach must be highly competent in the art and science of coaching. He or she must be certified by a recognized institution. A coach must have great optimism to bet on the success of others and to visualize it, to help produce the changes required to achieve the expected results. A coach must be a risk-taker, to face challenges or to intervene as needed for the coaching to be effective.

A coach must be creative, generate options for interaction, and pose the questions that lead others to see opportunities for improvement or ways to achieve the desired goal. A coach must be humble, knowing that it is not because of him or her that the person receiving the services is successful. A coach must be focused

not to get sidetracked. A coach must be sensitive to inspire confidence and create the climate of respect and security needed for coaching.

Do you want to improve? Do you want to be more successful than you presently are? Having a prepared, certified coach can certainly accelerate the achievement of your goals. Whether you want to be a successful person in sports, studies, politics or business, being able to see through the eyes and experience of another person can undoubtedly help you navigate more effectively through challenging waters.

(*)*Fernando Sanchez-Arias is the 59th World President of JCI, a worldwide federation of young leaders and entrepreneurs founded in 1944. JCI currently has over 200,000 active members and more than one million graduates in over 100 countries and 6,000 communities. Mr. Sanchez-Arias has been president of his own international consulting firm for 14 years. A business learning facilitator, executive coach and conference speaker, he can be contacted via e-mail at fsanchez@jci.cc. For more information, please visit our website at www.jci.cc.*



General Santos Twinstar Jaycees Reaching the Top (SURVEY)

By: JC Henry Besmanos

Service to humanity is the best work of life... I never thought that this would be the purpose of my journey - bringing good news to the Lumad people of T'morok: The General Santos "Twin Star" Jaycees are coming!

"Pareng Allan ang banner di-in na?" ("Friend Allan where is the banner?") That was Friday afternoon, January 31, 2004 and I was checking what to bring for my survey for the proposed humanitarian mission to T'morok, a very isolated community of B'laans located at the border provinces of Davao del Sur, South Cotabato and



Sarangani. Camera, Films, Banner, Food, Clothing, Personal effects, etc... As soon as I finished checking everything, Doc Edwin called to ask me if I have already the questionnaire. "Oh, I forgot," I exclaimed to myself, then I rushed to the computer center and afterwards presto! Survey questionnaires finished - I'm ready to go.

Saturday, 8 o'clock in the morning, I have to leave Gensan for Malandag, Malungon (Sarangani Province) where I could get a ride on a "Habal-habal" for Barangay Miasong, Polomolok (South Cotabato), another B'laan settlement located at the foot of the Mount Matutum.

After two hours of ride, I reached Miasong and there waiting for me patiently were three (3) youthful B'laans astride their horses which I presumed to be our mode of transportation to T'morok. As I approached them, they gave me their most toothsome smile. After greeting them, I explained to them that we should take our lunch first so we will not be traveling on an empty stomach (Indeed, I was right because it took us another three hours before we reached our destination). After lunch, we mounted the horses for a long galloping ride. I was thrilled to experience something that I only see in the movies. The bumpy ride was not able to distract me from enjoying the breathtaking vista of Mt. Matutum and beyond, the breathtaking nature, and the rustic sceneries along the way. So many sights to behold, like wild berries growing beside gargantuan trees untouched yet by human hands, brooks with oh! so clear waters snaking slowly down its way to the lowlands. Nature is an art and God is a very talented artist, I told myself.

After an hour of journey, I was dismayed to see the destructive hands of man as I notice a number of burned trees presumably caused by "kaingin", a slash and burn farming method of the natives. Another hour passed before one of the B'laans told me that we should rest because the horses are already exhausted. As a relatively heavy person (I am more than 80 kgs.), I know the reason.

We stopped for a while and sat on a big rock straddling a large tree which they identified as Nabol. I haven't seen this kind of tree in General Santos City. While we were resting, I distributed some biscuits. At first they were hesitant to accept the biscuits, but soon I made them become more relaxed as I cracked several green jokes. They started to open up and laughed at the other green stories of the city.

The light conversation flowed freely but suddenly, for reasons I did not know then, silence overcame them as a band of horseback-riding men came down the trail. My companions greeted the riders with a "feu flabe" (Good Afternoon) and got the same reply in return. After a few more minutes, we decided to continue with our journey. We sang novelty songs of Yoyoy Villame; I told them several other funny stories to while away our time as we traveled up the mountain towards our destination. After another hour, we reached the top of the mountain. I asked them if we have already arrived at our objective. The answer was no. We still have to ride for another hour to reach Sitio T'morok.

We proceeded with our journey and we chanced upon several farmers tilling their lands. Others were harvesting what I later learned are cabbage, carrots, potatoes, baguio-beans, sayote, etc. Vegetables are everywhere! All of a sudden, I felt the zephyr breezing its way down Mt. Matutum. Brrr, its cold! It reminded me of Baguio.

As we approached the site, I saw tall, big trees of a virgin forest which served as the portal to Sitio T'morok. It was nature at its magnificent best. In the middle of the forest lies the Sitio, one of my youthful escorts told me. A few minutes later, we reached the Sitio. I saw the villagers staring at me (perhaps they wondered why suddenly a stranger had come to their place). Me, I was expecting many villagers but to my dismay, I've only seen a few of them. I asked my guides why is it that there were only few sitio residents present. Some of them are in their farms and others are



in the poblacion delivering their products, they explained. We then directly went to the staff house of the Mission for the B'laans which is situated a hill away from the Sitio. There I met Ma'am Didang the Bayaning Filipino awardee for her Literacy Program for the natives of the place. I asked her if she could accompany me in my survey, since she is known in this community and maybe she could be my interpreter for she speaks b'laan dialect fluently.

She acceded to my request positively and she told me that we will interview first her class. I almost protested that time for my objects of interview were the adult ones. I don't have questionnaires for children, I told myself. As we walked toward her classroom, she told me that her students are the adults. And true enough, as we entered the room, the students were indeed adults ranging from 30 years old to 60 years old. Some of them have babies with them, even.

I introduced myself and stated my purpose for coming to their place. It was quite evident that some could not understand Cebuano, thus Ma'am Didang interpreted it for them. I also explained to them the contents of the questionnaire which they are going to fill-up with the help of the three (3) teachers.

We were able to successfully interview the people inside the classroom, and afterwards I told her that I want to interview all the sitios leaders of the area. Ma'am Didang told me that if I want to interview them, we should go their sitios. And so, we walked for another 30 minutes to reach the other sitio. We were warmly welcomed by the people living in the area. Kilil Datal was the first sitio we visited. I introduced myself to the sitio leader whom they call "Bung Ma" which means, "Great Father". I had a long talk with him about their community and of course the purpose of the Jaycees in coming to their place. As we conclude our talk, he told me "Bung Iklahaw Gu Salo Yo Dine Atmabang Degame", which Ma'am Didang interpreted for me, "I am very much happy that you will come to our place to help my community". Subsequently, we bid them farewell by saying "Feu Kefu Degamu" it means "good evening to all of you" since it was past 5 o'clock in the afternoon when we finished our interview.

We trudged back toward the staff house where Ma'am Didang showed me my room where I would sleep. There, I helped them prepare our dinner. During dinner, we discussed about the activities of the "TWIN STAR JAYCEES REACHING THE TOP" and I explained to them fully our intentions which is to help the lumads in the community. We were also able to discuss my itinerary for tomorrow's survey. Sleeping time was at 7:30 in the evening. It was quite early I told myself, but I have no choice since I've nothing more to do that night. Since it was getting very cold, I have to wear a sweatshirt in order to sleep. I can imagine how cold outside would be!

Sunday, 5:30 in the morning, I woke up since it's so cold. I went to the kitchen and noted that everyone was already awake. I drank my fill of hot coffee as we prepared our breakfast. I told them I have to start early because I'm going to visit two more sitios. I decided to tap the B'laan youth who joined me in my journey up T'morok as my escort to the next sitio.

I thought that the sitios are across the mountain but to my dismay we have to walk for an hour to reach the other sitios. It was quite another adventure. Upon reaching the sitio, we conducted a survey as to the common ailments, usual diet, occupation, skills, talent, and etc. of the people. After three (3) hours of survey, we headed back to the staff house where I rested for a few minutes.

Before I left, I bid the villagers farewell. Afterwards, we went to where the horses were hitched. We rode back to Miasong, had our quick lunch and proceed to Barangay Datal Batong where I could get a ride back to Malandag and eventually going to GenSan.

After so many hours of travel, I am back in Gensan. Mission accomplished.

I need to rest. Whew!

EXPRESSIONS

The Promise

The time has come for me to go...
 I wanted to stay but I can't...
 It pains me to leave you behind.
 For our sake, this I have to do.
 But I'm not leaving you with an empty heart
 For you will stay inside me wherever I may
 go.
 Holding a promise that upon my return I will
 be forever committed to you....
 All I want you to do is hold on to a promise...
 That you won't get tired of loving me...
 This is not a goodbye but...
 A fulfillment of a vow.

By: JC SoulRock

Obituary



Internment of the late Don Raphael Aquino, secretary to the late General Paulino Santos. In photo is his son JCI Sen. William "Boy" Aquino of the SOCSKSARGEN Jaycee Senate



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