

The General

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The Official Monthly Publication of the Junior Chamber International General Santos "Twin Star"
A Worldwide Federation of Young Leader's and Entrepreneurs Volume 3 Issue 1 January 2004



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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



Call to order

JC SONNY SAGALONGOS
LOM President

Greetings to all!

It is with great pleasure and privilege to extend my sincerest thanks to all the members of the General Santos "Twin Star" Jaycees. I am greatly honored to be given a chance to serve as your LOM President this year. I look forward to your most eager support and active participation in all our projects and activities.

This year, our focus will not only be limited to the usual schemes and concerns that we give our attentions to, but this time, we shall be employing novel steps at intensifying our distinct craft, and learn from the wealth of experiences or opportunities that the Jaycees have in store for all of us.

I personally feel the need for a comprehensive leadership program for our members and the LOM. I see that this program would lead to the realization of our Jaycee advocacy for social awareness and political involvement with the end of promoting national economic development.

In this respect, "THE GENERAL" is very important in our desire to achieve this goal as it would serve as a means of communication of our ideas to others.

I am therefore grateful to all the contributors and staff of this publication. They would truly make "THE GENERAL" worthy of its name. With your help and God's blessings, we can make a big difference as Jaycees this year.

Editorial:

To be or not to be....

When the LOM decided to publish "The GENERAL", it was for the sole reason of providing the "Twin Star" Jaycees information and updates of the goings-on in the Philippines Jaycees and Junior Chamber International.

The then LOM President, JC Ceasar Capili told his Jaycees peers, "If we have to do it, let's shoot for the moon."

Loud and clear, his message reverberated in that small room where the LOM Board was having a meeting. The challenged was thrown, and ultimately it was accepted.

The rest is history as his words turned into a very wonderful reality - The GENERAL won as the Most Outstanding LOM Publication of the Philippine Jaycees. Little did we expect that in shooting for the moon, we'll eventually land among the stars!!

This experience has taught us a lot of lessons. We now know that nothing worthwhile and fulfilling is achieved if we do not go the extra mile. We now know that problems are just opportunities in disguise. We now know that every notable accomplishment starts with that bold decision to try. We now know that in THE JAYCEES, as well, as in LIFE, things do not just happen.

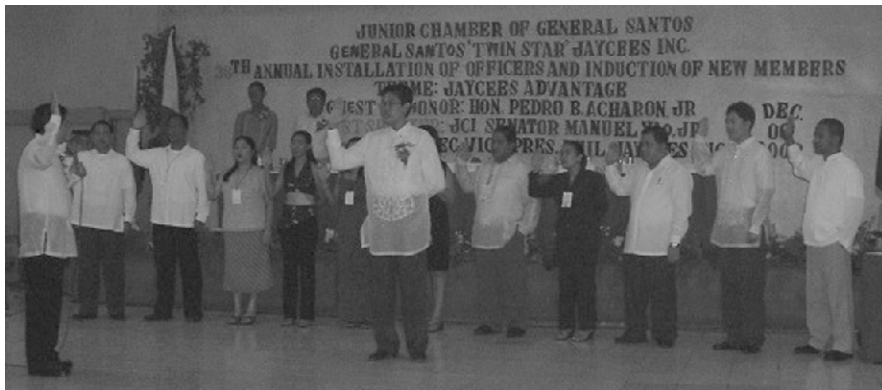
As another portentous Jaycee Year unfolds before our eyes, we are expected to do better, to try harder.

Are we up to the

Individual News

2004 GenSan "Twin Star" Jaycee board sworn into office

By: Jonathan Roda



NSEVP JCI Senator Manny Yao inducts the 2003 LOM Board.

In a very formal, yet festive ceremony, amid the jubilant crowd coming from at least fifteen (15) Jaycee Chapters in Southern Mindanao, the 2003-2004 Board of Directors of the General Santos "Twin Star" Jaycees took their oath of office to formally jumpstart the coming Jaycee year. Held at the plush Phela Grande Convention Center, this City, JC Sonny Sagalongos and his Board were charged into office by JC Martin Robert Antepuesto, National Vice President for Southern Mindanao, and were subsequently inducted by the Philippine Jaycees' National Senior Executive Vice President, JCI Senator Manuel Yao, Jr.

The LOM Board members inducted into office were JC Rey Jayme, as Executive Vice-President, VP for Individual JC Xavier Palao, VP for Business JC Melodee Amor Tatel, VP for International JC Donna La Rosa, VP for Community JC Edwin Ravelo, JC Joan Salazar-Haresco as Secreatry-General, JC Yvonne Fuentespina-Mercado as Treasurer-General, and JC Ma. Victoria Irene Cantos as Treasurer-General. Other Members of the Board sworn into office were JC Thomas Hilomen, Past President Jose Lasalita, Jr. and JC Ellie Acuesta, Jr. the Immediate Past President.

On the same occasion, the new batch of regular members led by the Batch President JC Michael Biñas were also inducted. Joining him in the roster of new regular members are , JC Solrac Adle Sevilla, JC Carla May Difunturum, JC Josephine Cariño, JC Jon Paolo Fucilero, JC Jonathan Roda, JC Grace Edralin, JC Aprl Anne Rabe and JC Henry Albanao. This young and vibrant group of new Jaycees call themselves, The Young Generals.

Community News

Twin Star Jaycees inks pact with SCDS and PPDS-Minda Circle

The General Santos Twin Star Jaycees signed a Memorandum of Understanding (MOU) with the South Cotabato Dental Society and Philippine Pediatric Dental Society-Mindanao Circle during its 38th Annual Installation of Officers and Induction of New Members held last December 6, 2003 at the Phela Grande Convention Center, General Santos City.

Dr. Glenn Gabas President of The SCDS and Dr. Rafael Borromeo of PPDS-Mindanao Circle officially signed the MOU with JC Sonny Sagalongos, representing the General Santos Twin Star Jaycees. Dr. Simonette Manlangit, Dr. Maribel Deocampo Acuesta and JC Edwin Ravelo, DVM, served as witnesses to the memorandum signing.

The SCDS, PPDS Mindanao Circle and Jaycees agreed to multilaterally campaign and conduct projects to promote consciousness on proper dental care and prevention

Jaycees, harbingers of cheers

Though Christmas carols have slowly faded in the air as the year slowly come to a close, the celebration of Christmas has not yet officially ended.

And what could be more meaningful to celebrate Christmas other than spending it with the less fortunate?



In this season of hope the General Santos "Twin Star" Jaycees together with Bayantel and ABS-CBN Gen. San visited St.

Gemma's Orphanage to distribute toys and clothes to the orphans. Christmas is definitely for children, so these orphans should not be deprived of celebrating this event even though they have been "abandoned".

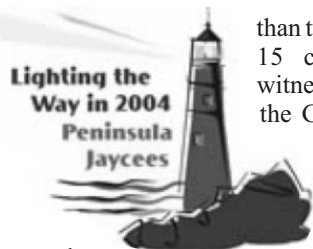
Dubbed as "Pasko sa Tanan", around 40 children enjoyed the celebration with the Jaycees, in a simple yet meaningful Christmas party. A thankful Director of St. Gemma's lauded the effort of the group even as she said that they are looking forward to spend another Christmas with the Jaycees in the future.



Peninsula Jaycees celebrating the Chinese New Year.

International News

Peninsula Jaycees of Virginia, USA: 1st international sister chapter of "Twin Star" Jaycees



some-
thing

General Santos City, Philippines. More than two hundred (200) Jaycees coming from at least 15 chapters in Southern Mindanao became witnesses to the on-line twinning sans webcam of the General Santos "Twin Star" Jaycees with the Peninsula Jaycees of Virginia, USA.

The Twinning Committee led by PP JC Allan Licera and EVP JC Rey Jayme through a power point presentation, bared including their projects and activities. This gave everybody an overview of what this new sister chapter of "Twin Star" Jaycees is doing on the other side of the globe. JC Jim Hart Vice President for Community of Virginia District Jaycees, JC Swee Hart, Incoming President of Peninsula Jaycees and five other members of the Peninsula Jaycees joined in the on-line twinning via Yahoo Messenger, as early as 10:00pm (9:00am Virginia Time) of December 6, 2003.

JC Jim Hart also gave a short message, said his greetings and good wishes to their new found Jaycee brothers in the Philippines via phone patch courtesy of Bayantel.

Business News



Twin Star Jaycees to implement Jaycee MAXX

One of the longest-running business opportunity projects of the Philippine Jaycees, the "Jaycee MAXX" will be implemented this year by the LOM. This was revealed by the LOM President himself, JC Sonny Sagalongos. He explained this effort by saying that, "the General Santos "Twin Star" Jaycees leadership is doing this project to actualize and maximize the privileges of the membership in the Jaycees. Jaycee MAXX will be one of our pet projects under Business Area of Opportunity for the year 2004."

"This project will also help our fellow members promote their products and services to other Jaycees. Moreover, this can be a tool in encouraging young entrepreneurs to join the Jaycees" opined JC Sonny. He added that, "this year's participating business establishments will be published in the succeeding issues of the General, the LOMs official monthly magazine, and will also be posted in the LOM's website, twinstarjcs.tripod.com."

The Jaycee MAXX is a national project of the Philippine Jaycees which aims to provide the Jaycee membership with discounts on purchases of goods and services to all participating business establishments nationwide.

1st SouthMin regional leaders summit held

More than fifty Jaycee leaders coming from 15 chapters in Southern Mindanao attended the 1st Regional Council Meeting hosted by the General Santos "Twin Star" Jaycees last December 6, 2003 at the Phela Grande Convention Center, this city. The confab, which was presided by the recently-inducted National Vice President for Southern Mindanao, JC Martin Robert Antepuesto of the Davao Jaycees intended to shape the Jaycee future of the region through a number of innovative plans that shall be undertaken this coming year.

"Among the salient points discussed during the meeting were the proposed region's organizational structure for the year 2004, creation of SMART (Southern Mindanao Alliance of Regional Trainers), and schedule of Inductions for the coming year", the eloquent NVP of Southern Mindanao JC Bobby Antepuesto revealed.

In the said meeting, JC Sonny Sagalongos, President of the Host LOM, General Santos "Twin Star" Jaycees also expressed his thanks to all LOMs who were able to send their respective representatives to the said meeting. Jaycee chapters present were the Davao Jaycees, Kadayawan Jaycees, Central Davao Jaycees, Durian City Jaycees, Metro Kidapawan Jaycees, Tuna Jaycees, Tacurong "Kampilan" Jaycees, Isulan "Sultan" Jaycees, Mt. Apo Jaycees, and the Cotabato Jaycees.



1st Southern Mindanao Regional Council Meeting.

Cover Story Evolution...

The dawning of a new age

"There in the stars are my highest aspirations... I may not reach them, but I can look up, see their beauty, believe in them and follow where they lead."

One of the most amazing things that a LOM can do is to dream big and later translate that dream into reality. This is true with "The General."

"The General" or the idea of it traces its humble beginnings in the year 2000, when several concerned Jaycees noted that, for members to sustain their interest and become active participants in any chapter's activities or projects, they should at all times be updated of the worthwhile undertakings of the organization, in the local community as well as, in the national level. 1997 LOM President and 2001 National Treasurer JCI Sen. Hans Chu, 1999 LOM President and 2002 National Vice-President JC Nestor Nolasco, the then incumbent 2000 LOM President Allan Licera, 2000 Secretary-General Jose Lasalita, Jr., 2000 VP-Internal Angelito Cerna, 2000 VP-International Maria Victoria Cantos, 2000 EVP Mary Antonette Baltazar, 2000 Director Julius Trinidad, and 2000 Director Mary Beth Guarde, among others, stressed that lack of information had become the major reason of members sporadic participation, then.

A series of meetings and consultations with the members (past and present) followed and a Long-Range Planning Committee was created to address this issue, with special focus on strategies at effective membership recruitment and retention. As a result, the idea of coming up with a regular LOM publication was hatched.

The original name of our LOM publication was "The General Santos Leader", patterned after the Philippine Jaycees' and Junior Chamber International's Leader Magazine. However, no active Jaycee member was identified then as a serious writer or had had any journalistic experience, making the creation of an Editorial Board of the General Santos Leaders a difficult task. The magazine cover for the said publication though printed, and several articles from members were gathered. But time, finances, other aspects of "newspapering" and the implementation of a number of major LOM projects compelled the LOM Board to temporarily shelve the plan.

In 2001, the chapter elected its first lady and youngest President JC Mary Antonette Baltazar. It was also the year of our hosting of the 21st Mindanao Area Conference. The hosting of the conference became the focus of the chapter, necessarily suspending the plan to publish the first issue of The General Santos Leader.

Another year came to pass and in the year 2002, under the leadership of President Jose Lasalita, Jr., the LOM was able to finally launch its official newsletter, this time under a new name, "The GENERAL".

Four issues of "The General" went in circulation, from January to April of the year 2002. However, due to a not so aggressive marketing, the LOM Board once again decided to suspend the publication's circulation. It seemed that time, a dark cloud hung over "The General" making its future somehow bleak.

The lessons learned those three prior years, including two failed

attempts, and aborting publication after four months of regular circulation became the major concerns of 2003 President Caesar Amor Capili before he took on the challenge of reviving "The General". Looking for corporate partners that can help sustain the cost of publication for one whole year became the chapter's consequent focus.

Accordingly, sponsorship contracts and MOA's (Memorandum of Agreement) were signed by the LOM with The Professional Group Corporation, Philippine Fuji Xerox and JRS Business Corporation, making the future of "The General" certain when it came to publication cost, giving "The General" a lease of life, at least for a year.

That year, for the members of the Editorial Board, every issue is a labor of love, and everyday, something new is being learned. Ten big issues in the next eleven months came into circulation, and were widely distributed not only in the LOM, but also in the local community, in the whole Southern Mindanao Region, as well as, in the Philippine Jaycees as a whole.

Articles on chapter activities, programs and projects, regional, JCP and JCI news, leadership lessons and insights, business news and other issues on community concerns were topics that were dealt with and enthusiastically tackled by the LOM Board for its growing readership. "The General" has almost become a household name among Jaycee chapters all over Mindanao. It has also become a very effective vehicle of the chapter to get closer to other Jaycee chapters. It has helped establish the chapter's name and integrity as a serious and mature LOM. "In fact, 'The General' has given the chapter a new and better image, noted JC Sonny Sagalongos.

The high expectations for the "Twin Star" Jaycees membership that "The General" helped establish later made some members of the Editorial Board very fussy about the choice of articles submitted for possible publication. They observed that there is a need to further improve the publication, enhance its appearance and layout, and at the same time, make it more relevant and responsive to the times, as well as to the needs of the Jaycees and "The General's" wide readership. "It must not just be considered a journal of our past achievements, of our projects and activities for our local community. Rather, it should also serve to inform and educate our readers. Most of all, it must strive to promote the values of principled leadership", they would say.

According to some "Twin Star" Jaycees Past Presidents, "The General" certainly has found its unique niche among the prominent Jaycee LOMs of the Philippines, after winning as "MOST OUTSTANDING LOM PUBLICATION" of the Philippine Jaycees in the 2003 Bidbook Competitions during the National Convention held in Tagaytay. It has unwittingly joined the elite circle of the Manila Jaycees and Perlas Pasay Jaycees, the almost perennial winners in LOM publication competition. "Certainly, it will always be our pride to be the first and maybe the only LOM in Mindanao to have a publication that has been conferred with this award," PP JC Allan Licera enthused.

"The General" is making its journey slowly to the top. It is serving its noble purpose - to the "Twin Star" Jaycee members, to the community, to the Philippine Jaycees, including the Junior Chamber International in terms of molding better leaders for the future, and promoting national and international understanding.

But still, there's a long way to go. As Robert Frost would say, "the woods is cold and dark and deep, and I have promises to keep, and miles to go before I sleep, and miles to go before I sleep."

To the Jaycees who started "The General", to those who dreamed of excelling in spite of certain journalistic handicaps, we only see brighter prospects ahead of these woods. To the "Young Generals" the new batch of Jaycees who have taken the cudgels for this year's LOM publication, and to the others who will yet to become a part of this endeavor, let us enjoy this journey in the woods. A JAYCEE ADVENTURE, you may say.





Philippine Jaycee President JCI Sen. John Jimenez with his board at San Pablo City.

EXCOM 2004

JCI Manila - The 2004 Executive Committee held its 1st Executive Committee Meeting at the Legend Hotel in Puerto Princesa City last November 22, 2003. The meeting was aimed to formalize their Objectives, Strategies and Plan of Action (OSPA) for the incoming administration, based on what was taken up by the Planning Session of the incoming National Board held last October 8, 2003 during the Natcon in Tagaytay City. The OSPA will be presented for further deliberation and approval during their first National Board Meeting on January 10, 2004 in San Pablo City. Bannered by the 2004 NOM Theme, JC ADVANTAGE "Applying Developed Visions through Alternative National Training to Attain and Gain Excellence," incoming National President Jose B. Jimenez III presented his plans, particularly focusing on instituting reforms with the aim of streamlining the operations for a better and stronger Junior Chamber in the Philippines.

One of the main objectives is to have an effective program on the conduct for a massive membership recruitment and LOM revival. But the most significant undertaking they are considering is the generation of more funds by inviting as many sponsors through a "repackaging agreement." This agreement aims to invite corporate partners of the organization to alleviate its long festering financial situation. One strategy presented consisted of re-imaging of the NOM itself by coming up with a pocket kit or a brochure stating all the facts about the Junior Chamber of the Philippines. This will be used to champion the organization as a brand. With this plan, there is also a need of professionalizing the National Secretariat so that it can efficiently

serve and improve its services not only to the general membership but also to other organizations and companies. Corollary to this is the strengthening of the National Training Commission so that it can provide more trainings and seminars nationwide to improve the Leadership skills of all its members.

Among other items taken up were the proposed amendments to the JCP Constitution and By-Laws. Since 2004 is an amendment year, it is critical for the organization to formulate new policies that will be improve cohesion and unity among the local member-chapters and to the general membership. Special commissions to handle special projects were also proposed with the objective of addressing the exigencies of times. Among the salient topics discussed were the following:

- During the JCI World Congress in Copenhagen, the JCI General Assembly approved a new corporate identity logo reflecting the Jaycee organization as being a "worldwide federation of young leaders and entrepreneurs." In this regard, JCI affiliate NOMs and LOMs are encouraged to adopt the new corporate identity in order to have a global brand.

- The creation of a National Training Institute (NTI). The Board agreed to make the NTI an independent body and juridical in nature, having its own by-laws and policy manual, finding its own financial sourcing and managing its own affairs. It will be composed of 15 members, eight of whom will come from the National Training Commission, and seven will come from the National Board. Its main purpose is to formulate plans, oversee the effective implementation and the maximization of the all training needs of the members of the national organization.

- The creation of a Commission On

Retention, Revival and Extension (CORRE) and allocating a budget for it in order to function effectively, especially on the recruitment of members. Unlike the present set-up, this will be automatically headed by the Immediate Past National President and have all the Immediate Past LOM Presidents as its members to help him in the revival, retention and extension of members.

- The creation of an International Relations Commission, renamed as "CIRCA," or the Commission on International Relations Correspondence and Activities. This commission will be under the National Senior Executive Vice-President and all international activities, such as the JCI World Congress, JCI Asia-Pacific Conferences, JCI Dignitaries v i s i t a t i o n among others.

- The creation of a JCP Corporate Image Packaging Committee for which the primary purpose is to sell the organization and invite sponsors to become corporate partners. A comprehensive and effective marketing strategy will be formulated and the plan of creating a pocket kit or a brochure that will contain a complete overview of what is the Jaycees will be done. The said kit will also be used to orient and recruit new members.

- The creation of a JCI-UN Commission which will handle the implementation of the eight millennial projects to be participated in by all NOMs. This is part of the agreement forged during the JCI-UN leadership summit held in New York last August 2003.

- The creation of a JCI-AIESEC Commission as there will be a tie up agreement to for joint undertaking of projects by the NOM and the AIESEC, a worldwide s t u d e n t o r g a n i z a t i o n .

- The creation of a Commission for Youth Business International that handles the creation of business entity composed of young people, since the JCI Major Emphasis Theme is Entrepreneurs in Action."

- The creation of a Committee on International Chamber of Commerce which all Jaycee members around the world are encouraged to conduct or participate in business forums with the aim in view of making them feel that the Jaycees are alive and strong.

Among other things taken up besides the national flagship projects as enumerated in the NOM Schedule of Activities are the plans of implementing other projects, such as the "WOW Pinoy!" Caravan, the 55th JCP Anniversary celebration, JCP Growth Day, First Young Entrepreneurs Forum, JCP Markers, "Text Tie Up" with Globe and many others. The mechanics of all these undertakings will be circulated in the coming months to the general public.

So watch out! Let us fully support the 2004 JCP National Board and wish all of them best of luck!



Fernando Sánchez - Arias will Lead JCI with "Passion for Action" in 2004

Fernando Sánchez-Arias, from Maracaibo, Venezuela, was elected JCI President for 2004 at the 58th JCI World Congress held in Copenhagen, Denmark, in November 2003. With "Passion for Action" as his personal theme, he will take over the leadership of JCI in 2004 implementing a plan of action that will complement 2003 JCI President Bruce Rector's Plan of Action.

Born in Maracaibo, Venezuela, on August 15, 1966, Sánchez-Arias is an honors graduate in business administration with a major in organization and methods. Specialized in psychology and education applied to business, he is a learning facilitator, executive coach and speaker. He runs his own international consulting, training, and coaching firm; leads a business-oriented TV weekly segment; and contributes to various newspapers and magazines specialized on management.

After joining Junior Chamber Zulia in 1988 and becoming active in various areas, Sánchez-Arias became Local Executive Vice President in 1990 and National President in 1995.

At the international level, he was Councilor for the American Development Council (ADC) in 1996; JCI Vice President assigned to various South American countries in 1997; Executive Assistant to the JCI President for Area C (the Americas) in 1998; Special Assistant to the JCI President for Sponsorship in Area C in 1999; and JCI Chief Commissioner of Growth and Development in 2000.

As JCI Executive Vice President responsible for Europe, he chaired the JCI European Conference in Tampere, Finland, in 1999. He was also Chief Executive Assistant to the World President in 2003.

Sánchez-Arias is the head designer of JCI LEAD, the official JCI Leadership Competences Seminar. He has attended 23 JCI Area Conferences and 11 JCI World Congresses. He speaks Spanish, English, and Portuguese. He is JCI Senator No. 56949 and JCI Training Institute International Training Fellow (ITF) No. 31. He lives in Maracaibo, Venezuela, with his wife Olimpia Petzold and his son Andrés Enrique.

Sánchez-Arias will lead the organization with the support of an outstanding group of young people elected or appointed as members of the 2004 JCI Board of Directors:

Immediate Past President Bruce Rector, USA
General Legal Counsel Matsuki Okumoto, Japan
Treasurer Lisa Parrish, USA
Executive Vice President for Area A Joe Dilger, Britain
Executive Vice President for Area B Anwar Kashif Mumtaz, Pakistan
Executive Vice President for Area C John Nygren, USA
Executive Vice President for Area D Henry Loo Chin Moy, Maurice.

Five Key Leadership Roles

By JCI President-elect Fernando Sanchez-Arias

Fernando Sanchez-Arias was elected JCI President at the 58th JCI World Congress held in Copenhagen, Denmark, last November. A Venezuelan citizen, he is an honors graduate in business administration with a major in organization and methods. He specializes in psychology and education applied to business. A learning facilitator, executive coach and speaker, he runs his own international consulting, training, and coaching firm. He is the head designer of JCI LEAD, the official JCI Leadership Competences Seminar. Can someone be a manager and a leader at the same time? What is the difference between a leader and a manager? Can an executive, a scientist, a sportswoman, a political leader, a homemaker, or professor play different roles in the exercise of leadership? Let's examine Five Key Leadership Roles, a subject vital for success.

You as a Leader

As a leader you must interact with your people everyday to inspire them to convert their vision into action and into reality. That reality depends on the versatility you demonstrate as a leader through the different roles you must play as a homemaker and family leader, as the owner of a mechanics shop, as the president of a large multinational company, as the leader of a political party, as the dean of a university, as the head of a Scout troop, as the leader of a neighborhood association, or as a JCI chapter president. As a leader you perform functions that require knowledge, attitudes, and skills that range from fundraising to forming alliances to creating a vision, developing your people, and effectively transmitting information.

The Leader's Hand

The JCI LEAD™ Program for Development of Leadership Abilities presents The Leader's Hand™, which helps explain the five roles every leader must master to be truly effective:

1. **MANAGER:** As a manager, you seek out and manage the necessary resources; coordinate actions; generate results; measure and control; report; and ensure quality of processes, goods and services.
2. **VISIONARY:** As a visionary, you create and co-create the vision of your enterprise; find the means to effectively communicate it; emotionally and rationally inspire your team members; and act as an agent of change.
3. **COACH:** As a coach, you act as an athletic scout, seeking talent internally and externally, developing successors, expanding potential through coaching-style interactions.
4. **EDUCATOR:** As an educator, you transfer information, knowledge and experience through formal educational opportunities conferences, talks, workshops or instructive conversations to develop team competencies and the intellectual capital of the organization as a whole.
5. **AMBASSADOR:** As an ambassador, you form strategic alliances for mutual support; plan effective strategies to develop media and inter-institutional relations; and promote the philosophy, history and services of your organization.

The myth that a manager cannot be a leader appears to be gradually fading as the roles of successful leaders are being assumed by individuals who may be highly skilled only in one of the five roles, but gain proficiency in the rest and achieve the balance needed to achieve the critical objectives of the business or organization.

The Leader's Hand, on which the thumb represents the manager, the index finger the visionary, the middle finger the coach, the ring finger the educator, and the little finger the ambassador, allows you to observe and analyze your performance and results in each role.

The "Hidden Role"

However, it is not enough to master these five roles. There is another role called the "hidden role." It is represented by the wrist, which gives flexibility and mobility to the hand and its fingers (representing roles). This sixth role, like a sixth sense, is the role of LEARNER. As a learner, you proactively seek to improve yourself, not only through information, but also through attitudes and abilities to become more capable, more able to compete, and better at directing yourself and others.

Aspiring to take our people to the summit, you must learn to master these six roles to achieve positive results in terms of quality, effectiveness, productivity, profitability, and enjoyment in all your activities.

Being a Manager, Visionary, Coach, Educator and Ambassador at different times and in different situations makes you an excellent executive, businessperson, community leader, scholar, scientist or athlete. You have the opportunity to ask yourself: How good am I at each of these roles? What do I have to learn or change to be better in each role?

A Passion for Action

During the coming year, we will learn from people who are successful in different areas and

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Vice Presidents (Area A):

Safi Moubelet-Boubeya, Gabon
Assigned National Organizations: Cameroon, Côte d'Ivoire, Jordan, Mali, Senegal and South Africa

Slim Gomri, Tunisia

Assigned National Organizations: Botswana, Kenya, Malawi, Uganda, Zimbabwe, Namibia and Nigeria

Elidje Angora, Côte d'Ivoire

Assigned National Organizations: Benin, Burkina, Tunisia, Maurice, Madagascar, Togo and Gabon

Vice Presidents (Area B):

Rajendra Ram Shrestha, Nepal

Assigned National Organizations: Bangladesh, Pakistan, India and Sri Lanka

Shoji Okuhara, Japan

Assigned National Organizations: Australia, Fiji, New Zealand, Pacific and Indonesia

Waqar Ahmad Choudhury, Bangladesh

Assigned National Organizations: Hong Kong, macau, Malaysia, Singapore, Nepal and Thailand

V. Harish Kumar, India

Assigned National Organizations: Japan, Korea, Mongolia, Philippines and Taiwan

Vice Presidents (Area C):

Jose Luis Scotto, Bolivia

Assigned National Organizations: Dominican Republic, Haiti, El Salvador, Honduras, Brazil and Guatemala

Nicolas Caffaro, Dominican Republic

Assigned National Organizations: Argentina, Bolivia, Chile, Ecuador, Peru, Suriname and Paraguay

German Donnola, Argentina

Assigned National Organizations: Colombia, Mexico, Panama, Venezuela and Puerto Rico

Wesley Spurrier, USA

Assigned National Organizations: Bermuda, USA, West Indies and Canada

Sanda Panggabean, Indonesia

Assigned National Organizations: USA and Dutch Caribbean

Vice Presidents (Area D):

Petra Gregorits, Austria

Assigned National Organizations: France, Germany, Luxembourg, Catalonia, Andorra, Hungary and Monaco

Jokotade Odunuga, Nigeria

Assigned National Organizations: Belarus, Bulgaria, Poland, Russia and Ukraine

Jeferom Machado, Brazil

Assigned National Organizations: Belgium, Britain, Ireland, Netherlands, Scotland and Austria

Michael Horn, USA

Assigned National Organizations: Greece, Switzerland, Turkey, Cyprus, Italy, Malta and Armenia

Graham Hanlon, Ireland

Assigned National Organizations: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden

Secretary General Benny Ellerbe, also a member of the Board or Directors, announced he will step down as Secretary General of JCI effective January 1, 2004. Deputy Secretary General Edson Kodama will serve in the position of Interim Secretary General.

56949 and JCI Training Institute International Training Fellow (ITF) No. 31. He lives in Maracaibo, Venezuela, with his wife Olimpia Petzold and his son Andrés Enrique.

Sánchez-Arias will lead the organization with the support of an outstanding group of young people elected or appointed as members of the 2004 JCI Board of Directors:

Immediate Past President Bruce Rector, USA

General Legal Counsel Matsuki Okumoto, Japan

Treasurer Lisa Parrish, USA

Executive Vice President for Area A Joe Dilger, Britain

Executive Vice President for Area B Anwar Kashif Mumtaz, Pakistan

Executive Vice President for Area C John Nygren, USA

Expressions

Morbid thoughts

Am I going to die?

I know everybody is destined to be...

Ahhhh...ahhhh...the pain

I can no longer bear.

Could somebody give me the analgesics!

It's always been this way since having the seizures.

Am I really going to die?

I think my days are numbered...

mmm...mmm...am sleepy

I can feel myself drifting

Could you sing a song for me, please.

Everytime that syringe cut through my veins I felt drowsy.

Am I ready to die?

I believe nobody is...

Shhh...shhhh...I saw something

Could somebody wake me up now!

I always saw that vague, strange thing when I am unconscious.

Am I dead?

I hope you will remember me still...

Lalala...lalala...am happy now

Could you hug me tight...closer...

It's getting dark...

Self Study

Why could I...

Look at myself with eyes closed

Speak to myself 'tho I am silent

Feel the pain even in my numbness

Yet...

In looking at others I must open my eyes

On talking with man, voice I must use

Upon inflicting pain to others, force I employ

Why must I ...

Close my eyes to see my own faults

Shut my lips to hear myself talk

Be numb to experience pain.

For

I see others thru my eyes

I invent gossips thru my lips

I inflict pain thru my hands

Then must I ...

Be blind to see the world and its goodness

Be deaf to hear man and his

reasonableness

Be numb to understand the feelings of

others

But if all is...

Blind there would be darkness

Deaf there would be silence

Numb there would be stillness

And

In darkness truth could not be seen

In silence reason could not be heard

On stillness progress and mobility would not

exist

So...

Eyes should be naked to see the truth

Lips should be bared to hear all the reasons

Body should be moved to attain oneness

Executive Vice President for Area D Henry Loo Chin Moy, Maurice

Vice Presidents (Area A):

Safi Moubelet-Boubeya, Gabon

Assigned National Organizations: Cameroon, Côte d'Ivoire, Jordan, Mali, Senegal and South Africa

Slim Gomri, Tunisia

Assigned National Organizations: Botswana, Kenya, Malawi, Uganda, Zimbabwe, Namibia and Nigeria

Elidje Angora, Côte d'Ivoire

Assigned National Organizations: Benin, Burkina, Tunisia, Maurice, Madagascar, Togo and Gabon

Vice Presidents (Area B):

Rajendra Ram Shrestha, Nepal

Assigned National Organizations: Bangladesh, Pakistan, India and Sri Lanka

Shoji Okuhara, Japan

Assigned National Organizations: Australia, Fiji, New Zealand, Pacific and Indonesia

Waqar Ahmad Choudhury, Bangladesh

Assigned National Organizations: Hong Kong, macau, Malaysia, Singapore, Nepal and Thailand

V. Harish Kumar, India

Assigned National Organizations: Japan, Korea, Mongolia, Philippines and Taiwan

Vice Presidents (Area C):

Jose Luis Scotto, Bolivia

Assigned National Organizations: Dominican Republic, Haiti, El Salvador, Honduras, Brazil and Guatemala

Nicolas Caffaro, Dominican Republic

Assigned National Organizations: Argentina, Bolivia, Chile, Ecuador, Peru, Suriname and Paraguay

German Donnola, Argentina

Assigned National Organizations: Colombia, Mexico, Panama, Venezuela and Puerto Rico

Wesley Spurrier, USA

Assigned National Organizations: Bermuda, USA, West Indies and Canada

Sanda Panggabean, Indonesia

Assigned National Organizations: USA and Dutch Caribbean

Vice Presidents (Area D):

Petra Gregorits, Austria

Assigned National Organizations: France, Germany, Luxembourg, Catalonia, Andorra, Hungary and Monaco

Jokotade Odunuga, Nigeria

Assigned National Organizations: Belarus, Bulgaria, Poland, Russia and Ukraine

Jeferom Machado, Brazil

Assigned National Organizations: Belgium, Britain, Ireland, Netherlands, Scotland and Austria

Michael Horn, USA

Assigned National Organizations: Greece, Switzerland, Turkey, Cyprus, Italy, Malta and Armenia

Graham Hanlon, Ireland

Assigned National Organizations: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden

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CHRISTMAS 2003, The Gensan “Twin Star” Jaycees way

By: JC Mykel Biñas and JC Arjho Cariño

Christmas celebration is truly a culture Filipinos are proud of ... iba talaga ang pasko sa Pilipinas, as commonly expressed! A proof to this fact is the Gensan Twinstar Jaycees Christmas Party last December 29, 2003. Rather than choosing a nice function hall of prime hotels in the city as a venue, “Twin Star” Jaycees held the Christmas Party in the serene Sto. Niño Shrine of Polomolok, South Cotabato as arranged by JC Rey Jayme. In going to the shrine which is uphill, there was that thrill of experiencing a ride through rocky yet winding road. Reaching the shrine which is nestled on top of a small plateau, and seeing all the flickering Christmas lights of the households below, with the cold breeze brushing softly against your skin... is a welcome relief after a very hectic day working in a congested mini-metropolis with a relatively polluted environment. Truly, it was a relaxing place for introspection and spiritual renewal, and even more a wholesome place for a get-together activities with friends.

Fun, fellowship, food... are the three essentials we enjoyed during the party. Even before the program formally started, Jaycees wiled away time enjoying videoke singing. Others danced to the videoke tune, setting the mood for the occasion while waiting for the arrival of other Jaycees.

So, what about food? Of course, there was a variety of mouth-watering home-cooked Filipino cuisine that were displayed on the center table. Everyone ate to his hearts content. And yet, more food to enjoy was left after dinner.

The Christmas Party program was formally started with the LOM President Sonny Sagalongos delivering his Christmas message of love, bonding, unity, and the leadership challenge he is facing as the LOM President. He also

mentioned
t h e
ventures
t h a t
will be
under

taken by the LOM for 2004.

Who says so that parlor games are already passe? With the Jaycees, parlor games have evolved to become more surprising! The apple-eating contest thrilled everyone, as the contest took on a more intimate as the partners tried to outdo each other just to become the fastest apple eaters. The “I do, I die, dyos ko day” contest gave our gentlemen a good workout as sweats came a-pouring when the guys had to carry their partners as the “dyos ko day” expression was given. Next came the mummy-making contest, a suggestion by JC Cathy of Kadayawan Jaycees. The male Jaycees devised their own novel postures as our ladies covered them with tissue papers. Another fun game was the calamansi rolling contest. The calamansi had to be inserted on the pants and rolled slowly up the bodies of male partners until it reaches the neck. Imagine how our Jaycees hunks had to put up with the tickle and all? Oh, yes ... Lady Jaycees were tickled pink to be given the chance to slowly explore the bodies of their male counterparts.

Games were not over yet! The best though last contest made the night more sizzingly hot! Still remember the “Talong Expression” game? Yes, innate artistic skills were revealed as partners exhibited the best talong motions and expressions they themselves rehearsed before the ultimate showdown. Every pair panted hard in portraying the required action, much to the delight of the Jaycee crowd. Everybody was in his toes as each partner tried to outdo each other. Exemplary acting was conferred to the couple with their pro-dog exhibition. Extreme Game! XXtreme Fun!

The fellowship was punctuated by the exchanging of gifts which was formally opened by LOM President Sonny Sagalongos. Everyone enjoyed the surprises as well as the thoughts behind the gifts. What's came next? The dancing and singing every Filipino love doing whenever there are occasions! Fun, sharing the spirit of giving and fellowship were the intentions of the 2003

Gensan “Twin Star” Jaycees Christmas Party. Indeed, what a way of expressing them!

Things that matter...

Compiled by: JC Carla Difuntorum

Industry

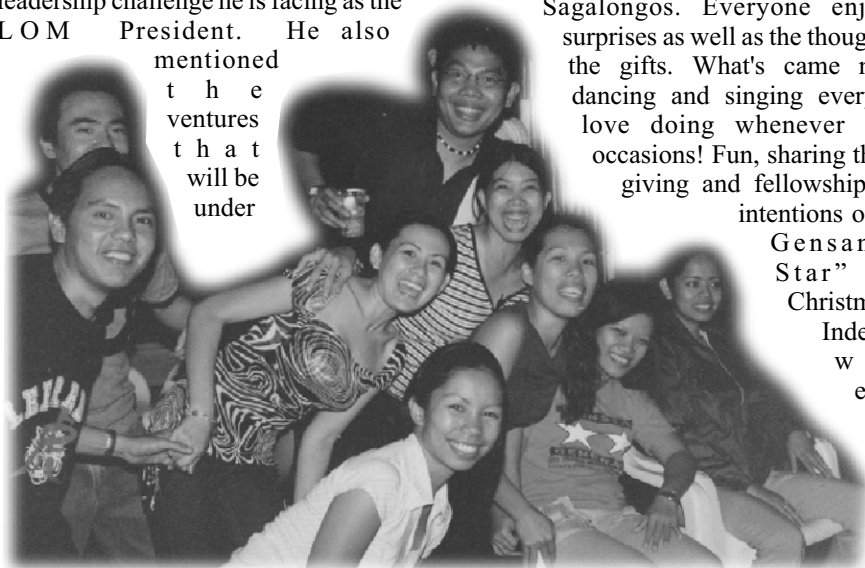
“Gensan is famous for abundant cheap & high grade tuna but don't you know that we are up to asparagus too...?”

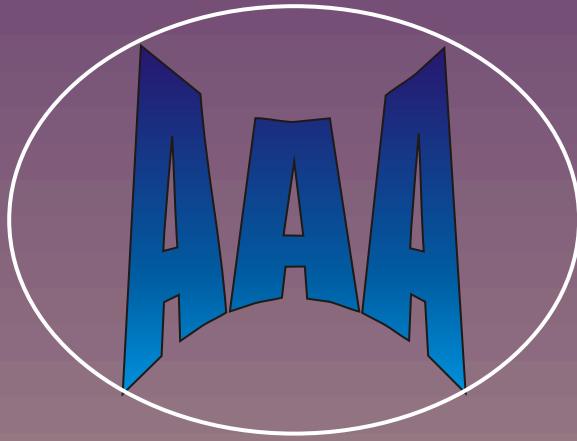
Asparagus: The sunrise industry

Initially about 200 hectares of prime land have been developed in Polomok, South Cotabato for cultivation of asparagus, now considered a sunrise industry. It was further expanded in 1990 to 600 hectares. Production and sales figures jumped in 1991 to a volume of 933,231 kgs. from 213,129 kgs. in 1990 and it is continuously increasing.

Ten Principles of Highly Ethical Business Leaders

1. Treat all employees as unique, valuable individuals. Never treat anyone as though they are dispensable, w/o value or “just a number”.
2. Support each employee's freedom, growth & development. Never view anyone as through stereotypes & images, or as fixed & unchangeable.
3. Communicate to employees by name with respect. Never use or impose demeaning, trivializing, or derogatory names on others.
4. Model & encourage a balanced life of good work and rest. Do not adopt policies or make demands on employees that undermine balanced lives.
5. Honor & respect employee families. Never undervalue the significance of families and friends of employees.
6. Protect employee's life, safety & health. Never harm or jeopardize the physical well being of anyone.
7. Create a working environment free from sexual harassment. Do not allow communication or activity that is sexually inappropriate.
8. Be fair & just in financial matters. Never tolerate unfair wages,, prices or financial practices.
9. Communicate honestly & truthfully. Never mischaracterize people, products, services or facts.
10. Cultivate a positive attitude toward others & their accomplishments. Do not give in to envy or the temptation to take credit for the work of others.





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