

MAGNOLIA MARKS 100 YEARS WITH STRONGER PUSH TO SUPPORT LOCAL COMMUNITIES

Magnolia, the iconic Filipino brand known for its dairy and chicken products, celebrated its 100th anniversary on August 4, reaffirming its commitment to offering quality products while supporting small businesses, retailers, and local producers.

Founded in 1925 and acquired by San Miguel Brewery, Magnolia began as a small ice cream operation in Manila. Over the past century, it has grown into a leading brand offering a wide range of dairy, chicken, spreads, and ready-to-cook products under food and beverage giant San Miguel Corporation (SMC).



Magnolia's well-loved endorsers and ambassadors: Judy Ann Santos-Agoncillo, Marian Rivera-Dantes, and Alden Richards



John Paul Ang, President and COO of San Miguel Corporation, Alden Richards, Monica Ang-Mercado, Chief Financial Officer of San Miguel Food and Beverage, Dr. Leo Obviar Vice President and General Manager for Magnolia Poultry, Francisco Alejo, former President of San Miguel Foods & current board member, Emmanuel Macalalag, President of San Miguel Foods, Judah Ruiz Vice President and General Manager for Magnolia Dairy & Coffee, Judy Ann Santos-Agoncillo, and Marian Rivera-Dantes

The brand, which introduced many industry firsts in the Philippines—including the use of refrigerated trucks, Magnolia Chocolait in glass bottles, and chicken stations selling fresh chicken in supermarkets—now offers ice cream, butter, mayonnaise, ready-to-cook meals, and more.

It sources a majority of its raw materials from local suppliers and works with thousands of small-scale retailers nationwide.

It has also played a big role in supporting

livelihoods across its value chain—from farmers and truck drivers to sari-sari store owners, market vendors, home bakers, and carinderia cooks, among many others.

Ang said the company will continue to provide opportunities for those who help bring Magnolia products within reach of Filipino households.

Magnolia is operated by San Miguel Foods, a division of San Miguel Food and Beverage, Inc. San Miguel said the brand's centennial year will include more initiatives



Judah Ruiz, General Manager of Magnolia Inc.- Dairy & Coffee

Enchanted Kingdom and Klook join forces to unlock more magical perks for every guest

Enchanted Kingdom (EK), the first and only world-class theme park in the Philippines, teams up with Klook, Asia's leading travel and experiences platform, to create more magical experiences in time for all guests.

Nico R. Mamon, EK's Head of Integrated Marketing, shared the premier theme park's exciting plans and exclusive offers in line with its 30th anniversary celebration this October 2025 - highlighting a limited-time anniversary offer for Klook users which includes in-park spending credits worth Php 300 Wizard Money for every purchase of three regular day passes for visits during Fridays from August 15 to September 15, 2025.

EK and Klook first came together in 2017 to make booking admission tickets more convenient, and have since worked together on crafting exciting promotions and irresistible deals. "Collaborating with Klook for the last eight years has allowed us to provide a more seamless online booking experience — making the magic more accessible and hassle-free so our guests can simply focus on creating memories that last a lifetime here at Enchanted Kingdom. That's why we're committed to take this partnership further by offering exclusive perks to Klook users, making every visit even more enchanting," Mamon shared.

He added that guests can also look forward to even more surprises, including exciting freebies to be given away throughout the park.

"Enchanted Kingdom, to many Filipinos, is a very iconic childhood experience that many revisit to relive memories, or introduce to their kids. To this day, it remains to be one of the most sought-after activities on Klook," shared Michelle Ho, General Manager of Klook Philippines. "It's exciting to be celebrating this milestone with them after years of mutual trust and support. We hope that this most recent collaboration makes everyone's next trip to the park an extra magical one!" she concluded.

For more information and updates regarding this exclusive offer



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Youth key to shaping sustainable governance —DLSU professor

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SMFB posts 15% rise in H1 net income

Online gambling undermines Filipino youth – Cayetano

A Small Business, A Big Dream P. 4

IMUSICAPELLA, TINANGHAL NA KAMPEON SA PALAWAN INTERNATIONAL CHORALE FESTIVAL P. 2



To help reduce cancer-related deaths and ease the financial burden on Filipino families, PhilHealth will begin covering selected outpatient cancer screening tests under its new YAKAP (Yaman ng Kalusugan Program) starting August 14, 2025. Many Filipino

cont. on page 2

BIR Marks 121st Founding Anniversary with Celebration of Service and Leadership

Mega-Sized Entrepreneurship Dreams at Go Negosyo 3M on Wheels Event



On 13 August 2025, the Social Security System (SSS) and BDO Unibank held a simple ceremonial signing for the awarding of a P1.5-B Balanced Fund Mandate to BDO Unibank as local fund manager of the SSS, being the single-rated and responsive bidder. SSS was led by President and CEO Robert Joseph M. De Claro, while BDO Unibank, Inc. was led by its President and CEO Nestor V. Tan. "With the growth of SSS funds under management, so too shall our partnerships with fund management experts in the industry. We trust that BDO Unibank will manage the fund with utmost care and expertise to safeguard the interests of SSS members," De Claro said. For its part, BDO Unibank recognizes the responsibility that comes with the fund management mandate and committed to deliver the best results possible.



The Environmental Summit 2025 took place on August 12, 2025, at the Annex Event Center of SM City Dasmariñas. Organized by the Environmental Management Bureau—CALABARZON in partnership with SM Cares, the event showcased exhibits, interactive program sessions, and inspiring company success stories. It also highlighted innovative initiatives that champion best practices in solid waste management and compliance with the Extended Producer Responsibility (EPR) Act of 2022.

OTOPreneur Batch 9 Successfully Holds Seminar on Pricing & Costing with PICPA Rizal Leadership

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EDITORIAL: Yes, enough must be enough

WHEN President Ferdinand Marcos Jr. told corrupt government leaders to be ashamed of themselves following the uncontrolled failure of flood projects in his fourth State of the Nation Address last month, he made an evident vow.

And his catchphrase “mahiya naman kayo” continues to reverberate among the population as the country, still reeling from the impact of floodwaters, anxiously waits for other storms to lash it from the vast Pacific.

The President said he inspected the flood projects and saw how ineffective they were against cyclones Crising, Dante and Emong, as well as the southwest monsoon rains.

Earlier this month, Mr Marcos disclosed in the presidential website the identities of contractors who routinely monopolize the government's flood control projects.

We heard him say there will be charges filed against those found connected to anomalous transactions, and many, including those in the countryside, some of whom are still immersed in floodwaters, are watching the President's body language in the less than three years he still has left of his six-year term.

He has ordered the Department of Public Works and Highways to submit a list of all the flood control projects across all the regions within the last three years, stressing the Regional Project Monitoring Committee shall examine that list of projects and give a report on those that have been failures, those not finished, and those alleged to be ghost projects.

The list has been made public, and that can be a helpful kickoff.

In the meanwhile, we heard Baguio City Mayor Benjamin Magalong, a retired police deputy director general, offering his services to spearhead a national investigation, following allegations that 67 of 317 congressmen used front contractors to pilage public funds.

But Press Undersecretary Claire Castro said there was no need to appoint a lead investigator, since the President has set up a reporting mechanism for the probe on all questionable flood control projects, and suggested instead that Magalong could submit his report, including names of legislators who may be involved in corruption.

We are as concerned as those who heard the President's fighting polycyspeak during his SONA and want to see how the government will jump in with both feet in addressing this nauseated culture of greed and corruption.

The clock is ticking, with a tinderbox beside it.

We believe the President will be faithful to his words that contractors behind anomalous flood control projects will be blacklisted and face charges.

We hold the faith he will go beyond the sound bite and address promptly the higher concerns of majority of his countrymen.

PHILHEALTH

patients, especially family breadwinners, face higher risks of premature death from breast, lung, colon, and liver cancer compared to their Asian neighbors. These losses translate to an estimated P35.3 billion in economic impact each year.

Cancer remains one of the leading causes of death in the country, with Globocan 2022 reporting nearly 189,000 new cases and over 113,000 deaths.

According to the World Health Organization, early detection can increase survival rates up to 99 percent for breast cancer and over 90 percent for cervical cancer.

The initiative was announced by Acting President and CEO Dr. Edwin M. Mercado during the nationwide launch held at the Jose Reyes Memorial Medical Center, one of the accredited cancer screening facilities in the

CAYTENO...

Senator Alan Peter Cayetano on Thursday appealed to the Senate to carefully consider its stance on online gambling, emphasizing the government's trillion-peso investment in education and warning that normalization of gambling and addiction undermines Filipino youth.

“I don't take it against the Philippine Amusement and Gaming Corporation (PAGCOR) to raise funds, regulate gambling operators, and look into all kinds of gambling and gaming kasi iyan ang trabaho nila. But to regulate the illegal side, this is where the balance of government comes in,” the senator said in his opening statement during an August 14, 2025 joint public hearing on online gambling.

“If PAGCOR and the Department of Finance are mostly looking at the revenue side, where is the rest of the government?” he added.

Cayetano, chair of the Senate Banks, Financial Institutions, and Currencies Committee, highlighted the City of Taguig's strict anti-gambling ordinance as a model.

“Taguig is blessed in the late 1990s because we passed an ordi-

nance na bawal ang lahat ng klase ng sugal. When Mayor Lani (Cayetano) became Taguig mayor in 2010, wala po kaming casino. Nilabanan po namin iyan. Personally, I was one who put into law na sa local government, kailangan silang pumayag (sa sugalan). Pati po sabungang at bingo, hindi na namin binigyan ng lisensya,” he explained.

The senator said the city's ban aims to instill the values of hard work and financial stewardship in Taguigeño youth.

“This is part of teaching our young people to work hard and have the right values, and that every single peso that God gives them needs to be managed well,” he said.

Cayetano pointed out the irony that while traditional modes of gambling — even small-scale games organized during wakes to raise funds for the bereaved — are regulated, online gambling operates with little oversight.

“Nakumbinse na namin na kapag may payout, huwag nang magsugal tulad ng sakla, terembe, monte o anuman ang hilig na sugal before. Andiyan na kasi ang Department of Social Welfare and Development at local government na tumutulong sa panglibing,” he said.

country.

“Sa pamamagitan ng bagong benepisyong ng PhilHealth para sa outpatient cancer screening, mas pinalawak natin ang akses ng bawat Pilipino sa maaagang pagtuklas ng kanser. Hindi na kailangang mag-atubili na agarang magpa-screening dahil ang serbisyong ito ay para sa lahat,” said the APCEO.

This initiative directly strengthens cancer prevention and promotes early detection nationwide, fully supporting President Ferdinand R. Marcos Jr.'s vision for Universal Health Care, as highlighted in his recent State of the Nation Address.

The new benefit packages cover essential screening procedures for breast, lung, liver and colorectal cancers, with the following rates:

- Mammogram at Php 2,610
- Breast Ultrasound at Php 1,350
- Low Dose Chest Com-

nance na bawal ang lahat ng klase ng sugal. When Mayor Lani (Cayetano) became Taguig mayor in 2010, wala po kaming casino. Nilabanan po namin iyan. Personally, I was one who put into law na sa local government, kailangan silang pumayag (sa sugalan). Pati po sabungang at bingo, hindi na namin binigyan ng lisensya,” he explained.

“The other irony is that casinos, sabungang, even the lotto outlets have regulations on how far they should be from churches and schools. But actually, mag-CR lang ang estudyante, pwede na siya gumamit ng cellphone sa online gambling,” he added.

A longstanding anti-gambling advocate Cayetano has a 25-year track record of standing against gambling.

Decades back, he filed the Anti-Gambling Act of 2000 (House Bill No. 12601 – An Act Prohibiting All Forms of Gambling thereby repealing the laws that created the Philippine Charity Sweepstakes Office (PCSO) and the PAGCOR and revoking their respective Congressional franchises.)

His campaign intensified after the disappearance of 34 cock-fighters in 2021 which highlighted the dangers of

e-sabong.

Cayetano was also the only senatorial candidate in the 2022 elections who ran with an anti-gambling platform when nobody dared to speak against gambling.

In 2022, the senator filed the Anti-Online Gambling Act and continues to push for stricter regulations.

Just weeks before the 20th Congress convened this month, he called for continued scrutiny of the industry, noting that domestic online gambling continues to thrive despite the ban on Philippine Offshore Gaming Operators (POGOs).

Now in the 20th Congress, he is simultaneously pushing for a total ban on online gambling through the Ban on Online Gambling Act (Senate Bill No. 30) a priority measure he filed with Senator Pia Cayetano, and the Anti-Online Gambling Advertisement Act of 2025 (Senate Bill No.109) which seeks to ban gambling promotions across all media platforms. **PR**



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YOUTH KEY TO SHAPING SUSTAINABLE GOVERNANCE —DLSU PROFESSOR

CALAMBA CITY (PIA) — Young voters remain a key force in shaping grassroots leadership and barangay governance, a professor from De La Salle University-Dasmariñas (DLSU-D) has emphasized.

In an interview with the Philippine Information Agency, Dr. Rommel Mazo, director of the DLSU-D's School of Governance, Public Service & Corporate Leadership, highlighted the role of the Sangguniang Barangay and Sangguniang Kabataan in promoting participatory gover-

nance and training future tech-savvy leaders.

“In itself, the youth is a political force and they should actively participate in public governance and political decision-making processes. Their voices should be heard, especially during the time of AI (artificial intelligence) and Information and Communications Technology (ICT), because their access to this information affords them the insights only they could have.”

As the youth's first foray to participative governance and policy-

making, the Sangguniang Kabataan provides a platform for translating national policies and goals affecting grassroots communities into local legislature.

“The Sangguniang Kabataan will create the ordinances that will implement government policies and the goals set by the UN [United Nations]. These goals must be translated into laws and ordinances, and implemented in the barangay.”

Formalized under the Sangguniang Kabataan Reform Act

of 2015, the Sangguniang Kabataan acts as the highest policymaking body on matters affecting the youth in the barangay wherein all its programs, plans and activities are decided with the consent of representatives, known as the Katipunan ng Kabataan.

To achieve this, Mazo emphasized the importance of providing a platform for the youth to give their collective opinions and perspectives, especially on policies that will affect their community.

“The stability

of our republic relies on the stability of our barangays, so we expect our officials to be competent and honest. Our expectations from our barangays should be the same as what we expect from our national government.”

Describing it as the 'repository of knowledge', Mazo noted the academe's role in promoting sustainable governance, where policies and programs by the government are anchored from the United Nations Sustainable Development Goals.

It serves as

the global blueprint to achieving a balance between economic growth, social inclusion, and environmental protection by addressing critical global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice.

In its 2024 Philippine Statistical Yearbook, the Philippine Statistics Authority (PSA) noted that the CALABARZON is home to some 4,420,311 Filipinos aged between 15 to 29 years who are qualified to vote for the Sangguniang Kabataan.

SMFB...

San Miguel Food and Beverage Inc. (SMFB) reported a consolidated net income of P23.0 billion for the first half of 2025, up 15% from a year earlier driven by steady sales performance and improved cost management.

Revenues rose 4% year-on-year to P201.2 billion for the six months ending June 30. Operating income climbed 13% to P30.0 billion, while EBITDA increased to P39.3 billion, reflecting a 20% margin.

“Our first-half performance shows the strength of our operations and our ability to execute on long-term strategic goals,” said SMFB Chairman Ramon S. Ang. “We will continue to invest in

capacity, improve efficiency, and expand our reach to deliver lasting value to our customers and stakeholders while making everyday food and beverages more accessible to Filipino families.”

Food San Miguel Foods recorded P94.4 billion in revenues, up 7% from a year earlier, supported by higher volumes and favorable pricing across core categories such as chicken, canned meats, spreads, and coffee. Operating income jumped 41% to P8.6 billion, while net income rose 53% to P6.0 billion. The segment also posted a 34% increase in EBITDA to P13.1 billion, driven by improved margins and op-

erating efficiencies.

Beer and spirits San Miguel Brewery's revenues were down 1% to P74.6 billion, as softer domestic demand offset gains overseas. International sales rose 2% to US\$144.8 million, with growth in South China and Vietnam. Despite lower revenues, operating income rose 2% to P16.2 billion and net income edged up 3% to P13.0 billion.

Ginebra San Miguel, the group's spirits business, posted a 7% rise in revenues to P32.2 billion, supported by better prices and stable volumes. Operating income rose 12% to P5.0 billion while net income grew 16% to P4.2 billion. EBITDA rose 17% to P5.6 billion.

FIRST MOBILE COMMAND VEHICLE IN THE PROVINCE



Pinasinayaan kamakailan sa lungsod ng Imus ang kauna-unahang Mobile Command Vehicle sa buong Cavite bilang bahagi ng layunin na mas

mapabilis ang pagtugon sa oras ng sakuna at sa pamamagitan ng makabagong sasakyang ito, higit na mapapalakas ang kahandaan at kakayahan

na protektahan ang bawat Imuseño. Makikita sa larawan sina Mayor Alex L. Advincula, Vice Mayor Homer T. Saquilayan at mga konsehal ng lungsod.

OTOPRENEUR

Antipolo City, Rizal – On June 16, 2025, the Department of Trade and Industry (DTI) Rizal, through its OTOP (One Town, One Product) program, successfully conducted a Seminar on Pricing and Costing in partnership with the Philippine Institute of Certified Public Accountants (PICPA) – Rizal Chapter.

The event, held for the benefit of OTOPreneur Batch 9 participants, aimed to equip local entrepreneurs with a stronger foundation in understanding and applying effective pricing and costing strategies in their businesses.

The session formally began with Ms. Sharon Dioco, Chief Trade-Industry Development Specialist (CTIDS), delivering the welcome remarks and providing an overview of the activity, emphasizing the critical role of sound pricing in

building sustainable and profitable enterprises.

The highlight of the seminar was the insightful discussion led by Mr. Alessandro Rey Formoso, CPA, who served as the resource speaker. Mr. Formoso shared key principles, real-life case studies, and practical approaches to help MSMEs accurately compute product costs and determine competitive yet profitable price points.

The activity concluded with DTI Rizal Provincial Director Cleo Duran delivering her closing remarks, commending the participants for their active engagement and reiterating DTI's continued support in helping local entrepreneurs thrive.

IMUSICAPPELLA, TINANGHAL NA KAMPEON SA PALAWAN INTERNATIONAL CHORAL FESTIVAL

Ang Choir mula sa Imus sa Cavite na kumatawan sa CALABARZON region ang tinanghal na Grand Prix winner, sa katatapos lang na Palawan International Choral Festival at nag uwi ng premyong P300K mula sa PCSO. Sila rin ang nanalo sa Mayor's Choice, Mixed Category at Sacred Category.

Ang Palawan Chorus Mixtus naman ay nag uwi ng Gold Diploma

sa Sacred Category at Category winner para sa Traditional and Folklore, tie sila ng Woodrose Chorale ng National Capital Region na category winner din sa Equal Voices Category winner. Ang iba pang nanalo ay ang Surigai Luminary Voices ng CARAGA Region para sa Mixed Category bilang Gold Diploma, ang Woodrose Chorale ng National Capital Region, Youth Choir Category Gold Diploma

winner naman ang Barcelona NCHS Chorale ng Bicol Region. Ginanap dito sa Puerto Princesa ang nasabing competition mula nung Aug 11 hanggang 16, ginanap ito sa ibat ibang venue gaya ng PALSU Amphitheater, SM at Robinsons Mall at sa Hagedorn Coliseum. Mayroong 17 na mga Choral group ang sumali sa unang taon ng nasabing festival. Via Joel Contrivida

Republic of the Philippines
Fourth Judicial Region
REGIONAL TRIAL COURT
OFFICE OF THE CLERK OF COURT
AND EX-OFFICIO SHERIFF
Dasmariñas City, Cavite

RURAL BANK OF SOLANO (N.V), INC.,
Petitioner/ Mortgagee,

File No. FC-DC-1882- 25
For: Extra-Judicial Fore
closure of Real Estate Mort
gage under Act No. 3135
as amended by Act No.
4118

-versus-

SPS. DANILO S. BULABON and JOCELYN
M. BULABON represented by AKEELA
MARIE RITA M. BULABON and CRESENTE
M. CALMA Jr. as their Attorney-in-Fact,

Respondents/ Mortgageors.

X-----X

NOTICE OF SHERIFF'S SALE

Upon extra-judicial petition for sale under Act No. 3135, as amended by Act No. 4118 filed by the petitioner/ mortgagee, **RURAL BANK OF SOLANO (N.V), INC.,** a corporation duly organized and existing under and by virtue of Republic Act No. 9679, with postal address at Maharlika Highway, Brgy. Poblacion South, Solano, Nueva Vizcaya, against the respondents/ mortgageors, **SPS. DANILO S. BULABON and JOCELYN M. BULABON represented by AKEELA MARIE RITA M. BULABON and CRESENTE M. CALMA Jr. as their Attorney-in-Fact,** with postal address at Purok 4, Brgy. Banggot, Bambang, Nueva Vizcaya: Blk. 12 Lot 43, Ilang-Ilang Street, St. Anthony Village, Brgy Salitran 3, Dasmariñas City, Cavite and for the satisfaction of the mortgaged debt which as of **25 July 2025** amounts to **ONE MILLION ONE HUNDRED NINETY NINE THOUSAND THREE HUNDRED THIRTY ONE PESOS & 12/100 (Php 1,199,331.12),** exclusive of legal fees and expenses incidental to this foreclosure and sale, the undersigned Sheriff will sell at public auction on **October 17, 2025, at 10:00 o'clock in the morning** or soon thereafter at the Ground Floor Lobby, Dasmariñas City, Province of Cavite to the highest bidder and for CASH or CERTIFIED CHECK, in Philippine Currency, the following described real property together with all the buildings and other improvements existing thereon, to wit:

TRANSFER CERTIFICATE OF TITLE
No. (T-147571) 057-2025005862

IT IS HEREBY CERTIFIED that certain land situated in Bo. of Salitran, Municipality of Dasmariñas, Province of Cavite, Island of Luzon, bounded and described as follows:

A parcel of Land (Lot 43 Blk 12 of the cons. and subd. plan, (LRC) PCS-20146, being a portion of the cons. of Lots 3782, 3783, 3784, 6143, & 6144, Imus Estate, L.R.C Rec. No. 8843), situated in the Bo. of Salitran, Municipality of Dasmariñas, Province of Cavite, Island of Luzon. Bounded on the NE., points 1 to 2 by Lot 44; on the SE., points 2-3 by Lot 45, both Blk 12; on the SW., points 3-4 by Street Lot 12; on the NW., points 4 to 1 by Lot 41, Blk. 12, all of the cons. and subd. plan. Beginning at a point marked "1" on plan being N.13 Deg. 41'W., 1832.76 m. from MON. 137, Imus Estate; Thence S. 21 Deg. 59'E., 15.00 m. to point 2; thence S. 68 Deg. 01'W., 15.00 m. to point 3; thence N 21 Deg. 59'W., 12.00 m. to point 4; thence N. 68 Deg. 01'E., 15.00 m. to the point of beginning; containing an area of **ONE HUNDRED EIGHTY (180) Square Meters, more or less.**

All points referred to are indicated on the plan and are marked on the ground by P.S., CYL. CONC. MONS. 15X60 cm; Bearings true; Date of the original survey Feb. 19-20, 1973, and that of the cons-subd. survey,

executed by AGERICO R. SISON, G.E. on June 8-28, 1975.

Prospective buyers and/or bidders are hereby enjoined to investigate for themselves the title of the said real property and the encumbrance thereon, if there be any.

All be sealed bids must be submitted to the undersigned on the above-stated time and date.

In the event the publication auction should not take place on the said date and time, it shall be held on **November 7, 2025** at the same time and place without further notice.

Dasmariñas City, Province of Cavite, August 20, 2025

(SGD.) GERALD A. FARGAS
Sheriff IV

(SGD.) ATTY. MARCELA L. BAYBAY
Clerk of Court VI & Ex-Officio Sheriff

Copy furnished:

RURAL BANK OF SOLANO (N.V), INC.
c/o Catherine F. Tupasi
Maharlika Highway, Brgy. Poblacion South,
Solano, Nueva Vizcaya

SPS. DANILO S. BULABON and
JOCELYN M. BULABON
Represented by AKEELA MARIE
RITA M. BULABON and
CRESENTE M. CALMA Jr. as their
Attorney-in-Fact

Purok 4, Brgy. Banggot,
Bambang, Nueva Vizcaya
Blk 12 Lot 43, Ilang-Ilang Street.
Anthony Village,
Brgy. Salitran 3,
Dasmariñas City, Cavite

Notice Posted at:

- 1.The Bulletin Board of Regional Trial Court
Dasmariñas City, Cavite
- 2.The Bulletin Board of Dasmariñas City Hall
- 3.The Bulletin Board of Dasmariñas City Post Office
- 4.The Bulletin Board of Dasmariñas City Public Market

DATELINE WEEKLY NEWSPAPERS:
AUG. 25, SEPT. 01 & 08, 2025

PROFRIENDS...

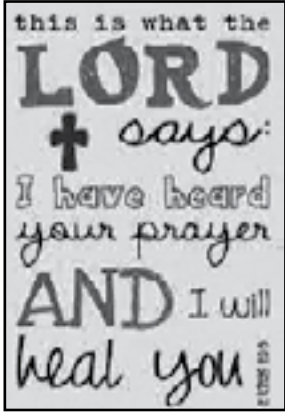
place where our people grow, thrive, and succeed together. We may not be a perfect organization but I believe that what sets us apart is our commitment to keep improving, to keep listening, and to keep putting our people at the heart of what we do," says Miranda, who was also awarded as one of the Top Most HR Leaders Asia for the second time.

Together with Profriends, other awardees include Philippine-based companies such as SMDC, Deltek, Eastern Telecom, Innodata, San Miguel Power Corp., and Development Bank of the Philippines.

As Profriends continues its mission to be a community builder with a heart, the aim to turn Kapitbahays into Kapitbahays go beyond the homeowners in its communities but to its employees as

well.

Since its inception in 1999, Profriends has delivered more than 64,000 homes in Cavite and Iloilo to uplift the lives of the families it serves. Its on-going projects include Lancaster New City, Micara Estates – Tanza, Westwind at Lancaster New City, Minami Residences, Parc Regency Residences, Monticello Villas, and Monticello Intimo.



ABlding with
Caviteños

By Abigail C. Gomez

Accountability and Preparedness,
Not Migration

Cavite is a province defined by strength and resilience. From our crowded classrooms to our flood-prone barangays, every Caviteño knows what it means to endure. However, endurance alone should not be our legacy.

Every year, typhoons hit our province, causing flooded streets, damaged classrooms, and displaced families. Yet, year after year, Caviteños rise again. We clean, rebuild, and return to our routines as if resilience is part of our DNA. We witnessed this through the years and even when the country was hit recently by Emong and the southwest monsoon.

Resilience, admirable as it may be, cannot be our only solution. Each disaster reveals shortcomings in disaster response, education, and social services. The government must be held accountable for proper preparation and infrastructure that protect the people. It is not enough to bring relief supplies after the flood. Caviteños deserve better prevention and planning.

But then, government neglect is only part of the issue. Responsibility goes beyond the municipal or city halls. Schools and universities need to integrate stronger disaster education, not only as school activities but also as life skills. Communities must learn to organize themselves by setting up evacuation plans, monitoring waterways or paths of flood, and training volunteers before such calamity strikes. Families should take charge of their own preparedness. They could secure documents, prepare Go-bags, invest in solar-powered devices, and teach children what to do when danger comes.

We cannot always control the storm, but we can control how ready we are when it comes. Today, there are already free mobile applications that depict weather conditions and provide real-time alerts. These are tools which we can and should use. Preparedness is not just the government's job, it is every one's responsibility.

What we must not accept is the unfair judgment often directed at Caviteños: "If there's flooding, just move somewhere else." For many families, relocating is not a simple choice. Homes are not just structures; they are filled with memories, savings, and serve as the center of one's livelihood. It is our source of culture and identity. Uprooting a family disrupts children's education, cuts them off from jobs, and separates them from their community. Moving should not be the default solution; we should focus on making communities safer and more livable.

Opportunities for self-preparation are everywhere. Knowing evacuation routes, securing important documents, teaching children basic safety, and supporting local efforts for clean waterways and sustainable housing all play a part. When these small actions come together, they create a stronger foundation than relief packs alone ever could.

At the same time, leaders must establish real opportunities. This might include scholarships for displaced students, support for affected families, and transparent disaster funds that Caviteños can rely on. A prepared community is not only the government's responsibility, nor solely the burden of the people. It is the collective effort of everyone involved. ABlding with Caviteños means recognizing both aspects of this truth: we are strong because we endure, but we will be stronger when we share responsibility, from households to halls of power.

Most importantly, Caviteños deserve respect. Our home is not disposable. We have the right to safety and dignity where we are. To abide with people is to stand with them not only in survival, but in the fight to live fully and securely in CAVITE, the place we call HOME.



KAPANALIG
Ni Nelson Dimapilis

Gatchalian to DPWH: Identify
Those Behind Questionable
Project Awards

Senator Win Gatchalian denounced the awarding of big-ticket flood-control projects to undercapitalized contractors, urging the Department of Public Works and Highways (DPWH) to identify the members of the bids and awards committee who approved the contracts.

"Submit to us the exact names. We need to know kung sino 'yung mga taong nag-a-award ng mga proyekto. We demand accountability," Gatchalian said during a recent Senate inquiry.

The Finance Committee Chairperson voiced his frustration, stressing that if a contractor is undercapitalized, it will obviously cut corners, leading to substandard project results.

"Meron talagang mga tao na nilalaro ang pre-qualification stage ng procurement. There is some form of collusion or corruption in awarding the contracts to contractors who are not adequately capitalized. Paano nangyari na ang isang underfunded contractor ay nakakuha ng malaking kontrata?" Gatchalian asked DPWH Secretary Manuel Bononan, citing how a contractor with only ₱1.2 million in capitalization was awarded a ₱1.5-billion project.

Gatchalian also pressed the DPWH to explain how it determines the minimum capitalization required for contractors to qualify for certain projects. "Who reviews the capability and capitalization of these companies?" he asked.

PROFRIENDS: ONE OF ASIA'S
BEST EMPLOYER BRAND IN 2025



Property Company of Friends, Inc. (Profriends) is grateful to be recognized at the recently-held Asia's Best Employer Brand Awards 2025 by the World HR Congress, the World Federation of HR Professionals, and the CMO Asia. In her acceptance speech, Profriends HR Senior Manager Charisma Arrogante dedicated the award to all stakeholders of Profriends: "We are honoured to receive this award, and we dedicate and share this to all of the

people who helped make this happen. We at Profriends continue to create communities and transform lives. Kami ang inyong Kapitbahay, Kapitbahay. We are just not your neighbors, we are your lifelines."

Profriends HR Head Jennalyn Miranda considers this award as the organization's collective journey. "This is a testament to our profound desire of building a work-

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PAPER.PH INC. MEMBERS PAY COURTESY VISIT TO
THE PHILIPPINE SENATE

On August 20, 2025, members and officers of the Prime Alliance of Publishers, Editors, and Reporters (PAPER.Ph Inc.) paid a formal courtesy visit to the Senate of the Philippines. The delegation was composed of respected individuals from various sectors of the media, led by their President Mr. Bonifacio Dacayanan. Accompanying him were Jerry Ancheta of Philippine Recorder, Webster Ace Paginag of Press N' Picks News, Heidellita Paginag of Dateline Weekly Newspapers, Jun Alejo III of Wednesday Chronicle, Ms. Rowena Alejo, PAPER.PH Secretariat Ms. Katrina Gruena, Sheena Ann Ancheta of Pahayagan Kabitenyo, Don Nava of Operation Expose, Marivic Sebilla-no of Straight News and Zerryvi Cuyno Octavio of Cavite Digest.

The visit was part of PAPER's ongoing efforts to strengthen ties between the media and public institutions, particularly those involved in lawmaking and national governance. It aimed to promote mutual understanding, build bridges of collaboration, and open opportunities for dialogue on matters affecting both journalism and public service.

The delegation was warmly received by

several senators, among them Senator Alan Peter Cayetano, Senator Jing-goy Estrada, Senator Bong Go, Senator Ramon Tulfo, Senator Robin Padilla, and Senator Camille Villar. The meet-and-greet session created a welcoming atmosphere that allowed for genuine conversations and the exchange of views on the current challenges and opportunities facing the media and the government.

During the open dialogue, PAPER.PH Inc. members expressed their commitment to responsible journalism and their desire to work alongside the government in promoting transparency, accountability, and ethical reporting. The senators, on their part, recognized the media's crucial role in shaping public discourse, informing

citizens, and serving as a watchdog of democracy.

The conversation also touched on pressing issues such as misinformation, the safety and welfare of journalists, and the importance of media literacy among the public. Both parties acknowledged the need for stronger collaboration in addressing these concerns and emphasized the importance of maintaining an open line of communication between the media and government officials.

Senator Robin Padilla commended the group for their efforts in upholding truth and integrity, while Senator Alan Peter Cayetano highlighted the significance of a media landscape that is both free and responsible. Meanwhile, Senators Ramon Tulfo and Camille Villar

echoed the importance of mutual respect and continuing engagement between the legislative body and media organizations like PAPER.PH Inc.

The courtesy visit concluded on a hopeful and positive note, with both PAPER Ph. Inc. and the senators expressing enthusiasm for future engagements and shared projects that could benefit the public. The event underscored the shared commitment of both the press and the government to foster trust, encourage transparency, and contribute to the country's democratic development.

This meaningful encounter is expected to open more doors for dialogue and cooperation, reminding all stakeholders of the vital role that honest reporting and open governance play in shaping a better future for the nation.



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BIR...

The Bureau of Internal Revenue (BIR), led by Commissioner Romeo D. Lumagui Jr., commemorated its 121st Founding Anniversary on August 1 with a series of meaningful events. The celebration began with a Thanksgiving Mass officiated by Rev. Fr. Mario Sobrejuanite, SSP, held at the Revenuers Development and Leisure Center. This was followed by the Anniversary Program at the PhilSports Arena in Pasig City. This year's theme, "BIR Champions: Faces behind the Milestones," honored the dedication and achievements of the Bureau's officials and employees. Department of Finance Secretary Ralph E. Recto delivered the opening message, commending the BIR for its tireless and often underappreciated service

to the nation. Outstanding revenue officials and employees were recognized with special awards and commemorative plaques, while the BIR's Best Employees received plaques and cash prizes. Deputy Commissioners were in-

dividually honored with the "Natatanging Lider Award," and Commissioner Lumagui received the "Paragon of Leadership Excellence Award." In his closing remarks, Commissioner Lumagui emphasized the Bureau's vital role in nation-building over the past 121 years—

funding national growth, supporting essential services, and empowering government programs that uplift Filipino lives. He also expressed heartfelt gratitude to the Bureau's "quiet champions" whose unwavering commitment continues to drive the agency forward.

