



Laying the groundwork this school year

By: Twinkle M. Amparo

School Year 2008-2009 is a head start to a stronger JAPI. Now under the leadership



Ernesto R. Alberto
JAPI President

baton of Ernesto R. Alberto, PLDT senior vice president for customer sales and marketing group, the organization is laying its groundwork with its Medium Term Development Plan (MTDP) to make

JAPI a main catalyst in developing the entrepreneurial character of business students in different colleges and universities in the National Capital Region and immediate provinces.

MTDP is primarily directed toward sustainability and relevance. Specifically, the plan includes the aggressive sourcing of funds and resources by forging additional 50 or more corporate alliances annually and partnerships with selected individual benefactors undertaking a confident target of five-year sustainability.

MTDP is designed to reinforce JAPI's position as a strong ally in practical business and economic education programs by keeping abreast with the business sector. Its present pedagogy is aimed at exposing the student-participants to the current, innovative business paradigms with practical application,

development of the physical learning infrastructure – such as state-of-the-art multimedia facilities – and establishment of an e-library that will provide vast information access and opportunities.

The MTDP is expected to motivate the student-participants to become entrepreneurs and key drivers of the economy.

Working hand-in-hand with JAPI president Ernesto R. Alberto is Krishna C. Alejandrino, a researcher and an educator, recently appointed as executive director tasked to deliver the challenging tasks ahead.

Organized in 1969 and endorsed by the Commission on Higher Education (CHED), JAPI has been one of the stronger allies in practical economic education program for the future entrepreneurs and business leaders. To date, JAPI has served about 50,000 students from 50 collegiate schools in Metro Manila and nearby provinces.

For inquiries about the Junior Achievement Program, contact Betty K. Cabradilla at the JAPI Secretariat, Unit A, 24th Floor, Trafalgar Plaza, 105 H.V. Dela Costa Street, Salcedo Village, Makati City, (02) 848-1044, 848-1045.

**ELECTED JAPI OFFICERS AND BOARD OF TRUSTEES
SY 2008-2009**

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Krishna C. Alejandrino
Executive Director

C&E Publishing commits 500 business books to JAPI scholars

Reported by Twinkle Amparo

The partnership between the Junior Achievement of the Philippines, Inc. (JAPI) and the C&E Publishing, Inc., is officially sealed with a signed memorandum of agreement (MOA) last August 6. The contract signing held at the C&E publishing office was attended by Geric Gomez, vice president for marketing and sales, C&E, Zarah Cabal, marketing manager, C&E and Krishna Alejandrino, executive director, JAPI.

The MOA is a commitment from C&E Publishing to provide 500 business books to JAPI scholars this school year. The C&E Publishing, Inc. is the publishing company for some of the bestselling local college textbooks and distributor to some of the widely used foreign textbooks in the country today.

Awarded for its commitment to education through publication and distribution of quality textbooks – 2005 Most Outstanding Distributor of Foreign Books by the Philippine Marketing Excellence Awards Institute, Sales and Marketing Magazine, and Asian Marketing Institute, No. 1 Distributor of Foreign Books in the Philippines in the 8th National Shoppers' Choice Awards – C&E is strengthening its commitment to the educational sector by partnering with JAPI.



MOA signing between Junior Achievement of the Philippines, Inc (JAPI) and the C&E Publishing, Inc., August 6, 2008 C&E Publishing, Inc., office. In attendance are Mr Geric Gomez, Vice President for Marketing and Sales, C&E, Zarah Cabal, Marketing Manager, C&E and Mr. Krishna Alejandrino, Executive Director, JAPI.

For inquiries about C&E Publishing products and services, contact Ms. Zarah Cabal at C&E book shop, 1672 Quezon Avenue South Triangle, Quezon City, (02) 920-7570 or visit there website at www.cebookshop.com

A New Leap for JAPI
Message from the Executive Director
Krishna C. Alejandrino

This January 13, 2009, Junior Achievement of the Philippines, Inc. will celebrate its 40th founding anniversary. As we embark on a new milestone for JAPI, we need to look back in the past and embrace the new challenges of the future. Looking back doesn't mean to stagnate but to reflect and set as a reminder what JAPI stands for in our society, because this will serve as our guiding principles to manage the future.

In the midst of economic hardship brought about by political noise and global economic conflict, JA is still the portal of a new hope for the youth and aegis of economic prosperity in the Philippine economy. I am greatly honored that I have been given the opportunity to serve as the newly appointed Executive Director of the center before the upcoming 40th year celebration. I will need the full responsibility, cooperation and support of all members of the organization to enable me to create and implement radical changes in this institution with the end-

view of achieving its goals and missions.

Key to this is to start at the grass root level and instill the value of volunteerism within us.

Presently, I am glad that I am able to inspire others to take charge and make a new leap for JAPI. The birth of JA Business Mentors Club (JABMC), the revival of JA Alumni Association and Junior Executive Association (JEA) can serve as the living chronicle for our organization. I hope with this newly formed group we can do much to execute all relevant programs and plans not only for our target beneficiaries but to create value to one another.

I am confident that my 4-point agenda for my medium term development plans for JAPI will be realized on the time set. So I urged each of you to join my quest to build our nation for our youth's future.

Thank you very much at Mabuhay tayong lahat!