

DEF MESSENGER

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For the school year 2011-2012, Dao Educational Foundation welcomed 4 high school freshmen to its ranks. Kristine Silverio of

Balucuan graduated valedictorian, was class president, placed 1st in history and math contests and medaled in 3 track and field

events. Reabel Canasio of Agtambi and Jane Sampiano of Quinabcan were valedictorians of their respective primary schools. Grey Gahupo of Malonoy earned 1st honorable mention and finished in the top 3 in a track and field competition.

Household size of our 4 newcomers ranged from 3 to 11 members usually supported by a single wage earner (fish vendor, day laborer, farm worker, house servant). As defined by the World Bank, 3 families are living below the poverty line, subsisting on less than \$2 a day, with one

family barely above the cut-off value. This demographic is more or less representative of the Foundation's scholarship grantees.

In the last academic year (2010-2011), most of our high school scholars earned class honors: juniors Blessie Catolico, May Fair Necesito, Anjanette Fajardo and Mary Grace Tamano; sophomores Johnel Esportuno, May Rose Cabuslay and Zosimo Escarnuela III; and, freshmen Mia Villaruz, Yolly Ann Dumagpi and Christine Derla.



Bachelor of Education degrees. Renuel Enagan is taking up computer programming. All college freshmen are enrolled at various Capiz State University campuses.

All 4 of the Foundation's recent secondary school graduates entered college for the school year 2011-2012. Mary Ann Antonio finished as class salutatorian and received a Medal of Excellence award. She is taking up a Bachelor of Education course. Reynalene Albor graduated with an honorable mention in her class and was named Athlete of the Year in Badminton. She and Macy Sumagaysay are pursuing



Elme Salazar entered her junior year in college pursuing a B.S. Computer Science degree. Consistently in the Dean's list, she is active in many school organizations and received awards in

leadership and athletics. She won silver and bronze medals in local and regional swimming competitions. Sophomores Framerlyn Nobleza and Aimee Quirao are earning their teacher's credentials in English and Elementary Education respectively. All are enrolled at Filamer Christian University in Roxas City, Capiz.

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THE QUEST FOR LIVING LONGER

The Old Testament's Methuselah, the grandfather of Noah (whose Ark saved earth's creatures from extinction) reportedly lived to the age of 969 years. Myth or not, modern humans have a maximum shelf life of only 120 years. At that point, even if we are lucky to be disease free, our body cells stop dividing. Jeanne Calment, a Frenchwoman, holds the world record for longevity at 122 years old.

As we advance along each phase of our lives - from childhood, adolescence, adulthood, middle age to the senior years, we become more aware of our own mortality as we slowly lose the vibrancy of

youth. A multibillion dollar industry dedicated to the business of making people live longer and look younger are all around us. From nutritional supplements, niche foods, exercise routines to hormone replacement and herbal packages, all promise to add years or reverse aging, enriching their promoters while reducing our net worth in the process. Many have found the "Fountain of Youth" in a bacterial poison and in a doctor's scalpel. Skin-deep enhancements, such as Botox and cosmetic surgery, have made foreheads droopier, smiles smoother and the cast of the reality TV series *Real Housewives*, well, superficially younger.

What are the true secrets of living longer? In 2005, National Geographic featured a story on why certain clusters of people in different regions outlived everybody else. These groups - the Seventh-Day Adventists of Loma Linda, California, the mountain villagers of Sardinia, Italy and the Okinawan islanders of Japan (remember Mr. Miyagi in the original *Karate Kid*?) - have a large number of seniors 100 years or older. Designated as Blue Zones, residents of these places have much lower rates of illnesses that shorten the lifespan of other populations (such as cardiovascular disease and cancer) and enjoy quality lives even in their later years.

All of these groups share common practices: they don't smoke, they put family first, they are active daily, they keep socially engaged and they consume fruits, vegetables and whole grains. They also have other distinctive habits. Adventists observe the Sabbath, keep their faith and have nuts and beans as part of their diet. Sardinians drink red wine, enjoy pecorino cheese & other omega-3 rich foods and share the work burden with their spouse. Okinawans eat small portions, keep life-long friends and find purpose in life.

Dr. Dean Sherzai, an aging and memory expert at Loma Linda, will report on these topics in the newsletter's future issues.

GENES + LIFESTYLE + WORK = 100 YEARS



In 1996, a silver-haired energetic gentleman shook the hand of U.S. President Bill Clinton after being awarded "Employee of the Century" honors.

No small feat for then 91-year-old Arthur Winston, a Los Angeles transport custodian, who was hired by his company in 1935 to clean buses. Up by 5 am and at his job by 6 after a cereal breakfast, he worked 8-hour shifts 5 days a week taking only a single day off when his wife died and was never tardy.

With a career spanning 72 years, from FDR to George Bush II, he retired after reaching the century mark in 2006 humbly stating that "100 years seemed like enough."

Mr. Winston, a model of dedication and work ethic, put to shame several generations of his younger co-workers who took sick leave, disability and early retirement. He saved his company's health plan and Medicare a huge sum and probably helped delay Social Security's trust fund decline towards insolvency. In this writer's opinion, Arthur should have received a solid gold Rolex with a platinum face encrusted with white diamonds as a retirement gift from his employer and a chauffeured Cadillac from a grateful federal government.

Less than a month after retiring, he died peacefully in his sleep.

Mr. Winston's genetic constitution, lifestyle and work habits likely all played major roles. Built with sturdy genes, Arthur's father also lived to be 99. He had a 98-year-old brother from Tennessee who he planned to visit after retiring. A sharecropper's son, he started working in the cotton fields of Oklahoma at age 10. He never smoked or drank liquor and was married to his wife Frances for 63 years. Waking up daily with a sense of purpose, he took pride in his job and brought diligence to his work making sure everything was done right. Denied a mechanic's job in the 1940s because of the color of his skin, he supervised a team of 11 service attendants fueling and washing dozens of buses before he retired.

Mr. Winston shared some words of wisdom. Asked why he wouldn't retire, "Well, I like my job. I just kept on

going. I'd rather be moving, working or doing something than laying around the house." On junk food, "Tastes good. But I don't fool with it." On cell phones, "I don't need nobody to keep up with me that tight all day and night." Feeling a cough? "I take castor oil." On credit cards, "Credit card interest don't do nothing more than bring you worry and worry will kill you." Viagra? "Don't worry about things you can't do." He kept a magazine photo of Beyoncé in front of his locker door. What about those photos inside his locker? Let's just say they were pictures of women.

The Arthur Winston Bus Yard was named in his honor by the Los Angeles Metropolitan Transit Authority.

SPECIAL REPORT

TALKING POINTS: HOW ENGLISH TRANSFORMED A NATION

In a struggling economy with ever increasing pressure to cut costs, companies in the United States have outsourced and offshored many of their business operations. The Philippines, with its large English-speaking and educated workforce, has been the preferred destination of outsourcing firms providing customer care services for large U.S. corporations in the banking, insurance and computer retail sectors.

Close to 400,000 Filipino call center agents field questions, inquiries and complaints from consumers across the United States. Recently, it overtook India to become the call center capital of the world. Several factors explain this shift in preference. Familiarity with American idioms and slang offers the Filipino call center agent a distinct advantage over others from nations articulate in British-themed English. This knowledge of American culture comes from the pervasive presence of U.S. consumer brands, entertainment, sports and lifestyle that are highly visible and marketed by print, broadcast and online media. Combined with their accent-neutral way of speaking and their natural focus on customer satisfaction, outsourcing companies have flocked to the Philippines in search of new recruits.

How come there are so many Filipinos who speak English? The story begins a little over a century ago when the United States took possession of the Philippines, along with Cuba, Puerto Rico and Guam, after coming out victorious in its war against Spain. Shortly after gaining control, American colonial administrators

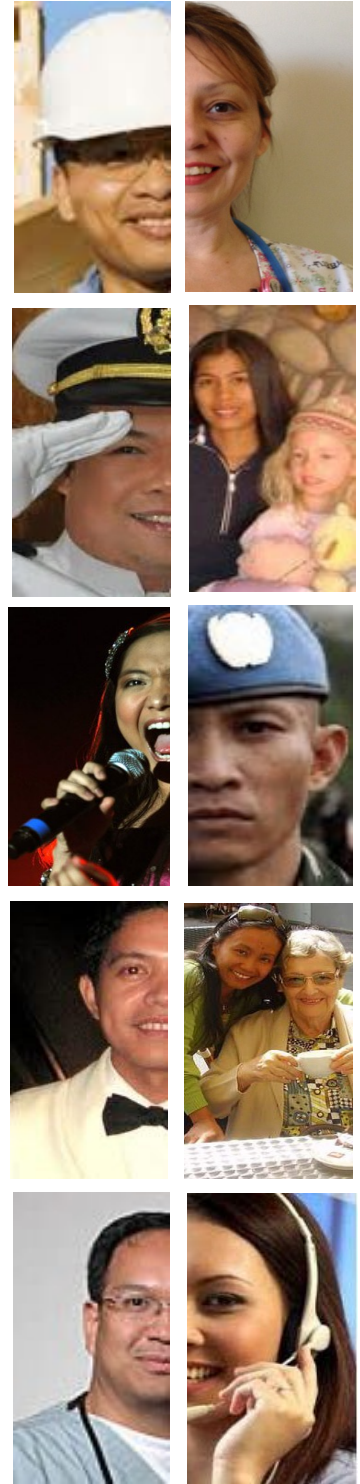
introduced a public education program in the country making schooling widely available to the masses. With English as the medium of instruction from primary school to the college level, the first and succeeding generations of Filipinos became adept with the American way of communicating and with Western culture in general. English instruction carried on even after the country was granted its independence in 1946. Today, English is one of the 2 official languages of the republic. The Philippines now ranks 3rd in the world with the largest English-speaking population behind the United States and India.

As English gained momentum and prominence worldwide in the 20th century, Filipinos have exploited their fluency in the international workplace where they earned a solid reputation for their strong work ethic, reliability and flexibility. Overseas Filipino Workers (OFWs) now comprise more than 10% of the country's population, numbering about 10 million, deployed in all corners of the planet. This global diaspora include nurses in the United Kingdom, domestic helpers in Hong Kong, oil industry workers in Nigeria, sailors aboard Norwegian ocean vessels, UN peacekeepers in Haiti, entertainers in Japan, telecommunication specialists in Brazil, inner-city school teachers in the United States, engineers in Saudi Arabia, caregivers in Italy, doctors in Australia, civilian contract workers in Iraq and Afghanistan, equipment operators in Canada, architects in Singapore and construction crews in Dubai. The earnings they send home to their families

have built houses, paid for college, settled debts, started small businesses, covered health care expenses, increased religious giving, funded *mahjong* sessions and certainly made birthdays happier and Christmas' merrier. In 2010, OFWs remitted a total of \$18.76 billion accounting to close to 10% of the country's gross domestic product (GDP). These remittances have lifted millions of Filipinos out of poverty and have substantially improved their living standards.

With economic integration and globalization taking hold in the 21st century, learning English has become a priority to many, knowing that fluency opens doors to more career options and advancement. Taking advantage of this opportunity, English-language schools have formed all over the Philippines catering to a mostly Asian clientele. Students, mainly from South Korea, Taiwan and Japan, are drawn to the country by its close proximity, low cost, scenic getaways and friendly people.

From its origins a thousand years ago in Anglo-Saxon England, the mother tongue of Shakespeare and Thomas Jefferson had spread to become a universal language spoken by close to 1.8 billion people. The unforeseen consequences of historical events that unfolded at the turn of the 20th century saw the introduction of the *lingua franca* to the Philippines by the United States, a then emerging Pacific power. This legacy has uniquely shaped the Philippine nation and positively positioned its people as productive citizens in today's global community.



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FOCUS ON EMPLOYMENT

CALL CENTER PHILIPPINES



Call center agents, or customer service representatives, handle inquiries and resolve problems consumers experience from products and services acquired or purchased from companies. They usually work in call centers. Spending their entire shift talking on the telephone, they make use of computer and digital technology extensively. One of the largest occupations in the United States, there were 2.3 million jobs in 2008, and growing yearly, servicing the insurance, financial, retail and support services' industries.

With publicly-traded U.S. companies facing pressure from shareholders to be more cost efficient, many have outsourced their call center operations abroad. An entry level employee in the Philippines or India, where the vast majority of the offshored call centers are located, costs just 20% of their U.S. counterpart. In 2010, the industry's total revenues amounted to

\$6.3 billion. In the Philippines alone, the growth rate is projected to be 25-30% annually.

Jeb is a call center agent in the Philippines for one of the world's largest hotel chains based in Salt Lake, Utah. He works 9 hours per shift with a 1-hour lunch break and 2 other 15-minute breaks. His shift schedule changes every 3 months. He is one of approximately 2,000 employees working out of 2 offices in the country, one in Makati and another in Baguio. He has been with his company for 8 years and functions as a team leader.

Monthly salaries range from PhP 13,500 (\$307 at \$1: PhP44 exchange rate) for entry level workers to PhP 50,000-60,000 (\$1,136-1,363) for middle managers to upper level supervisors.

The basic job requirement is a college degree. Speaking English clearly is a big plus but there are accent-neutralization courses

offered for new hires.

The annual turnover is less than 20% with about 87% of employees expressing job satisfaction in the latest internal survey.

Jeb considers the working atmosphere as light and casual with no strict or formal seniority protocol. Employees have easy access to managers for any queries or issues they may have concerning customer care.

There are a lot of opportunities for training and upward mobility for motivated and promising employees interested in supervisory and managerial roles. Several of Jeb's high-performing Filipino colleagues have moved up the company ladder working in corporate offices in the United States.

However, not all call centers are alike and some service agents work in less than optimal conditions for third-party employers trying to maximize profits.

FAST FACTS

	UNITED STATES	PHILIPPINES
NUMBER OF CALL CENTER AGENTS	2.3 MILLION (2008)	350,000 - 400,000
PROJECTED ANNUAL GROWTH RATE	18%	25%-30%
ENTRY LEVEL SALARY PER YEAR	\$16,000 - \$22,000	\$3,600 - \$3,800
BASIC JOB QUALIFICATION	HIGH SCHOOL GRADUATE, COLLEGE DEGREE*	COLLEGE GRADUATE

*REQUIRED BY SOME EMPLOYERS



Our reunion in Vancouver had the makings of a *Fiesta* celebration! The venues, the food, and the joyful chatter and laughter as one attendee after another arrives -- Priceless! GVA

Day 1 - August 12 marked the start of merry-making and feasting, with a *merienda-cena* consisting of home-prepared goodies by our hard-working Canadian *kasimanwas*. Arrivals from Arizona, California, Florida, Indiana, Nevada, New Jersey, New York, Toronto, and the Philippines were greeted with a spectacular

view from the foyer of our reunion site - the sun's reflection at the river below. It reminded us of Sunset Over Manila Bay. My Iphone lens couldn't quite capture the beauty of the setting sun.

Strictly following our agenda, we reviewed/edited and finally passed the By-Laws followed by the usual registration of attendees. We then initiated payment of the Annual Membership Fee of \$20.00 each as stated in the By-Laws Article II, Sec I (Membership).

Souvenir t-shirts specially ordered from Dao by Guilly Quintia were put up for sale. DVDs from the 1st Reunion

in Las Vegas, and other trinkets from the Philippines were sold as well. Proceeds go to the Daonhon International (DI) fund.

Day 2 – August 13:

The Escutin siblings Nanette, Jun, Corydon and Guilly and his wife Delsa, along with Toting Inocencio, hosted a 10 o'clock brunch/meeting for all of us. Here again-the array of food - *fuerte guid*, all done by the Escutins, each doing their own specialty.

It was indeed a brunch-for-fun type of a meeting.

We then attended the 5:00PM mass celebrated at St. Andrews Church. This was followed by dinner-dance (*Filipiniana* style) at 6:30pm, held at the lower level of the parish. Here again, the always present *lechon* was at the center of the long buffet table!

As the *daonhons* are noted for being good dancers,

everybody exhibited their talent in dancing the *itik-itik* and other folk-dances; one group even presented a *zarzuela* during the program portion. Not to be outdone, the 2nd and 3rd generations of the Canadian *daonhons* showed their musical and dance talents too.

Day 3 - August 14, our final day:

Picnic at the beautiful Stanley Park. Food (crabs, pork/chicken barbeque, *adobo*, fresh grilled salmon, and a good variety of '*kalan-onon*'; and games (even *mahjong*), laughter, pictorials!

Some attendees had to leave a bit early to catch their cruise ship to Alaska.

I'm happy to report that our 2011 Reunion was a great success!



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Las Vegas, Nevada



Gilda Villagracia-Armonio lives in Northern California with her husband Benny. A mother of 7, grandma of 14 and great grandma of 2, she is a *daonhon* to the core. DI's ex-secretary, she now serves as a board director.

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Dao Educational Foundation (DEF) is a California-based nonprofit charitable organization committed to providing learning opportunities beyond primary school, via scholarships and other programs, to the intellectually gifted but underprivileged children in the municipality of Dao, Capiz in the Philippines. DEF continues to explore and develop low-cost, high-impact projects for the community with an education and health focus. Other goals include upgrading the quality of classroom instruction through the provision of teaching materials, encouraging participation in physical and sporting activities and helping improve the overall health care of the municipality's residents.

Enriching minds - - - improving lives

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