On top of the programs and ceremonies traditionally held during the 104th Loyalty Day celebration, UPLB and the UPLB Alumni Association (UPLBAA) will witness the beginnings of a multi-sectoral initiative to renovate the Oblation statue and the patch of land where it stands into a park.

The initiative will be launched at the program dubbed “Magkausong para sa Oblation” which will be held on Oct. 9 in front of the Old Humanities building. It will feature the laying of stones that will form the pedestal of the Oblation statue and a park that will be built in the area.

This is a long-overdue renovation of the nondescript-looking Oblation with its dark grey paint peeling in places and its base at times overtaken by weeds. It only catches people’s attention when students string banners or pieces of cloth to symbolize causes espoused at the moment.

“Magkausong” is loosely translated into helping one another to lift a heavy object to make the weight lighter for everyone. It symbolizes cooperation and collaboration, which Chancellor Jose V. Camacho, Jr. has consistently asked to be among the bases for transactions and interactions in UPLB.

At the “Magkausong para sa Oblation” program, students, alumni, personnel, and representatives of the UP System and UPLB administrations will participate in a ceremony to pile freshly hauled stones from nearby Molawin Creek.

During the program, UPLB will also launch the fundraising campaign for the renovation of the Oblation statue that will complete the park in February 2023. The project is supported and led by the UPLB-recognized socio-civic student organization, Lumabay-Labay Club ’57.

The 104th Loyalty Day Parade will be held on Oct. 9 with the participants converging at the area near the Obdulia Sison Hall. It will traverse Jose Juliano Avenue, and end in front of the DL Umali Hall.

Throughout the celebration, the UPLB community can enjoy various products at the UPLB Loyalty Day Trade Fair from Oct. 6 to 16 at Baker Hall. A complete schedule of events during the 104th Loyalty Day celebration may be found on the website of the UPLB Office of Alumni Relations.

(Jessa Jael S. Arana)

Man behind Chooks-to-Go leads 2022 UPLBAA LD awardees

The man behind the popular Chooks-to-Go brand was adjudged as this year’s recipient of the UPLB Alumni Association (UPLBAA) Presidential Award.

Ronald Daniel R. Mascarinas, BSA ’82, is president and general manager of Bounty Agro Ventures, Inc. (BAVI), one of the country’s leading poultry integrators, and is behind the well-known Chooks-to-Go roasted chicken brand.

Mascarinas is recognized for living up to UPLB’s motto of honor and excellence and service to the Filipino people, in the personal and professional realms.

He nurtured BAVI to become the largest rostisserie chicken company and the second biggest poultry integrator in the country through a combination of academic training, business acumen, people-centered leadership, and an innovative approach that enabled BAVI to achieve high sales and maintain its workforce even amid the pandemic.

UPLBAA will also honor Dr. Benny M. Corcolon, BSA ’82, MS ’93, and PhD 2004, with the Nelia T. Gonzalez Service Award; 13 alumni with The Outstanding UPLB Alumni Award; 10 from the Class of 1972 with the Most Outstanding Golden Jubilarian Award; and the Gregorio, Tetangco, Dorado, Feliciano, and Zamora families with the Multi-Generation Award or families with multiple generations graduating from UPLB.

A total of 32 alumni, on the other hand, will be recognized by their respective college alumni associations as distinguished alumni for having excelled in and/or outside their field of training in UPLB.

(Josephine M. Bo)
THE OUTSTANDING UPLB ALUMNI AWARD

ROMEO T. OPEÑA
BS Agri ’64
(Plant Breeding)

MANUEL C. PALADA
MS ’71
(International Horticulture)

ZALDY B. PATRON
BS Econ ’90
(Foreign Service)

CHERRY I. ULTRA
PhD ’01
(Public Service and Governance)

MELINDA F. LUMANTA
BS Agri ’74, MS ’79
(Research Management and Open and Distance Education)

MARTYN B. BROWN
BS Agri ’80, MS ’89, PhD ’94
(Biological Technology Research, Development, and Extension)

OUTSTANDING GOLDEN JUBILARIANS

AUGUSTO T. ABELILLA
BS Agri ’72
(Farm Management)

SONIA A. DELA PENA
ACDA
BS Agri ’72, MS ’82, PhD ’94
(Training)

CONSTANTE U. ADALIA
BS Agri ’72
(Community Service)

CARLOS B. CARPIO
BS Agri ’72
(Extension Service)

JOVITA M. CORPUZ
BS Agri ’72
(Agricultural Development)

COLLEGE/SCHOOL DISTINGUISHED ALUMNI

COLLEGE OF AGRICULTURE AND FOOD SCIENCE

AGRIPINO L. TORRES
BS Agri ’70
(Rural Development and Cooperatives)

FELIPE S. DELA CRUZ, JR.
BS Agri ’75, MS ’85
(Plant Genetic Resources Conservation and Management)

JOHN C. DE LEON
BS Agri ’90, MS ’94
(S&T-Research Administration)

MARILOU N. INFANTE
BS Agri ’94
(S&T-Plant Disease Mitigation & Crop Improvement)

COLLEGE OF ARTS AND SCIENCES

MARIEN P. BALOLOLONG
BS Bio ’95, MS ’02
(Education, Research, & Training)

MARK KRISTOFFER U. PASAYAN
BS Bio ’09
(Public Health Promotion)

COLLEGE OF DEVELOPMENT COMMUNICATION

DJUARA P. LUBIS
PhD ’00
(Development Communication Education)

JONAS H. TETANGCO
BSDC ’97
(Volunteer Management and Partnerships)

DWIGHT JASON M. RONAN
BS ’09
(International Development Communication Practice)
UPLBAA PRESIDENTIAL AWARD
RONALD DANIEL R. MASCARINAS
BS Agri ‘82

NELIA T. GONZALEZ ALUMNI SERVICE AWARD
BENNY M. CORCOLON
BS Agri ‘82, MS ‘93, PhD ‘04

RASID M. PACA
MS ‘01
(Higher Education Institution Development)

RIZA A. RAMOS
BS Nutri ‘91, MS ‘96
(Rice Chemistry for Food and Nutrition)

SAMUEL C. DALMACIO
BS Agri 60, MS ‘70
(Hybrid Corn Industry Growth and Development)

MARIA THERESA D. MARCIAL
BS Econ ‘90
(Corporate Governance)

ANTONIO L. OÑA
BS Agri ‘70
(Statistics and Project Management)

NEMESIO A. DELA CRUZ
BS Agri ‘73
(Bioenergy and Food Industry)

JULIETTA L. JAVELLANA
BA Comm Arts ‘89
(Excellence in the Field of Journalism)

ROLANDO V. LABIOS
BS Agri ‘72, MS ‘79
(Institutional Development)

VICTOR S. LUIS, JR.
BS AgEng ‘72
(Environmental Management)

ROSENDO S. RAPUSAS
BS AgEng ‘72
(Peasant Technology)

CESAR C. SEVILLA
BS Agri ‘72
(Ruminant Production and Nutrition)

ALFINETTA KOLA ILLUSTRILLOS-ZAMORA
BS Agri ‘72, MS ‘77
(Research)

COLLEGE OF ENGINEERING AND AGRO-INDUSTRIAL TECHNOLOGY

ARNEL B. BELTRAN
BS Chem Eng ‘05
(Environmental Engineering and Biotechnology)

MANUEL R. REYES
BS AgEng ‘80, MS ‘87
(Land and Water Resources Engineering)

PABLO G. NAGPALA
BS Sugar Tech ‘79
(Pediatric Endocrinology)

EDUARDO B. CLEOFES
BS AgEng ‘95
(Agricultural Sustainability and Entrepreneurship)

COLLEGE OF FORESTRY AND NATURAL RESOURCES

MICHELIA O. CAPADOCIA
BSF ‘81
(Public Service)

PRISCILA C. DOLOM
BSF ‘80, MS ‘86, PhD ‘01
(Forestry Education)

COLLEGE OF ECONOMICS AND MANAGEMENT

THEODORE IVAN R. PARIS
BSAM ‘97
(Corporate Finance and Banking)

EVERETTE E. VILLARAZA
BS Econ ‘09
(Public Finance)

MARIETA P. HWANG
BSAM ‘85
(Cooperative Development)

PAUL JOHN J. BARBOSA
BS Econ ‘11
(Local Government Administration)

GLENDA M. CADIGAL
BSF ‘97
(Institutional Service)

ROSINTO IAN C. LUMBRES
BSF ‘04
(Special Achievement)
COLLEGE/SCHOOL DISTINGUISHED ALUMNI

COLLEGE OF HUMAN ECOLOGY

MARK LEMUEL L. CENA
BSHE '09
(Capacity Building and Organizational Development)

BRIAN CARLO A. HIPOLITO
BSHE ’12, MS ’17
(Organizational Development and Public Service)

S.M. ZIAUDDIN HYDER
MS ’91
(Nutrition Science and Public Health Nutrition)

YSABEL G. GATMAITAN
BSHE ’98
(Family Resource Management and Family Entrepreneurship)

DORADO FAMILY

COLLEGE OF PUBLIC AFFAIRS AND DEVELOPMENT

DIXON T. GEVAÑA
CF ’99, BSF ’02, MS ’09
(Teaching, Research, and Public Service for Community Development)

ERICSON N. DELA CRUZ
PhD ’20
(Community Empowerment)

FELICIANO FAMILY

SCHOOL OF ENVIRONMENTAL SCIENCE AND MANAGEMENT

FERNANDO C. SANCHEZ, JR.
BS Agr ’87, MS ’94
(Academic Leadership)

ANDREW EUSEBIO S. TAN
PhD ’09
(Research and Development)

ASUNCION B. DE GIZMAN
PhD ’04
(Research and Development)

GREGORIO FAMILY

ERIBERTO B. SANOS
CF ’83, BSF ’86, MS ’98
(Government Service - National)

DETHSACKDA MANIKHAM
MS ’10
(Government Service - International)

TETANGCO FAMILY

ZAMORA FAMILY

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