



## 104<sup>th</sup> UPLB LOYALTY DAY

Strengthening the Partnership between UPLB and Alumni for more Progressive Communities



# 104<sup>th</sup> LD Celebration headlines Oblation makeover

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.

Other events that will be held to mark the Loyalty Day anniversary are the Run for Your Heart benefit fun run at Freedom Park, which will begin at 5:30 AM on Oct. 8. Run for Your Heart is spearheaded by Class 1972 or this year's golden jubilarians.

With proceeds from the fun run, Class 1972 will procure a 2D echo machine and an ECG machine, which are vital equipment for the Heart Station.

Right after the fun run, the alumni will gather for a general assembly at 9 AM that will be held through a hybrid

program to allow participants to attend in person or via virtual conferencing.

At 3 PM on Oct. 8, the UPLBAA will recognize outstanding UPLB alumni in an awarding ceremony at the EB Copeland Gym.

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 Julian 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)



MASCARIÑAS

## 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. Mascariñas, 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.

Mascariñas is recognized for living up to UP'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 rotisserie 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)





..... 104<sup>th</sup> .....  
UPLB LOYALTY DAY  
**AWARDEES**  
.....

**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)



**MARILYN B. BROWN**  
BS Agri '80,  
MS '86, PhD '94  
(Biological Technology Research, Development, and Extension)



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

**OUTSTANDING GOLDEN JUBILARIANS**



**AUGUSTO T. ABELILLA**  
BS Agri '72  
(Farm Management)



**SONIA A. DELA PEÑA - ACDA**  
BS Agri '72  
MS '82, PhD '94  
(Teaching)



**CONSTANTE U. ADALLA**  
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 '79, 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 '84  
(S&T-Plant Disease Mitigation & Crop Improvement)

**COLLEGE OF ARTS AND SCIENCES**



**MARILEN P. BALOLONG**  
BS Bio '95, MS '02  
(Education, Research, & Training)



**MARK KRISTOFFER U. PASAYAN**  
BS Bio '00  
(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)



University of the Philippines  
**LOS BAÑOS**





**UPLBAA  
PRESIDENTIAL  
AWARD**

**RONALD DANIEL R.  
MASCARIÑAS**  
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 '66, 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 '75  
(Bioorganic Fertilizer  
Production and Use-  
Sugar Industry)



**JULIETA 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  
(Post Harvest  
Technology)



**CESAR C.  
SEVILLA**  
BS Agri '72,  
(Ruminant  
Production  
and Nutrition)



**ALFINETTA  
ROLA  
BUSTRILLOS  
-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 Ag Eng '80, MS '87  
(Land and Water  
Resources  
Engineering)



**PABLITO  
G. NAGPALA**  
BS Sugar Tech '79  
(Pediatric  
Endocrinology)



**EDUARDO B.  
CLEOFE**  
BS Ag Eng '95  
(Agricultural  
Sustainability and  
Entrepreneurship)



**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  
F. BARROSA**  
BS Econ '11  
(Local Government  
Administration)



**GLENDIA M.  
CADIGAL**  
BSF '97  
(Institutional  
Service)



**ROSCINTO IAN  
C. LUMBRES**  
BSF '06  
(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)

COLLEGE OF PUBLIC AFFAIRS AND DEVELOPMENT



**DIXON T. GEVAÑA**  
CF '99, BSF '03, MS '09  
(Teaching, Research, and Public Service for Community Development)



**ERICSON N. DELA CRUZ**  
PhD '20  
(Community Empowerment)

SCHOOL OF ENVIRONMENTAL SCIENCE AND MANAGEMENT



**FERNANDO C. SANCHEZ, JR.**  
BS Agri '87, MS '94  
(Academic Leadership)



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



**ASUNCION B. DE GUZMAN**  
PhD '04  
(Research and Development)



**ERIBERTO B. SAÑOS**  
CF '83, BSF '86, MS '98  
(Government Service - National)



**DETHSACKDA MANIKHAM**  
MS '10  
(Government Service - International)

MULTI-GENERATION UPLB ALUMNI RECOGNITION



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FELICIANO FAMILY



GREGORIO FAMILY



TETANGCO FAMILY



ZAMORA FAMILY



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