

PASCN Discussion Paper No. 2002-02

**Continuing Professional Education:  
Training and Developing Filipino Professionals  
Amidst Globalization**

*Zenon Arthur S. Udani*



The *PASCN Discussion Paper Series* constitutes studies that are preliminary and subject to further revisions and review. They are being circulated in a limited number of copies only for purposes of soliciting comments and suggestions for further refinements.

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*Zenon Arthur S. Udani*  
University of Asia and the Pacific

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March 2002

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## ABSTRACT

Continuing Professional Education (CPE) in one's profession is indicative of a person's genuine concern for his present and future work. Professional associations are one of the avenues through which CPE is realized. *Updating* members of professional associations on current issues relevant to their field is unquestionably important. Moreover, professional associations must aim at *competence-building* and *performance-enhancement* among their members.<sup>1</sup> Likewise, professional associations should take great interest in molding the characters of professionals by inculcating their *core values* and the related *positive attitudes* among their members, which should ultimately translate into *ethical behavior*.

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<sup>1</sup> Bizhan Nasseh, "Continuing Professional Education Models", <http://www.bsu.edu/classes/nasseh/bn100/profess.html>, 1996.

## EXECUTIVE SUMMARY

“Competitive globalization, accelerated change, and application of technology solutions” are given realities of the new millennium. In the workplace, men and women need to be continually vigilant about their professional and personal development. Continuing professional education (CPE) must be a constant concern of the business enterprise, the individual employee, and professional associations.

Year 2000 saw the scrapping of the CPE credits requirement for the renewal of professional licenses. This drew mixed reactions. Those who applauded the decision thought that a load was removed from their backs. They need not waste time and money attending virtually useless seminars just to earn CPE credits. Moreover, this also kept them from being a party to corruption, where grease money is traded for the “seamless” renewal of licenses.

Those who were against the removal of the CPE requirement thought that professionals would be missing a lot of opportunities for professional development in the absence of what could drive them towards this end. Any requirement stipulated by law induces compliance. Although it is a fact that professional associations are *not* the sole source of CPE, these associations can serve a distinct role in prodding people to aspire for professional and personal excellence.

With or without the CPE requirement, continuing education among professionals should continue. And notwithstanding the limitations of professional associations, they can still be of effective service to the professions.

*Updating* members of professional associations on current issues in their field is unquestionably important. This appears to be the dominant thrust of the professional associations surveyed in this study<sup>2</sup>. However, CPE in these professional associations must go beyond this stage. *Competence-building* and *performance-enhancement* must also be encouraged among the members of professional associations.<sup>3</sup> This requires creativity, vision and diligence from the leadership of the professional associations. Ultimately, it is the personal vision, professional drive, and sense of urgency of the individual members that would guarantee positive outcomes and improvements in professional competence and performance.

CPE is a shared concern among all the professional organizations or associations surveyed in this study. This is a good sign. Serious commitment to CPE or “CPE in action”, however, varies among these associations. While CPE is a veritable need of all professionals and all professional associations to compete globally and address the training and development needs of individuals, its realization and implementation depends on the following factors and courses of action as gleaned by the researcher from the professional associations studied:

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<sup>2</sup> This observation is drawn from the programs and activities of the professional organizations. See the relevant appendices.

<sup>3</sup> Nasseh, 1996.

- Competent and proactive leadership in professional organizations
- An explicit, operative commitment regarding CPE in an organization's mission and goals
- Assigning CPE as the primary concern of a committee within the association
- Institutionalizing CPE through concrete programs and plans of action
- Giving a more definite focus to CPE which can serve as the central theme of educational activities of the association
- Evaluating CPE endeavors of the association annually, and drawing the best practices and concrete courses of action
- Publishing a scholarly professional journal which will encourage research and development among association members
- Networking and benchmarking with similar international professional organizations, working towards Mutual Recognition Agreements between countries
- Upgrading and updating library resources of the association, earmarking the necessary budget for books, publications, educational videos and CDs
- Developing an interactive website that will enhance communication and exchange of ideas and experiences among professionals through discussion groups, electronic bulletin boards, etc. and network the association with similar international organizations
- Establishing stronger linkages with colleges, universities and business organizations in order to develop world-class curricular and non-curricular courses and programs

In a related study entitled "Continuing Professional and Technical Education in the Philippines" by Edralin<sup>4</sup>, the author's recommendations may also be considered in making CPE serve its intended purpose among professional organizations. These are:

- *Formulation of a unifying HRD (human resource development) framework*
- *Review of matrix on continuing education*
- *Greater access to education, training, and retraining*
- *Incentives for professionals and technical workers*
- *Tax incentives to firms*
- *Needs identification and assessment*
- *Effective integration of education and employment*
- *Active tripartite cooperation*

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<sup>4</sup> Divina Edralin, Ph.D., "Continuing Professional and Technical Education in the Philippines", *The Accountant's Journal*, 2<sup>nd</sup> Quarter 1999, Vol. 49, No. 2, pp. 12-21, PICPA, Mandaluyong City.



- *Financing schemes*

Moreover, to keep CPE relevant to the professions, certain challenges have to be considered. Tullao<sup>5</sup> underlines “the need to refocus CPE programs towards research, graduate education, inventions and publications.” He adds: “Professional organizations should have their own journals reviewed by national or international experts. They should also sponsor professional lectures where their distinguished members or outside experts are asked to discuss topics of their expertise. Similar to the quest of higher educational institutions to make research outputs of their professors published in international journals, professional organizations should encourage their members to publish in refereed international journals.”

Business enterprises should be encouraged to invest resources in training and developing their people by giving them the appropriate incentives. In the absence of external incentives, firms are still duty-bound to develop their people for the sake of the viability and growth of the enterprise.

Colleges and universities can also help in the professional development of the future work force by aligning their curricula to the needs of companies and industries. Strategic alliances with professional or industry associations in the curricular design of courses will enhance the employability of graduates and empower professionals in the work place.

The researcher also highly recommends a similar study on the CPE activities of business associations like the Philippine Chamber of Commerce, Inc. or PCCI and their regional counterparts. Best practices can be drawn from this research and a better awareness of CPE in these business associations can spur more investment in professional development.

Another interesting area for future research in the field of CPE is APEC collaboration in the training and development of professionals in the financial services sector. This matter has grown in relevance and importance amid globalization.

Ultimately, professionals must realize that they are the best “architects” of their personal professional development plans. They have to be more proactive and take the initiative in enhancing their competence and performance.

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<sup>5</sup> Tereso Tullao, Jr., *An Evaluation on the Readiness of Filipino Professionals to Meet International Competition*, Center for Business and Economics, De La Salle University, Manila, 1999.p. 32.

## CONTINUING PROFESSIONAL EDUCATION: TRAINING AND DEVELOPING FILIPINO PROFESSIONALS AMIDST GLOBALIZATION<sup>a</sup>

Zenon Arthur S. Udani, Ph.D. ♦

### INTRODUCTION

Amid the continuous formation of the global community, Filipino professionals must seriously consider their continuing professional education (CPE) – understood as training and development in their field of expertise and beyond. This professional drive towards lifelong learning will keep them at least useful and productive in their present jobs, competitive in their skills, talents, and knowledge vis-à-vis their foreign counterparts<sup>6</sup>, and potentially employable, should the risk of losing their jobs loom into the picture.

In any case, CPE must be oriented towards genuine people development – understood as “getting the right values into their hearts, getting the right skills into their hands, and placing the right ideas in into their minds.”<sup>7</sup> In this manner, it assumes a holistic approach that encourages both technical and ethical competence among professionals.

By and large, CPE is an initiative which professionals must assume as a personal commitment. This should even be clearer with the abolition of the CPE credits requirements in the renewal of professional licenses. Professionals must improve in professional competence and personal character to cope with changes in the labor market and the global workplace. Nowadays when jobs are very demanding, competitive and scarce, Filipino professionals must take it upon themselves to invest in their professional training and development. Business organizations, nonetheless, stand to gain from investing in their people.<sup>8</sup> “Developing people is a fundamental managerial task that is even more important and much more challenging than managing physical resources from one day to the next. Thus, it is always timely for management to ask itself, ‘What can we do for our people? What *more* can we do to help them become *better*?’<sup>9</sup> By doing so, they can enhance the competence and productivity of their people, empowering their organizations to be competitive in the global market.

This study focuses on professional organizations or associations and their efforts at providing CPE among their members. Specifically, it looks into:

- the state of CPE among selected professions in the Philippines through the plans, initiatives, and programs of the corresponding professional associations

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<sup>♦</sup> This research was funded by the Philippine APEC Study Center Network (PASCN).

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<sup>6</sup> See Tullao, 1999.

<sup>7</sup> Jesus P. Estanislao, *Foundations for People Development*, FPD, Metro Manila, 1994.

<sup>8</sup> See Zenon Udani, *Investing in People*, University of Asia and the Pacific, Pasig City, 1995.

<sup>9</sup> *Ibid.*, p. 3.

- modes of delivery of CPE among these professional associations that ensure fitness of the beneficiaries amid the globalization of the workplace
- the strengths and weaknesses of the professional associations as regards CPE delivery

The study will also employ a training and development paradigm<sup>10</sup> in pursuing the aforesaid objectives. Lastly, the study will also identify areas of improvement for CPE in the chosen professional associations.

## SIGNIFICANCE OF THE STUDY

The study will allow heads and members of professional associations to learn from each other in the field of CPE. Good practices that merit replication and neglected practices that would surface from the descriptive survey should allow the professional associations to assess their strengths and weaknesses. Knowing these, professional organizations and external CPE providers will be prodded to review, reconsider, and evaluate the relevance and effectiveness of their training and development activities for Filipino professionals. Moreover, these associations can identify key areas of development and improvement in their programs.

## CPE AND LIFELONG LEARNING

Education is a lifelong process. It is not just an isolated event that happened once in the past but it is a continuing activity in a person's life. As such it must be actively pursued as a personal goal and a common good shared by members of an organization or professional association. By seriously pursuing CPE, professionals clearly discern what their respective professions demand them *to be* and what their clients or employers expect them *to do*.

Professional organizations and CPE providers must be genuinely concerned about the people they train and develop. More than just handing information to people, they must engage in true-to-goodness education which calls for drawing out the best in people -- "educing" what is latent in them, and transforming what is potential into something actual. Moreover, the training and development policies and activities that they pursue must reflect the demands of both the local and global markets. Doing so, they help Filipino professionals "to meet international competition".<sup>11</sup>

CPE in this study is understood in its broadest sense. It is any form of education after one's bachelor's degree aimed at increasing and enhancing a person's level of competence, both in the technical, non-technical and ethical realm. CPE is part of the larger field of lifelong learning (LL), which assumes that the human person is a naturally learning being, from childhood to adulthood. Limits to such endeavor are basically internal factors related to the individual -- his values and attitudes, his level of motivation and personal drive, his aptitude, and physical abilities.

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<sup>10</sup> See Appendix 6.

<sup>11</sup> Tullao, 1999.

Where educational opportunities and affiliation to a professional association are absent, CPE and LL are very much in the hands of the individual. The drive to progress in one's career, to jack up one's income and land a better job are among the motives for seeking and fostering CPE and LL.

It must also be noted that one's present work can be a veritable field for growing professionally and personally. Continuous effort to work hard and work well despite all odds, such as inadequate learning tools, rewards the worker in the long run with better knowledge and skills, healthy values and attitudes.

Fortunately, there are business organizations that take human resources development (HRD) seriously. The strategic decision to invest in people is sometimes induced not just by economic and business considerations but by the chief executive's or management's commitment to developing people.

Over the years, millions of pesos have been invested in training and developing people. While employee selection and hiring standards are important, continuing professional education is still needed by people. Gains in productivity, translated to higher profitability and earnings, are expected outcomes from such investment.

However, the budget for HRD is often the first one to go when cost cutting is deemed necessary for the viability and survival of the business organization. Nonetheless, this does not necessarily mean that CPE come to a halt, as managers can also be educators at the same time.

CPE melds naturally with lifelong education. There is a clear need though to understand and appreciate lifelong learning better. There is also "the need to rethink and broaden the notion of lifelong education. More than adapting to changes in work, education through life should also constitute a continuous forging of one's own personality – one's knowledge and aptitudes, but also the critical faculty and the ability to act. It should enable people to develop awareness of themselves and their environment and encourage full participation in work and society."<sup>12</sup>

### AN INTEGRAL PARADIGM FOR CPE<sup>13</sup>

In featuring the CPE activities of the professional associations considered in this study, an integral paradigm for CPE (or the CPE GRID – Exhibit 1) will be used. The parameters of the paradigm will also serve as the indicators pertinent to gathering data from the organizations and understanding their CPE activities better.

The etymology of "education" tells us that it is more than just passing information from the teacher to the students.<sup>14</sup> Aside from instruction, true education involves drawing out the best

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<sup>12</sup> Delors et al., 1995:6.

<sup>13</sup> This section is adapted from a paper presented by Zenon A.S. Udani<sup>1</sup>, Ph.D. and Delia S. Udani<sup>2</sup> in the *First Symposium on Teaching and Learning in Higher Education* on July 6, 2000 at the *Centre for Development of Teaching and Learning*, NATIONAL UNIVERSITY OF SINGAPORE. Authored (<sup>1</sup>Assistant Professor in Education School of Education, University of Asia and the Pacific, Metro Manila, Philippines / <sup>2</sup>Executive Director PAREF Woodrose School, Metro Manila, Philippines).

in people -- “educing” what is latent in them, and helping them actualize their potentials. Steve Forbes asserts: “Education enables us not only to gain knowledge but also to develop sound character, to discover our God-given talents, to lead honorable lives, to become truly good parents, neighbors and citizens.”<sup>15</sup> Thus, the teacher can be compared to a sculptor who transforms a formless stone into a masterpiece. Such sense of idealism thrives in the lives of many teachers; teachers who have made it their mission to teach their students both competence and character. As Forbes aptly puts it, “education is about more than just developing our intellects. It is about building the architecture of our souls.”<sup>16</sup>

The bases for coming up with the grid are the twin ideas inherent in the traditional notion of education: to help the young and old *to be smart* and *to be good*. Today’s management gurus would refer to these as competence (being smart) and character (being good).<sup>17</sup> The vertical bar in Exhibit 1 covers the competence ladder, while the horizontal bar, the character continuum.

Competence in the context of this research is understood as the technical knowledge, skills and expertise pertinent to a given profession. Character, on the other hand, refers to the “human” side of the professional – his personal values, attitudes and virtues; his people and motivational skills; his leadership and ethical qualities. Activities and programs gathered from the professional associations, directly or indirectly related to competence and character building, served as the bases for classifying the organizations in the CPE grid. Admittedly, it is a lot easier to decipher whether a seminar, conference or program of a given organization deals with updating, competence-building, information and formation. The last stages of the competence and character continuum – performance-enhancement and transformation, respectively – are more difficult to monitor as this would require a close mentoring and monitoring of individuals for a given period of time. At the risk of appearing arbitrary, the researcher used his judgment on the nature of the cluster of activities carried out by a given organization and its explicit strategic intent (through the organizational vision, mission and value statements) in lodging some professional associations in the right-uppermost quadrant corresponding to both performance-enhancement and transformation.

An explanation of the CPE grid as applied to professional associations is further called for. On the competence side, *updating* involves the purely technical dimension of a given profession. Professionals are kept informed of the developments and current events in their field. This may give rise to opportunities for professional growth, career movements and even business. Updates may be of local or international scope. *Updating* “provides practicing professionals with a level of knowledge comparable to those professionals graduating from professional schools. In other words, it closes the gap created by changes in technology, science, and skills between these two generations of professionals.”<sup>18</sup>

Professional updates which trigger build-up in knowledge and related skills move professionals to the next stage of competence-building. As they realize that what they know and

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<sup>14</sup> See Bellah et al., 1992.

<sup>15</sup> Forbes, 1999:1.

<sup>16</sup> Ibid., 5.

<sup>17</sup> Stephen Covey is one of the management gurus who underscore the need for character and competence among today’s professionals.

<sup>18</sup> Nasseh, 1996: 2.

what they can do are no longer sufficient to be productive and effective professionals, competence-building becomes a more urgent concern. "It calls not only for updates in professional school basic knowledge and skills, but also for education derived from pluralistic sources (continuing education for professions) found useful in assuming competence required by what professionals actually do for a living."<sup>19</sup>

At the stage of competence-building, professionals, aided by their associations, would have identified their key areas of professional development and growth.

As they habitually work on acquiring more relevant knowledge and applying the crucial work skills, they gradually move into the stage of performance-enhancement where desired action is generated and sustained for a long period of time. This stage is anchored on "the act of performing a job efficiently, skillfully, and completely."<sup>20</sup> Regular performance appraisals should be able to capture some of the improvements due to CPE.

Looking at the *character dimension* of CPE this time (i.e. the horizontal bar), a number of professional associations espouse a set of core values that address both the professional and personal development of the members. Integrity, which is related to ethical, professional behavior, is a value common to many of these associations.

The information stage basically deals with expounding on the core values of the organization. This could involve integrating them in the programs, seminars, workshops, etc. of the professional association. Thus, members become more aware of the relevance and importance of values in their professional field. Likewise, their personal value system may also be strengthened and guided in the right direction as demanded by ethical, professional behavior.

Core values are broad in nature. They are specified and expressed through particular attitudes. Thus, the stage formation sets in. Formation implies the personal assimilation and "ownership" of positive work and social values.

The value of integrity, for instance, could influence one's attitude towards ethics in selling or marketing, intellectual property rights, etc. The more palpable a professional association's commitment is to its espoused values, the greater interest it would have in molding the attitudes and behaviors of its members. After all, the quality of professional behavior bespeaks one's mettle in a given profession.

The moment core values and attitudes are imbibed in a habitual and stable manner, the stage of transformation is reached. Transformation, though, is a lifelong job. Professional associations who reward the best persons or model professionals in their field make their positive statement for transformation. This means they envision their members to be both technically competent, and men and women of excellent character.

From the foregoing discussion, one would be able to infer the implication of being lodged in one of the nine (9) boxes or combinations in the grid based on the activities, programs and

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<sup>19</sup> Ibid., p. 4.

<sup>20</sup> Ibid., p. 6.

explicit strategic intents of the professional associations in the study. The CPE grid conceptualized by the author presents the right, upper-most box as the ideal for professional associations where performance-enhancement and transformation are carried out explicitly or implicitly.

While professional associations legitimately pursue the vertical axis of competence, given its three stages or levels, they are reminded and encouraged to also pursue the path of the horizontal axis of character. The nine boxes within the grid represent combinations of the different levels of pursuing both competence and character development in the CPE of professional associations.

The grid serves as a CPE template for professional associations. Analyzing the strategic intent and activities of the organizations covered in this study, the author used the grid, lodging them to one of the boxes. The CPE grid can, at least, serve as a guide in charting the professional and personal development initiatives of the professional associations.

The integral CPE paradigm or grid used in studying professional education and development in the professional associations is holistic in nature. It captures the basic learning content<sup>21</sup> such as “knowledge, skills, values and attitudes.”

The basic components of the paradigm are as follows:

#### Stage-Level I: Information/ Updating

In the context of this study, information refers broadly to whatever shapes the value system of the professional. Updating, on the other hand, refers to the profession-related, technical data and know-how. Updating also presents the emerging trends and developments including current events in the professional field.

This phase basically involves the transmission and acquisition of knowledge, skills, and values; defined as the movement or transfer of knowledge from the CPE teacher to the student, or the discovery of information or knowledge by the student with the guidance of the teacher. Knowledge here refers to selected and processed information, sifted through universal principles and stored in the mind of the teacher. Skills, on the other hand, pertain to the educator’s acquired abilities which are useful in communicating effectively his knowledge and wisdom to the students.

At this level, the effectiveness and success of the teacher in transmitting his knowledge and skills to students enable them to acquire sound criteria in gathering information needed for judicious decision-making. Moreover the students are aided in building of their value system.

This stage describes the CPE teacher as technician, i.e. one who merely imparts knowledge and skills. Although we accept the necessity of teaching knowledge and skills to

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<sup>21</sup> Delors et al., 1995:9.

prepare students for the workplace, we also recognize the fact that this is not the sole and essential purpose of education.

The general tendency of many educational institutions to provide students with a fragmented kind of education, one that leans heavily on the technical side or academics and has little or no regard for the affective and moral development of the students, is a paradigm that we want to veer away from. We have observed that there are currently many higher education institutions which parry from this integrative goal of education.<sup>22</sup> They treat academics and character development as two separate domains that have nothing to do with each other. Hence, schools and professional associations have relegated themselves to concerns of technical and academic achievement, to the sole task of transmitting knowledge and skills. The philosopher Mortimer Adler<sup>23</sup> criticized this current trend. Beyond information and knowledge, students should be equipped with things they need to face and live up to the challenges of daily life. Bellah et al. echo a similar belief: "We must recover an enlarged paradigm of knowledge, which recognizes the value of science but acknowledges that other ways of knowing have equal dignity. Practical reason, in its classical sense of moral reason, must regain its importance in our educational life."<sup>24</sup>

Certainly the prevailing phenomenon observed in professional schools is at variance with the contention that "all educational and formative work" of the schools aims at no less than influencing "the student's whole personality"<sup>25</sup>. Hence, the rationale for proposing two higher levels to the realm of teaching and learning.

### Stage-Level II: Formation/ Competence-Building

Formation/ competence-building, which follows information/ updating in our paradigm, refers to the strengthening of sound criteria or standards (i.e. based on universal values or principles), the molding of positive attitudes to guide learners in making moral choices or decisions, and the translation of technical know-how to competence. The CPE teacher commits himself to enhancing the moral cognition or reason of the students and improving their work competencies as well; the educator's intent is to have the students adopt or identify with a set of criteria or standards and attitudes.

At this level, the teacher helps and empowers students to make educated choices in professional life. To be effective, however, the CPE teacher should teach the criteria or standards within the context of the professional experience. Otherwise, they become decontextualized or irrelevant. Decontextualized learning of these criteria, here, refers to their lack of "relation or connectedness" with the professional theme being studied. Doyle<sup>26</sup> asserts that teachers ought to integrate these standards in a context. To do this, CPE teachers ought to have the keenness to

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<sup>22</sup> Bellah et al. (1992: 176) sees this happening condition in the American Educational system. "Our entire educational system, in some ways like our economy and our government, has grown enormously in response to particular and often transient pressures so that larger coherence has suffered."

<sup>23</sup> See Adler, 1984.

<sup>24</sup> Bellah et al., 1992: 177.

<sup>25</sup> Brezinka, 1994.

<sup>26</sup> Doyle, 1999.



discover the "natural or uncontrived applications" of these standards to the professional content being pursued. This is a feasible task because value-laden standards are intrinsic to academic learning (e.g. coming up with excellent work, submitting deadlines on time, listening attentively in class, participating in discussions, cooperating responsibly in groupwork, solving problems skillfully and creatively, making sound and prudent decisions, etc.). A well-disposed student necessarily gets formed in meeting these standards. The mutual commitment of the teacher and the students to these academic standards, i.e. the teacher's consistent enforcement and the students' assiduous observance of these standards, is a natural, yet effective way of positively forming the students' character. Teachers with this educational paradigm would certainly not allow themselves to become boringly pedantic or moralistic in class.

Being open to the formative and "mentor" role of educators in the exercise of their profession, CPE teachers can transmit moral values and professional competence by being very good professionals and persons. Character and competence are both taught and caught. Intellectual honesty and professionalism are values which students can learn through the example of their mentors. By being demanding, and yet gentle, with the students, educators can teach indirectly patience, discipline, order and respect for the laws of nature. Moreover, by training their students to be responsible in their professional requirements and duties, teachers are sharing in the task of helping them to become productive and respectable citizens in civil society.

### Stage-Level III: Transformation/ Performance-Enhancement

The last phase involves transformation/ performance-enhancement. And this level, expected and desired behaviors are manifested. This also concerns exercising influence over a student's moral reason, affectivity, and professional behaviour by means of the CPE teacher's inspiring example and by his commitment to and consistent demonstration of excellence in teaching. Such influence impels the student to embody the ideals proposed by the teacher, and help him espouse lifelong commitments to learning and service.

According to Harned<sup>27</sup>, transformation consists of enabling people to pursue "higher causes." Both teachers and students must learn how to look beyond themselves and pursue their work in service of others. Doing so, they multiply the possibilities of learning and growing professionally and personally. The transformational process, however, morally obliges the teacher to lead the students by edifying example. The transformational teacher must exemplify the convictions he is striving to instil in the students. A true educator is distinguished by his ability to effect the transformational level of teaching.

All throughout the educational process, information/updating, formation/competence-building and transformation/performance-enhancement ought to take place simultaneously. It is important, however, for the CPE teacher to ensure the integrity of the information he transmits to the students. For only true or genuine knowledge can be the foundation of effective formational and transformational teaching. The teacher, should not, however, settle for the mere imparting of veritable knowledge. Through the knowledge that he imparts, the CPE teacher must set the

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<sup>27</sup> Harned, 1999.

impetus to shape the students' minds according to ethical ideals naturally drawn from it; such formidable task is further propelled and intensified by the teacher's illustrious example so that these ideals do not only stimulate the students' minds, but move their hearts and transform their actions as well.

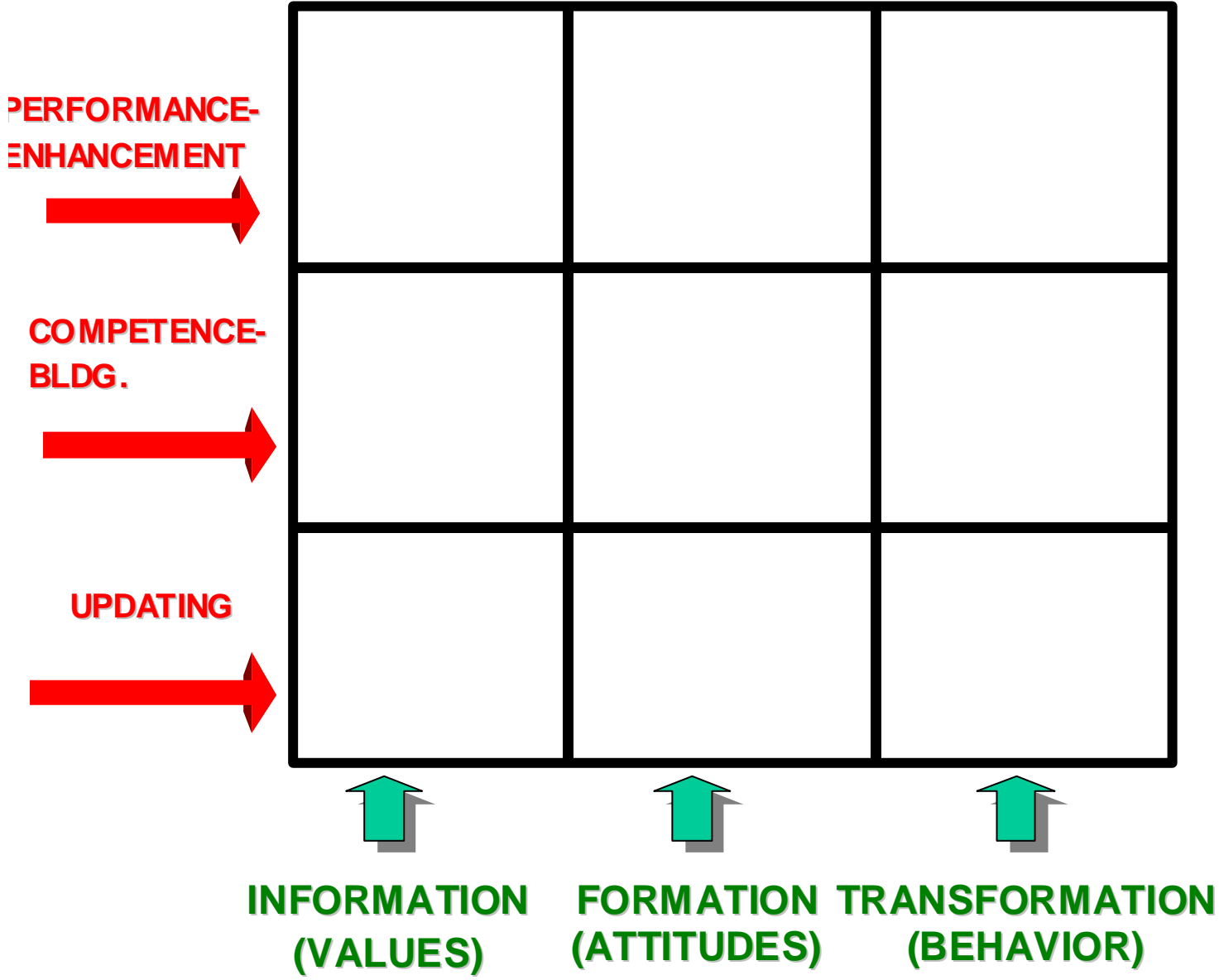
At the stage of transformation/ performance-enhancement, the learning professional is not just content with knowledge and decision-making skills. On the basis of the good that he knows, he realizes, discovers the seriousness of life that he decides to change not just his worldview or outlook in life but his whole life. This sometimes may include a 180-degree turn which a person takes after a deep realization about committing himself to a more noble purpose in his professional and personal life. On the part of the teachers, they see their work not just as a matter of passing information, no matter how well they may do it. Moreover, they are not content with just helping the students to do well in their decisions. These teachers take it upon themselves to help develop good professionals and good persons simultaneously. While not neglecting the need to be excellent teachers or instructors, they see their duty as “formers” and “transformers” of men and women.

Professional schools and CPE providers must also look into how they can positively and fruitfully influence the decision-making patterns and lifelong goals of the students they are committed to train and form well. One can only be ethically formed, for instance, if he is continually informed by ethical principles and examples nurtured within and without an educational institution's culture. And one can be transformed personally only through constant, lifelong formation. Thus, the continuity of formation and transformation of a person also depends on the commitment of the school to development-oriented goals and ideals.

To move from one phase of the paradigm to the next, the key factor is personal commitment to the ideals embedded in the paradigm. The student, as well as the CPE teacher, must be a docile, willing and intelligent subject and protagonist in the educational process. Moving from one stage to the next requires a firm personal decision guided by an awareness of what is truly good for people. Moreover, the student needs the encouragement of the teacher. And the CPE teacher, on the other hand, needs the support of the professional association.

This CPE paradigm or grid has its use in studying the professional associations. But limited information about the CPE activities provided by these organizations is a clear delimitation in making an accurate judgment of how these organizations are performing vis-à-vis the given parameters of indicators. Nonetheless, the paradigm or grid can serve as a helpful assessment tool for both the professional associations and individual professionals.

# Exhibit 1: CPE GRID



## SELECTED PROFESSIONAL ASSOCIATIONS

Selected professional associations or organizations addressing the CPE needs of “backbone” professions were studied in this research. The selection of the associations were based on their relevance to the business organization in particular, and the Philippine economy in general. The professional associations not covered by this research can be the subject of future studies.

The following organizations were included in this study:

- *the Institute of Corporate Directors*
- *the Management Association of the Philippines*
- *the Bankers Association of the Philippines*
- *the Financial Executives of the Philippines*
- *the Philippine Institute of Certified Public Accountants*
- *the Personnel Management Association of the Philippines*
- *the Philippine Society for Training and Development*
- *the Philippine Computer Society*
- *the Philippine Medical Association*
- *the Philippine Nursing Association*
- *the Institute of Integrated Electrical Engineers*

As previously stated, the main focus of the research was the CPE thrust and activities of the professional organizations. The information and data used in this study included:

- the professional association’s vision, mission and values statement
- the association’s thrust as regards CPE
- the various programs and activities of the association that promote CPE among members

### The Institute of Corporate Directors (ICD)<sup>28</sup>

Directors of corporate boards play a very important role in the life of corporations. Their guidance and decisions can either make or break business organizations. For this matter, they have to be fit for their jobs, preferably men and women of competence and character.

Launched in September, 1999, the Institute of Corporate Directors “envisioned internationally competitive institutions with corporate governance practices in line with global standards in a free and open economy.” It sees itself as “an agent of corporate governance reforms in the Philippines and the Asia-Pacific region through inter-active continuing education for CEOs and corporate directors, pro-active advocacy and networking undertaken with the spirit of open regionalism.”

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<sup>28</sup> Visit ICD’s website: <http://www.icd.ph>. The author acknowledges the research assistance provided by Ms. Lea Marie Jimenez and Ms. Angela Santiago on ICD.

ICD is not exactly a professional association similar to those included in this study. It can be considered as a provider of professional education for corporate directors. It is not entirely new as a concept. Similar organizations in the U.S., Canada and some European countries exist<sup>29</sup>. And ICD, being a fledgling organization, has benefited from the experience of its counterparts in other countries. In fact, in its first conference on corporate governance, heads of similar organizations in other countries came to the Philippines as resource speakers.

The existence of ICD is a blessing to Philippine organizations given the crucial role of corporate directors in charting and steering the businesses that they govern. Their competence and integrity have a significant bearing on the viability, growth and development of their organizations.

While appointed board directors are assumed to be well-qualified professionals, their credentials and wealth of experience must be enhanced by CPE. This would enable them to actively participate and effectively contribute in board meetings. The need for CPE is even more urgent among board members who assume their position because of familial connections.

Noting the weakness of family businesses as regards corporate boards, Cruz<sup>30</sup> observes that “families don't normally have a functioning Board of Directors. If the board is composed of only family members, then sessions are held informally since formal sessions are considered too bothersome and bureaucratic. If there are non-family members on the board, board meetings are rarely held, because family issues are considered taboo subjects and not to be discussed in front of non-family members.”

Cruz adds: “Even the so-called professional boards of family businesses serve mostly as an advisory board to the owners. They usually have little authority and seldom vote on major issues. They seldom fulfill the true function of a board, which is corporate governance.”

“Globalization and trade liberalization are changing the competitive environment. Family businesses must transform themselves to become globally competitive. In this environment, the owner-manager cannot continue shouldering total responsibility for the business. However, sharing responsibility with the board must also mean sharing authority with the board.”

“In today's business environment where all business firms must become globally competitive, the family business must realize that, more and more, it cannot survive without a real and functioning board of directors.”

Whether an entity is a family business or not, its corporate directors need to keep themselves professionally fit for their crucial roles. In this regard, ICD helps in strengthening the credibility and confidence of corporate directors. It goes beyond informing and updating directors of their roles. They are prodded to set their sights on enhancing their performance as corporate governors and made conscious about caring for their integrity and character.

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<sup>29</sup> Check the Forum for Corporate Director's Website: [www.fcdoc.org](http://www.fcdoc.org)

<sup>30</sup> Efen S. Cruz, “Family Businesses Need a Board”, BusinessWorld Online, September 19, 2000, <http://www.bworld.com.ph>

At its fledgling stage in the Philippines, ICD has the following educational programs for corporate directors and CEOs:

- *Study Sessions on How to Make Corporate Boards More Effective*
- *Professional Seminars on selected facets of corporate directorship*
- *Corporate Retreats on strategic management perspectives.*

Its advocacy programs consist of:

- *Conferences for relevant government agencies*
- *Symposia for chambers of commerce and professional organizations*
- *Forum for international fund managers and other investor groups.*

In the area of networking, it envisions:

- *An ASEAN network of centers for corporate governance*
- *An East Asian network of institutes of directors*
- *An Asia Pacific forum for corporate governance reforms.*

With the integrity, credibility and prominence of ICD's trustees and officers, it can veritably serve as a catalyst in the continuing development and professionalization of members of corporate boards. *Over its last few months of existence, ICD has attract ed some executives to attend its out-of-town educational workshops. Such activities are self-empowering in nature.*

In May last year, ICD mounted the "Open Conference on Corporate Governance and Related Reforms in the Philippines", attended by more than 300 top executives in the country.

*By committing itself to the professionalization of board members, ICD contributes to the long-term strength and viability of the organizations it serves.* As it is now ICD targets not just informing corporate directors about developments in their field. It also aims at empowering board directors to be more competent and performance-focused.

ICD has also started empowerment programs among some government agencies. In a recent open conference on national governance this June at the Manila Hotel, the Bangko Sentral ng Pilipinas and the Securities and Exchange Commission were featured in one of the forums. Steps and measures towards good governance undertaken by these agencies were presented by representatives of these two agencies.

Under the leadership of former finance chief Dr. Jesus P. Estanislao, ICD intends to service more private and public organizations in these next few years.

*Given the performance-enhancing and transformational short courses and intensive programs of the ICD, it can be lodged in the right-uppermost box of the CPE Grid. Its commitment to empower board members of organizations and call on their integrity and character can be gleaned from its thrusts, programs and activities.*

## The Management Association of the Philippines (MAP)<sup>31</sup>

Strong and hefty organizations bank on a competent and trustworthy top management. Over the past 50 years, the MAP has served as an association for CEOs, COOs, and management educators. More than just an association, MAP also stands as a support group and sounding board for top executives. Presently, MAP has close to 700 members.

Evident in MAP's objectives is its drive toward professional development. MAP aims to:

- *Foster management excellence*
- *Help uplift the standards of management practice in the country*
- *Establish and maintain closer relations among senior business and industrial management executives*
- *Promote a broad exchange of latest management information and practices*
- *Assist educational and other institutions in interpreting the needs of commerce and industry in so far as the management career is concerned*

*One can glean from these objectives MAP's intent to update its members about the emerging trends in their field, build their competence and enhance their performance as top managers.*

Within MAP is the Management Development and Scholarship Committee which “plans and implements activities relevant to the continuing management education of members and other senior executives. It develops specific programs to introduce members to new management theories, concepts, practices and techniques; enhance their management skills; and expand their managerial knowledge and capabilities.” Committees of this nature are very useful for professional organizations. The least they do is to identify “champions” of CPE programs and activities. They can always be on the look out for the developmental advancement of the association members.

More concretely, MAP fosters management excellence through the following avenues:

- *annual management conference*
- *management development forums*
- *industry briefings*
- *seminars*
- *industrial tours and plant visits*

The activities listed above are patently educational and professional in nature. They are indicators of the “updating” parameter in the CPE grid.

MAP members are afforded opportunities to listen and learn from the work experiences of their fellow executives as well as update themselves on current issues and research in the management development field. “The MAP provides a medium for a broad exchange of

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<sup>31</sup> Visit MAP's Website: <http://www.map.com.ph>. The author acknowledges the research work of Ms. Zarni Marie Buenaflor and Ms. Kim Frances Reyes on the Management Association of the Philippines.

management ideas and experiences with a view toward enhancing the management skills of MAP members and other top executives, thus contributing to their continuing education.”

MAP's activities between 1990-1999 are summarized in Appendix I.<sup>32</sup> Although the activities are predominantly professional, they are also expected to have a dent on the personal lives of the members. These activities presumably provide the information and formation dimensions of the CPE grid. Indeed, a number of management skills also apply to self-management.

Ethical leadership and management is perhaps a field where MAP should invest more resources. While a number of companies have written or implicit codes of ethics, proper training and formation in this regard should not be taken for granted. Such developmental programs or activities have a bearing on what management literature has referred to as transformational leadership.

Unique to MAP is its Management Educators' Workshops. “Through its management educators' workshops, the MAP contributes to the upliftment of management education in the Philippines and assists educational and other institutions to interpret the needs of commerce and industry in so far as the management career is concerned.”<sup>33</sup>

In an interview<sup>34</sup> with Mr. Arnold Salvador, MAP's Executive Director, he says that MAP per se does not conduct training for its members, except for its Management Educators' Workshops. Such workshops aim to teach skills among participants, while forums and conferences enhance the knowledge of participants.

Participation in workshops would depend on the perceived value-added that can be derived from these by prospective participants. The same is true for forums and conferences. Moreover, the prestige of speakers also influences the decisions of executives to participate in management development activities. Top executives are difficult to detain for a day to attend a seminar. Thus, the design of programs needs to be well crafted.

To give focus to MAP's continuing professional education, yearly themes are adopted and these dictate on the proceedings of the Annual MAP Conference the Management Development Forums. The latter usually addresses the issues that are relevant to the work of the members.

Forums on current issues and global trends also keep the MAP members informed and prepared to face the globalization of business. In one forum, for instance, MAP had Dr. Judith Rodin, President of the University of Pennsylvania, to talk on “Facing the Challenges of Globalization through Management Education.”<sup>35</sup>

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<sup>32</sup> MAP Memo 1990-1998 & MAP Annual Report 1999

<sup>33</sup> See <http://www.map.com.ph>

<sup>34</sup> Conducted by Ms. Zarni Marie Buenaflor and Ms. Kim Frances Reyes.

<sup>35</sup> This was held last January 12, 1998 at the Hotel Inter-Continental Manila (source: MAP Memo, March-April 1998)



“The concept of CPE in MAP is not as explicit as some, in terms of offering units of continuing education or training programs as such, but they opt for the more subtle way of educating: not letting the students know that they are learning, when in fact, they are. And it seems that this method works for them.

“On a last note, all of these proves to show that lifelong learning still appeals even to busy top executives and the like...If there is one thing man is born with, it would be safe to say that he is born with the thirst for learning.”<sup>36</sup>

The continuing professional education of business executives naturally takes place in their respective companies. A posting abroad would afford them opportunities to deal with peculiar cultural and organizational challenges in the workplace.

And like any other professional, they have the option of pursuing graduate studies suitable to both their job and career path.

MAP’s activities and programs are heavy on the competence side. Clearly it values performance excellence. While its core values and the corresponding professional attitudes may be explicitly promoted in its activities, more transformational programs can be included in their management programs. In this regard, MAP is lodged in the box where performance-enhancement and formation meet.

#### The Bankers Association of the Philippines (BAP)<sup>37</sup>

The Bankers Association of the Philippines has been around for more than 50 years. Presently, it is presided by Dr. Placido Mapa, Jr. of Metropolitan Bank and Trust Company (Metrobank).

Mr. Leonilio Coronel, BAP’s executive director, describes BAP as an association of commercial banks. It serves as a “think tank” for the member banks, addressing common concerns and issues faced by the banking industry. Such activities fall under updating.

To give more focus to its continuing education concerns, BAP linked up with the Ateneo Graduate School of Business. This led to the formation of the Ateneo-BAP Institute of Banking, which oversees the CPE needs of banking professionals, given the inputs from member banks. This alliance is a strategic one as it keeps a higher education institution’s curriculum aligned with the needs and requirements of the industry.

The Institute’s vision is “to become Asia’s recognized center for excellence in continuing education in banking and finance.” This statement is an explicit commitment of the Institute to help banking professionals gain more competence and improve their work performance.

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<sup>36</sup> Zarni Marie Buenaflor and Kim Frances Reyes, *On Lifelong Learning, Continuing Professional Education and the Management Association of the Philippines*, Research Paper, UA&P, School of Education, 2000.

<sup>37</sup> The author acknowledges the research done on BAP by Mr. Chip Winternitz and Ms. Michiko Sumiller.

This vision is translated to the following mission: “To promote Ateneo excellence by working with the financial services sector particularly the banks to develop their human resources through workplace-based, performance-driven education programs.”

*The core values of the Institute are: customer care, custom-fitting and effectiveness. These values are evidently very work-oriented, suitable to the technical nature of courses that they offer. Examples of these courses follow:*

- *Accounting Fundamentals*
- *Financial Analysis*
- *Techniques of Financial forecasting*
- *Credit Management and Administration*
- *Problem Loan Prevention and Management*
- *Remedial Management Series*
- *SME Credit Assessment and Problem Loan Handling*
- *Treasury Operations*
- *Asset/Liability Management*

*The human or values dimension of the programs of the Institute are guided by the so-called Ateneo Tradition of Excellence: “We nurture men and women to be intellectually competent, technically skilled, politically aware, socially committed, spiritually sound, wholly integrated.”*

To assure globally- competitive programs, the Institute commits itself to a *relevant dynamic curricula*: “We continuously refine our courses to address emerging needs and absorb global and techno trends.”

Besides the training programs offered by Ateneo-BAP, banking professionals also upgrade their knowledge and skills by enrolling themselves in graduate business administration, management and finance programs. Most banks also have training departments that would craft short seminars and long-term programs on the banking business, enabling employees to perform their present jobs well and prepare some of them to occupy managerial positions.

While maintaining a pool of research analysts to build up their data bank, banks still rely on external help of consultants and providers of economic analyses and indicators. In this regard, the Ateneo-BAP Institute of Banking assists BAP members in accessing needed information.

The CPE provided by the BAP veers heavily toward competence and performance enhancement. Courses on-demand are designed after the common needs of member banks.

Besides the training programs offered BAP, individual banks conduct their own management training and bank officers professional training programs. Classroom sessions are complemented by actual work sessions in the different departments of the bank. These activities aim to build the competence and confidence of the trainees and enhance their actual performance in their respective work stations.

Among the banks that have been investing resources for internal programs are Metrobank, BPI, RCBC, Philippine Savings Bank, and the Development Bank of the Philippines.

While the BAP acknowledges the importance of transmitting corporate values and fostering ethical practices, the formation and transformation types of programs – those that are developmental in nature – are carried out internally by the banks themselves. This is particularly true in banks where an ethical culture is explicitly valued and deliberately fostered.

*BAP's focused programs and seminars underline itsr explicit drive towards competence-building and performance-enhancement. Backed up by the "Ateneo tradition of excellence", which envisions holistically-developed persons, it merits being lodged at the upper-rightmost box of the CPE Grid where character and excellent performance meet.*

The Financial Executives Institute of the Philippines (FINEX)<sup>38</sup>

*The Financial Executives Institute of the Philippines, or FINEX for short, is dedicated to the enhancement of the skills of the finance executive, enabling him or her to contribute to the success of the business enterprise.* Founded more than 30 years ago, it now has 747 members, nearing its target of 1,000 members.

FINEX's mission statement mentions its commitment to CPE and its intent to play an active role in society: "It is a forum for the development and advancement of its members, particularly in the field of modern business practice, and in the promotion of business ethics and social involvement. FINEX and its members will continuously take a proactive stance in shaping public opinion and key policy on issues related to their areas of expertise." *Translated into action, FINEX envisions to situate itself in the performance-enhancement/transformation quadrant of the CPE grid.*

Villanueva and Miranda (2000) observe that "in FINEX, one will find the marriage between the theory of lifelong learning and Continuing Professional Education *Embodied in its Code of Ethics<sup>39</sup> is the mandate that as financial executives, members must continuously work upon improving themselves. This principle is enacted through a provision in the by-laws<sup>40</sup>*

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<sup>38</sup> The author acknowledges the research done on FINEX by Ms. Rosa Villanueva and Ms. Claire Miranda.

<sup>39</sup> The New Code of Et hics for the Financial Executive:

*As a Financial Executive, I shall live by the following ethical principles:*

- *To act always with integrity in accordance with the highest moral principles.*
- *To uphold the truth in everything I do.*
- *To manage faithfully and responsible the resources entrusted to my stewardship.*
- *To maintain independence of judgment and action by consciously disclosing and avoiding any possible conflict of interest.*
- *To treat all persons with fairness and respect.*
- *To continuously improve myself in order to serve others better.*
- *To contribute my share in building a more just and humane society.*

<sup>40</sup> Pertinent Articles in the by-laws of FINEX: Article VIII– Committees and Functions. Section 5. Professional Development Committee. This committee shall have the responsibility of undertaking activities aimed at promoting

establishing the Professional Development Committee and its retention policy that specifically provides that members earn ‘points’<sup>41</sup> in order to be eligible for renewal.”

Through the years, FINEX has sponsored numerous conferences, seminars, symposia, round-table discussions and similar educational activities for the professional and personal development of the financial executive.<sup>42</sup>

In 1976, the FINEX Research and Development Foundation was founded with the following objectives:

- *to create, establish, and provide an institutional entity and/or medium which will initiate, sponsor, pursue, and/or conduct programs, projects, and/or studies geared towards research, development, and improvement in the various fields of financial and business management, practices, and procedures and other related sciences, or fields of endeavor*
- *to promote, encourage, cultivate, and assist in the improvement and amelioration of the social, physical, spiritual, moral, and intellectual well-being of the poor and destitute, the youth and elderly through the institution, establishment, and creation of programs and projects which shall advance and contribute to greater social awareness in the community and nation in general*

*The Foundation has served as an avenue for professionals in the field of finance to pursue their research interests and hone their research skills. It has also encouraged researchers to produce world-class outputs.*

Villanueva and Miranda note: “The foundation supports several endeavors, namely the DBA Fellowship<sup>43</sup>, a Professorial Chair<sup>44</sup>, and the publication of books such as ‘Handbook on Small and Medium Scale Businesses,’ ‘Financial Management in the Philippine Setting,’ and ‘Gabay sa Puhunan – Para sa Maliliit na Industriya.’ To upgrade financial education in the country, the foundation, together with Philippine Association of Collegiate Schools in Business (PACSB), solicited from the Central Bank of the Philippines a one million peso grant to conduct a study in cooperation with the UP College of Business Administration on the curricula for financial management in leading business schools to determine ways of reducing the gap between school training and industry requirements. To date, projects such as improvement of curricula, development of faculty members, encouragement of research in specific areas of business education, and regional training workshops have been undertaken.”

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the professional and personal development of members, including but not limited to organizing or sponsoring of seminars, workshops, symposia, dialogues, and training programs for its members.

<sup>41</sup> See Appendix 2.

<sup>42</sup> See Appendix 2.

<sup>43</sup> “The Program was instituted to promote and encourage the education and training of qualified individuals in the field of finance management by financing any person qualified to have a doctorate degree in Business Administration. This fellowship was established at the University of the Philippines and as of the present, has had six successful grantees: Filomena M. Cantoria, Erlinda S. Echanis, Luke Kho, Lina J. Valcarcel, Virginia Abad, and Ambrosio Quinones, Jr.”

<sup>44</sup> “To promote the education and training of qualified individuals in the fields of finance and management, this was established at the University of the Philippines. The project is directed at developing better skills in financial management and encouraging highly trained, competent, and scholarly individuals to become and remain faculty members through subsidies.”

FINEX has magnified its CPE endeavors by setting up new organizations in cooperation with other institutions, namely: the Development Center for Finance (DCF), the Foundation for Filipino Entrepreneurship, Inc. (FFEI), and the Capital Markets Development Center, Inc. (CMDCI). “All three organizations,” state Villanueva and Miranda, “have embraced in their goals the desire to further knowledge in the field of finance management through projects, programs, and studies in small business enterprises (FFEI), in the field of finance professional education (DCF), and capital market skills (CMDCI).”

Villanueva and Miranda add: “What FINEX has done for the growth of continuing professional education in the field of finance management should be imitated by other professional organizations.... At present, there still remains several professions not covered by the order and unless professional organizations in that field take it upon themselves to ‘professionalize’ their field by ensuring continued growth through education, it will take a long time before they can rightfully call themselves professionals.”

In the international front, FINEX can strengthen its professional links with similar associations in the Asia-Pacific Region where a common mission is pursued: the continuous development of the financial executive. And if beneficial, it can lobby for the government to enter into a mutual recognition agreement with another country in the finance profession.

FINEX can also benchmark with the International Association of Financial Executives Institute<sup>45</sup> based in Switzerland which has 25,000 members in more than 20 countries.

Finex affords its members ample opportunities to enhance their job performance as reflected in their programs and activities. It also prides itself with a strong ethics program opening the doors of personal transformation among the individual members. For this matter, Finex qualifies being lodged at the right-uppermost section of the CPE Grid.

#### The Philippine Institute of Certified Public Accountants (PICPA)<sup>46</sup>

The Philippine Institute for Certified Public Accountants (PICPA) is one of the largest professional organizations in the country. It has close to 20,000 registered members, representing the 100,000 accounting professionals in the country. It is also one of the oldest professional organizations, founded in 1929. To date, it has broadened its network to include chapters in Bahrain, Brunei, Dubai, Jeddah, Riyadh, Saipan, Saudi Arabia, and UAE.

It has been cited by the Professional Regulation Commission (PRC) as an Outstanding Accredited Professional Organization. Although far from perfect, it is notably one of the more, if not the most organized, professional organization in the area of professional education and attention to registered members.

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<sup>45</sup> Visit <http://weatherhead.cwru.edu/iafei/iafei.html>

<sup>46</sup> The author wishes to acknowledge the research done on PICPA by Ms. Sargee Garcellano and Ms. Che Mascareñas.

The organization's vision is "to be a strong, dynamic and unified professional organization of highly-respected, world-class and socially committed Certified Public Accountants worthy of esteem of the Filipino people." This vision reflects PICPA's commitment to boost the competence and performance of its members, and transform them into socially-oriented citizens.

PICPA's mission is "to enhance the integrity of the accountancy profession, serve the best interest of its members and other stakeholders, and contribute to the attainment of the country's national objectives". It envisions this mission fulfilled through:

- a responsive organizational structure
- committed leadership
- effective professional development programs abreast with state-of-the-art technology
- strict implementation of professional ethics
- promotion of high standards of accounting education
- advocacy of and participation in relevant national issues

The objectives of the association are:

- To protect and enhance the credibility of the CPA certificate in the service of the public;
- To maintain high standards in accounting education;
- To instill ideas of professionalism, ethics, and competence among accountants, and;
- To foster unity and harmony amongst its members.

Its core values include integrity, professional excellence, innovation, discipline, teamwork, social responsibility, and commitment. These values are crucial to driving the PICPA professionals towards professional and personal excellence.

A number of professional development activities are carried out by PICPA all year round throughout the country. The move towards continuing professional development is propelled by the character envisioned for PICPA. "We should be recognized for the delivery of professional development services to our members and focus on the enhancement of our profession," writes 1999 PICPA national President Danilo Principe.<sup>47</sup>

Among its noteworthy achievements are as follow<sup>48</sup>:

\* PICPA members have ably served as the voice of the Philippine accounting profession in numerous gatherings of international professional organizations. Foremost among these international organizations are the International Federation of Accountants (IFAC) which aims to develop and enhance a coordinated worldwide accountancy profession functioning under harmonized standards; the International Auditing Practices Committee (IAPC) of IFAC, which seeks International Standards Auditing and Related Services; the International Accounting Standards Committee (IASC) whose objective is to achieve uniformity in the accounting principles which are used by businesses and other organizations for financial reporting around

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<sup>47</sup> Danilo A. Principe, "A dream for PICPA: The Real PICPA", *The Accountant's Journal*, 2<sup>nd</sup> Quarter 1999, Vol. 49, no. 2, p. 3, PICPA, Mandaluyong City.

<sup>48</sup> See <http://www.picpa.com.ph/corporate/history.htm>

*the world; the Confederation of Asian and Pacific Accountants (CAPA) which seeks the development of a coordinated regional accounting profession with harmonized standards; and the ASEAN Federation of Accountants (AFA) which was organized in 1977 mainly through PICPA's initiative. It strives to work together in a spirit of cooperation with the ASEAN region's varied groups, whose economic efforts may be complemented by the accountancy profession.*

*\* PICPA hosted many regional and international conferences of accounting professionals such as the First Far East Conference of Accountants in 1957; First Forum of Accountants of ASEAN countries in 1976; First AFA Conference in 1978; 9<sup>th</sup> CAPA Conference in 1979; and 6<sup>th</sup> AFA Conference in 1988. PICPA shall host the AFA Conference in 1999 and CAPA Conference in 2000.*

The foregoing data reflect PICPA's global competitiveness and its strong potential in CPE.

In 1987, PICPA formally established its CPE Council "intended to exercise the functions of the CPE Accreditation Committee." And in 1997, the "CPE on the Road" project was launched, bringing PICPA's CPE programs down to the provincial chapters nationwide.

PICPA has *The Accountants' Journal*, which publishes the research and technical papers of experts in the field. The Journal has been a spur for accounting professionals to pursue serious research in the field.

PICPA also has a training center for its CPE activities, and it maintains a library for the research work and projects of its members.

Listed among its regular educational activities<sup>49</sup> are:

- *Monthly chapter meetings with an invited guest talking on current issues affecting the accounting profession*
- *The annual Accountancy Week which features symposia, workshops, and dialogues*
- *The Annual National Convention which includes the presentation of technical papers by experts*
- *Seminars on accountancy education, accounting principles auditing, taxation, management services, information technology*

PICPA also maintains the *PICPA Kiosk* which is a "stand alone browser" containing all sorts of information about the professional organization.

To further enhance its global competitiveness and expand its menu of CPE programs, PICPA can benchmark with more international associations such as the CPA Associates International<sup>50</sup> (CPAAI), "an association of independent certified and chartered accounting firms with 103 members worldwide." Courses offered by the CPAAI include:

- *Accounting & Assurance Seminar*

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<sup>49</sup> See Appendix 3 for a summary of PICPA activities over the last years.

<sup>50</sup> Visit <http://www.cpaai.com/>

- *Tax Seminar*
- *Spring Managing Partners Seminar*
- *Fall Practice Management Seminar*
- *Financial Planning Seminar*
- *Information Technology Seminar*
- *Executive Development Workshop for Partners and Senior Managers*
- *Staff Training Programs*

*PICPA is veritably one of the more, if not the most, progressive professional organizations in the country. Both its strategic intent and programs prepare active members for better performance on the job and emphasize the need for transforming oneself into a better person. In this regard, PICPA deserves the right-uppermost slot in the CPE Grid.*

### The Philippine Computer Society (PCS)<sup>51</sup>

The knowledge society has led to the cyber age where information technology (I.T.) professionals play a more prominent role. The information explosion calls for IT experts who are adept at handling information, its processing and transmission to end-users.

Next to India, the Philippines has steadily supplied the rest of the world with qualified IT professionals providing the backbone for many multinational businesses.

Schools providing IT education have mushroomed over the last 10 to 15 years. And CPE for most IT professionals means enrolling in graduate programs in IT schools, or short courses in learning centers like STI and AMA, or attending in-house training or foreign-based programs provided by companies. Occasionally, some companies would bring in foreigners who are IT experts to conduct seminars and programs for their employees.

Founded in 1967, the Philippine Computer Society (PCS) is the organization for IT professionals in the country with more 700 registered members. In 1978, it bonded with similar organizations in Asia to form the South East Asia Regional Computer Confederation (SEARCC). This allowed PCS to compare notes on CPE with foreign-based organizations. And in 1992, it joined other organizations as a founding member of the Information Technology Foundation of the Philippines (ITFP).

To enhance the competence and performance of IT professionals, PCS envisions itself “to be the IT organization of choice that moves members to pursue excellence in their individual professions.” It aims to encourage the “sharing of intellectual resources, the pursuit of dreams and visions, and friendship and cooperation among IT professionals and practitioners.”

To realize its vision and mission, PCS has adopted the following organizational objectives:

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<sup>51</sup> The author acknowledges the research done on PCS by Ms. Mel Cunanan and Ms. Vanessa Valdez.



- *Professional Excellence: PCS will be the lead organization that will uphold the highest level of professional behavior and conduct.*
- *Technical Excellence: PCS will actively promote information-sharing and skills enhancement among its members.*
- *Personal Excellence: PCS members will spearhead the use of IT innovations to enhance interpersonal relationships and improve the quality of life.*
- *National Stature: PCS membership will be national in scope and character.*
- *Contribution to Progress: PCS will support the development of a globally competitive Philippine IT industry.*

*In order not to leave out the need to form good and ethical professionals, PCS identified the following “pillars of professionalism” for its members:*

- *Quality Standards: PCS members are expected to attain the highest quality of both process and products of their professional work.*
- *Expertise (Technical Know-how): PCS members are expected to continuously improve their professional competence/skills.*
- *Compliance with Laws: PCS members are expected to comply with all existing laws pertaining to professional work in any country in which they practice.*
- *Acceptance to Ethical Obligation: PCS members are expected to accept their ethical obligations to assess social consequences and help insure safe and beneficial use of information technology.*

PCS conducts its CPE through its Professional Development Programs, in coordination with institutions such as the Asian Institute of Management (AIM) and Technical Education & Skills Development Authority (TESDA).

Its *Monthly Membership Meetings* also serve as an avenue for updating members with current professional issues and trends. There are also *Special Interest Groups* within PCS which are formed on the basis of common professional concerns. Through its publication *Bits & PCS*, members are informed about organizational matters.

PCS also has an IT Council for Professional Standards “responsible of coordinating with concerned local/foreign government and/or private agencies and NGOs, regarding the implementation of an IT Certification by the year 2000.”

Lastly, a yearly IT Professionals’ Congress is also held for members. Last year’s theme was "e-Commerce: The Future is Now!".

IT educational institutions have also been at the forefront in training world-class and globally competitive professionals. One institution which is a pioneer in the field is STI.

*PCS programs and activities are bent on the competence, performance-enhancement side. Values may be highlighted in these activities but more can be done in investing both time and resources in forming and transforming the character of professionals. In this regard, PCS is lodged in the box where performance-enhancement and information meet.*

### STI Colleges

STI is the largest computer education organization in the Philippines and in Asia. Its vision is “to be a leading global educational institution in information and communications technologies, that prepares its students to excel and to lead in their chosen fields of study and to contribute to the development of society.” Supporting this vision is the mission “to provide quality education in information and communication technologies, thereby making Filipinos equal to the best in the world and the Philippines, the Information Technology Center of Asia.”

### Network

The STI education network consists of over 1200 schools in the Philippines and several locations abroad – in California and Virginia in the U.S., Hong Kong and Taiwan.

Over 80,000 students enrolling STI schools each year. Since STI was established in 1983, it has provided computer education to half a million Filipinos.

Today, forty-four of the STI schools are colleges offering associate and bachelor’s degrees in computer science, information management, computer engineering, business administration, office management and computer secretarial.

The rest of the post-secondary STI schools are education and training centers for computer programming, computer technician course, software applications, office administration and most recently, e-commerce education.

Nine STI basic education institutions cater to pre-school, grade school and high school education with curricular emphasis on computer technology, science and mathematics and values formation.

STI Distance Learning (DL) centers abroad serve computer-training needs of overseas Filipino workers. Graduates of DL centers may have their courses credited in STI Colleges in the Philippines towards earning BS degree.

### Courses

STI courses are ladderized following an integrated curriculum plan. It allows students who finish short certificate courses in training centers to earn credits for baccalaureate degrees in the big colleges.

The New Jersey Institute of Technology or NJIT, the third ranked computer science university in the United States, granted accreditation of STI's Associate in Computer Science Program as equivalent to its own.

Oracle Development Corporation, the world's leading supplier of software for information management, has included STI in its academic initiative program along with UP, Ateneo, La Salle, University of San Carlos and Mindanao State University. The initiative allows the named schools to integrate Oracle into their curricula and to benefit from I.T. education expertise of Oracle.

Electronic Data Systems (EDS), the largest information technology services organization in the world, tied-up with STI for the inclusion of EDS systems developments standards in STI's curriculum in order to produce EDS-compliant graduates for deployment to EDS projects in different parts of the world.

The University of Cambridge International Examinations Center has accredited STI for eligibility on the Cambridge awards. This Accreditation allows STI graduates to earn both the STI and world-class Cambridge certificate.

Microsoft (MS) Press, the educational arm of the largest software manufacturer in the world has accredited STI's MS-software package courses. Graduates of the Microsoft training in STI earn both STI and the Microsoft Press certificates.

The University of the Philippines Institute of Science and Mathematics Education Development (UP-ISMED) has entered into a long-term agreement with STI for support of STI's basic education courses in science and mathematics. In return, STI provides UP-ISMED with support for multimedia courseware development.

STI is also an authorized testing center of the European Computer Driving License (ECDL). The ECDL is a recognized competence certification in Europe.

The foregoing STI initiatives speak of its commitment to prepare qualified and highly employable graduates.

### Guaranteed Hire Program

One of the unique features of STI is the GHP or Guaranteed Hire Program. STI guarantees a computer job to its graduates who comply with grade and other academic requirements upon completion of their courses.

STI's Circle of Friends is a group of over 700 host companies and organizations who give hiring preference to STI graduates.

STI is the leading source of entry-level computer professionals to Philippine business and industry. Thousands of graduates have also joined various computer installations abroad.

## The Personnel Management Association of the Philippines (PMAP)<sup>52</sup>

The Personnel Management Association of the Philippines or PMAP was formed in 1956 when a group of close to 40 executives saw the need of addressing the needs of personnel managers amid the growth of organizations. Since then, it has helped upgrade the role of the personnel manager into a strategic partner in managing people in the business enterprise.

Its vision is to be “the premiere organization committed to the advancement of excellence in the practice of professional human resource management.” In pursuit of this vision, PMAP has the following mission:

- *Develop the professional skills of human resource management practitioners.*
- *Promote the sound practice of human resource management and established standards of the profession.*
- *Assist actively institutions improve the human aspect of management and effectively manage human resources*
- *Lead in advancement of the human resource management practice in the community and in the country.*

One can see from the foregoing vision and mission that PMAP is almost synonymous to continuing professional education. While it is concerned about enhancing the professional skills of the members, it is focused on people development, which is at the heart of education.

“In a nutshell, PMAP increases productivity among employees, executives and managers through education. In today’s fast evolving world, a lot of changes are giving way to a whole new different world. To adapt to these changes, PMAP has prepared classes, lectures, conferences and meetings which discuss relevant topics responding to the current situation we are in right now. It is important that PMAP retains its seal of excellence by tackling on timely issues and innovative approaches in facing the future.”

Presently, PMAP has more than 1,000 members.

Education and training in PMAP is carried out through its HRM Development Center. This Center takes charge of planning, designing and implementing HR programs for PMAP members. Various facets of HRM are addressed by the training and development programs, aimed at empowering professionals.

“The curricular programs, however, are certificate courses from PMAP partner schools such as Pamantasan ng Makati [Labor Relations], Jose Rizal College [Human Resource Development], and UST [Human Resource Planning and Acquisition]. They allow HRM practitioners to earn an HRM degree and sharpen their knowledge on the profession.”<sup>53</sup>

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<sup>52</sup> The author acknowledges the work done on PMAP by Ms. Kathryn Balon and Ms. Celine Lopez.

<sup>53</sup> See Appendix 3.

Various activities of PMAP address its CPE objectives. The monthly *General Membership Meetings* (GMM), besides from its social purposes also serve as a venue for professional development. A theme relevant to the HRM profession is adopted and guest speakers are invited to share their knowledge and experiences on the matter. “There are two objectives. First is to feature timely topics presented by credible speakers. The second is more long-term. It is to establish camaraderie among the members and enhance the spirit of the association.”

“The *lecture series* is a package of half-day, monthly forums that features expert speakers discussing relevant HR topics.”

“Annual *conferences* are events wherein representatives of different companies join together and discuss pressing issues and relevant topics.”

*A summary of PMAP activities during the last decade (1990-2000) is listed in Appendix 3.*

*A review of these activities would show that the organization is actively engaged in updating its members, building their competence and improving their performance. Given its humanistic thrust, some PMAP activities also focus on the formational and transformational dimensions of the human resource professional. Year 2000 saw PMAP adapting the theme “Humanizing Business in the New Economy.”*<sup>54</sup>

The organization’s publications are the *People Manager*, the *PMAP Newsletter*, and the *LR [Labor Relations] Update*. These materials serve the purpose of updating members about news and trends in the HR field.

PMAP keeps itself updated with global trends in the field through its linkage with the Asia Pacific Federation of Human Resource Management, which in turn is a full member of the World Federation of Personnel Management Association<sup>55</sup> (WFPMA) based in the United Kingdom.

*PMAP is another professional organization that is actively engaged in the well-rounded training and formation of its members. This is reflected in its programs, activities and strategic intent. The profession itself underscores the need to work at enhancing the performance of people and developing their character continually. For this matter, PMAP merits being lodged in the right-uppermost box of the CPE Grid.*

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<sup>54</sup> Check their website: [www.pmap.org.ph](http://www.pmap.org.ph)

<sup>55</sup> Visit the Federation’s website: [www.wfpma.com](http://www.wfpma.com)

## The Philippine Society for Training and Development (PSTD)<sup>56</sup>

The Philippine Society for Training and Development (PSTD) is the professional organization for HR and organization development professionals. Founded in 1964, it was formally organized in 1965. Like the PMAP, its main activities are directly focused on CPE. Its activities include:

- *Monthly learning session on current trends, technologies and practices in the HROD profession*
- *Seminars and workshops for trainers*
- *Conferences and symposia*
- *Expositions of training technologies and networking*

Presently it has more than 600 members from various sectors. To broaden its resource network, PSTD has affiliated itself to the American Society for training and Development, International Federation of Training and Development Organization and the Asian Regional Training and Development Organization.

A number of PSTD members are also members of the PMAP.

The PSTD vision reads:

- *A PSTD that is committed to advance the professional development of its members, so that they can contribute more effectively to their organization, the profession, and ultimately the nation.*
- *A PSTD that serves as the voice of the HROD practitioner in proactively seeking the excellence in the leadership, people-focused technologies and customer responsive process.*
- *A PSTD that leads in the development of HROD profession with credibility and competence.*
- *A PSTD that has in its heart the quality of worklife, the dignity of man and the welfare of the nation.*

Its mission is to *promote the HROD (Human Resource and Organization Development) practitioners and the field of human and organization development as a profession – through the application of training for the growth and profitability of the organization.*

The organization's objectives are:

- *To foster closer relations and promote professional development among the practitioners of the training and organization development profession;*
- *To serve as a forum for the exchange and discussion of information, ideas and problems related to human resource and organization development;*
- *To undertake studies, researches, and programs for the purpose of seeking more effective means of meeting local training and development needs;*
- *To establish, maintain and develop contacts with local international organizations in matters related to training and development; and*
- *To promote understanding of human resource and organization development as a basic responsibility of management.*

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<sup>56</sup> The author acknowledges the research done by Ms. Corina Magalong and Ms. Karla Ycasiano entitled "Lifelong Learning, Adult Learning, Continuing Professional Education and the Philippine Society for Training And Development".

Certain committees exist to ensure CPE among the members. These are:

- *Professional Development: tasked with providing services in the area of development and the professional advancement of members through learning sessions*
- *Research: pursuing research for the advancement of the field of HROD*
- *Public Seminars: developing and marketing HROD programs consistent with the objectives of the Society for both the membership and the interested public*

The CPE programs offered by the PSTD are:

- *Trainer's Accreditation Program*
- *Basic Training of Trainers*
- *Managing and Organizing the HROD Function*
- *Training Needs Analysis*
- *Designing Effective Curriculum*
- *Presentation Skills Workshop/ Facilitating Skills Development*
- *Evaluating Training Program Results*
- *Energizers and Ice Breakers*
- *Organization Development Seminar*
- *Experiential Learning Workshop (Structured Learning Exercises [SLEs])*
- *Career Planning Workshop*
- *Managing Change*

#### Activities during the period 1990-2000

Missing and destroyed files of the PSTD leave us with the following sample of activities in this last decade:

- *1991 – 18<sup>th</sup> Asian Regional Training and Development Organization (ARTDO) Conference on “Cross-Cultural Transfer of Technology Through Skills Development”*
- *1992 – 18<sup>th</sup> National convention of the PSTD with the theme “HRD Innovations: A New Paradigm in Nation Building”*
- *1995 – Various learning sessions and training courses; 21<sup>st</sup> National Convention of the PSTD with the theme “Towards Building a Learning a Organization”*
- *1996 – 23<sup>rd</sup> ARTDO International convention on Human Resource Development with the theme “HROD: Building Competitive Organizations, HROD Professionals: Entrepreneurs of the New Millennium”*
- *1997 – 24<sup>th</sup> ARTDO International Conference with the theme “HRD Challenges in the Information Age”*
- *1999 – American Society for Training and Development (ASTD) international conference in Atlanta, Georgia*
- *2000 – Evaluating Training Program Effectiveness; Structured Learning Exercises; ASTD international conference in Dallas, Texas; Designing Effective Curriculum; Presentation/ Facilitating Techniques; Allen Management Program; Games Trainers Play; Re-engineering Corporate Courseware for the Web*

PSTD, in essence, is a CPE provider to HROD professionals empowering them to be effective educators of personnel and developers of organizations. The variety of training programs and seminars it organizes aims to prepare professionals work in an environment characterized by “global competition, accelerated change, and increased use of technology solutions”.

As a professional association, PSTD has not been as proactive like PICPA, FINEX or PMAP over the last few years. Although by strategic intent, it looks at updating, upgrading, and enhancing the knowledge, skills, values and attitudes of the members, not as many corresponding programs and activities were organized.

One would expect that CPE among the HR professionals has been basically carried out on the basis of personal initiative. This is possible through on-the-job training, work experience from a foreign job, pursuing graduate studies or attending school-based non-curricular seminars here in the country or abroad.

PSTD has to explore more linkages with its foreign counterparts. Although their list of programs and activities may not radically differ, PSTD can always learn from the experiences of other foreign associations.

Lastly, PSTD should consider research and publication, and setting up a website. These programs would encourage the experienced HR trainers to engage in serious research and document their experiences into best practices. The website, on the other hand, would serve as the association’s window of communication to the rest of the world.

*As a professional association, PSTD is dominantly concerned with updating and competence-building. Performance-enhancement appears to be a goal left to the charge of the individual members. Its activities are geared more towards the professional side rather than the personal. For this matter, it is lodged in the box where competence-building and information meet.*

#### The Philippine Medical Association (PMA)

Filipino medical professionals and their respective specialty organizations are networked through the Philippine Medical Association or PMA. PMA’s vision is “ to have a fellowship of physicians united in the common goal of acquiring the highest levels of medical knowledge and skills through continuing education and research, and to promote the healing ministrations of the physician in the delivery of health care of patients.”

Its constitution lists the following objectives and missions:

- *to bring together and unite the entire medical profession of the Philippines*
- *to extend medical knowledge and advance medical science*
- *to elevate the standards of medical education and practice*
- *to ensure the enactment of just medical laws*



- to promote fraternal relations among physicians and between physicians and allied professionals
- to protect the legitimate rights and prerogatives of the physicians
- to serve as an authoritative source of information regarding health, disease and medical practice
- to promote the practice of medicine in the context of Philippine life and culture

CPE is institutionalized in the PMA through the existence of the permanent Commission on Continuing Medical Education (CME). This commission is tasked to implement the CME code of the PMA.

Yearly, the PMA holds its annual four-day convention which includes scientific lectures and presentations. The inclusion of scientific sessions oriented towards the professional development of members is stipulated in PMA's constitution. Besides this, there are also the PMA-Unilab Regional Assemblies totaling to about 14 one-day sessions per year which also include medico-scientific presentations, lectures on medical ethics, etc.

From a partial list of CME activities in the year 2000 (see Appendix 5), one can see that the nature of CPE in the various specialty societies are of the updating, and competence-building types. Actual performance-enhancement happens more on the job, as the medical professional sharpens his skills with the number of consultations and operations done as the years go by.

The breadth and depth of the CME activities of the various PMA specialty societies depend on the leadership and cooperation of the members of the associations. Support to these activities is also drawn from pharmaceutical companies and business enterprises that sell equipment required by the distinct professions.

Business enterprises catering to the medical professions help in CME activities through scholarships for post-graduate courses offered locally or abroad, sponsoring national medical conventions, shouldering the expenses for bringing in foreign medical experts to conduct lectures or seminars, and providing equipment for training and development of the organizations.

A few medical schools in the country could afford to give scholarships to their faculty of medical practitioners. In most cases, doctors either rely on the support of pharmaceutical companies or their personal resources.

Doctors should be encouraged to be "diplomates" in their field. This implies both relevant work experience and passing rigid, world-standard exams given by the respective specialty boards. The need for expertise in the medical profession is but logical given the fact that doctors deal with human life. Not to be neglected is the ethical formation of doctors.

What the specialty organizations should look into is developmental programs that focus on ethics in the medical and allied professions, and balancing family and work life. The demanding lifestyle of doctors should not necessarily lead to neglecting their own family. In short, there is a need to "humanize" these professions even for the sake of the patients.

PMA is basically an umbrella organization of the specialty organizations in the medical field. It encourages performance-enhancement among members of the specialty organizations as

reflected in their highly-focused and specialized activities. The need for more values, ethics training and transformational programs is called for given the highly-personalized nature of the medical service. In this regard, PMA is lodged in the box where performance-enhancement and information meet.

### The Nursing Profession in the Philippines

Filipino nurses count among the best in the world. They are known for both competence and character. Presently, they are very much in demand in Europe, in the U.S., and neighboring countries.<sup>57</sup>

“Continuing education in nursing consists of planned learning experiences beyond a basic nursing educational program. These experiences are designed to promote the development of knowledge skills and attitudes for the enhancement of nursing practice, thus improving health care to the public.”<sup>58</sup>

Most of what counts as the nurses’ CPE is carried out through in-service training. “In-service focuses and is designed to re-train people; to improve their performance and communicative ability and to get them started on the never-ending continuum of education”.<sup>59</sup>

Moreover, they also have the choice of pursuing graduate studies, such as the program offered by the Institute of Nursing of the University of Asia and the Pacific. “The trend in universities offering a Master’s program is to prepare the graduate nurse for increased knowledge and skills in clinical nursing so that their major specialization may either be psychiatric nursing, maternal-child health nursing, public health nursing, or medical-surgical nursing. Others may go into the field of nursing administration or nursing education.”<sup>60</sup> There are also short courses offered by other institutions aimed at enhancing their professional and personal growth.

Filipino nurses belong to one of the following professional associations<sup>61</sup>:

- The Philippine Nurses Association (PNA)
- The Department of Health National League of Nurses (DHNLN)
- Critical Care Nurses Association of the Philippines
- Psychiatric Nursing Specialists, Inc.
- Occupational Health Nurses Association of the Philippines
- Operating Room Nurses Association of the Philippines

The PNA is the oldest society of nurses, founded way back in 1922 when it was then known as the Filipino Nurses Association. Presently, it publishes The Philippine Journal of Nursing, a useful source of information and updates for the nurses’ CPE.

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<sup>57</sup> Jacqueline P. Conclara, “Nursing Brain Drain Causes Headache among Hospitals”, *BusinessWorld Weekender*, June 22-23,2001, p. 26.

<sup>58</sup> Lydia M. Venzon, “Professional Nursing in the Philippines”, Q.C., 1992, p. 153.

<sup>59</sup> Ibid.

<sup>60</sup> Ibid., p. 155.

<sup>61</sup> Ibid., pp. 155-156.

The objectives of the PNA include<sup>62</sup>:

- *To attain optimal level of professional standards*
- *To work for the welfare of the nurses*
- *To respond to the changing health needs of the Philippine society*

The CPE of nurses belonging to PNA is further enhanced by its departments, namely, the Department of Nursing Research and the Department of Professional Advancement. The former is tasked with the following objectives<sup>63</sup>:

- *Initiate, motivate and participate in research projects/studies related to nursing*
- *Disseminate findings of research studies among members*
- *Receive, keep and preserve records of research projects conducted by nurses*
- *Give due recognition to nurses who have conducted research studies in nursing.*

*The Department of Professional Advancement oversees “the progress and dynamic development of professional and cultured nurses and develop them to become effective leaders.”*<sup>64</sup>

*One can glean from the foregoing information that PNA is dedicated to the member’s competence-building and performance-enhancement. Their actual work, which is a veritable service to others, gives them the opportunity to form good values and virtues and translate these into their daily behavior.* The better hospitals in the country, like St. Luke’s in Quezon City, employ the best nurses that we have.

The DHNLN, which was incorporated in 1965, serves as the government sector counterpart of the PNA. Its objectives are similar to the latter’s:

- *To help raise the standard of nursing in the Department of Health*
- *To contribute to the solution of problems concerning nurses and nursing services*
- *To disseminate knowledge in the nursing field through research and scientific studies*
- *In general, to help advance the science and art of nursing to meet the needs of a changing society.*

Besides professional nursing associations, CPE-related activities of the alumnae associations of schools of nursing in the country also contribute to the continuous upgrading of the skills and knowledge, and enhancing of values and attitudes of Filipino nurses.

The quality of Filipino nurses is further honed as they work abroad. The demand for them has increased over the last few years. BusinessWorld’s Jacqueline Conclara reports that “After a decline of 37.58% and 10.39% was recorded in 1996 and 1997, the overseas deployment of nurses began a steady uptick in 1998 up to last year when it posted a growth of 42.38% from the 1999 figures of 5,413.”<sup>65</sup>

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<sup>62</sup> Ibid., p. 160.

<sup>63</sup> Ibid., p. 246.

<sup>64</sup> Ibid., p. 247.

<sup>65</sup> Conclara, 2001: 26.

*The training and formation of nurses, and their actual GOOD performance in the field, not to mention the demand for Filipino nurses overseas, allow one to lodge PNA in the box where performance-enhancement and formation meet.*

### The Institute of Integrated Electrical Engineers (IIEE)

Among the existing professional associations for engineers, the IIEE seems to be the most active in pursuing CPE among its members. The IIEE exists to ensure the professional growth and competence of electrical engineers.<sup>66</sup> *This addresses the competence-building and performance-enhancement dimensions of the CPE grid.*

*Its mission is “to deliver high quality services and products for the purpose of instilling excellence in the Electrical Practitioner, while enhancing the Electrical Profession, and making a positive contribution to national development.”<sup>67</sup>*

IIEE’s Code of Ethics includes the following commitments of members<sup>68</sup>:

- *To maintain and improve our technical competence and to undertake technological tasks for others only if qualified by education, training or experience, or after full disclosure of pertinent limitations*
- *To assist colleagues and co-workers in their professional development and to support them in following the Code of Ethics*

Founded in 1975, IIEE now has more than 18,000 members attached to more than 70 chapters.

Besides graduate studies which electrical engineers may pursue for their continuing professional education, the on-the-job training and work experience they have also further enhance their professional competence. In-house training programs designed to suit company needs allow the engineers to deepen their field of specialization. The duration of these programs vary depending on the degree of difficulty of acquiring a particular skill. Among multinational companies, it is a common practice to send some of their engineers to train abroad or even assign some to work in their regional offices which afford the opportunities of better training and development for the engineers.

Like other professions, electrical engineers foster their own CPE through the projects they engage in, pursuing graduate studies, and attending short courses here or abroad.

The IIEE was not in favor of scrapping the CPE requirements for electrical engineers. Despite this, it continues to encourage its members to pursue the requirements needed to qualify for the exams for those aspiring to be professional electrical engineers. This is something which other professional associations for engineers should learn from.

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<sup>66</sup> Asislo Gonzaga, “IIEE at 25: Towards a Relevant and Responsive Electrical Engineering Profession”, The Electrical Engineer, Vol. XXVIII, No. 5, Sept.-Oct. 2000, p. 3.

<sup>67</sup> Ibid.

<sup>68</sup> Ibid.

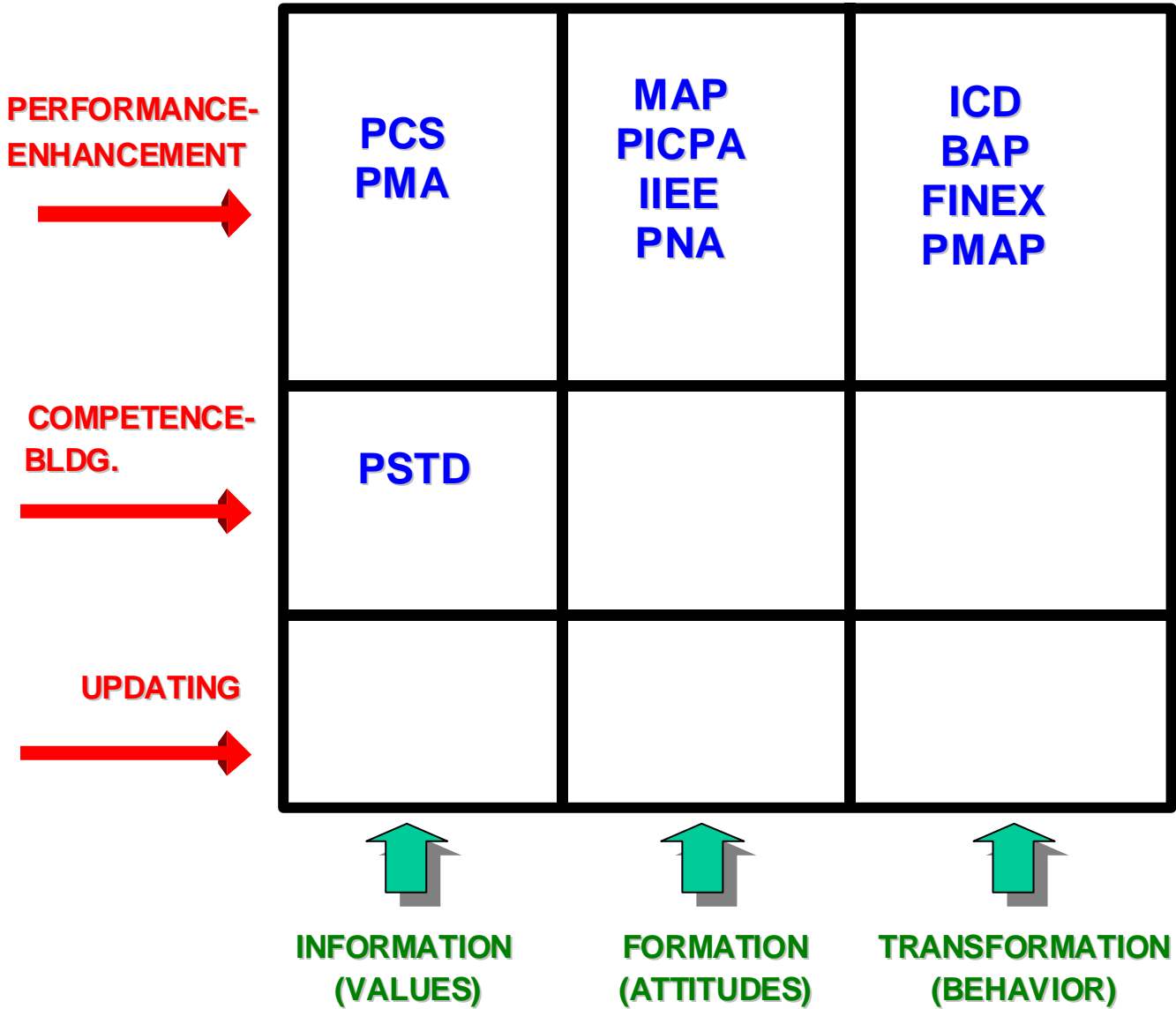
Lastly, the IIEE should expand its links with similar professional associations abroad. This should also include networking with Filipino electrical engineers working abroad who have a lot of experience and expertise to share among their colleagues here in the Philippines. For this matter, a highly interactive website with very useful content should be developed by the IIEE to bridge itself with the professionals in the field working in various parts of the world.

*The thrust and the activities of the IIEE, being the most active professional organization in the engineering field, merit the slot where performance-enhancement and formation meet.*

#### SITUATING THE ASSOCIATIONS IN THE CPE GRID

If one were to situate the professional associations in the CPE grid, the following would be the researcher's subjective placement of these associations based on the limited data gathered. ICD and PMAP, for instance, seem to be more proactive in their pursuit of both performance-enhancement and transformation among their members or target market. The crux of the matter is that the CPE paradigm or grid can serve as an assessment tool for the professional associations, and a guide for vision and mission setting in the realm of professional and personal development of people.

# Exhibit 1: CPE GRID



## CONCLUSIONS AND RECOMMENDATIONS

CPE is a shared concern among the professional organizations or associations surveyed in this study. This is a good sign. Serious commitment to CPE or “CPE in action”, however, varies among these associations. While CPE is a veritable need of all professionals and all professional associations to compete globally and to complete training and development needs of individuals, its realization and implementation depends on the following factors and courses of action as seen by the researcher in the professional associations studied:

- Ensure competent and vibrant leadership in professional organizations
- Adopt an explicit, operative statement regarding CPE in an organization’s mission and goals
- Institutionalize CPE through concrete plans of action and programs
- Make CPE the main concern of an established committee within the association
- Give a more definite focus for CPE which can serve as the central theme of educational activities of the association
- Evaluate annually CPE endeavors of the association
- Publish a scholarly professional journal which will encourage research and development among association members
- Network and benchmark with similar international professional organizations, working towards Mutual Recognition Agreements
- Upgrade and update library resources of the association, earmarking the necessary budget to invest in books, publications and CDs
- Develop an interactive website that will foster communication and exchange of ideas and experiences among professionals through discussion groups, electronic bulletin boards, etc. and network the association with similar international organizations
- Establish stronger linkages with colleges and universities and business organizations

The following recommendations with regard to “Continuing Professional and Technical Education in the Philippines” by Edralin<sup>69</sup> should also be considered in making CPE serve its intended purpose among professional organizations:

- *Formulation of a unifying HRD (human resource development) framework*
- *Review of matrix on continuing education*

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<sup>69</sup> Divina Edralin, Ph.D., “Continuing Professional and Technical Education in the Philippines”, *The Accountant’s Journal*, 2<sup>nd</sup> Quarter 1999, Vol. 49, No. 2, pp. 12-21, PICPA, Mandaluyong City.

- *Greater access to education, training, and retraining*
- *Incentives for professionals and technical workers*
- *Tax incentives to firms*
- *Needs identification and assessment*
- *Effective integration of education and employment*
- *Active tripartite cooperation*
- *Financing schemes*

Moreover, to keep CPE relevant to the professions, certain challenges have to be considered. Tullao<sup>70</sup> underlines “the need to refocus CPE programs towards research, graduate education, inventions and publications.” He adds: “Professional organizations should have their own journals reviewed by national or international experts. They should also sponsor professional lectures where their distinguished members or outside experts are asked to discuss topics of their expertise. Similar to the quest of higher educational institutions to make research outputs of their professors published in international journals, professional organizations should encourage their members to publish in refereed international journals.”

Business enterprises should be encouraged to invest resources in training and developing their people by giving them the appropriate incentives. In the absence of external incentives, firms are still duty-bound to develop their people for the sake of the viability and growth of the enterprise.

Colleges and universities can also help in the professional development of the future work force by aligning their curricula to the needs of companies and industries. Strategic alliances with professional or industry associations in the curricular design of courses will enhance the employability of graduates and empower professionals in the work place.

The researcher also highly recommends a similar study on the CPE activities of business associations like the Philippine Chamber of Commerce, Inc. or PCCI and their regional counterparts. Best practices can be drawn from this research and a better awareness of CPE in these business associations can spur more investment in professional development.

Another interesting area of future research in the field of CPE is APEC collaboration in the training and development of professionals in the financial services sector. This matter has acquired greater relevance amid globalization.

Ultimately, professionals must realize that they are the best “architects” of their personal professional development. They have to be more proactive in enhancing their competence and performance.

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<sup>70</sup> Tereso Tullao, Jr., *An Evaluation on the Readiness of Filipino Professionals to Meet International Competition*, Center for Business and Economics, De La Salle University, Manila, 1999, p. 32.



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## **APPENDIX 1.**

### **MANAGEMENT ASSOCIATION OF THE PHILIPPINES<sup>71</sup>**

#### *History*

On December 18, 1950, seven young executives gathered to establish a professional organization composed of the country's top managers, business leaders and senior management educators. Known today as the Management Association of the Philippines (MAP), the organization has become the country's premier associations of top executives.

The people behind MAP's noble vision were **Messrs. Washington SyCip, Ramon V. del Rosario, Sr., Eduardo Romualdez, Sergio Corpus, Delfin R. Cruz, Sixto Orosa and Jose Olbes**, under whose leadership and dedication the success of MAP is credited. From the puny membership of seven, the MAP roster has grown in number and prestige as the country's best management practitioners and educators supported the objectives of the Association.

#### *MAP Committees*

##### *Membership Committee*

The Membership Committee receives, reviews, evaluates and processes all nominations for membership to the Association and, thereafter, submits its recommendations to the Board of Governors for final approval. It officially invites for membership in the Association those who have been approved by the Board. It recommends to the Board the suspension, expulsion, and/or termination of membership of any member in accordance with the provisions of the MAP by-laws. For this purpose, it may require the MAP Treasurer to submit from time to time a list of those who are delinquent in the payment of annual dues and/or other assessments. It performs such other duties and functions as may be conferred by the Board of Governors in connection with status of membership in the Association.

##### *Finance Committee*

The Finance Committee is in charge of reviewing regularly the financial position of the Association and make recommendations to the Board on how to maintain the sound financial position of the Association.

##### *Program and Attendance Committee*

The Program and Attendance Committee is in charge of organizing the monthly general membership meetings of the MAP and in planning and implementing the various activities of the Association in order to promote better rapport, fellowship and camaraderie among the members of the Association. It coordinates and cooperates with other committees in connection with program meetings, affairs and/or activities undertaken by such committees in relation to their functions and responsibilities.

##### *Nomination and Election Committee*

The Nomination and Election Committee drafts rules and regulations consistent with the provisions of the MAP by-laws concerning the conduct and procedures of the elections. This Committee

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<sup>71</sup> Source: the MAP website: <http://www.map.com.ph>

publishes and disseminates the rules and regulations as approved by the Board as to the conduct and procedure of any election and declares and certifies the official results of the elections.

#### *Agribusiness and Countryside Development Committee*

The Agribusiness and Countryside Development Committee plans and implements projects of the Association concerning agribusiness and countryside development.

#### *Management Development and Scholarship Committee*

The Management Development and Scholarship Committee plans and implements activities relevant to the continuing management education of members and other senior executives. It develops specific programs to introduce members to new management theories, concepts, practices and techniques; enhance their management skills; and expand their managerial knowledge and capabilities. These programs include the annual management conference, management development fora, seminars, briefings, plant visits, film showings, industrial tours, among others. The Committee also handles the scholarship programs and projects of the Association.

#### *Management Man of the Year Committee*

The Management Man of the Year Committee receives, reviews and evaluates nominations for the Management Man of the Year award, and submits its recommendation to the Board for approval. It defines the criteria and procedures for the selection of the Management Man of the Year awardee subject to approval of the Board. The Committee is composed of selected past presidents and awardees as determined by the Committee Chair.

#### *National Issues Committee*

The National Issues Committee assists the Board in determining whether the Association should take a position on current issues of national interest. It conducts programs that will facilitate the exchange of information among members on national issues affecting the practice of management.

#### *Special Committees*

The Board may create special committees or other bodies that shall tackle specific projects or activities on issues like quality and productivity, trade and industry, environment, constitution and by-laws review, among others. The special committees supplement the monthly general membership meetings in terms of membership participation and providing fora for discussion. The areas covered and the number of special committees may vary from year to year depending on what the incumbent Board considers as primary areas of management concern. The Board may dissolve special committees of the previous year and/or create new ones for the current year.

The special committees for 2000 are as follows:

1. Trade and Industry Committee
2. Environment Committee
3. Public Affairs Committee
4. The Book Club
5. Information Technology Committee

## Membership in MAP

Membership in map is on individual basis and by invitation only. MAP members include senior management executives who are directly or indirectly involved in actual general management and whose standing in the business community contributes to the prestige of the Association.

A prospective member should be a practitioner in general management. He must be involved in planning, organizing and controlling functions of his organization. He should contribute to the policy formation and direction-setting activities besides handling a portion or all of the operations of his organization. Preferably, he is among the top three ranks and/or belongs to an executive committee or its equivalent.

A prospective member may also be an academician responsible for training and developing general managers. A prospective member must be interested in and willing to contribute to the achievement of the Association's objectives.

As of 01 February 2000, the MAP has 695 members.

## **SUMMARY OF ACTIVITIES<sup>72</sup>** **(1990-1999)**

### **MAP Theme for 1990: "Business for the Common Good"**

- General Meeting:
  - \* Thrust for the Stabilization of the Country's Food Supply
  - \* National Labor Plan
  - \* Issues and Recommendations for the Country's Monetary Policies
  - \* Political Outlook in 1992 and Beyond
  - \* Effective Water Management
  - \* Environmentalism
  - \* Private Sector Support for Government's Rehabilitation Programs
  - \* Need for Solidarity and Peace
  - \* Assessment of the Economic Situation
  - \* Overview of our Country's Debt
  - \* Odd-Even Traffic Scheme
- Forum:
  - \* Environmental Analysis for Top Management
  - \* Industry Competition Strategies for Top Management
  - \* Country Competition Strategy for Top Management
  - \* Restructuring the Export Competitiveness for Top Management
  - \* Strategies Information Systems Planning for Top Management
- Launching of Earthquake Relief Fund
- Participation in the national Peace Congress
- Statement on: Concerned Citizen's Manifesto Against Violence and Terrorism

### **MAP Theme for 1991: "Managing for the Stakeholders"**

- General Meeting:
  - \* Plans: Making the Office of the President More Effective
  - \* Comprehensive Judicial Reform for a Morally Independent and Competent Supreme Court
  - \* Chile's Management Debt Management Program

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<sup>72</sup> MAP Memo 1990-1998 & MAP Annual Report 1999

- \* Private Sector Partnership in the Transformation of the Philippine Economy
- \* BIR: Problems and Solutions
- \* Views on the Constitution and Politics
- \* Viability of the Bases Conversion Program
- \* Corporate Citizenship: Visions and Challenges to Management
- \* Ratification to US Bases
- \* Improving the Investment Climate and Opportunities in the Philippines
- \* National Development through Self-Determination
- \* Policy Reforms for a More Competitive Philippines
- \* Impact of the Local Government Code
- Survey:
  - \* Government Reorganization
  - \* US Bases
  - \* Proposes Tax
- MAP Scholarship Programs for Business Provincial School Teachers
- Outreach Programs and Donations for the Mt. Pinatubo victims
- Quick Implementation and Support of the New Foreign Investments Acts

### **MAP Theme for 1992: “Management and the Changing Global Environment”**

- General Meeting:
  - \* How the Philippines can Seize the Opportunities in the European Community for the Economic Take-Off
  - \* Election Law
  - \* Daewoo: Its Road to Becoming One of Korea’s Most Successful Companies
  - \* Management and the Changing Global Environment
  - \* International Organization for the Standardization (ISO) 9000
  - \* procedure and Significance of the Official Canvass on the Election Reforms
  - \* Unification, Professionalization and Modernization of the AFP
  - \* Enhancement for the Agriculture Development
  - \* Political Outlook under the New Administration
  - \* Thrusts of the Department of Finance under the New Administration
  - \* Liberalization of the Financial System and its Impact in Asia, particularly in the Philippines
- Forum:
  - \* Information Technology as a Competition Weapon
  - \* Power and Energy
  - \* Subic Bay Conversion Plan
  - \* Corporate Strategic Planning
  - \* RP-US Trade Relations
  - \* Foreign Investments Act
  - \* Opportunities that the ASEAN Trade may Provide for the Private Sector
  - \* Technology and Information Technology Systems
  - \* Total Quality Management
  - \* Commerce and Industry
  - \* Making Education Work
- Unifying the Stock Exchange

**MAP Theme for 1993: (no theme mentioned)**

- General Meeting:
  - \* San Miguel's Corporate Globalization Plans
  - \* Managing Bureaucracy Through Civil Service Plans
  - \* Energy Resource Development and the Power Situation in the Philippines
  - \* Expansion and Modernization of PAL
  - \* Restoring Public Confidence in the Court System
  - \* Promotion and Attainment of Philippines 2000
  - \* Maintaining Peace and Order in the Philippines
  - \* Managing Public Health for the Better Philippines
  - \* RP-US Trade Relations
  - \* Improving Tax Collections
- Forum:
  - \* Competitiveness of Nations
  - \* International Marketing
  - \* Competitive Advantage in the Service Industry
  - \* Are Filipino Managers Ready for Global Competitiveness?
  - \* Services and Uses of Power
  - \* Information Management
  - \* Corporate Leadership and Strategy
- Co-signing of "SOCIAL PACT." A solidarity to fight poverty and injustices for the common good of all Filipinos
- Co-signing of "Peace Through Democracy, Discipline and Development"
- Turnover of MAP's P10,000 to the "Erap Para sa Mahirap" Scholarship Foundation
- Turnover of MAP's P50, 000 to Don Bosco's "Tuloy sa Don Bosco" Program for Street Children

**MAP Theme for 1994: "Bringing NIC-hood to Reality"**

- General Meeting:
  - \* Labor Issues
  - \* European Economic Monetary Reunion: Its Implications on the Philippines
  - \* US-ASEAN Trade
  - \* ASIA Pacific Partnerships
  - \* US and Philippines in the Pacific Community
  - \* International Monetary Fund's (IMF) Quest for High Quality Growth
  - \* Anti-Smoke Belching Campaign
- Forum:
  - \* Housing and Home Financing
  - \* Taxation Powers
  - \* Loss Control Management
  - \* Corporate Re-engineering
  - \* Media Relationships
  - \* Principle-Centered Leadership
- Supported the Early Ratification of the General Agreement on Tariffs and Trade (GATT)
- Trade Liberalization: A Survey

**MAP Theme for 1995: (no theme mentioned)**

- General Meeting:

- \* Development in the Philippines: Tasks and Realities
- \* Business in a Modernizing Society
- \* Vision for Financing the Needs of Philippines Enterprise
- \* Development of a Philippine Natural Gas Industry
- \* Environmental Management for Global Competition
- \* Managing Monetary policy for Global Competition
- \* China and the Issue of the Spratlys
- \* Food Security and Global Competitiveness
- Forum:
  - \* GATT: Opportunities and Threats to Manufacturing and Service Sectors
  - \* Compensating Management
  - \* Cross-Cultural Management
  - \* Performance Management
  - \* Women in Management
  - \* Managers at Mid-life
  - \* Philippine Response to the New Global Trading Environment
- Management Education Workshop

### **MAP Theme for 1996: “Managing for Global Competition”**

- General Meeting:
  - \* Economy and Philippine Competitiveness
  - \* Law and Order in the Philippines
  - \* DPWH Projects and Policies
  - \* Comprehensive Tax Reform
  - \* APEC Issues and their Impact to Philippine Business
  - \* Partnership for the Environment
  - \* RP’s Economic Condition
  - \* Vision of Civil Peace and Stability
  - \* Future of Business Information
  - \* Leapfrogging to Prosperity
  - \* Peru-RP Relations
- Special meeting: “Finding the Philippines’ Place in the Global Market”
- Conference on: “Empowerment for Total Quality: A Global Approach”
- First MAP Summit in Environmental Management
- National Food Summit

### **MAP Theme for 1997: (no theme mentioned)**

- Meetings:
  - \* with: Government Officials
  - \* Respected Business Leaders
  - \* Visiting Experts
  - \* Executive Stress
  - \* Women CEOs
  - \* Information Revolution
  - \* Charter Change
  - \* Oil Price
- Video on the respective works of the Agribusiness Committee, Trade and Industry Committee and Environment Committee



- Consultations with governments
- Additional Initiative: Global Competitiveness Project

**MAP Theme for 1998: “Managing the Challenges of Globalization”**

- Launched the : Youth for Democracy Program (YFD). A program that will help contribute to the development and the values formation of the Filipino youth. They hoped to instill in the minds and hearts of the Filipino youth the importance of democracy to their future and that of their country.
- YFD Oratorical Contest: Private and public high school students all over the world participated. The theme of the contest was “DEMOCRACY: What will make it work well?”

**MAP Theme for 1999: “Management Excellence for the New Millennium”**

- General Meeting:
  - \* Secrecy of Bank Deposits
  - \* Land Ownership of Foreigners
  - \* Retail Trade Liberalization
  - \* Population Growth
  - \* Technological Solutions to Environmental Problems
  - \* Amending the Constitution
  - \* Separation of Church and State
  - \* The Philippine Economic Program
- Industry Briefings:
  - \* Financing Opportunities for SME’s in the Philippines
  - \* Corporate Governance
  - \* Best Practices and Strategies in Managing Trade
  - \* Management Forum on Y2K Solutions
  - \* Land Transportation Briefing
- Management Development Fora:
  - \* The Impact of the Financial Crisis on Management Education
  - \* Activity-Based Budgeting
  - \* Managing Corporate Performance: Today and Tomorrow
  - \* Change Enablement

## APPENDIX 2<sup>73</sup>

### THE FINANCIAL EXECUTIVES INSTITUTE OF THE PHILIPPINES (FINEX)

Members are required to earn the following credit points per year:

<u>Length of Membership</u>	<u>Minimum Point Requirement</u>
Ten years or less	Ten points
Over ten years	Eight points
Over fifteen years	Six points

Members should earn at least 50% or the minimum point requirement from attendance in General Membership Meetings (GMM), Committee Meetings, and technical activities.

The points assigned for the activities are

<u>Committee Activities</u>	<u>Points</u>
a. Committee Meeting	2 points/ meeting
b. Seminars	
As Speaker in Metro Manila	3 points/ 2-hr session Maximum of 8 points/ day
As Speaker outside Metro Manila	4 points/ 2-hr session
As Participant in or outside Metro Manila	2 points/ half day session 3 points whole day
c. Representing FINEX in any Public Relations Activities	2 points/ activity
d. Contribution of Articles to FINEX publications	
1. FNEC Digest (monthly)	2 points/ write-up
2. The Philippine Star "Beyond Bottom Lines" Wednesdays/ Sundays	3 points/ write-up
3. Business Daily "FINEX Views" (Wednesday)	3 points/ write-up
e. General Membership Meeting	1 point/ meeting
Joint Meeting/ Special Meeting	1 point/ meeting
Participation of Members in the General Membership Meeting Program	
Master of Ceremonies	2 points/ meeting
Invocation	1 point/ meeting
National Anthem (New Member)	1 point/ meeting
FINEX Pledge (New Member)	1 point/ meeting
Introduction of New Members	1 point/ meeting
Introduction of Speaker	2 points/ meeting
Panelist	1 point/ meeting
f. FINEX Annual Conference	1 point/ session
g. IAFEI World Congress/ Reg. Conference Meetings	6 points/ day

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<sup>73</sup> The researcher acknowledges the work done on FINEX by Ms. Rosa Villanueva and Ms. Claire Miranda.

<u>Social Activities</u>	<u>Points</u>
a. Fellowship Nights	1 point/ program
b. Sponsorship of New Members	1 point/ approved and inducted nominee
c. Sponsorship of New Members from the top 1000 corporations not yet represented in FINEX	2 points/ approved and inducted nominee
d. Sponsorship of 5 members	3 additional points if all inducted within a year
e. Sports Activities/ Tournaments	2 points/ activity
f. Attendance in FINEX affiliate meetings/ activity	2 points/ day
g. Sponsorship of Computer Scholar	2 points/ scholar
h. Family Day (FINEX Week)	1 point if alone; 2 points if with spouse and/ or children

*Members in Government with the rank of at least an Assistant Secretary will only be required to earn 50% of the minimum point requirement OR acting as a speaker in an Institute-sponsored activity will be considered as full compliance.*

The Board of Directors shall have the authority to decide on which activities not defined herein shall be credited with attendance points.

Members who earn at least 30 points during the year are allowed to carry over only 6 points to the following year.

#### Programs, Activities, Sources for Accreditation and Equivalent Credit Units<sup>74</sup>

##### **Seminars**

Gathering of professionals which shall include among others workshops, technical lectures or subject matter meetings, non-degree training courses and scientific meetings.

##### **Conventions**

Gathering of professionals which shall include, among, others conferences, symposia or assemblies for round table discussions.

##### **Doctoral Degree**

Post graduate degree from a recognized college or university.

##### **Masteral Degree**

Graduate degree from a recognized school, college or university.

##### **Fellowship**

Completion of a postdoctoral training program in a specific field pre-approved by a duly recognized institution, scientific faculty meetings and the like.

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<sup>74</sup> From the CPE Primer distributed by the Professional Regulatory Commission

## **Residency**

Apprenticeship training at the graduate level which is beyond the basic preparation for the health professionals. This should best be conducted by duly accredited hospitals and medical centers and the like.

## **Authorship**

Ownership of intellectual property which includes technical or professional books, instructional materials, and the like.

## **Distance learning**

Correspondence learning which uses course manuals or accredited learning modules including self-instructional materials or programs which may be in the form of printed manual, audio and video cassette tapes, films, computer-assisted learning, study kits, learning aides and modules, or the use of the information highway. This should include clearly defined objectives, adequate content, and an evaluation component for each module.

## **On the Job Training**

Externship training or specialization at the postgraduate level for a minimum period of one week.

## **CPE Curriculum Design Principles**

### **Aims**

- Professional standard of provision
- Flexible and accessible structures of provision.
- Unity of response to diversity of need.
- Institutionalized standards of achievement and excellence
- Means/ ends rationality model of institutional response.
- Access to common culture.

### **Content**

- Public criteria of learning performances.
- Subject structures reflecting forms of knowledge.
- Mutual evaluation of subject demand.
- Mastery of, or initiation into, forms of knowledge and skill knowledge for rational control and social mobility.
- Culturally appropriate institutional systems.

### **Methods**

- Effectiveness and evaluation
- Professional criteria of relevance
- Professional standards based on adult learning theory
- Standards of teaching methods as a function of institutional provision.

- Methods reflecting the rationality of provision.
- Teaching roles distinguish educational from social authority.

Activities of FINEX from 1992 – 2000<sup>75</sup>

**1992**

Local Events	General Membership Meetings	○ Nine general membership meetings on the theme “Rekindling the Spirit of the Economy: A FINEX Commitment.”
	Anniversary	○ 25 <sup>th</sup> year of founding of the Institute
	Grants	○ USAID designee as the private sector implementor of the US\$13.5 M Capital Market Development Project
	Annual Conference	○ 18 <sup>th</sup> Annual Conference of Financial Executives on Countryside Development and Capital Formation.
	Seminars	○ <i>Deregulation of the Foreign Exchange</i> ○ <i>Towards a Powerful Economy</i> ○ <i>Recent Development in Financial Theory and Practice</i> ○ <i>Using Capital Market to your Advantage</i> ○ <i>White Collar Productivity</i> ○ Various areas of Taxation
International Activities	As Delegates	○ XXIII IAFEI World Congress in Madrid ○ ASPAC Day in Hong Kong ○ FEI Annual Conference at Los Angeles
	As Organizers	○ Asia Pacific Area Conference with the theme “Economic Growth through Regional Interdependence in Asia Pacific”

**1993**

Local Events	General Membership Meetings	○ Seven general membership meetings on the theme “Forging Professional Excellence with National Purpose.”
	Seminars	○ <i>The Philippine Dealing System – Its Use and Impact on Financial Executives</i> ○ <i>Investing in Emerging Markets Paper – Alternative Investments in a Deregulated Environment</i> ○ <i>Foreign Exchange and Money Market</i> ○ <i>Fixed Income Opportunities in Emerging Markets</i> ○ <i>Risk Management</i> ○ Other tax issues
International Activities	As Delegates	○ XXIV World Congress in Argentina
	As Organizers	○ Asia Pacific Conference with the theme “Economic Growth Through Regional Interdependence in Asia Pacific.”

<sup>75</sup> Summary prepared by Ms. Rosa Villanueva and Ms. Claire Miranda.

## 1994

Local Events	General Membership Meetings	<ul style="list-style-type: none"> <li>○ Eleven general membership meetings with the theme “Enhanced Professional Development for Accelerated National Growth</li> </ul>
	Annual Conference	<ul style="list-style-type: none"> <li>○ Annual Conference held in Cebu with the theme “Forging Economic Growth Through Effective Financial Management</li> </ul>
	Seminars and Briefings	<ul style="list-style-type: none"> <li>○ Elliot Wave Analysis</li> <li>○ Shareholder Value</li> <li>○ Initial Public Offerings</li> <li>○ Credit Rating</li> <li>○ Oil Industry, International and Domestic Securities Documents</li> <li>○ Banking in Asia – Strategic Issues</li> <li>○ Market Reading</li> <li>○ Foreign Exchange and Money Market</li> <li>○ Gross Income Taxation</li> <li>○ Expanded Value Added Tax</li> <li>○ Foreign Banks Entry</li> <li>○ General Agreement on Tariffs and Trade</li> </ul>
International Activities	As Delegates	<ul style="list-style-type: none"> <li>○ 63<sup>rd</sup> Annual Conference of FEI</li> <li>○ IAFEI 25<sup>th</sup> World Congress</li> </ul>

## 1995

Local Events	General Membership Meetings	<ul style="list-style-type: none"> <li>○ Eleven general membership meetings with the theme “Expanding Access to Capital Markets and Enriching the Countryside”</li> </ul>
	Annual Conference	<ul style="list-style-type: none"> <li>○ FINEX Annual Conference was held with the theme “Sustaining Economic Growth through Capital Markets and Countryside Development.”</li> </ul>
	Seminars and Briefings	<ul style="list-style-type: none"> <li>○ Credit Rating</li> <li>○ Forum on Philippines-Mexico Compared</li> <li>○ Briefing on Investing in Emerging Economies – The Point-of-view of International Investors</li> <li>○ Cost Effective Insurance</li> <li>○ Series on Term Financing Structures and Sources: Loan Syndication, Export Credit Agency, Institutional Funding, Domestic and International Credit Rating, Local Commercial Paper Market, International Capital Markets</li> <li>○ Economic Briefing</li> <li>○ Domestic Payment System</li> <li>○ Risk Management</li> <li>○ Telecommunications</li> <li>○ Derivatives</li> <li>○ Tax Reforms</li> <li>○ Tax Reforms Package</li> <li>○ General Agreement on Tariffs and Trade</li> <li>○ Corporate Entrepreneurship</li> </ul>
		<ul style="list-style-type: none"> <li>○ Business Management for Micro Enterprises</li> </ul>

## 1996

Local Events	General Membership Meetings	<ul style="list-style-type: none"> <li>○ Eleven general membership meetings on the theme “Strengthening Capital Markets and Countryside Development.”</li> </ul>
	Annual Conference	<ul style="list-style-type: none"> <li>○ Annual Conference of Financial Executives held at Holiday Inn, Clark Field Resort, Pampanga</li> </ul>
	Seminars and Briefings	<ul style="list-style-type: none"> <li>○ Annual Stock Market Forecast</li> <li>○ Export Credit Agencies</li> <li>○ Securitization of US Mortgaged and Asset-Backed Securities</li> <li>○ Derivatives: A Regulatory Perspective</li> <li>○ Accounting and Taxation for Derivatives</li> <li>○ Captive Insurance</li> <li>○ Project Finance</li> <li>○ 1996 Economic Briefing</li> </ul>

## 1997

Local Events	General Membership Meetings	<ul style="list-style-type: none"> <li>○ general membership meetings</li> </ul>
	Annual Conference	<ul style="list-style-type: none"> <li>○ FINEX Annual was held at the Grand Hall of Dusit Hotel Nikko on October 16 – 17, 1997</li> </ul>
	Seminars and Briefings	<ul style="list-style-type: none"> <li>○ Standby Letters of Credit</li> <li>○ Corporate Financial Management</li> <li>○ National Risk Management Conference</li> <li>○ Symposium on Financial Reporting Practices of Publicly Listed Companies</li> <li>○ Corporate Financial Management and Industry and Competitive Analysis Seminar</li> <li>○ Briefing on SEC’s New Disclosure Rules</li> <li>○ 1997 Annual Stock Market and the 1997 Economic Briefing</li> </ul>
International Activities	As Delegates	<ul style="list-style-type: none"> <li>○ XXVIII IAFEI World Congress in Interlaken, Switzerland.</li> </ul>

## 1998

Local Events	General Membership Meetings	<ul style="list-style-type: none"> <li>○ Eleven general membership meetings</li> </ul>
	Publication	<ul style="list-style-type: none"> <li>○ Foundation published a textbook on “Philippine Corporate Finance” with the College of Business Administration University of the Philippines</li> </ul>
	Seminars	<ul style="list-style-type: none"> <li>○ Tax Reform Act of 1997 or Comprehensive Tax Reform Program</li> <li>○ Conference on Asia: Rebounding from the crisis, regaining the lead</li> <li>○ Estate and Family Wealth Planning</li> <li>○ 1998 Economic Briefing</li> </ul>
	Conference	<ul style="list-style-type: none"> <li>○ FINEX 30<sup>th</sup> Year National Conference, “Globalization of the Asia Pacific Economy</li> </ul>

**1999**

Local Events	General Membership Meetings	o Monthly general membership meetings
	Annual Conference	o 31 <sup>st</sup> Year Anniversary and 25 <sup>th</sup> Annual Conference with the theme “Business 2000: Trends and Opportunities
	Seminars	o The Y2K Dilemma o The Euro and its Challenges and opportunities o E-Commerce and the pertinent legislation affecting it o The Philippine Stock Market o Developments in Internal Auditing and the New Asian Business Cycle
	Roundtable Discussions	o Series of Discussions and a Conference to institutionalize the process and regulatory infrastructure needed to implement securitization in the Philippines
	Symposium	o House Bill on Personal Equity and Retirement Account (PERA)
	Forum	o Finance and the Environment o Pre-Need Industry
International Activities	As Delegates	o XXX IAFEI World Congress in Canada

**2000**

Local Events	Conference	o Philippine Local Debt Conference o Open Conference on Corporate Governance and Related Reforms in the Philippines
	Seminars	o E-Commerce: Convergence the way to go o Private Equity: A Viable Financial Option in these Difficult Times o Corporate Restructuring: What it means to investors, creditors and borrowers o The Making of Municipal Bond Manual
	Symposium	o Symposium on the Securities Regulation Code

**APPENDIX 3.**  
**THE PERSONNEL MANAGEMENT OF THE PHILIPPINES**



<u>Year</u>	<u>Theme of the Year</u>	<u>General Management Meeting</u>	<u>Conferences</u>	<u>Lecture Series</u>
1990	Total Development of the Human Resource Manager	The GMMs served as the building blocks to create the totally developed HR manager.	There was no mention of the National Conference for this year.	The LC Addressed the needs for the practitioner's spiritual and personal life. It discussed issues on parenting, suffering, moral dilemma and more.
1991	Rebuild the Nation through Effective Human Resource Management	It consisted of brainstorming on issues affecting HR management.	The theme for this year was "The Asian HRM: Shaping Alternative Futures Now. It had a three level format that included Asian Perspectives and Challenges; HR Updates; and HRM Response in Preparation for the year 2000. It was held at the Westin Philippine Plaza.	It addressed the personal lives of human resource managers. It revolved around topics like "Ethical Dilemma in Times of Crisis" "The Successful Manager" and more.
1992	Dynamism in Service	The GMMs for this year focused on economic, political socio-cultural issues such as building of the future , political platform and economic agenda.	The theme for this year's conference was "Hands-on HRM: Critical Issues, Practical Solutions". It was divided into four technical sessions which was total quality, change management, changing demographics and leadership.	The lecture series for this year focused on the well-being of the person and the workplace. There were topics such as Feng Shui, getting involved with the environment, phenomenons and women.
1993	Relevance through Innovation, Linkage and Commitment	The theme for all GMMs was "Planting the Seed for Value Regeneration". This is response for the need to inculcate proper	The theme of the 29 <sup>th</sup> conference embodied the fast paced environment wherein businesses and HR professional	In line with the year's theme the lecture series revolved around strategies in coping with the changes our country is experiencing.

		values in participants so they may be valuable participants in national growth and development.	face and the strategies to cope with them. A special issue that was addressed was Total Quality. It was held at the Bacolod Convention Plaza Hotel.	The lectures ranged from personal well-being to quick methods in solving problems.
1994	Broad Horizons, New Paradigms	The overall theme was “The HR Manager Towards a Strategic Role in Corporate and National Issues” The topics ranged from Benchmarks for the new HR representative to labor relations to preparing managers for the 21 <sup>st</sup> century.	The national conference took on the theme “Take Charge HRM”. It aimed to target emerging paradigms and mindsets in the HRM practice. It was held at the Baguio Country Club.	The lecture series revolved around topics on personal and professional development.
1995	The HR Manager: A Strategic Partner	.An open forum “Magtanong sa Pangulo” was introduced in the meetings. The reintroduction of the designation of table hosts was done to stimulate conversation during each meeting There were 301 attendees	The theme for the 31 <sup>st</sup> national conference was “Strategic HRM: Partnering for Bottomline Results”. It highlighted the positioning of the HR function as partner and major contributor to organizational performance. It was held at the Baguio Country Club.	Training activities to address the varying levels of PMAP members. There were 71 public seminars, 4 professional get-togethers, 3 learning sessions, two advanced programs and one consultative meeting.
1996	To the Future PMAP is All About Action	The GMMs each tackled different aspects of globalization. Each month different implications of what globalization meant to our country and economy were discussed.	The 32 <sup>nd</sup> PMAP conference had a theme which was “Strategic HRM in the Pacific Century: Global Perspectives and Core Competencies” It was held in the Shangri-la Hotel in	Nine lecture series were held this year. It had topics such as “OD interventions for HR practitioners” “HRM practitioners” “HRM partnership in corporate planning” and more

			Makati.	
1997	HR Plus in a Global Economy	This year had a slew of highly influential speakers such as Cong. Mar Roxas, Mike Velarde Renato de Villa and Roberto de Ocampo to name a few. The topics were mostly under office room management and maintaining a peaceful harmony amongst each other.	33 <sup>rd</sup> PMAP National Conference had the theme “Gearing up for the New Millennium: Bringing HR to Speed”. It focused on strategies to allow businesses to adapt to the changes in global economy. It was held at the Crown Peak Gardens in Subic.	The lecture series for this year dealt with societal issues such as sex, emotional intelligence, coaching and teamwork and as well as topics like whole brain management, negotiating skills, and trends in compensation management.
1998	Inspiring change for HR Excellence	The monthly meeting were given spice by offering fun promos such as “Bring your Boss to Work”, raffles, early bird discounts and more.	In response to the economic crisis this year’s theme was “The Emerging Mandate for HR: Surviving the Crisis Thriving in a Time of Change” It focused on roles of the HR and it’s role in organization in these trying times. It was held in the PICC.	The lecture series for this year provided testing ground for topics that could eventually offered as a regular program for the HRMDC. The more popular lecture was that on employee retirement and pension which proved to be very timely.
1999	Shaping New Dimensions for the HR Practitioner	For the year 1999, ten GMMs were held, each focusing on human resources issues not only on the private sector but on a national scale as well. Expert speakers from the government, industry, schools and related sectors of society contributed to the meetings. an HR toolbox was introduced last April '99 to increase the efficiency of the meetings. It is a thorough presentation of effective HRM programs that proved to be successful in the past. It shares tips, techniques, and practical lessons.	The national conference had a theme of “The Challenge of Managing People in the 21 <sup>st</sup> Century” The National conference aimed at equipping HR practitioners with tools, strategies and technologies that will help them manage people in the next century. A highlight was the brainstorming of possible revisions in the labor code. This conference was held in Waterfront Hotel in Cebu.	The generous sponsorships of companies such as ABS-CBN and Glaxo Wellcome and other member-companies, allowed the Association to have several lectures at a discounted rate. The “360 Performance Assessment Systems” lecture has evolved into a full-blown seminar/workshop. This is currently being offered by HRMDC as part of its non-curricular program offerings.

2000	Leading Business into the 21 <sup>st</sup> Century	The objective of the GMM was to initiate innovative program topics that will be beneficial to members and which will encourage their support and commitment.	The national conference will address the personal and professional needs of PMAP members.	The objective for the LC is to develop an integrated learning system through non-curriculum programs.
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### PMAP First Quarter 2001 Programs\*\*

Venue: ACCEED Conference Center, Benavidez corner Trasierra Sts., Legaspi Village, Makati City

#### NON-CURRICULAR PROGRAMS

Seminar Title	Date and Time	Seminar Fee in Php
Determining the Training Approach and Producing Effective Training Tools (Module 3)	<b>January 24-26, 2001</b> 8:30 am-5:00 pm	9,000 Member 10,000 Non-member
Designing the Pay Structure	<b>January 25-26, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Strikes and Lockouts (Module 5)	<b>January 30-31, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Setting Up and HR Department	<b>January 31- February 1, 2001</b> 8:30 am-5:00 pm	5,500 Member 6,500 Non-member
Post Employment Termination	<b>February 6-7, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Strategic Compensation and Benefits Design, Communication and Administration (Module 6)	<b>February 7-9, 2001</b> 8:30 am-5:00 pm	9,000 Member 10,000 Non-member
Competency Based Assessment and Development	<b>February 8-9, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Successful Training Techniques	<b>February 13-16, 2001</b> 8:30 am-5:00 pm	12,600 Member 13,600 Non-member
Managing Labor Management Cooperation Schemes	<b>February 16-16, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Human Resource Management Overview	<b>February 20-23, 2001</b> 8:30 am-5:00 pm	10,000 Member 11,000 Non-member
Managing the Rewards Management Function	<b>February 22, 2001</b> 8:30 am-5:00 pm	4,000 Member 5,000 Non-member
360 Degree Workshop	<b>February 27-28, 2001</b> 8:30 am-5:00 pm	6,000 Member 7,000 Non-member
Coaching and Counseling Workshop	<b>March 1-2, 2001</b> 8:30 am-5:00 pm	5,500 Member 6,500 Non-member
Formulating and Manualizing Personnel Policies	<b>March 7-9, 2001</b> 8:30 am-5:00 pm	7,800 Member 8,800 Non-member
Calculating Measurable Results	<b>March 8-9, 2001</b> 8:30 am-5:00 pm	6,000 Member 7,000 Non-member
Practical Accounting and Finance for HR	<b>March 13-14, 2001</b> 8:30 am-5:00 pm	5,500 Member 6,500 Non-member

Overview of Labor Laws and Social Legislation (Module 1)	<b>March 15-16, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member
Decision Effectiveness Workshop	<b>March 19-21, 2001</b> 8:30 am-5:00 pm	8,300 Member 9,300 Non-member
Labor Organization and Unfair Labor Practices (Module 2)	<b>March 29-30, 2001</b> 8:30 am-5:00 pm	6,600 Member 7,600 Non-member

**CURRICULAR PROGRAMS (Saturday's Only)**

<b>Seminar Title</b>	<b>Date, Time and Fee</b>	<b>School</b>
Certificate in Human Resource Development (CHRD)	<b>February 17- April 7, 2001</b> 9:00 am-5:00 pm Php 9,500 per participant	<b>Jose Rizal College</b> Graduate School Building Shaw Blvd, Mandaluyong City
Certificate in Labor Relations (CLR)	<b>February 24- April 14, 2001</b> 9:00 am-5:00 pm Php 7,100 per participant	<b>Pamantasan ng Makati</b> J.P. Rizal Ext., West Rembo Fort Bonifacio, Makati City
Certificate in Human Resource Planning and Acquisition (CHSPA)	<b>March 3- April 21, 2001</b> 8:30 am-5:00 pm Php 11,000 per participant	<b>University of Santo Tomas</b> Graduate School Building España, Manila City

\*\* Source: PMAP website: [www.pmap.org.ph](http://www.pmap.org.ph)

## **APPENDIX 4**

### **PHILIPPINE INSTITUTE FOR CERTIFIED PUBLIC ACCOUNTANTS (PICPA)**

#### **Summary of Seminars Given in line with Continuous Professional Education<sup>76</sup>**

**(1995 –2000)**

##### **Year/Seminar Topics/ Nature of Other Activities**

###### **1995**

- Performance Evaluation
- CPE
- Tax
- Decision-making
- Time & Stress Management
- Values Re-engineering
- Computer & Audit Control
- New Policies of PRC
- Accounting & Audit
- Management Services

###### **1997**

- CPA 2000
- Research Technology
- Entrepreneurship
- Current Issues
- Professional Ethics
- Pension
- Corporate Organization
- SEC Rules
- Accounting & Audit
- Fellowship
- Management
- Tax
- Finance & Budget
- Effective Teaching Techniques
- Decision Models
- Bowling Tournament
- Ballroom Dancing

###### **1997**

- Management
- PRC Rules
- Business Planning
- Finance & Budget
- Treasury
- Alternative Careers for CPAs
- Outings
- CPE
- Tax
- Internal Control
- Accounting & Audit
- Information Technolog
- Fraud Detection Control
- Fellowship
- Capital Market

###### **1998**

- Tax
- Finance & Budget
- SEC Rules
- Internal Control
- Fraud Detection & Control
- Treasury
- Induction of Officers/ Members
- Management
- Accounting & Audit
- 75<sup>th</sup> Anniversary Celebration
- Information Technology
- Fellowship

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<sup>76</sup> Summary prepared by Ms. Sargee Garcellana and Ms. Che Mascareñas.

- Accounting System Installation
- Bookkeeping Compliance
- Foreign Exchange

### **1999**

- Induction of Officers/ Members
- Accounting & Audit
- Accounting Systems Installation
- Computerization
- Performance Measurement
- Profit Analysis
- Forecasting
- Credit & Lending Operations
- Fraud Detection & Control
- Business Management
- Tax
- Finance & Budget
- Investments
- Fun Run
- CPE
- Tree Planting
- Research
- Internal Control
- SEC Rules
- Fellowship

### **2000**

- Tax
- Computerization
- Fraud Detection & Control
- Induction of Officers/ Members
- Accounting & Audit
- Business Management
- Project Feasibility Study
- Business Modeling
- Enhancing Business Values
- E-Commerce & Internet Security
- Accounting Week
- Accreditation of CPA
- Internal Control
- Accounting Reports
- Forecasting
- Finance & Budget
- Treasury
- SEC Rules
- BIR Accreditation & Forms
- Risk Analysis
- Basic Acctg. for non-accountants

## Appendix 5

### PHILIPPINE MEDICAL ASSOCIATION

#### PARTIAL LIST OF ACCREDITED CME ACTIVITIES FOR YEAR 2000

January 2000

January 26

**"PDS Interactive Session Research Designs: A Practical Approach"**

Venue : Westmont Conference Room, Bonaventure Plaza  
Name of Society : Philippine Dermatological Society  
Contact Person : Bernadette B. Arcilla, M.D.  
Chair, Research Committee  
Philippine Dermatological Society

January 25

**"New Insights on the Rational Choice of an Oral-Beta -Lactam Antibiotic"**

January 31

**"Nutrition Health and Exercise"**

Name of Society : Makati Medical Society  
Contact Person : Jessica Vizconde Generoso, M.D.  
Chairman, CME  
Makati Medical Society  
1846 Dian Street, Palanan Makati

January 27

**"Cardiac Tamponade"**

Name of Society : Philippine Heart Association, Inc.  
Contact Person : Nelia Gardose, M.D.  
CEPC Coordinator  
Philippine College of Cardiology  
Suite 1108/ 11th Flr. East Tower  
PSE Center, Exchange Road, Ortigas Comm'l  
Center, Pasig City

February 2000

February 27-28

**"2nd Annual Convention: Not Just Alive...But Living: Pediatric Pearls in Critical Care Medicine"**

Venue : Holiday Inn, Angeles City  
Name of Society : Society of Critical Care Medicine Phils.  
Contact Person : Ma. Luisa U. Peralta, M.D.  
VP & Chair Scientific Committee  
Society of Critical Care Medicine Phils.  
Pediatric Intensive Care Unit  
University of Santo Tomas Hospital  
España, Manila

February 23-24

**"Integrated Management of childhood Infections (IMCH): Focus on Infections"**

Venue : Quezon City Sports Club  
Name of Society : Pediatric Infectious Disease Society of the Phils.



Contact Person : Lester A. Luniega, M.D.  
Overall Chair, IMCI  
Pediatric Infectious Disease Society of the Phils.  
Unit 4 Metro Square, 35 Sct. Tuazon, Corner De Guia, QC

February 21-22

**"1st Postgraduate Course on Common EENT: Problems for the Primary Physicians"**

"The Filipino Physician for the 3rd Millennium"  
Venue : Tanchuling Int'l. House  
Name of Society : Albay Medical Society  
Contact Person : Laurentina Ludovice, M.D.  
President, Albay Medical Society  
Ludovice General Hospital  
Daraga, Albay

February 6-7

**"9th Asia-Oceania Otolaryngology-Head & Neck Congress"**

February 13-15

**"Post Congress- Skull Base-Head & Neck Surgery Approaches & Reconstruction Challenges in the Millennium"**

Venue : St. Luke's 2nd Flr., Conference Room  
Contact Person : Eutrapio S. Guevarra, Jr  
Chairman, Dept. of ENT-HNS,  
St. Luke's Medical Center  
Cathedral Heights, E. Rodriguez, QC

February 24

**"1st Scientific Meeting"**

Name of Society : Philippine Society of Cutaneous Medicine  
Contact Person : Evangeline Handog, M.D.  
Vice President  
Philippine Society of Cutaneous Medicine

February 25

**"1st Postgraduate Course Medical Issues & Approaches in the New Millennium"**

Contact Person : Estelita Santos, M.D.  
President  
Muntinlupa Medical Society

February 25-27

**"1st World Congress on Cosmetic Surgery with Live Surgical Demonstrations"**

Venue : EDSA Shangri-La Manila & QC Medical Center  
Name of Society : Philippine Society of Cosmetic Surgery  
Contact Person : Corazon Collantes - Jose, M.D.  
President  
Philippine Society of Cosmetic Surgery

February 27

**"Paradigm Shifts in Clinical Practice & Evidence Based Guideline Strategies"**

Venue : SEARCA Auditorium, UP Los Baños  
Name of Society : Laguna Medical Society  
Contact Person : Renato V. Torres, M.D.  
Overall Committee Coordinator  
Laguna Medical Society

February 3-4

**"Recurring Pediatric Problems in the Next Millennium"**

Venue : Elena Tower Inn, Tibangan, Iligan City  
Contact Person : Sionnie B. Dy Chu Tee, M.D.  
Training Officer, Dept. of Pedia  
Mindanao Sanitarium & Hospital  
Tibangan, Iligan City

February 19

**"Management of Post-operative Pain in Children"**

Venue : LMS Clubhouse, Tacloban City  
Contact Person : Benjamin Daniel S. Valera, MD  
Chairman, CME Committee  
Philippine Society of Anesthesiologists  
PMA Bldg., North Avenue, QC

February 26

**"Workshop on Values Education"**

Venue : Center of Education & Arts, Glaxo Wellcome  
Contact Person : Josefina Almonte, M.D.  
Secretary  
Philippine Association of Training Officer in Surgery  
PCS Secretariat, 992 EDSA, Quezon City

February 11

**"Addressing the Fundamental Pathophysiology of Essential Hypertension  
the Neuro-Renal Axis & Imidazoline Receptors"**

Name of Society : Cavite Medical Society & Auxiliary Foundation Inc.  
Contact Person : Beinvinido Tamano, M.D.  
Secretary  
Cavite Medical Society & Auxiliary Foundation Inc.  
Cavite Civic Center, Aguinaldo Hi-way, Palico  
Imus Cavite

February 7

**"Therosclerotic Renal Artery Stenosis -timing of Revascularization"**

Contact Person : Nelia D. Gardose  
CEPC Coordinator  
Philippine Heart Association, Inc.  
Philippine College of Cardiology  
Suite 1108, 11th Floor, East Tower  
PSE Center, Exchange Road, Ortigas , Pasig

MARCH 2000

March 7-9

**"Joint Annual Convention of the PSG & PSDE: Gastroenterology at the Turn of the  
Century: the PSG at 40"**

Venue : EDSA Shangri-La Plaza Hotel, Mandaluyong  
Contact Person : Jaimee G. Ignacio, M.D.  
Chair, Scientific Committee 2000  
Suite 419 Prince David Condominium  
305 Katipunan Avenue, Loyola Heights, QC

March 2-5

**"Radiology at the Threshold of the Next Century"**

Venue : Manila Midtown Hotel  
Contact Person : Emmanuel D. Almazan, M.D.  
Chairman  
Annual Convention Committee

**"MD Women's Health Care in the New Millennium"**

Venue : Isla Ballroom, EDSA Shangri-La Hotel,  
Mandaluyong City  
Contact Person : Florante P. Gonzaga, M.D.  
Chairman, Dept. of OB-GYN  
The Medical City  
San Miguel Avenue cor Lourdes Rd.  
Ortigas Center, Mandaluyong City

March 11-12

**"Coping with General Practice in the 21st Century"**

Venue : Manila Midtown Hotel  
Name of Society : Manila Medical Society  
Contact Person : Lakandula Elayda, M.D.  
President  
Manila Medical Society  
800 Taft Avenue, Manila

March 20-24

**"5-Day Temporal Bone Dissection Course"**

Venue : Learning Resources Unit & Physiology Lab., St. Martin  
De Porres (Medicine) Bldg., UST  
Contact Person : Norberto Martinez, M.D.  
Course Director  
UST Faculty of Medicine & Surgery, España, Manila

March 24-26

**"19th Diabetes Workshop"**

Venue : Tacloban City  
Contact Person : Lina Lantin-Ong, M.D.  
President  
Philippine Diabetes Association  
Unit 25, Facilities Center  
548 Shaw Boulevard, Mandaluyong City

March 23-25

**"Esophagus in Focus: A Comprehensive Approach in the Management of Esophageal Diseases"**

Venue : 2nd Floor Conference Room, St. Luke's Medical Center  
Contact Person : Alejandro C. Dizon, M.D.  
Chairman, PG Committee  
Department of Surgery, St. Luke's Medical Center  
Cathedral Heights, 279 E. Rodriguez Ave., QC

March 12

**"PMS Blazing the Trail to the New Millennium"**

Venue : Dusit Hotel Nikko, Ayala Makati  
Name of Society : Rizal Medical Society  
Contact Person : Arden Magtoto, M.D.  
President

Rizal Medical Society  
PMA Bldg., North Ave., QC

March 12

**"Postgraduate Course in Pediatrics"**

Venue : Phela Grande Hotel, Magsaysay Avenue, Gen. Santos City  
Name of Society : General Santos City Medical Society  
Contact Person : Jocelyn S. Frial, M.D.  
Secretary  
General Santos City Medical Society  
General Santos City

March 28-29

**"Disaster Management Planning & Simulation Exercises"**

Venue : EAMC 7th Floor Auditorium  
Contact Person : Eric Talens, M.D.  
Course Director  
East Avenue Medical Center  
Department of Surgery  
East Avenue, QC

March 18 & 25

**"First Basic Course"**

Name of Society : Philippine Society of Otolaryngology  
Contact Person : Generoso Abes, M.D.  
President  
Head & Neck Surgery Ward 10, UP-PGH, Taft Ave., Mla.

March 25-26

**"Heart Care Cardiovascular Update Weekend Course"**

Venue : Antipolo Rizal  
Contact Person : MSD

April 5-7

**11th Intensive Postgraduate Course" The Essentials in Family Practice: Change, Challenge & Opportunity"**

Contact Person : Ma. Graciela Garayblas -Gonzaga, M.D.  
Course Director  
UST, Espana, Manila  
Venue : CME Auditorium St. Martin de Porres Bldg., (Medicine  
Bldg.) UST  
PMA CME Units: 90

April 15-16

**9th Circuit Course in Applied Derma "Pregnancy and the Skin"**

Contact Person : Clarita C. Maano, M.D.  
Chief, Section of Dermatology  
Dept. of Medicine  
UP College of Medicine, PGH  
Taft Avenue, Manila  
Venue : Sarabia Manor, Iloilo City  
PMA CME Units : 40

April 14-15

**8th Annual Convention "Breaking from the Bondage of Pain in the 21st Century"**

Contact Person : Francis O. Javier, M.D.

Venue : President  
Pain Society of the Philippines  
Suite 513 MAB, St. Luke's Medical Center  
E. Rodriguez Sr. Avenue, Quezon City  
Fontana Resort & Country Club, Clark Special  
Economic Zone

PMA CME Units : 45

April 28

**Ambulatory Pediatric Anesthesia**

Contact Person : Benjamin Daniel S. Valera, M.D.  
Chairman  
CME Commission, PSA  
PMA Bldg., Quezon City

Venue : Conference Room ABC 2nd Floor Main Hospital, St.  
Luke's Medical Center

PMA CME units : 75, 30, 40

April 7

**1st Postgraduate Course "Understanding Urinary & Bowel Incontinence"**

Contact Person : David T. Bolong, M.D.  
President  
Continense Foundation of the Phils., Inc.  
Kalayaan St., Diliman, Quezon City

Venue : DOH Convention Hall

PMA CME units : 30

April 29-30

**PAO Midyear Convention "The Management of Ocular Trauma and its Complications"**

Contact Person : Noel G. Chua, M.D.  
President  
Phil. Academy of Ophthalmology  
3/F PCS Bldg.,  
992 North EDSA, Quezon City

Venue : Marco Malasag Resort Hotel, Cagayan de Oro City

June 7

**Bioethical Issues in Hospital Practice**

Contact Person : Federico B. Cruz, M.D.  
Director  
Postgraduate Institute of Medicine  
College of Medicine, UP  
547 Pedro Gil St., Ermita, Manila

PMA CME units : April 5 - 30 units  
April 17-19 - 65 units  
May 3 - 30 units  
June 7 - 30 units

April 11-13

**Practical Updates to OB-Gyne Concerns**

Contact Person : Elizabeth R. Reyes, M.D.  
Chairman  
Committee on Postgraduate Course  
MCU-FDTMF, Caloocan City

PMA CME units : 100

April 8-11

**Annual Convention**

Contact Person : Poderoso Casuela, M.D.  
President  
Philippine Society of Pathologists  
Venue : EDSA Shangri-La Hotel, Mandaluyong City  
PMA-CME Units : 80

April

**67th Annual Convention: Community Pediatrics in the Next Millennium**

Contact Person : Epifania S. Simbul, M.D.  
Overall Chairman  
Community Pediatrics Society of the Phils.  
Children's Medical Center Phils. & General Hospital  
Banawe Street, Quezon City  
Venue : Manila Midtown Hotel  
PMA-CME Units 30

April 13-15

**3-Day Course on Combined Basic & Advanced ECG Technique & Interpretation for Medical & Paramedical Personnel**

Contact Person : Nelson Abelardo, M.D.  
Section Chief  
Section of Cardiology, UP-PGH  
Taft Avenue, Manila  
Venue : Manila Midtown Hotel  
PMA-CME Units : 100

April 27

**Cosmetic Dermatology**

Contact Person : Evangeline Handog, M.D.  
Vice President, PSCM  
1444 Taft Avenue, Malate Manila  
PMA-CME Units : 20

April 29-30

**Current Strategies in the Management of Infections & Tropical Diseases Approaches in the New Millennium**

Contact Person : Andres D. Gumb an, M.D.  
Overall Chairman, 2nd Postgraduate Course  
Department of Internal Medicine  
Corazon Locsin Montelibano Memorial Regional Hospital  
Bacolod City, Negros Occidental  
Venue : Carmencita Riodica Hall  
PMA-CME Units : 90

April 6-9

**Basic Post-graduate Course in Occupational Health & Safety & 4-16**

Contact Person : Benjamin C. Vitasa, M.D.  
Secretary, PCOM  
Rm. 106 PMA Bldg., North Ave., Quezon City  
Venue : General Santos City  
PMA-CME Units : 100

April 4

**Osteoarthritis: Diagnosis & Treatment**

Contact Person : Rosemen F. Fernando, M.D.  
Chairman  
Committee on CME, Camarines Sur Medical Society  
Venue : Villa Caceres Hotel  
PMA-CME Units : 10

April 3

**Perioperative Evaluation of Patients Undergoing Vascular Surgery: Conservative vs. Aggressive Management**

Contact Person : Nelia D. Gardose  
CEPC Coordinator  
PHA, Inc., Philippine College of Cardiology  
Suite 1108, 11th Floor, East Tower, PSE Center  
Exchange Road, Ortigas Commercial Center, Pasig

May 5-6

**Annual Midyear Postgraduate Course in Anesthesia**

Contact Person : Benjamin Daniel S. Valera, M.D.  
Chairman, CME, PSA  
PMA Bldg., North Avenue, Quezon City  
Venue : Marco Polo Hotel, Davao City  
PMA CME units : 60

May 9-12

**30th PCP Annual Convention "Internists are Specialists"**

Contact Person : Marcelito Durante, M.D.  
Vice President & Chair Organizing Committee  
30th Annual Convention  
PCP  
548 Shaw Blvd., Mandaluyong City  
Venue : EDSA Shangrila Hotel  
PMA CME units : 100

May 15

**Updates in Cardiac Interventions**

Contact Person : Wilfred G. Dee, M.D.  
Overall Chairman  
7th Annual Convention  
Philippine Society of Cardiac Catherization & Interventions  
3/f Suite 333, Medical Arts Bldg, Philippine Heart Center  
Venue : MAB Hall, Philippine Heart Center  
PMA-CME Units : 30

May 12-13 26th Midyear Convention

**Postgraduate Course on Current Issues in Hepatobiliary & Colorectal Surgery"**

Contact Person : Armando C. Crisostomo, MD  
CSE Chairman  
PCS 3/f PCS Bldg., 992 EDSA, QC

May 9-23

**The Filipino Cardiologists in the 21st Century**

Contact Person : Romeo J. Santos, M.D.  
CEPC Chairman

Venue : Philippine Heart Association, Inc.  
Suite 1108, 11th Floor, East Tower PSE Center  
Exchange Road, Ortigas Commercial Center, Pasig  
EDSA Shangri-La Hotel  
PMA-CME units 100

May 18-20

**Counseling Skills for Caring Physicians**

Contact Person : Allan Dionisio, M.D.  
Course Coordinator Counseling  
Department of Family Medicine  
College of Medicine, UP-PGH  
Taft Avenue, Manila  
PMA-CME Units : 100

May 8-12

**Skills Enhancement Training Course on the Diagnosis & Treatment of Leprosy & Common Skin Disorders**

Contact Person : Elsie R. Honra, M.D.  
Dermatology Section  
Research Institute for Tropical Medicine  
Alabang, Muntinlupa  
Venue : ECOTECH/DEC Bldg., Sudlon Cebu City  
PMA-CME Units : 100

May 31

**Genetics in Dermatology**

Contact Person : Ma. Victoria Dizon, M.D.  
Vice Chair, CME Committee  
Phil. Dermatological Society  
UST-Hospital  
España, Manila  
Venue : St. Martin de Porres Bldg., UST  
PMA-CME Units : 10

May 3-5

**Hematology & Transfusion Medicine Towards the New Millennium**

Contact Person : Allan Robert Racho, M.D.  
Secretary  
Philippine Society of Hematology & Blood Transfusion  
National Kidney Institute, QC  
Venue : Mandarin Oriental Manila, Makati  
PMA-CME Units : 100

May 26

**Second Quarterly Scientific Lecture: Diabetes: Time to Pay Attention**

Contact Person : David Pinto, MD  
President  
Manila Health Department  
Medical Association, Inc.  
Manila City Hall, Manila  
Venue : Session Hall, Manila City Hall  
PMA-CME Units : 15

May 4



**Sleep Disorder**

Contact Person : Bienvinido Tamano, M.D.  
 Secretary  
 Cavite Medical Society & Auxiliary foundation, Inc.  
 Cavite Civic Center, Aguinaldo Highway  
 Palico, Imus, Cavite

PMA-CME units : 10

May 5

**In Search For Optimal Treatment of Ischemic Heart Disease**

Contact Person : Nora D. Estela, M.D.  
 CPE Coordinator  
 Southern Leyte Medical Society  
 Maasin, Southern Leyte

PMA-CME units : 10

June 22-23

**5th Postgraduate Course " Acute Care Pediatrics Review and Update of State of the Art"**

Contact Person : Gloriosa C. Galindez, M.D.  
 Overall Chair, 5th Postgraduate Course  
 De Los Santos Medical Center  
 Department of Pediatrics  
 201 E. Rodriguez Sr., Aurora Blvd., QC

Venue : Robinson's Galleria Suites

PMA-CME Units : 65

June 17-18

**PG Course "Understanding Pediatric Dermatology"**

Contact Person : Ana Lucia Santos-Dela Paz  
 Board of Directors  
 Philippine Dermatological Society/ Southern Phil. Chapter  
 IloIlo Doctor's Hospital, Inc. IloIlo City

Venue : Amigo Terrace Hotel

PMA-CME units : 80

June 7

**Bioethical Issues in Hospital Practice**

Contact Person : Federico B. Cruz, M.D.  
 Director  
 PG Institute of Medicine  
 College of Medicine, UP-PGH  
 Taft Avenue, Manila

PMA-CME Units : 30

June 22

**30th Anniversary "Focus on the Adolescent in the New Millennium"**

Contact Person : Ernesto Delos Reyes, M.D.  
 Overall Chairman  
 Department of Pediatrics  
 Capitol Medical Center  
 Sct. Magbanua, QC

Venue : CMC IV Bldg.

PMA-CME Units : 30

June 10

**Cancer Prevention & Control: A Joint Responsibility**

Contact Person : Nicasio T. Salang Jr., M.D.  
President  
Philippine Society of Oncologists  
Rm. 803 North Tower, Cathedral Heights Bldg.  
St. Luke's Medical Center, E. Rodriguez Ave., QC  
Venue : Subic International Hotel, SBMA Olongapo City  
PMA-CME Units : 25

June 13-14

**Asia Pacific Trauma Forum 2000 & 4th Annual Meeting of the  
Philippine Society for the Surgery of Trauma.**

Contact Person : Teodoro J. Herbosa, M.D.  
VP & Chairman Organizing Committee  
Philippine Society for the Surgery of Trauma, Inc.  
3/F PCS Bldg., 92 EDSA, QC  
Venue : Westin Philippine Plaza  
PMA-CME units : 65

June 7

**Bioethical Issues in Hospital Practice**

Contact Person : Federico B. Cruz, M.D.  
Director  
PG Institute of Medicine  
College of Medicine, UP-PGH  
Taft Avenue, Manila  
PMA-CME Units : 30

June 2-3

**PSMID-MDS Infections Disease Forum VI: "Current Challenges in  
Infectious Diseases**

Contact Person : Adrian Peña, M.D.  
Forum Chairman & Organizer  
MSD, #26 Philamlife Bldg., Paseo de Roxas  
Makati  
PMA-CME Units : 60

June 10

**Cancer Prevention & Control: A Joint Responsibility**

Contact Person : Nicasio T. Salang Jr., M.D.  
President  
Philippine Society of Oncologists  
Rm. 803 North Tower, Cathedral Heights Bldg.  
St. Luke's Medical Center, E. Rodriguez Ave., QC  
Venue : Subic International Hotel, SBMA Olongapo City  
PMA-CME Units : 25

June 24

**Primary Care Medicine: Basic Concepts & Future Directions**

Contact Person : Sonia C. Comia, M.D.  
Chairman  
Department of Medicine  
Mary Mediatrix Medical Center  
J.P. Laurel Highway, Lipa City, Batangas  
PMA-CME Units : 35

June 3, 10

**1st Basic Postgraduate Course in Occupational Health & Safety**

Contact Person : Luzvisminda B. Ariosa, M.D.  
National Secretary  
Philippine College of Occupational Medicine, Inc.  
Rm. 106 PMA Bldg.  
Venue : Robinsons Galleria Suites, Pasig  
PMA-CME Units : 100

June 20

**Clinico-Pathologic Approach in the Diagnosis of Common Brain Lesions**

Contact Person : Poderoso B. Casuela, M.D.  
President  
Philippine Society of Pathologists  
#114 Malakas Street, Diliman, QC  
PMA-CME Units : 10

June 21

**A New Approach in the Management of Persistent Asthma**

Contact Person : Nellie Jane Matias, M.D.  
Secretary  
Olongapo City Medical Society  
25 Simpson St., Gordon Heights, Olongapo  
PMA-CME Units : 10

July 19-21, 2000

**28th Annual Intensive Postgraduate Course in Ob-gyn at the Crossroads of the 21<sup>st</sup> century.**

Contact Person : Ruth Villanueva Gutierrez, M.D.  
Secretary, 28th Postgraduate Course  
UST, Espana, Manila  
PMA-CME Units : 100

July 24-26, 2000

**First Refresher Course in Pediatric Cardiology**

Name of Society : Philippine Heart Association  
Contact Person : Romeo J. Santos, M.D.  
Chairman, Educ. Proj. Community, Phil. Heart Association  
Suite 1108, 11th Floor East Tower PSE Centre, Echange Road, Ortigas  
Commercial Center, Pasig City  
PMA-CME Units : 100

July 6-7, 2000

**5th Annual Convention: Understanding the Kidney in Health & Disease:  
Newborn to Adolescence**

Venue : Westin Philippine Plaza  
Contact Person : Zenaida L. Antonio, M.D.  
Overall Convention Chairman  
Rm. 101 National Kidney and Transplant Institute  
East Avenue, Quezon City  
PMA-CME Units : 70

July 27-28, 2000

**9th Postgraduate Course " Applied Basic Knowledge in Medical Therapy  
What's New?"**

Venue : Hyatt Regency Hotel

Contact Person : Alejandro F. Diaz, M.D.  
Chairman, 9th Annual Postgraduate Course  
San Juan de Dios Educational Foundation, Inc.  
Dept. of Medicine  
2272-2274 Roxas Blvd., Pasay City

July 7-9, 2000  
**20th Diabetes Workshop**

Name of Society : Philippine Diabetes Society  
Venue : Halina Hotel Lucena City  
Contact Person : Lina C. Lantion - Ang, M.D.  
President, Phil. Diabetes Association  
Unit 25, Facilities Center  
548 Shaw Blvd., Mandaluyong  
PMA-CME Units : 90

July 28, 2000  
**Outreach Program Cancer Prevention Early Detection & Control**

Name of Society : Philippine Society of Oncologists  
Venue : Leyte Park Hotel, Tacloban City  
Contact Person : Nicasio Salang, M.D.  
President, Phil. Society of Oncologists  
Rm. 803 North Tower, Cathedral Heights Bldg.  
St. Lukes Medical Center, E. Rodriguez Sr., Ave.  
Quezon City  
PMA-CME Units : 20

July 31, 2000  
**Scientific Conference Enhancing Topical Therapy in the Treatment in the Treatment of Atopic Dermatitis**

Venue : EDSA Shangrila  
Contact Person : Mr. Antonio Q. Anchita  
Product Manager  
Booths HealthCare  
176 Salcedo St., Legaspi Village, Makati City  
PMA-CME Units : 10

July 1, 2000  
**3rd PAO Ophthalmic Clinico-Pathologic Symposium**

Name of Society : Philippine Academy of Ophthalmology  
Venue : ACCEED Conference Ctr. Asian Institute of Management  
Contact Person : Noel G. Chua, M.D.  
President, Phil. Academy of Ophthalmology  
Rm. 302, 3/f PCS Bldg.992 North EDSA,  
1105 Quezon City  
PMA-CME Units : 25

July 19, 2000  
**Scientific Sessions on Osteoporosis**

Name of Society : Manila Medical Society  
Venue : Manila Midtown Hotel  
Contact Person : Lakandula Elayda, M.D.  
President  
Manila Medical Society  
800 Taft Avenue, Manila  
PMA-CME Units : 10

July 14, 2000

**Arthritis Management : Focus on Safety**

Venue : Halina Restaurant, Lucena City  
Name of Society : Quezon Medical Society  
Contact Person : Wilfredo P. Frondoza, M.D.  
President  
Quezon Medical Society  
QMH Compound , Lucena City  
PMA-CME Units : 10, 10,10

July 18, 2000

**Scientific Symposium on "Evidence on Staying on Therapy w/ AIIA in Hypertension Tension"**

Venue : Partyland Restaurant, San Fernando, Pampanga  
Name of Society : Philippine Academy of Family Physicians-Pampanga  
Chapter  
Contact Person : Nenita M. Roa, M.D.  
CME Coordinator  
PAFP Pampanga Chapter  
V. L. Makabali Memorial Hospital, Inc.  
B. Mendoza St., San Fernando, Pampanga  
PMA-CME Units : 10

July 20, 2000

**"Guidelines in the Management of Acute Stroke"**

Contact Person : Rhodora T. Reyes, M.D.  
CME Chairman  
JP Rizal, San Vicente, Calapan City  
Oriental Mindoro  
PMA-CME Units : 55

July 5, 2000

**"Achieving Optimal Blood Pressure Control"**

Name of Society : IloILO Medical Society, Inc.  
Contact Person : Ma. Cristina Erum, M.D.  
CME Chairman  
IloILO Medical Society, Inc.  
Luna Street, La Paz, IloILO City

July 31, 2000

**Symposium on "Culture of Pain: Its Dynamics & Alteration"**

Name of Society : Pain Society of the Philippines  
Venue : Westin Philippine Plaza  
Contact Person : Benigno M. Sulit, M.D.  
CME Chair  
Pain Society of the Philippines  
Suite 513 Medical Arts Building  
St. Luke's Medical Center  
279 E. Rodriguez Sr., Avenue, Q.C.

July 25, 2000

**"The Logical Approach in the Management of Chronic Stable Angina and new Trends in AF Management"**

Name of Society : Philippine Academy of Family Physicians-Pampanga  
Chapter  
Contact Person : Nenita M. Roa, M.D.

CME Coordinator  
PAFP Pampanga Chapter  
V. L. Makabali Memorial Hospital, Inc.  
B. Mendoza St., San Fernando, Pampanga  
Philippine Heart Association, Inc.

August 3-5, 2000

**3 Day Postgraduate Course for Family Physicians**

Venue : Information Technology Center Social Hall  
Contact Person : Zorayda E. Leopando, M.D.  
Chair. Dept. of Family & Community Medicine  
College of Medicine, PGH

August 17-18, 2000

**4th Postgraduate Course " The Colon and the Anorectum: Common Probs.,New Trends"**

Venue : VRPMC, Mandaluyong  
Contact Person : Edgardo P. Penserga, M.D.  
Overall Course Director  
Dept. of Surgery  
Dr. Victor Ponciano Medical Center  
163 EDSA, Mandaluyong City

August 17-18, 2000

**5th Postgraduate Course "Primary Health Care Physicians: Managing the Ups and Downs in the Family"**

Venue : Philippine Columbian Association, Plaza Dilao, Paco Mla.  
Contact Person : Mildred Y. Guerrero, M.D.  
Chief Resident  
Dept. of Family & Community Medicine  
Ospital ng Maynila Medical Center  
Pres. Quirino Avenue, Malate, Manila

August 17,18,19, 2000

**9th Postgraduate Course "Colloquium on Cataract Surgery : Transition to Rhacoemulsification "**

Venue : 7/fEAMC Auditorium  
Contact Person : Rene Edgar R. Mendoza , M.D.  
Dept. Chairman  
Dept. of Ophthalmology  
East Avenue Medical Center,East Ave. Q.C.

August 17 &18, 2000

**6th Annual Postgraduate "Current Health Issues in the different Stages of Family Life Cycle "**

Contact Person : Delia R. Lim, M.D.  
Overall Course Chairman  
6th Postgraduate Course, Dept. of Family & Community  
Medicine ,FDTMF -  
MCU EDSA, Caloocan City

August 9-12, 2000

**6th Midyear Convention " Chest Medicine in the 21st Century : Convergence & Consensus"**

Venue : Island Cove Resort & Leisure Park,  
Binakayan,Kawit  
Cavite  
Contact Person : Charles Y. Yu, M.D.

Appendix 6.

THE CPE TRAINING & DEVELOPMENT PARADIGM

