

# The ORSP Newsletter

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## ELECTION FEVER AT ORSP

While the whole nation is caught up in a dizzying frenzy over the coming national elections, a milder stir is being felt in some ORSP quarters due to the forthcoming ORSP elections.

ORSP holds its biennial election of board members during the Society's General Assembly at the Asian Institute of Management.

The incumbent members of the ORSP Board of Directors are: Mr. Felipe Fondevilla (PLDT) – President; Mr. Lemuel Miravalles – Vice President; Prof. Honesto Nuqui (UP) – Secretary; Mr. Raul Rodriguez (Colgate-Palmolive) – Treasurer; Mr. Diosdado Engbino, Prof. Leonida Africa (DLSU) and Ms. Elise Del Rosario (SMC) – board members. The eighth member of the ORSP Board – Ms. Alda Gomez-Punzalan, has resigned.

In recent ORSP board meetings, several names have been mentioned as likely nominees to the ORSP Board. (ORSP members elect the members of the Board who, in turn, elect the officers from among themselves). These are Prof. Rolando Allan Diaz, Mr. Eric Bergara, Prof. Aura Castillo-Matias, Mr. Mar Castano, Dr. Cesar Tapia, Mr. Lemuel Miravalles, Mr. Raul Rodriguez and Dr. Norberto Navarrete.

Prof. Rolando Allan Diaz has been an ORSP member since 1989. He currently teaches Operations Research subjects at De La Salle University and at the University of the Philippines, and serves as consultant in several OR-related projects.

Mr. Eric Bergara is the country manager for the Philippines of SAS Institute, Ltd.. SAS Institute, Ltd. is a developer of integrated software systems for Statistics, data management, Operations Research, graphics, etc.

Prof. Aura Castillo-Matias is the current chairperson of the Department of Industrial Engineering – Operations Research of the University of the Philippines. She has been an ORSP member since 1989.

Mr. Mar Castano is the Sr. Treasury Analyst at the Corporate Affairs Department of the National Power Corporation. He has been with ORSP since 1989 and was a member of the ICORMS '90 Organizing Committee.

Dr. Cesar Tapia is an associate professor at the Mathematics Department of the University of the Philippines. He has been an ORSP member since 1990 and was a lecturer in last year's ORSP general assembly. He was also a paper presenter at ICORMS '90.

Mr. Lemuel Miravalles is the incumbent Vice-President of ORSP. He is concurrently the president of the Association of Management and Industrial Engineers of the Philippines (AMIEP).

Mr. Raul Rodriguez is a department head at the Colgate-Palmolive Phils. He is the ORSP Treasurer.

And, last but not the least, Dr. Norberto Navarrete. He is a full-time professor at the University of the Philippines, Los Banos. He is a Doctorate degree holder in Operations Research.

Today's ORSP elections promises to be an interesting one. And because the likely, albeit sometimes reluctant, candidates do not have to campaign, surely this election wouldn't be marked by illegal funds disbursements, turncoatism, mudslinging and sarcastic debates.

## THE PRESIDENT SPEAKS

At the close of my term as ORSP President, I would like to give through this newsletter my thoughts on the events that had, and might have had, transpired during my term.

My term had been marked by active interaction with students. We saw the number of ORSP student chapters rise from only one in 1989 to five at the start of 1992. Lectures and symposia have been conducted at the student chapters' schools. The annual OR Quiz and OR Term Paper Writing Contest were organized in 1991 and were both well-participated. All these have made the students – mostly Industrial or Management Engineering and Mathematics students – aware of Operations Research and its applications to real-world problems. These have enabled them (students) to integrate classroom instructions with actual OR work, as explained by OR practitioners themselves.

If not for the lack of organizers and the conflicting schedule of would-be participants, a convention of the student chapters would have been held early this year. This would have provided the much-needed link between members of different student chapters and the general membership of ORSP. We have to maintain a healthy interaction between our student chapters and the general membership.

In 1990 we started to be recognized in international OR circles through our membership with the International Federation of Operations Research Societies (IFORS) and our hosting of International Conference on Operations Research/Management Science (ICORMS '90). ORSP has been included in the international directory of IFORS member-societies since 1990, but we have yet to come up with our own directory of members. Several members are yet to submit their ID pictures to the secretariat for the directory. We can not have an effective interaction unless we know where to reach each other.

We can say that the Society is financially stable at present. The financial turnaround happened after ICORMS '90. The ORSP Board approved P/ 50-increase in membership fee, the increase in the number of members, and the short-term investment of the Society's funds have added a little more to our funds. I agree with Ms. Elise Del Rosario that we could capitalize on our current financial stability to hire a full-time employee who would coordinate the Society's activities.

I would like to take this opportunity to thank all the people who had given me their utmost support throughout my term. I would like to thank the members of the ORSP board of directors; the chairpersons and members of the committees behind the various activities of the Society; the officers, members and advisers of the student chapters; our sponsor-companies; and, most of all, the general membership for their continued support and participation in all of the Society's activities.

Let us keep on working towards the constant attainment of ORSP's objective – to advance the development and practice of OR/MS in the Philippines. Again, thank you and God bless!

## ATENEO, DE LA SALLE TOP 2ND OR QUIZ, PAPER-WRITING CONTEST

Ateneo De Manila University and De La Salle University topped the 2nd ORSP Inter-Collegiate OR Quiz and Paper-Writing Contest, respectively.

Six teams vied for the OR Quiz plum, namely: Ateneo De Manila University, De La Salle University, Holy Angel University, Mapua Institute of Technology, University of the Philippines (IE/OR), and the University of Santo Tomas. De La Salle University hosted both the elimination and final rounds of the quiz.

UP topped the elimination round, followed by DLSU then by AdMU. Stage of the OR Quiz finals was the William J. Shaw theater of DLSU, where a number of IE students have gathered to provide the DLSU team the homecourt advantage. The small delegation from UP was led by Ms. Aura Castillo-Matias, its adviser-cheerleader. Her counterparts, Prof. Richard Li of DLSU and Prof. Gerald Gaerlan of AdMU were also there. The late arrival of Prof. Gaerlan did not at all affect the AdMU team as they led by 30 points after the first round and by 40 points after the second round. Final scores were: AdMU 344.5 ; DLSU 284.5 ; and UP 253.2. The AdMU was led by Edna Christi Zagala, a holdover from the AdMU team in the first OR quiz held last year. The other AdMU team members were Howard Chua and Jonathan Ng. The DLSU team was made up of Jose Mari Jimenez, Maite Padua and Allan Valenzuela; while UP was represented by Richard Ang, Paul Yapjoco, and Nerissa Di who, incidentally, topped the elimination round.

On the other hand, DLSU scored a near-sweep of the Paper Writing Contest by copping first and second places. The winning paper was "A System Study on the Job Scheduling System of Society of St. Paul's Press, Inc." authored by Jason Co, Jimmy Co, Jose Mari Jimenez and Johnson Ferdinand Lim. Runners-up were "A Systems Study on the Credit Card Reimbursement Process (Walk-In Section) of Equitable Card Network, Inc." authored by Leon Guerrero III, Manuel Macam, Jr., Erickson Ong, Gerald Payaoan and Cyril Pesayco of DLSU; and "Coloring the Senate: A Graph Theory Solution to the Senate Sub-Committee Meetings Schedule" authored by Jose Victor Feniz, Ma. Cecilia Gonzales, Amy So, and Edna Christi Zagala. Prof. Edgar L. De Castro and Dr. Mari-Jo Ruiz were the advisers for the DLSU and AdMU teams.

Prizes, plaques and medals would be awarded today during the General Assembly.

Ms. Pamela Ann P. Da Silva of SMC was the quizmaster of the OR Quiz. The OR Quiz board of judges was composed of Dr. Jose Victoria (Quantisystems Consultancy Corp.) - Chairman, Mr. Cesar Rufino (DLSU), and Dr. Woraluck Hultin (DLSU). The OR Paper Writing Contest board of judges was composed of Mr. Manuel M. Agustin (SMC) - Chairman, Mr. Jose Miguel T. Navarrete (PepsiCo, Inc.), and Mr. Alberto Roa (PAL).

Sponsors of the OR Quiz and Paper Writing contest were: Philippine Long Distance Telephone Co.; SAS Institute, Ltd.; Jollibee Food Corp.; Philippine Airlines; Magnolia Division, San Miguel Corp.; Prudential Guarantee & Assurance Inc.; and Colgate-Palmolive, Phils., Inc.

## MIT, UST STUDENT CHAPTERS FOUNDED

Two more ORSP student chapters were established, bringing the total number of ORSP student chapters to five. The two new student chapters were founded at the Mapua Institute of Technology and at the University of Santo Tomas.

The Mapua Institute of Technology student chapter was founded on October 8, 1991. The affair was highlighted by the induction of the student chapter's officers by Mr. Noel Mojica of the Operations Research Dept. of PLDT Co.. The officers are: Roderick A. Vinluan, President; Ramon A. Sanedrin, Vice-President; Leah L. Baysa, Secreatry; Jennifer J. Dadiz, Treasurer; Russel C. Arida, Auditor; and Agnes H. Rosaldo, Public Relations Officer. Mesdames Cecilia Carlos and Emilia Bio are the advisers of the MIT ORSP student chapter.

The University of Santo Tomas student chapter was founded on February 21, 1992. Prof. Leonida Africa, an ORSP director and Vice-President of the Asia-Pacific Computer Technology Center, was invited to give a lecture during the induction-symposium. The event's theme was "The Role of Operations Research in the Light of Our Country's Social, Political and Economic Distress." After Prof. Africa's lecture entitled "OR and National Development", ORSP President Bing Fondevilla swore in the student chapter's officers. The officers are: Joel B. Ramos, President; Roderick O. Chua, Executive Vice-President; Lahifer M. Gauran, Executive Secretary; Kathryn T. Sandiego, Assistant Secretary; Ma. Carla G. Naniong; Joycelyn A. Cerezo, Vice-President for Finance; Numer O. Francisco, Vice-President for Training and Research; Mary Grace T. Opulencia, Vice-President for External Affairs; Ma. Veronica C. Umali, Vice-President for Programs and Special Interests; Anthony Raymund A. Abadilla, Vice-President for Public Relations; and Manuel Jesus G. Mangibin, Jr., Auditor. The first three ORSP student chapters were founded at the Holy Angel University (1989), Ateneo De Manila University (1990) and Adamson University (1990).

## BING FONDEVILLA ENDS HIS TERM AS ORSP PRESIDENT

Felipe "Bing" Fondevilla ends his two-year term as ORSP President this March. He was elected president during the 1990 ORSP General Assembly in March at the Asian Institute of Management. Before that, he was ORSP Treasurer in 1989.

His term saw a significant increase in general membership. Before 1990, there were just 51 paid members of ORSP. This number rose to 138 in 1990 and 127 in 1991. There are now five student chapters - Holy Angel University, Ateneo De Manila University, Adamson University, Mapua Institute of Technology and University of Santo Tomas. The interaction and exchange of ideas between practitioners, academicians and students during lectures and symposia must have attracted prospective new members to the Society.

ORSP was also able to reach Operations Research students through several lectures and symposia conducted by selected ORSP officers and members. The lectures and symposia were held at the Asian Institute of Management, Mapua Institute of Technology, Adamson University, University of Santo Tomas and at the Holy Angel University. Aside from the lectures and symposia, the Student Affairs Committee of ORSP initiated the OR Quiz and the OR Paper Writing Contest in 1991. Both contests were well-participated by students from reputable universities. (See also Ateneo, De La Salle).



Early in 1990, ORSP was admitted as a member society of the International Federation of Operations Research Societies (IFORS). Then, in December, 1990, ORSP hosted the International Conference on Operations Research / Management Science (ICORMS '90). This was the first-ever OR/MS convention held in the Philippines. This was made possible through the efforts of the ICORMS '90 Organizing Committee, ably chaired by Elise Del Rosario.

The financial condition of the Society vastly improved after ICORMS '90; so much so that the Board of Directors have thought of hiring a full-time staff for the Society. As of December, 1991, total assets of the Society was P/ 378,250, with no liability. Of this amount, P/ 250,000 is invested, earning 1.5% interest (P/ 3,750) monthly.

It could be said that increased membership, active participation from the general membership, student outreach, international recognition and financial stability have been the hallmarks of Bing Fondevilla's term. For all these, the ORSP is especially thankful to Bing Fondevilla, the Board of Directors and the ORSP committees' members for the direction they have set for the Society. The general membership hopes that the next set of officers and board of directors would be able to do as well, if not better.

## FORMER ORSP PRESIDENT IS IN THE ACW HEADLINE

Dr. William Torres, the first ORSP president, is in this week's (March 23 - 29, 1992) headline of the Asia Computer Weekly as the man behind the Philippine government's US\$100 million project to create a massive network linking up the disparate computing systems in Philippine government agencies and departments.

According to Dr. Torres, the Government Communication Network (GCN) is expected to change the computing and telecommunications landscape in our archipelago. It would permit government agencies to share timely and up-to-date information and reduce the creation of redundant data. The network will result in multiple evolution of new applications apart from giving municipalities the power to manage events around them.

GCN would be carried out in three phases. Phase One, which was started last November, involves a feasibility study that will determine user requirements, technical feasibility of the project and provide details for the design work. Phase Two will involve the implementation of a pilot system and is expected to be completed in eighteen months. Phase Three will involve the installation of the network together with the application systems. This is estimated to take three years, and the entire network is expected to be completed and operational by 1996. The GCN system's facilities include: Public Call Stations (PCS) providing voice, data, broadcast video, facsimile and electronic mail services; three major satellite trunking stations; satellite trunking stations; and video broadcast facility.

Dr. William Torres is currently the managing director of the National Computer Center, the lead agency for IT development in the government. He was ORSP president in 1987.

## IFORS NEWS

Following are excerpts from the letter of Prof. William P. Pierskalla, IFORS President, which was received by the ORSP Secretariat in the third quarter of 1991:

"In the June, 1990 issue of *Money Magazine (USA)* – a large circulation, popular monthly magazine that advises people on how to improve their finances and their lives – Michele Morris wrote about the '15 Fast-Track Careers: The Hottest Jobs in the Next Decade Will Fatten Your Bank Balance and Enrich Your Life.' 'Operations research analyst' was one of these 15 careers. Indeed, the U.S. Department of Labor projects an increase in OR analysts in the U.S. from 55,000 persons (1990) to 85,000 persons (2000).

"In the article, Ms. Morris stated 'The computer allows an (OR) analyst to process enormous amounts of information about a company's daily activities, then filter the data through mathematical models that help determine the most effective way to allocate human and financial resources, design work space and distribute products or services.'

"Many of us in OR have made such statements but usually to ourselves or a limited audience of business and/or governmental managers. Ms. Morris has brought OR to the attention of a much greater audience and since she is not a member of our community, she is viewed as having 'no axes to grind.' That is, she is unbiased.

"I urge you to bring this news to others within and without the OR community. It may not apply in all countries (indeed maybe not even apply in the U.S. since it is a forecast based on her research into careers for the 1990s). But I personally believe it does and will apply in most countries. The reason I have this belief is that important problems that OR can help to solve are everywhere in the world. Furthermore, with the power of micro-computing even those developing countries which do not have access to super or other very large computers now have the power to handle major large-scale problems. Also, our methodologies are now better and improving, our modelling capabilities are enhanced particularly in validation and reliability and our work with other disciplines continues to increase.

"But now we have an implicit challenge from outside via Ms. Morris. We must deliver on our potential for the decade. "It is here that IFORS can and must help."

Continuing his letter, Prof. Pierskalla enumerated what he thinks ought to be done by IFORS and the regional OR associations in order to meet that challenge. First, he said, we should "choose projects and activities carefully so as to make the most impact in a resources effective manner." He said we could "also develop a world-wide strategic plan with measurable objectives to coordinate or at least communicate our activities." To do this, he suggests the establishment of "an international OR informational journal with worldwide circulation to individuals, libraries and other organizations." Among others, this international journal should be reader-oriented, with timely topics, and of broad international scope. It should contain guest commentaries, world economic issues with OR content, cases studies of OR successes, brain teasers, etc.

In closing, Prof. Pierskalla asked the IFORS member societies to give him their feedback about the directions of OR in their countries, their comments about the challenge posed by Ms. Morris, and their comments about the proposed international journal.

# INTERNATIONAL ANNOUNCEMENTS

## IFORS 93

Theme: OR: Expanding Horizons

### Important Dates:

April 1, 1992. Deadline for abstracts of all national contributions, invited papers, contributed papers and workshops.

July, 1992. Invitation programme will be available. All participants will be informed of their inclusion in the programme. Those whose contributions have not been accepted will be informed.

December 31, 1992. Deadline for paper cancellation with full reimbursement of deposit fee.

April 1, 1993. Deadline for early registration.

The IFORS XIII, chaired by Mr. Saul I. Gass, could be reached at Tel: (301) 405-2208; Fax: (301) 314-9157;

## IFORS 96

As per the latest memorandum from IFORS Secretary Helle R. Welling, dated January 31, 1992, the Canadian Operational Research Society / Societe Canadienne Pour Recherche Operationnelle (CORS/SCRO) will be the host of IFORS XIV in 1996.

## ORGANIZATION OF AN IFORS SPC K

Prof. J. P. Brans, Chairman of IFORS Meeting Committee, wrote to inform IFORS member societies that IFORS has decided to regularly organize from 1991 International Specialized Conferences (IFORS SPC Ks) on "rich and promising OR topics."

IFORS SPCs gather 200 to 300 participants at "attractive" locations. They provide other means for the exchange of information among scientists and practitioners of all nations and for promoting the development of new fields and their managerial impacts.

The first 3 IFORS SPCs were: IFORS SPC 1: Decision Support Systems, Belgium; IFORS SPC 2: Transition to Advanced Market Economies, Poland; and IFORS SPC 3: Global Competition and Strategic Decision Support, U.S.A..

IFORS is now looking for volunteers accepting to run next issues of the IFORS-SPC K. National societies as well as individuals may apply. Applications - defining the theme, location, date, budget, estimated attendance and other details - may be sent to:

Prof. J. P. Brans  
Chairman - IFORS Meeting Committee  
Pleinlaan 2, B-1050  
Brussels, Belgium  
Tel: (32) 2 641 2070; Fax: (32) 2 642 2282

#### OR/MS TODAY

OR/MS Today, the magazine of membership of the Operations Research Society of America and the Institute of Management Sciences, through its publisher - Mr. John Llewellyn - wrote:

OR/MS Today ,... is seeking articles on how operations research and management science applications are affecting the world we live in.

OR/MS Today invites your society members to submit case studies - written in non-technical language - describing "real world" experiences and projects they have worked on or are familiar with.

Interested parties may reach OR/MS Today at:

2555 Cumberland Parkway, Suite 299, Atlanta, GA 30339  
Tel: (404) 431-0867; Fax: (404) 432-6969;

#### SCIENCE FOR PEACE: SWIS '92

IFORS is co-sponsoring with the International Federation of Automatic Control (IFAC) a workshop on Supplementary Ways for Increasing International Stability (SWIS '92) to be held on September 21 to 24, 1992 at Toronto, Canada.

IFAC espouses the idea that "increased efforts must be developed to create win-win situations for nations and their people to realize the better world that is possible" through the use of science and technology. The workshop aims to extend the ideas of previous IFAC events held triennially since 1983 at Laxenburg, Cleveland and Budapest. It should emphasize the use of systems methods or methodologies for resolving international conflicts. The goal should be the beneficial application of systems engineering methods, but scientists from other such fields as political science, economics, social science, and international studies are cordially invited to come and present their papers and other ideas.

The deadline for the submission of abstracts was last February 1, 1992, but the deadline for the submission of full papers is on July 1, 1992 yet. Suggested topics are: conflict resolution; conflict avoidance; study of stability at the group, national and international level; modeling of stability including the influence of economic, social, cultural, political and environmental factors; science of conflict; game theory; decision-making theory and global security.

Interested parties may get in touch with:

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