



Sec. Medalla Inducts New Board

The Board tasked to lead ORSP into its second decade and the new millennium was sworn in last September 25 at Robinson's Galleria Suites. Inducted were Dr. Emmanuel Macalalag, *President*; Dennis Beng Hui, *Vice President*; Anna Bella Manalang, *Secretary*; Dr. Aura Matias, *Treasurer*, and *Board Directors* Wilson Wy Tiu, Leo Villarosa, and Jose Ruelito Fajardo. Economic Planning Secretary and NEDA Director-General Felipe Medalla was the guest speaker and inducting officer. ➔ (Next page)



NEDA Sec. Medalla inducts the Millennium Board at the Galleria Suites. From left : Leo Villarosa, Wilson Wy Tiu, Noli Macalalag, Dennis Beng Hui, Beng Manalang, and Ruel Fajardo. Not in photo is Aura Matias. Below, Sec. Medalla tells the group how business will be like in the next two years and how OR can be of much relevance.



Speaking candidly, Sec. Medalla painted a challenging next two years for the economy. He held reservations on whether quantitative analysis may gain full appreciation in the political arena, but agreed that OR should give guidance to decision makers from time to time. He mentioned delivery of social and basic services as an area which will benefit from a systematic and objective planning that OR brings. ORSP can develop models to efficiently monitor and streamline public sector operations, especially the distribution of basic commodities during crisis periods like La Niña. This will be significant if, on the extreme, food rationing is needed when the crisis actually strikes.

Dr. Macalalag outlined ORSP's thrusts and programs for the Board's term. A major new program is a quarterly "*kapihan*" which will explore potential areas for OR and information technology as a whole. Experts and personalities from government and private practice have been lined up by the Board. Annual student activities, including the OR Quiz, Student Congress, and Paper-Writing Competition will remain in the ORSP calendar and will get bigger boosts. Participants from provincial schools will be invited to give the activities a truly national scope for the first time.

Dr. Jun Villoria, former ORSP President, emceed the affair. □

Get to Know Your New Board

ORSP's new set of officers, elected last May 30 during the Annual General Membership Meeting, is a perfect blend of business practitioners and academicians, as well as of youth and experience. Meet the group :

Dr. Emmanuel "Noli" Macalalag is a senior OR specialist at San Miguel Corporation. He is a BS Math graduate of De La Salle University where he also taught, and holds MS and Ph.D. degrees in Operations Research from the University of Melbourne. He chaired the First National OR Congress held in conjunction with the GenMeet last May.

Dennis Beng Hui is Chair of the DLSU Industrial Engineering Department, where he also completed his BS IE. He has been ORSP's Student Affairs Committee Chairman for the past two years, supervising two

student congresses and OR quiz contests.

Anna Bella "Beng" Manalang finished her BS and MS IE from the University of the Philippines and is completing her Ph.D. at DLSU where she presently teaches. She is a TQM and Production Management Consultant and is also an avid ballroom dancer.

Dr. Aura Matias is the immediate past President of ORSP and was instrumental in our successful International Conference on OR/MS last year. She holds a Ph.D. in Human Factors from Purdue and is currently Deputy Executive Director of the National Engineering Center. She also teaches at the UP IE Department.

Wilson Wy Tiu was a San Miguel OR specialist in the 1970s before leaving the group to venture into business. He is now General Manager of Luzel Inc. and is Board Secretary of the prestigious Federation of Philippine Industries (FPI). He also writes a regular column for the *Business Daily*.

Leo Villarosa is President and General Manager of a number of businesses, including M-Stone Inc. which distributes the XPRESS-MP IP Solver in the Philippines. He also heads the *Kalimasada* movement in the country which promotes natural healing through the use of body energy.

Originally, Prof. Mary Ann Capistrano of the Ateneo was elected as seventh member of the Board. She has chosen to give up her post due to pressing commitments, and was replaced by elections eighth-placer **Jose Ruelito "Ruel" Fajardo** of the Adamson University.

Ruel graduated with a BS IE from Adamson and is presently Assistant OR Professor in the same school. He is a TQM practitioner and was previously a Quality Engineer at PAL. □

Kapihan, Everyone?

The Board invites everyone to its first of a series of discussions, *Kapihan*-style, on potential inroads for OR applications. The first ORSP *Kapihan* will be held on January 27, 1999, 6:00 to 9:00 pm and will focus on "*Efficiency in the Delivery of Basic Public Services*".

Science Secretary William Padolina has been invited to keynote the event while MWSS Administrator Dr. Reynaldo Vea and Transportation expert Dr. Olegario Villoria Jr. will be the guest panelists. Dr. Vea will talk on problems and plans in the water utilities sector while Dr. Villoria will discuss logistics and transport applications.

The ORSP Kapihan will involve minimum technical discussion and will dwell more on issues and solution implementations rather than techniques. The Board has lined up four Kapihans in 1999 as part of its campaign to bring attention to the vast potential areas for quantitative tools in the solution of basic service problems. The rest of the panel discussions will be in March, June, and September.



New Membership Fees and Rules

As approved by the immediate past Board, following are the updated fees and rules on annual society membership :

1. Annual Fees (Early bird fees only for old members)

	<i>Regular</i>	<i>Early Bird</i>
<i>Academe</i>	P 1,000	800
<i>Private/Govt</i>	1,500	1,200
<i>Institutional</i>	3,000	2,500

2. The ORSP fiscal year starts April 1. Early bird registration is January to March.

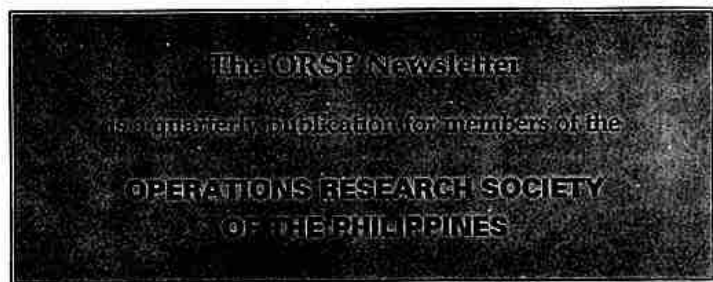
3. Members will receive the ORSP Directory, newsletters, Membership ID, annual journal, and the ORSP pin (new members only). Only members who register before *May 31* will be included in that year's ORSP Directory. For forms and inquiries, please call the *ORSP Secretariat (Arlene de Ocampo)* at 920-5301 local 5947. ☐

Croatian OR, . . . (Continued from page 4)

The Conference started at 9:00 a.m. the next day with the usual welcome speeches. Soon it was my turn to give the Plenary Speech. I discussed the applications of OR in San Miguel Corporation, ranging from plant and logistics planning, to production, marketing and finance. The audience didn't really ask that many questions. Two questions per presentation, I think, would be at the high average. I did get those two questions, one on how to motivate the company to use OR, and another on the software and hardware being used in the department.

During the Conference, I was impressed with the depth of the work that was being done, especially in the areas of *data envelopmental analysis* and *neural networks*. Most of the work were researches, and thus were theories waiting for applications. In fact, a lot of the participants wanted me to look over their work for possible application in SMC. I also got into a long discussion on an advertising application where the author tries to determine the pattern of advertising by competitors that will enable one to use the most effective advertising strategy for his product. There was a lot of theoretical work and very few applied ones. A participant approached me to say that he never realized that OR could indeed be used to the extent that we are doing in SMC. Croatian OR Society President Tihomir Hunjak was particularly solicitous and grateful for my talk. He narrated his frustrations at efforts to convince banks to adopt OR models for their operations.

Before I could realize it, it was time to go. The trip back to Zagreb was as traffic-free as before, even though the Pope was about to arrive. Security at the airport and everywhere else was tight. I finally said goodbye to Croatia, with a completely different view of the country as when I came in. I know that when the name is mentioned, the war-torn country image and that of Milosevic will not be the first things that will come to mind. ☐



Croatian OR, Charm, and Hospitality

Elise del Rosario, OR Vice President of San Miguel Corporation and former ORSP President, was invited by the Croatian OR Society to speak during the KOI International Conference on OR/MS. The conference was held last Sept 28-30 at Rovinj, 350 km from Croatia's capital of Zagreb. She writes of her impressions of OR and more in this Eastern European country that is relatively little known to Filipinos.

After a 24-hour flight, I was relieved to find that Luka Neralic, who was in Manila for the ICORMS-ICORD last November, was there to pick me up at Zagreb Airport. It was a source of anxiety because I flew in with no idea of which hotel I had been booked at. It was a small airport and the parking lot was close. The cars parked were equally small, and I was amazed at how such big people could fit into mini cars.

I was told that the city has been spruced up for the arrival of the Pope. Croatia is 80% Catholic, and a lot of activity had been going on in preparation for this arrival. Against the backdrop of the ubiquitous posters welcoming the Pope were ladies hurrying by, garbed in dark pants and leather jackets that enhanced their model-slim figures. I asked whether all the women looked like them and Luka said, "Visit the market and you'll see."



Elise poses with former Croatian OR Society President Luka Neralic with the city of Zagreb in the background. Dr. Neralic was in Manila during ICORMS-ICORD 1997.

I finally arrived at the Hotel Dubrovnik. It was a Category B hotel, as indicated in the sign outside, but its location was perfect. It was in the city center, right beside a huge square where only trains and pedestrians were allowed. After unloading my things and hanging my clothes for the Conference, Luka took me for a walking tour of the city.

Everything seemed within walking distance. We then boarded his car and drove to his house, a condominium near the school where he teaches. Traffic was not heavy at all, certainly not when compared to Manila. We had a fine meal and surprise! I was treated to a wine that came directly from Luka's cellar. The food was divine and the wine - I've never tasted anything that was as mellow and delightful. I asked Luka's wife, Ivanka, her recipe for the stuffed chicken and I learned that virtually all of Croatian cooking uses *Vegeta* - a mix of powdered vegetables and seasonings. Later, I went to the supermarket and bought 500 grams of the mix, confident that I could now get my children to eat vegetables.

The next day, I went around town again on foot and attended mass. In the Cathedral was the crypt of Cardinal Stepanik who was to be canonized by the Pope. Luka picked me up again to meet the Dean of the School of Economics of the University of Zagreb. He was quite knowledgeable about the Philippines and was all praises for the Philippine Airlines, which I told him, was unfortunately about to close at that time. He jokingly referred to my trip as the first official visit by the Philippine government to Croatia. After the pleasantries, Luka and Branko Relic, another Manila visitor last year, took me to a seafood restaurant. The seafood, consisting of different types of clams and a type of lobster, were fresh, and I was told that most of the food was Dalmatian. The restaurant played what sounded like Spanish music, but they said it was the Mediterranean influence. We said our goodbyes and the following day was the trip to Rovinj, the conference site.

If Croatia's European charm captivated me, the roads impressed me a lot. Luka and I drove 350 kilometers west of Zagreb to the coastal city of Rovinj, and all throughout the trip, I couldn't help but comment on how well maintained the roads were. We must have been traveling at an average of 110 km/hr. With a lunch stop for some lamb, we reached Rovinj at 4:30 in the afternoon. ➡ (see page 3)