

# THE DIGI-LEDGER



The online publication of the PICPA Metro Manila Region, GAO and its four Chapters [www.picpammr.org](http://www.picpammr.org) [www.picpa.glueup.com](http://www.picpa.glueup.com)

July 2021



## New leaders vow to help transform PICPA

FY 2021-2022 officers, committee chairs and co-chairs virtually inducted

## Table of contents

### METRO MANILA

<b>Officers, volunteers take their oaths</b>	<b>4</b>
PICPA MMR Council officers for FY 2021-2022	6
Metro Manila GAO Council officers for FY 2021-2022	7
MMR Officers, Committee Chairs, Co-chairs and Advisers for FY 2021-2022	9
<b>MMR GAO holds Annual Planning Conference</b>	<b>11</b>
<b>Our 68th PICPA National President is from MMR!</b>	<b>14</b>
Other PICPA National posts held by MMR-GAO	14
<b>Keynote speech by former PICPA President Corazón de la Paz-Bernardo</b>	<b>15</b>
<b>AWC devotes July 12 as MMR Day</b>	<b>21</b>
MMR Day sessions	22
<b>MMR, GAO take part in AWC, Chapter events</b>	<b>23</b>
<b>PICPA announces FY 2021-2022 Member's Amnesty and Reinstatement Programs</b>	<b>25</b>
Member's Amnesty Program effective July 24, 2021 to December 31, 2021	25
Member's Reinstatement Program effective January 1, 2022 to June 30, 2022	25

### NORTHERN

<b>TEAM NMMC</b>	<b>26</b>
In the Know	27
The MMR Chair	27
The President	27
President-Elect	28
The Past President	28

<b>Highlights of the 2021 Accountancy Week Celebration</b>	<b>29</b>
The NMMC Day	29
The Speakers	29
<b>CSRs</b>	<b>30</b>
Service Above Self	30
Donate-A-Book	30
Community Pantry of the North	30
Donation to Tahanang Mapagpala	31
<b>BIR and NMMC: A Renewal of Vows</b>	<b>31</b>
<b>1st Regular Chapter Meeting</b>	<b>32</b>
<b>Tidbits</b>	<b>32</b>

### EASTERN

<b>Eastern Metro Manila Chapter welcomes new set of officers</b>	<b>34</b>
<b>EMMC holds webinars on 'new normal for JPIA Students' in AWC 2021</b>	<b>35</b>
<b>EMMC donates ABM books to three public high schools</b>	<b>36</b>
<b>EMMC Webinars: July 2021</b>	<b>37</b>
Keeping up to date with tax rules	37
Overview of transfer pricing in the Philippines	37
Understanding the key differences when applying PFRS for small entities vs PFRS for SME and full PFRS	37
<b>Exploring CSR opportunities with Caritas Manila</b>	<b>38</b>
<b>First EMMC regular board meeting held</b>	<b>38</b>
<b>Upcoming Events/ Activities</b>	<b>39</b>



**WESTERN**

**Team TRANSFORM: WMMC’s Elected Officers for FY 2021-2022** **40**

**Get To Know Team TRANSFORM** **41**

FY 2021-2022 WMMC President Meynard A. Bonoen **41**

**WMMC celebrates AWC 2021 with WMMC Day** **42**

The Thriving Accounting Teachers: Reflecting on the Year That Was **42**

WMMC partners with UE Caloocan on their Annual Student Leaders’ Workshop **43**

WMMC holds Thanksgiving and FY 2021-2022 Turnover Ceremonies **44**

**WMMC July 2021 Board Meeting** **45**

**WMMC pays courtesy call on Pasig City Mayor Vico Sotto** **46**

**CSR EVENTS** **47**

BASECO Community Pantry and Donation **47**

WMMC brings sunshine and rainbows to the elderly LGBT community **48**

**WMMC Webinars: July 2021** **49**

**BE PART OF PICPA WMMC!** **50**

**SOUTHERN**

**Southern MM tier 1 headline** **51**

**1ST SMMC Monthly Board Meeting** **52**

**SMMC Past President Mike Roxas Garners The Highest Accolade** **52**

**SMMC’s Dimaculangan Recognized As Outstanding GAO Chair** **53**

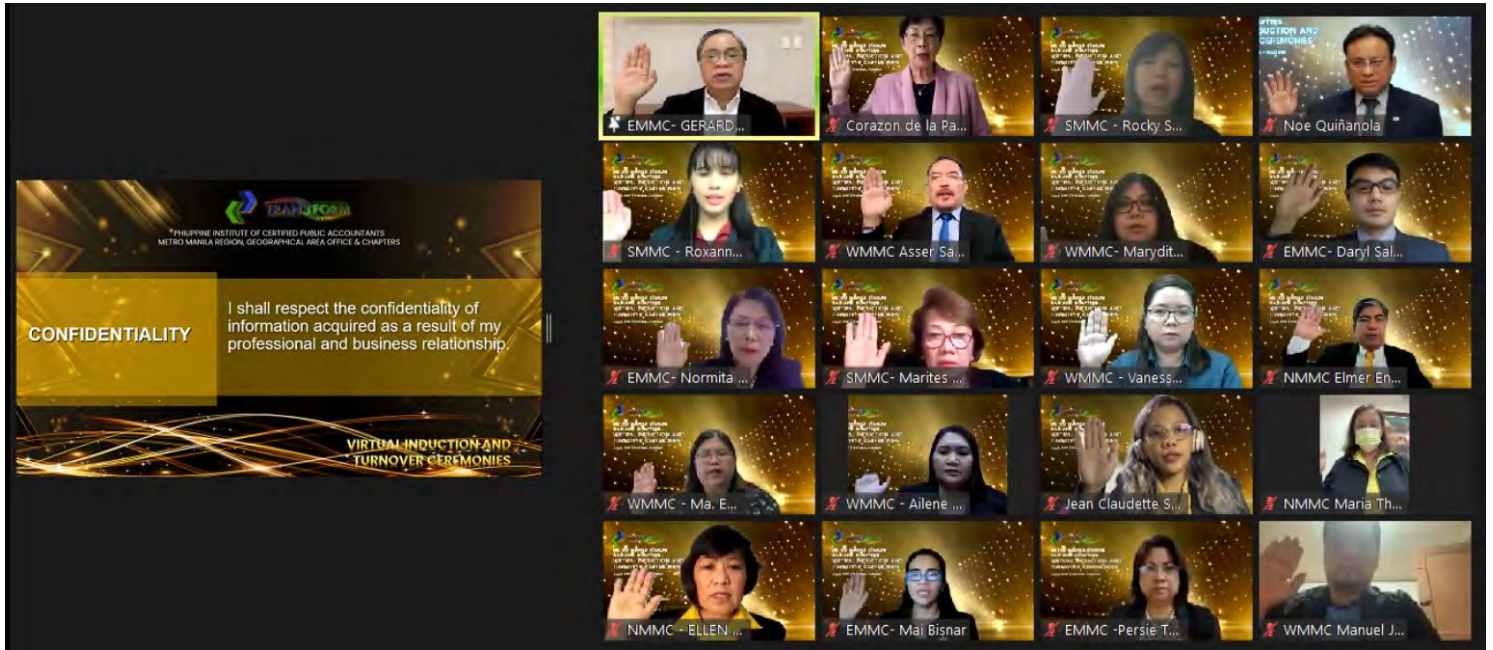
**BTS:  
Beyond The Student Life-**

**A Career Orientation Seminar for Accounting Students** **54**

**Accountancy Donation Drive: A Meaningful PICPA SMMC Project** **55**

**Webinars Conducted** **56**

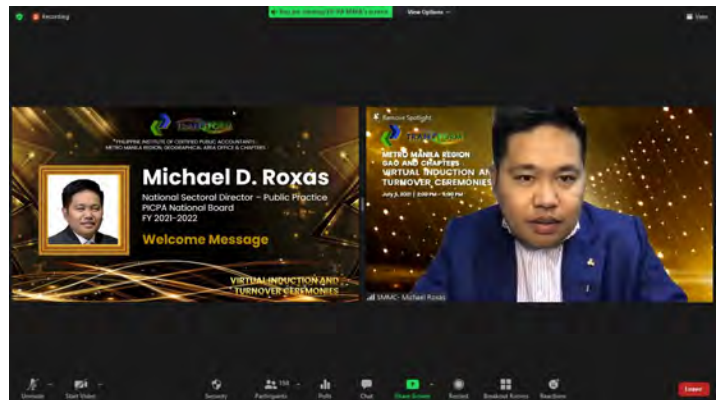
## Officers, volunteers take their oaths



Officers and volunteers across Metro Manila took their oaths during the Virtual Induction and Turnover Ceremonies of the Philippine Institute of Certified Public Accountants (PICPA) Geographical Area Office (GAO), Metro Manila Regional Council and Chapters on 5 July 2021 via Zoom.

PICPA’s theme for this year, “TRANSFORM: Embracing Possibilities, Realizing Potentials”, conveys PICPA’s desire to improve quality of service for all members.

National Sectoral Director for Public Practice Michael Roxas kicked off the event with a welcome message that recognizes PICPA MMR as the beacon of excellence at PICPA. Roxas emphasized the need for changes in its organizational culture as well. Successful transformation means exhibiting the following qualities:

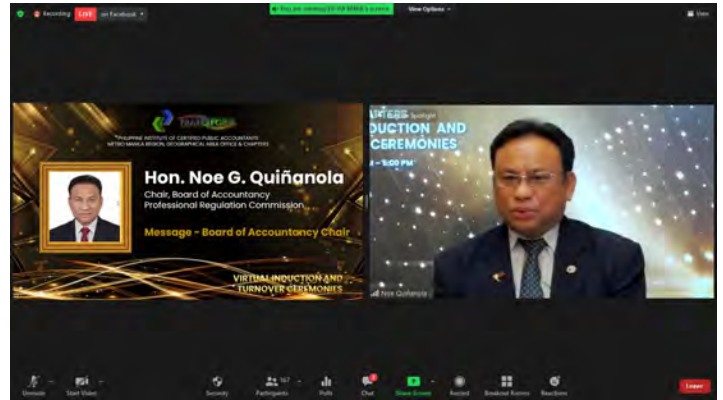
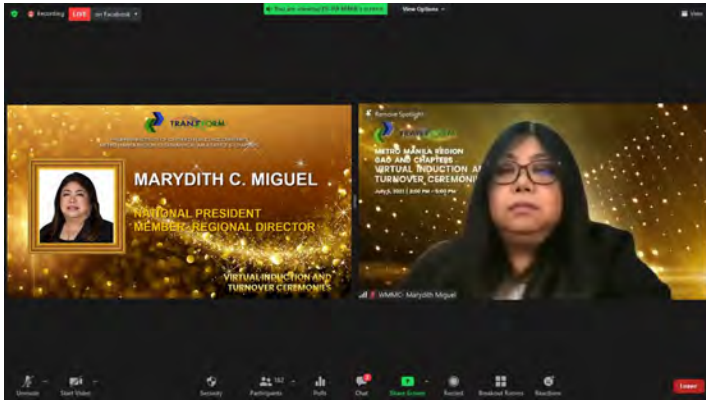


- cohesive leadership with a compelling vision
- adaptive work behaviors and efficient worksystems
- positive change mindset
- psychologically safe environment
- continuous learning and development of leaders and people's capabilities.



National President Marydith Miguel congratulated newly elected GAO MMR officers for their courage upon taking on leadership roles despite the onslaught of the pandemic. She encouraged PICPA members to act with resiliency, agility and innovation so that they can adjust to changing environments and evolving needs of all stakeholders.

Board of Accountancy Chairman Noe Quiñanola thanked the MMR for being supportive of the BOA. Quiñanola highlighted the three D's that will lead PICPA where it wants to be, "Diligence, Dedication and Determination". Quiñanola assured PICPA that they have his full support to take the profession to greater heights.



The highlight of the event was the speech delivered by the Keynote Speaker Corazon de la Paz-Bernardo, a past PICPA National President and former Isla Lipana & Co./PwC Philippines Chairman and Senior Partner. "PICPA is worth fighting for," de la Paz-Bernardo emphasized, while commending female leaders and past presidents for all their contributions to PICPA's enduring success. (Click [here](#) for the transcript of her speech.)

Thank you to:

- our Masters of Ceremonies Maricris See and Allan Palacio for keeping the event moving and in order
- Roselle Yu-Caraig, PwC Philippines Tax Partner for the personal prayer for MMR
- PwC Philippines' Risk Assurance Manager Red Tamayo and Risk Assurance Senior Associate Jean Claudette Santos for the inspirational song number.

## PICPA MMR Council officers for FY 2021-2022

Keynote Speaker Corazón de la Paz-Bernardo inducted the following officers of the PICPA MMR Council.

**FY 2021-2022 METRO MANILA REGION COUNCIL OFFICERS**

**GERALDINE H. APOSTOL**  
Chair

**LOLITA P. TANG**  
Vice Chair for Operations

**ALDRIN M. CERRADO**  
Vice Chair for Membership

**LORRAINE C. DIMAYUGA**  
Vice Chair for Professional Development

**MARYDITH C. MIGUEL**  
National President  
Member- Regional Director

**LETICIA C. TAGLE**  
Secretary

**KATHERINE U. SOBREMONTTE**  
Treasurer

**MICHAEL C. GALLEGO**  
Ex-Officio

**JULIAN M. TECSON**  
Member- President, NMMC

**IVY MARIE E. ZAFE**  
Member- President, EMMC

**MEYNARD A. BONOEN**  
Member- President, WMMC

**Dindo V. Sevilla**  
Member- President, SMMC

**JOVITO V. GERTES**  
RSR for Commerce & Industry

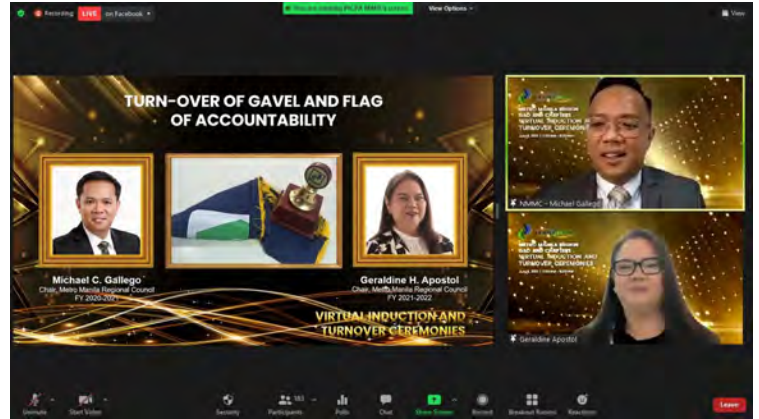
**EDITHA A. PERALTA**  
RSR for Education

**ERLINDA D. DEMITION**  
RSR for Government

**PAUL CHESTER U. SEE**  
RSR for Public Practice



Previous MMR Council Chair Michael Gallego told the story of three generations and how PICPA will now transform to embrace possibilities and realize potentials to meet its vision of the future. Gallego reminisced about the challenges encountered during the previous year and how they have risen through such challenging times. He shared how they made possible the conduct of various tax conferences, summits, webinar programs, fellowship activities and CSR initiatives through creativity, commitment and collaboration of PICPA leaders and members. Membership involvement was as impressive as that of the previous years with approximately 35,886 professional accountants and guests attending the 288 webinar programs offered during the year.



Current MMR Council Chair Geraldine Apostol encouraged PICPA co-officers and members to be confident in thinking the unthinkable and believing the unbelievable. Apostol introduced technology, digitalization and employee care initiatives for PICPA MMR to realize its full potential of transformation. She highlighted the key role that technology plays to remain resilient with the challenges that we are facing today. Apostol emphasized the need to engage in constant advancement to cope with the demands of tomorrow.

## Metro Manila GAO Council officers for FY 2021-2022

Board of Accountancy Chairman Noe Quiñanola led the oath-taking of the Metro Manila GAO Council officers.



### FY 2021-2022 GEOGRAPHICAL AREA OFFICE GAO COUNCIL OFFICERS



			
<b>ALDRIN M. CERRADO</b> Chair	<b>GERALDINE H. APOSTOL</b> Liaison Director for Public Practice	<b>LOLITA P. TANG</b> Liaison Director for Commerce & Industry	<b>LORRAINE C. DIMAYUGA</b> Liaison Director for Education
			
<b>MARYDITH C. MIGUEL</b> National President Member- Regional Director	<b>MAILENE SIGUE-BISNAR</b> Secretary	<b>KATHERINE U. SOBREMONTE</b> Treasurer	<b>Ma. Teresita Z. Dimaculangan</b> Ex-Officio





## FY 2021–2022 GEOGRAPHICAL AREA OFFICE GAO COUNCIL OFFICERS





**JOVITO V. GERTES**  
RSR for Commerce & Industry



**EDITHA A. PERALTA**  
RSR for Education



**ERLINDA D. DEMITION**  
RSR for Government



**PAUL CHESTER U. SEE**  
RSR for Public Practice

### SECTORAL GROUPS

<b>Commerce &amp; Industry</b> STEPHEN O. UY	<b>Education</b> VICENTE C. GUDANI VIRGILIO J. SEBALLE	<b>Government</b> EMMA A. DE GUZMAN	<b>Public Practice</b> THELMA S. HUGO MARITA B. ALOVER
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Previous GAO Metro Manila Chair Maria Teresita Dimaculangan talked about the pandemic and how important it is for PICPA to listen, observe, learn and act as they adopted plans and projects to meet the challenging needs of fellow CPAs. Dimaculangan continued by saying how the ‘New Normal’ process revolutionized training methods and event-management at PICPA.

Current GAO Metro Manila Chair Aldrin Cerrado reminisced about his previous experiences, noting that the challenge is to transform PICPA into an organization that is in tune with what is relevant to our members. Cerrado encouraged PICPA officers and members to get their hands dirty and start working.



## MMR Officers, Committee Chairs, Co-chairs and Advisers for FY 2021-2022



Geraldine Apostol led the oath-taking of the newly appointed leaders. (See respective chapter sections for the complete list of newly elected chapter officers.)

### Officers, Committee Chairs and Co-chairs

- Mailene Sigue-Bisnar - Annual Planning Conference, Professional Development/CPD
- Leticia C. Tagle - Annual Planning Conference
- Hentje Leo L. Lleaño - Accountancy Week
- Michael A. Madlangbayan - Accountancy Week
- Sonia D. Segovia - Tax Conference
- Majonie N. Ando - Tax Conference
- Corazon S. Rey - IT/Membership
- Ronaldo L. Bullozo - IT/Membership
- Romeo D. Milo Jr. - IT/Membership
- Vicente C. Gudani - Professional Development/CPD
- Ricarte N. Malaya Jr. - Fellowships/Social Events, Publication and Social Media
- Jean Claudette R. Santos - Fellowships/Social Events
- Paul Chester U. See - Annual National Convention
- Carla Theresa V. Tanieca - Annual National Convention
- Atty. Arnold A. Apdua - COMELEC
- Atty. Ma. Gracia Casals-Diaz - By-laws/Accountancy Law
- Jocelyn J. De Chavez - QAR
- Ma. Corazon Echavez - QAR
- Romualdo V. Murcia III - QAR
- Racquel R. Saldajeno - Publication and Social Media
- Teresita A. Del Rosario - Social Involvement
- Kurt Winston L. Yu - Ways & Means

### PICPA's theme for FY 2021-2022

The environment in which PICPA operates is changing rapidly. All businesses and organizations, including PICPA, understand that change is both natural and inevitable. PICPA members are realizing that the skills and capabilities needed today are vastly different from those of five years ago. Unless PICPA transforms with the times, there is a very real risk that the organization may become entrenched in securing the ship with traditional operating structures instead of taking advantage of emerging technologies and innovation.

PICPA as an organization needs to be open and willing to embrace new ways of doing things in order to fortify its relevance to its members, the Filipino accountants and the accountancy profession as a whole. It needs to TRANSFORM with Resiliency, Agility and Innovation. Resiliency reflects our strength and ability to recover from challenges. Agility demonstrates our ability to move quickly and react positively to disruptions. Innovation is our willingness to accept and embrace new ideas, processes and technologies to find better solutions.

By being resilient, agile and innovative, we are better able to take advantage of the opportunities. By building on our transformative capabilities, we are able to dynamically shift our strength and focus in order to seize these opportunities and create greater value. By transforming, we are able to better shape and hone the PICPA of the future that is able to respond to the needs of all its stakeholders.

### MMR GAO Advisers

- |                            |  |                          |
|----------------------------|--|--------------------------|
| ● Rosalinda D. Evangelista | ● Ma. Teodoro Josephat C. Martinez Jr. | ● Ma. Victoria C. España |
| ● Gerard B. Sanvictores    | ● Albert Paul C. Uy                    | ● Zenaída P. Alcantara   |
| ● Arcely A. Rodriguez      | ● Ruby R. Seballé                      | ● Romeo C. Alba          |
| ● George V. Villaruz       | ● Henry M. Tan                         | ● Cynthia A. Molina      |
| ● Danato P. Danao          | ● Rhodora G. Icaranom                  | ● Cesar A. Mansibang     |
| ● Marcos T. Lim            | ● Lolita P. Tang                       | ● Marydith C. Miguel     |
| ● Violeta J. Josef         | ● Aldrin M. Cerrado                    | ● Normita L. Villaruz    |
| ● Ma. Luisa B. Villacorta  |  | ● Victoria A. Martinez   |



[More photos online](#)

### Facebook Live videos

By PICPA: [▶▶](#)

By PICPA MMR:

[▶ Part 1](#) and [▶ Part 2](#)

### Photos of program proper

[▶ Invocation](#) | [▶ Oath of Office](#) | [▶ Masters of Ceremonies](#) | [▶ Oath of CPAs](#) | [▶ Welcome](#)

[▶ Message](#) | [▶ President's Message](#) | [▶ Introduction of guest speaker](#) | [▶ Guest speaker](#) | [▶ Token of appreciation to guest speaker](#) | [▶ Introduction of keynote speaker](#) | [▶ Keynote speaker](#) | [▶ Token of appreciation to keynote speaker](#) | [▶ Gallego's valedictory address](#) | [▶ Apostol's inaugural address](#) | [▶ Dimaculangan's valedictory address](#) | [▶ Turnover of Gavel and Flag of Accountability and Presentation of Leadership](#)

[▶ Award \(MMR\)](#) | [▶ Cerrado's inaugural address](#) | [▶ Turnover of Gavel and Flag of Accountability and Presentation of Leadership Award \(GAO\)](#) | [▶ Closing remarks](#)

### Photos of induction

[▶ WMMC officers](#) | [▶ NMMC officers](#) | [▶ SMMC officers](#) | [▶ EMMC officers](#) | [▶ MM GAO Officers](#)

## MMR GAO holds Annual Planning Conference



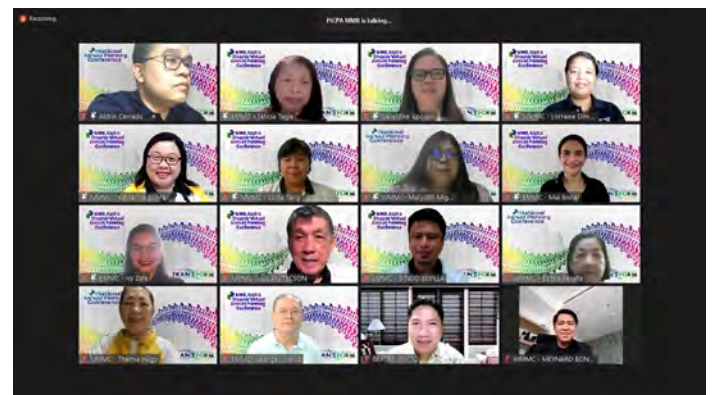
Transform—in the environment that PICPA operates, change is constant. This year's theme sets us towards a direction of being resilient, agile and innovative that would allow us to take advantage of opportunities.

After participating in the week-long National Annual Planning Conference (APC), the MMR GAO followed suit on 1 and 2 July 2021 to embrace possibilities and realize potentials. The MMR GAO APC was held virtually under the able leadership of Mailene Sigue-Bisnar and Leticia Tagle, MMR GAO APC Committee Chair and Co-chair, respectively.

With planning as the most fundamental management function, our leaders have started

early to pull together their detailed plans and programs after coming from the PICPA National APC.

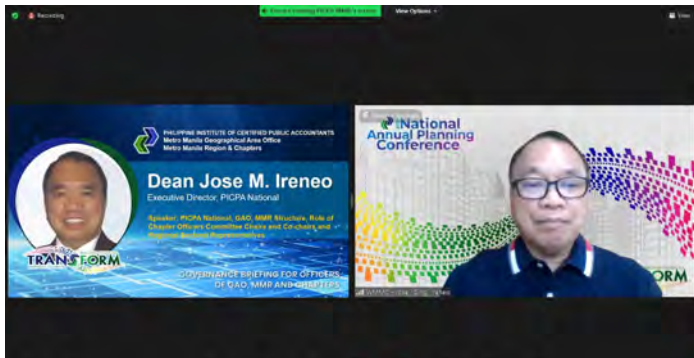
Goals were recalibrated to align with the National Scorecard, which was meant to be a working file as the other facets of the overall strategies and plans of the National Board are being confirmed.



On Day 1 of the two-day four-session conference, sealed most of the decisions of the teams as they sought guidance and clarifications from PICPA National President Marydith Miguel, GAO Chair Aldrin Cerrado and MMR Chair Geraldine Apostol via delivery of key messages and presentation of directions and major action plans in the morning.



During the afternoon’s town hall meeting, Chapter Presidents were tasked to briefly discuss the assigned topics of Way & Means (NMMC), Social Involvement (EMMC), Professional Development (WMMC) and Membership (SMCC). These sessions also facilitated the identification of the individual roles within our organization and helped motivate all of us by reducing the level of uncertainty and clarifying what should be accomplished.



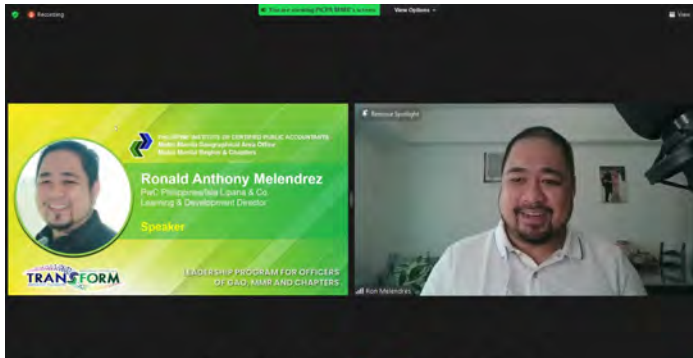
On Day 2, no less than the PICPA FY 2021–2022 National Executive Director Ging Ireneo led the Governance briefing, which aided all the officers of GAO, MMR and Chapters to better appreciate and understand the PICPA structure and the different roles of the Chapter Officers, Committee Chairs and Co-chairs and the Regional Sectoral Representatives.



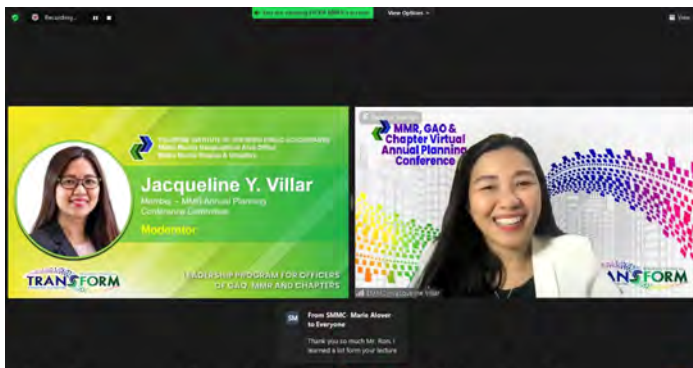
This was followed by a briefing on the Quality Management System (QMS) by our hardworking Corazon Rey, PICPA FY 2021–2022 National Sectoral Director for Commerce and Industry.

Using the ISO 9001 structure, the leaders got a glimpse about the journey of the QMS Membership Services at the PICPA National Office level. It was an enlightening session with our resource speaker who discussed the process and quality excellence evolution, QMS principles, PDCA (Plan, Do, Check, Act) cycle or the Deming Circle, a four-step problem-solving iterative technique used to improve business processes.

An ISO 9001 certification improves the credibility and image of an organization, enhances customer satisfaction, results in better process integration, improves the evidence of decision-making, creates continual improvement culture, and empowers and engages employees.



The afternoon planning session took us into a two-hour journey in exploring “The Five Languages of Appreciation at Work”. PwC Philippines Learning and Development (L&D) Director Ronald Anthony Melendres, together with L&D Manager Emerald Ann David, presented the concepts of effective appreciation at work to increase motivation, engagement and ownership within a team. The session aimed at helping leaders and their chapter officers express appreciation in a way that their intended recipients would understand, and increasing the sense of being valued that addressed a fundamental personal need.



In a podcast-style interview, our moderator Jacqueline Villar, MMR APC Committee Member, joined the facilitators in processing the personal language profile, leading to the group/chapter profile. Action plans to better apply the concepts were agreed to be continued at the chapter level. These should result in better working relationships, higher quality work output, ownership and commitment. (For reference purposes, the original “Languages of Love” was based on a book published by Drs. Gary Chapman and Paul White.)



The conference was wrapped up by a fellowship activity showcasing the works of love by the chapters through video presentations and TikTok-inspired concepts to capture the current theme of Transform.



We saw how each chapter played with technology, music, visual effects, storytelling and more to convey the messages of transformation. WMMC bagged the grand prize, followed by SMMC, NMMC and EMMC. The talents in MMR are truly rich and will never run dry as we mentor people to be part of our organization.

Special thanks go to —

- our emcees — Meljorie Cruz (EMMC), Atty. Daryl Sales, Katherine Sobremonte, Yusoph Maute
- WMMC President Meynard Bonoen for administering the Oath of CPAs
- Lolita Tang for giving the opening remarks
- our prayer leaders — Editha Peralta, Arcely Rodriguez, Ellen de Guzman
- Leticia Tagle, Jovito Gertes and Ivy Marie Zafe for introducing officers and speakers

- Julian Tecson for presenting the certificates of appreciation and tokens
- Michael Gallego, Lorraine Dimayuga, Dindo Sevilla, Paul Chester See for their closing remarks
- all FY 2021–2022 officers/members
- not to forget, the MMR Secretariat who assisted in all the activities of the committee before, during and after the APC.

May all our plans come into fruition...we salute everyone and God bless us all.



[More photos online](#)

**Day 1:** [Emcee](#) | [Oath of CPAs](#) | [Overview](#) | [Introduction of Chapter Officers](#) | [NMMC officers](#) | [EMMC officers](#) | [WMMC officers](#) | [SMMC officers](#)

**Day 2, AM session:** [Q&A](#) | [Certificates of Appreciation to speakers](#) | [Closing remarks](#)

**Day 2, PM session (Leadership Program):** [Title](#) | [Emcee](#) | [Opening remarks](#) | [Key message by Miguel](#) | [Introduction of speaker](#) | [Resource speaker](#) | [Breakout session of chapters](#) | [Q&A](#) | [Certificate of Appreciation to speaker](#) | [Closing remarks](#)

**Day 2, Plenary session:** [Title](#) | [Emcee](#) | [Prayer](#) | [Welcome message and Overview of Activities](#) | [Message by Miguel](#) | [Message by Apostol](#) | [Message by Cerrado](#) | [Group photo](#) | [PICPA Scorecard](#) | [Closing remarks](#)

**Town hall:** [Title](#) | [Emcee](#) | [Prayer](#) | [Opening remarks](#) | [Miguel as a panelist](#) | [Panel moderator](#) | [Apostol as a panelist](#) | [Cerrado as a panelist](#) | [Panel discussion](#) | [NMMC](#) | [EMMC](#) | [WMMC](#) | [SMMC](#) | [Closing remarks](#)

## Our 68th PICPA National President is from MMR!



Congratulations to Marydith Miguel for assuming the role of the FY 2021–2022 National President of PICPA.

Dolly, as she is fondly called, had occupied many positions in PICPA – Executive Vice President, Vice President for Public Practice, Chair of the Metro Manila Geographical Area Office (GAO) and President of Western Metro Manila Chapter. She also served various PICPA national committees over the years. She received numerous awards which includes Outstanding PICPA Chapter President, Outstanding GAO Chair and in FY 2013–2014 she was awarded Outstanding CPA in Public Practice. Currently, she is also the 1st member of the Philippine Regulatory Board of Accountancy CPD Council.

Dolly is an Assurance Partner at SyCip Gorres Velayo and Co. (SGV & Co.) and SGV & Co. Market Group 2 Leader. She has deep experience in integrated audit and financial audit.

She graduated from the Asian Institute of Management with a degree of Master in Management in 1996. She was a member of the Honors Program at the University of the East – Manila where she graduated with a degree of Bachelor of Science in Business Administration, major in Accounting, Cum Laude.

She is the current Chair of the Governance & Audit Committee of the Confederation of Asian and Pacific Accountants (CAFA), a regional organization that represents 32 national professional accountancy organizations operating in 23 jurisdictions in Asia and the Pacific.

Again, we congratulate you in your new role and your MMR-GAO family is here to support you all the way!

### Other PICPA National posts held by MMR-GAO

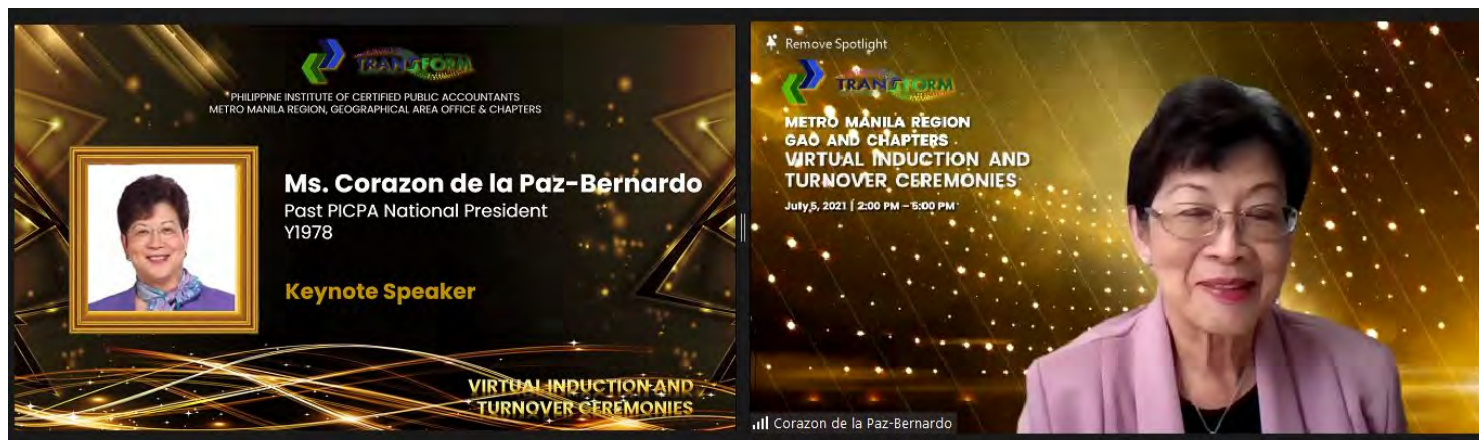
We are also proud of the following members of MMR who have been duly elected for posts in the National Board of Directors and have virtually taken their oath on July 3, 2021:

- Geraldine H. Apostol – Vice President – Operations/Regional Director for MMR
- Aldrin M. Cerrado – Vice President – Commerce & Industry/Regional Director for MMR
- Lorraine C. Dimayuga – Secretary/Regional Director for MMR
- Lolita Tang – Regional Director for MMR
- Michael D. Roxas – Treasurer/Sectoral Director - Public Practice
- Asser S. Tamayo - Sectoral Director - Education
- Corazon S. Rey – Sectoral Director - Commerce & Industry

And to our PICPA FY 2021–2022 National Executive Director, Dean Jose M. Ireneo, welcome back!

## Keynote speech by former PICPA President Corazón de la Paz-Bernardo

Virtual induction and turnover ceremonies, 5 July 2021



### Making a Difference


Chairman of the PRC Board of Accountancy, the Honorable Noe Quiñanola, Ms. Marydith Miguel, Mr. Gerard Sanvictores, Ms. Geraldine Apostol, Mr. Aldrin Cerrado, past PICPA national presidents, MMR chairs, officers, committee chairs, other distinguished PICPA personalities, fellow PICPAns, good afternoon. Thanks to Aldrin Cerrado for your kind and generous introduction and congratulations to all of you for PICPA’s continuing success.

I welcome this opportunity to share some time with you here in the PICPA virtual Metro Manila Regional Council and Geographical Area Office turnover and induction ceremonies. Your 2021-2022 PICPA theme– “Transform. Embracing possibilities. Realizing potentials.”– is most appropriate at this very challenging point in our professional and national lives. I have read the speeches prepared by our national president Ms. Miguel and the incoming chair of the MMR council, Ms. Apostol, and watched the video shown at the start of this program. And I must say they are more than on the spot in describing the relevance of these issues in PICPA’s present and future. I will therefore not spend much time dwelling on them.

Since I retired from public practice of accountancy 20 years ago and being president of the Social Security System and the International Social Security Association, thereafter, I have not been that actively involved in PICPA activities except to attend a couple of webinars, some inductions of national officers and a more recent membership meeting during which PICPA’s lady past presidents were recognized. There was also a time when, as national chairman of Namfrel, an accredited arm of the Commission on Elections, I requested PICPA to work with us to add more breadth and reach to our operations, because of its status as the national organization of certified public accountants in the Philippines.

I therefore welcome this opportunity to be with you today on this important event.

I had been elected national president of PICPA in 1978 and 1979 and served in a holdover capacity, as mandated by the Securities and Exchange Commission, up to almost the end of 1980. So I was president of PICPA during its 50th year in 1979 and could very well be its longest-serving president in its history.



I am also the second woman president of PICPA, after the first Filipina CPA, Mrs. Belen Enrile Gutierrez, served as such in 1953. That means it took PICPA 24 years before it elected its first lady president and another 25 years before having me in the position now occupied by Ms. Dolly Miguel. But ladies, we have gone a long way since 1980 as there have been more PICPA lady national presidents since. In fact, the president who succeeded me was Mrs. Carlota Valenzuela, then deputy governor of the Central Bank of the Philippines.

PICPA is worth fighting for. During my second term in 1979, we had to go all the way to the Supreme Court to regularize our board operations. In 1980, I had to appeal to the chairman of the SEC to lift the hold over order issued by one of the obviously biased SEC commissioners and to allow our board to turn over our functions to the new board elected to serve in 1980. We got our way on both occasions because we were right and it was in the best interest of PICPA and the accountancy profession.

Those were tumultuous years when there were contending forces in the PICPA fighting to dominate the practice of the profession. And I was caught in the middle. we had to be resilient and agile in the midst of all these conflicts and use available legal means to put PICPA on even keel. During those years, we were hosts to two regional conferences, that of the ASEAN Federation of Accountants (AFA) and later that of the Confederation of Asian and Pacific Accountants (CAPA). We had to make sure that the foreign participants did not notice that something was not normal in our organization. We even had then president Ferdinand Marcos as our keynote speaker for the CAPA opening ceremonies.

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## “PICPA is worth fighting for.”

~ Corazón de la Paz-Bernardo

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I was happiest and most relieved when I was finally able to give up the PICPA presidency as I was going to take over as Chair and Senior Partner of Joaquin Cunanan & Co./Price Waterhouse Philippines in the middle of 1981, a little over six months later.

Another unforgettable PICPA activity I was involved in was our acquisition of a property along Shaw Boulevard which is now the PICPA building. This was in 1974 when I was PICPA treasurer. It was a great buy for less than P500,000. But how can we afford it? It's good that one of my partners in our firm, Chito Sioson, a very active and loyal PICPAn, conceived a plan to encourage PICPA members to invest a minimum of P1000 each to be redeemed after a certain number of years. We were later able to convince these PICPA members to surrender their claims and simply donate their investments to PICPA. we extinguished our obligation with the members feeling generous about it. That property must be worth several hundred million pesos now. Our president in 1974 was the late Ambassador Carlos J. Valdez.

I was not even 40 years old when I became PICPA president. But my experience leading our organization had given me so much new insights and learnings about leadership, how to harness people's skills and their cooperation for the greater good of the profession and the economic and social development of the country.





With my background as past PICPA national president, it became quite easy for me to get accepted into the leadership circles of other business-related organizations like the Financial Executive Institute of the Philippines or FINEX, the Credit Information Bureau or CIBI, the Management Association of the Philippines or MAP, and the Makati Business Club or MBC. Of course, by then, I was already the CEO of our firm. Many of these association members are PICPA members also or work closely with leading CPAs and they value their services.

My PICPA experience had enabled me to attain leadership roles in a couple of business organizations like FINEX and MAP where I became the first woman president in 1985 and 1994, respectively. Needless to say, as with PICPA, my ascension to their presidencies had been followed by several other women leaders.

I was FINEX president in 1985, the first, if not the only PICPA past president to be so elected. Our theme then was “Responsibility for Reform and Recovery.” It was a difficult year, a time of upheaval, of activism, of economic, social and political uncertainties preceding the historic 1986 EDSA event.

I said in an article I wrote in *Business Day* at that time, “the responsibility for reform and recovery cannot be left with the government alone. much can be done by the private sector in reshaping our future through its active role in effecting change, be it professional, political, social and economic.”

Now it is 1985 all over again or even worse. The Global Risk Report 2021 stated that “the immediate human and economic cost of COVID-19 is severe. It threatens to scale back years of progress on reducing poverty and inequality and to further weaken social cohesion and global cooperation. It further states that among the highest impact risks of the next decade, infectious diseases are in the top spot, followed by climate action failure and other environmental risks as well as weapons of mass destruction, livelihood crises, debt crises and infrastructure breakdown.

COVID-19 has accelerated the Fourth Industrial Revolution, expanding the digitalization of human interaction, e-commerce, online education and remote work. These shifts will transform society long after the pandemic and promise huge benefits—the ability to telework and rapid vaccine development are two examples—but they also risk exacerbating and creating inequalities.

The rest of my talk does not carry any prescription for the role PICPA should play moving forward during the pandemic and under the new normal. They are, as I have said earlier, already well articulated in the speeches of Ms. Miguel and Ms. Apostol. They are our leaders who have started to formulate action plans to make PICPA better than what we have now.

.....  
*What follows is my own journey, a journey of a Filipina public accountant who started life in a small town, the smallest in Metro Manila and the only one not a city.*  
.....

One day in 1979, two years before our Chairman and Senior Partner at Price Waterhouse retired, he invited me to lunch at the Hotel Intercontinental's Jeepney Bar. I thought he was just looking for a companion for a very casual lunch.

After we ordered the usual, he said “You’re it!” so I asked “What’s ‘it’?” “Oh, you’ll take over from me as Senior Partner.” Shocked and surprised, I said, “Why me? I'm female.” Remember, this was in 1979. I was president of PICPA then— it was going to change my life completely. At the time when what I wanted was to have a child and did not consider leading our firm in the Philippines. I did not entertain any ambition to do that. After he explained the reasons why I should be it, all I could say was, “I'll have to speak to Pat and get his permission for me to do this.” Pat was my husband.



As soon as I got home, I told Pat that Joe, our Senior Partner, spoke to me about succeeding him upon his retirement. Expecting him to say that I should reject the offer, he said instead, “Eh, sino pa nga ba?” I replied, “Ako ba talaga dapat? Paano na if we have a baby?” “Tutulungan kita in caring for our child.” That sealed my fate.

.....  
*So I am not only the first woman partner in the history of Price Waterhouse Worldwide, which happened in 1973; I'm also the first woman to head a PW firm and the first one to sit on the board of PW World Firm.*  
.....

I became a widow when Pat passed away in the week of our 25th wedding anniversary and six years before I retired as head of Price Waterhouse Philippines. Former president Corazon Aquino came to his wake to offer her sympathies to our family and said to me, “Thank you for giving him to us at the time we needed him most.”

“*Namatay naman ho!*” I replied. She said, “*Ito naman, nasa langit na siya, kasama ni Ninoy*”.

She was referring to the role that Pat, Atty. Wenceslao R. de la Paz, played in the last five months of her term when the country had a power shortage crisis and industries were crippled and could not operate as they were supposed to.

In the absence of a Department of Energy, he was designated chair of National Power Corporation and Presidential Adviser on Energy, with a cabinet rank. He worked up to midnight and woke up very early every day. The press had the habit of calling him in the most unholy hour to get the latest developments, especially if there were long brownouts the day before, which happened quite often.

It turned out that in accepting his new role, he requested the President to allow him to leave his job at the same time she leaves office in mid-1992. He already learned his lesson from his experience after the EDSA revolt when the Minister of Energy left his post while he was the one designated by the Aquino administration to serve for one year in a transitory role as executive director of the Office of Energy Affairs. That one year lasted six years; it was during this period when Malampaya was discovered by Occidental Petroleum, which later withdrew from the project; this led to the entry of Shell Exploration. The National Power Corporation was an entirely separate office and independent of the Office of Energy Affairs.

All told, he was in government service for about 20 years from the time Exxon, where he was the Compliance Officer, was acquired by the government. We had just arrived then from the U.S.A. where he did his graduate work in taxation at New York university while I rejoined Price Waterhouse in New York City. During the Marcos years, each time he offered to resign, he was being told that he could only leave at the same time as the minister. Those were martial law years and he felt compelled to accept his superior’s action or inaction on his resignation.

His stay in the private sector after he was finally able to leave his government job was short-lived. He earned well, more than my annual income and definitely more than his government pay. However, he got sick, the toll of his Napocor stint so affected him that he passed away within three years. One of his colleagues who wrote a book on the energy sector described him as the best energy secretary the country never had. He did not leave us much material things to last us a lifetime but he left us a good name, which I continue to carry with pride even after I remarried.

Upon my retirement from PwC, after 36 years of service, including three years in New York City, I was to join a conglomerate as a board director. But that was not to be.



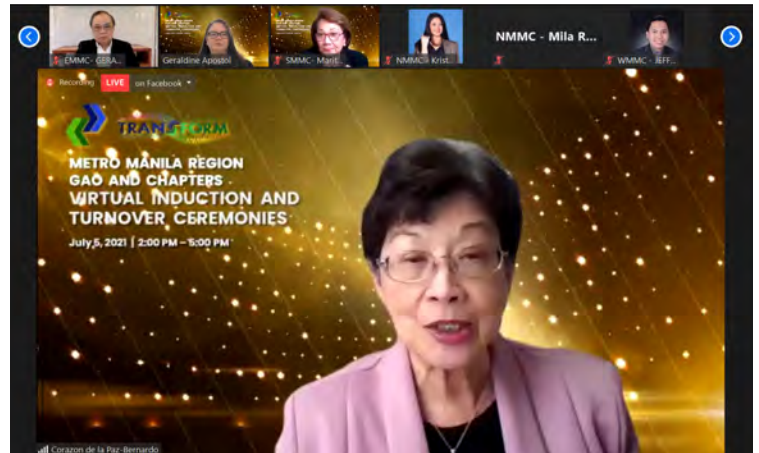
I had to join the SSS or the Social Security System as its president. The Secretary of Finance would not take “no” for an answer. He was under pressure to appoint a new SSS president because of the ongoing strike against the incumbent. The good secretary who was our client when he was in the private sector pressed on—calling me unpatriotic: “May retirement pay *ka na*. Your daughter has finished her schooling in London. What are you worried about?” I told him that I am afraid to die serving in government, as had happened to my husband. He was exasperated. He dropped his head on the table and repeated, “*Napaka-unpatriotic mo.*” So I said, “*O sige, I’ll serve for one year.*” The one year became seven! I should have learned from my husband’s experience.

I was warmly welcomed at SSS. I found the people there very cooperative, reliable and knowledgeable. Things went smoothly at the office.

Our biggest problem though was how to lengthen the actuarial life of the fund. The latest actuarial report showed that it was to last only up to 2015. We had only fourteen years before its life would expire for lack of funds. We had to work fast and strategically. The most obvious thing to do was to increase the inflow of member contributions and limit the fund outflows to what was affordable and within our means. The contribution rates had not been adjusted for almost 25 years because it was deemed to be politically unpopular. At the same time, benefits for members, especially pensioners, were being increased by almost 10% a year or by double that. No institution can survive that long under those conditions. When I asked them who would be legally liable if we could not comply with the limits set by the SSS law on what percentage of the contribution from members and investment income can be utilized to cover operating requirements, they said it’s the head of the agency, that is the President. “*Ano? Kadarating ko lang dito, maprepresso na ako? Hindi naman tama iyon!*” It was at this point that the personnel manager volunteered to speak to the employees that they forgo collecting the increases in employee benefits, which they were granted by the previous administration until such time that the system can

afford to make those payments. It was not until several years later that we were able to restore those benefits to them. I came to admire the people of SSS for making that sacrifice to ensure its continuing viability.

They also worked hard to improve the service to the members. They cut the number of days it would take to release the benefits due to the members, something the public recognized and appreciated as shown by the very positive results of the surveys by the Social Weather Station. The SSS people came to realize that the members’ contributions would go up when they show significant improvements in the efficiency and quality of service.



We were later able to convince president GMA (Gloria Macapagal-Arroyo) to allow the contribution rates to go up, for the first time in 25 years. We were able to harness the support of the employers and employees groups to approve this move, which was thought earlier to be political suicide in an election year. By the time I left the system, the actuarial life of the fund had gone up by 24 years, reversing the declining trend experienced in the last several years.

When I am asked now if it were true that government service is a thankless job, I venture to say that it is not. That we were able to improve the viability of the system for the benefit of more than 30 million members is a rewarding experience. Just like helping improve the power sector in the last months of President Cory Aquino's term and in the early years of President Fidel Ramos’.

In 2004, three years into my SSS stint, as if the work at SSS was not enough, I was nominated by the Asia-Pacific group of the International Social Security Association (ISSA) to run for the presidency of the organization based in Geneva. My reaction was to decline the nomination because of the heavy workload we were facing in the Philippine agency and because we did not have adequate resources to spare for such a position. The chairman of the Social Security Commission, however, did not agree that I should decline the nomination. He said it is part of our international commitment to run and serve when asked. He offered to help me with my SSS role—if I were to be elected.

Our ISSA colleague from Australia offered to help with the campaign, provided I stop telling people that I was not interested in the job. In the meantime, I got a letter from the Ambassador to the Philippines of the European country of the front-running candidate asking me to consider voting for their man.

When our delegation of four, plus my daughter (as against 80+ from the leading candidates' country) arrived in Beijing for the World Congress of ISSA, nobody was looking at me as a serious candidate. All I was hoping for was not to be the tailender of the four candidates. The candidates from Africa and the Americas were also doing their campaigning. On the eve of the elections, my daughter complained and asked why I was not campaigning at all. Of all the candidates, I had the least number of years in ISSA. During the congress, I was attending all the technical sessions and actively participating in the deliberations. And I did not go around to campaign.

After the voting took place, I called up our chairman and told him that the election was over. He asked who won. When I told him that I did, he said, "*Aba, nakakagulat 'yan.*" I replied, "*Bakit ho, hindi kayo believe sa akin?*" He replied "*No, pero wala kang pera. You need funds for such an exercise.*"

What I did not tell him was that day was my late husband's birthday. I prayed, through him, the night before to let me win if it was going to be good for me and SSS. Otherwise, okay *lang*. What followed were six years of travelling many hours around the world for the international body and four years of hard work at SSS. Our former SSC chair had moved to chair the Government Service Insurance System (GSIS). I ended my term as ISSA president when I was almost 70 years old, in Cape Town, South Africa, with a Dutch gentleman taking over the presidency and I being designated honorary ISSA president. As such, I continue participating in ISSA activities, the most recent ones in Brussels in the fall of 2019 on the 90th year of its founding and last week, in its virtual bureau meeting in Geneva.

Early this year, we had a virtual reunion of the retired partners of PwC, after not seeing each other for sometime, and we definitely enjoyed seeing each other even just online. We exchanged stories about our current activities and state of health. Unfortunately, a couple of the better-liked partners had passed on— one a casualty of COVID-19 in March last year and another, of cardiac arrest. One was a most welcome sight, having recovered from complications related also to COVID. Partners from as far as Chicago and the Middle East also joined us and even a couple of those who are now with other accounting firms. Our last gathering last Friday, again done online, was a smaller one but we still enjoyed chatting about old times and about our children and how one successfully conquered her COVID-19 foe.

One thing came out clearly. We continue to share the same strongly held PwC values that we are passing on to our children. Most lead quiet lives, enjoying the fruits of their labor, while others have started new businesses that are flourishing. The one thing that did not escape me is how strong the hope, faith and love expressed by the attendees are, as reflected in their accounts of their daily activities. It gave me a sense of accomplishment to see my retired partners carrying on with optimism and concern for others.

What does the future hold for us, including here at PICPA? How can we, who are comparatively lucky, contribute to making our profession, our country and the world a better place to alleviate the sufferings of the vulnerable among us, those less able to help themselves?

To whom so much is given, so much more is expected in return.

As the Global Risk Report points out, “With governments still deliberating how to pivot away from emergency to recovery,” we need to find “those opportunities to invest in smart, clean and inclusive growth that will improve productivity and delivery of sustainable agendas.”

This is the challenge confronting us now for the rest of our journey as PICPAnS and as citizens of this country. We have a difficult task ahead of us, however, with our dedicated PICPA leaders in charge and with the rest of us providing our unselfish support, we should be able to regain lost ground and help arrest the decline we are experiencing. We cannot afford to do otherwise as the world will continue to pass us by if we don’t act with resolve—to make a difference—as CPAs for others. PICPA is worth fighting for.

## AWC devotes July 12 as MMR Day



For 2021 Accountancy Week Celebration (AWC), 12 July was designated as MMR Day. Our thanks go to our Committee Chair Hentje Leo Leño and 6-Chair Michael Madlangbayan for handling one of the most enriching and purposeful events.

Accountancy Week is an exceptional period in the lives of accountants. The tradition of weeklong festivities began in 1966 when Proclamation 19 was issued by the then President Ferdinand E. Marcos marked the third week of July to put a spotlight on certified public accountants that have significantly contributed to the progress of the national economy in the field of business, finance and industry.

No profession stays the same. If it does not evolve, it does not survive. Constant changes in the world of business require continuous skills development, and that is key for us to succeed.

## MMR Day sessions

The MMR Day featured distinguished speakers and PICPA officers and members for an afternoon of insightful discussions.



The Session 1 topic was “Leading Organizational Transformation: Managing Customers’ Expectations and Employees’ Needs”.

- MMR Chair for AWC Committee Hentje Leo Leaño gave the Opening Remarks.
- PICPA National President Marydith Miguel delivered her message.
- MMR Council Chair Geraldine Apostol gave her message.
- WMMC President Maynard Bonoen introduced the guest speaker, Metro Retail Stores Group Chief Strategy Officer Jonathan Juan Moreno who spoke on how businesses can shift to innovative strategies and in the long term, manage customer expectations and their employees’ needs.
- National Association of CPAs in Education (nACPAE) Past President, Dr. Henry Pahilagao moderated the panel discussion with Mr. Moreno. SM Retail Inc. Senior Vice President & Chief Audit Executive Corazon Rey and P&A Grant Thornton Chairperson and Chief Executive Officer Ma. Victoria España joined as panel reactors.
- Ex-Officio of NMMC Remedios Santos presented Mr. Moreno with the Certificate of Appreciation.

- Shane Dave Taguin emceed the session.



Session 2 revolved on the theme “Promoting the Role and Mindset of CPAs: Update on the Exposure Draft – Code of Ethics”.

Metro Manila GAO Chair Aldrin Cerrado gave his message.

Another powerhouse cast of resource speakers talked about the amendments in the IESBA Code of Ethics, Final Pronouncements on the Revisions to the Fee-Related and to the Non-Assurance Services Provisions and the Exposure Draft or the Proposed Revisions to the Definitions of Listed Entity and Public Interest Entity:

- SGV & Co.’s Professional Practice Director and Risk Management Leader and the Chair of PICPA’s Ethics Committee Lucy Lim-Chan
- KPMG Philippines’ Partner for Risk Management and Ethics and Independence Division Atty. Ma. Gracia Casals-Diaz
- BDO Roxas Cruz Tagle and Co. Partner and member of PICPA’s Ethics Committee Clark Joseph Babor

After their speeches, they joined a panel discussion moderated by nACPAE Past President Florenz Tugas, PhD.

Regional Sectoral Representative (RSR) for Education Editha Peralta presented the tokens and appreciation certificates.



MMR Council Secretary Leticia Tagle gave the closing remarks. EMMC President Ivy Marie Zafe emceed the event.

Credits and sincerest thanks to our program participants from GAO/MMR/Chapters/RSRS and the MMR Secretariat.

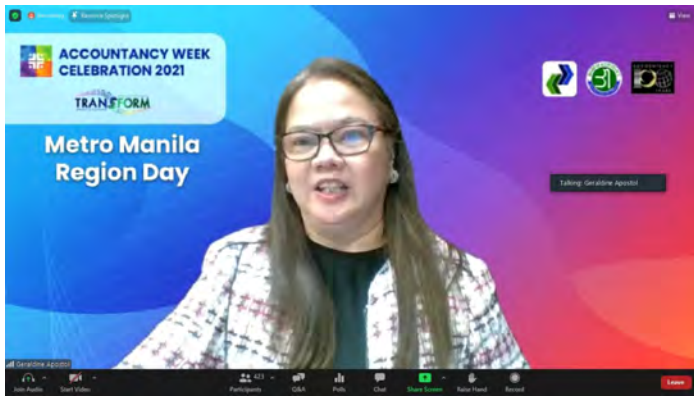


More photos online

Click these links for more photos:

- Session 1: [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#)
- Session 2: [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#) | [▶](#)

## MMR, GAO take part in AWC, Chapter events



Days after taking their oath, PICPA MM GAO Chair Aldrin Cerrado and MMR Chair Geraldine Apostol graced important PICPA events that ushered in FY 2021-2022.

Apostol delivered the Welcome Remarks during the 12 July 2021 opening ceremonies of the Accountancy Week Celebration (AWC) organized by the PICPA National.



Apostol also participated in the Prayer of the Faithful during the AWC's Thanksgiving Mass on 11 July.



Cerrado was invited as moderator on the topic “Reimagine and Recover: Rise in the Next Normal” during the 14 July 2021 Spotlight on Commerce and Industry Day.

Each of the MM Chapters conducted comprehensive webinars for their intended participants. Key messages were delivered by Cerrado and Apostol in these events. Other MMR GAO Officers also graced these sessions. (Read more on these events in the separate chapter reports.)

- Thriving Accounting Teachers by WMMC
- Future-fit Filipino NGOs by NMMC
- Transition to a New Beginning as Accountants by EMMC for accounting students–our future CPAs
- Beyond the Student Life by SMMC



- AWC: Photos [▶](#) and Video [▶▶](#)
- AWC Thanksgiving Mass: Photos [▶](#) and video [▶▶](#)



# PICPA announces FY 2021-2022 Member's Amnesty and Reinstatement Programs

PICPA is implementing the Member's Amnesty and Reinstatement Programs for FY 2021-2022. It covers regular members, and members with delinquent accounts (arrears) and are classified as not in Good Standing (NonMiGS) for the said fiscal year.

Please note that these programs do not cover Sustaining Life Member (SLM), Honorary Life Member (HLM), or regular member in good standing (MiGS) with paid dues for FY 2020-2021.

## Member's Amnesty Program effective July 24, 2021 to December 31, 2021

Eligible for amnesty are members who have not paid their dues for FY 2020-2021 and with unpaid accounts/arrears and have not availed of the amnesty/condonation program for FY 2020-2021.

Avail of this one-time Amnesty Program by paying P1,000 membership dues from July 24, 2021 to December 31, 2021. Prior years' dues will be waived.

For members with registered Glueup Account:

1. Log in to <https://picpa.glueup.com/account/login> using your registered email address.
2. Under the membership module - click on the membership options.
3. Look for the "Amnesty Program (July 24 to Dec 31 2021)" membership type and click "Apply".

For members with NO Glueup Account:

1. On your browser, type <https://picpa.glueup.com/org/picpa>.
2. Select "membership" in the menu.
3. Look for the "Amnesty Program (July 24 to Dec 31 2021)" membership type and click "Apply".
4. Complete the details of your profile and submit.

## Member's Reinstatement Program effective January 1, 2022 to June 30, 2022

After December 31, 2021, and you do not avail of the Amnesty program, you can still be a PICPA member in Good Standing for FY

2021-2022 by availing of the Reinstatement Program.

The specific guidelines and the membership type "Reinstatement Program" will be visible to members on January 1, 2022.

### MMR GAO Editorial Board

MMR Council Chair  
*Geraldine Apostol*

Chair, Publications and Social Media Committee  
*Rocky Saldajeno*

Co-Chairs, Publications and Social Media Committee  
*Ricarte Malaya Jr.*  
*Jean Claudette Santos*

Designers  
*Dennis Bautista*  
*Christian Gonzales*

## TEAM NMMC

The oath-taking of newly elected NMMC officers for FY 2021-2022 was led by MMR Council Chair Geraldine Apostol. The following leaders were inducted:



### NMMC Board of Directors

- President - Julian M. Tecson (Commerce and Industry)
- President-Elect - Elvira P. Crudo (Commerce and Industry)

#### Members:

- VP for Professional Development - Mark Anthony V. Pojol (Public Practice)
- VP for Membership - Anna Czarina Z. Jugueta (Public Practice)
- VP for Treasurer - Josephine B. Velasco (Commerce and Industry)
- Secretary - Jessica Jinky P. Panes (Public Practice)
- Assistant Secretary - Joseph Lemuel L. Manzano (Public Practice)
- Public Relations Officer - Amelia T. Uy (Public Practice)
- Auditor - Maria Theresa D. Gerona (Government)
- Director for Government - Elmer B. Enriquez (Government)
- Director for Public Practice - Rebecca C. Minodin (Public Practice)
- Director for Education - Zenith C. Camu (Education)
- Director for Commerce and Industry - Mark Chito D. Fajiculay (Commerce and Industry)
- Ex-Officio - Remedios R. Santos (Public Practice)

## In the Know

### The MMR Chair



**Geraldine "Gett" H. Apostol** is the Partner and Practice Leaders for Entrepreneurial Private Business and Internal Audit of PwC Philippines. She brings in over 30 years of extensive experience in auditing, design of internal control system, Sarbanes Oxley-related work as well as management of audit jobs and special engagements of companies in a wide variety of business lines, including oil & gas, energy/power, manufacturing, retail, hospitality and leisure, distribution, consumer products, pharmaceuticals, non-stock, and non-profit organizations. She currently serves as the Philippine

Territory's Chief Internal Auditor, Learning and Development Partner and Data Privacy Officer. She is also the Chair of the Philippine Institute of Certified Public Accountants (PICPA) Metro Manila Regional Council and Vice President for Operations at the PICPA National Office.

### The President

**Mr. Julian "Boy" Mantes Lao Tecson** holds perhaps the distinction of being the oldest Chapter president in PICPA today. Yet, this doesn't stop this young-at-heart veteran from being of service to the members of the Northern Metro Manila Chapter (NMMC). Boy has been serving PICPA and its members since the 1960's. Boy has been a National Director, a member of various standing and special PICPA Committees and an officer of various committees in the NMMC.

Currently, Boy is the Vice-President, Comptroller and General Manager of a private company located in Quezon City.

Fun fact: Boy is one of only three who was conferred and awarded Honorary Life Membership in NMMC due to his distinguished unselfish contributions to the Chapter and the PICPA in general.



## President-Elect



**Ms. Elvira P. Crudo** worked with the national government as Legislative Staff Officer in the Legislative Budget Research Monitoring Office of the Senate Committee on Finance.

Elvie also served as the Assistant Director in the Senate Tax Study Research Office of the Senate of the Philippines and likewise was the President of the Association of Assistant Directors in the Senate.

Fun fact: Elvie was Executive Director of PICPA MMR in 2019-2020.

## The Past President

**Ms. Remedios R. Santos'** term may have ended but her involvement in the NMMC continues as an Ex-Officio. Her leadership paved the way for the Chapter to move forward towards the new normal. With that, NMMC's "pandemic president" was heralded as one of PICPA's Outstanding Chapter Presidents for FY 2020-2021.

Fun fact: Remys' husband Virgilio and daughter Melissa Jeanne are CPAs too and are all working in their firm, Virgilio R. Santos & Co., CPAs where Remy is the Managing Partner.



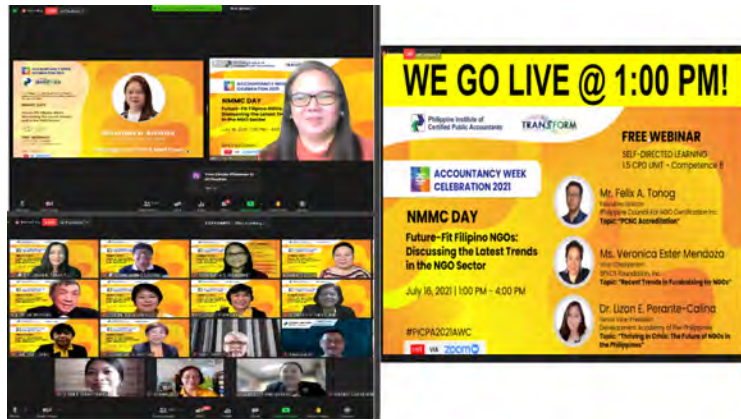
## "The Northern Tax Series"



The Professional Development Committee's well-thought and designed webinars keep the NMMC afloat amid uncertainties. For the month of July, "The Northern Tax Series" kicked off with a bang highlighted by star-studded casts of experts and good-looking professionals.

# Highlights of the 2021 Accountancy Week Celebration

## The NMMC Day



The 2021 Accountancy Week Celebration of the NMMC is like no other right from the get-go and extended until July 31, 2021.

On July 16, 2021, the so-called “NMMC Day” was spent for the givers - the members belonging to non-government organizations (NGOs). A free webinar entitled “Future-Fit Filipino NGOs: Discussing the Latest Trends in the NGO Sector” was highly successful as it was well-attended.

The webinar focused on NGOs needs. To achieve this, people with deep backgrounds on the matter were invited.

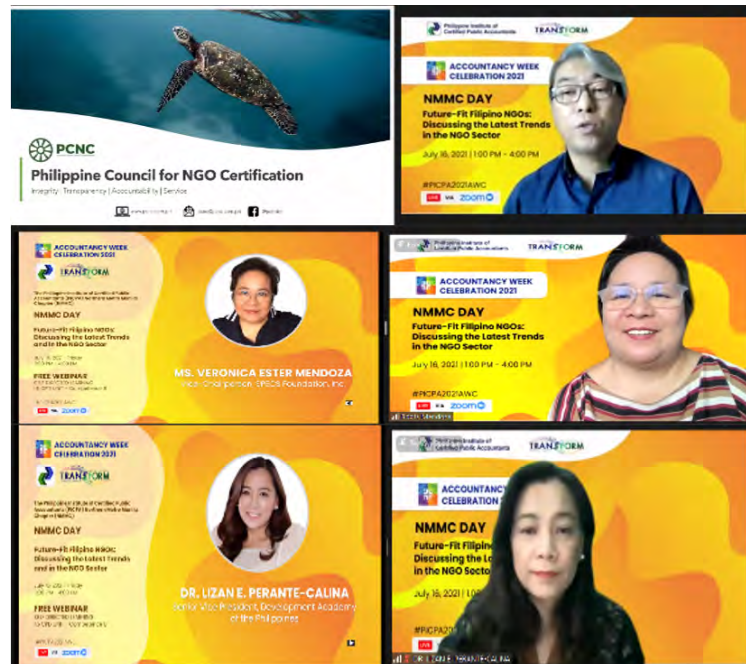
## The Speakers

Mr. Felix A. Tonog, Executive Director of Philippine Council for NGO Certification Inc. (PCNC), the accrediting agency for NGOs talked about the “PCNC Accreditation”.

Ms. Veronica Ester Mendoza, Vice-Chairperson of SPECS Foundation, Inc. meanwhile, shared the “Recent Trends in Fundraising for NGOs”.

Lastly, Dr. Lizan E. Perante-Calina discussed the “Thriving in Crisis: The Future of NGOs in the Philippines”.

President-Elect Elvira P. Crudo welcomed the participants, the speakers and Chapter members present in the webinar while President Julian “Boy” Tecson delivered the closing message. Not to be outdone, the ever-supportive Metro Manila Region (MMR) Chairperson Ms. Geraldine H. Apostol gave a warm message of support to everyone. Past-President Ellen B. De Guzman hosted the event.



# CSRs

## Service Above Self

Truly, there is truism to the mantra and the women and men of the NMMC did not disappoint in giving more meaning to it.

As always, the AWC is not complete without NMMC’s CSR activities. Officers and members’ hands of the Social Involvement Committee (fondly called Lovely SIC) were full. Special thanks to Pres. Boy Tecson, Ms. Lolita Tang, Ms. Ligaya Co, Mr. Elmer Enriquez, Ms. Ellen De Guzman, Ms. Linda Demition, Ms. Sittie Hanniya Macarambon and Ms. Ramira Manlutac for going their way despite the pandemic.

## Donate-A-Book

The NMMC visited two Public Senior High Schools located in Caloocan City to personally share accounting textbooks donated to the NMMC and the MMR by no less than the author himself, the benevolent Mr. Rex Banggawan.

Mr. Banggawan, an author and publisher of accounting and tax books, is also a CPA topnotcher and reviewer and the CEO of the Real Excellence Online (REO) Philippines, a Review Center for

aspiring CPAs and other professional programs with licensure examinations administered by the PRC.



## Community Pantry of the North

“Sharing to others what we have”. The officers and members of PICPA NMMC in collaboration with PAMA set up a community pantry in Caloocan for the benefit of teachers of E. Rodriguez Elementary School, Cayetano Elementary School and Bagong Silang Elementary School as part of NMMC Day on the occasion of Accountancy Week Celebration 2021 dated July 16, 2021

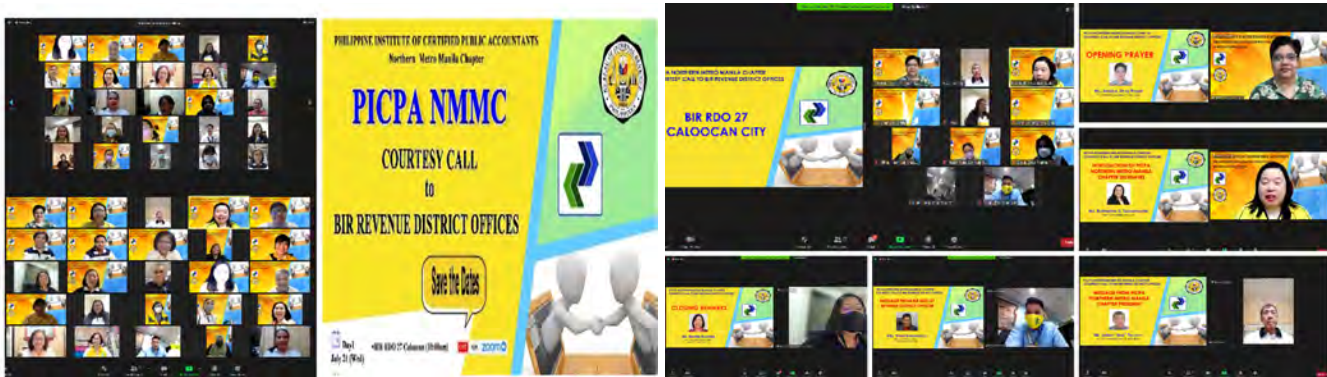




## Donation to *Tahanang Mapagpala*

NMMC’s soft spot for the abandoned elders remains strong more than ever. Officers and members contributed goods and food supplies to the elderlies in *Tahanang Mapagpala* located in Malolos, Bulacan on July 31, 2021.

## BIR and NMMC: A Renewal of Vows



Team NMMC paid a virtual courtesy call to one of its longest partners, the Bureau of Internal Revenue - Revenue District Office No. 27 – Caloocan City headed by Atty. Timm Renomeron, an NMMC active member and Assistant Revenue District Officer Ms. Nenita Mentiza.

RDO Timm Renomeron presented the BIR plans and programs and sought PICPAs help in tax compliance and information dissemination among others. RDO Timm also committed extending help to members and officers who have clientele in their revenue jurisdiction and the BIR participation in PICPA activities.

For NMMC’s part, Pres. Julian Mantes L. Tecson pledged continuous support from the Chapter and members as well.

The meeting and dialogue effectively strengthened the parties’ relationship and ended with both agreeing constant communication and collaboration thru Tax Awareness webinars and other programs designed to help practitioners and taxpayers alike.

## 1st Regular Chapter Meeting



Last July 22, 2021, the Board and the officers and members of the NMMC held its 1<sup>st</sup> Regular Meeting virtually. Pres. Boy Tecson, as presiding officer, welcomed everyone and introduced the new sets of officers for the FY 2021-2022. In the meeting, he presented the PICPA’s new theme, the NMMC consolidated plans and programs, the proposed budget and the scorecard.

### Tidbits

NMMC actively supported and participated in the PICPA MMR, GAO and Chapter Virtual Planning Conference for FY 2021-2022 held last July 1-2 & 5, 2021.

### MMR and GAO Turn-over and Induction

Officers and members thronged and witnessed the turn-over and induction ceremonies virtually on July 5, 2021.

Team NMMC, not surprisingly, won the Biggest Chapter Delegation Award during the meet.

### MMR and AWC Activities

NMMC showed solidarity in the celebration of the AWC from July 11-17, 2021 where officers and members attended Online Thanksgiving Mass, other MMR, GAO and other Manila Chapters’ sponsored activities.

### MMR’s Virtual Fellowship

In the MMR’s Virtual Fellowship held last July 5, 2021, Team NMMC placed 3<sup>rd</sup> in the “Transformation Challenge Video”. Team NMMC’s video featured videos and photos of transformation from pre-pandemic to the pandemic era – from members being just professionals to becoming *plantitas* and *plantitos*; the oldies-but-goodies studying and adapting to technology; to enjoying sports and recreation activities; to living the life moving forward.



## Membership Campaign



**PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS**  
Northern Metro Manila Chapter

### RENEW YOUR MEMBERSHIP with PICPA NMMC!

Avail of the **Member's Amnesty and Reinstatement Program** for FY 2021-2022

**INSTRUCTIONS**

**Step 1:** Login to your account at [picpa.glueup.com](http://picpa.glueup.com)  
**Step 2:** Go to memberships and fill out your details.  
**Step 3:** Make your payment.

**Amnesty within July 24, 2021 to December 31, 2021**  
*Pay only **Php 1,000** for the current year's membership dues.*

**Reinstatement within January 1, 2021 to June 30, 2022**  
*Pay **Php 2,000** for the current year's membership dues and reinstatement fee as a Member in Good Standing (MIGS).*

**HOW TO PAY**

You may deposit or transfer online your payment to:  
 Bank: Unionbank of the Philippines  
 Account Name: PICPA MMR  
 Account No: 001094-002124-0

Or Pay via GCASH:  
 Go to Pay Bills> Payment Solutions> PICPA MMR  
 Full Name: (Name of CPA)  
 CPA No: (to input CPA No.)  
 Payment for: "Membership"  
 Amount: (1000 / correct amount)  
 Email Address: (fill this up correctly)

Once paid, please SEND a copy of the payment confirmation to [membership@picpammr.org](mailto:membership@picpammr.org) or to [picpanorth@picpammr.org](mailto:picpanorth@picpammr.org)

 [picpanorth](https://www.facebook.com/picpanorth)
 [picpa.nmmc@picpammr.org](mailto:picpa.nmmc@picpammr.org)
 0917 -3174533

**Northern MM Editorial Board**

Chairman  
*Vicente C. Gudani*

Co-Chairman  
*Joseph Lemuel Manzano*

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 Marites O. Esguerra  
 Kurl Winston L. Yu  
 Enrique T. Bautista  
 Ellen B. De Guzman*

Contact us  
 FB: PICPA North

## Connect with Us @PICPA North

For any inquiries about membership and to keep updated with the Chapter activities and webinar offerings, follow "PICPA North" on Facebook or you may contact us directly through e-mail at [nmmcsecretariat@gmail.com](mailto:nmmcsecretariat@gmail.com) or through our Secretariat Ms. Ramira Manlutac @09173174533.

## #joinNMMC #donatewithNMMC

If you want to join or share your blessings, or if you want to partner with us, kindly give NMMC a call. Donations in cash or in kind are most welcome.

## Eastern Metro Manila Chapter welcomes new set of officers

**EASTERN METRO MANILA CHAPTER**  
OFFICERS FY 2021 - 2022

Ivy Marie E. Zafe President	Michael A. Madlangbayan President-Elect	Olivier D. Aznar VP for Professional Development	Lovely Del Amen - Aquino VP for Membership	Joanna-Marie Macainag-Cobacha Treasurer	Carla Theresa Tanieca Secretary	Jeffrey B. Babatio Auditor	Jacqueline Yu Villar PRO
					<b>Regional Sectoral Representatives</b> Public Practice - Mr. Paul Chester U. See Commerce & Industry - Jovito V. Gertes		<b>Chapter Sectoral Representative</b> Education- Dean Raul C. Addatu
Elah Czarina Andal-Perez Director for Commerce & Industry	Daryl Matthew A. Sales Director for Education	Ma. Gracia Casals-Diaz Director for Government	Ma. Alma C. Sese Director for Public Practice	Noel Antonio E. Canlas Ex-Officio			

The oath-taking of newly elected EMMC officers for FY 2021-2022 was led by MMR Council Chair Geraldine Apostol. The following leaders were inducted:

- Ivy Marie E. Zafe - President
- Michael A. Madlangbayan - President-Elect
- Olivier D. Aznar - VP for Professional Development
- Lovely D. Aquino - VP for Membership
- Joanne Marie M. Cobacha - Treasurer
- Carla Theresa V. Tanieca - Secretary
- Jeffrey B. Babatio - Auditor
- Jacqueline Y. Villar - Public Relations Officer
- Elah Czarina A. Perez - Director for Commerce and Industry
- Daryl Matthew A. Sales - Director for Education
- Ma. Gracia Casals-Diaz - Director for Government
- Ma. Alma C. Sese - Director for Public Practice
- Noel Antonio E. Canlas - Ex-Officio

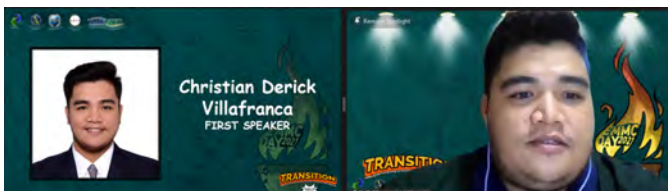
## EMMC holds webinars on ‘new normal for JPIA Students’ in AWC 2021



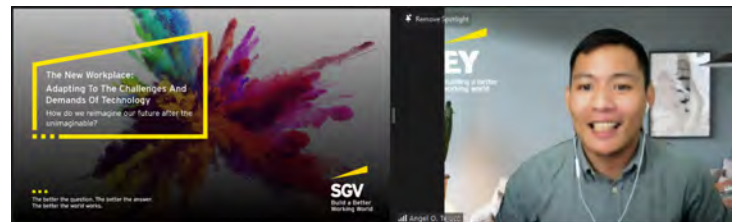
For its participation in PICPA’s Accountancy Week Celebration 2021, the Eastern Metro Manila Chapter (EMMC) organized a series of talks last July 14, 2021 following the theme “Transition: Keeping the Fire Burning as Accountants Transition to a New Beginning.”

Three speakers delivered talks focused on the impact of the pandemic on business operations and the roles of certified public accountants in the new normal.

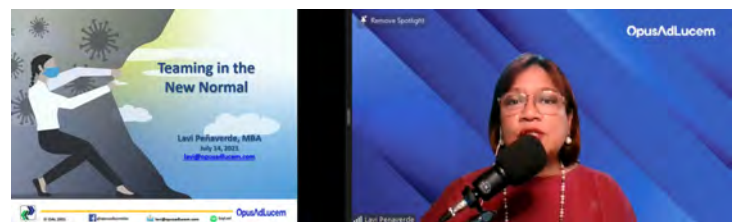
For the first talk, Mr. Christian Derick Villafranca, Co-Chair of the Professional Development Committee at the EMMC, gave an introduction of the chapter to the attendees.



In the second talk entitled “Resiliency: Adapting to the new normal in the corporate world,” Mr. Angel O. Tejuco, senior manager at SyCip Gorres Velayo & Co. (SGV) / Ernst & Young Philippines (EY) under Business Consulting, highlighted how the pandemic has changed the way companies operate, particularly on how accountants perform their roles in the organization. Tejuco also discussed new skills that accountants should learn and acquire to be prepared for the new normal in the workplace.



The third talk focused on “Teaming in the New Normal” where Ms. Ma. Lavinia Penaverde, Life Skills Coach and Founder and Chief Visionary Officer at Opus Ad Lucem Inc. (OAL), discussed changes in team dynamics in companies as a result of the pandemic. She gave insights on how accountants and leaders can keep their teams engaged and productive while working remotely. Penaverde also touched on tips to prevent burnout and maintain mental health.



Present in the event were: PICPA Metro Manila Region Chair, Ms. Geraldine H. Apostol, who opened the event; PICPA EMMC President, Ms. Ivy Marie E. Zafe, who delivered the welcome remarks; and PICPA EMMC President-Elect, Mr. Michael A. Madlangbayan, who closed the event.

## EMMC donates ABM books to three public high schools

The PICPA Eastern Metro Manila Chapter led the donation of a total of 400 accounting and business management books to three public high schools in Metro Manila last July 15 and 16. The activity was done as part of the observance of this year's Accountancy Week Celebration held last July 11 to 17.

The recipient schools include San Roque National High School in Marikina City, Rizal High School in Caniogan, Pasig City, and Lagro High School in Quezon City.

Courtesy calls with the principals of the schools were held to discuss the incoming plans and programs of PICPA EMMC for the ABM teachers and students. Some of the projects highlighted were upcoming webinars for the ABM teachers and students on August 28 and September 11, respectively.

**For donations, contact us at <https://www.facebook.com/emmc.picpa>**



PICPA EMMC representatives hand over 100 ABM books to Rizal High School, Pasig City. The representatives paid a courtesy call visit with Principal Gilbert Inocencia, Asst. Principal Junie Serot and others. With a student population of more than 12,000, Rizal High School is known for being one of the largest secondary schools in the world. The school was even recognized by the Guinness Book of World Records as the largest secondary school from 1993 to 2005.



PICPA EMMC representatives hand over 100 ABM books to San Roque National High School, Marikina. The representatives paid a courtesy call visit with Ms. Emily G. Santos, Public School District Supervisor, Mr. Eduardo M. Aguilar, OIC Principal and others.



PICPA EMMC representatives hand over 200 ABM books to Lagro High School, Quezon City. The representatives paid a courtesy call visit with the school's principal, Dr. Diego M. Amid.

## EMMC Webinars: July 2021



### Keeping up to date with tax rules

Ms. Ma. Lourdes P. Aclan, Director at P&A Grant Thornton, discussed updates on the recent developments in tax rules, including salient provisions of the Corporate Recovery and Tax Incentives for Enterprises Act, also known as the CREATE Law, and implementing rules and regulations (IRR) issued by DOF in a webinar held via Zoom last July 21, 2021.

Explore issuances relevant to the CREATE Law here:  
<https://www.bir.gov.ph/index.php/create.html>



### Overview of transfer pricing in the Philippines

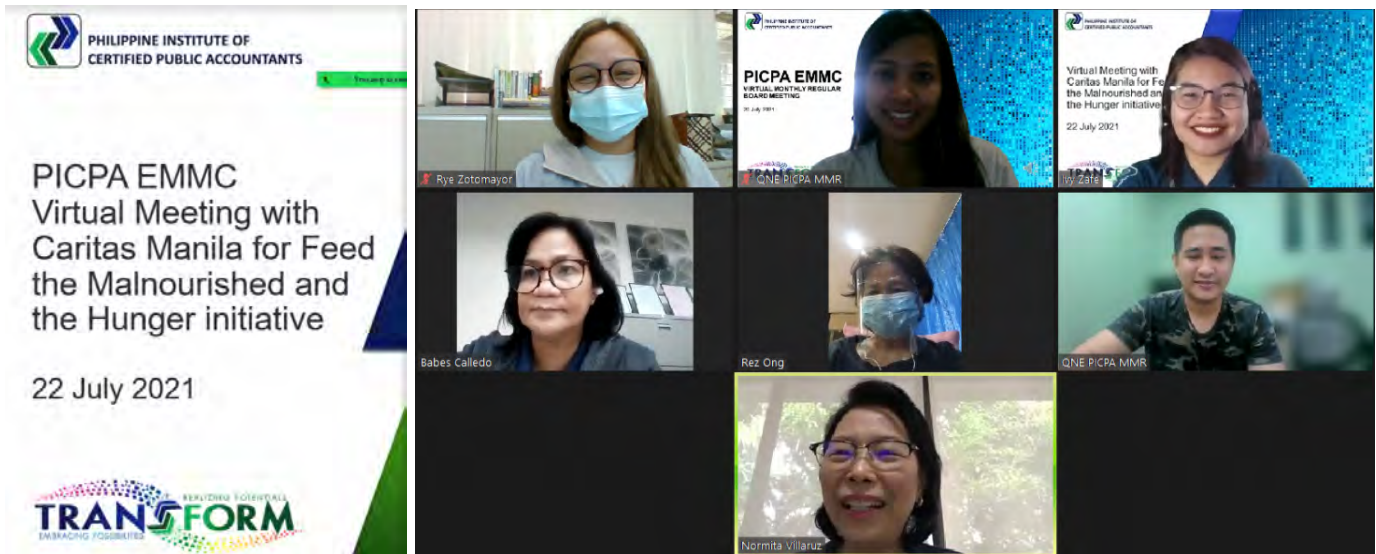
Atty. Auresana B. Ines, Senior Director for International Tax Services, Transfer Pricing at SGV & Co., discussed the development of Transfer Pricing rules in the Philippines, with emphasis on compliance with the relevant BIR requirements. The webinar provided participants with an overview on matters to consider when engaging with related party or intercompany transactions as well as on items and issues that may be raised by the tax authorities during a tax examination. The webinar was held via Zoom last July 30, 2021.



### Understanding the key differences when applying PFRS for small entities vs PFRS for SME and full PFRS

Mr Jovani G. Batad, CPA, gave a talk on “Understanding the key differences when applying PFRS for small entities vs PFRS for SME and full PFRS” last July 23, 2021

## Exploring CSR opportunities with Caritas Manila



PICPA Eastern Metro Manila Chapter’s Social Development and Recovery Projects Committee (SDRPC) met with non-profit organization (NPO) Caritas Manila last July 22, 2021 to discuss donations and potential projects. Ms Vanessa Canale, Stewardship Specialist in the Corporate Donor Acquisition Team at Caritas Manila, shared their planned initiatives, inspiring stories, and ongoing projects that they are doing for the less fortunate. Representatives from EMMC include SDRPC Co-Chair Normita Villaruz, SDRPC Co-Chair Rizalina Ong, SDRPC Member Catalina Calledo, EMMC President Ivy Zafe, and May Ann Diaz of the EMMC Secretariat.

## First EMMC regular board meeting held



The first monthly board meeting was held virtually via Zoom last July 20, 2021.

### Eastern MM Editorial Board

Chair  
*Jacqueline Y. Villar*

Co-Chairman  
*Elah Czarina Andal-Perez*

Members  
*Jeffrey B. Babatio  
Majelia A. Ubaldo  
Jovito V. Gertes  
Benigno A. Tatunay  
Sheila G. Canlas*

Contact us  
[www.fb.com/emmc.picpa](http://www.fb.com/emmc.picpa)

## Upcoming Events/ Activities

Date	Events / Activities
August 28, 2021	Free Webinars for ABM Teachers
September 11, 2021	Free Webinar for Health Free Webinar for ABM Students
September 28, 2021	Free Webinar for CPA Reviewee



PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
EASTERN METRO MANILA CHAPTER



# DO YOU WANT TO BE AN ACTIVE PICPA MEMBER?

NOW IS THE PERFECT TIME!  
RENEW YOUR MEMBERSHIP TODAY AND BE WITH OUR TEAM EMMC!



## GOOD NEWS!

**PICPA members with delinquent accounts, can now avail of the Member's Amnesty and Reinstatement Program for FY 2021-2022.**

**HOW?**

**STEP 1:**  
Go to <https://picpa.glueup.com> and Login your Account

**STEP 2:**  
Choose the Membership button  
Fill out the details needed and apply

**STEP 3:**  
Pay your Membership Fee

**STEP 4:**  
Email a copy of your payment confirmation receipt to [membership@picpammr.org](mailto:membership@picpammr.org)



### PAYMENT METHOD

**Union Bank of the Philippines (UBP)**  
Account Name: PICPA MMR  
Account No.: 00-084-002124-0.

**GCash**  
Pay Bills>Payment Solutions>search for PICPA MMR  
Full Name: (Name of CPA)  
CPA No.: (NOTE: 6 digits only in CPA No.)  
Payment for: (Indicate type of payment e.g., Membership)  
Amount: (Enter correct amount)  
Email Address: (Fill this up properly)

Once paid please **SEND** a copy of the payment confirmation to [membership@picpammr.org](mailto:membership@picpammr.org)

**Member's Amnesty:**  
Pay Php 1,000 from July 24, 2021 to December 31, 2021 for the current year's membership dues

**Reinstatement Program**  
Pay Php 2,000 within January 2022 up to June 30, 2022 for the current year's membership dues and be reinstated as Member' in Good Standing

## Team TRANSFORM: WMMC’s Elected Officers for FY 2021-2022

The oath-taking of newly elected WMMC officers for FY 2021-2022 was led by MMR Council Chair Geraldine Apostol. The following leaders were inducted:

**WESTERN METRO MANILA CHAPTER OFFICERS  
FY 2021 - 2022**

 <b>MEYNARD A. BONOEN</b> President	 <b>HELEN S. TIU</b> President-elect	 <b>FLORENZ C. TUGAS</b> VP for Professional Development	 <b>ALFONSO G. GARCERA</b> VP for Membership	 <b>NARD HARTNEY S. MOLINA</b> VP for Social Involvement	 <b>PETER JOHN R. VENTURA</b> Treasurer	 <b>NASSIEF M. LIMGAS</b> Assistant Treasurer
 <b>JEFFREY R. EBIO</b> Secretary	 <b>VANESSA MAE A. BIBAR</b> Assistant Secretary	 <b>RONALD ERIC C. BUEN</b> Auditor	 <b>MA. EMELITA L. VILLANUEVA</b> P.R.O.	 <b>MA. LUISA G. MELEGRITO</b> Director for Commerce & Industry	 <b>FRANCISCO M. CALIWAN JR.</b> Director for Education	 <b>PAUL MARTIN P. DAVID</b> Director for Government
 <b>AILEEN S. VALENZUELA</b> Director for Public Practice	 <b>DONRICK T. MENDENILLA</b> Assistant VP for Membership	 <b>ASSER S. TAMAYO</b> Ex-Officio	<b>Regional Sectoral Representatives</b>			
			 <b>STEPHEN O. UY</b> Commerce and Industry	 <b>EDITHA A. PERALTA</b> Education	 <b>EMMA A. DE GUZMAN</b> Government	

- Meynard A. Bonoen - President
- Helen S. Tiu - President-Elect
- Florenz C. Tugas - VP for professional Development
- Alfonso G. Garcera - VP for Membership
- Donrick T. Mendenilla - Assistant VP for Membership
- Nard Hartney S. Molina - VP for Social Involvement
- Peter John R. Ventura - Treasurer
- Nassief M. Limgas - Assistant Treasurer
- Jeffrey R. Ebio - Secretary
- Vanessa Mae A. Bibar - Assistant Secretary
- Ronald Eric C. Buen - Auditor
- Ma. Emilita L. Villanueva - Public Relations Officer
- Ma. Luisa G. Melegrito - Director for Commerce and Industry
- Francisco M. Caliwan Jr. - Director for Education
- Paul Martin P. David - Director for Government
- Ailene B. Valenzuela - Director for Public Practice
- Asser S. Tamayo - Ex-Officio



## Get To Know Team TRANSFORM

### FY 2021-2022 WMMC President Meynard A. Bonoen

Meynard is an assurance partner and is a member of SGV & Co.'s Accounting Standard Group (ASG).

Meynard specializes in business combination, consolidation and investments accounting, and service concession arrangements. He has been involved in various assurance engagements including audits, reviews, security offerings and financial accounting advisory services. He has also handled clients engaged in investments, infrastructure, utilities, real estate, telecommunication, logistics, manufacturing and retail.

Meynard graduated with a Bachelor of Science degree in Accountancy from the Mariano Marcos State University and attended the INSEAD Asian International Executive Program.



#### MORE ABOUT MEYNARD

In 2016, Meynard was awarded the PICPA Young Achievers Award in Public Practice.

*Meynard's colleagues call him Pres. MABait (MAB being his initials). He is Ilocano and an avid singer.*



## WMMC celebrates AWC 2021 with WMMC Day

### The Thriving Accounting Teachers: Reflecting on the Year That Was

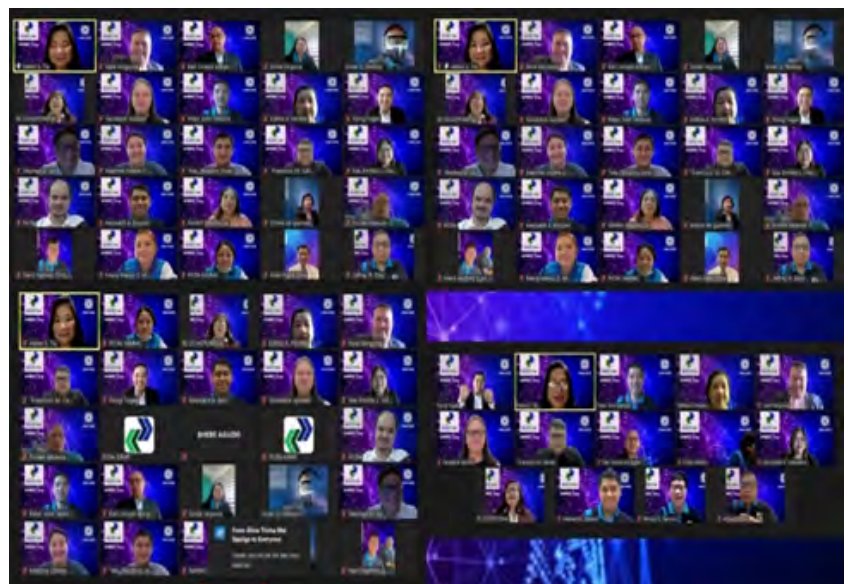


The Philippine Institute of Certified Public Accountants (PICPA) and the Professional Regulatory Board of Accountancy (PRBoA), in cooperation with the PICPA Western Metro Manila Chapter (WMMC), celebrated the WMMC Day of the Accountancy Week Celebrations in a forum with our hardworking accounting teachers and school administrators in the education sector via Zoom on July 13, 2021. It focused on the topic “The Thriving Accounting Teachers: Reflecting on the Year That Was.”

With the theme “TRANSFORM: Embracing Possibilities. Realizing Potentials,” the forum was designed to provide perspectives as to what transpired last school year in terms of teaching, research, and social integration. Utilizing round table discussion, sharing of reflections by the panelists, the forum was also anchored on the proposed career progression framework for education practice vis-a-vis professional development and Philippine Qualifications Framework (PQF).

Distinguished members of the roundtable panel included Earl Joseph M. Borgona, OIC Dean, Institute of Accounts, Business & Finance, Far Eastern University - Manila, Florenz C. Tugas, PhD, Full Professor, De La Salle University, Noel A. Bergonia, Instructor 1, PUP Manila, and Fe R. Ochotorena, DBA, Associate Professor, Far Eastern University - Manila.

Over 380 accounting teachers and school administrators from all over the country attended the forum. The participants reflected on teaching, research, and social integration based on the stories and accomplishments by the panelists during the last school year. The forum also covered areas for improvement and opportunities for transformation to better cope with the challenges brought about by the pandemic on accountancy education.



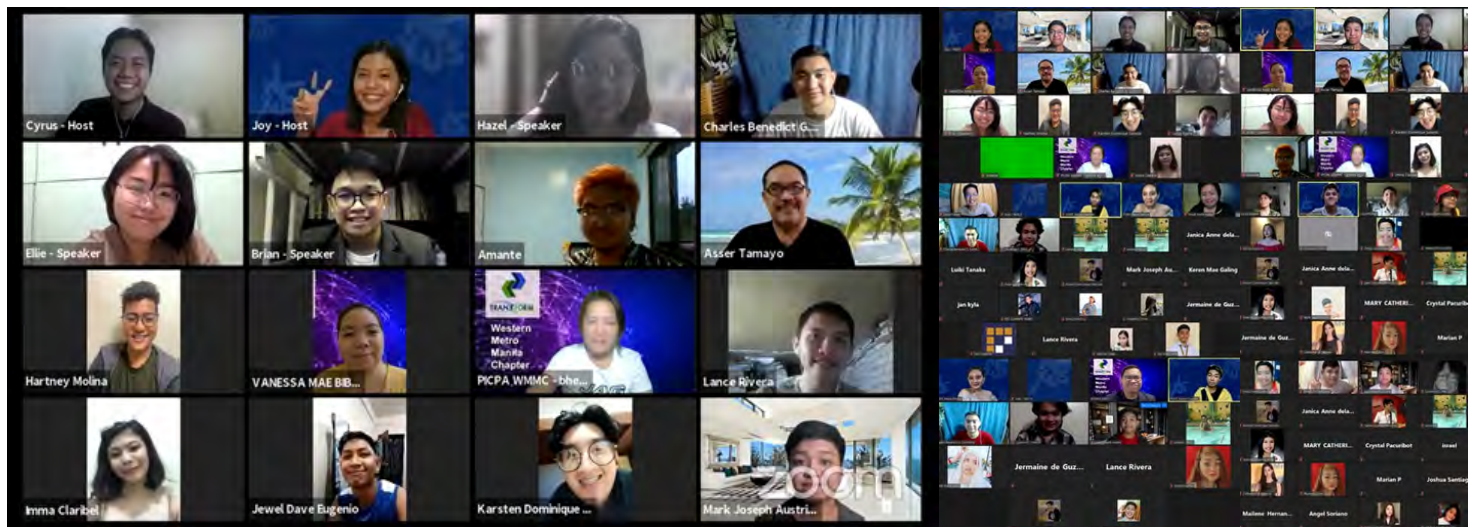
# WMMC partners with UE Caloocan on their Annual Student Leaders' Workshop

PICPA WMMC partners with the Tinig Ng Silangan Party Alliance of the University of the East Caloocan on the conduct of their annual student leaders' workshop with the theme Nexus: Summer Infusion held last July 23-25, 2021 via Zoom and Facebook Live.

Now in its fifth year, President Meynard A. Bonoen and Immediate Past President Asser S. Tamayo officially opened and closed the three-day annual event, respectively.



Well attended by various student leaders from all over the Philippines, the annual workshop focused on discussing current issues and developing technical skills of the youth, Chapter Secretary and Students' Participation Committee Chair Jeffrey Ebio served as one of the resource speakers on the topic Stretching Your Limited Organizational Budget.



## WMMC holds Thanksgiving and FY 2021-2022 Turnover Ceremonies



Westerns look forward to this event with anticipation. It was held on the weekend of July 10, 2021. More so, it was the first hybrid event since the pandemic

began. Nine (9) out of 32 total participants were physically present at the PICPA Boardroom in Shaw, Mandaluyong; mindful of health protocols such as wearing of masks, constant hand sanitation and/or washing, and most of all maintaining physical distancing.

Notable guests graced the event via Zoom; with the presence of past presidents from circa 2010 and the Chairs of MMR and GAO, Myhcke Gallego and Tess Dimaculangan, respectively.



Chair Myhcke's message expressed that one characteristic of a transformational leader is GRIT, translated as "tibay" or "tatag ng loob". He also emphasized that there is a need for a growth mindset, that is, to change and test ideas and to be willing to fail and start all over again.

While Chair Tess' message reminds us all that the turnover is not the end but a transformation to take on more responsibilities. She advocates life-long learning and to transform these learnings into actions.

### Turnover Ceremonies



Immediate Past President Asser Tamayo's valedictory address was heartfelt when he said, "We conquered the pandemic year with 3 Cs: Cooperation, Camaraderie and most importantly, Christ at the center of it all."

President Meynard A. Bonoen, fondly called Prez MABait rendered his inaugural message which contained the following:

He expressed his gratitude towards the RISING Team; it has remained firm and strong even during the pandemic. He also mentioned and put emphasis that it does not matter how grave the situation can become, he is sure that we PICPAnS, particularly the Westerners, thrive and we will keep on thriving. He further added that WMMC members are akin to being alive and vibrant – a ray of sunshine in the dark and gloomy skies. As individuals, Westerners remain cohesive and unified with the love for PICPA as the glue that binds us.



To the Past Presidents and the Advisors, Prez MABait had this to say, “You are the strong structure and backbone of the chapter.” Furthermore, he thanks the general membership for the trust of the Presidency though he has his reservations and doubts. He is adamant of the responsibility and the expectations. Though he knew, and still knows, he is not alone and PICPA WMMC are all in this together.

He felt there was no need to ask the Chapter to rally behind him because as a Chapter, we do, we achieve, we succeed and we win because we are a FAMILY.

He also thanked the incoming Board of Directors in accepting the responsibility to lead the Chapter in thriving and flourishing.

He continued with the PICPA’s theme of digital transformation; that it is about processes, practices and the way we do things. But his appeal for transformation is what truly matters: That we transform to be more human, to care for others, to embrace and accept each other’s weaknesses, to build and lift each other, to be gentle, kind and generous and to love without condition. Not only will transformation be complete and holistic, it will be noble, worthwhile and gratifying.



## WMMC July 2021 Board Meeting

The Board of Directors of PICPA Western Metro Manila Chapter recently concluded its first monthly board meeting last July 24, 2021, via Zoom as presided over by the Chapter President, Mr. Meynard S Bonoen. Committee chairs and co-chairs and other chapter members also attended the meeting.

Overview and assessment of various reports such as those concerning the chapter’s membership and professional development were made. Furthermore, upcoming activities like courtesy calls with GSIS and Unilab were finalized. The meeting ended with virtual birthday greetings to all the July birthday celebrators of the chapter.

## WMMC pays courtesy call on Pasig City Mayor Vico Sotto

To foster harmonious relations towards a positive impact to the Accountancy profession, the Philippine Institute of Certified Public Accountants (PICPA) Western Metro Manila Chapter (WMMC) Officers and Committee Chairs paid a courtesy call on Hon. Victor Maria Regis "Vico" N. Sotto on July 13, 2021 at Pasig City Hall. The event was headed by President Meynard A. Bonoen.

During the meeting, PICPA Annual Planning Conference (APC) Chair, Ms. Sonia D. Segovia, discussed the mission and purpose of the Institute to serve the best interest of its members and stakeholders and to safeguard public interest.



Areas to which PICPA can collaborate with the local government of Pasig City were highlighted during the event. Diverse projects, initiatives and relevant activities which can be realized through collaboration with the local government were emphasized during the meeting.

Mayor Vico Sotto welcomed these propositions and established the commitment of his office to these undertakings.

The courtesy visit was also an opportunity to acknowledge Mayor Vico Sotto as one of the Resource Speakers during the PICPA APC held last June 21-26, 2021.



## CSR EVENTS

### BASECO Community Pantry and Donation



As an embodiment and true reflection of what it means to celebrate, the Western Metro Manila Chapter, in partnership with the PICPA Social Responsibility Committee and SGV & Co., organized a community pantry and a donation activity in the service of the Baseco, Manila community and H.J. Atienza Elementary School. These simultaneous activities were conducted on July 11, 2021 to meaningfully kick off this year's Accountancy Week Celebration.

The Chapter, together with its partners, recognize and place high importance on individual and organization's role to community and nation building. The Chapter acknowledges that the role of the accounting profession is not confined only to servicing businesses and enterprises, but more importantly, it is grounded on individual and community participation, development and empowerment. Given our desperate situation brought by the Coronavirus pandemic, there is no better time to demonstrate our role, our humanity, our care and love to each other and to the community as a whole.



The community pantry was hosted by H.J. Atienza Elementary School and the group gave out food packs and groceries to around four hundred (400) family-beneficiaries. Simultaneously, the group donated five (5) laptops and educational supplies to H.J. Atienza Elementary School to help the school further its goals and to adapt into the new normal. These activities were graced and participated by officers and officials of the Chapter, PICPA-CSR Committee, the School and the Baseco Community. These activities were of huge success and served as testaments to everyone's indomitable spirit, kindness, generosity and regards for life.



## WMMC brings sunshine and rainbows to the elderly LGBT community



Last July 24, 2021, the event started on a gloomy Saturday morning, PICPA WMMC, in collaboration with Tinig ng Silangan, Inc. and Trippers Pilipinas, brought sunshine, rainbows and smiles to the faces of over 20 elderly members of the LGBT community under the care of The Home for the Golden Gays whose sources of income come from drag and stand-up comedy shows ceased because of the pandemic. With ages ranging from 50 to over 90 years, they could hardly meet their basic needs because of their old age and quarantine restrictions.



PICPA WMMC and its partners provided groceries and sacks of rice, enough to supplement their needs in the coming days. But the WMMC and its partners did not leave empty handed, they in return, showcased their talent in what

was dubbed as Miss Golden Gay Lotto, which brought more fun and excitement during event.

Special prizes were awarded to Miss Golden Gay Supranational, Miss Golden Gay Earth, Miss Golden Gay International, Miss Golden Gay World and Miss Golden Gay Universe and other minor award. Memories were made and this will not be the last time WMMC will be seeing them.

PICPA WMMC is committed to help our "Lolas" and other vulnerable members of our society during difficult times like how it is these days with the COVID19 pandemic. WMMC is able to push for these activities with the help of its partners and donors. It is with much gratitude to all donors, partners, and volunteers who participated and took part in this very special outreach program. More partnerships will surely be expected for the rest of the year.





# WMMC Webinars: July 2021

In line with the initiative to promote continuing professional education, the PICPA WMMC Committee on Professional Development organized various webinars during the month of July on matters related to accounting, taxation, internal audit and recently enacted laws, among others.

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 8, 2021, Thursday, 10 am - 12 nn  
1.5 CPD Units Competency A

**“Cash Flow Management and Forecasting for Accountants”**

**Mr. Jeff-Mike Smith Sule**  
Principal Auditor, PwC  
Philippine Data Exchange Corporation

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 15, 2021, Monday, 9 am - 12 nn  
1.5 CPD Units Competency A

**Computer Assisted Accounting/Auditing Techniques (CAATS) using Excel**  
Module 1 - Planning, Accessing and Validating Data

**Alejandro A. Palacio**  
Vice President  
Center for Western Audit Service Phils.

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 20, 2021, Tuesday, 2 pm - 4 pm  
1.5 CPD Units Competency A

**Internal Audit Fundamentals: Financial Closing Reporting Process**  
Module 2 - Operating Effectiveness Review

**Alejandro A. Palacio**  
Vice President  
Center for Western Audit Service Phils.

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 27, 2021, Tuesday, 2 pm - 4 pm  
1.5 CPD Units Competency A

**Mastering Withholding Tax**

**Atty. Arnold A. Apdua**  
Managing Partner  
AAA Company & CPAs

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 2, 2021, Thursday, 2 pm - 4 pm | 1.5 CPD Units Competency C

**“Leadership in the New Normal”**

**Ms. Ma. Lavinia Penaverde**  
Founder & Managing Director, CBA Ad Law Firm

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 15, 2021, Monday, 2 pm - 4 pm  
1.5 CPD Units Competency A

**Computer Assisted Accounting/Auditing Techniques (CAATS) using Excel**  
Module 2 - Manipulating and Normalizing Data

**Alejandro A. Palacio**  
Vice President  
Center for Western Audit Service Phils.

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 22, 2021, Thursday, 10 am - 12 nn  
1.5 CPD Units Competency A

**The Basic Taxation of Non-Stock Non-Profit Organization**

**Marco Fernando L. Ng**  
Managing Partner  
MNg and Family Partnership

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 29, 2021, Thursday, 10 am - 12 nn  
1.5 CPD Units Competency C

**Ethical Practices in Marketing Services of CPAs during a Pandemic**

**Mr. Danny A. Cabulay**  
Vice President  
Tabusa Basha Consulting

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 15, 2021, Tuesday, 10 am - 12 nn  
1.5 CPD Units Competency A

**“The Thriving Accounting Teachers: Reflecting on the Year That Was”**

Mr. Earl Joseph M. Borjosa, CPA, CMA, CFPPA, CFP, CFP®  
Florentz C. Tugos, PhD  
Mr. Noel A. Bernaldo  
Fr B. Ochoborero, PhD

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 20, 2021, Tuesday, 10 am - 12 nn  
1.5 CPD Units Competency A

**Internal Audit Fundamentals: Financial Closing Reporting Process**  
Module 1 - Design Effectiveness Review

**Alejandro A. Palacio**  
Vice President  
Center for Western Audit Service Phils.

**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 22, 2021, Thursday, 2 pm - 4 pm  
1.5 CPD Units Competency A

**Understanding the Corporate Recovery and Tax Incentives for Enterprises Act (CREATE)**

**Atty. Christina C. Barroga**  
Former NDO, BSA Group  
Past President, PICPA WMMC


**TRANSFORM** PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS  
Western Metro Manila Chapter

July 26, 2021, Thursday, 2 pm - 4 pm  
1.5 CPD Units Competency A

**Internal Control Assessment and Documentation**


**Mr. Jesse Rey L. Meneses**  
CPA, Revisor  
CRC-ACE, CPA Review School

# BE PART OF PICPA WMMC!




PHILIPPINE INSTITUTE OF  
CERTIFIED PUBLIC ACCOUNTANTS

## PICPA WMMC




A responsive and globally relevant professional organization committed to service excellence towards its member and stakeholders.

**MISSION**




To serve the best interest of the members and the stakeholders while promoting, upholding, and maintaining high standards in the accountancy profession and protecting public interest.

**VISION**



P-professional Excellence  
I-integrity  
C-ommitment  
P-artnership & Teamwork  
A-advocacy for Quality  
N-ew Technologies  
and Innovativeness  
S-social Responsibility

**CORE VALUES**




Accomplish application form.  
  
Pay membership dues using our various payment options.

**HOW TO JOIN**

**MEMBERSHIP PERKS**

- Complimentary pass to join General Membership Meeting with 4 webinars equivalent to 6 CPD units Regular BIR/SEC/IC/BSP Updates
- 20% discount on webinars offered by the Chapter
- Amnesty Program for old members
- Free Exclusive webinar per sector (Government/C&I/Education/Public Practice) equivalent to 6 CPD units
- PRC ID Renewal Assistance
- BOA Accreditation Assistance
- Professional Networking & Social Involvement



REALIZING POTENTIALS  
EMBRACING POSSIBILITIES

### HOW TO JOIN

- Fill-up the form and send to [membership@picpammr.org](mailto:membership@picpammr.org)
- Pay the membership fee of P1,000 thru:
 


**Bank:**  
Union Bank of the Phils.  
Account name: PICPA MMR  
Account No.: 0008-4002-1240

**GCASH:**  
Go to Gcash, click pay bills, click payment solutions and search PICPA MMR
- Email proof of payment (deposit slip, payment confirmation, etc) to [membership@picpammr.org](mailto:membership@picpammr.org) OR

Visit:  
<http://www.picpa.com.ph/attachment/852019174323837.pdf>

and:

Login to <https://picpa.eventbank.com/account/login> and click "REGISTER". Follow the instructions noted in the guidelines.




**FORM**

Full Name: \_\_\_\_\_  
LN, FN MI.

REGISTERED PRC NAME (if different from above)  
\_\_\_\_\_

Date of Birth: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Mobile Number: \_\_\_\_\_  
PRC License No. \_\_\_\_\_  
Chapter: Western Metro \_\_\_\_\_  
Manila



REALIZING POTENTIALS  
EMBRACING POSSIBILITIES

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# SMMC Members Elect SY 2021-2022 Officers



**SOUTHERN METRO MANILA CHAPTER OFFICERS FY 2021-2022**

**DINDO V. SEVILLA**  
President

**CONSUELO O. CADELIÑA**  
President-Elect

**ERIC J. MAGCALE**  
VP for Professional Development

**YUSOPH A. MAUTE**  
VP for Membership

**CLARK JOSEPH C. BABOR**  
Treasurer

**MARIVIC M. REBULANAN**  
Secretary

**ALBERTO C. BENITEZ**  
P.R.O

**AILEEN L. SARINGAN**  
Auditor



**SOUTHERN METRO MANILA CHAPTER OFFICERS FY 2021-2022**

**JOEL DE LEONT. POH**  
Director for Commerce & Industry

**ROSEMARY D. DE MESA**  
Director for Education

**CLEOPATRA A. DU**  
Director for Government

**SHANEDAVED D. TANGUIN**  
Director for Public Practice

**MARICRIS U. SEE**  
Ex-Officio

**REGIONAL SECTORAL REPRESENTATIVE**

**VIRGILIO J. SEBALLE**  
Education

**MARITA B. ALOVER**  
Public Practice



The oath-taking of newly elected SMMC officers for FY 2021-2022 was led by MMR Council Chair Geraldine Apostol. The following leaders were inducted:

- Dindo V. Sevilla - President
- Consuelo O. Cadeliña - President-Elect
- Eric J. Magcale - VP for professional Development
- Yusoph A. Maute - VP for Membership
- Clark Joseph C. Babor - Treasurer
- Marivic M. Rebulanan - Secretary
- Aileen L. Saringan - Auditor
- Alberto C. Benitez - Public Relations Officer
- Joel De Leon T. Poh - Director for Commerce and Industry
- Rosemary D. De Mesa - Director for Education
- Cleopatra A. Du - Director for Government
- Shane Dave D. Tanguin - Director for Public Practice
- Maricris U. See - Ex-Officio

## Board of Directors meets Chairpersons, Officers

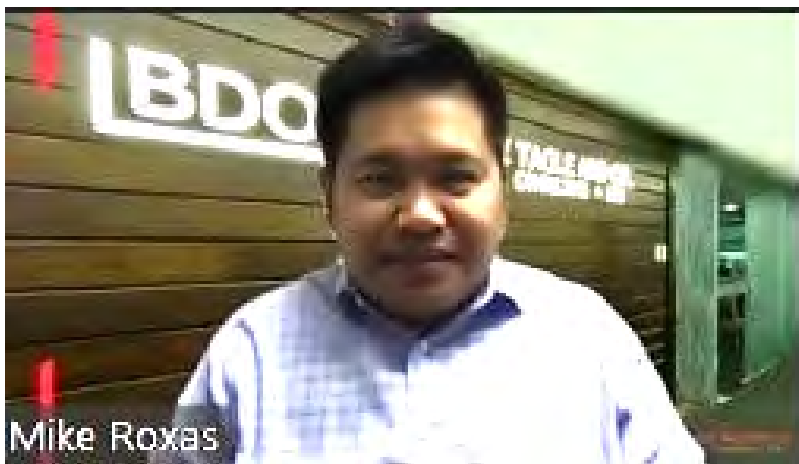


# 1ST SMMC Monthly Board Meeting



Officially on duty starting July 1, 2021 until June 30, 2022, The SMMC Board of Directors, led by our able Chapter President, Mr. Dindo V. Sevilla, held its first monthly meeting last July 21, 2021, via Zoom. We thank QNE Software as our July webinars sponsor.

## SMMC Past President Mike Roxas Garners The Highest Accolade



Michael D. Roxas, Managing Partner and Chair of BDO-Roxas Tagle Cruz & Co., achieved a rare feat and outstanding accolade an MBA-REGIS graduating student could obtain when he was given a “free pass” (meaning he did not have to orally present his STRATEGIC MANAGEMENT PAPER) before a panel for an outstandingly crafted actual strategy paper for his company to the Ateneo Graduate School of Business last July 26, 2021. After a reading of the panel of the submitted manuscript, he was informed by the Chair, after a little coying, which raised his heartbeat at the start, brought down the news he need not defend it anymore.

Wow, impeccable, a cloud nine experience for this smart guy I have known happily over a long period of time. Let me feel and share in his solitary accomplishment I being a consultant of his firm. He was ready since this morning to go through the ringer based on my dry-run defense I had with him via zoom. I had no qualms saying he will breeze through this. And indeed he did it with flying colors.

Hi Mike, it's worth all your efforts and our and your staff's efforts crafting this real magnum opus of a strategy paper in an accountancy services industry.

Let the champagne bottles pop!!! Congratulations! Your SMMC colleagues are very proud of you! Contributor: Dr. Cesar A. Magsibang.

## SMMC's Dimaculangan Recognized As Outstanding GAO Chair



PICPA SMMC Past President and outgoing PICPA MMR GAO Chairperson Maria Teresita “Tess” Dimaculangan was awarded as an Outstanding GAO Chair and Outstanding Senior Regional Director. She was also presented with a Leadership Award by incoming GAO Chair Aldrin Cerrado.

In her valedictory address, Dimaculangan highlighted the many virtual firsts during the recently concluded fiscal year where PICPA, as an organization, and the profession, in general, recognized embracing digital technology as a vital role to survive. Within PICPA, processes of the “new normal” have “revolutionized trainings and handling of events.”

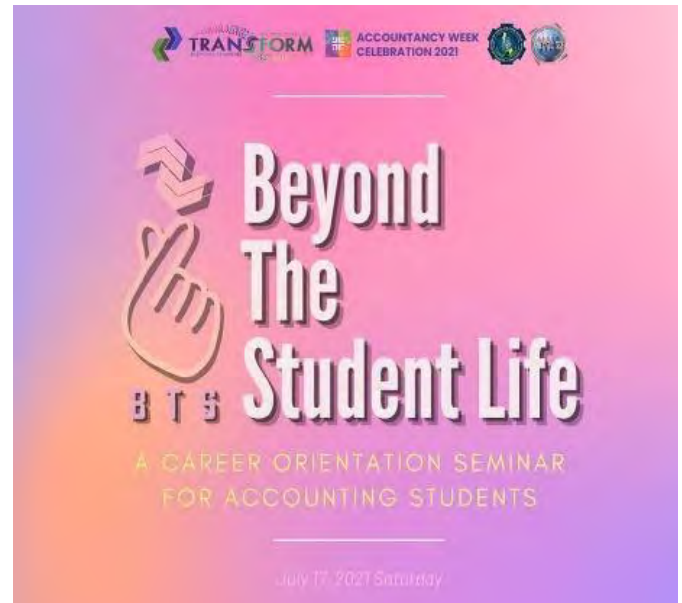
*“The flexibility and mindset of the PICPA leaders toward these adversities were best exemplified in their abilities to rise amidst the challenging times.”*

*~ Tess Dimaculangan*

The awarding was done during PICPA MMR GAO and Chapters Virtual Induction and Turnover Ceremonies held last July 5, 2021 over Zoom.

## **BTS: Beyond The Student Life- A Career Orientation Seminar for Accounting Students**

In celebration of the Accountancy Week 2021, SMMC in partnership with PICPA and NFJPIA – NCR, conducted “BTS: Beyond The Student Life”, a career orientation seminar for accounting students, last July 17, 2021.



The webinar’s objectives include “M.E.A.L.” as students were encouraged to Maximize Employment Application Leverage and “A.R.M.Y.” as Accounting Practice Representatives Meet Young Aspiring CPAs.

During the morning session, the resource speaker, Ms. Elah Czarina Andal-Perez, shared guidance and tips on making the perfect resume and preparing for future job interviews. For the afternoon session, young aspiring CPAs had the opportunity to ask



questions and seek career advice from accomplished CPAs from each sector of the accounting profession. The panelists include Ms. Consuelo O. Cadelina from the Commerce and Industry Sector, Mr. Shane Dave D. Tanguin from the Public Practice Sector, Mr. Dindo V. Sevilla from the Government Sector, and Dean Patricia M. Empleo from the Education Sector.

The program ended with closing remarks from Mary Joyce Cristobal, Regional VP for Communications – South NFJPIA NCR. She reminded her fellow

accounting students that there will always be opportunities to achieve greater success and accomplishments in life.

## Accountancy Donation Drive: A Meaningful PICPA SMMC Project

The pandemic has made it challenging to facilitate learning and further worsened the gradual decline in the number of accountants participating in the academe. In hopes to diminish the impact to students and faculty alike, PICPA SMMC started a project providing aid to educational institutions through educational materials. True to its advocacy to advance the accountancy profession, the organization visited and donated ABM books and printing materials to four schools in Las Pinas. Gracing the turnover were Dindo V. Sevilla, SMMC President, Virgilio J. Seballe, Regional Sectoral Representative for Education, and other SMMC officers.

The following were the recipients:

1. Las Pinas National High School – Main
2. Las Pinas City National Senior High School – CAA Campus
3. Golden Acres National High School
4. Las pinas National Senior High School – Dona Josefa Campus





## Webinars Conducted

Date	Seminar	Speaker
July 27, 2021	<b>Differences between Tax and Accounting Rules</b>	Mr Aaron C. Escartin
July 28, 2021	<b>Navigating the Intricacies &amp; Complexities on Tax Compliance of Tax-Exempt Entities</b>	Atty Willie B. Santiago
July 29, 2021	<b>Corporate Housekeeping in the New Normal</b>	Atty. Maria Christina C. Ortua-Ang

### Southern MM Editorial Board

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*Jerry C. Tan*

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*Dr. Cesar A. Mansibang*

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Facebook:  
<https://www.facebook.com/PICPA.SouthernMMC>



PICPA SMMC Directors, Officers and Advisers for FY 2021-2022 during the PICPA MMR Induction Ceremonies, July

“One of the best gifts in life is time that you  
give to your family.”

~ Bernas



Photo by Michael Amano on Unsplash

**The Digi-Ledger** | July 2021 Issue

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