

**Business is a noble vocation directed
to producing wealth and
improving the world.**

- Pope Francis



Servant Leadership *in* **BUSINESS**

C O N F E R E N C E

31 January, 2018
Shangri-La Makati
Rizal Grand Ballroom





Vision

We are called by the Father in Jesus Christ
to be a Spirit-led community of servant leaders
who love, teach and serve His people
as empowered by the Holy Spirit.

Mission

To build communities of the Lord,
through worship, formation and ministry
and embrace servant leadership as a way of life.

Charism and Core Values

Humility and Obedience

Word based

Righteous Governance

(Fairness / Integrity / Accountability / Transparency)

Excellence in Service

Good Stewardship

(Gratitude / Responsibility / Generosity)

Prayerfulness and Discernment

Mercy and Compassion

Fidelity to the Church

Marian

Zeal for Community and Mission

SERVANT LEADERSHIP IN BUSINESS

New challenges and priorities have redefined the business world of today. Proven importance of human resources, social and environmental concerns led business companies to take leadership and corporate social responsibility increasingly and seriously. This has taken many forms or approaches: company donations to charity, socially and environmentally-responsible business practices and services, ethically produced products, philanthropy, corporate foundations, and company-organized volunteer activities.

Many companies discovered corporate profit/success, business ethics and social welfare are interdependent and business profitability can go with betterment of society and environment. His Holiness, Pope Francis declared that

"Business is a noble vocation, ...directed to producing wealth and improving the world."

One leadership paradigm that has been developed and practiced by organizations to be effective is servant leadership. In 1970, Robert Greenleaf

in his essay "The Servant as Leader" wrote that servant leadership begins with the natural feeling that one wants to serve, to serve first. Then the desire to lead follows. Business leaders find out that by ensuring the needs of stakeholders first - the customers, subordinate employees, investors, and the least in society - a multiplier of goodwill, intrinsic motivation, and high performance is generated. It becomes a relationship, a way of life.

Although Greenleaf gave this new concept its name and later, many authors wrote about this kind of leadership, the Scripture so plainly and succinctly describes it in Mark 10:45:

"I came not to be served but to serve."

Servant leadership in this context goes beyond the initial secular treatise of Greenleaf but puts Jesus Christ as our role model, as the ultimate epitome of an authentic servant leader. This applies to every one, not only Christians, but to all sectors of our society, whatever our religious faith is. This kind of servant leadership encompasses all aspects of our life, family, work or business, church, and society as a whole. This goes far beyond corporate social responsibility as practiced today but becomes our true way of life whoever or wherever we are. Serviam's goal and purpose in organizing these conferences on servant leadership is to heighten society's awareness of how this leadership can impact on various sectors of our society, for the common good of all.



Conference Agenda

8:30 am

Morning Prayer	National Anthem	Welcome Remarks
<p>Authenticity in Business: How Can One Be Real In A Virtual World? Keynote Address by H.E. Luis Antonio Cardinal G. Tagle, D.D.</p>		
<p>Panel 1: Servant Leadership As Applied in the 21st Century Triple Bottomline (Profit, Social Impact on the Poor, Environment)</p>		
Atty. Cirilo 'Vic' P. Noel	Ms. Pacita 'Chit' U. Juan	Dr. Cecilio K. Pedro
<p>Servant Leadership and Business Ethics Mr. Ramon R. del Rosario, Jr.</p>		
<p>Panel 2: Sectoral Challenge to Servant Leaders in Business</p>		
Government Sec. Fortunato T. de la Peña	Civil Society Prof. Solita C. Monsod	Academe Mr. Aurelio Luis R. Montinola III
<p>Open Forum Moderated by Atty. Rodrigo "Rod" H. Nepomuceno</p>		
<p>Lunch</p>		
<p>Special Performance Mr. Jose Mari L. Chan</p>		
<p>Biblical Guidance in Wealth Creation Most Rev. Pablo Virgilio S. David, D.D.</p>		
<p>Prayer of Servant Leaders in Business</p>		
<p>Final Blessing</p>		

2:00 pm



Luis Antonio J. Card. Tagle

Luis Antonio Cardinal G. Tagle, D.D.
Archbishop of Manila



I extend my warm greetings to all the organizers and participants of the Serviam Conference on Servant Leadership in Business.

It is good that the Serviam CCC Foundation, Inc. is continuing with its series of conferences on servant leadership. It provides an occasion to share insights, to learn from one another, and to explore possibilities. This time, the conference focuses on the business sector. It examines how the principles and practices of servant leadership can be applied in business.

Our country is facing many challenges and difficulties. For instance, poverty remains high; the gap between the rich and the poor continues to increase; natural calamities disrupt lives and cause harm; and violent conflicts and clashes take place in different parts of the country. Doing business within this context demands that business leaders and practitioners are guided and shaped by values that contribute to the creation of a more just and equitable society.

I pray for the success of the conference. I hope it will be meaningful and a true learning experience for all the participants. God bless you all.



A handwritten signature in black ink, appearing to read "Edgar O. Chua".

Edgar O. Chua
Chairman
Makati Business Club
(MBC)

The Makati Business Club is excited to be part of this year's "Servant Leadership in Business" Conference, following previous years' conferences which focused on the Church and then on the public sector.

Together with other business groups, our organization and our members have strived to be servant leaders by operating with honesty and integrity, treating its employees and the community with respect and compassion. We know the call has never been greater, as many Filipinos continue to live in poverty. To paraphrase Pope Francis, "the creation of this wealth must always be at the service of the common good, and not only for the benefit of a few".

We thank Cardinal Tagle and Serviam for inviting us to start 2018 on this inspirational note.



Ramoncito S. Fernandez
President
Management Association of the Philippines
(MAP)



The Management Association of the Philippines (MAP) is pleased to be one of the partners of the Serviam Foundation for the 3rd Servant Leadership Conference on “Servant Leadership in Business” which is themed after Pope Francis’ pronouncement that business is a noble vocation, and business leaders create wealth that should be used to share prosperity and serve the least among the people.

The MAP joins the Serviam Foundation in pursuing servant leadership in business creating an awareness among leaders from all sectors of society on the meaning and importance of Servant Leadership in Business; and by promoting the desire, commitment and skills to practice Servant Leadership as a calling to serve.

“Competing in the Age of Disruption” is the MAP’s theme for 2018.

The MAP encourages collaborative and transformative programs that will help organizations face the massive disruptions caused by advancements

in technology, innovations in business models, prominence of borderless competition, adaptation to climate change, and dynamism in geopolitics.

In pursuing its mission of promoting management excellence for nation-building, the MAP partners with the business community, the government, the academe and the civil society in pushing for reforms that will help the country improve its competitiveness, enable businesses to capitalize on disruptions, encourage the government to sustain a level-playing business environment, and inspire the citizenry to contribute to social progress.

MAP’s top three priority programs for 2018 are:

- (1) Competitiveness and Ease of Doing Business,
- (2) Business Disruptions, and
- (3) Data Privacy and Cyber Security.

On behalf of the MAP Board of Governors, it is my pleasure to welcome all participants to the 3rd Servant Leadership Conference.



Philippine Chamber of
Commerce and Industry
The Voice of Business

A handwritten signature in black ink, appearing to read 'A. Limjoco'.

Ma. Alegria S. Limjoco
President
Philippine Chamber of Commerce & Industry
(PCCI)

On behalf of the Philippine Chamber of Commerce and Industry, congratulations to the Serviam CCC Foundation, Inc. on your 3rd Servant Leadership Conference.

The Philippines is now recognized as one of the rising tiger economies of the world, presenting growth opportunities for our local businesses. While business is for profit, it is not an end in itself. Business leaders, to be sustainably successful, must not only be motivated by profit, but must also be models of sharing such prosperity for the good of others.

This is the brand of servant leadership that we at the Philippine Chamber of Commerce and Industry (PCCI) spouses and promotes. Through our members, partners and network, PCCI has been reaching out to as many groups and individuals who can be part of our thrust towards nation building as we create jobs and wealth that can be equitably shared.

PCCI intends to pursue this direction with the Foundation and other like-minded organizations. In this light, the Foundation can count on PCCI to be a partner of its vision and projects.

Again, congratulations and more power!



Employers
Confederation
of the
Philippines

Donald G. Dee

President

Employers Confederation of the Philippines
(ECOP)



Congratulations to the Serviam CCC Foundation,
Inc. for the meaningful initiative to hold the Ser-
vant Leadership in Business Conference!

We agree that servant leadership is a paradigm that has proven staying power, evolving to be effective in leading the millennial workforce. As part of the country's economic influencers, we acknowledge that the business community has a very important and critical role to play as we chart the future of the country towards progress and sustainability, particularly for our youth and succeeding generations.

The Employers Confederation of the Philippines (ECOP) shares this vision, especially because we are in a position to work with the country's employers, big, medium and small. This, even as ECOP has been contributing and responding in humble ways towards the call to create and share wealth and serve with the best interest of our people, just as we are conscious of our responsibility to our business constituents.

ECOP shall remain a partner in the Foundation's goals and projects, as it wishes the organization continued success!



Sergio R. Ortiz-Luis Jr.
President
Philippine Exporters Confederation, Inc.

My warmest greetings and congratulations to the organizers, partners and guests of Servant Leadership in Business Conference.

Servant leadership is nothing new. It is a timeless concept that espouses the idea of a leader being a servant first. In the words of Robert K. Greenleaf who coined the term, "It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead."

As business leaders, it presents a practical approach on how to better engage employees, build up employer-employee relationship, and raise future managers and leaders especially that we are seeing an increasing number and aggressive group of millennial workers.

As the umbrella organization of exporters in the country, this paradigm has always been at the core of what we do: to empower micro, small, and medium enterprises that would allow them to be competitive locally and internationally. For 25 years, we have been providing services geared towards propelling our members and the Philippine export sector as a whole into greater heights. In the process, we believe that this has positively touched many lives, particularly those who have the least in life.

Thus, today's event is relevant for the business sector to be refreshed and be reminded of the importance of being models in sharing the resources that we are mere stewards of PHILEXPORT shall remain a partner of the Foundation towards this vision.

Again, congratulations to Serviam CCC Foundation, Inc and a blessed conference!



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Leonardo T. Sanchez
Chairman,
Conference Organizing Committee

Rev. Fr. Anton C.T. Pascual
Spiritual Director,
Serviam CCC Foundation, Inc.

"I came not to be served, but to serve."

Mark 10:45

Greetings of peace and goodwill to all!
The 3rd in a series of conferences, "Servant Leadership in Business" aims to continue advancing Serviam's avowed advocacy on Servant Leadership in yet another field of endeavor, the influential business sector. The first conference in 2013, "Servant Leadership in the Year of Faith," was geared primarily on the leaders of the Church, both the clergy and the laity, while the second conference in 2015, "Servant Leadership in Public Service," had the country's public servants as principal focus.

It is Serviam's hope to make an impact, no matter how small or insignificant it may be, in all segments of society, including media, the academe, the youth, etc. And to aptly realize the ideals and aspirations it stands for in the business community, Serviam has partnered with prominent business groups and jointly endeavored toward this end.

May this day be an opportunity for all participants and stakeholders in our country's future to carry the spark and mark of authentic "servanthood," which our Lord Jesus Christ so inimitably demonstrated, when they return to their areas of influence. And as they journey onwards, may they inspire and inflame others with their renewed passion to serve for the common good.

To our partner organizations, the Makati Business Club (MBC), the Management Association of the Philippines (MAP), the Philippine Chamber of Commerce and Industry (PCCI), and the Employers Confederation of the Philippines (ECOP), our heartfelt thanks. More power to you!

God bless us all!




Tommy & Lulu Carrasco
Community Servant Leaders
President,
Serviam CCC Foundation, Inc.

Servant leadership as defined by strength in humility, empowerment in service and courage in risk taking is here to stay.

It is an old paradigm that Jesus modelled and is becoming more effective in handling the millennials workforce. Their generation wants to be challenged with stretch goals, and be enabled with confidence and respect. They are more aware of the social impact of business, as wealth creator, on the poor. They care for the environment, our common home.

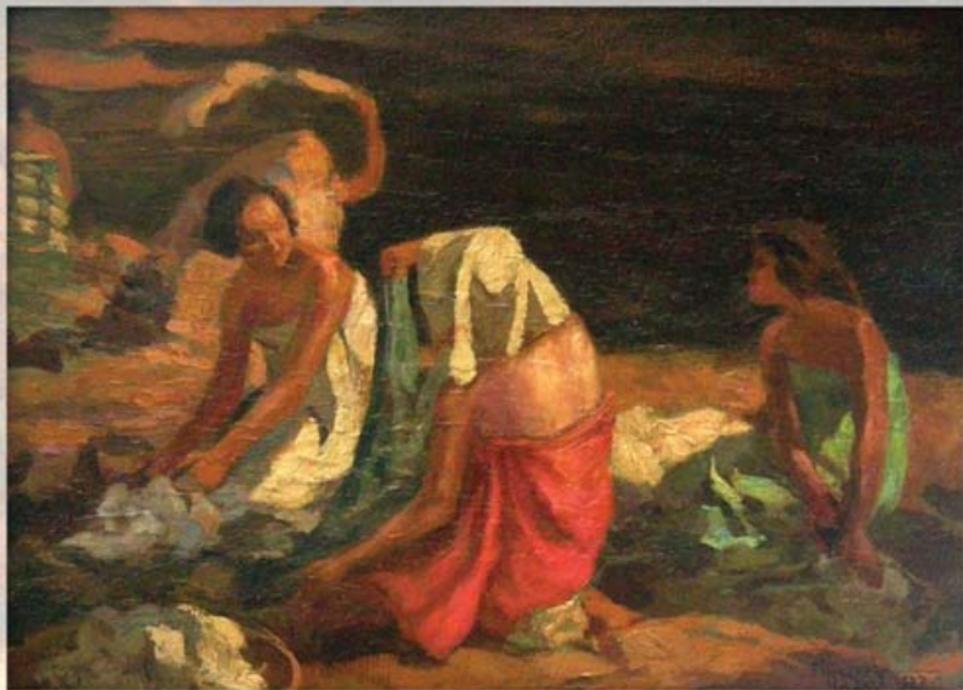
Servant leadership goes beyond corporate social responsibility or delighting the customers. It is a state of mind, a desire to serve and allow people to rise to new possibilities. Its reward is a multiplier effect on investing and reaping.

It is in this light that the Serviam CCC Foundation presents its 3rd conference in a series, this time in business. Inspired by Pope Francis' statement that business leaders have a noble vocation, the Conference aims to define and challenge the embodiment of servant leadership, its principles and practices as applied in business.

In coming up with the conference program, we thank H.E. Luis Antonio Cardinal Tagle for his wisdom, Fr Anton Pascual for his guiding discernment, the inputs and endorsement of our partner organizations (MBC, MAP, PCCI and ECOP), the knowledge and experience of our speakers, the untiring support of our sponsors, and the dedication of the organizing team.

May the Conference speak words of wisdom and foresight. May it render new forms of transforming service.

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For God loves a cheerful giver.

2 Corinthians 9:7



AUTHENTICITY IN BUSINESS: How can one be real in a virtual world?

His Eminence
Luis Antonio Cardinal G. Tagle, D.D.
Keynote Speaker

The Chairman of the Serviam CCCFI Board, His Eminence Luis Antonio Cardinal Tagle, earned his Bachelor of Arts degree in Pre-Divinity from Ateneo in 1977, a Master of Arts in Theology at the Loyola School of Theology and a Doctorate in Sacred Theology (summa cum laude) at the Catholic University of America in 1991. Soon after his studies, he became Parish Priest and Rector of Nuestra Señora del Pilar Cathedral-Parish in Imus.

In 2001, he was appointed Bishop of Imus and on October 13, 2011, the Holy See appointed him as the 32nd Archbishop of Manila, thus making him de facto Primate of the Philippines. He was made a cardinal by Pope Benedict XVI on November 24, 2012 at Saint Peter's Basilica in Vatican City, the seventh Filipino to be made cardinal of the Catholic Church. Recently, Cardinal Tagle was appointed by Pope Francis as President of the Catholic Biblical Federation and was elected President of Caritas Internationalis, the first from Asia.

His effectiveness as a communicator and his humility as a priest make Cardinal Tagle a true Spirit-filled witness for Christ. He walks his talk on having an attitude of 'humility, respectfulness and silence to become more credible among the church followers'. He is involved in many social issues in the Philippines, especially those having to do with helping the poor and the needy. Known for his humility and intellect, Cardinal Tagle indeed embodies the qualities of a true servant leader.

SERVANT LEADERSHIP & Business Ethics



Mr. Ramon R. del Rosario, Jr.

Mr. Ramon R. del Rosario, Jr. is the President and Chief Executive Officer of the PHINMA Group with investments in energy, education, housing, hotels, strategic consulting, and steel roofing. He also serves in the Board of Directors of Ayala Corporation and was Chairman and Director of Holcim Philippines, Inc.

Past positions of Mr. del Rosario included: Secretary of Finance (1992-1993) under President Fidel V. Ramos; Chairman/Chief Executive Officer, Asian Bank Corporation and AB Capital and Investment Corporation; Chief Financial Officer, San Miguel Corporation; and Director, Petron Corporation, Meralco and Ayala Land, Inc. He served as MAP President in 1989.

His awards include: Most Outstanding Student of the Philippines (1967), Ten Outstanding Young Men (Investment Banking and Finance, 1978), Distinguished Lasallian Award (2005), Management Man of the Year Award (2010) by MAP. Mr. del Rosario was honored in 2010 by the Philippine District of the De La Salle Brothers as an Affiliated Member of the Institute of the Brothers of the Christian Schools.

Mr. del Rosario is currently Chairman of the National Museum of the Philippines and Philippine Business for Education (PBE). He is member or holds various positions in several foundations and organizations such as Caritas (Manila), Philippine Business for Social Progress, De La Salle University, AIM Center for Corporate Social Responsibility and C.V. Starr Center for Corporate Governance.

Mr. del Rosario is a graduate of Harvard Business School. He graduated from De La Salle University, Manila with an AB-BSC degree, magna cum laude. He was conferred the degree of Doctor of Laws, Honoris Causa, by the University of St. La Salle in 2007 and the degree of Doctor of Humanities, Honoris Causa, by the Ateneo de Zamboanga University in 2012.



BIBLICAL GUIDANCE in Wealth Creation

Most Rev. Pablo Virgilio S. David, D.D.

Anative of Betis, Pampanga, Bishop Ambo was ordained as a priest on March 12, 1983 and had his Episcopal ordination on July 10, 2006 as Auxiliary Bishop of San Fernando, Pampanga. He served as Parish Priest of the Holy Rosary Parish in Angeles City.

He finished his A.B. Pre-Divinity at Ateneo de Manila University and had a Master's Degree in Theology at the Loyola House of Theology (1984). He further had studies abroad: Licentiate in Sacred Theology (S.T.L.), Catholic University of Louvain in Belgium, specialized in biblical studies (1988); Élève Titulaire, École Biblique et Archéologique Française de Jérusalem in Israel (1989); Doctorate in Sacred Theology (S.T.D.), Catholic University of Louvain specialized in biblical studies (1991).

His current positions include: Bishop of the Diocese of Kalookan; President, AMANU (Archdiocesan Media Apostolate Unlimited), Inc.; Host of Men of Light, a weekly talk show on the Sunday Gospel; Guest Professor of Scriptures, Mother of Good Counsel Seminary School of Theology, San Fernando, Pampanga; Member of the Board of Trustees of the Loyola School of Theology, Loyola Heights, Quezon City; Member of the Board of Trustees of the Philippine Bible Society, UN Avenue, Manila; Chairman of the Episcopal Commission on the Cultural Heritage of the Church.

Panel 1: Servant Leadership As Applied In The 21st Century Triple Bottomline

Profit, Social impact on the poor, Environment

CPA, Lawyer

Senior Advisor to the Ernst & Young Global Delivery Services (GDS) Philippines and Trustee of SGV Foundation; Trustee of the Makati Business Club

Chairman and Managing Partner of SyCip Gorres Velayo & Co. (SGV). He served SGV for 33 years. As Chair, he ushered SGV into a period of rapid expansion.

ASEAN Sub-Area Tax Head and the Far East Area Business Tax Services Leader; Governor, MAP; President, Harvard Law Alumni Association of the Philippines; Member of the Board of Trustees of the Harvard Club of the Philippines.

B.S. Business Administration, University of the East

Bachelor of Laws, Ateneo de Manila University Law School.

Master's Degree in Law, Harvard Law School

Fellow of the Harvard International Tax Program.



Atty. Cirilo 'Vic' P. Noel

Panel 1: Servant Leadership As Applied In The 21st Century Triple Bottomline

Profit, Social impact on the poor, Environment

Entrepreneur, green advocate, coffee crusader

Founded a coffee shop chain, a Filipino casual food chain, and ECHOstore (co-founded in 2008).

Chair, Women's Business Council of the Philippines

Founder/Head, Philippine Coffee Board, Inc., Philippine chapters of the International Women's Coffee Alliance (IWCA) and the Women Corporate Directors International.

Chair of the ASEAN Women Entrepreneurs Network (AWEN, 2016-2018)

Author (5 books), columnist and magazine contributor

Sits in several corporate and non-profit boards such as Social Enterprise Development Center (SEDCEN), Management Association of the Philippines, and Peace and Equity Holdings Inc.

Awards: Entrepreneur of the Year in 2011 (for social enterprise), Ernst and Young; Social Entrepreneur of the Year, GO Negosyo; Bossing award, PLDT/Smart, to name a few.



Ms. Pacita 'Chit' U. Juan

Panel 1: **Servant Leadership As Applied In The 21st Century Triple Bottomline** *Profit, Social impact on the poor, Environment*



Dr. Cecilio K. Pedro

Founder/Chief Executive Officer/President, Lamoian Corporation which produced the first locally produced toothpastes, "Hapee and Kutitap."

Awards: One of Ten Outstanding Young Men (Business entrepreneurship, 1991); Most Outstanding Toothpaste Manufacturer, Consumer's Union of the Philippines (7 times); Apolinario Mabini Award for Employer of the Year (1993); Most Outstanding Program for Equal Employment (Personnel Management Association of the Philippines 1993); Aurelio Periquet Award on Business Leadership (2003); Grand MVP Bossing (PLDT SME Nation and Go Negosyo, 2011).

Recognized by DepEd & the House of Representatives for his work (D.E.A.F) with the hearing impaired.

He is involved in various socio-civic organizations.

B.S. Business Management, Ateneo de Manila University (1975)

Honorary Doctorate of Philosophy in Technological Management, Technological University of the Philippines (2006).

Panel 2: **Sectoral Expectations of Servant Leadership in Business** *From the perspective of Government*



Sec. Fortunato T. de la Peña

Secretary, Department of Science and Technology 2016-present

Past President, Philippine Institute of Chemical Engineers, Association of Management & Industrial Engineers of the Philippines, National Research Council of the Philippines and Philippine Association for the Advancement of Science & Technology.

Chair of the UN Commission on Science & Technology for Development.

Awards: Dangal ng Bayan Award, Civil Service Commission; Outstanding Career Executive Officer Award, Career Executive Service Board; Outstanding Professional Award, Professional Regulations Commission; Awards from UP Alumni Association

BS Chemical Engineering, University of the Philippines (1969), MS in Industrial Engineering (UP).

Served UP as Chairman of the Department of Industrial Engineering & Operations Research, and System Vice President for Planning & Development.

Panel 2: Sectoral Expectations of Servant Leadership in Business

From the perspective of Civil Society

Currently, Chair of the Movement for Good Governance.

NEDA Director-General and concurrent Socio-economic Planning Secretary of the Philippines (1986 to 1989) during the term of Pres. Corazon Aquino

Convenor & Chairman, Philippine Human Development Network; Officer/member of several scientific, govt. and NGO advisory boards

Member, Advisory Boards/Task Force, UNCDP, IFPRI, UNDP, UN Human Rights

Professor Emerita, U.P. School of Economics

Master of Arts in Economics, Wharton School, University of Pennsylvania (1962)

Bachelor of Arts in Economics, cum laude, University of the Philippines (1959)

Hosts "Bawal ang Pasaway", GMA News TV

Writes a weekly column in the Philippine Daily Inquirer and Business World.

Awards: Most Outstanding Alumna Award (2005) by the UP Alumni Association; Most Outstanding Citizen of Quezon City Gawad Parangal Award (2012); Most Outstanding Manilan of the City of Manila (2013); several awards for her journalistic activities.



Prof. Solita C. Monsod

Panel 2: Sectoral Expectations of Servant Leadership in Business

From the perspective of the Academe

Banker, Educator

Chairman, Far Eastern University; Vice Chairman, Philippine Business for Education; Chairman, World Wide Fund for Nature (WWF)-Philippines; Director of BPI and Chairman of BPI Philam Life Assurance Corporation

He served for 31 years at the Bank of the Philippine Islands (BPI) in various capacities, the last 8 years as the President (2005 to 2013).

President of the Bankers' Association of the Philippines (2008 to 2012)

Connected with several business companies and organizations as Board Member, Director or Trustee.

Awards: Asian Banker Leadership Achievement Award for the Philippines (twice); Management Man of the Year in 2012, MAP

BS Management Engineering Degree, Ateneo de Manila University.

MBA, Harvard Business School



Mr. Aurelio Luis R. Montinola III

Guest Artist



Mr. Jose Mari L. Chan

Businessman, Singer, Composer

Chairman and CEO of BISCOM, Inc. and A. Chan Sugar Corporation

Chairman and President of Signature Music Inc

One of Ten Outstanding Young Men of the Philippines for the Arts (1974)

Managed a branch office of their family's sugar business in the United States (1975-1986)

In 1986, he returned to the Philippines and went back to the music industry.

Awards: Lifetime Achievement Award, Dangal ng Musikang Pilipino Award, Philippine Association of the Recording Industry; Antonio C. Barreiro Lifetime Achievement Award, Metro Pop Foundation; Myx Magna Award, Myx Music Awards; Dangal ng OPM, OPM; Eastwood Philippine Walk of Fame.

Bachelor of Arts Degree in Economics, Ateneo de Manila University, 1967

Panel Moderator



Atty. Rodrigo 'Rod'
H. Nepomuceno

Regional management executive, lawyer, and media personality having worked across Southeast Asia, with expertise in sales, marketing, advertising, event management, branding, PR, and corporate law

Vice President for publicly-listed IT and Telco firm, NOW Corporation

Owner and President and CEO of Opendhor, Inc.

Co-Founder, Director, and Corporate Secretary of Pearth Lending Corporation,

Co-Founder, Director, and Corporate Secretary of HWRU, Inc.

Minority owner of enterprise solutions software company, Stonecode, Inc.

Host of Bloomberg Philippines' marketing show, "Insight".

Used to host other TV shows and was a regular columnist of Philippine Star

Bachelor of Science in Management, Ateneo de Manila University

Juris Doctor (Law), Ateneo Law School

MUSE ORLINA

TAGAYTAY



"Vision in the Sky" by Ramon Orlina, 2015, 4.65 x 5.90 m Stainless steel relief sculpture on museum facade.



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Rev. Fr. Anton C. T. Pascual
Spiritual Director

Over the Years

(2003 - 2015)

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2016

2017

2018

Advoca2014

2015

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Serviam CCC Foundation, Inc.



+ Jaime Cardinal Sin, D.D.



+ Sonny de los Reyes



+Sonny & Bai de los Reyes
2003 - 2006



Ding & Marilou Sanchez
2006 - 2010



Jimmy & Cecil Tomas
2011 - 2012



+ Dodo & Winn Mondoñedo
2013 - 2014



Tommy & Lulu Carrasco
2014 - Present

Two great men, one, a celebrated and influential Primate of the Philippine Church, and the other, a distinguished leader of the laity, were called for a very special purpose - to address the plight of the poor in the country. Throughout his life and as a man of God, his Eminence, Jaime Cardinal Sin, then Archbishop of Manila, sought to help the poorest of the poor in the country.

Cardinal Sin needed a community to help him sustain this difficult work. Indeed it was very providential that Antonio "Sonny" de los Reyes, a noted champion of the underprivileged, both as an individual and as a Catholic lay leader, became God's instrument in fulfilling this dream!

When the Cardinal advised Sonny to form a community dedicated to serving the disadvantaged, he very willingly accepted. These two spiritual giants, Cardinal Sin and Sonny de los Reyes, formed Serviam. The first Community Eucharistic celebration, held on March 12, 2003 at the San Carlos Lay Formation Chapel was a day of much rejoicing and expectation. It was officiated by Rev. Fr. Anton C. T. Pascual, its newly appointed Spiritual Director. Over 400 members attended.

The Serviam Community was officially registered with the Securities and Exchange Commission on June 9, 2003.

Upon the death of its Founders, Cardinal Sin (in 2005) and Sonny de los Reyes (in 2006), Serviam continued the journey, bringing its mission to reality by worship, evangelization, formation, pastoral care and spiritual programs. Now, long after their deaths, the torch has been passed on to the succeeding Serviam Servant Leaders. Serviam continues to hold high the banner of servant leadership.



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Servant Leadership in Business Press Conference



Servant Leadership in Business Press Conference; January 10, 2018 at the Makati Shangri-La. L to R: Mr. JohnD Borra (Serviam member); Mr. Tommy Carrasco (President of Serviam CCC Foundation); Mrs. Barbara de los Reyes (Lifetime Trustee, Serviam CCC Foundation); Mr. Edgar Chua (Chairman, Makati Business Club); Fr. Anton CT Pascual (Spiritual Director of Serviam, Executive Director Caritas Manila); Mr. Aurelio Montinola III (Chairman of FEU and WWF-Phil); His Eminence Luis Antonio G. Cardinal Tagle, D.D. (Archbishop of Manila); Ms. Alegria Limjoco (President, PCCI); Ms. Nora Lacuna (Chairman, PCCI CSR); Atty Cirilo 'Vic' Noel (Trustee of SGV Foundation and MBC); Mr. Leonardo Sanchez (Chairman of the Steering Committee, Servant Leadership Conference)

Servant Leadership in Public Service Book Launch



Servant Leadership in Public Service (SLC2) Book Launch with Cardinal Tagle and Chit de la Torre (Editor) at the Makati Shangri-La on January 10, 2018.



Serviam Community Activities



Life in the Spirit Experience



Youth Encounter



Foundation Day Pilgrimage



Family Encounter



Serviam Lay Ministers



Family Encounter



Singles Encounter



Singles Encounter



Marriage Encounter



Disciples Retreat



Serivam Christmas Fellowship

Serviam in the Periphery

Nutrition Program for preschoolers of Balon, Intramuros.



Evangelization Teaching at Southville, Muntinlupa



Visiting the Elderly at Lualhati ng Maynila Home for the Aged



The Serviam Community's mission of bringing servant leadership to sectors outside Serviam made us embark in various programs in some marginalized communities such as Cembo (Makati), Balon (Intramuros) and now, in Southville, Muntinlupa.

We made regular visits in these communities to talk and listen to those who answered our call to join us. We had feeding programs for pre-school children and twice, jointly with CARITAS Manila Hapag Asa program. After Bro. Luistro's talk in SLC in Public Service, Serviam donated a boat in Borongan, Samar to ferry children to school and their barangay. We also have several YSLEP college scholars.

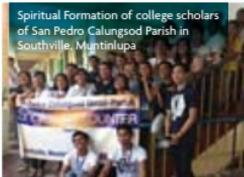
More important than the physical and material assistance, Serviam believes in helping people help themselves. Thus, we also started evangelization and value formation in these communities we served.

We are amazed that this work we did has borne fruit not only in the transformation of people we encountered in these communities but our own members became more committed in serving in our mission areas. Truly, nobody is so poor that he cannot give and nobody is so rich he cannot receive.

Serviam donates boat to ferry students to & from school in Borongan, Samar



Spiritual Formation of college scholars of San Pedro Calungsod Parish in Southville, Muntinlupa



Serviam Community

"I came not to be served, but to serve." Mark 10:45



Servant Leadership in Business Conference Organizing Committee



Advisers	Fr. Anton C. T. Pascual	Bai de los Reyes	
Steering Tricord	Ding & Marilou Sanchez (Chair)	Tommy & Lulu Carrasco	Jimmy & Cecil Tomas
Conference Program	Lulu Carrasco	Carol Diangco	
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Ways & Means	Ramon & Lay Ann Orlina		
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Registration	Jo Anne Pardo	Gay Fernandez	
Secretariat	Jo Anne Pardo		
Reception	Dom & Nimfa Ferrer		
Documentation	Tessa Castillo		
Souvenir Program	Paolo Arceo	Cecil Tomas	
Photo Exhibit	Cecil Tomas	Michelle Yu	
Conference Meals	Marilou Sanchez	Agnes Abanilla	Myrna Vibal
Merchandise & Conference Kit	Glen Rufo	Annie Salita	Jojie Biagan

Servant Leadership in the Year of Faith

June 14-15, 2013
SMX Convention Center, Pasay

Servant Leadership in the YEAR OF FAITH

June 14-15, 2013



Cardinal Chito Tagle



Bai de los Reyes



Selene Yu



Frank Padilla



Leadership YEAR of FAITH

5, 2013 at the



Bishop Ambo David



CJ(Ret) Art Panganiban



Sr. Consolata Manding



Mons. Gerry Santos



On June 14-15, 2013, Serviam's tenth year anniversary, the first conference, Servant Leadership in the Year of Faith, was successfully held at the SMX Convention Center with over a thousand participants. This was beyond the expectations of many! How true what it says in Scripture: "Call to me, and I will answer you; I will tell you great things beyond the reach of your knowledge." Jeremiah 33:3 Indeed, SLC 1 happened, not by human power and abilities, but by the grace of God. For this Divine Favor, the Serviam Community is forever grateful to the Lord, with whom nothing is impossible. It is with this assurance and after discernment, that Serviam continues to spread servant leadership, not only in the church but in all facets of the Philippine society.

Servant Leadership in Public Service

July 2-3, 2015 | Crowne Plaza, Ortigas



VP Leni Rodredo



DepEd Sec. Armin Luistro



Cardinal Chito Tagle



Rev. Fr. Anton C.T. Pascual



Panel: Prescilda Juanich; Chris Tiu; Riza Mantaring;
Open Forum moderated by Mike Enriquez





Bishop Rick Pabillo



CJ (Ret) Hilario Davide



BSP Gov. Amando Tetangco



Dr. Jesus Estanislao



Panel: Ofelia Buenconsejo; PSSupt. Dionard Carlos; VP Leni Robredo; Open Forum moderated by John D Borra



Bouyed by the public clamor to know more about servant leadership, Serviam launched its second conference on July 2-3, 2015 - Servant Leadership in Public Service. Serviam's aim was to bring its advocacy more into public consciousness. This conference was attended by over 800 participants in government, NGOs, socio-civic organizations and people who attended the first SLC. This SLC was very timely and relevant as we prepared for the 2016 elections and looked for authentic public servants to serve our country and people.

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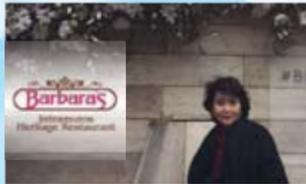
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Pope Francis

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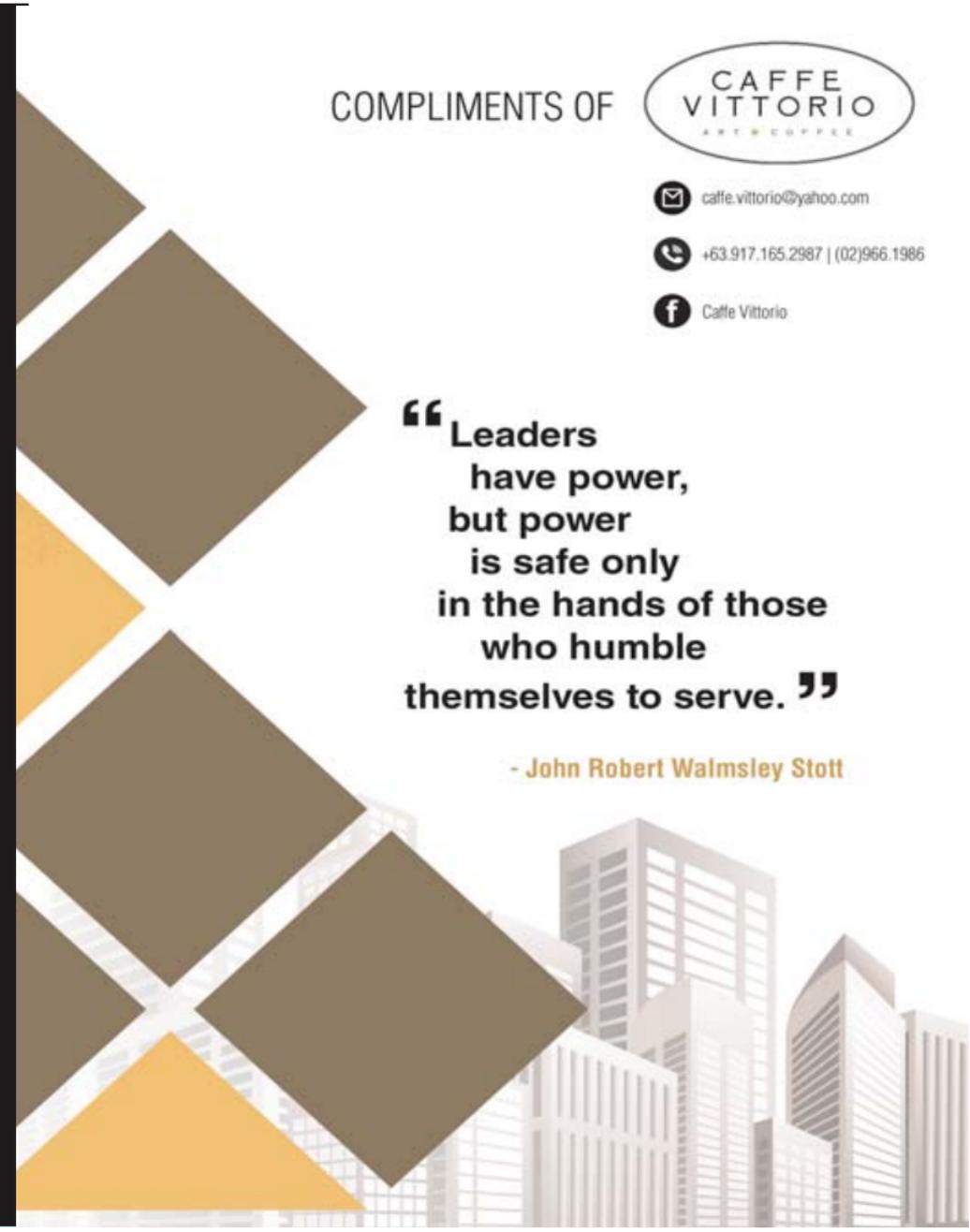
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Caffe Vittorio

**“ Leaders
have power,
but power
is safe only
in the hands of those
who humble
themselves to serve. ”**

- John Robert Walmsley Stott



***“Human authority is not absolute;
it must conform to the authority of God.”***

Most Rev. Broderick S. Pabillo, D.D.

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***“Nobody is so poor that he has nothing to give,
and nobody is so rich that he has nothing to receive.”***

– Pope John Paul II

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only if all of us, specially the leaders,
go beyond self-interest.”

Luis Antonio Cardinal Tagle

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Ps 119: 92



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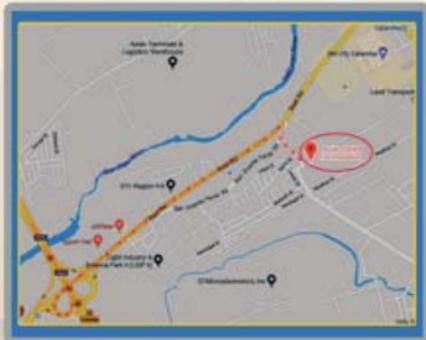
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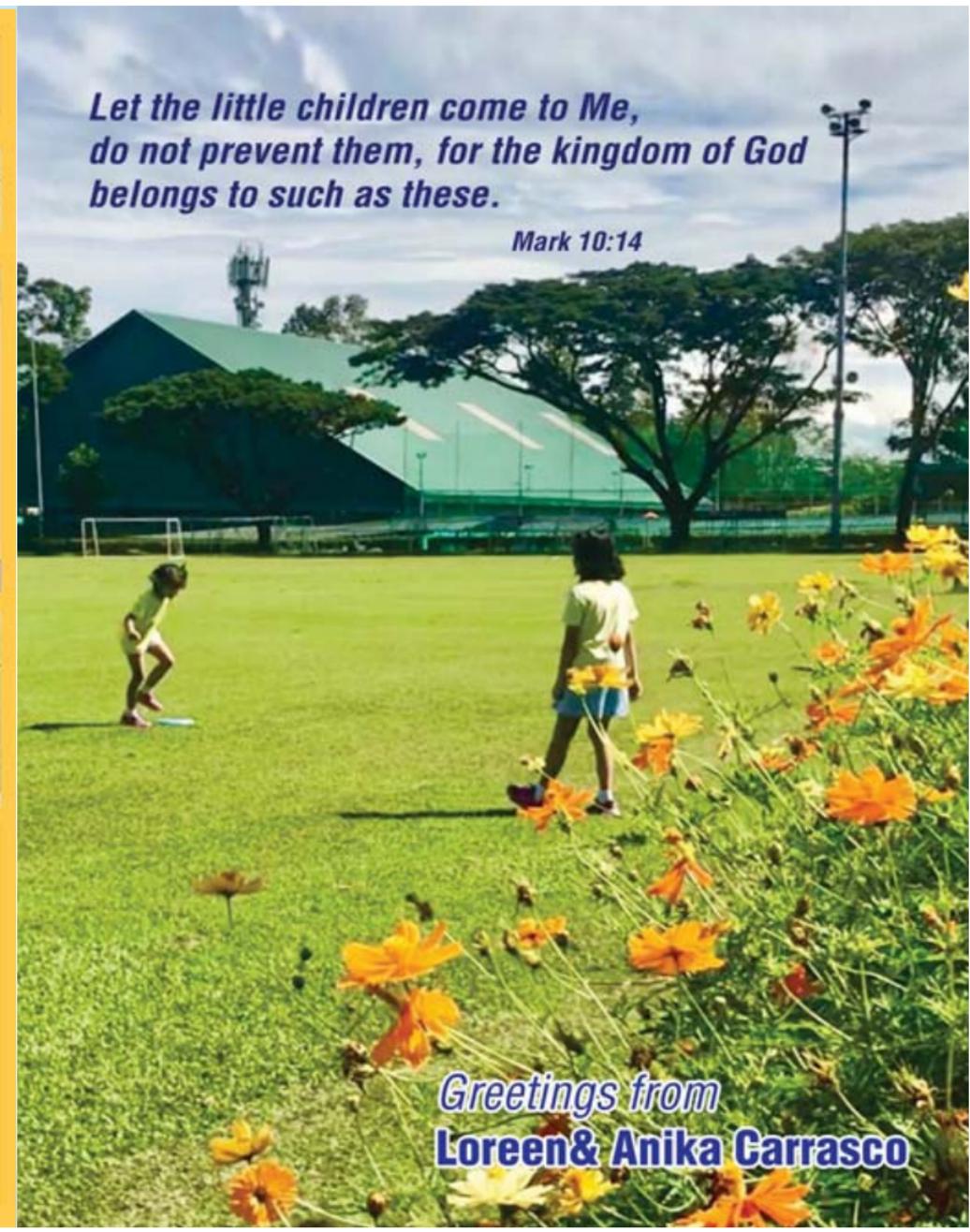
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*Let the little children come to Me,
do not prevent them, for the kingdom of God
belongs to such as these.*

Mark 10:14

*Greetings from
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on its third
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Little Buddy, Jun, Angge*

Tomas family, our business, our treasure



*Mia & Patrick, Randy &
Isaac Zarraga*

*For where your treasure is, there also will your heart be. Seek first the kingdom of God
and His righteousness, and all these things will be given you besides.*

Matthew 6:21,33

If your gift is to encourage others, be encouraging. If it is giving, give generously. If God has given you leadership ability, take the responsibility seriously. And if you have a gift for showing kindness to others, do it gladly.

Romans 12:8



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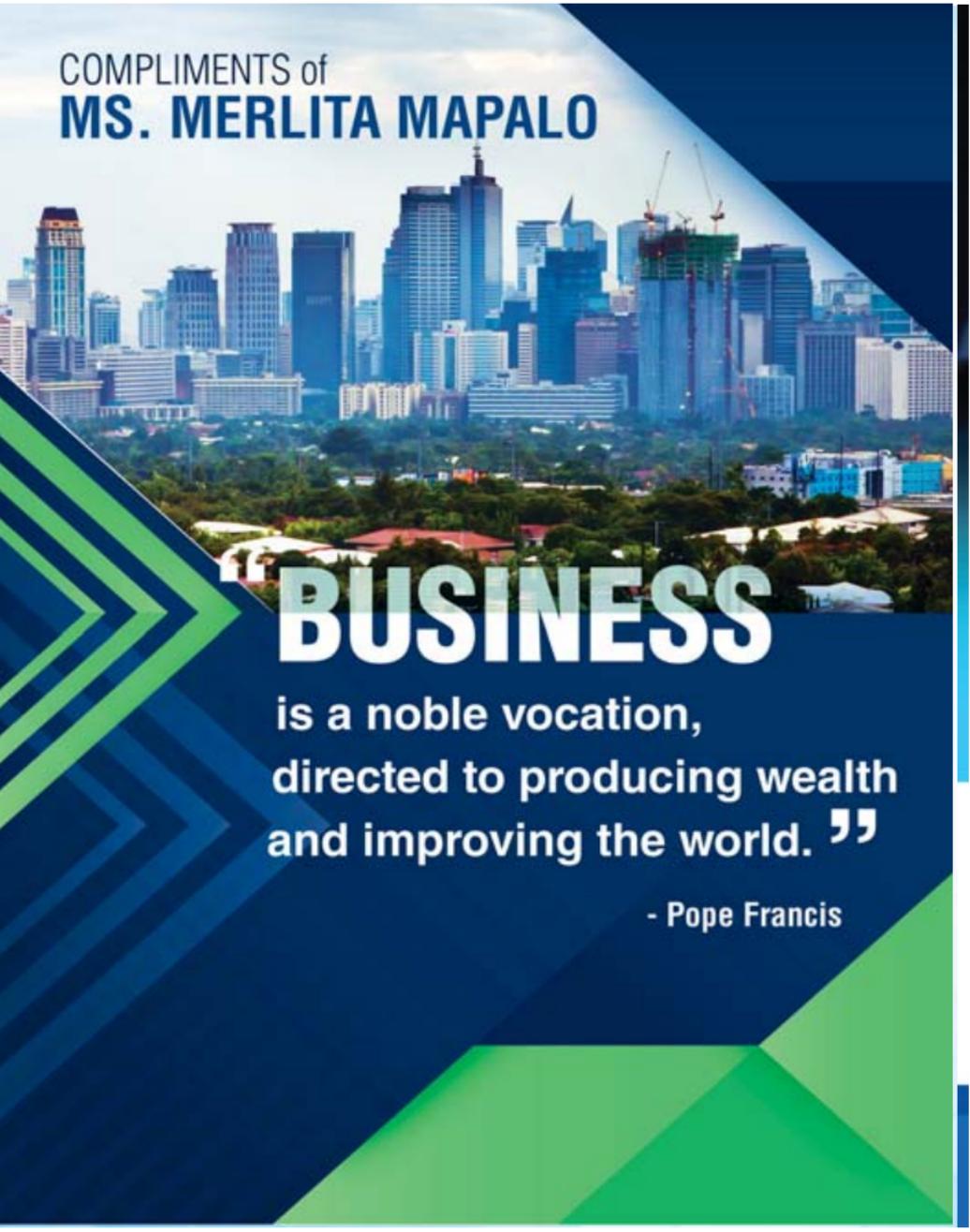
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- Pope Francis

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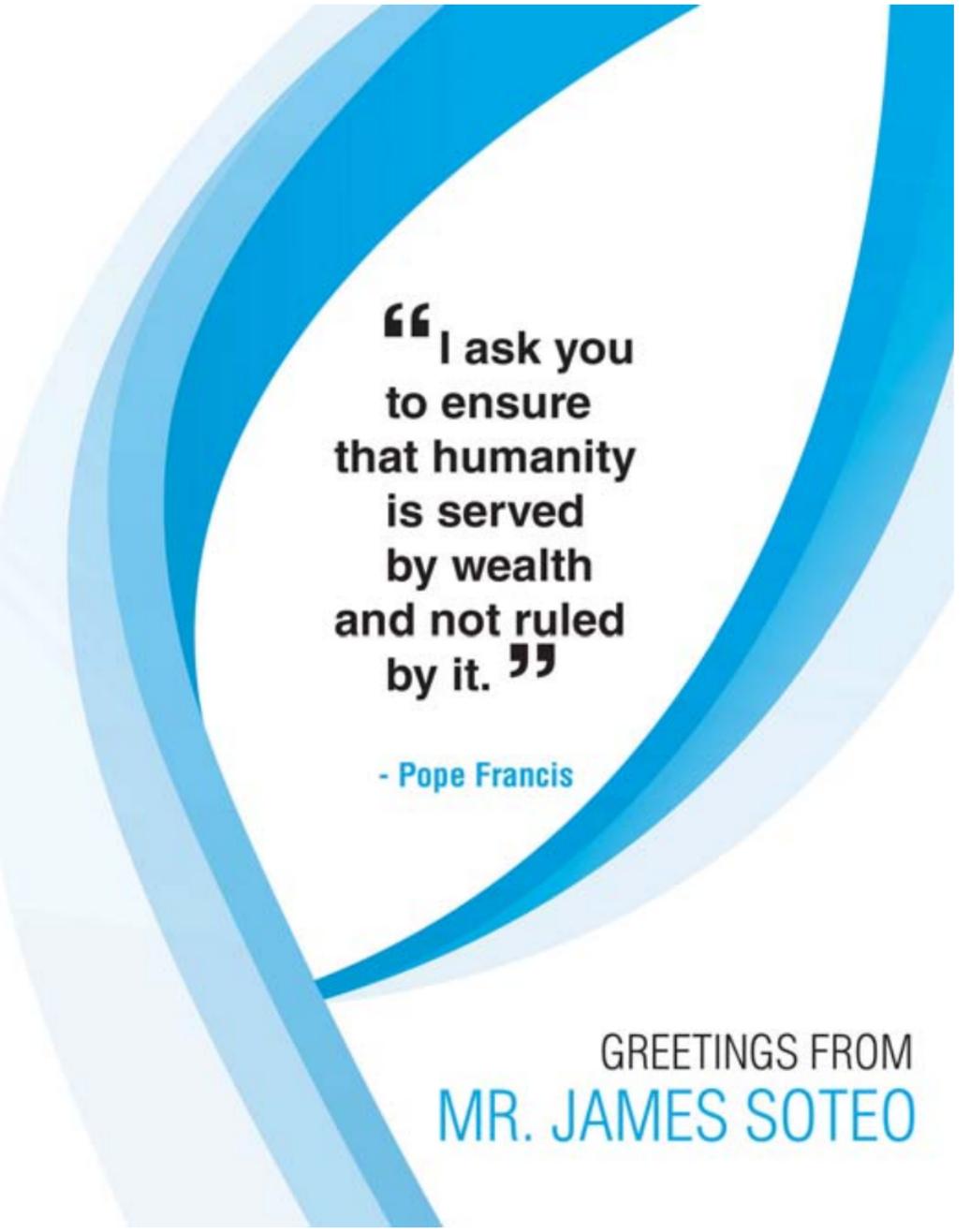
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- Pope Francis

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*As for me and my house,
we will serve the Lord*

Joshua 24:15

from
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“ A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better. ”

— Jim Rohn
American entrepreneur

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And we know that all things work together
for good to those who love God, to those
who are the called according to His purpose.

Romans 8:28 NKJV



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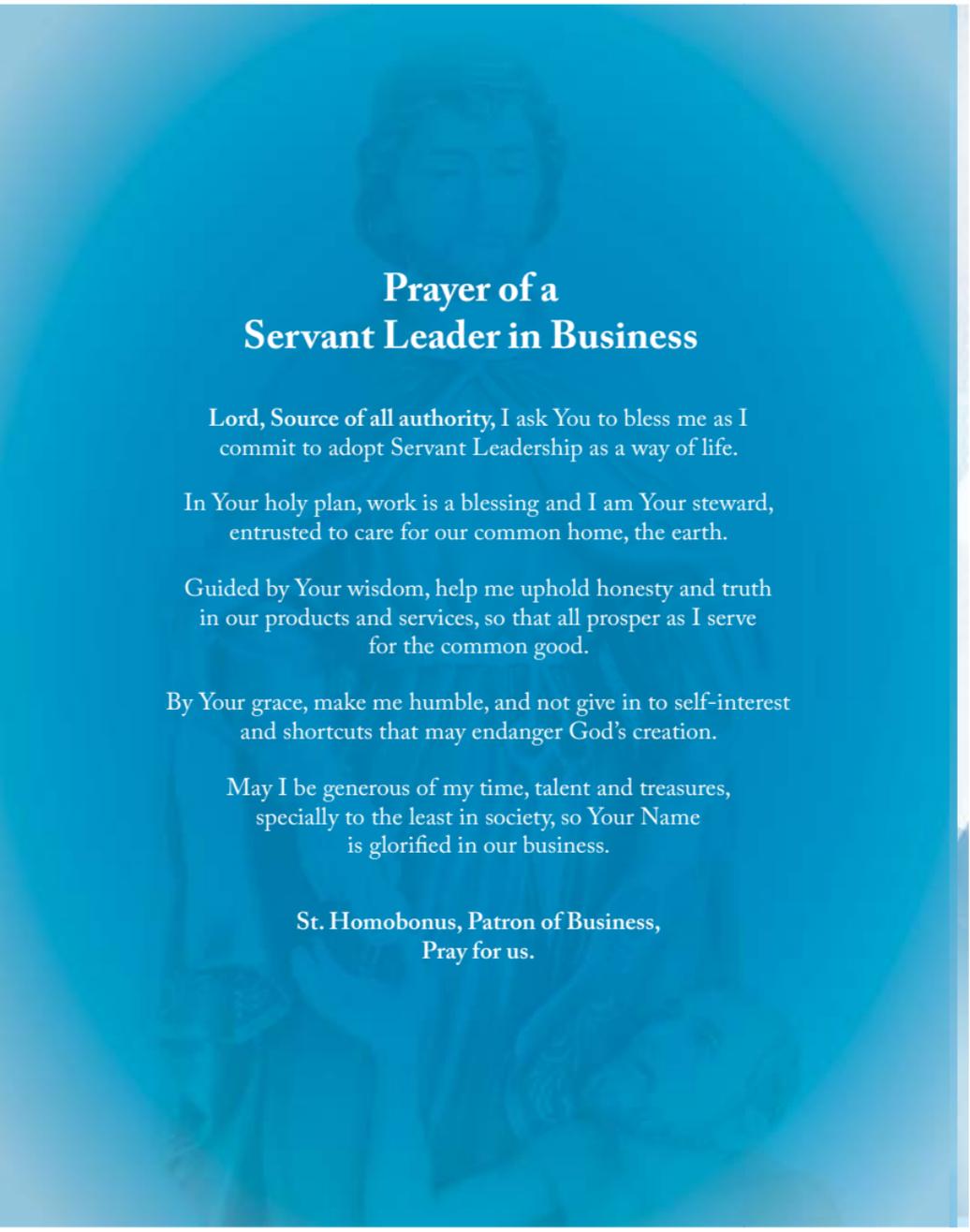
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Prayer of a Servant Leader in Business

Lord, Source of all authority, I ask You to bless me as I
commit to adopt Servant Leadership as a way of life.

In Your holy plan, work is a blessing and I am Your steward,
entrusted to care for our common home, the earth.

Guided by Your wisdom, help me uphold honesty and truth
in our products and services, so that all prosper as I serve
for the common good.

By Your grace, make me humble, and not give in to self-interest
and shortcuts that may endanger God's creation.

May I be generous of my time, talent and treasures,
specially to the least in society, so Your Name
is glorified in our business.

**St. Homobonus, Patron of Business,
Pray for us.**

A toast to success from our Media Partners



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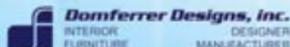
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