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*The BBCCC* **COOPSERVER**

Cooperative Community News and Features  
 "PROGRESS THROUGH UNITY AND SERVICE"

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**BBCCC Enters into Joint Partnership with the City Government  
 Re: Support a Child Project**

Among the basic principles of cooperatives enunciated by the International Cooperative Alliance. "Concern for the Community" exemplifies the role cooperatives should play in our society. Pursuing this principle, BBCCC has embarked into a joint partnership with our city government of Baguio by supporting the "Sponsor a Child" project presently being coordinated by the City Social Welfare and Development Offices (CSWDO) Betty Fangasan. This project aims to help some 120 street children by supporting and encouraging them to be in school. Under a memorandum of understanding entered into by BBCCC and the local government, the former will provide the children some grocery goods which they will have to get from the Coop's grocery every end of the month. This privilege the kids enjoy would depend on their weekly regular attendance in school which is monitored by CSWDO. Eventually some of these school children who will graduate from elementary course this March may later qualify next school year under the Scholarship Program set up by BBCCC. Presently, there are forty (40) deserving high school students enjoying the scholarship privilege being offered by the cooperative. Aside from their school fees being shouldered by BBCCC the scholars receive a monthly allowance of two hundred fifty pesos (P 250).

**2001 Capital Build-Up Nets P7M**

*Enthusiasm for the Capital Build-Up (CBU) Project has not waned inspite of the financial pinch being experienced. CBU 2001 netted seven million four hundred and sixty five thousand pesos (P7,465.00), just a shade shy of the CBU 2000 of 8 million.*

*Following are the lucky winners in the CBU raffle conducted last December 29, 2001.*

**Major Prizes**

- First Prize - Wilma Valdez (21" Colored TV)
- Second Prize - Marie Joi Angway (Refrigerator)
- Third Prize - Felerina Ellamil (Gas Range)
- Fourth Prize - Alice Aviso (VCD Player)
- Fifth Prize Jackson Andanan (Rice Cooker)
- Sixth Prize - Josephine G. Perez (Pressure Cooker)
- Seventh Prize - Estrella Chantioco (Oven Toaster)
- Eight Prize - Delilah Liclic (Blender)
- Ninth Prize - Ma. Lourdes Madayag (Thermo Ware)
- Tenth Prize - Philip John Agustin (Thermo Ware)

**Consolation Prizes**

- Martin Malapit
- Ruby Sagorsor
- Remedios Aromin
- Marcela Siso
- Alfredo Rigonan
- Ana Lamay
- Jimmy Laking
- Pedro Badongan, Jr.
- Jimmy Laking
- Belinda Peñañiel
- Glorificacion Quiñopez
- Ferdinand Ramos
- Alice Guerrero
- L.C. Senen
- Josephine Bay-ed

*GM Jess Cendaña, in representation of BBCCC signing the MOA with the City of Baguio re: Support a Child Project involving our City's street children. BBCCC President Atong Fernandez (leftmost) witnessed the signing together with some of our City councilors.*



## BBCCC Officers Attend International Credit Union Week

Ten (10) officers and two (2) staff members of BBCCC attended the WOCCU International Credit Union Week Celebration held at the Grotto Vista Resort, City of San Jose del Monte, Bulacan on October 19-20, 2001. These were Chairman Atong Fernandez, General Manager Jess Cendaña, Vice-Chair Ampy Rimas, Dirs. Emy Fuerte, Ruben Corpuz, Bernard Padang, Greg Andal, Oca Adversalo, Crecom Chair Art Asuncion, Election Committee Chair Josie Perez, and staff members Lyn Bagang and Cel Ramos. The affair was hosted by the PFCCO Central Luzon League and the SJDM Kooperatiba Ng Bayan sa Kaunlaran.

Among the highlights of the celebration were a lecture on Microfinance, a presentation of the San Jose del Monte Kooperatiba Ng Bayan sa Kaunlaran website, and a Development Educator Volunteers Fellowship.

One lesson learned from the International Credit Union Week Celebration which is of great importance to the BBCCC is the need for the latter to go hi-tech, at least in terms of having its own website, E-mail address and the like. There is always an interesting side effect when attending coop activities: the opportunity to get acquainted with coop leaders all over the country and the sharing of ideas and comparing of notes with them. Through interaction with each others we get tips regarding coop practices and operations.



Lyn Bagang giving the personal impressions during the "Imposing Interpersonal Communication in the Workplace" Seminar while Vice Chair Ampy Rimas and Maan Bungag listen and Marlitz and Perla seem to be jotting some notes.

## Seminar - Workshop on Improving Interpersonal Communication in the Workplace Conducted for BBCCC Personnel

The BBCCC personnel came in full force on October 14, 2001 to attend a confidence building seminar - workshop conducted Ms. Edith Somera - Salazar of Potentials. The subject matter was very functional: "How Interpersonal Communication can be Improved in the Workplace." Emphasized by Ms. Salazar were

Why is effective communication basic in the success of one's work?

What is the difference between hearing and listening?

Why do we listen not only to what one is saying but also to what he is not saying?

When is communication effective?

How does the staff communicate effectively with the members and clients?

At the end of the seminar and after a series of practical and interesting workshop activities to apply the principles explained, everyone was unanimous in saying that it was a most helpful and functional seminar which should translate to better personnel office conduct and to better staff-member relationship.

## BBCCC OFFICERS IN VALUES-BASED LEADERSHIP SEMINAR-WORKSHOP

In line with the Coop's program on continuing leadership building, the elective and appointive BBCCC officers, namely, the seven members of the Board of Directors, the General Manager, the chairmen and members of the different committees and sub-committees, took time out of their hectic schedule to attend a leadership seminar focusing on "values-based leadership in the fast-changing world" at the newly acquired BBCCC property (Estepa Building) on October 28, 2001.

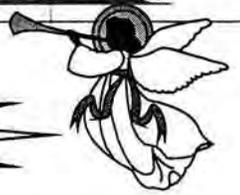
The participants were afforded the opportunity to understand and assimilate concepts on "Leading in a World of Change" vis-à-vis the Baguio-Benguet Community Credit Cooperative, as developed and presented by Potentials Co. thru its Manager/Facilitator Ms. Edith Somera-Salazar. Quoting the President of the Girls Scouts of USA, the facilitator said: "Leadership is basically HOW TO BE, NOT HOW TO DO IT." Leaders need to lead by example, with clear consistent messages, with values that are 'moral compasses' and a sense of ethics that works full-time."

The seminar-workshop ended with a big challenge posed to the participants: Can I change? Can I influence others to change?



# A FAMILY

Michelle S. Carifio



*"Ano ba kasi yang BBCCC na yan? Those were the exact words I said to my cousin who kept on pestering me about joining the COOP. The answer I got was just simple "Basta, maganda yon. Sige na, mag-member ka na."*

*I was still confused and having second thoughts about joining because my basic understanding about cooperatives before was that it was a non-profit oriented business. I was raised in a profit-oriented society and that was why I had misgivings about joining. My thoughts were, "Di kaya malugi yun? Kaso bakit ako kinukumblingsing sumali kung palugi na yun?" So I decided to give it a try. Fortunately, my application for membership was approved.*

*I am still young in the COOP but I wish to grow old in and with the COOP. BBCCC has brought me good things that I think are worthy of sharing. First, by within just a short span of time, I was able to finance some of our things at home thru the COOP. Secondly, I continue to learn about the benefits of saving. Thirdly, as a member of a committee, I can share some of my talents and a little of my time for the improvement (hopefully) of the COOP. Furthermore, I am able to improve my self, too, through constant attendance in seminars and educational journeys. The last thing that I can say which for me is the most important of all is that I am able to meet and interact with more people. It is nice to see that even if you don't actually know one another when you go to the COOP you see people smile at you, even ask "Puede ka bang mag-co-maker?" or just simply sit beside one another to wait the release of a loan or fall in line, it makes you feel you're a part of a big family. For me, that's what counts most — to be part of a whole.*

*As I look back, if my cousin did not pester me to join, I may not have experienced those that I have mentioned and may not have written this to share with you, my co-family. I may not also have realized that an organization can succeed at a minimal profit like BBCCC.*

*To the people who may read this, but are not yet part of the BBCCC family, try to join and you won't regret. If the KIDS can, so can YOU!!*

*See you around!!!*

## ECHO SEMINARS HELD

In keeping with the Coop principle of continuous education as a potent empowerment of officers and staff, and at the same time to give justice to the Coop's investment in human resource development, two echo seminars have been conducted.

The first one took place last November 26, 2001, and had GM Jess Cendaña and Director Andal as resource speakers. GM Cendaña gave a very interesting report on his trip to Korea last October 7-14, 2001 at the invitation of the National Credit Federation of Korea (NACUFOK). Under NACUFOK's Coop Exposure Program, the delegates were, all Coop leaders from ASEAN had the good fortune of observing and sharing the experiences and credit union practices of Korea. He also gave a very informative history of Credit Unions in Korea. Interestingly, the first Credit Union in Korea was started by a Catholic nun, Sr. Mary Gabriella Mulherin. Capping his report, the officers and staff got a very clear comparison between Credit Union policies and practices in Korea and in the Philippines. For his part, Director Andal gave a report on the Asian Cooperative Credit Union (ACCU) Forum 2001 held in Hong Kong last September 20-21, 2001. Spiced by the famous Andal humor, Director Greg spoke of the topics discussed and the interaction our BBCCC delegates had. Of course, a significant aspect of their trip was the holding of a PMES for Filipino Overseas

Workers from Baguio and Benguet. He and GM Cendaña conducted this PMES.

The second echo seminar took place last December 14, 2001. There were four speakers, namely: Director Oca Adversalo, Elecom Chair Josie Perez, Ms. Melanie Neri of the Verification Department and Cel Ramos of the Grocery Department. Director Oca talked about the 7th Regional Cooperative Month celebration held last November 10, 2001 here at Baguio. Particularly he re-echoed the talk of chair Atong, Director Ruben and GM Jess on the Professional Management of Cooperatives. He dwelt on the issue of "Should Cooperatives operate as strictly financial enterprises or as financial enterprises but characterized by the human factor?" the issue is to be resolved as a matter of BOTH, not as a matter of EITHER or OR.

For their part, Elecom Chair Josie briefly discussed Microfinance and Cel Ramos described the International Credit Union Week celebration held at San Jose Del Monte, Bulacan last October 19-20, 2001. Josie mentioned how Microfinance can empower the cash-strapped individual get assistance to help him start a small business. Cel described how the delegates enjoyed interacting with one another, sharing experiences and coop practices. Melanie discussed the Industrious, Systematic, Time-Conscious Innovative and Strong Value (ISTIV) for work she learned from attending the Symposium on Quality and Productivity held at BCF on October 14, 2001. She strongly emphasized that there can be no quality and productivity in any endeavor unless individuals observed ISTIV.

# EDITORIAL

## *Calculating BBCCC Identity, The CU/COOP Advantage*



BBCCC is UNION, a credit union (CU, in short) – basically a democratic and member-owned financial enterprise. It gives members a sense of belonging, then keeps a total focus on the members it serves. For added value, it pools and mobilizes savings, grant loans, builds capabilities, provides consumer education, opens revenue opportunities, spreads risks, and maximizes the purchasing power of member loans through collective tactics and bulk buying of goods and services. Then at year-end, if there be surplus, BBCCC distributes net savings to members as dividends and patronage refunds. This is the CU identity, the CU advantage.

BBCCC is like a BANK, but it is NOT a bank. Banks have a different structure, ownership and purpose to credit coops. Banks get deposits from all and lend only to the bankable. The primary motive of a bank is to make profits for stockholders. But the stockholders and customers of a bank are usually different groups of people with vastly different objectives. In my cases the Board of a bank is made up of business representatives. Banks profits do not go to customer-borrowers, but to the richer owner-bankers.

BBCCC also has what looks like a GROCERY store, perhaps like a little SM or SUNSHINE or TIONG SAN or COYEESAN. These businesses do buy and sell, for profit, for the benefit and enrichment of the few owner-capitalists.

But BBCCC grocery service is not selling. It merely delivers what members have asked it to buy for

them with their money pooled for the purpose. Member-participants then can just sign delivery receipts and expect surplus refunds, economics of sale, no middlemen, the coop advantages, indeed.

BBCCC is a COOP association. At the CU there are no external stockholders influencing the course of its activities. It is owned by members for members and its Board and Committees reflect the will of the membership. YOU, dear members, are BBCCC. How much are you willing to get?



*The Board in their sweetest smiles in front of the historical Barasaoin Church. From left, Ruben Corpuz, Bernard Padang, Greg Andai, Ampy Rimas, Atong Fernandez, Emy Fuerte and Ocu Adversalo.*



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## Credit Union Operation: A Brief Comparison Between the Philippines and Korea

*Amado Jesus Cendaña*

**N**etworking seems to be the word of the day. Even now in the operations of cooperatives we are beginning to appreciate the great benefits of establishing linkages with other cooperatives on the local, national and international communities. Our own BBCCC has seen it fit to register its membership with some regional, national as well as international cooperative organizations if only to satisfy our continuous desire for more ideas and insights that may aid us in improving our cooperative's role in the community. On the regional level, we are presently affiliated with the Cooperative Union of the Philippines - Cordillera Region (CUP - CAR) now chaired by our own Board Director Emy Fuerte and the Northwestern Luzon League of Cooperatives (NORWESLU) with your humble representation as the Vice Chairman. Nationally, BBCCC has been affiliated with Cooperative Union of the Philippines and even a charter member of the Philippine Federation of Credit Cooperatives (PFCCO), the apex organization of credit cooperatives in the country of which our own Chairman Renato Fernandez is the present president. Of course on the international level, our coop is a proud member of the Asian Confederation of Credit Unions (ACCU), the regional umbrella association of credit unions in the whole of Asia. Our networking with these numerous cooperatives indeed continues to provide us opportunities to learn and share healthy experiences and positive credit union practices. Such opportunity came my way last October with an invitation from the National Credit Union Federation of Korea (NACUFOK) to visit some credit unions in South Korea. Under their Coop Exposure Program several coop leaders from the Asean regions were provided the chance to observe the credit union movement in that country. Being the lone representative from the Philippines I had the rare opportunity to observe and appreciate the strength of such movement in that part of Asia. The concept of credit unionism is relatively new to Koreans. The first Credit Union was established in Pusan City on May 1, 1960 by a Catholic nun Sister Mary Gabriella Mulherin. Surprisingly enough in just a span of forty years, the credit union movement has grown fast to become the largest CU movement now in the whole of Asia. Presently, with more than five million credit members they boast of a total savings and deposits amounting to more than KRW 19 Trillion equivalent to around US 16 Billion dollars.

We cannot but be impressed and inspired by the fast pace the Korean people have accepted the credit union idea. A brief comparison between Korean and the Philippine credit union movement set-up is worth considering. Its worth noting that in both countries their respective Cooperative laws have undergone some changes and amendments through the years. Our Coop law then was PD 175 issued in 1973 by President Marcos it was superseded by the Cooperative Code (R.A. 6938) which President Aquino signed into law in 1991. Similarly in Korea, the Credit Union Act promulgated in 1972 got amended in 1988 and subsequently in 1997. Placing these laws side by side, some salient features of difference can be observed. On the cooperative organizational structure, the Philippine Cooperative Code

*(Continued on page 8)*

## Professionalizing Cooperative Management



In the lecture forum at the PFVR HALL on November 10, 2001 on the occasion of the 7<sup>th</sup> Regional Cooperative Month Celebration with the theme "ABANTE KOOPERATIBA, PILIPINO ADDA NAMNAMA" and sponsored by the CARCU, NORLU CEDEC, NORWESLU, and Cooperative Development Authority CAR Extension Office, our very own BBCCC experts-BBCCC Chair Atong Fernandez, BBCCC General Manager Jess Cendaña and BBCCC Director and Housing Chair Ruben Corpuz discussed trilaterally a subject which deserves serious attention especially at the time when credit cooperatives are facing serious challenges internally and externally.

"Professionalizing Coop Management" was the subject tackled by our BBCCC experts. Chair Fernandez started by discussing the very nature of cooperativism vis-à-vis a better economic life for Coop members as well as the community in general. He underscored the need for good management. This means that the Cooperative is to be managed by professionals, must follow certain standards, and must follow procedures in accordance with law. But he asked: Are we willing to shift from the personal to the impersonal orientation of the cooperative enterprise? Are we willing to shift from the informal to formal way of running the cooperative? He concluded that this matter be studied with care and caution, because moving too quickly might be disastrous to the cooperative movement.

For his part, General Manager Cendaña articulated his personal understanding of management as using available resources by means of certain methods to achieve certain goals. He asked: Should Cooperatives be managed by professional managers or by volunteer leaders who may have little know-how about management? Should cooperatives be managed by professional ac-

*(Continued on page 8)*



*The officers seriously (?) discussing a problem posed at the officers' Seminar on "Leading in a World of Change" conducted last October 28, 2001 by Mrs. Edith Somera - Salazar of Potentials*

# Christmas . . . New Year

## What is Christmas?

## What do I want for the New Year?

Below are perceptions of Christmas and wishes for the New Year sampled randomly from a cross section of our members, staff and officers.

*"Christmas is once again an occasion for renewal ... renewal of resolve to share because we care and to aspire for better things, better times and better ME."*

Atty. Jojo T. Costales  
Legal Officer, CJH

*"My wish for the New Year is to be happier, enjoying my work no matter how hard my life is. I hope for peace, love and understanding."*

Mila Delfin  
SLU Janitorial Department

*"Our wish for the New Year is Salary Increase."*

Cashiers  
BBCCC

*"Christmas means joy, happiness and peace to all."*

Ed Posadas  
Baguio Country Club

*"May all BBCCC members have a sustainable livelihood and Spirit-filled lives in the year 2002."*

Nap Cardona  
Project Luke

*"Christmas is joy for me and my family as a whole. This Christmas I wish the Coop to have more gifts from management to be distributed to officers, employees and to share a little of our optional funds to be distributed to the poor and needy."*

Lolita Genove  
Chair, Audit & Inventory Committee



*"Christmas is a time to be happy and to share. The New Year will improve if we pray and work — work earnestly."*

Remedios Velasco  
Area Manager, Prudential Life

*"Ang Pasko ay sumasapit taun-taon upang tayo ay magtulongan para sa ating kabutihang lahat. Sa bagong taon, sana ay matulongan natin ang ating bayan para tayo ay magkaroon ng kapayapaan."*

Ferdinand Sibayan  
Station 2, Baguio City Police

*"Christmas is loving and sharing. It suggests pure heart and peace of mind. It is the Gift of Self to others. For the New Year, I wish for a stable economy so people may have money to buy their basic needs. And may the world economy bounce back!"*

Armand Galimba  
Regional Director, CAR DTI

*"Christmas is a time of sharing. It is Jesus' birthday."*

Maribel Daguioa  
BBCCC Scholar

*"Christmas is Thanksgiving for all God's blessings and grace. The New Year is hoping for more blessings and grace."*

Lorna Gumiya  
Manager, China Bank

*A virgin will become pregnant and have a son, and he will be called "EMMANUEL" which means, "GOD IS WITH US."*

Isiah 7:14

*"Christmas is the birthday of Jesus. It reminds me that Christ is the model of giving, forgiving and sharing. My wish for the New Year is for Christ to be born in the heart of everyone."*

Alma M. Torres  
Lower Accounting Office

*"Peaceful, loving and equal treatment of everyone."*

James Cudli  
Quezon Hill Elem. School

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# LAKBAY ARAL 2001



## COOPERATIVE POLICY FRAMEWORK

On November 29, 2001 the officers and staff of BBCCC trooped down, in a convoy of seven vans, to Malolos and Marilao, Bulacan, and Paranaque City for the Coop's annual Lakbay Aral program.

This year's edutour (educational tour) was tri-dimensional: historical, cooperative and technological and ecological.

The itinerary started at Malolos, Bulacan for a visit at the historic Barasoain Church and the adjoining Malolos Congress Museum. Then a visit at St. Joseph Credit Cooperative in Marilao, Bulacan which provided the officers and staff an opportunity to see themselves the fully computerized operations of the cooperative, and to learn about the services offered, among which are the tricycle and jewelry loans. A very interesting feature of their cooperative is their nursery school where about 350 small lots are enrolled. The children's smiles and greetings charmed us. Mr. Totoy Santos, the energetic General Manager, gave us a brief lecture on St. Joseph's Credit Cooperative's visions and practices.

In the late afternoon of the same day, the eductourists proceeded to Paranaque City for a lecture on Waste Disposal Management at Teoville Subdivision. The lecture by Margie Lumberte increased our self-awareness on the need for non-conventional yet productive ways of waste disposal.

In the evening, the group visited the Shell Factory of Mrs. Naty Somera where shellcraft could be seen at its best. Shell lampshades, flower arrangements, Christmas decors and utensils at reasonable prices were bought.

All in all, the officers and staff gained new and relevant historical, technological and ecological insights, which will greatly enhance their personal lives and promote their economic prosperity.

Former NATTCO Party List Representative Cresente Paez was invited by the Cordillera Administrative Region Cooperative Union (CARCU) and Baguio Colleges Foundation Graduate Students to speak before more than 300 students and cooperative leaders in the Cordilleras last August 18, 2001.

In said forum, he presented his policy framework to build successful cooperatives. Some important insights drawn from his presentation are:

**AGENDA 1:** To CREATE a policy environment that is conducive to coop development. To do this, he proposed the following:

- a. Tax treatment of cooperatives
- b. Coop Deposit Insurance System
- c. Coop Subjects in Schools
- d. Coop Health Care System
- e. Housing Coops
- f. Construction Coops for Government projects
- g. Regulating Financial Coops for the protection of member's money
- h. Cooperativizing Public Utilities
- i. Re-engineering CDA

**AGENDA 2:** To OPEN up a new form of cooperation between Government and Coop Sector by:

- a. Coop Sector to formulate national strategic plan; government to support it
- b. Coop Sector to build self-help capacities of the poor; government to reinforce it
- c. Coop Sector to engage in new initiatives; government to recognize as legitimate
- d. Government to provide resources for HRD; Coop Sector to pool funds for their businesses
- e. Government to set legal boundaries; Coop Sector to self-regulate
- f. Government to see to it that coops are safe and sound.

**AGENDA 3:** To OPTIMIZE the strength of the Coop Sector thru the following:

- a. Financial Cooperatives to provide: Checking Account System, Coop Net (ATM), Uniform Chart of Accounts, Coop Money Transfers, Central Liquidity Pool, and Prudential / Performance Standards.
- b. Cooperativizing Electric Coops
- c. Commodity-Specific Agricultural Coops
- d. Cooperative Insurance

**AGENDA 4:** To PARTNER with other coops across national organizations for new initiatives:

- a. Franchising of Coop Services: I.e. coop feeds, coop swine, coop mart, coop meat shop, coop dairy, coop schools, etc.
- b. Branching
- c. Coop Housing



*GM Totoy Santos of St. Joseph Credit Cooperative of Marilao, Bulacan, receiving a simple gift from Chair Atong Fernandez as Vice Chair Ampy Rimas looks on.*

## Credit Union Operation...

*(Continued from page 5)*

adopts a three-tier set-up where primary coops may form their associations on the regional level (secondary coop) which in turn may organize themselves into a national federation, the so-called apex organization. The Korean Credit Union Act on the other hand, only provides for a two-tier structure. Primary Korean credit unions can only affiliate with the national federation (National Credit Union Federation of Korea), incidentally the only national federation in Korea. The Philippine coop law permits a newly organized credit cooperative to file its registration directly with the government through the Cooper-



ative Development Authority. Under the Korean law, no credit union can directly register with the government. Registration with government can only be through the national

federation (NACUFOK). This reveals the greater supervision of the federation over the member credit unions. Such supervisions is further shown by the fact that loan regulations followed by the different primaries are prepared and studied first by the NACUFOK. Interest on loans though may be set by the individual primaries. Our own practice on the other hand allows every individual credit coop to formulate its own regulations. Adhering to the coop principle of democratic control, both countries still recognizes the general membership as the highest policy-making body of the cooperative. In terms of coop management while both the Korean and Philippine laws still delegate the policy-making powers to the Board of Directors, the Credit Union Act of Korea seems to limit the number of Directors in the Board to nine (9). Our Coop Code allows as many as fifteen (15) Board Directors. Term of office of Directors also differs. The Korean Act provides for a term of four (4) years but not beyond two (2) consecutive terms. The Philippine Code allows a term of two (2) years but not to exceed three (3) consecutive terms. This gives the Korean Board member a comparatively longer time to serve his coop than his Filipino counterpart. Loan appraisal and approval under both legislation is still the responsibility of the Credit Committee. It is in the manner of how the committee is constituted where the two laws differ. Our law specially mandates the General Assembly to elect the members of the Credit Committee. The members of the Credit Committee in the Korean credit unions are not chosen by the General Assembly. The Korean law passes to the Board of Directors the power to appoint the members. Interestingly enough, there are even some Korean credit unions where their Credit Committees are not constituted. The evaluation and approval of loans is handled by the management staff.

Despite these observed differences however, the commonality of the credit union vision in both countries cannot be overshadowed. The vision of service is what primarily keeps the credit union movement going in both countries and other countries in the world as well. Clearly it has been proven that

*(Continued on page 12)*

## Professionalizing...

*(Continued from page 5)*

countants or persons with multiple degrees such as Ma's or Ph. D's? "Saanak nga accountant wenna Ph.D hoder ngem ammoc met ti agbasa ti numero", he added in the dialect. To him, cooperative management implies that coop managers should be rooted in the cooperative principles and values such as commitment, integrity, and the willingness to learn. However, he pointed out a related problem, namely: Cooperatives seem to be run by always the same faces. Haven't cooperatives attempted to open up to new and younger leaders?

Director Corpuz saw the problem from a different yet very valid angle. He lamented the fact that sometimes cooperatives get into unwarranted expenditures because of the lack of know-how or lack of expertise on the part of the management. He was not saying that cooperatives be professionalized to the point of converting the coop business to a strict business enterprise. He stressed the need to strike a balance between strict business and value-based business, so as not to sacrifice the unique identity of the cooperative as a value-laden service enterprise.

To sum it up, the problem of professionalizing coop management was viewed from three distinct yet related perspectives: first, whether or not cooperatives undergo a shift in paradigm from member-based to strict business organization; second, whether cooperatives have to be managed by professionals in the field of business or volunteer leaders who espouse cooperative values and principles; and third, how to strike a balance between strict business and value-based business. Our experts were saying, in effect, that credit cooperatives cannot afford to deviate from the true identity of a credit cooperative, which is, a business enterprise with a human face.



*GM Jess Cendaña with the other Asian Coop leaders invited by the National Credit Union Federation of Korea under the Coop Exposure Program in Seoul, Korea*



# TESTIMONIAL

## Naduma Enterprise...All Because of BBCCC



**N**aduma Enterprise was registered with the Department of Trade and Industry on June 7, 1993. Naduma was coined from the Ilocano word "nai-dum-duma" meaning different. I wanted to do something different hence I named my business, Naduma Enterprise.

I started the company by sewing patch bags out of woven rags bought from Sagada Weaving. Two ordinary machines borrowed from family members were used. A problem on the source of materials cropped up, however, so I thought of venturing into children's wear. In the process of looking for materials and machines for this project, I became interested in the shirt business, which is the main activity of the company at present.

Actually T-shirt production started on the same year of 1993 with two hi-speed sewing machines and one hi-speed sewer. The excitement of having started a business soon waned off when I started having problems on lack of capital. Orders were coming in but I had to have capital to back it up. I never realize how capital as well as labor intensive this business I entered into, until I was forced to borrow money in order to cover up checks which I have issued for purchases of materials. Problems of customers not paying on time coupled with the inescapable fact that I had to pay my employees on time drove me to stretch the resources I had. I started by going to the banks to inquire for a loan. To my great disappointment, however, they wouldn't even entertain me after I answered negative to their initial inquiry if have any house and lot for collateral. I asked help from my friends who personally knew bank managers to introduce me to them. I was referred to one and the bank gave me a loan with 3% interest per month. Due to paper work involved, I then shifted to borrowing from individuals at the same interest rate but with no hassle of paper work. Meanwhile I never stopped looking for other sources of capital, even to the point of convincing my mother and siblings to allow me to use the family house as a collateral for a bank loan. Finally, the bank people started recognizing me. I was able to get a bank loan but at a floating rate of interest. It started at 18% per annum then it went higher and higher and within a six-month period it came to a whopping 36%. I had to move fast to pay it back. Lucky for me, a customer-friend introduced me to the Baguio-Benguet Community Credit Cooperative Inc. (BBCCCI). I then deposited some of the amount I loaned from the bank to the coop. I waited for a few months and I was able to borrow double the amount. The shift from 36% per annum to only 12% per annum interest was such a relief. From that time on, my quest for a low interest rate loan to boost up my capital ended.

Every year that I renew my loan at the coop, I could see developments in my business. At present, we have 8 hi-speed sewing machines and 2 hi-speed-cutting machines. Aside from a variety of products being offered (T-shirts, jogging suits, caps, bags, school and athletic uniforms), we now also offer silkscreen printing and computer designing services. I have 12 regular employees plus 3 to 5 casuals during the peak season. Early part of last year, we were able to transfer to the three-story building which I now call our factory. Truly, if there's a will there's a way. To me all this would not have been possible without Divine intervention and the Baguio-Benguet Community Credit Cooperative!

**Liza Calalo**

Manager, Naduma Enterprise  
Loakan, Baguio City

## BBCCC Scholarship — A Big, Big Help

**A**s a student, the first child of 5 children, and fatherless, I am always facing financial problems. Though I'm in such a situation, I am not discouraged to go to achieve my goals. But then, when I was in first year high school, the Lord heard my prayers and touched me through BBCCC — I became one the lucky scholars of the Cooperative.

Being a BBCCC scholar is really a great help for me and my family. The scholarship is always there to help me not only financially but academically, socially and morally.

When I became a scholar of BBCCC, I gained confidence in myself. I was encouraged to be an active Girl Scout, an honor student, a CAT officer, and an official in various clubs and organizations in and out of the school. In these situations, BBCCC is always at my back ready to give all the support that I need to improve my personality and my values.

Through BBCCC, I and the scholars enjoy going to educational field trips and activities such as going to Regional Science Teaching Center, the SLU Museum, Fun-To-See Eyeland

(Continued on page 12)



Young Tykes doing their best to dance very well in order to win candies and chocolates ... taken during the Family Day last November 04, 2001.



## Budget Preparation and Orientation on Analyzing Financial Statements

BBCCC Treasurer, Mr. Marcial Esquejo, ably assisted the BOD, Officers, and Section Heads and their staff, understand financial reports and in the process make or prepare budgets. To those who have ample background in financial matters, their knowledge were greatly enhanced. To those who have meager or practically no financial background, the orientation effectively gave them a knowledge and an understanding of the details of financial statements and budgeting.

The seminar-workshop was held on December 16, 2001. It was attended by twenty-two (22) participants from the Board, Officers, Section Heads and selected personnel and staff.

## Loan and Membership Primers in the Final Stage

Two important documents – the Loan Primer and the Membership Primer – are about ready! With these two documents in their hands, our members will be greatly guided as to the policies, requirements, and procedures involved in applying for loans and for membership.

## Welcome to Visitors

BBCCC welcomed recently several comparative groups who came to “see and interact with the Coop leaders of a distinguished cooperative in Baguio City.” The groups were:

1. The Agoon Multi-Purpose Cooperative ( October 8, 2001)
2. The Tagbas Multi-Purpose Cooperative from Antipolo, (October 19,2001)
3. The Asian Development Bank Cooperative of Manila (November 17,2001)
4. The Department of Agriculture Multi-Purpose Cooperative of Tuguegarao, Cagayan (December 1,2001)



Guess who is this young baby, barely a month old, who won the prize for the youngest to attend the Family Day celebration last November 11, 2001.

### As of November 30, 2001, the profile on the Associate Members is as follow:

Type	No. of Members	Fixed Deposit	Savings Supplemental
Kiddies	490	P 274,906.89	P 668, 712.95
Teeners	114	105,145.00	165,841.03
Young Adults	111	98,617.51	1 49,790.60
<b>TOTAL</b>	<b>715</b>	<b>P 478,669.40</b>	<b>P 984, 344.58</b>
<b>Total Savings to date — P 1,463,003.98</b>			



“Glory to God in the highest heaven, and peace on earth to those with whom he is pleased”



## Christmas...

(Continued from page 6)

*"Christmas is joy and peace in our hearts. Joy at the glad tidings of the Divine Birth and peace in our selves as we pattern our lives to the Divine Message of love for all mankind."*

Justice Romeo Brawner  
Court of Appeals

*"Christmas is sharing with those who have less in life. New year is hope for a better and more peaceful Philippines."*

Dr. Marcos Buliyat  
Academic Vice President, BSU

*"My wish for the New Year is peace, love and happiness within our family (both sides), in our country, and the whole world. All we need now is unity and peace."*

Anonymous

*"Christmas is a season of giving and receiving. But what is the most important gift of all? For us, the most important gift is not material but spiritual. This is the time once again to open our heart and offer it to Jesus. This is time to give an unending love to Christ for He offered His life for us."*

Mr. And Mrs. Fausto O. Mesina Jr.  
Bakakeng

*"My wish for the New Year is peace for our country."*

Tom Engelbert Daguioan  
BBCCC Scholar  
First Year, Twin Peaks Nat'l H.S.

*"Christmas is commemorating the birth of our Savior, Jesus Christ. It is a sign of Good News, a sign of Peace and Love."*

Rose S. Inso  
Self-Employed Member

*"Our wish for the New Year is Peace and Goodwill to all mankind."*

Norma and Mariez

partment

Loans and Membership De-

*"Christmas is a time of reconciliation and finding peace in our inner self. My wish for the New Year is Salary Increase and additional benefit like rice subsidy to employees."*

Unsigned

*"My wish for the New Year is that we continue to be a closely-knit family, peace for our country, and that our scholarship will continue until college."*

Mary Codman  
BBCCC Scholar  
4<sup>th</sup> Year, Roxas Annex

*"Christmas is forgiving, sharing, giving. My New Year's wish is peace for the whole world, prosperity and good health."*

Joseph Austria  
Grocery Department

*"Christmas is happiness in the family. For the New Year, I wish to be more with my Daddy."*

Dimple Sison  
Kiddie Saver

*"My wish for the New Year is to live happily with my family, and the most of all to accept God in my heart."*

Mayjoy Kilakil



Margie Lumberte explaining Scientific Waste Management during the Lakbay Aral 2001 at Teoville, Parañaque.

**BBCCC A Big...***(Continued from page 9)*

where we learned very much about hobbies, creativity and economy; and attending seminars like Ecological Waste Management & Christmas Décor-Making. These activities broaden our horizons, enhance our abilities, build our self-esteem and serve as a training ground for us to become future leaders.

Truly, BBCCC is an instrument of the Almighty to help students who are poor but deserving and who have a strong determination to succeed or to become somebody in the future. We hope that BBCCC will continue supporting us until we will graduate in college.

**Calag, Ness L.**  
Fourth Year, PCNHS  
Quezon Hill, Annex



## FAMILY DAY Highlights BBCCC's Celebration of Cooperative Month

A hilarious Family Day characterized the celebration of the Cooperative Month by BBCCC last November 11, 2001 at the former SLU Boy's High Gym. Close to 1,000 members, with their children came around sharing laughter and smiles and giggles with everyone.

Drawing, dancing, singing and ball contests were participated in by young and old alike. The drawing contest was in 3 categories: Kiddies, "Depict a good child", Teeners, "Depict a Happy Family." In the Kiddies group, Joy Avenilla, Reina Cardona & Arvin Gambasa won the 1st, 2nd, 3rd prizes respectively. In the Teener's group, Ray Hallen, Kyla Patrizze Pernes, and Oliveria Cardona won the 1st, 2nd, and 3rd places respectively.

At the end of the day, everyone was unanimous in saying that the activity was "full of fun, a lot of prizes and a lot more of food and goodies."

**Credit Union Operation...***(Continued from page 8)*

if indeed the credit union movement can be strengthened more, it can really offer the better alternatives towards improving the socio-economic well being of our people.

*Merry Christmas and a  
Prosperous New Year !!!*

*Member Advertisers are welcome in  
future issues at very reasonable  
advertising rates.*



## What Motivates People to Join the BBCCC?

A very simple, casual, and limited survey was made of the December 16, 2001 PMES attendees regarding reasons for wanting to join the BBCCC by the Education Committee.

Of fifty (50) respondents, selected at random from 91 attendees, the top three (3) reasons given are:

1. Because of the services and benefits BBCCC offers its members.
2. Because of the financial help I can get from BBCCC through loans.
3. Because in the BBCCC, I can both invest or save and loan.

Of interest are the reasons given by 2 participants. One looks at BBCCC from a social viewpoint: "Through the BBCCC, I can gain friends. I am new in Baguio." The other says she can be of help to the BBCCC: "I can be of advantage to the BBCCC if I am a member in good standing." Both are females, single and belong to the age bracket 35-45. The former operates a business and the latter is a government employee.

It is very clear from the reasons above that people from Baguio and Benguet look up to the BBCCC as a big assistance in their financial needs. But more than simply a cold and impersonal business enterprise, the BBCCC delivers its services with a human face, ever mindful that the human being is both the object and subject of its services.

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