



Republic of the Philippines  
**Department of Education**  
REGION VI – WESTERN VISAYAS  
SCHOOLS DIVISION OF AKLAN

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**DIVISION ADVISORY No. 097, s. 2024**  
October 18, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued for the information of SDO -Aklan  
officials and personnel/staff and all others concerned.  
(Visit <https://depedaklan.online>)

**CULTURAL ROOTS, GLOBAL REACH: REDEFINING CULINARY,  
HOSPITALITY, AND TOURISM TRENDS**

Attached is Regional Advisory No. 185 s. 2024 regarding the letter from John B. Lacson Foundation Maritime University (Molo) Inc. (Formerly Iloilo Maritime Academy), in connection with the conduct of its Cultural Roots, Global Reach: Redefining Culinary, Hospitality, and Tourism Trends on November 21, 2024 at the Grand Xing Imperial Hotel, Iloilo City.

For your information and guidance.

Uzel Ishe G. Gabo  
Event Manager  
Mobile Number: 0962-743-1287  
Email Address: [uzelishe.gabo@jm.jblfmu.edu.ph](mailto:uzelishe.gabo@jm.jblfmu.edu.ph)



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Republic of the Philippines  
**Department of Education**  
REGION VI-WESTERN VISAYAS

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Regional Advisory No. 204s. 2024  
October 14, 2024

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of Region VI DepEd  
officials and personnel/staff.  
(Visit [region6.deped.gov.ph](http://region6.deped.gov.ph))

**CULTURAL ROOTS, GLOBAL REACH: REDEFINING CULINARY,  
HOSPITALITY, AND TOURISM TRENDS**

Attached is a letter from John B. Lacson Foundation Maritime University (Molo), Inc. (Formerly Iloilo Maritime Academy), in connection with the conduct of its Cultural Roots, Global Reach: Redefining Culinary, Hospitality, and Tourism Trends on November 21, 2024 at the Grand Xing Imperial Hotel, Iloilo City.

The Schools Division Superintendents are given the discretion to act on this matter.

For more information, contact:

Uzel Ishe G. Gabo  
Event Manager  
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ACV/CLMD-RA- Cultural Roots, Global Reach: Redefining Culinary, Hospitality, and Tourism Trends  
075/October 10, 2024



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Certificate No. PHP QMS  
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# JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY (ILOILO), INC.

(Formerly Iloilo Maritime Academy)  
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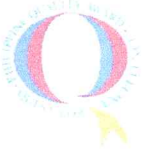


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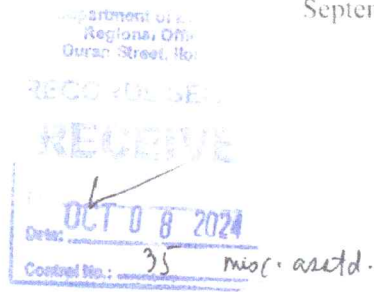
September 17, 2024

THE MARITIME VANGUARD

REGISTERED, ACCREDITED AND/OR CERTIFIED TO:



**DR. RAMIR B. UYTICO, CESO III**  
Regional Director  
Department Of Education - Region VI  
Duran Street, Iloilo City Proper, Iloilo City



Dear Dr. Uytico:

Greetings!

We, the Astral Apex Events of Bachelor of Science in Cruise Ship Management 4-Alpha will be organizing an event entitled **“Cultural Roots, Global Reach: Redefining Culinary, Hospitality, and Tourism Trends,”** on November 21, 2024, at the Grand Xing Imperial Hotel, Iloilo City, from 8:00 AM to 4:00 PM. This event is a requirement for our major subject, HPC-MICE (Meetings, Incentives, Conferences, and Events).

The purpose of this event is to offer hospitality students, future professionals, industry enthusiasts, academics and educators an in-depth exploration of the latest trends shaping the culinary, hospitality, and tourism industries. Through engaging interactions with industry experts and immersive trends and development sharing, we aim to equip the participants with valuable insights and skills essential for thriving in their future careers. The event is open to all participants from various colleges & universities, particularly individuals who are in the tourism and hospitality management sectors.

In this regard, we sincerely want your support in endorsing our event in order to make it happen. We also like to extend an invitation to you to participate in this event. Our event proposal is included here for your reference. We are looking forward to your favorable response on this matter.

Thank you very much.

Respectfully yours,

**UZEL ISHE G. GABO**  
Event Manager

Noted:

**FERLENI GRACE J. LELIS, DDM-ET**  
HPC-MICE Instructor

**FEBE ROSE LIBE-TORRES, DM-THM**  
Program Head, BSCSM

**ANGELI N. SEBASTIAN, Ed.D**  
Dean, College of Business and Management

**ENGR. ROBERTO NEAL S. SOBREJUANITE**  
Administrator

*We are committed to continually aim for the highest standards of Quality Education and Training taking into account relevant educational, scientific, and technical developments. Managing Intellectual Property, Health, Safety, and Environmental Protection, Pollution Prevention, and Social Responsibility, in our consistent drive to satisfy and strive to exceed stakeholders' needs and expectations*





## Event Planning Proposal

<b>Name of event – what</b> (building opening, sports day, art show, launch of new program)	<b>“Cultural Roots, Global Reach: Redefining Culinary, Hospitality, and Tourism Trends,”</b>
<b>Date of event</b>	November 21, 2024
<b>Time of event</b>	8:00 AM – 4:00 PM
<b>Location of event</b>	Gran Xing Imperial Hotel, Iloilo City
<b>Event coordinator/contact person</b>	BSCSM 4 - Alpha
<b>Target audience – who</b> <i>Who is this promotion targeted at?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	<ul style="list-style-type: none"> <li>• <b>Hospitality Students:</b> Current students pursuing degrees in hospitality, culinary arts, or tourism management.</li> <li>• <b>Future Professionals:</b> Individuals who are interested in starting a career in the culinary, hospitality, and tourism industries.</li> <li>• <b>Industry Enthusiasts:</b> People who have a keen interest in contemporary trends and innovations in these fields.</li> <li>• <b>Academics and Educators:</b> Faculty members and trainers involved in hospitality and tourism education.</li> </ul>
<b>Message – what</b> <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	Attendees will have the opportunity to engage with leading industry experts, gain practical knowledge through interactive sessions, and explore real-world applications of contemporary trends. This event is not just about learning but also about connecting with peers and professionals who can provide valuable insights into your career path. By participating, you'll enhance your understanding of the industry and prepare yourself for future success.
<b>Objectives – why</b> Be clear about what you hope to achieve with this event.	<ul style="list-style-type: none"> <li>• <b>Enhance Industry Understanding:</b> Provide a comprehensive overview of contemporary trends in the culinary, hospitality, and tourism sectors.</li> <li>• <b>Facilitate Professional Development:</b> Offer valuable insights and practical knowledge through interactions with industry experts to better prepare participants for successful careers.</li> <li>• <b>Promote Networking Opportunities:</b> Create a platform for attendees to connect with industry professionals and peers, fostering valuable professional relationships.</li> <li>• <b>Provide Hands-On Learning:</b> Engage participants in interactive sessions that apply industry trends to real-world scenarios,</li> </ul>

	<p>bridging academic knowledge with practical experience.</p> <ul style="list-style-type: none"> <li>• <b>Bridge Academic and Industry Gaps:</b> Align academic learning with industry practice to better prepare students and future professionals for career challenges and opportunities.</li> <li>• <b>Inspire Career Growth:</b> Showcase innovative practices and success stories to motivate and encourage attendees in pursuing their career goals with renewed enthusiasm and informed perspective.</li> </ul>
<p><b>Description of event – what</b></p>	<p>This event will feature keynote presentations, and panel discussions with industry experts, focusing on the latest trends and innovations in the culinary, hospitality, and tourism sectors. Attendees will gain valuable insights, practical knowledge, and networking opportunities to enhance their career prospects and bridge the gap between academic learning and industry practice.</p>
<p><b>Risk assessment – what</b> Identify possible risks and develop strategies to minimise risks.</p>	<p><b>Event Cancellation or Postponement:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Unforeseen circumstances (e.g., weather, health issues) could lead to event cancellation.</li> <li>• <b>Mitigation:</b> Have a backup date and venue options. Ensure all stakeholders are informed promptly and have a clear communication plan.</li> </ul> <p><b>Low Attendance:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Insufficient registration or interest leading to lower-than-expected attendance.</li> <li>• <b>Mitigation:</b> Implement a robust marketing strategy, including social media, email campaigns, and partnerships with industry organizations. Offer early-bird registration incentives.</li> </ul> <p><b>Technical Issues:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Problems with AV equipment or other technology could disrupt presentations.</li> <li>• <b>Mitigation:</b> Conduct a thorough tech check before the event. Have a technical support team on standby to address any issues immediately.</li> </ul> <p><b>Health and Safety Concerns:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Potential health issues (e.g., illness, accidents) affecting attendees.</li> <li>• <b>Mitigation:</b> Ensure the venue complies with health and safety regulations. Have first aid kits and medical assistance available on-site. Follow any relevant health guidelines or protocols.</li> </ul> <p><b>Speaker No-Shows:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Keynote speakers or panelists might be</li> </ul>



	<p>unable to attend.</p> <ul style="list-style-type: none"> <li>• <b>Mitigation:</b> Secure backup speakers and have contingency plans. Maintain clear communication with all speakers and confirm their participation closer to the event date.</li> </ul> <p><b>Logistical Issues:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Problems with venue setup, catering, or other logistical aspects.</li> <li>• <b>Mitigation:</b> Confirm all arrangements with vendors in advance. Have a detailed event schedule and checklist. Assign team members to oversee specific logistical tasks.</li> </ul> <p><b>Security Concerns:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Unauthorized access or security breaches.</li> <li>• <b>Mitigation:</b> Implement access controls and security measures at the venue. Coordinate with local security services and ensure all staff are trained on emergency procedures.</li> </ul> <p><b>Budget Overruns:</b></p> <ul style="list-style-type: none"> <li>• <b>Risk:</b> Exceeding the event budget due to unforeseen expenses.</li> <li>• <b>Mitigation:</b> Create a detailed budget with contingencies for unexpected costs. Monitor expenses closely and review financials regularly.</li> </ul>
<p><b>Evaluation criteria established</b>  <i>What were our aims/objectives?</i>  <i>Did we achieve what we set out to do?</i>  <i>Did it come in on budget?</i>  <i>What were the intended/unintended outcomes?</i>  <i>How do we measure effectiveness?</i>  <i>What tools do we use to measure our success?</i></p>	<ul style="list-style-type: none"> <li>• To equip ourselves for more complex roles within the hospitality and tourism industry by honing our skills and knowledge.</li> <li>• To demonstrate our talents and capabilities, effectively sharing the expertise we've developed through our studies.</li> <li>• To foster personal growth and boost our confidence in engaging with guests professionally and courteously.</li> <li>• To guarantee the event's success by avoiding accidents, delays, or any issues, ensuring that all guests are thoroughly satisfied with their experience.</li> <li>• To achieve a positive return on our financial outlay and investments, reflecting the event's overall success and effectiveness.</li> </ul>
<p><b>Checklist</b></p>	

## Early event planning template

<b>Budget</b>	Alexandra Nicole Bayona (Finance Head)  Monica Alave (Budget Officer)	Responsible for assigning and managing all tasks associated with the budget process, including the measurement and evaluation of financial outcomes. This role involves overseeing the organization's overall financial management, planning and monitoring budgets, and handling the collection, deposit, and tracking of funds. Additionally, it includes regularly providing financial reports to team members and ensuring the security and proper management of the committee's funds.	September 20, 2024
<b>Protocol</b>	John Lester Logronio (Logistic Head)  Shane Cyra Palec (Market Researcher)	The event will adhere to safety protocols. Monitoring of event entrances, exits, restrooms, elevators, and shared spaces will be conducted to manage safe capacity levels. Where feasible, air handlers will be adjusted, doors propped open, and outdoor spaces utilized to enhance safety.	November 21, 2024
<b>Invitations</b>	Dan Victor Besa (Secretary)  DAnisse Claire Asong (Asst. Secretary)  Min Ji Lee (Marketing Head)	Invite the Hospitality And Tourism Students, Future Professionals, Industry Enthusiast, Academic and Educators that will be coming in the said event.	October 4, 2024
<b>Catering</b>	Renjean Cargas (Food Committee)  Ma. Christina Valdopiera (Food Committee)	Catering preparations will be closely monitored throughout the event, and corkage fees will be assessed and managed as necessary.	November 20, 2024

<b>Advertising</b>	Danisse Claire Asong (Sales & Ticket Controller)  Fatima Louise Pumaren (Advertising Manager)	Create and design marketing materials to promote the event effectively. Advertise the event by posting on social media platforms to reach a wider audience.	To be posted regularly upon arrival of the proposal and letters addressed to the Program Head, Dean and Unit Administrator.
<b>Talent (e.g. celebrities, public figures, speakers, etc)</b>	Adrian Espadero (Event Planning Head)	Identify and recruit talents and performers, ensuring they practice regularly. Provide orientation and guidance to the talents, helping them understand and execute their assigned roles effectively.	September 25, 2024
<b>Signage</b>	Rick Jan Songcayawon (Lay-out and Event Set-up In-charge)	Install signage throughout the venue, including instructions for protocols, registration areas, entrances, exits, and table assignments.	September 27, 2024
<b>Program/running sheet/speeches</b>	John Lester Logronio (Logistic Head)  Adrian Espadero (Event Planning Head)	Assemble individuals assigned to their respective areas and provide them with comprehensive orientation about their responsibilities. Ensure that all designated areas are properly secured and that the program is adhered to. Monitor the event closely to maintain a smooth flow, preventing any confusion or gaps in the schedule.	August 31 – November 21, 2024
<b>Value added for guests</b>	Khessel Quia (Asst. Event Manager)  Dan Victor Besa (Secretary)	Recognize the presence and participation of guests and attendees by presenting them with souvenirs and certificates. Additionally, award sashes or prizes to standout and notable guests to honor their contributions and achievements.	September 25, 2024
<b>Security</b>	Wenrose Joy La-anan (Risk Management Personnel)	Identify all potential safety hazards that could arise before, during, and after the	November 04, 2024



		event. Develop and implement emergency preparedness plans to address these risks. Ensure that all measures are in place to facilitate a smooth and safe execution of the event.	
<b>Audio/visual requirements</b>	Ian Denver Cosme (Media and Sound Equipment)	Sustaining and advancing the production, distribution, exhibition, electronic dissemination, and promotion of audio visual works.	November 15, 2024
<b>Staffing</b>	Uzel Ishe Gabo (Event Manager)  Khessel Quia (Asst. Event Manager)	Ensure that all event staff and facilitators are fulfilling their assigned duties and responsibilities in their respective areas, both before, during, and after the event.	August 28 – September 1, 2024
<b>Ambience</b>	Kylie Nietes (Venue Booking)  Arian May De-asis (Floor Director)	Oversee the overall setup of the venue, including arranging lighting and music to create the desired ambience. Ensure that the room is configured and decorated to align with the event theme and meet all necessary requirements.	August 31, 2024

<b>Guest comfort</b>	Fatima Louise Pumaren (Content Manager)  Wenrose La-anan (Public Relation)	Ensure that guests are seated in their designated chairs according to their batch, prioritizing their comfort throughout the event. Provide convenience by offering access to the hotel's Wi-Fi, charging stations, sanitary stations, and refreshment areas. Assist guests continuously, ensuring they remain engaged and comfortable with all event activities.	November 20, 2024
<b>Hospitality</b>	Danisse Claire Asong (Receptionist)  Shaneka Ardenio (Receptionist)	Greet guests upon their arrival at the venue and ensure they are seated in their assigned locations. Attend to all participants,	November 21, 2024

		anticipating their needs from registration through to the conclusion of the event.	
<b>Housekeeping</b>	<p>Monica Alave (Budget Officer)</p> <p>Min Ji Lee (Marketing Head)</p> <p>Floyd Carisma (Asst. Finance Head)</p>	<p>Maintain cleanliness and organization throughout the event, ensuring that no materials are left behind before or after the event. Ensure that all tools and equipment are returned to their proper places and that trash and garbage are disposed of properly.</p>	November 21, 2024
<b>On the day</b>	<p>Uzel Ishe Gabo (Event Manager)</p> <p>Khessel Quia (Asst. Event Manager)</p> <p>Dan Victor Besa (Secretary)</p> <p>Min Ji Lee (Marketing Head)</p>	<p>Oversee the entire venue and all preparations, ensuring that all event staff are present and engaged during both setup and the event itself. Maintain a calm demeanor under pressure. Guarantee that guests are warmly welcomed, properly seated, and that the program is presented smoothly. Ensure that performers are well-prepared and confident.</p> <p>Cater to visitors' needs and regularly check that the audience and participants are enjoying themselves. Avoid any gaps or dead air by staying vigilant and being ready to address any potential malfunctions promptly.</p>	November 21, 2024
<b>After the event</b>	<p>Alexandra Nicole Bayona (Finance Head)</p> <p>Jewel-nel Yveth Soberano (Treasurer)</p> <p>Min Ji Lee (Marketing Head)</p> <p>Adrian Espadero (Event Planning Head)</p>	<p>Prepare and compile all necessary files for submission to the portfolio.</p> <p>Ensure the event's success by making sure that all aspects are properly addressed and settled.</p> <p>Thoroughly check the venue to confirm that it is clean and that everything is in order.</p>	November 21, 2024





# JOHN B. LACSON FOUNDATION MARITIME UNIVERSITY (MOLO), INC.

(Formerly Iloilo Maritime Academy)

M. H. del Pilar Street, Molo, Iloilo City 5000 Philippines

Fax / Tel. No. (63) (033) 336-54-49

Email: [admin.molo@jblfmu.edu.ph](mailto:admin.molo@jblfmu.edu.ph)

[www.jblfmu.edu.ph](http://www.jblfmu.edu.ph)



## THE MARITIME VANGUARD

REGISTERED, ACCREDITED  
AND/OR CERTIFIED TO:



This year's event will showcase a dynamic lineup of engaging sessions and discussions, featuring distinguished keynote speakers who are leaders in their areas of expertise.

### Keynote 1 – CHEF ARIEL V. CASTAÑEDA

#### TOPIC: "Internationalization of Gastronomic Cultural Roots: Bringing Iloilo Gastronomy into a Global Platform."

Chef Jose Ariel V. Castañeda is the Executive Chef of Richmonde Hotel Iloilo, known for his heritage-driven menu and LaMeza Ilonggo, a degustation concept celebrating local ingredients. He won the top prize at the Tabuan Heritage Cooking Competition and has represented Iloilo at international gastronomy events. He is also the President of the FCB Council for Megaworld Hotels & Resorts.

In his keynote, Chef Ariel Castañeda will explore the process of showcasing Iloilo's rich culinary heritage on a global stage. Through insights from his diverse culinary experience, Chef Castañeda will highlight strategies for promoting Iloilo cuisine through tourism, food festivals, and culinary diplomacy, inspiring attendees to embrace their culinary roots while pursuing global opportunities.

### Keynote 2 – CAPT. RAMILIE VILLARUZ

#### TOPIC: "Navigating Change: Addressing Current Needs and Future Trends in the Evolving Seafaring Industry"

Capt. Ramilie Villaruz, a pioneer in the maritime industry, is the first female Filipino deck officer in the history of the Philippine Transmarine Carriers. She was also the first cadette to board the Tanker Vessels of the Overseas Maritime Career (OMC) and currently branch manager of Jebsen PTC, Iloilo.

In her keynote, Capt. Villaruz will explore the evolving landscape of the seafaring industry, focusing on current challenges and future trends. Drawing from her extensive maritime experience, she will highlight essential skills, technological advancements, and sustainability practices necessary for navigating these changes. Capt. Villaruz aims to inspire future maritime professionals to adapt and thrive in an increasingly dynamic environment.

### Keynote 3 – MR. JAMES JOSEPH GALVEZ

#### TOPIC: "Driving Growth in ASEAN's Hospitality and Tourism: Bridging Skills Gaps and Harnessing Digital Innovation."

Mr. James Joseph Galvez is a renowned World Federation of Tourist Guide Associations International Trainer and the CEO of LeadPro International.

He will explore the transformative role of digital innovation in enhancing service delivery and guest experiences, emphasizing how technology can drive growth and efficiency in the sector. Attendees will leave this session with actionable insights on fostering a culture of continuous learning and innovation to propel the ASEAN hospitality and tourism industries forward.

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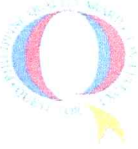


THE MARITIME VANGUARD

Keynote 4: **MR. JERDUEN NOI DONGOR** / Philippine Chamber of Commerce and Industry (PCCI) – Iloilo REPRESENTATIVE

REGISTERED, ACCREDITED  
AND/OR CERTIFIED TO:

TOPIC: **“Elevating Iloilo's Café Culture: Strategies for Competing with Leading Café Scenes in Asia.”**



Mr. Jerduen Noi Dongor is the Vice President of the Philippine Chamber of Commerce and Industry (PCCI) in Iloilo. In addition to this role, he serves as the President and CEO of Superhouse Solutions Café Corp. in Makati City, Metro Manila. Furthermore, he holds the position of Corporate Engineer at AURA Hotels & Resorts and is the Area Manager for Panay and Palawan Pest Science Corporation.

In his keynote, Mr. Dongor will discuss innovative strategies for enhancing Iloilo's café culture and positioning it to compete with leading café scenes across Asia. He will explore the importance of quality, customer experience, and unique offerings in attracting both locals and tourists.



Keynote 5: **MR. JOSE FRANCIS GERONA** / Philippine Chamber of Commerce and Industry (PCCI) – Iloilo REPRESENTATIVE



TOPIC: **“Next-Gen Innovators: Building the Future of Hospitality and Tourism through Startups.”**

Mr. Jose Francis Gerona serves as a representative of the Philippine Chamber of Commerce and Industry (PCCI) in Iloilo, where he advocates for local business growth and entrepreneurship.

In his keynote, he will discuss how next-generation innovators are reshaping the hospitality and tourism sectors through startups. Attendees will gain insights into how aspiring entrepreneurs can leverage these trends to build successful ventures, inspiring future leaders to contribute to the evolution of the industry.

We are confident that the invaluable insights and experiences shared by our esteemed keynote speakers will provide significant knowledge and inspiration to all attendees, equipping them with fresh perspectives and practical takeaways for their future careers in the culinary, hospitality, tourism, seafaring, and entrepreneurship sectors.

Additionally, we are delighted to announce that **20%** of the event's proceeds will be donated to our chosen charity, benefiting the students of Agboy Elementary School in Agboy, Leon, Iloilo.



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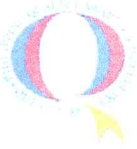
[www.jblfmu.edu.ph](http://www.jblfmu.edu.ph)



## THE MARITIME VANGUARD

For additional information or any inquiries, please feel free to reach out to the following key persons:

REGISTERED, ACCREDITED  
AND/OR CERTIFIED TO:



**UZEL ISHE G. GABO**  
Event Manager

[uzelishe.gabo@jm.jblfmu.edu.ph](mailto:uzelishe.gabo@jm.jblfmu.edu.ph)  
0962 743 1287

**KHESSEL F. QUIA**  
Asst. Event Manager

[quiakhesselastro022316@gmail.com](mailto:quiakhesselastro022316@gmail.com)  
0951 526 5820



Sincerely,

**UZEL ISHE G. GABO**  
Event Manager

Noted:

**FERLENE GRACE J. LELIS, DDM-ET**  
HPC-MICE Instructor



We are committed to continually aim for the highest standards of Quality Education and Training taking into account relevant educational, scientific, and technical developments, Managing Intellectual Property, Health, Safety, and Environmental Protection, Pollution Prevention, and Social Responsibility, in our consistent drive to satisfy and strive to exceed stakeholders' needs and expectations.