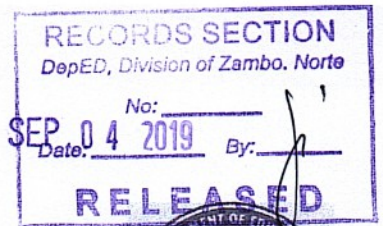




Republic of the Philippines
Department of Education
Region IX, Zamboanga Peninsula
SCHOOLS DIVISION OF ZAMBOANGA DEL NORTE
Dipolog City 7100



Advisory No. ____ s. 2019

August 29, 2019

In compliance with DepEd Order No. 8 s. 2013

This Advisory is issued for the information of DepEd Officials, School Heads,
Teachers, Students and Pupils, as well as the concerned public

To: All Concerned
This division

From: The Office of the Schools Division Superintendent


2nd PCDEB Regional Business Youth Summit

The Philippine Council of Deans and Educators in Business (PCDEB), in cooperation with St. Vincent's College Inc., and the Council of Business and Management Education of Zamboanga Peninsula (CBMEZP) will be holding a 2nd PCDEB Regional Business Youth Summit on September 21, 2019 at the Zamboanga del Norte Convention and Sports Center in Dipolog City (see attached).

The Summit aims to address the implications and challenges of young people in these present times who are at the forefront of the 4th Industrial revolution.

Participation of DepEd personnel shall be on their personal expense, on **Official Time Only** and subject to **no-disruption-of-classes policy** as stipulated in DepED Order No. 9 s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

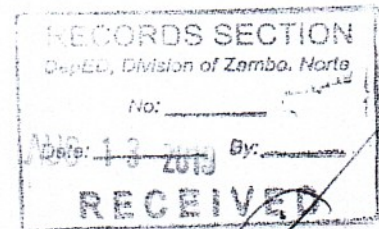
For information and guidance.


PEDRO MELCHOR M. NATIVIDAD, CSEE
Schools Division Superintendent



PHILIPPINE COUNCIL OF DEANS AND EDUCATORS IN BUSINESS (PCDEB)
c/o College of Business Education of St. Vincent's College Incorporated
P. Ramon Street, Estaka, Dipolog City 7100
Telefax (065) 212-1458

August 06, 2019



DR. PEDRO MELCHOR M. NATIVIDAD
Superintendent, Zamboanga del Norte Schools Division
Department of Education
Dipolog City, Zamboanga del Norte

SUBJECT: Request for DepEd Endorsement for the 2nd PCDEB Regional Business Youth Summit

Dear Dr. Natividad:

Warm Greetings!

The Philippine Council of Deans and Educators in Business, the premiere organization of Business Education Leaders and Professionals in the country, in cooperation with the College of Business Education of St. Vincent's College Incorporated, and the Council of Business and Management Education of Zamboanga Peninsula (CBMEZP) will be holding a **2nd PCDEB Regional Business Youth Summit on September 21, 2019 at the Zamboanga del Norte Convention and Sports Center in Dipolog City**. The theme for this year's summit is "**Gen Z in the Era of IR 4.0**". This will be participated by Senior High School Students, and students enrolled in business, hospitality, computer and other allied business education programs.

The objective of this gathering is to address the implications and challenges of young people in these present times who are at the forefront of the 4th Industrial Revolution.

To defray pertinent expenses of the aforementioned activity including rental of the venue, hotel accommodation, professional fee, and transportation expenses of the speakers, a minimal fee is charged. The registration fee is as follows:

Options	Student	Faculty/ Professional
A. Conference ID, Certificate and Lunch	P350.00	P550.00
B. Conference ID, and Certificate (without Lunch)	P250.00	-----

In this regard, may we request your office for an **Endorsement** of this activity to all Senior High Schools particularly with ABM strand in Zamboanga del Norte to participate in this important business education event.

Should you have any clarifications, please don't hesitate to call me at my mobile number **0917-100-4588** or at **(065) 212-1458**, or reach me at my email **josephrefugio@svc.edu.ph**. Herewith attached are the flow of activities with speaker's profile, and the letter of invitation to Senior High School Principal together with the registration form for your reference.

We wish to thank Department of Education – Provincial Office's constant support on this initiative, and once again we anticipate for your favorable response on this humble request.

Sincerely,

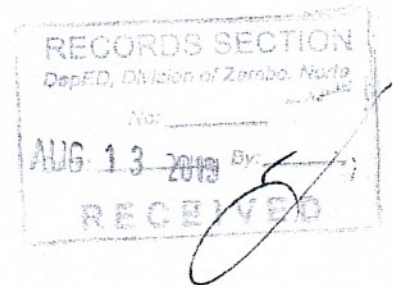
DR. JOSEPH G. REFUGIO, FBE, CHP
President, Philippine Council of Deans and Educators in Business
Dean, College of Business Education – St. Vincent's College Inc.



PHILIPPINE COUNCIL OF DEANS AND EDUCATORS IN BUSINESS (PCDEB)
c/o College of Business Education of St. Vincent's College Incorporated
P. Ramon Street, Estaka, Dipolog City 7100
Telefax (065) 212-1458

August 06, 2019

THE PRINCIPAL
Senior High School
Zamboanga del Norte



SUBJECT: Invitation to Participate in the 2nd PCDEB Regional Business Youth Summit

Dear Sir/ Madame:

Warm Greetings!

Once again, the Philippine Council of Deans and Educators in Business (PCDEB), the organization of business education leaders and faculty in the country, in cooperation with the College of Business Education of St. Vincent's College Incorporated, and the Council of Business and Management Education of Zamboanga Peninsula (CBMEZP) will be holding another **PCDEB Regional Business Youth Summit on September 21, 2019 at the Zamboanga del Norte Convention and Sports Center in Dipolog City**. The theme for this year's summit is **"Gen Z in the Era of IR 4.0"**. This will be participated by Senior High School, business, hospitality students, and students in computer studies as well as from other allied business education programs.

This gathering aims to afford an avenue for a prolific discourse on the implications, opportunities and challenges of young people in these present times who are at the forefront of the 4th Industrial Revolution. It is also an opportune time to network, and to exchange information, ideas, and experiences with other stakeholders in the region. We are of the belief that the next set of prime movers of the country, entrepreneurs, and business leaders come from the youth, thus, we provide them support in strengthening their business background as well as capacity building through the wisdom of our renowned speakers.

In view of the above, the PCDEB together with our cooperators would like to extend a special invitation to your Senior High School students and faculty or any representative to participate this business education event in the region. A minimal fee is charged to defray pertinent expenses including rental of the venue, hotel accommodation, professional fee, and transportation expenses of the speakers. The registration fee is as follows:

Options	Student	Faculty/ Professional
C. Conference ID, Certificate and Lunch	P350.00	P550.00
D. Conference ID, and Certificate (without Lunch)	P250.00	_____

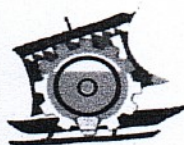
Please confirm your attendance by accomplishing the attached pre-registration form together with the scanned copy of your deposit slip and submit them to the PCDEB Summit Secretariat (Dexter E. Zayas) at mobile no. 0930-9575-196, or via e-mail at dexterezayas@gmail.com, josephrefugio@svc.edu.ph or aldriencatipav@yahoo.com on or before **September 20, 2019**. You may deposit your payment at **BDO Account 0102-7002-5707** (Rizal Avenue Branch, Dipolog City) with account name Joseph G. Refugio and Dexter E. Zayas.

Should you have any concerns, please don't hesitate to call me at my mobile number **0917-100-4588** or at **(065) 212-1458**, or reach me at my email josephrefugio@svc.edu.ph. Herewith attached are the flow of activities and registration form for you reference and guidance.

We wish to thank you for your unwavering support on this activity, and we look forward to seeing you at this convention.

Sincerely,

DR. JOSEPH G. REFUGIO, FBE, CHP
President, Philippine Council of Deans and Educators in Business
Dean, College of Business Education – St. Vincent's College Inc.



Philippine Council of Deans and Educators in Business (PCDEB)
St. Vincent's College Incorporated (SVCI), and
Council of Business and Management Education of Zamboanga Peninsula (CBMEZP)

2nd Regional Business Youth Summit 2019

September 21, 2019

Zamboanga del Norte Convention and Sports Center
Dipolog City

Theme: "Gen Z in the Era of IR 4.0"

PROGRAM OF ACTIVITIES

Date & Time	Activities	Person/Speaker
07:00 – 08:30	Arrival and Registration	Registration Committee
08:30 – 09:30	Doxology Welcome Remarks	Video Aided Rev. Fr. Nathaniele A. Denlaoso SVCI President
09:30-10:00	Message: The 21 st Century Skills	Dr. Joseph G. Refugio PCDEB President
10:00 – 12:00	Talk: Developing Personality for 21 st Century Jobs	Ms. Wilma Doesn't Actor/Comedienne
12:00 -01:30	Lunch Break	
01:30 -04:00	Motivational Speech: Intergenerational Gaps and Values of Gen Z in Industry 4.0	Bro. Bernardo F. Cañaberal Motivational Speaker
04:00-05:00	Awarding of Certificates/Closing Ceremonies	

SPEAKER'S PROFILE



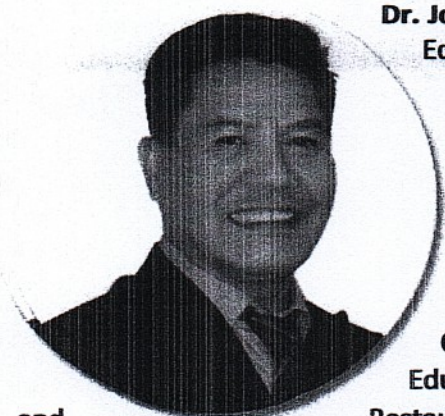
Bernardo F. Cañaberal is a Media Practitioner. Born in Calauag, Quezon. He went to Pamantasan ng Lungsod ng Maynila and continued his education on Electronic Media in Hatchend, England and Media for Evangelization in Lyon, France. In the 90's, while actively doing film, he joined OCIC- Office Catholique Internationale Du Cinema and soon became its President. In 2001, he was elected Board Member of Signis Asia in Rome. Signis is the World Catholic Association for Communication. He has written and directed thousands of radio plays some of which were commissioned by the Knights of Columbus, Missionary Congregation of the Sacred Heart, The Canossa Congregation, The Dominican Sisters of the Most Holy Rosary of Molo, Iloilo and Missionaries of La Salette. He has done hundreds of teleplays and have written, produced, directed countless stage plays and documentaries for religious institutions, private corporations and government organizations including Gridiron for the National Press Club, Rotary Club of Makati West, Holy Trinity College, now University of Puerto Princesa to name a few. He has conducted team building workshops, facilitated retreats and recollections and has given training, talks, lectures and on Media Production and Media

Literacy Education in the Philippines and in other Asian countries. A visiting lecturer of the East Asian Pastoral Institute (E.A.P.I.) of the Ateneo de Manila and the Dominican Congregation of the Philippines. A correspondent during the visit of Pope John Paul II now Saint for KOLG, Agana Guam. Member of the International Media for the coverage of Pope Francis and also for the International Eucharistic Congress held in Cebu. Now, he is writing Media Information Literacy book for the K-12 program of the Department of Education together with his academic team from the Philippine Association for Media Education (PAME) and is conducting Culture Building Workshop for the medical personnel of the Eastern Visayas Regional Medical Center, Tacloban City. He was given recognition by the Soroptimist Association of the Philippines, Manila Water, Philippine Medical Association, Harrel Horne Integrated School, Don Bosco College, Eastern Visayas Association of Private Schools, Vincentian Family Coordinating Council, Kyregma, Immaculate Conception Major Seminary, Diwa Learning Systems. Philippine Mental Health Association, Metrobank Foundation. Daughters of Mary Immaculate International, Philippine Cable Association, YMCA and many more. Awards and commendations by the Catholic Mass Media, KBP Golden Dove, Film Academy of the Philippines and most recently The Signis Asia Media Awards. He was the former Drama Manager of DZRH – Manila Broadcasting Company. Program Host of Radio Veritas Global Network and National Director of the Family Rosary Crusade Inc. respectively. Watch him on Saturdays, 5-6 in the morning over ABSCBN Sports and Action Channel for his Once Upon A Saint Segment of the Family Rosary Crusade.

To top them all, Mr. Cafiaberal is a broadcaster, trainor, media education specialist, retreat and recollection master and team and culture building facilitator, our friend from the Media –The Natatanging Anak ng Calauag and Blue Falcon Awardee of Mapa High School, The President of Signis Philippines.



Model/Actress turned Entrepreneur, **Ms Wilma Doesnt** as CEO and President of Manila International Integrated Learning Center.



Dr. Joseph G. Refugio is currently the Dean of the College of Business Education of St. Vincent's College Incorporated. He has strong foundation in teaching business, management and research. He updates his business and managerial knowledge in both private and public sectors as he pursued graduate studies in business administration. He holds a doctorate degree in Management, major in Educational Management from University of San Jose Recoletos, master's degree in business administration at St. Vincent's College, and finished his bachelor's degree in Commerce major in Accounting, Bachelor of Science in Secondary Education major in Mathematics and Bachelor of Science in Hotel and Restaurant Management respectively at St. Vincent's College Incorporated. He is a Certified Fellow in Business Education (FBE) conferred by the Philippine Academy of Professional in Business Education. Recently he passed the Certified Hospitality

Professionals (CHP) examination given by the Institute of Tourism and Hospitality Professionals (ITHP) UK.

He had participated in various international conferences and educational benchmarking studies in Brisbane Australia, Singapore, Malaysia, Taiwan and Thailand in 2011, 2016, 2017 and 2018; International Conference of the Asia Pacific Council on Hotel Restaurant and Institutional Education in Hong Kong in 2011; Australian Leadership Fellow in Brisbane, Australia in 2011; and Passage to ASEAN General Membership Assembly in Kuala Lumpur, Malaysia.

He is active in research. His research interests include corporate governance, hospitality and tourism, employees' satisfaction, development needs and performance. He has presented research papers in the regional and national conferences.

As a leader in the business profession, he has served on numerous committees, board of director, Vice President for Mindanao of the Philippine Council of Deans and Educators in Business 2012 up to the present. He has served as Regional Council President of the Council of Deans and Heads in Business Management Education in Zamboanga Peninsula (now Council of Business and Management Education of Zamboanga Peninsula) from 2015 up to the present and the founding President of the Council of Tourism and Hospitality Educators of Zamboanga Peninsula.

Currently, he is a member of the regional quality assessment team (RQAT) in Business Education and recommended by the Commission on Higher Education as one of the third batch National Assessors for the Institutional Sustainability Assessment (ISA). This year 2018, he was elected as President of the Philippine Council of Deans and Educators in Business Year 2019-2020 and Vice President of the Passage to ASEAN (P2A) Philippine Chapter.

Dr. Refugio is also active in pastoral apostolate serving as the Diocesan Chairperson of the Confraternity of Christian Doctrine, Commission on Catechesis.

Philippine Council of Deans and Educators in Business (PCDEB)
 St. Vincent's College Incorporated (SVCI), and
 Council of Business and Management Education of Zamboanga Peninsula (CBMEZP)
2nd Regional Business Youth Summit 2019
 September 21, 2019, Zamboanga del Norte Convention and Sports Center, Dipolog City
Theme: "Gen Z in the Era of IR 4.0"

PRE-REGISTRATION FORM

Name of School/ Organization	:	
Address	:	
Contact Person	:	
Contact Number/s	:	
Email Address	:	

Complete Name (FAMILY NAME, FIRST NAME M.I.)	Occupation/ Position	Gender	Registration Fee (Php)
1.			
2.			
3.			
4.			
5.			
6.			
Total Payment			

* Please add rows if needed

* You may add additional sheet if necessary (same format).

Approved by:

 Position
 (Signature Over Printed Name)

Registration Fee (Options)	Student	Faculty/ Professional
A. Conference ID, Certificate and Lunch	P350.00	P550.00
B. Conference ID, and Certificate (without Lunch)	P250.00	_____

Deposit your payment at BDO Current Account No. 010 – 270- 025 – 707 under the Account Name: Joseph G. Refugio and Dexter E. Zayas

IMPORTANT:

- Please ensure that this form is clearly and completely filled up and email it together with scanned copy of your deposit slip (*on or before September 16, 2019*) to the following email addresses:
 - josephrefugio@svc.edu.ph
 - dexterezayas@gmail.com
 - aldriencatipay@yahoo.com