

BRAINTEASE

CEFE - zine

Competency-based Economies through Formation of Enterprise

January - March 2001

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Note from the CEDP Project Adviser

The Future Lies in BDS

“Emerging Good Practices in Business Development Services” was the topic at a seminar held at the ILO International Training Centre in Italy in September 2000. The keynote address started with a general discussion on this topic and we are including the article “Developing Commercial Markets for BDS: Can this give the Scale & Impact We need?” to provoke a thought process among you, our partners.

How much do we know about what is really happening in our communities to assist the development and improvement of micro and small enterprises? What kind of services are being provided – and paid for? Who are the actors and stakeholders? Who is helping to create the BDS market for fee-paying services and who is helping to distort the market by providing services for free?

We refer you back to the information pack CEDP sent to all cooperators in November 2000 with details and readings on the Extension Services (BDS) Workshop held in October in Cebu. Study the readings and see how much is realizable – now or quite soon. After all, this is where the future is taking us, so we had better be in the lead rather than lagging behind. ☺

Chris Prior

“Developing commercial markets for BDS: Can this give the scale and impact we need?”

Much of the world’s employment opportunities are in small enterprises, but are the models we are using to support them the best ones available? Recent years have seen rapid changes in thinking on this topic, with increasing emphasis being placed on local initiatives within the private sector as promising starting points. The broad area of support services needed by small enterprises, such as training, information and counseling, has been renamed Business Development Services, or BDS; how can these services be made available to very large numbers of people?

One of the changes in recent thinking has been an increasing acknowledgement that the private sector is already providing a wide range of BDS on a for-profit basis, without any public subsidy at all. These services are probably reaching a greater number of small enterprises than publicly-funded services, and anecdotal

evidence also suggests that they are more effective in reaching the smallest enterprises, where poverty is greatest. ☺

From: BDS Seminar
ILO International Training Center
Italy, September 2000

Beyond the CEDP Box:

Challenges for CEFE Application

Since 1996, the BSMBD has found the CEFE approach a trusted tool for the promotion of entrepreneurship development. Various CEFE tools, modules, SLEs were adapted to come up with courses that address the needs of a diverse milieu. Where to go now and beyond 2001? CEDP cooperators are challenged to venture to similar paths:

Type of Participants	Course Conducted	No. of Participants
TST Financial Analysts	Small Enterprise Dev't Course: the CEFE Approach	80
DTI SME Counselors	BEST Game Facilitators Workshop	80 3 batches
Graduating students in Housekeeping & Food Preparation of the Anihan Technical School	BEST Game	30
DTI CARP Technical Staff SME Counselors	ENTREFARM Facilitators Workshop	60
PUP Professors & Officials of the College of Business Administration	Eye Opener Workshop	30
Selected PUP graduating student of the College of Business Administration	Introduction to Entrepreneurship	45
DTI CARP Technical Staff and SME Counselors	ENTRE-FARM	60 2 batches
DAP Existing Entrepreneurs Clients	Unlocking Competencies & Best Game	20
ASEAN extension workers for SMEs	Set-up of Industries in the Philippines & BEST Game	25
BOI employees/retirees	Unlocking Competencies & BEST Game	20
OWWA organized overseas contract workers based in Hongkong	Unlocking Competencies & Best Game	30
Retrenched employees and retirees of Easy Call	Unlocking Competencies & BEST Game	30
Personnel Officer of PMAP member associations	Eye-Opener Workshop	30
3rd & 4th year students of St. Benilde, Alabang's College of Business Administration	BEST Game	60 2 batches
PTTC – organized NGO members, personnel officers and existing entrepreneurs	Eye-Opener Workshop & BEST Game	20
Women employees, exporters. Students	Empowering women entrepreneurs	20
DEC's – Youth Entrepreneurship & Cooperative in School Program (YECS) moderators	BEST Game Facilitator's Workshop	80 4 batches
Retrenched employees organized by the Manpower Outsourcing Services Dev't.	Unlocking competencies & Best Game	110 (3 batches)

The implementation of the Countryside Entrepreneurship Development Program (CEDP) started in 1995. Within 1995-1997, the Phase I of CEDP was implemented in three pilot provinces namely Benguet, Iloilo, and Davao, with three cooperating partner institutions selected in each province, and all DTI provincial offices of the three pilot provinces as cooperators.

The Cagayan-Iligan-Corridor (CIC) comprising of the provinces of Misamis Oriental, Lanao del Norte, and Bukidnon implemented the CEDP in 1996 with three cooperating partner institutions selected for each province. In contrast with others, the CIC provinces volunteered to implement the CEDP as they believed that it was a very timely and significant program to develop their SMEs. Initially, CIC requested the CEDP Project Management Office for technical assistance/ support in program implementation.

Phase II of the CEDP has two phases, namely, Phase IIA from 1997 to 1998 and the expansion phase from 1999 to 2001. Phase IIA was implemented in the provinces of Bataan, Batangas, Cebu, and South Cotabato while Phase II Expansion was implemented in the provinces of Pampanga, Pangasinan, Albay, and Leyte. For Phase II, CEDP selected two cooperating partner institutions for each province.

Since the implementation of the CEDP in 1995, only 49% of the total commitments in full courses such as the New Business Creation Course (NBC) and the Business Improvement Course (BIC) was complied with. Among the common reasons given why some cooperators are lagging behind commitments were: long course duration, high training costs, lack of funds by some cooperators to implement courses, weak cooperator organization to support program implementation, trainers in academe unable to promote the program and conduct courses due to competing teaching load, cooperators in academe tend to limit their market within the school or university, high trainers turnover, cooperators have limited interaction with the SME sector, DTI provincial offices have limited funds to promote CEDP or support cooperators, DTI coordinators burdened with other DTI programs and the like.

Thus far, three cooperators, namely, Saint Louis University Extension Institute for Small-Scale Industries (SLU-EISSIFI), Notre Dame of Marbel

Foundation (NDMFI), and General Santos Foundation (GFI) have already accomplished 100% of their commitments while the following CEDP cooperators completed more than 50% of their MOA:

Phase I

Benguet

- ❖ DTI-Benguet
- ❖ Jaime V. Ongpin Foundation

Iloilo

- ❖ DTI-Iloilo
- ❖ Iloilo Caucus of Development of NGOs
- ❖ Visayas Cooperative Development Center

Davao

- ❖ DTI-Davao
- ❖ Philippine Business for Social Progress

Phase II

Bataan

- ❖ Mondragon

Batangas

- ❖ Passion for Perfection

Cebu

- ❖ Sunserve

South Cotabato

- ❖ Notre Dame Business Resource Center Foundation

Phase II Expansion

- ❖ Allied Business Resource Center Foundation, Inc. (Urios College)

Similarly, from 1995 to present, six cooperators have dropped out of the CEDP primarily for various organizational difficulties as follows:

1. Trinidad Kalamboan Foundation, Misamis Oriental

One of its trainers was transferred to another area of assignment while the other who did not receive a certificate of completion in the TOT he attended was not competent enough to handle courses.

JEP took over the MOA commitment of Trinidad Kalamboan Foundation last March 2000.

2. Del Monte Foundation & Bukidnon Chamber of Commerce Foundation, Bukidnon

Both cooperators downsized/ closed down operations and the CEFE trainers got retrenched.

GED took over the MOA commitment of BCCFI last September 2000.

3. Provincial Government of Lanao del Norte

Trainers were not supported by the Governor's Chief Executive Officer and were thus unable to implement the program.

Lanao del Norte Foundation took over the MOA commitment of the Provincial Government of Lanao del Norte last October, 1999.

4. Mondragon Foundation Inc., Bataan

Serious financial problems befell the organization.

5. TREAD, Cebu

Decided to give priority to existing projects that bring in more revenues to the organization.

6. De La Salle, Batangas

DLSU was unable to keep their trainers as the trainers' salaries were dependent on the revenues from the conduct of courses under the program. DLSU was not willing to train another trainer due to the unpleasant experience they had with past trainers.

With the foregoing picture of program accomplishments and with barely eight months to go before Phase II ends, the challenge is really for all cooperators to fulfill their commitments to the program. The task ahead is not easy to accomplish, but with concerted efforts, focus, creativity, and a sharpened sense for opportunities, cooperators may just be able to contribute more to the objectives of CEDP. ☺

CEDP BEAT

CEDP Convenes Sustainability FGDs for Cooperators & DTI Partners

On 12 February and 20 February 2001, CEDP convened two separate focused group discussions (FGDs) for cooperating partners and DTI provincial offices, respectively. The FGDs which were organized to prepare for the completion of CEDP-Phase II on 14 December 2001 essentially centered on issues and concerns pertaining to project impact, sustainability, and the future of the CEDP beyond 2001. The cooperators' FGD was participated in by 13 representatives from cooperators while the DTI-FGD also had 13 participants, either DTI provincial directors or senior staff, in attendance. Ms. Yvonne Gomos of UP-Cebu facilitated both workshops.

For the cooperators FGD, the participants were asked to assess the CEDP program, to define the future roles of program partners, the CEFENet, and the DTI, and to validate their initial stance regarding the extension of the program. During the workshop, the participating cooperators reiterated their position for the extension of

the CEDP beyond December 2001. Among the arguments cited for extension were local and national marketing strategies for CEFE still need to be firmed up, the main market (i.e., individual entrepreneurs) in the provinces covered by the program not yet ready to pay for the full-cost of training, CEFENet not yet strong enough to assume management responsibility of and offer services to the cooperators in lieu of CEDP-PMO, original program design is really for 8 years, and new CEDP provinces are just starting their promotion and offering CEFE entrepreneurship courses.

For the DTI FGD, the DTI provincial representatives undertook a SWOT analysis of CEDP and came up with recommendations thereafter. During the workshop, NEDA informed the group that foreign-assisted projects as per NEDA's experience do not normally go beyond a two-year implementation phase. In this light, NEDA forewarned that the chances of getting approval for a CEDP extension phase would be very small unless CEDP is able to offer a very strong justification for such

extension. NEDA further added that the best justification CEDP could offer is excellent or impressive performance according to the project's logframe indicators. Similar to the cooperators, the DTI participants present voted for the extension of CEDP beyond December 2001. DTI however would have to formalize in an official paper its stance for project extension as not all DTI cooperating provinces had been represented in the FGD. DTI-BSMBD will take lead in further substantiating and consolidating DTI's official position as regards CEDP project extension. ☺

CEDP Takes in New Partners

To better respond to the demand for entrepreneurship training and thereby strengthen project impact, CEDP took in new partners in August until last quarter of 2001. The new CEDP partners are JEP Consultants & Trainers; GED Training & Consultancy; and Lanao Foundation, Inc. for the CIC Provinces and Business Center Davao (BCD)-Dual Vocational Training Institute (DVTI) in Davao. ☺

CEDP Pursues Action Planning Workshops in Agusan del Norte, Leyte, and Cebu

In an effort to speed up accomplishment of the CEFE MOA within the remaining project timeframe until 14 December 2001, CEDP in December 2000 and the 1st quarter of 2001 sponsored a series of CEFE action planning workshops in the provinces of Agusan del Norte, Leyte, and Cebu. The workshops participated in by key decision-makers and trainers of CEDP cooperators as well as staff from the CEDP project management office and DTI province aimed to formulate strategic directions and identify actions to successfully market CEFE in each of the provinces for the year 2001. In Agusan del Norte, the workshop with a total of 13 participants was conducted on 8 December 2000 in Butuan City. Dr. Wilma Balmocena of Urios College reported that organizational issues have mainly bogged down the full implementation of the CEFE Program by ARCBFI. The Butuan Chamber on the other hand admitted that the loss of its other trainer greatly disadvantaged the organization. In the action planning, both Urios and the Chamber commonly identified the conduct of CEFE orientation to its board members and

other key stakeholders as a priority undertaking for 2001. Hence, Urios and the Chamber agreed to jointly conduct an EOW for its board members and to invite Ms. Anji Resurreccion of PFP as workshop facilitator.

In Leyte, the workshop was held on 6 February 2001 in Tacloban City with 14 trainers, management representatives, & CEDP-PMO project staff participating. Common among the issues surfaced by the Leyte cooperators was the lack of full-time staff to market the program hence promotions and market development lagged behind. For year 2001, the cooperators resolved to actively undertake CEFE marketing and promotion through dissemination of flyers & brochures and networking with potential NGO, donor, government agency partners.

In Cebu, the workshop took place last 12 February 2001 and was attended by a total of 8 participants. A modified strategic planning methodology was adopted which basically involved training opportunities and key problems identification, formulation of key result areas (KRAs) and action planning. At the end of the workshop, the Cebu cooperators identified eight major key result areas with respect to the donor agencies, service providers, and beneficiaries. Among such KRAS formulated were beneficiaries pay counterpart in entrepreneurial training; service providers enhance information about training needs of specific marketing segments; service providers comply with the requirements of the CEDP MOA; training participants avail of packaged options, and cooperatives incorporate entrepreneurship training as part of its education program. ☺

CEDP Sponsors Two Batches of MDL Training for CEFE Trainers

On October 16-21, 2000 and 20-26 November 2000, CEDP in partnership with CEFENet conducted upgrading training on Multi-Dimensional Learning for its CEFE partners. Mr. Rene Resurreccion, senior CEFENet Trainer and President of the Passion for Perfection Consultancy conducted the two batches of MDL at Park Place, Hotel, Cebu City.

With a total of 9 participants for batch 1 and 13 participants for batch 2, the MDL was a fun and enjoyable experience where the trainer-participants were stimulated in a multi-sensory manner and thereby learned more deeply and permanently. As expounded by Mr. Resurreccion, the CEFENET MDL Guru himself, MDL is a research-based philosophy that helps the

trainer to become more flexible, creative, and holistic in his/ her training style. In the MDL the participants were exposed to various kinds of creative exercises that were principally based on the three principles of integrative learning such as (1) expectancy which is the belief that everyone has limitless potentials; (2) diversity that each person has unique capacity; and (3) integrity which is as a holistic process consistent with the learners' standpoint.

Note: After almost five months since the last batch of MDL, Braintease is interested to publish in the next issue the participants sharing on their various applications and benefits from the MDL techniques. Please send in your feedback to CEDP-PMO at tel. no. (02) 890-56-82 or e-mail to gtz-cedp@mozcom.com. We look forward to your contributions. ☺

CEDP Conducts CEFE Small Business Counseling Course (SBCC) for Partners

To better equip its cooperating organizations to provide business extension services to their respective clientele, CEDP on 2-14 October 2000 and 12-24 February 2001 conducted the CEFE Small Business Counseling Course. A total of 11 participants took part in SBCC Batch 1 while 23 participants attended the SBCC Batch 2. Designed by Mr. Bert Capati, Senior CEFE Trainer and former Chairperson of the CEFENET, the CEFE

SBCC was the first ever conducted in the country and was a much shorter version of the 4-week course designed originally for the Sri Lanka German CEFE Program. SBCC was conducted along three basic Modules namely, Module 1 on Developing Basic Business Counseling Competencies; Module 2 on Counseling Start-Up Entrepreneurs; and Module 3 on Counseling on Business Improvement. ☺

LUSO Merges with GFA

In June 2000 LUSO whose main expertise lies in micro and small industry development and process management officially completed a merger with GFA, another consulting company that specializes in small and medium industry promotion and vocational training. The definite synergy in the area of industrial promotion and vocational training programs certainly makes the new company even more competitive in the international market.

Currently, GFA has been contracted to review EU-supported programs in the Philippines as well as to conduct a review of the German support in the Philippines for the sector (Economic Promotion and the Development of Market Structures). ☺



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GTZ Review Mission: Important Findings & Recommendations

In February 2001 GTZ sent a review mission to CEDP to find out about the project's progress towards creating sustainable structures and to assess its impact. GTZ representative Ms. Marita Broemmelmeier and GFA Director Mr. Klaus Altemeier carried out this short project review.

Ms. Broemmelmeier is currently a Planning Officer in GTZ Headquarters and has worked in GTZ projects for SME development in Central and Latin America. Mr. Altemeier presently heads GFA Management with particular responsibility for Asia projects and ADB contracts and has been in Indonesia on two longer assignments. ☺

Following are some excerpts from Ms. Marita Broemmelmeier and Mr. Klaus Altemeier's mission report:

1. Activities, Outreach and General Impact

a) *Presence of an impressive amount of entrepreneurship development activity in the Philippines beyond the planned and subsidized activities of CEDP.* CEFE methodology has been applied in the field of SME-development, organizational development, community development, re-integration of retrenched employees into market relations, re-integration of ex-rebels, entrepreneurship promotion in business schools, linking of technical training to entrepreneurial competencies, entrepreneurship training for farmers, etc. The list of institutions (private, public and international agencies), that demand CEFE-training and pay for it and use it for their clients or members with the objective of stimulating the entrepreneurial spirit is really impressive.

b) *A few important conclusions on CEDP's "unintended impacts" and the analysis of weaknesses in the various SWOT analyses elaborated during the mission as follows:*

- Incentives
The promotion strategy of the project did not give the "right" incentives to stimulate a more sustainable impact and outreach at the institutional level. The subsidy policy was a correct starting point but did not undergo the required evolution to enhance the development of sustainable market relations.
- Selection criteria
The partner organizations were not selected based on their quality as service providers in an emerging market for business development services. Therefore the project did not intervene on their entrepreneurial capacity and sustainability. Project support was limited to subsidy for training activities

and support for trainers' upgrading as well as some organizational development workshops.

- No "systemic" approach

The project was designed very much on a "micro level" approach. Therefore it was definitely successful on the target group level but did not consider institutional sustainability with regard to the role of DTI (policy-maker, facilitator) and the market.

- Lack of incorporation of "best practices"

The concept of the project did not evolve according to international discussion and good / best practices in BDS market development. The mission appreciates very much the recent efforts of assessment of market potential for CEFE as a product and the institutional assessment of the service providers. This information provides the relevant framework for further support in order to listen to market signals. This will give the pattern to concentrate on potentials of service providers and market opportunities.

2. Recommendations

The impact of the project should be consolidated in another two-year phase. It is also recommended to undertake immediate adjustments to the subsidy policy in order to use the resources to stimulate market development.

2.1. Justification for the Consolidation Phase

a) Aspects of Development Policy

The SME-sector definitely is potentially a most vibrant sector in the Philippine economy in terms of job and income generation and in terms of enhancing competitiveness. Additionally, under social and political aspects, the SME sector is related to strengthening social equality and further

development of democratic structures. The role of SME development will probably be even strengthened with the new administration. There is enormous potential in the Philippines for enterprise development and improvement of the business environment. This is especially so in the field of providing business services in the private sector and enhancing institutional structures for entrepreneurship development in education, technical training, agri-based enterprises, chambers and associations as well as in the local government administration.

b) Experience of CEDP

The CEDP experience shows that there has been an important impulse on entrepreneurship development based on the CEFE methodology. The CEFE-concept is an adequate approach because of its high degree of acceptance in the Philippines and the vast international experience. It is recognized as a "product" but it is definitely not a "stand-alone" product for SME-promotion. The Philippine experience demonstrates that CEFE is creating effective synergies in joint activities such as:

- ❖ training programmes (TESDA);
- ❖ in local economic development (enhancing capacities of municipalities);
- ❖ in reintegration of retrenched workers into the labor market or self-employment;
- ❖ in the development of agri-based businesses; and
- ❖ in "bridging the gap" for SMEs in their access to credit.

Further development of these experiences would contribute substantially to poverty alleviation on a sustainable private sector development.

2.2. Further Conceptual Development for CEDP

In the consolidation phase the experience of the CEDP should be used and further developed on the basis of "Business Development Service" principles as follows:

- a) BDS principles refer to the development of a market for business services relying on supply and demand, on prices, on entrepreneurial strategies of the service providers, and on enhancing a conducive environment of private sector development (framework conditions). The adequate interventions to strengthen a market-oriented BDS development should be minimum (subsidiarity), should link incentives to market orientation, should provide support on the institutional and not on the transactional level (e.g., support to business plans or to product innovation but no direct subsidizing of

training activities with entrepreneurs). The objective of the BDS approach is to improve access of SME to a wider range of demand-oriented services and to the sustainability of the service system.

- b) Entrepreneurship Development: the Philippine experience

The consolidation phase of CEDP should further develop and strengthen the market experience with CEFE at the institutional and private sector level. The assessment of the demand side already indicates the potential market not only for SME but also for micro-enterprises and special target groups that require entrepreneurial skills (retrenched, young people, university students, farmers, etc.).

Within the limited time of the mission we could roughly identify some institutional networks with the potential for achieving synergetic linkage effects and sustainable impacts on entrepreneurship such as:

- CEFE and vocational training
- CEFE and credit
- CEFE and local economic development
- CEFE and education
- CEFE and agriculture: Agrarian Reform and Coastal Resource Management

2.3. Recommended Steps

- a) Continue the assessment of service providers and concentrate support to the best performers
- b) Revise the subsidy scheme and adjust the support gradually from financing training activities to market development and organizational development of the providers
- c) Strengthen a CEFE-Network in its role as "facilitator" for CEFE providers (i.e., marketing CEFE, product development, trainer upgrading, dissemination of information etc.) If CEFENet is prepared to assume this role it should be strengthened in its process of capacity development. This should be assessed and defined within the ongoing implementation phase.
- d) Complementation of assessing the opportunities for CEFE (see above), defining priority areas according to development policies, experiences and "energy" (demand).
- e) Strengthen the dialogue between the stakeholders DTI / SMED / BSMBD, the service providers, and CEFE-Net. The role of CEFENet in the programme sustainability still needs further clarification and acceptance by the various stakeholders. ☺

CEFENET Holds Two Planning Workshops

The Philippine CEFE Network Foundation through assistance from CEDP-Luso held two planning workshops last 26-27 October 2000 and 24-26 January 2001. Several CEFENet Board of Trustees members, CEDP-PMO staff, and some invited resource persons took part in these workshops which were facilitated by Mr. Timothy Moiket of CESO Visayas.

The first planning workshop aimed to formulate an operational plan that can provide transition to sustaining and expanding CEFENet operations beyond GTZ assistance to CEDP. Among the main outputs of the workshop were a Project Planning Matrix (PPM) and an Operational Plan for 2001.

During the first workshop, the issue on the specific nature of CEFENet's activities in relation to its members, i.e., CEDP cooperators/ trainers, was raised as a result of the negative perceptions from members that CEFENet is directly competing and not serving the needs of members. It was agreed that CEFENet resolve the matter first before it can even implement the PPM and the operational plan for year 2001.

In 24-26 January 2001, a follow-up planning workshop was held to primarily discuss the specific nature of CEFENet's activities, i.e., whether it is purely an association of trainers or a business organization. In the workshop the issue was resolved by defining CEFENet as a business development service organization whose main business is providing services to its members. Following the business development service (BDS) concept, CEFENet's role would thus be that of a BDS facilitator providing services to BDS providers (member trainer/organization).

As BDS facilitator, CEFENet's nature of business activities or services were identified in the following areas:

- (a) Product Development or continuously developing new services or products for BDS providers;
- (b) Quality Assurance or ensuring that the high quality of CEFE products/services is maintained;
- (c) Marketing and Promotions or actively promoting and selling CEFE products/services;
- (d) Development of Resources or developing the capabilities/ resources of members; and
- (e) Fund Sourcing or identifying sources of funds (i.e. foreign or local) and generating projects to avail of the funds

The aforementioned services were intended for the sustained implementation of CEFE-based programs beyond CEDP and were premised on the needs of trainers and cooperators such as:

- Continuous upgrading;
- Quality assurance of CEFE implementation;
- Continuous product development for SME and other sectors;
- Marketing and promotions of CEFE products and services;
- Access to and linkages with fund sources; and
- Access to information and latest technologies

It was agreed at the end of the second workshop that CEFENet present the workshop results to the members in the next CEFE Trainers Conference in May 2001. ☺

CEFENET Elects New Board of Trustees

Last 27 October 2000, CEFENet Philippines elected its new Board Chairman by virtue of the resignation of its Chairman, Mr. Alberto Capati, who is now working in an ADB-funded project in Papua New Guinea. Elected to replace Bert Capati as Chairperson was Jing Pacturan while Betbet Palo was voted to take over as Vice President. Although now resigned as Board Chairperson, Bert Capati will continue to be a BOT member until the next election in the May 2001 General Assembly meeting.

The rest of the CEFENet officers retained their positions as follows: Anji Resurreccion – President; Janet Lacambra – Secretary; Inday Almonte – Treasurer; and Rodelin Malones – Auditor. The other BOT members are Eman Areno as Visayas representative and Allan Mangorsi for Mindanao. ☺

CEFENET Hires New Staff

CEFENet has a new staff, Ms. Decelyn (DES) Baniaga, who took over the position of Ms. Rodelina Singtan. Dina resigned from CEFENet last September 2000 to assume full-time the role of housewife and mother to her baby girl. Decelyn is a fresh graduate from PSBA with a BSBA (major Accounting) degree. ☺

YECCs Holds BEST Game Facilitators' Workshop

The Young Entrepreneurs & Cooperatives Clubs (YECCs) in partnership with CEFENet Philippines will sponsor four batches of BEST Game Facilitators' Workshops in 2001. Around 120 teachers throughout the country will be trained to facilitate the BEST Game, a simulated business learning exercise that will help high school teachers more effectively teach basic entrepreneurial skills to fourth year graduating students. The schedule of the facilitators' workshops would be 21-25 May (Batch 1); 29 May-2 June (Batch 2); 18-22 June (Batch 3); and 25-29 June (Batch 4). YECCs is on its fourth year of successful implementation. ☺

CEFENET Wins Contract for TOT in Papua, New Guinea

CEFENet through the invitation of Mr. Bert Capati, former CEFENet Chairperson and now Entrepreneurship Training Specialist of the ADB-funded Papua New Guinea Employment-Oriented Skills Development Project, bid and won contract for CEFE Training of Trainers (TOT) for vocational school teachers in Papua New Guinea. ☺

5th CEFE Trainers' Conference On

CEFENet Philippines in partnership with CEDP will conduct the 5th CEFE Trainers' Conference on 24-26 May 2001. For this year's conference, the theme will essentially focus on "Business Development Services

(BDS): Towards Achieving Outreach and Sustainability". Also CEFE Trainers are enjoined to take part in the said Trainers' Conference. ☺

Entrepreneur Philippines Interviews CEFE Graduates

The editorial staff of the Entrepreneur Philippines, the entrepreneurship magazine from Summit Media, visited and interviewed CEFE graduates in January-March 2001. CEDP partners and CEFE graduates in Legaspi, Iloilo, Cebu, and the Cagayan-Iligan Corridor (CIC) provinces have provided the magazine with a lot of interesting write-up material on thriving entrepreneurship in the countryside. The stories will soon be published in the April-May editions of the Entrepreneur Philippines. CEDP management intends sending copies of these editions to the important decision-makers in the new administration. All CEDP partners are encouraged to subscribe and send requests to the following centers:

For Metro Manila & Luzon Subscribers

EXON COURIER & SERVICES INC.
P.O. Box EA-74 Ermita Post Office 1045
Phone: 526.1082 Telefax: 526.7633
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Fax: (082) 221.6227
Contact: April or Abeth. ☺

JEP Bags CBI Contract

The Cooperative Business Institute of Xavier University-SEARSOLIN contracted JEP Consultants & Trainers to initiate an institutional development process to pave the way for CBI to become the "Asian Institute of Management" for coops in Mindanao. Foremost in JEP's activities for CBI would be direction-setting workshops for the key players and advisors of the institute such as coop leaders in the region and representatives from the

Cooperative Development Authority (CDA), SEARSOLIN, LEAD, Inc and other NGOs in the area. Also included in JEP's terms of reference are technical assistance in the preparation of a 3-year business plan and assistance in the preparation and design of an Advanced Business Management Course for Cooperatives using the CEFE Approach.©

THIS & THAT...

Here are some one-liner and two-liner stuff about seminars to spice up your April. CEFE Trainers, think about it. People come to seminars for many damn good, and mostly, not-so-good reason. Problem is (and perhaps a challenge too) how can we capture this audience as our market?

"Most seminars are a wasted day with an evaluation form to fill out at the end. "

"Important things are learned at seminars. Usually, though, by the seminar leader."

"Seminars are well-intentioned, but generally there's more information in the brochure than at the event itself."

"I spoke to an attendee after one seminar. He said "I know just as little as I knew before, but now all my ignorance is organized." "In other words", he said, "I still don't know anything, but I have a notebook to keep it in."

"To paraphrase, "Those who can, do; those who can't, start giving seminars on it."

"I knew one executive who avoided them totally. He said, "I'm much too busy learning to attend seminars."

"Some executives love them. They attend seminars four days a week and try to learn why they're only getting one day's work done."

"One gentleman said, "If I just get one good idea from this seminar, it'll be more than I had all day yesterday."

"There are seminar addicts in the business world. They can't get through a full work week without having a name tag stuck to their breast."

"Some people love seminars. It's not that they learn anything. It's just that they enjoy introducing themselves to the rest of the room in one minute or less.

"They're very diligent, too. Some people can go to a three hour seminar and come home with seven hours of notes." ☺