



ACPACI FILES

Official Newsletter of the Association of CPAs in Commerce and Industry

President's Message

ACPACI: Achieving Enduring Relevance Beyond Numbers, and Beyond the Accounting Profession

I once again commend the "A" Team and the entire membership for their steadfast commitment and participation in pursuing and realizing the plans and programs we laid out for the remaining six months of ACPACI Year 2022. I thank you enormously for all that you did for our Association.

The proverbial "how time flies" is now hitting us face-on.

It has been a very fruitful six months living up to the many projects we have invested ourselves on. We have contributed to raising the bar in our webinars, seminars and conferences that dwelt on topics that are of utmost importance and relevance to all of us as professional accountants. Our 38th Annual National Convention gathered us in-person, after more than two years of pandemic hiatus, in Boracay to celebrate our bond of unity, and to enjoy the warmth of our friendship. This is what made the convention exceptionally memorable, not to mention the outstanding technical sessions handled by our excellent speakers.

Our numerous social and CSR activities, which also served as recreations, have boosted our camaraderie, and have significantly put to test our responsibility for the benefit of our industry and society as a whole.

The face-to-face BOD meetings we conducted in the last four months of our term did not only allow us to discuss our agenda and action plans more extensively and passionately, but provided us opportunities to personally and warmly connect to each other.

I personally feel that we have, in all modesty, devised meaningful ways to sustain our Association for the past six months to stay relevant in the face of everyday challenges. Indeed our 2022 theme, "Sustaining Relevance. Building on our Legacy.", has led us to achieve all this. It has kept us integrated and immersed on what we want to achieve for ourselves, for our profession, for our members and for our other stakeholders.

The last leg of my incumbency and our leadership is in the horizon. How I wish we had more time to implement more programs and projects to benefit more stakeholders. My wish is for us to continue to be focused and be better connected to be able to come up with sustainable plan of actions that will advance our association and profession, and more importantly to sustain the sustainability of these plans.

As I repeatedly mentioned in my talks, let us go beyond our profession and be relevant at all times with our advocacies and action plans.

Even if we have completed our term, let us continue to serve our profession through our association. Let us always go beyond the norm and be relevant at all times with our advocacies and action plans. And even if we have concluded our term, let us be continuously inspired by what St. Paul has said in the Good Books, "I have fought the good fight, I have finished the race, I have kept the faith." (2nd Letter of Timothy, the Bible). Let us all keep the faith. Let us untiringly put ourselves to task with our noblest intention of contributing to the advancement of our association and profession, for the greater good of the members and other stakeholders.

Mr. Apat C. Martinez, Jr.
ACPACI President



2022 Accountancy Week Celebration and the Accounting Profession's Centennial Celebration: An Incredible Milestone, an Impressive Feat



On July 20, 2022, the Association of Certified Public Accountants in Commerce and Industry (ACPACI), in collaboration with the Philippine Institute of Certified Public Accountants (PICPA), commemorated the Accountancy Celebration Week (AWC) with spotlight on Commerce and Industry at the Edsa Shangri-la Hotel, Manila.

The AWC, with the theme, “*Play it Forward: Securing a Sustainable Future*,” was graced by PICPA National President, Dr. Erwin Vincent Alcala and the overall chair of the AWC, Ms. Sonia Segovia. Past President, Ms. Corazon Rey, delivered the welcome remarks before the 129 in-person and 88 on-line participants of the social event. VP for Sustainable Development and Relevance Sustainability, Ms. Floredee Odullo, led the declamation of the CPA Oath.

The AWC is an annual time-honored practice by the professional accountants. Also, another reason to celebrate the Accountancy profession in the Philippines is its forthcoming 100 years founding anniversary in March 2023, and the accountants’ contribution to growth and development of our country. It’s an incredible milestone and an impressive feat.

with overarching purpose of *contributing to national progress and uplifting the lives of Filipinos and communities they serve*. She also shared her unique experience of travelling to the United Kingdom and meeting Prince Charles, Prince of Wales, and future King of England for Accounting for Sustainability (A4S) Roundtable last March, 2022.



Technical Session 1 Integrating Finance with Sustainability

Ms. June Cheryl Cabal-Revilla, EVP & CFO and Chief Sustainability Officer of Metro Pacific Investment Corp., discussed the MIPC sustainability journey, including the Corp.’s Sustainability Framework

MPIC has various investments in diverse businesses like Meralco, Maynilad, and NLEX. They also have shareholdings in health care/hospitals in the country such as Asian Hospital, Makati Med, Lourdes Hospital and more.

Prior to her presentation, Ms. Cabal-Revilla was formally introduced by past president, Ms. Paz Malubay. Mr. Joselito Diga, VP for Capacity Building acted as the moderator.

Technical Session 2 War for Talent

There is a raging war going on in a post-pandemic world. It is this fierce competition for talent. Many professionals, CPAs included, are considering leaving their jobs (the Great Resignation) in search for roles that offer better work-life balance that is more aligned with their values.

Ms. Maria Mignon Ramos delved and explored the high demand for top talents, unpredictability of the job market, and the common issues encountered by companies on employees’ resignation and retention, among others.

Ms. Ramos is currently the Managing Director & Principal Consultant Roadmaps + Beyond, Inc. During the open forum, which was facilitated by Auditor Ms. Wennie Lemen, questions on how to handle millennial



staff and applicants were raised. VP for Community Development, Ms. Cecille Carandang, introduced Ms. Mignon formally to the attendees at the start of the session.

General Membership Meeting

One of the highlights of the AWC Spotlight on Commerce & Industry was the General Membership Meeting that ensued after Technical Session 2. It kicked off with a message delivered by PICPA National Vice President for Commerce and Industry, Ms. Lolita Tang, wherein she congratulated ACPACI and PICPA-C&I for mounting an impressive technical program for the C&I AWC day. Being a past ACPACI president herself, she encouraged ACPACIans to get involved actively as ACPACI endeavors to collaborate with PICPA with respect to implementing initiatives that would advance the sector in the business and industry.

Professional Regulation Commission Board of Accountancy (PRC



BOA) Chair, Hon. Noe Quiñanola, was the special guest of honor during the affair. In his speech, he stressed the need for CPAs in C&I to embrace the culture of continuing learning or life-long learning in line with the implementation of the Philippine Qualifications Framework (PQF). He challenged the participants to always uphold the highest professional and ethical standards in everything and anything they do in connection with their practice of the profession.

After PRBOA time, Ms Zonito Torrevillas Tamase, founder and CEO of M2 Tea Drink, delivered an inspirational talk on the topic, "Resilience in Challenging Times". She shared the success story of the M2 Tea Drink participarly on how and why its sales grew significantly. She also highlighted how her accountant helped in growing the business.

The GMM was capped with a message from the ACPACI National President, Mr. Apat Martinez. In his message, he conveyed his warmest greetings and felicitations to all Filipino CPAs who are the ones being celebrated. He also emphasized the need to stay relevant and ethical at all times. As a closing note, he challenged ACPACI members to stay focused and united as they continue to sustain their relevance in the face of the everyday challenges that confront them.

Technical Session 3



Personal Sustainability: General Wellbeing

Dr. Annebelle D. Aherrera, M.D., a wellness advocate and a medical specialist at the Makati Medical Center, gave tips on how to achieve a perfect work-life balance. She said that it is hard and very challenging but it is essential to always maintain that balance. Mr. Marvin Madrigalejo, ACPACI Annual National Convention (ANC) Chair, introduced Dr. Aherrera, while Sec. Liezl Dyaico moderated the open forum.

Technical Session 4 Creating Value Through Sustainability

Ms. Joweeh Liao, SVP, Finance & Store Development Director of Watsons Personal Care Stores, spoke about her company's unique position as a retailer to do good through sustainable choices. Watson's is a leading health, wellness and beauty retailer in the Philippines. Watson's encourages its suppliers and manufacturers to be introduce more environmentally responsible alternatives, and to educate customers, empower them with knowledge on how to make eco-conscious purchase and support the company's efforts to reduce the number of plastic bottles making their way into the ocean and landfills.

Past presidents Liza Glodoviza and Ms. Connie Cadelina, introduced the speaker and facilitated the open forum, respectively, while EVP, Mr. Ray Berja, delivered the closing remarks. Mr. Dan Navarro, Co-Chair for ANC Committee, served as the master of ceremonies for the whole-day event.



ACPACI Gives ESG Sustainability Disclosures and Tax Seminars



The Association of CPAs in Commerce and Industry offered seminars via Zoom last September 28, 2022 on its 3rd General Membership Meeting. The main theme of the GMM was: Seizing the ESG Fever: Creating Value for Business, Society and Environment. The purpose of this GMM is to provide its members their much-needed CPD units under self-directed learning, and ignite all the more their potential for professional and personal growth.

The first session in the morning entitled, “Get Ready for Sustainability Disclosures,” was handled by Ms. Kristine I. Aguirre, Partner, Advisory (Risk Consultancy) Services, KPMG Philippines. She spoke about this trend across region, ESG or the Environment, Social and Governance for a sustainable future, as well as sustainable economic and business practices.



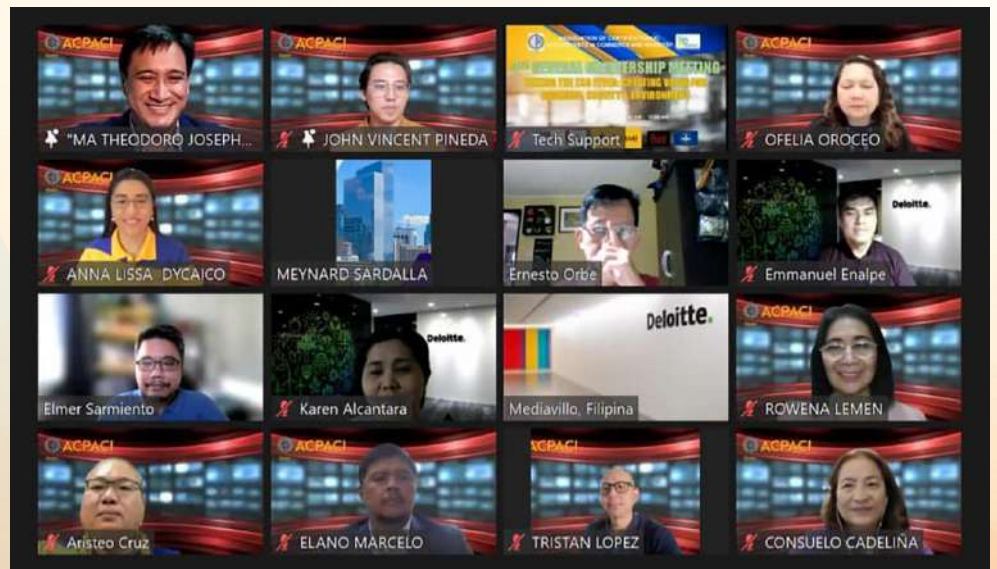
In the race to find solutions to minimize carbon emissions and devel-

op renewable energy sources, the accounting and finance profession has much to offer in supporting the “green” agenda. Also, the session tackled this newly established International Sustainability Standard Board (ISSB), and there’s a new era of reporting, covering general requirements as well as climate and other sustainability disclosures. More companies across the country and the Asia-Pacific are embracing ESG. It’s gaining more traction in the midst of COVID 19 pandemic. Companies are urged to prepare for reporting under these reporting standards and are encouraged to decarbonize their operations and achieve sustainability goals.



In the afternoon, the second session ensued with Atty. Arnold A. Apdua, CPA and Managing Director of AAA & Co. Atty. Apdua shared his expertise and knowledge on the subject, “Expensive Tax Mistakes of Companies.”

Other highlights of the GMM were the message of President Aphant C. Martinez and the introduction of new members by Mr. John Vincent Pineda, Co-Chair, Membership Committee. Proceeds from this seminar will be used for the Association’s CSR projects.





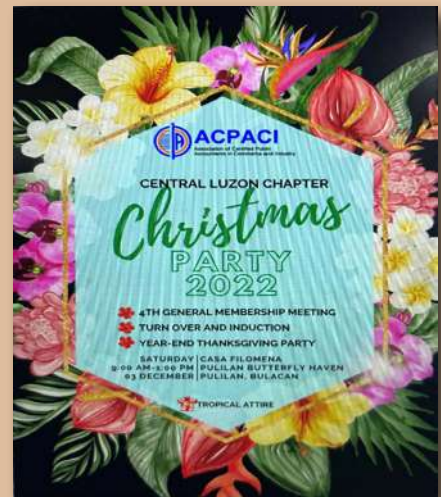
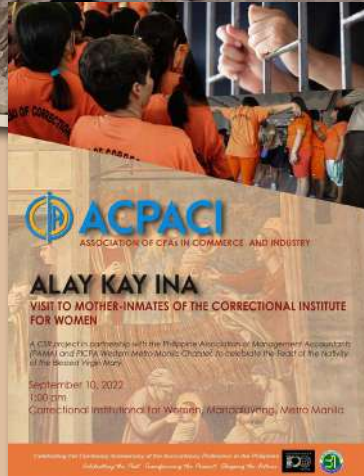
ACPACI News in Photos

Giving Gifts and Solace to the Inmates of the Correctional

To celebrate meaningfully the Feast of the Nativity of the Blessed Virgin Mary, ACPACI through its CSR Committee, visited the inmates of the Correctional Institute of Women on September 10, 2022. These detainees are mothers who have not received family visitors for quite some time.

Dubbed as *Alay kay Ina* (A Gift to Mother), the ACPACI group visitation intends to bring to the inmates not only material things such as warm meals and grocery items, but more importantly - comfort, solace and hope.

This is a joint collaboration of PICPA, the Western Metro Manila Chapter, Philippine Association of Management Accountants (PAMA) and, of course, ACPACI.



ACPACI Central Luzon's Tropical Christmas Party!



Giddy with Delight!

President Apat Martinez is all smiles and giddy with delight as he receives his Presidential Award from ACPACI Central Luzon President, Atty. Aristeo R. Cruz and incoming ACPACI National President, Ms. Anna Lissa Chua-Dycaico.



ACPACI National President, Mr. Apat C. Martinez graced the ACPACI Central Luzon's Christmas party last December 3, 2022 at the Casa Filomena, Pullan Butterfly Haven in Bulacan. He also received a Presidential Award from the Chapter.

The party's attendees wore tropical themed outfits: bright colors, floral prints, white or light colored pants, and loose-fitting, flowing kaftan dresses.



ACPACI: Showing a Compassionate Heart for the Children of Dumagats



Happy and Proud

The Dumagat children proudly displayed their goody bags courtesy of ACPACI, Red Chef, and TMAP with President Apat Martinez (extreme right) and ACPACI and TMAP officers.

ACPACI distributed grocery bags, packed meals, school supplies, backpack and toys for the benefit of around 100 pupils of the Libis Elementary School in Libis San Jose, Antipolo City. All of them are from the Dumagat tribe last December 27, 2022.

The Association is engaged in outreach programs and projects for the welfare of the less fortunate members of the society. It is committed to sharing and giving back to the community. Giving a helping hand to those in need does not require riches but a compassionate heart.



Attentive Pupils

Students of Libis Elementary School in Antipolo Rizal patiently listen to the program during the joint ACPACI and TMAP's outreach project.

The teachers, administrators, officers and the community of Libis Elementary School are grateful for the blessings and the Christmas gifts from ACPACI, The Red Chef, and TMAP (Tax Management Association of the Philippines).





SOCIAL INVOLVEMENT COMMITTEE
DECEMBER 26, 2022

Christmas Gift Giving for Special Children

Since the year 2012, ACPACI has built not only a community but a family with the Special Children whom we call friends and the Oblate Sisters of St. Francis Xavier, our partner. The past ten years were filled with lots of joyful memories during its annual Christmas Gift Giving.

For 2022 our 10th year, the Christmas outreach program was again full of joy celebrated with our adopted family of Special Children in Barangay San Antonio, Parañaque City. It was held last December 26, 2022 at the convent grounds of our partner, the Oblates Sisters of St. Francis Xavier.

The activity started with the praying of the Holy Rosary led by our beneficiary Joshua Fernandez, followed by a Welcome song rendered by Gerry Javinal. In spite of their disability, both were gifted and involved in Parish religious organizations. Their deep love for God is expressed thru praise songs and service. Sister Jona Johana Paulina Malau formally greeted the whole community with her warm welcome remarks.

ACPACI President, Mr. Apat Martinez, delivered his Christmas Message with heart full of love and caring for our special friends and requested the parents not to get tired of taking care of their special children. The Social Involvement Committee headed by its Liaison Director, Ms. Cecille Carandang delivered also her Christmas Message and expressed her continuous support. Almost a hundred were present and thirty eight (38) of which were our registered special friends with their parents and siblings. Bags of gifts were brought by ACPACI and added were gifts raffled off. All of them received Christmas blessings.

Mr Apat Martinez sponsored the meals served for our special friends and their family. After the gift giving, the officers had bonding moments with the sisters at the dining room. Other officers who were



present were Past President, Ms. Janis Maghinay and Social Involvement Chairperson, Edna Constantino. ACPACI Secretariat, Ms. Jaden Medina-Cruz and the Red Chef crew also assisted during the program.

To culminate the activity, Mr. Apat Martinez handed a cash Christmas token for the Sisters. Again, the sisters, represented by the Mother Superior, Sister Vivian Dominguez, expressed their heartfelt gratitude to the Association.





Margaretha Home for the Blind

ACPACI Helps Enrich the Lives of the Blind and Visually Impaired

As part of its Corporate Social Responsibility (CSR) program, ACPACI conducted another outreach initiative at the Margaretha Home for the Blind (MHB) on August 27, 2022. The event was spearheaded by the Social Involvement Committee led by Ms. Cecile Carandang, VP for Community Development, and Mr. Almerito Casas and Noel Ang, Social Involvement Committee Chairs.



The Association donated cash for the medicines of the residents, as well as rice, groceries and hygiene items, and cooked meals from the Red Chef. The ACPACI group was composed of its President, Mr. Apat Martinez; Auditor, Ms. Wennie Lemen and spouse Robert; Past Ways and Means Director, Ms. Cynthia Campos; Past Social Involvement Director, Ms. Edna Constantino and spouse Romy, Ms. Carandang, Mr. Casas and Mr. Ang.

A simple program was prepared. The girls serenaded the ACPACIans with three beautiful songs that they originally composed. One was about MHB, the place that provides them care and a safe haven. They were superbly talented, as they sang beautifully and played various musical



Unexpected Voices

Margaretha residents performing their original song before the ACPACIans. What they lost in sight they gained in talent. Inspiring. Empowering.

instruments as well. Despite their physical limitations, they are able to make people realize that nothing is impossible in this world if only they believe in themselves and put their faith in the LORD.

MHB was founded on January 15, 1997 to provide a secure place and home for poor, abandoned, mentally challenged and abused blind girls, and to give them the education they need. At present, there are 13 blind girls at MHB. They are being taken care of and managed by the Congregation of the Sisters of Christian Charity, which was founded in Germany in 1849.

At MHB, the girls are taught to be as independent as possible and become responsible and productive citizens of the country. They are taught how to be self-sufficient, how to get oriented and mobile in any environment, do arts and crafts, and perform simple household chores.

The ACPACI group concluded the event with a nice lunch in a nearby coffee shop.



Finger Heart(s)

ACPACI President, Mr. Apat C. Martinez (center), with officers and friends posing with Korean finger heart(s) for a photo during their visit to Margaretha Home for the Blind.



ACPACI Files
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ACPACI Christmas Party 2022

Community Spirit and Warm Tidings

Frohe Weihnachten!

On December 13, 2022, the Association of CPAs in Commerce and Industry (ACPACI) celebrated the yuletide season and threw a Christmas party for its officers, members and guests at the PICPA House, Manda-luyong City.



As you entered PICPA's Room 301, a conference room transformed into a function room and a dance hall, you'd be welcomed by Christmas greetings in different languages on the tarp hanging on the wall at the "stage" area: "Maligayang Pasko," "Merry Christmas," "Feliz Navidad," and "Frohe Weihnachten." The venue, where a Thanksgiving Mass was held prior to the soiree, was decorated so beautifully.

Gifts, Laughs, Claps Abound

The program and games were facilitated and emceed by Mr. Dan Navarro, ACPACI Chair for Chapter Affiliation. To make the event more fun and exciting, Dan put together parlor games like imitating a viral TikTok Dance Challenge. It was a battle between the Baby Boomers/Generation X versus the Millennials. In the end, as expected, the Millennials lorded it over and outdanced the other (read: older) generations.



TikTokterists

It was a battle between millennials and baby boomers/Gen X as they danced off to a viral TikTok Dance Challenge at ACPACI's Christmas Party last December 13, 2022.



There was a Bingo Social, gifts and GCash were raffled off that evening, and a Jack & Poy contest where Mr. Elano C. Marcelo, SOASP Chair, emerged as the Jack & Poy Master. Also, the partygoers received snack packs from Leslie Corporation, makers of Clover Chips, and courtesy of Mr. John Manansala, former Fellowship and Sports ACPACI Chair.

Speeches and Christmas messages were heard from ACPACI's Past Presidents: Walter Abela, Jr. Wowie Roguel, Corazon Rey, Connie Cadellina, Janis Medina-Maghinay, Lolita Tang, Nora Aquino, and Ms. Paz Malubay; BOA Member, Ms. Tess Dimaculangan; PICPA National President, Dr. Erwin Vincent Alcantara; and, of course, from ACPACI National President, Mr. Apat C. Martinez.

Crazy for Pink Tea!

At dinner time, scrumptious foods were served by Red Chef owned by ACPACI President, Mr. Apat Martinez: Filipino dishes like lechon and the flavorful *dinindeng*, and divine desserts like sticky rice with mango, satisfied the palates of the ACPACI revelers. It wasn't just the food; the rosy pink tea captured the hearts of the guests. It was novel and "cute," and something that they've never had before!

Kudos also to the vibrant table setting. An elegant flower arrangement flanked by a jute wrapped wine bottle took center stage. The mono block chairs draped with black cover and tied with an oversized yellow organza bow, amplified the feeling of festivity in the air.



Teatime

ACPACIans celebrate the holiday with Red Chef's novel pink tea and sticky rice with mango. Make way for this perfect pair. Come on, taste away!

Community Spirit

It is the palpable sense of community spirit – this unbridled cheeriness and excitement of seeing one another, sharing the positive things going on in their lives and careers, in spite of the pandemic – that serves as one of the most rewarding parts of attending ACPACI's Christmas party like that night on December 13.

So, if you've never been to an ACPACI Christmas bash before, we invite you to join next year. Please do so. We think that you'll have much fun as we did. ACPACI certainly knows how to throw a holiday party.

Holiday Pose

The ACPACI partygoers gamely posed for a group picture at the PICPA House during the Association's holiday bash on December 13.



ACPACI Helps Promote the SMEs Development, Beyond the Numbers

The Association of Certified Public Accountants in Commerce and Industry (ACPACI), in partnership with BNI Philippines, held its SME Summit 2022 last November 3-4, 2022, with the theme, “Beyond Numbers.” The event was an online learning experience from 9:30 AM. to 4:30 PM.

This SME Summit was a perfect chance for CPAs to stay ahead of the curve and to earn continuous education credits. This year, the event was focused on providing SMEs with the latest information on hot topics in the industry going beyond numbers. There were, indeed, plenty of opportunities for networking and collaboration.

The SMEs or Small Medium Enterprises play a major role in the economy, employing a vast number of people and helping shape innovation for nation building. Hearing and learning from speakers and panelists, there are certain takeaways from this SUMMIT that will further deepen our thinking and stimulate our commitment and urge to support our economy. Participants were also able to:

- generate new sales leads and brand exposure
- Network and build new business relationship
- Achieve focused market penetration in a short time
- And learn strategies and tools to help boost their marketing and business growth plans



This summit would not be possible without the support of our Alliance Partners: Department of Trade and Industry (DTI), Rotary Club of Makati, JCI Manila, and International Council for Small Business (ICSB PH), and of course, our Platinum Sponsors, QNE Software Philippines, Inc., and Artisans Studio, our creatives and technical partner.



The summit concluded with a brief closing remark from Ms. Cecilia C. Carandang, VP for Community Development. This event would not be possible without the support of our Alliance Partners: Department of Trade and Industry (DTI), Rotary Club of Makati, JCI Manila, and International Council for Small Business (ICSB PH), and of course, our Platinum Sponsors, QNE Software Philippines, Inc., and Artisans Studio, our creatives and technical partner.



This two-day event also made the attendees realize that they really need to support SMEs as the latter contribute to job creation, income distribution, and poverty alleviation. Business owners need more local financial services, but they also need non-financial support, such as technical assistance and capacity building.

ACPACI's 38th Annual National Convention Boracay Getaway

Boracay Beckons

The island is famous for its great array of dazzling white sand, so-clear-you-can-see-your-toes water, lush jungle backdrop and luxury resorts. It isn't a wonder why international travel magazine *Conde Nast Traveler* named it as one of the world's best island beaches.

For the first time, the Association of CPAs in Commerce and Industry (ACPACI) held its Annual National Convention in Boracay, with the theme, "Sustaining Relevance, Building on Our Legacy," at the Belmont Hotel Boracay on October 14 to 16, 2022. This conference brought together CPAs, CFOs, accounting and finance executives to watch and learn from leaders and change makers, to share ideas and experiences, and to equip themselves with capabilities and insights to meet the challenges of today.

October 14, 2022

The opening ceremonies commenced with a dance number. The group danced to the Ati Athian beat and wowed the audience with their presentation and traditional outfits. Mr. Marvin L. Madrigalejo, Chair of the 38th ANC, formally declared the start of ACPACI's ANC. The welcome remarks of Atty. Walter Abela, ACPACI Past President, immediately followed. Afterwards, Mr. Aphant C. Martinez, ACPACI National President, gave his inspirational message to the delegates and guests. Guests of honor: Dr. Erwin Vincent G. Alcalá, PICPA National President; Hon. Noe G. Quinañola, Chair PRBOA; Hon. Floribar S. Bautista, City Mayor of Aklan also delivered their respective messages to the audience.

For the opening plenary, the topic, "The Prospect of Philippine Economy Under the New Administration," was discussed by Dr. Cielito F. Habito of the Ateneo de Manila University before the ACPACIANS and guests dressed in their floral and tropical getup.

Afternoon Technical Sessions/ Fellowship Night

Technical Sessions 1 and 2

The efforts of the government and publicly listed companies to integrate corporate governance and ethics in their organization culture over the years have borne fruit. Recognizing the importance of corporate governance and ethics, businesses now focus on how to put these governance and ethics into practice. These are some of the takeaways from the session, *Recent Corporate Governance*, presented by Atty. Vincent Ed-ward R. Festin, Founding President, Practitioners of the Philippines. The next technical session was handled by Kathrina S. Macaisa-Peña, Partner, SGV & Co. Kathrina S. Macaisa-Peña, Partner, SGV & Co. *It's Endemic: Now, What's Next?* COVID 19, pandemic vs. endemic: What's the difference, why it matters and what comes next? These are the questions tackled in this afternoon meeting. Even if the COVID pandemic is treated as endemic disease, like a seasonal flu, it's not yet over, businesses should still stay in course even through the relentless disruption like COVID.



Latin Fellowship Night Belmont's beach area

After the rigors of the back-to-back technical sessions, fun, food and music came next. The delegates enjoyed a buffet dinner prepared by Belmont Hotel. The gathering was dubbed as "Latin Fellowship." One would think that the participants would attend dressed in Latin wear such as ballroom dance dresses with mesh, angelskin or stretchy satin that fits the body, but in the case of ACPACI, they wore white and khaki instead. However, the level of merriment and harmony is tiptop.



October 15, 2022

Day two of the convention was fully packed with learning sessions starting with the topic, "BOA's Roadmap for CPAs in Commerce and Industry," by Hon. Noe G. Quiñanola, Chairman, Professional Regulatory Board of Accountancy (PRBOA). He discussed the latest BOA updates among others. An open forum ensued after his presentation, which was facilitated by Ms. Meljorie A. Cruz, Committee Chair for Membership Development Retention and Services. Ms. Anna Lissa Chua-Dycaico, Secretary, introduced Hon. Quiñanola before the delegates who wore the ACPACI colors, blue and gold or combination of both.

Technical session no. four, "Strategic Thinking and Mindset Leading in the Next Normal," was presented by Mr. Benjamin Rex Emilio B. Azada, Chief Strategy Officer, Converge IT Solutions, Inc., after he was formally introduced by Mr. Loudie Jay Falguera, VP for Membership Service.

The discussion aims to encourage the participants to reset their strategic thinking and shift their mindset, a mindset that should be characterized by curiosity, receptiveness, and the bravery to challenge the status quo and the way things are being done in the past, pre-pandemic times. There are things in the "new normal" are not getting back to "normal" soon.

During the Luncheon Meeting, the subject, "Digital Transformation in a Hyperconnected World," was discussed by Mr. Eduardo Gutierrez, Director of Innovation, Sprouts Solutions. Mr. Gutierrez pinch-hit for Mr. Marvin R. Galang, founder of Juan Tax, who was initially slated to handle the subject. Mr. Gutierrez looked like a combination of Chris Evans and Nico Bolzico, the husband of Solleñ Heussaff (check his LinkedIn account). He was formally introduced by Ms. Rowena Lemen, ACPACI Auditor.

Technical Session 5, "Understanding the Role of the Ethical Leadership in Shaping the Professional Accountants," followed after the luncheon meeting. This topic was presented by Ms. Ann Tan-Cimafranca, Director, Internal Audit of Bangko Central. The accounting profession holds the key to public confidence, hence, it is paramount that the it should be involved in developing ethical leaders. Accounting is a noble profession with a significant public interest responsibility and that role is well-recognized and needs to be preserved. An open forum facilitated by Ms. Janis Medina-Maghinay, ACPACI Past President.

For the final technical session, Ms. Margarita G. Villanueva, Vice President for Strategy and Corporate Planning, Aboitiz InfraCapital presented the subject, "Transformational Leadership: What Holds the Future?" She was introduced by Past President, Ms. Paz Malubay, and the open forum where the delegates were encouraged to ask their questions was facilitated by Ms. Corazon Rey, Past President. Afterwards, Ms. Villanueva was presented with a token of appreciation from the ACPACI officers led by President Aphant C. Martinez.

Closing Ceremonies, Fellowship Neon Night and Island Hopping

The convention was concluded by an acknowledgement message from Mr. Marvin Madrigalejo, Chair, 38th National Convention and the closing remarks of ACPACI National President, Mr. Aphant Martinez. After two days of rigorous training and learning, the delegates trooped to the Savoy Hotel poolside for a fellowship night dubbed as, "Neon Foam Party." ACPACI's foam party was an ultimate success! The delegates, dressed in their bright neon outfits, danced to the music on the dance floor and at the pool side covered in suds and bubbles dispensed from a foam machine. This foam party was just as entertaining and fun as it sounds. Just look at the pictures! They really had a blast!

The following day, day 3, they basked themselves in the warmth of the early sun before embarking on an island hopping journey. At lunch time, they stopped by at Henann's Sea Breeze Café to enjoy the hotel's buffet offerings, and then they continued their Boracay getaway. They made the most of life's simple pleasures, after working hard and learning so much at the technical sessions, being social and around with co-delegates, plus seeing the splendid sights of Boracay, they could say that the 38th ANC was a memorable experience. It is something that they could store in their memory palace, and perhaps a tale they could retell. They'd probably wished they could linger a little longer, and prolong their Boracay stay.



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