



# #PICPAgram



The Official Publication of PICPA-CEBU



## AIM TO INFLUENCE: THE 7TH PICPA CEBU SUMMIT

Ms. Sheryl D. Saturinas | Aboitiz Power Corporation

On its seventh year, the annual PICPA Cebu Summit was held at Marco Polo Plaza Hotel last July 18-19, 2019 with the theme, "Aim to Influence". The one-and-a-half-day event was attended by hundreds of participants from the four sectors of the accounting profession. It covered 8 technical sessions addressing pressing issues accountants face today in various industries. The ceremonies were opened by the entrance of colors followed by the processional of PICPA Cebu past presidents, officers, overall chair of the summit, and the keynote speaker.

Senator Sherwin Gatchalian graced the summit as he delivered his keynote address, highlighting the importance of the role of accounting professionals in the development of the country's economy and in shaping the future of the country.

### WHAT'S INSIDE THIS ISSUE:

- **7th PICPA-Cebu Summit**
- **President's Inaugural Speech**
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# President's Corner: Inaugural Address

BY: **MARIA ASUNCION ALFARO-BENLOT**  
PICPA CEBU CHAPTER PRESIDENT |  
FY 2019-2020

*(Delivered during her inauguration as PICPA Cebu Chapter President last July 18, 2019)*

With humility and by the grace of the God, I accept this challenging task to lead our chapter this fiscal year. Since I took my CPA oath 35 years ago, I had been actively involved with PICPA, and this started when I was a candidate to the Ms. PICPA-Cebu contest. After that, I was appointed as Committee Chair of the Ms. Picpa Cebu contest itself and then it was a series of committee and officer positions that followed, serving several past presidents, some of them being here tonight. I did not have the crown and sash that fateful night as Ms. Picpa-Cebu but tonight, on stage, I am Ms. Picpa-Cebu President.

But I share this night with a special woman, who has crafted me to be the lady and a leader that I am today. Although I can never outwit her organizational abilities and charismatic power, I owe my talent and upbringing to her, the Picpa president for the year 1965, Rosario Rodil Alfaro. If the U.S. Presidency line-up has a father & son, PICPA-Cebu has a mother and daughter.



*To enable us to adapt to data-driven systems & practices in the future, we must strategically map-out our journey this year so that we can empower ourselves, our colleagues & our community.*

The rapid developments in technology are changing the skills that a CPA needs. As the 4th Industrial Revolution continuously integrates robotics, big data and analytics, this will transform the way we do business and conduct our services, since this potentially drives innovation across industries and reinvent existing financial models. Hence, the national PICPA theme for this fiscal year "Reinforcing the Future. Together. Today.". While this digital shift improves our tasks and hastens communication, we must prepare ourselves by learning new competencies and by developing multi-skilled capabilities to enable us to navigate through this era of digital transformation. As PICPAns, we must work **TOGETHER TODAY to REINFORCE** our profession to meet the challenges of accelerating into the **FUTURE.**



# PICPA Cebu Chapter Planning & Leadership Conference

## Cont'd from p. 2: President's Corner

To enable us to adapt to data-driven systems and practices in the future, we must strategically map-out our journey this year so that we can empower ourselves, our colleagues and our community. By developing our Five-Point Thrusts, we are ensured that our activities are alongside the mission and vision of our organization and that all our actions are orchestrated toward common goals.

### 5-Point Thrusts:

**C — Collaboration**

**A — Advocacy**

**R — Responsive Representation**

**E — Education**

**S — Sustainability**

To achieve these thrusts and noble plans for the Chapter entail willpower, hard work but most especially team effort to turn them into fruition.

Team effort mean the alliance of Chapter Officers, the various Committees, the Office Secretariat and of course, you fellow PICPANs, for whom we do all these.

When I spoke to my son, Maximus that I will spend less time with him, his immediate reply was, "Mama, is PICPA paying you?" I said, "No, Anak!" To which he retorted, "Why don't you quit?" Then, I said, "Anak, I just started!" My husband, Henry is here and his presence testifies his agreement to be a "house-band" this year. I accept this daunting task before me with no apprehension but My only fear is when, before the end of my term, he will ask, "Do I still have a wife?"

Fellow CPAs, despite the odds, let us forge on...together...today to reinforce our future.

Ladies and gentlemen, have a good night!

*Fellow CPAs, despite the odds, let us forge on..together..today to reinforce our future.*

*-Pres. Ichu*

The PICPA Cebu Chapter Planning and Leadership Conference which was held on July 7, 2019 at Bai Hotel Cebu was the very first official activity of the chapter for Fiscal Year 2019-2020.

Guest speakers were Ms. Marivic E. Bathan, Atty. Ria Lidia G. Espina and Atty. Rheneir P. Mora who talked about Coaching & Leadership, PICPA Organizational Structure and PICPA Theme & Thrusts for FY 2019-2020.

The planning was attended by the incumbent directors and officers of PICPA-Cebu, as well as, the Chairs and Co-Chairs of the different committees, who were inducted on that same event.

## #Instashots





# MEET THE MEMBERS OF THE PICPA CEBU CHAPTER BOARD & OFFICERS

BY JOEN JACOB RAMAS | P&A GRANT THORNTON



**Maria Asuncion Alfaro- Benlot**  
President, FY 2019-2020

Ms. " Marichu" or "Ichu" is the incumbent President of PICPA Cebu FY 2019-2020. As a Certified Public Accountant, she had befriended two sectors in the profession - public practice and the commerce and industry. However, as a descendant of a family of bankers and businessmen, she is now focusing on managing her family' s business.

As one of her many breakthroughs as a successful CPA, Ms. Marichu recalled her greatest achievement yet which is having the opportunity to work in Michigan for three years! It was the experience that definitely tested her as an individual on how she adapts and be flexible in mingling with other people with different culture as hers.

**Rodjun Taneo, Jr.**  
President-elect, FY 2020-2021

Rodjun or Jun is currently a partner of Taneo, Supilanas, Oyangoren & Co. (TSO & Co.). He is both a CPA and a Certified Internal Auditor (CIA) with more than 15 years of experience in audit and accounting from his stints with the two Philippine member firms of the global "big four" accounting firms--KPMG Int'l and Deloitte Touche Tomatsu.

Other than his public practice, Rodjun is also into various business ventures as an entrepreneur.



**Marissa Montecillo Baldecir**  
VP for Professional Development

Ma'am Maris as her students and younger colleagues call her is the Chairperson of the University of San Carlos (USC) Accountancy Department. Being in the academe, she has donned various hats as a faculty and administrator whilst juggling to raise her children. Among others, Ma'am Maris has been the Asst. Dean and OIC Dean of USC's School of Business & Economics.

As a veteran academician, she has surely touched not only the minds but also the hearts of her wards i.e. beloved students.



**Cedric Val R. Naranjo**  
**VP- Membership**

Dr. Ced as his friends call him is a devoted Certified Public Accountant and elected as the VP for Membership of the PICPA Cebu Chapter. His practice areas cover the fields of academe, public practice and government. In the early days of his professional career, he was an associate auditor of Sycip, Gorres, Velayo & Co. for two years before joining the men and women of the Bureau of Internal Revenue as a Tax Examiner. Amidst his busy schedule, Dr. Ced still takes time in sharing his expertise in taxation, auditing and accounting to his students in the University of San Jose – Recoletos where he heads as Chairman of USJR's Accountancy Department.



**Dexter Joseph B. Cuevas**  
**VP- Administration**

Dexter or Dex is a Partner of SRD & CO., CPAs. Aside from his public practice, Dexter is recently appointed as the Controller of the University of San Jose Recoletos (USJR) and a faculty member of its graduate school.

As a public practitioner, he highlights on the importance of educating clients as to the true meaning of transparency through strict compliance of the disclosure requirements as mandated by the regulatory bodies. This advocacy helps him to appreciate the value of the profession, evidenced by his clients leaning towards fair financial reporting.



**Maria Dolores P. Tampus**  
**Secretary**

Ma'am Dolly has long been an active officer of PICPA Cebu and a key figure contributing to the success and achievements of the organization. Prior to her joyous retirement, Ma' am Dolly served as the Treasurer of Keppel Cebu Shipyard Inc. and Keppel Singmarine Phil Inc. for more than 40 fruitful years. Also, she has been the Director and Treasurer of Cebu Metering and Certification Company, BOT and the Accountant of San Lorenzo Ruiz School in Lapu- Lapu City. Other than her professional affiliations, she is an active member of BCBP Lapu-lapu Chapter.



**Juneth A. Rentuma**  
**Asst. Secretary**

Atty. Juneth, is both a Lawyer and a Certified Public Accountant in Public Practice by personally managing his law and accounting firm. He has been a part of the PICPA Board for a couple of years.

As before, Atty. Juneth hopes that the members will be more active in the organization by participating in various activities initiated by the chapter. With the dynamic changes in the fields of accounting, audit, and taxation, may CPA professionals continue to be abreast and focus on giving quality service and/ or work to their respective clients or employers.



**Jude Vincent L. Cruz**  
**Treasurer**

Jude currently holds the position as a Senior Manager in the Audit and Assurance division of KPMG R.G.Manabat & Co. Prior to his stint at KPMG, Jude worked as an audit associate of Diaz, Murillo, Dalupan & Co. Also, he had exposure in the commerce and industry practice in the early years of his professional career being a part of one of the logistics companies in the Philippines.

**Lloyd T. Tan**  
**Asst. Treasurer**

Lloyd is a Partner of Diaz, Murillo, Dalupan & Associates handling its Visayas and Mindanao operations. He is an experienced Operations Partner with a demonstrated history of working in the accounting industry. Skilled in Internal Audit, Microsoft Excel, Bank Reconciliation, External Audit, and Account Reconciliation. A strong business development professional with a Bachelor of Science in Accountancy focused in Accounting and Related Services from University of San Jose-Recoletos.



**Concepcion R. Racaza**  
**Auditor-Management Systems**

Ma'am Ching as her students and colleagues call her is a known veteran in the accounting practice and academe. Aside from her CPA title she is also an MSA, CAT and CB. As a member of the academe, she was a faculty member of the University of San Carlos Accountancy Department prior to her retirement. Her passion for teaching landed her the coveted outstanding Finance Educator Award in 2012 given by the FINEX and Deloitte. Sometime in 2016, she was a part of educators in an exchange program with Dubha and UNEJ in Jember Indonesia where she got to share her teaching methodologies to aspiring Indonesian accountants. She had also engaged as a volunteer evaluator in the areas of Financial Management and Administration, spearheaded by Philippine Council for NGO Certification which helped in promoting integrity in the non-profit sector.



**Domingo Dennis A. Mendoza Jr.**  
**Auditor- Financial Systems**

Dennis is the Finance Controller of Taiyo Yuden (Philippines) Inc. where he has been in service for almost 20 years. He is also an active member of the Mactan Export Processing Zone Chamber of Exporters and Manufacturers (MEPZCEM). For years, Dennis has been an active PICPA BOD Member. If not in his office doing his controllership functions, Dennis is a doting father and husband to his children and wife.



**Katherine Mae S. Migriño**  
**PRO-Communications**

Known to her friends as Kathy, our PRO is Partner of Siu, Migriño, Sagarino & Co., CPAs (SMS & Co.) where she handles various accounting and bookkeeping services. Kathy has long served the PICPA Board in various capacities foremost of which is being its Secretary. Prior to joining SMS & Co., she has been managing her accounting firm while working for a law firm. Kathy believes that it is important for PICPA members to commit and uphold the organization's core values of professional excellence, integrity, commitment, partnership and teamwork, advocacy for discipline, innovations and social responsibility..



**Kim M. Aranas**  
**PRO-Publications**

Kim is currently a Manager in the Tax Advisory and Compliance Division of P&A Grant Thornton's Cebu and Davao offices. Aside from being a CPA, he is also a Lawyer and a CAT. Kim is a faculty member of the University of San Carlos College of Law where he handled Taxation and Insurance Law subjects. He is also the Tax Review coordinator at USC's Accountancy Review Center.

Prior to joining P&A Grant Thornton, Kim is an Associate Lawyer of SyCip, Salazar, Hernandez & Gatmaitan law offices where he has handled tax, corporate, litigation, immigration, and labor matters.





**Grace Socorro L. Yomo**  
**Sectoral Director for Commerce & Industry**

Ma'am Grace as her students would call her is no ordinary woman as she has juggled accounting practice in fields of commerce and industry, public practice, and academe. She is a well-known financial receiver and consultant in various industries. Formerly, she was the President of ACPACI-Cebu Chapter. In the academe, she is a faculty member of the University of San Carlos' Graduate School and Accountancy Department. With her solid experiences and network of connections, Ma'am Grace is surely a force to reckon especially in the success of various PICPA activities.

If not donning her thinking hat as a consultant, receiver, teacher, and accounting practitioner, she is a simple mother to her loving daughter, who likes to play the piano and with her doggos.

**Jasmin L. Espinosa**  
**Sectoral Director for the Government**

Jasmine or Ms. Jas to her taxpayer-clientele is an examiner of the Bureau of Internal Revenue (BIR) currently stationed at Revenue District Office (RDO) 80 in Mandaue City. As a tax advocate, Ms. Jas believes that taxpayers compliance is an essential element in the government's mandate to collect taxes for its projects.

If not on duty, Ms. Jas is a doting mother to her children and caring wife to her entrepreneur-husband.



**Rodrigo R. Ababat**  
**Sectoral Director for Public Practice**

Known to his friends as Rod, our Public Practice sectoral representative owns and manages his own accounting firm. Aside from being active with the PICPA, Rod is also an active member of the Walk-and-Talk Club composed of accomplished individuals in their various fields which includes no less than the incumbent Cebu City Mayor Edgar Labella.



**Christopher Biore**  
**Sectoral Director for Education**

Sir Chris as fondly called by his colleagues and students is the Chairman of the Accountancy Department of the University of Cebu Banilad Campus. He has been in the academe for more the 15 years sharing his expertise in accounting, finance, taxation, management and business planning to his beloved students.



# The Committees

The Dynamic Committee Heads and Members  
of PICPA Cebu Chapter



Induction & Oathtaking of New CPAs



Professional Development



Scholarships & Job Placement



Ethics



Inter-Chapter Relations



Meetings, Fellowship & Sunshine



Special Events & Strategic  
Planning



Taxation



Audit



# The Committees

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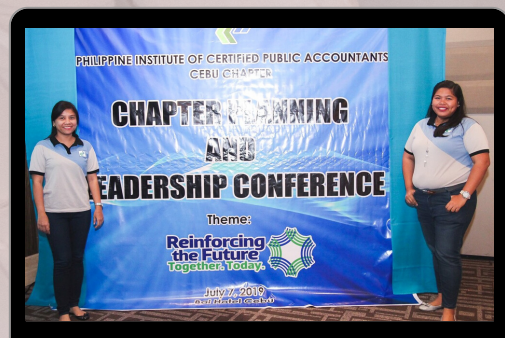
**Publications**



**Corporate Social Responsibility**



**Sports**



**Information Technology & Website**

## **Other Committees:**

- Accountancy Week
- Budget & Finance
- Convention Participation
- Faculty Development
- Review of Policies & Office Administration



# AIM TO INFLUENCE: THE 7TH PICPA CEBU SUMMIT

*cont'd from page 1 by Ms. Sheryl Saturinas*



Technical sessions commenced after the keynote address. Open forums were done before finally closing each session, giving participants a chance to ask questions and make clarifications. The first session talked about Americanization and its impact to the Philippine economy which was thoroughly discussed by Abelardo Cruz, President of Qualfon. This was then followed by the last session for the day, presented by Benedict Sison, CEO and Country Head of Sun Life Financial Philippines, which addressed the concern on whether CPAs make good CEOs.

Nearing the end of the program on the first day, PICPA Cebu paid tribute to its past presidents and inducted its new chapter officers. Finally, it concluded with raffle draws for various items sponsored by the summit's partners.

The second day of the summit kicked off with the discussion of the 3rd technical session on how tough is doing in the Philippines by Jacqueline Briones Budoo, Cebu Site Manager and Worldwide CSO and Repair Manager of Teradyne Philippines, Ltd. The 4th technical session was entitled Game Changers: Ultimate Innovators. This was presented by Atty. Joseph Dexter Feliciano, Founder and CEO of Thine Office Corporation. During this session, he presented an app which legal practitioners, law students, and even ordinary people, may access to help them with legal matters and concerns. Before heading off to lunch break, the 5th technical session was presented by Asec. Antonio Joselito Lambino II of the Department of Finance with a discussion on expansionary fiscal policies.



*AIM TO INFLUENCE cont'd.....*

On the question of whether entrepreneurs are born or made was the main topic of the 6th technical session which was clearly presented by Virgilio Espeleta, President of the Cebu Chamber of Commerce & Industry.

The final two sessions talked more about technology with the 7th session focusing on the topic of artificial intelligence and its impact to the accounting profession by Maria Rosell Santillan-Gomez, Partner, Risk Assurance of PwC Philippines. The last of the 8 sessions discussed about branding in the information age by Jochen Bitzer, President and CEO of Mercedes-Benz Group Services Philippines, Inc.

With the diverse topics discussed during the presentations and the open forums covered in the technical sessions, resolutions were made and concerns were addressed as the summit ended.

## **"some" of the men & women behind the summit's success...**

*because you, our dear PICPANs, made everything possible...*



# THE ACCOUNTANCY WEEK

July 14-19, 2019



## CAPTURING THE ACCOUNTANCY WEEK'S SPIRIT

By Kim M. Aranas | P&A Grant Thornton

Once again, PICPA Cebu Chapter successfully spearheaded the annual Accountancy Week with meaningful activities capturing the true spirit of the celebration i.e. to holistically develop accountants in order to reinforce the future, together, today. Among these activities is the first-ever PICPA Cebu Fun Run, Bowling Tournament, the much-anticipated Accounting Quizbowl at the Ayala, and the well-attended 7th PICPA Cebu Summit. Here, we present a collation of images best capturing the accountancy week's spirit.



# PICPA FUN RUN

July 14, 2019 | Ayala Terraces

Photo Courtesy: Megawear

# GOVERNMENT OFFICES BOD COURTESY CALL

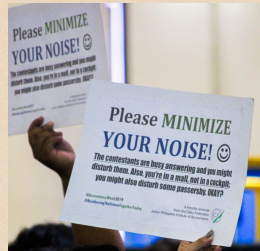
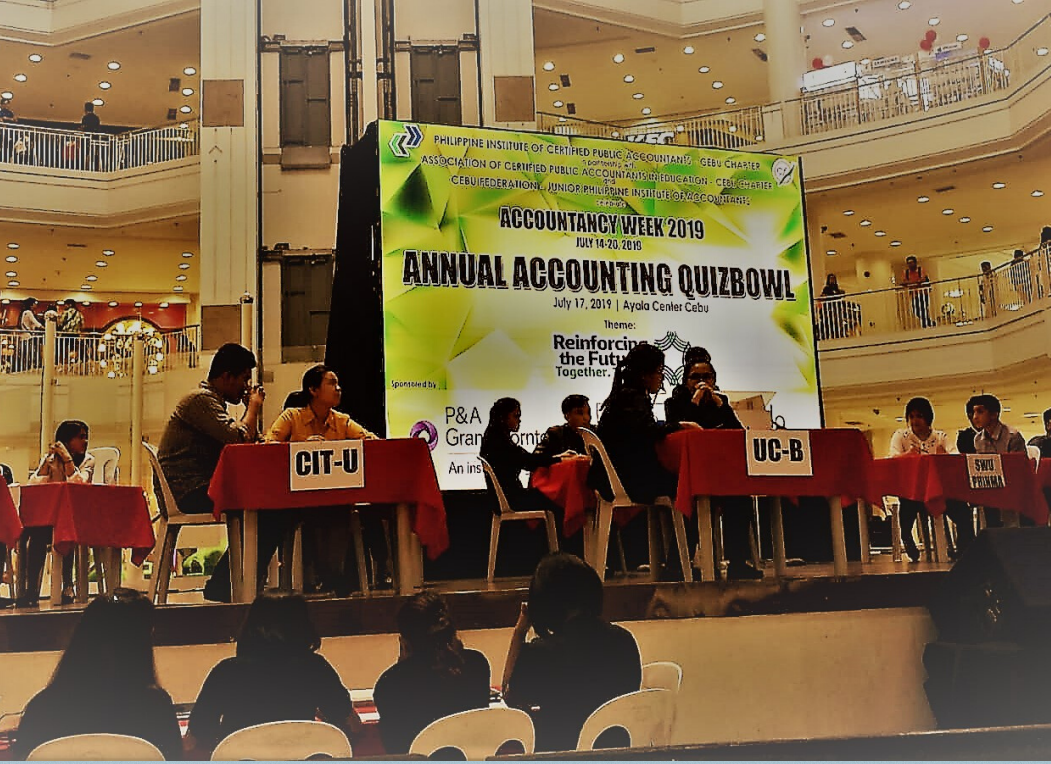
July 15, 2019

BIR RDO 81, 80, LTDO | Cebu City Hall | PRC | SEC



## BOWLING TOURNAMENT

July 16, 2019 | SM Seaside



# ANNUAL ACCOUNTING QUIZBOWL

July 17, 2019 | Ayala Activity Center

Photo courtesies:

- USC JPIA Echoes
- UV JPIA Official FB Page

# *The Quarter in Review*

## **JULY**

- 07 - Chapter Planning & Leadership Conference
- 14 - PICPA Run & Accountancy Week Opening
- 15 - BOD Government Offices Courtesy Call
- 16 - Bowling Tournament
- 17 - Annual Accounting Quizbowl
- 18 to 19 - 7th PICPA Cebu Summit

## **AUGUST**

- 02 - Seminar on Tax Amnesty & Updates
- 10 - EVR Chapter Presidents Meeting
- 17 - Seminar on Internal Audit Reporting
- 31 - PICPA Time with USC KNN

## **SEPTEMBER**

- 04 - Tax Management Program with CCCl
- 07 - Seminar on 4th Industrial Revolution
- 11 - Tax Management Program with CCCl
- 18 - Tax Management Program with CCCl
- 21 - Seminar on PFRS of Small Entities
- 25 - Tax Management Program with CCCl
- 27 - 1st Quarter PICPA GMM
- 28 - PICPA Time with USC KNN DYAB



# DO YOU WANT TO BE A PART OF THE PICPA PUBLICATIONS TEAM?

Send us an e-mail at [PubCom.PICPA CebuChapter@gmail.com](mailto:PubCom.PICPA CebuChapter@gmail.com)

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