

"Year of the Ox/Earth: How to Make it Peaceful and Progressive" Is the KK! Topic on Jan. 28, 2009, Wednesday, 6:30 p.m. (Manila Time) at DZRH-AM radio

**H appy Chinese New Year! Or "Kung Hei Fat Choi!" It is the Year of the Ox, an "earth" year, according to *feng-shui* practitioners. They say that earth is the calmest of the five elements—earth, water, fire, wood and metal—that define the mood of the environment. Hence, 2009 is expected to be a peaceful year globally.**

How can we ensure a peaceful and progressive 2009 for the Philippines? The 2009 theme of the Management Association of the Philippines (MAP), which is composed of 850 top management executives, suggests the private sector's response: "MANAGING THROUGH CHALLENGING TIMES: Business Excellence and Good Governance."

What is the government's response? In its Query of the Week ( [www.map.com.ph](http://www.map.com.ph) ) last week, MAP posed this question: "What concrete steps are being taken by the government to address the worsening unemployment problem of Filipinos, here and abroad, caused by the global financial and economic crises?"

Hear what we could expect from the business sector in 2009 and what the government's response is to the MAP Query from two business leaders, MAP 2009 President Joey Bermudez, Chair, Maybridge Asia, Inc., and MAP Environment and Sustainable Development Committee

## "Year of the Ox/Earth: How to Make it Peaceful and Progressive" Is the KK! Topic on Jan. 28th - MabuhayF

Written by EARTH Institute Asia Press Office

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Vice Chair Tammy Lipana, Chair and Senior Partner, Isla Lipana and Co.

Tune in/watch them in a talakayan in Tagalog and English with Dr. Cora Claudio, president of the EARTH Institute Asia, on Jan. 28, 2009, Wednesday, 6:30 p.m. to 7:30 p.m., Kalikasan, Kaunlaran! at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), or watch KK! on TV (Channel 9 in Metro Manila, other cable TV channels nationwide), and on the Internet ( <http://dzh.tripod.com> or <http://dzh.prepys.com> ).

Join the contests, campaigns and projects of EARTH/KK! To join all, register as a KK! listener by texting 2299: earth<space>your message.

KK! co-producers are EARTH Inst. Asia and DZRH, with the support of KK!'s partners-sponsors, Unilever, Unilab, Manila Water, Toby's Sports, Delbros Supply Chain Solutions, Yehey.Com, MAP, and Brahma Kumaris, and the cooperation of MAP, GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, various egroups and environment-caring groups/individuals, e.g., BluPrint Editor Paulo Alcazaren.

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