

## New NDA Chief, addresses NDA Management and Staff



Grace J. Cenas, newly appointed NDA Administrator, met with the NDA officers and staff on September 30, 2010 where she gave her welcome address before flying to Ubay Stock Farm in Bohol to inspect the status of the Bohol Dairy Multiplier Farm to receive the first batch of dairy animals. She spoke to some 50 personnel present during the meeting at the NDA Shahani-Acosta Conference room. Being an insider and with her at the helm of NDA, it makes working for the industry much easier.

Ms. Cenas was warmly received and by the looks of it, the transition will be smooth sailing!

Below is an excerpt of her message to the body:

“Maayong buntag kaninyong tanan. Good morning. I stand before you now as the new Administrator of the National Dairy Authority. As you are well aware, I did not apply neither did I work out to get this position. I had not even shown any gesture of interest on this job. When this position was broached to me right after the May 2010 election by a group of friends in Cebu, I declined for two major reasons: First, I find it difficult to live in Manila. Second, I find it awkward to become the Boss of my Boss. And perhaps, a third reason would be the initial reluctance at that time of my colleagues in the Visayas Field office for me to leave them. In fact, you may have heard me in the past saying these things. However, over time, I find it difficult to refuse the offer of Secretary Alcala, when he himself asked me. If I would have continued to refuse, the Secretary may have chosen an outsider for the position. But with the encouragement of many of our colleagues including NKT herself and friends, I finally had the courage to accept this gigantic task at hand.

I do not want to make any promises on what I can do for NDA. I have been with the organization for about 20 years; even then, I know that I still have a lot to learn about the dairy industry, the people surrounding it, and the circumstances and considerations in moving the Philippine dairy forward. What I can guarantee you is that I will work with you to the best of what I can and as high as our resources will bring us to.

I know, as you all know, that we have so much to do and a lot of commitments to fulfill. And we all know that we have the capacity and the capability to do all these things.

Perhaps, a little more push and pull, here and there, may be needed to get us going fast to our goal. Or perhaps, some encouragement? .... Or could it be just a simple happy working environment where sincerity, loyalty, honesty and love are manifested among each other?..... Probably, we need all of them.....

As your leader, I will often be participative, rather than autocratic; transparent enough; coaching, rather than dictating; facilitating, rather than "making things difficult"; simplifying, rather complicating; supportive, rather than competitive and unifying, rather than divisive. On the other hand, I can be tough when circumstances demand for it; especially at times when I will be pushed to my limits and will be forced to make tough decisions..... or find serendipitous solutions when the need arises.

I am confident that with all of you with me in all our endeavors, we can do it. I do not find any "major major" reason why we cannot. I believe NDA has the right people who have the skills, the talents, the knowledge, the initiative and the creativity to fulfill its mandate of accelerating dairy development in our country.

We just need to be a team! A Team that makes use of each member's strengths and discovers in each member's weaknesses, the underlying potential strength when the need arises. A team where others will encourage a member when he is weak and build upon him, instead of destroy. We can never win nor will we ever succeed if we ourselves are disunited. We need to be one effective team so that together we can attain our quest for sustainable dairy development.

Magagawa ba natin to? Naniniwala ba kayo na sa pagkakaisa, hard work, resourcefulness, and team work, mapapabilis natin ito? If so, then we are in for a good start towards sure-fire success!

Daghan kaayong salamat. Thank you to all the managers for making this transition easier for me. Thank you, everyone for the warm acceptance. Mabuhay tayong lahat! Mabuhay ang NDA! Mabuhay ang Philippine dairy industry!"

---

By: Ching M. Lumanta  
Information Group- CO.