



Alas Oplas
credibility and honor
defined.

RSM International

Beyond Numbers

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Beyond Numbers is a periodic e-newsletter of Alas Oplas & Co., CPAs which underscores its people, services, events, and activities. This e-newsletter aims to reflect the Firm's culture, commitments, values, and practices it is solely directed for communication purposes.

DONNIES T. ALAS - A man with a Vision on Good Corporate Governance



The Chairman and CEO of Alas, Oplas & Co., CPAs, Mr. Donnies T. Alas (DTA), strives to campaign for good corporate governance amongst colleagues and peers as he marks his 22nd year of practice. By mere perseverance and expertise, Donnies T. Alas has risen from a mere underprivileged Manila boy up to the winding ladder of success. His 25th floor posh office is always a reminder of his struggles and hard work in attaining his victories at present. Alas' desire to take up Accountancy was a product of the visions he had while still walking around the streets of Manila with barely nothing. He envisioned being successful but he wanted legitimacy in accomplishing it. Indeed, Alas saw that his being a guardian of government as a righteous Accountant will serve him his desire to serve the country and be blessed in

attaining his 250 foot stature. It is a chance for people to be led out of poverty if government is served truthfully by entities owing it their actual levies guarded closely by virtuous accountants in public practice. This is his crusade.

DTA's guiding principles are bounded by transparency, accountability, equity and probity. In his organization, these virtues are taught to and expected from all, management and employees. In his practice, truthfulness is upheld. His humble beginnings taught him that with earnest determination righteousness is achievable. This he now applies to his entire organization.

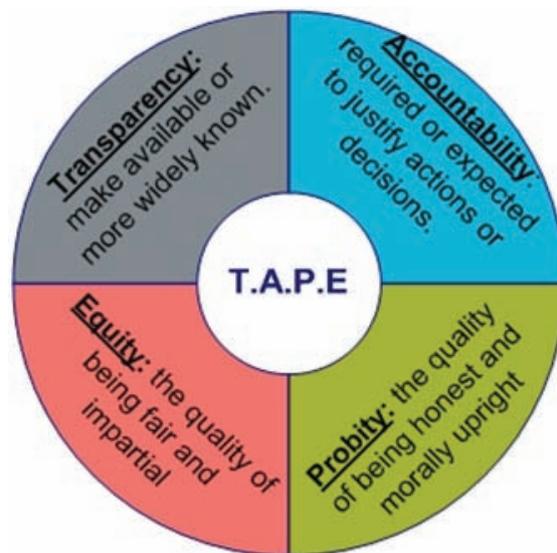
Donnies T. Alas has an embedded passion for his vision. He intends to share this with his colleagues by remaining active in the organizations that are comprised of professionals like him. He will reach out to the students of Accountancy so that they may be equipped with the same dedication. There is neither luck nor destiny on anyone's road to success. It is diligence armed with determination that will persistently reward anyone the success one aims for. Upright values are then blessed by a mightier being that sees all that we do. Credibility and honor are worked on. Sown with seeds of intent. His quest to proliferate the values of good corporate governance will amount to so much which he has already molded himself with. Donnies T. Alas, a man with credibility. A man of honor. He is armed. He is ready.

* * *

Beyond Numbers shares to its readers an overview of Corporate governance. It is believed to be a major contributing factor in the phase the country is traversing at the moment and in a few more years that has yet to come. Business organizations are expected to pledge its principles on good governance so as to be in synch with what the nation aims to attain.

Corporate governance is "the system by which companies are directed and controlled".^[1] It involves regulatory and market mechanisms, and the roles and relationships between a company's management, its board, its shareholders and other stakeholders, and the goals for which the corporation is governed.^{[2][3]} Lately, corporate governance has been comprehensively defined as "a system of law and sound approaches by which corporations are directed and controlled focusing on the internal and external corporate structures with the intention of monitoring the actions of management and directors and thereby mitigating agency risks stemming from the devious deeds of these corporate officers"^[4]

-en.wikipedia.org/wiki/Corporate_governance



Definitions: Oxford English Dictionary

The OECD Principles of Corporate Governance	Good Governance Standard for Public Services 6 core principles of good governance	Generic principles of good governance
Protect and facilitate the exercise of shareholders' rights	Promote values for the whole organisation and demonstrate good governance through behaviour	<ul style="list-style-type: none"> • Develop the capacity and effectiveness of the governing body • Agree and promote values • Engage with shareholders and stakeholders • Be fair and impartial • Protect peoples' rights • Behave ethically • Set strategic purpose and outcomes • Identify and manage risk • Make informed and transparent decisions • Monitor performance • Disclose everything so that accountability is effective • Comply with the law • Define roles and responsibilities
Ensure strategic guidance of the company, the effective monitoring of management by the board	Focus on the organisation's purpose and on outcomes for citizens and service users	
Timely and accurate disclosure is made on all material matters	Take informed transparent decisions and manage risks	
Recognise the rights of stakeholders and encourage active co-operation	Engage with stakeholders and make accountability real	
Equitable treatment of all shareholders	Develop the capacity and capability of the governing body to be effective	
Promote transparent and efficient markets, be consistent with the rule of law	Perform effectively in clearly defined functions and roles	

The tables not only show us that governance is about direction, structure, process and control it also about the behaviour of the people who own and represent the organisation and the relationship that the organisation has with society. Key elements of good corporate governance therefore include honesty and integrity, transparency and openness, responsibility and accountability. Many people believe that organisations have a moral duty to stakeholders: employees, local communities, customers as well shareholders and institutional investors.

Chartered Institute of Internal Auditors. Knowledge Center. Good Corporate Governance.

Corporate Governance Good for Business - Alas Oplas chair



From Left to Right: Ms. Vivienne Motomal (Journal Group), Ms. Jay Sarmiento (Philippine Star), Mr. Ricky Alegre (Business Mirror), Ely Saludar (DZXL), Mr. Romy Marinas (Business Mirror), Mr. Donnies Alas (Chairman and CEO of Alas Oplas), Mr. Dante "Klink" Ang II (Manila Times), Mr. Barbie Aleniza and Ms. Tina Maralit (Manila Bulletin), Mr. Ron Tamayo (Abante) and Mr. Conrad Carino (Manila Times).

More business leaders today should embrace corporate governance, not just because it is required by law, but because it is good for the bottom line, says Donnies T. Alas, chairman and chief executive officer of Alas Oplas & Co., CPAs.

"People recognize the value of having a good reputation, and so do businesses that invest heavily in brand equity, marketing public relations, and similar practices," Alas says. "Corporate governance is an extension of that desire that not only enhances the overall image of the business but also backs up that claim with a commitment to good and fair business practices."

Alas cites the case of the Philippine economy, which is booming in the wake of the good governance campaign of President Benigno "Noynoy" Aquino III.

"The economy is taking off, and the Philippines is again the darling of investors, in no small measure because the government's campaign for good governance has buoyed business confidence. What good governance is doing for the country, corporate governance could also do for businesses," he says.

"I've read a report quoting Finance Secretary Cesar Purisima as saying that corporate governance is 'good economics.' I say that it is also good business," Alas adds.

He recognizes that the Philippines still lags behind its neighbors in corporate governance rankings. But he also notes that the situation is improving, and that country is striving to do better.

"Besides, Filipinos are competitive, and given a chance and proper guidance from professionals, I believe that effective business leaders will want to do the right thing for their consumers, investors, and other partners and stakeholders," Alas said.

"We at Alas Oplas have a passion for growth, and we are ready to serve all those who share that passion."

This copy is the actual PRESS RELEASE of Mr. Donnies T. Alas in his fellowship lunch with media friends on January 31, 2013.- eif,beyond numbers

“Make a STAND” -Surpassing Life’s Threshold through Assertive Stances and Noble Undertakings Across Diversities

MAKE A STAND.

Credibility has always been about making a stand. From infancy, we all are tested time and time again and we were often left to decide for ourselves. With so many limitations on verbally being capable of communicating, our only means of expressing that we wanted something was to cry. No one taught us how and when to cry. We decide on our own as to when we need what we want and how we want it. Being a child is a formidable stage. But even if we were left with only the option to obey, deep within us, we decide the kind of person we would want to become. We decide and stand firm on wanting to be just so. The point here is to make us all realize that even long before you and I knew it, we were already making choices, deciding and making a stand.

I will not speak of all the multiple incidents we all go through in life where we are always asked to make a stand. I will share with you my own. I reached my voting age, I choose and make a stand as I cast my ballot on each election exercise. I graduated from high school and decided to take up Accountancy, against dissuasions from many. They said the competition was tough and chances of success are too slim for me. My only chance is to put up my own firm which was, by far, capital extensive. I thought long and hard. What would I rather be, rich or fair? Where would I want to grow old in, employment or entrepreneurship? What was the objective of my getting into and finishing college, first of?

I wanted to simply be successful and rich. But I also know I wanted to be righteous and honorable. I wanted to put meaning in my being a citizen of this hopeful country. I could have been a doctor or a lawyer or a farmer even. All of them have the same noble intention. My discerning moment came with the answer I needed. I saw the chain clearly. It was and still is the stature of an economy that brings food to the table and good values to the people. Unless government is still, protected and upright, there will be fewer chances for the country to succeed and people to survive. Certified Public Accountants have a role to play in bridging this vision. One must begin with oneself, that is, to uphold righteousness.

I knew that my being a guardian of government as a righteous Accountant will achieve my desire to serve the country and then be blessed. This became my crusade. I stood firm in my decision to become a Certified Public Accountant. THAT WAS ONE TOUGH STAND I made.

Despite all the hardships and many sleepless nights, I was determined to live by the stand I made. I passed my board and eventually became a Certified Public Accountant.

My journey was not at all a luxurious cruise. I worked hard and was always faced with battles where being upright was always on the line. I endlessly have to make a stand. Now as a Partner for Alas, Oplas & Co., CPAs, I still believe in upholding what is right. Never bending to accommodate what is fast and easy. I again have a role to play and I am making ONE LONG TOUGH STAND.

The Accounting profession, especially public practice, should be taken as a pivotal factor in molding an incorruptible society. In its practice, correct duties are determined and earned by government. Unless this is consistently lived by, government will remain moribund and helpless. It is an Accountant’s moral duty to take it upon oneself to be the watchdog of government, regardless of who leads it. Until the profession denies itself of this vital responsibility, society will remain scarred. With this in my heart, I CHOOSE TO BECOME RIGHTEOUS. AND THAT WILL ALWAYS BE MY STAND.

Today, as I speak to you about making a stand, allow me to make it even more simple for you.

“Make a STAND” -Surpassing Life’s Threshold through Assertive Stances and Noble Undertakings Across Diversities

Let us decipher the phrase. Let me simply share with you synonyms of each word.

THRESHOLD	STANCES	UNDERTAKINGS
• Verge	• Bearings	• Actions
• Edge	• Viewpoints	• Endeavors
• Brink	• Opinions	• Actions
ASSERTIVE	NOBLE	DIVERSITIES
• Decided	• Honorable	• Multiplicities
• Aggressive	• Moral	• Mixtures
• Emphatic	• Upright	• Varieties

It simply reads : When setting a goal, weigh and anticipate obstacles and hardships always. Despite the obstacles and trials, one overcomes and emerges as a victor when one is determined to reach a goal that was set for oneself. Live with a clear goal and stand up with might determination for it.

Two weeks ago I made a STAND. I set my heart and mind to face you today. I am facing you now. My prayer is that I am able to share with you the fruits of making a stand. Fruits borne out of making a stand might not always be as sweet but fruits will always be a delight on the table. If it does not suit your palette, it will surely be food for somebody else. If you do not make a stand when you are expected to, your world ceases to revolve and your wind will stop to blow. The trains will reach their destination even if they leave you by its tracks.

A pleasant day to all!

MR. RYAN A. SABUG,
Partner, Audit & Assurance delivers his speech as guest speaker, to the student body of the Adventist University of the Philippines on February 22, 2013 at their Cavite Campus.



DTA's FONDEST 63rd



Alas, Oplas & Co., CPAs family gives honor to its founder on his 63rd natal day on February 20, 2013. In a very simple gathering, Partners and employees of the firm, offer prayers and well-wishes to Mr. Donnies T. Alas before food and treats were served. It was also a time for manager-employee bonding which everyone appreciated and enjoyed. Mr. Alas, in his usual best, gave thanks to all for having him in each one's thoughts and prayers for the day. This photo collection of the feast speaks of everyone's warmest greetings to the celebrant, indeed Mr. Alas' fondest!

First Wednesday Mass



Alas, Oplas Family ushers in the month of February with a First Wednesday Holy Mass presided by Fr. Rogelio (Ogie) A. Orpiada. A fitting act of thanksgiving for the bountiful fruits reaped and offering for challenges that have yet to come.

A Salute to our No-Late Honorees (4th Quarter 2012)



Blanca P. Dizon
(Honoree for the entire year 2012)



Realyn Ricafort



Ruby Jasmin Alar



Emelita Estrologo



Joy Mitra



Josemar Irinco



Aileen Santander



Francisco Abrena



Abraham John Madiwa

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