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Building A Lasting Legacy**

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**The Interesting
Origin of Mother's Day**

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Hapee Toothpaste: Building a Lasting Legacy

Prof. Enrique Soriano

From being a household name in the Philippines, Hapee toothpaste is now being exported to the Middle East, Papua New Guinea, Russia, Vietnam, Hong Kong and other Asian countries. His company, which he named after his grandmother, has also expanded to provide dishwashing liquid, lice shampoo, fabric enhancer, detergent, feminine wash and Gumtech, a special gum-formula toothpaste, among others.

Not giving up

Pedro is slowly winning the battle and gaining market share, but the toothpaste war is far from over. He said Colgate and Close Up usually occupy the best grocery shelves in supermarkets, making their products more visible to customers.

Hapee, on the other hand, has to make do with a small spot in the supermarket. Despite this, Pedro said he is not giving up, especially now that he has gone this far. "And besides, I now have millions of customers because of my toothpaste. That's something to be happy about," he added.

Corporate Social Responsibility

Corporate Social Responsibility is a very important part of Lamoian's way of doing business. Mr. Pedro says, "In Lamoian Corporation, we believe that we can make our presence a blessing to society. These activities are focused on dental missions, helping the deaf community and taking care of the environment."

Lamoian's corporate motto is "To make a difference for the glory of GOD". Hence, in thanksgiving to the Lord and in keeping with his faith as well, Mr. Pedro gives opportunities for the hearing impaired by employing and providing them with free housing. Sign language is the only means of communication between the hearing-impaired and hearing personnel, so he has also required his managers to learn it. To continuously extend his gratitude, as the chairman of the Deaf Evangelistic Alliance Foundation, Inc. (DEAF), he grants scholarships to at least 200 hearing-impaired students through the said foundation. In 1991, Cecilio Pedro was the TOYM awardee for Business Leadership. The following year, he bagged the Agora Award for Outstanding Achievement in Entrepreneurship.

Building a Lasting Legacy

Time is a variable for any kind of business. The test of the viability or feasibility of an enterprise depends on generational creativity. Business survival or leaving a legacy from generation to generation requires hard work and commitment. It means believing and living the vision of the founder by his successors.

In Cecilio Pedro's story, his actions and decisions as a founder/visionary were very apparent. He wanted to leave a lasting legacy for the next generation to emulate. Values that goes beyond profit. Values that also embraces people and planet. Creating a family business legacy is a challenge for owners of family businesses. The past and the present stature of a family business will determine its future existence or demise. Much of course depends on business and talent management and stable or liquid cash flow.

A recent Harvard Business Review article identified traps that can hamper generational success and compromise the legacy building efforts of the founder generation. These traps include: The mind-set that there is always a place for a family member in the business; that the business can't grow fast enough to support everyone; that family members stay in silos according to bloodline.

Proper training and skills are vital to generational success. It means that the visionary or the senior family business owner can have wrong expectations as far as business succession planning is concerned. It also does not follow that belonging to a family business entitles the children to continue running the family business. Research shows that a family business beats the odds if they last for more than three generations!



Prof. Enrique Soriano

A World Bank/IFC Governance Executive of Post and Powell Singapore and the Executive Director of Wong + Bernstein, a research and consulting firm in Asia that serves family businesses.

THE INTERESTING ORIGIN OF MOTHER'S DAY

Celebrations of mothers and motherhood can be traced back to the ancient Greeks and Romans, who held festivals in honor of the mother goddesses Rhea and Cybele, but the clearest modern precedent for Mother's Day is the early Christian festival known as "Mothering Sunday."

Once a major tradition in the United Kingdom and parts of Europe, this celebration fell on the fourth Sunday in Lent and was originally seen as a time when the faithful would return to their "mother church"—the main church in the vicinity of their home—for a special service.

Over time the Mothering Sunday tradition shifted into a more secular holiday, and children would present their mothers with flowers and other tokens of appreciation. This custom eventually faded in popularity before merging with the American Mother's Day in the 1930s and 1940s.

Author
History.com Editors

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Mango Float Freezer Cake Recipe



You don't need an oven to make a great dessert. If frozen cakes are not your cup of tea, you can place this cake in the refrigerator: it will keep its soft and fluffy texture.

Ingredients:

- ☐ 300 grams ladyfinger cookies (broas)
- ☐ 1 tea bag earl grey tea
- ☐ 2 cups hot water
- ☐ 4 teaspoons white sugar
- ☐ lemon juice, (from half a lemon)
- ☐ 1 cup graham crackers crumbs, crushed
- ☐ 100 grams butter
- ☐ 1 1/2 cups heavy whipping cream, whipped into stiff peaks
- ☐ 4 large mangoes, cubed

How to make Mango Float Freezer Cake

- ☐ Make the earl grey tea syrup: Steep early grey tea in 2 cups of hot water. Discard tea bag and stir in sugar and lemon juice. Set aside and cool to room temperature.
- ☐ Make the graham cracker crust: Melt butter in a saucepan and mix in graham cracker crumbs and sugar. Press evenly onto an 8 by 5-inch dish and freeze until ready.
- ☐ Make the mango filling: Whip heavy cream into stiff peaks and gently fold in cubed mango pulp.
- ☐ To assemble: Spread one layer of mango filling over the crust. Dip the broas into the tea soaking syrup and layer over the mango filling. Repeat with one more layer of each. Freeze or chill for 3 hours or overnight.

Word Search



- Mother
- Advice
- Sons
- Caring
- Daughters
- Feeding
- Love
- Inlaw
- Father
- Flowers
- Wife
- Gifts
- Cooking
- Sunday
- Driving
- Giving
- Hugs
- Patient
- Kisses
- Sweet
- Listen

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