

MDPPA announces newly elected officers

The Motorcycle Development Program Participants Association, Inc. (MDPPA) is pleased to announce the results of its annual election of officers. The following officers will serve for a one-year term beginning 01 January 2012:

Alfredo O. Lejano, Jr. (President) is Department Manager for Corporate Services and Logistics of Yamaha Motor Phils., Inc. (YMPH). He held the position of MDPPA Vice President concurrently as Chairman of the Government Committee in 2011. He also served as Treasurer in 2010. A hands-on chief fiscal officer and funds custodian, he has introduced various strategies for the sound management of the association's finances and ensure checks and balances of its financial status.



Generoso J. Paralisan (Vice President) is Assistant Vice President for External Affairs and Special Assignment of Honda Philippines, Inc. (HPI). While a new addition to the Board following the retirement of Mr. Rene M. Gener (HPI's representative to the Board for years 2006-2011 and MDPPA's immediate past president), he has been a key hand in the formulation and execution of plans and programs especially on technical matters affecting the industry.



Rodel I. Pablo (Treasurer) is Vice President of Marketing/Sales and Customer Support of Kawasaki Motors (Phils.) Corp. (KMPC). He held the position of MDPPA Treasurer concurrent with the Chairmanship of the Marketing Committee in 2011. It was during his term as president in 2009 that cemented the association's alliance with the riders' clubs federations when they united against the implementation of the Radio Frequency Identification (RFID) project to promote and protect the welfare of the motorcycle riders and owners.



Espie N. Custodio (Auditor) is Consultant of Suzuki Philippines, Inc. (SPH). She inherited the position of MDPPA Auditor from her predecessor, Rolly Cruz, in September 2011. (Mr. Cruz still sits in the Technical Committee as SPH's representative.) She actively contributes to formulating strategies to simplify transactions with the government using her extensive experience in dealing with the latter as SPH's ImPex Manager for lengthy years.



Gilbert C. Limjoco (Director) is Vice President for Operations of Kymco Philippines, Inc. (KPH). He Chaired the Road Safety Committee in 2010 and 2011. The Road Safety Outreach Seminar conducted every weekend commenced on the latter part of 2009 but its full take off in 2010 magnified MDPPA's commitment to motorcycle safety riding with the goal to hopefully see less of gory reports of motorcycle road crashes and see more good stories of how motorcycling has changed the landscape of the nation.



After his elections as president, Mr. Lejano designated the following to Chair the various Committees. Unless said designation is revoked, they shall be co-terminus with the elected officers.

Marketing Committee : Kymco Philippines, Inc. (KPH)
Road Safety Committee : Honda Philippines, Inc. (HPI)
Technical Committee : Kawasaki Motors (Phils.) Corp. (KMPC).
Government Committee : Suzuki Philippines, Inc. (SPH).

The Committees shall be chaired by the following:

Allan B. Santiago (Marketing) is the National Sales Manager of Kymco Phils., Inc.



Christopher S. Capistrano (Road Safety) is the External Affairs Manager of Honda Phils.



Mr. Pablo (Technical) and **Ms. Custodio (Government)** currently sit in the MDPPA Board.