

***Passion, determination, commitment behind great leader's success:  
A recipient of the US OCDC International Innovator Award***

By: Mercy Jamoyot Gabasa

Passion, determination and commitment are behavioral values that drive a person - a great leader to stay behind the flock with intense enthusiasm in guiding towards the journey of success.

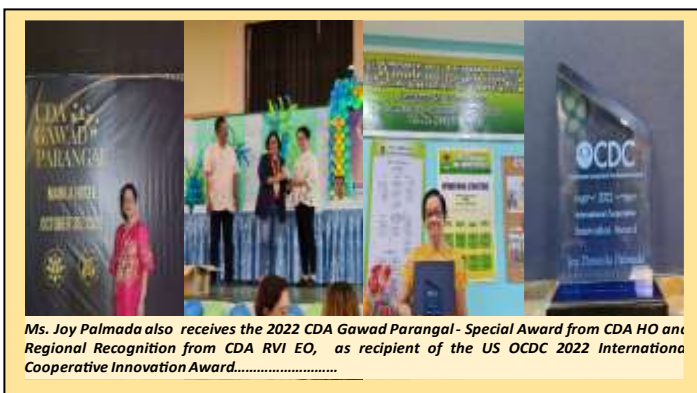
According to Harriet Tubman, an American abolitionist and political activist that "Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

Haile Gebrselassie, a retired Ethiopian long-distance track and road running athlete on the other hand says that "Once you have commitment, you need the discipline and hard work to get you there".

A dream doesn't become reality through magic; it takes sweat, determination and hard work according to Colin Powell an American statesman and a retired four-star general in the US Army.

Inspired by this interplay of positive emotional feelings and guided with cooperative core values are driving forces of Ms. Joy Doronila Palmada, a cooperative leader, a God-given instrument in Pavia, Iloilo that shape the lives of the members of Pavia Entrepreneurs MPC (PEMPC) and the community through the ideology cooperativism.

Ms. Palmada is a multi- awarded regional and national awardees, and recently a recipient of the 2022 International Cooperative Innovation Award of the U.S. Overseas Cooperative Development Council's (US OCDC).



*Ms. Joy Palmada also receives the 2022 CDA Gawad Parangal - Special Award from CDA HO and Regional Recognition from CDA RVI EO, as recipient of the US OCDC 2022 International Cooperative Innovation Award.....*

U.S. OCDC is composed of ACIDI VOCA, Equal Exchange, Frontier Co-op, GENEX, Global Communities, Health Partners, Land O'Lakes Venture37, NCBA, CLUSA, NRECA International and the World Council of Credit Unions. It has a mission to champion, advocate and promote effective international cooperative development

Ms. Palmada, is a Pharmacist by profession, a Protestant, happily married to Mr. Simon Palmada and a successful mother to Mar Vincent and Mark Joseph and presently residing in Gonzaga St., Pavia, Iloilo. Her successful marriage and family life, also serves as an inspiration in relating herself with the community, as one of the 12 committed member-pioneers in converting the Pavia Public Market Association organized in October, 1977 with 104 members into a full-fledged and a duly registered cooperative with the Cooperative Development Authority (CDA) on July 28, 1999, now known as PEMPC.

The organizational relationship, as member and officer of the cooperative started in 1999. She is the Chairperson in 1999-2005 and 2014 up to the present, respectively and as general manager in 2006-2013.

She said that “sa sulod sang 19 ka tuig sang kooperatiba, madamo nga mga pagtilaw, pagpakamalaut kag upang ang ginsulay nakon kaupod sa mga nagpangisog para ma convert ang asosasyon nga mangin isa ka kooperatiba (within 19 years, me and my co-pioneers have experienced many challenges, bullying and obstacle in converting the association into a cooperative.”

Such challenges and negative remarks did not stop them but serve as motivation in exerting collective and deliberate efforts, especially

Ms. Palmada in initiating, pursuing and implementing innovations as well as mobilizing active participation from planning to monitoring and evaluation phases of various economic activities of the cooperative towards the realization of its vision and mission into reality.

Like a shepherd tending her flocks and looking for a lost one, she introduced and sustain many initiatives, establish/maintain linkages and advocacies that enhances operation of cooperative: The Strong and Effective Public – Private Partnership with the LGU-Pavia in Public Market Management; Linkage with ASEAN Women Entrepreneurs Network (AWEN); Implementer of government programs and projects of DOLE, DTI, DOST, DENR, member of DepED School Governing Council and Member, Pavia Technical Working Group in the Establishment of the Pavia GAD Code.





Today, the PEMPC through the strong leadership of Ms. Palmada has forged three (3) Memorandum of Agreements with the Cooperative Development Authority (CDA) and 3 Micro Cooperatives under the KOOP KAPATID PROGRAM of the CDA, namely: Pavia Iloilo Jeepney Owners and Drivers

Transport Cooperative, San Miguel Farmers Agriculture Cooperative, and Pavia Water Service Cooperative.

PEMPC positive image in the community gained more membership in Local Special Bodies such as Municipal Cooperative Development Council (MCDC), Municipal Development Council (MDC), Social Waste Management Board, Municipal Poverty Reduction and Action Team (MPRAT), MTWG of the GREAT Women Project; MTWG of the Comprehensive Land Use, Member Pavia MDRRMC, Pavia Municipal Advisory Council; Chairperson, Ethics Committee, Western Visayas Alliance of Cooperatives (WVAC); Treasurer, Pavia Federation of Civil Society Organizations; PEMPC Official Representation of NATCCO Network and COOP NATCCO Party List, GAD Representative, NATCCO Network Visayas Regional Coordinating Team with Ms. Palmada as the official representative of the cooperative.

Embracing Mathew 25:40 "*Whatever you did for one of the least of these brothers and sisters of mine, you did for me*" her advocacy in responding the felt-need of the members come to reality. They started to pool the amount of Php 62,000.00 from 104 members in 1999 as the initial capitalization of the lending activity. The 1<sup>st</sup> economic enterprise of the cooperative, augmented by financial loan assistance guaranteed by the Pavia Local Government (LGU) from the Provincial Government in the amount of P50,000.00.

Today, the multi-awarded PEMPC, housed in a 4-storey building from a talipapa and rented office, composed of 892 members, Asset of 33,801,998.59 and paid-up Share Capital of 9,843,104.70 as of December 31, 2021 performs its mandate and operates Credit Services: Regular loan, Short Term Loan, Rediscounting, Salary, Educational loan, Livelihood loan, Productivity, Redemption, REM, Chattel, Retirement, Consolidated, Special Loan, Memorial Park loan, Bonus loan; Members Savings Operations (time and savings), Bills Payments, Waste Management, Initiatives/Guardianship on Laboratory Coops, Aflatoun Program, Joint Ventures with Small Brother coops under the "Koop Kapatid" Program of CDA such as Eatery, Transport Services. Partnership with Department of Agriculture and KOICA in extending



microfinance loan to vendor and farmer-members who are also members of their Koop Kapatid (the San Miguel Farmers Agriculture Coop) in San Miguel, Iloilo.

Mandatory Waste Segregation inside the Public Market premises, Organization of Team Leaders in each Market Section to assist the IEC and monitor waste disposal, active posting of IEC materials to instill the value of responsibility among vendors to maintain sanitation and cleanliness, establishment of Eco-saver's Bank, Human Resource Manual and organization of the Women in Services and Enterprises (WISE) who manages the Eco-friendly junk shop taking charge of the market recyclables are among the many initiatives introduced/facilitated by Ms. Palmada and implemented by the cooperative.

Orientation on Solid Waste Mgt.



*International Trainings and Seminars  
Saemaul Leadership Training Program,  
Department of Saemaul Studies and  
Economic Development, Enderun Colleges  
and the Institute for International  
Development Cooperation, Yeungnam  
University, Republic of Korea  
September 13 – 19, 2015*

*The Launching Workshop of the ASEAN  
Women Entrepreneurs Network, Hanoi,  
Vietnam*

*Regional Workshop on the Promotion of  
Female Entrepreneurs to be the Leader of  
Local Wisdom Products and Business,  
Emerald Hotel, Bangkok, Thailand, August  
29 – 31, 2012*

Through her exemplary achievements she became a beneficiary of local, national and international trainings as well as recipient of various awards and citations. Learnings, insights and best practices learned were adopted in the cooperative and shared to the other cooperatives in the region through lectures in various conferences, fora, assemblies, seminars, appearances in TV and Radio Programs

and visiting cooperatives across the country.



Aside from her personal awards and citations, PEMPC, likewise under her leadership, garnered the Most Outstanding Cooperative in Partnership with an LGU, Philippine Senate, Republic of the Philippines, January 23, 2007, Lunhaw Dahon Award from Environment Management Board (DENR) in June 29, 2015, Most Outstanding Cooperative on Gender and Environment Advocacy, Province of Iloilo, April 10, 2013 and the 2015 Productivity Olympics Awards– Regional Winner and National Finalist and Winner, Service Sector

*Awards and Citations*

*Most Outstanding Woman Partner in Micro Entrepreneurship – GREAT Women Project, CIDA-Philippine Commission on Women, September 18, 2013*

*Ilongga Award for Most Outstanding Woman Community Leader- by Junior Chamber International (JCI), Iloilo Ilang-ilang Incorporated, May 20, 2016*

*Lunhaw Dadon Award for the Protection and Conservation of the Environment given by the Environment Management Bureau, DENR, June 29, 2015*

*Most Outstanding Cooperative Leader in Women Economic Empowerment by PCO, Province of Iloilo, October 30, 2015*

*Most Outstanding Regional Coop Leader, 2016 Gawad Parangal, CDA*

*National Nominee - Most Outstanding Coop Leader, 2016 Gawad Parangal, CDA*

*CDA Gawad Parangal Award for being Most Outstanding Leader in Good Governance and advocacies on Gender and Development, October 2018*

Micro Enterprise, RTWPB -DOLE, July 22, 2015 and October 15, 2015, respectively.

According to Ms. Palmada, her success as cooperative leader is not realized without the active support and cooperation of her fellow officers, members and management staff of the cooperative and also embracing the bible verse found in Ecclesiastis 4:9-10: “Two are better than one because they have a good return for their work. If one falls, his friend can help him up”.

According to Ms. Joy, her experience as cooperative leader, as cooperative agent, are qualities of great leader. She believes that “Every Job is a self-portrait of the person who does it. Autograph your work with excellence”. Because the Greatest achievements for leaders are those that not only benefit themselves, but

those that benefit others.

A great leader that can translate the sacred scriptures of “You are the salt of the earth and the light of the world”. A SALT to serve as agent that will give flavor, passion, determination and commitment to do something that will shape personal, organizational and structural changes in the society and serve as LIGHT in the processes of effecting such changes.

The writer believes that MS. JOY DORONILA PALMADA with passion, determination and commitment, will be the SALT and the LIGHT to the least of our brothers and sisters and fervently hoping that many COOP LEADERS will rise up, stay behind the flocks and walk together in the journey of success, today, tomorrow and in the future!

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