



11-28-13  
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EXECUTIVE ORDER NO. 053  
Series of 2013

**REORGANIZING/RECONSTITUTING THE CITY SMALL AND MEDIUM  
ENTERPRISE DEVELOPMENT COUNCIL OF THE  
CITY OF ALAMINOS, PANGASINAN**

WHEREAS, DILG Memorandum Circular No. 2002-107 dated 10 July 2002 provides for the organization of the Local Small and Medium Enterprise Development (SMED) Councils to promote local entrepreneurship;

NOW, THEREFORE, I, ARTHUR F. CELESTE, City Mayor of the City of Alaminos, Pangasinan, by virtue of the powers vested in me by law, do hereby reorganize/reconstitute the City Small and Medium Enterprise Development Council of the City of Alaminos as follows:

Section 1. Composition.

- CHAIRMAN: HON. ARTHUR F. CELESTE  
City Mayor
- VICE-CHAIRMAN: JULIE T. RACHO  
Representative, Alaminos City Chamber of Commerce
- MEMBERS:
- LAURA G. ESTRADA  
Representative, Alaminos City Chamber of Commerce
- ENGR. ROEL T. AÑONUEVO  
City Planning and Development Coordinator/  
Local Economic Development Officer
- MRS. SHIRLEY R. DELA CRUZ  
City Treasurer
- HON. RUFINA J. GABRIEL  
Chairman on the Committee on Economic Development
- MR. MIGUEL SISON  
City Tourism Officer
- MRS. ARCELI B. TALANIA  
City Agriculturist
- ENGR. NARCISO A. ARAGON  
CENRO, DENR
- MR. DOMICIANO N. SORIANO, JR.  
City Local Government Operations Officer
- MRS. IMELDA RUIZ  
Local Poverty Reduction Action Officer (LPRAO)





MR. NEJEMIAS RACHO  
Public Employment Service Officer (PESO)

MR. BERNARD MORALES  
A representative from the local banking sector

Section 2. *Duties and Responsibilities.*

- A. Help establish the needed environment and opportunities conducive to the growth and development of enterprises in the locality;
- B. Recommend to the Sanggunian all policy matters affecting businesses in the locality;
- C. Formulate a Local Entrepreneurship Development Plan (LEDP) to be integrated into the Local Development Plan and facilitate implementation of the same;
- D. Coordinate and integrate various government and private sector activities in the locality relating to enterprise development;
- E. Formulate, disseminate and advocate policies, principles and implementing guidelines in the development and promotion of local enterprises; and
- F. Develop and provide appropriate services beneficial to local enterprises and entrepreneurs.

Section 3. *Effectivity.*

This Executive Order shall take effect immediately.

Done in the City of Alaminos, Pangasinan this 28<sup>th</sup> day of November, 2013.

  
ARTHUR F. CELESTE  
City Mayor