



# PHILIPPINE MEDICAL ASSOCIATION

**THEME: "BUILD, BUILD, BUILD PMA!"**

Member : World Medical Association (WMA)  
Co-Founder : Confederation of Medical Association in Asia and Oceania (CMAAO)  
Medical Association of Southeast Asian Nations (MASEAN)  
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## MEMORANDUM CIRCULAR NO: 2019-01-21-051

**TO : ALL PRESIDENTS OF COMPONENT, SPECIALTY  
DIVISIONS, SUB-SPECIALTY AFFILIATE SOCIETIES**

**SUBJECT: PMA COFFEE TABLE BOOK REMINDERS**

**DATE : JANUARY 21, 2019**

Greetings PMA Colleagues!

In behalf of the Coffee Table Book Committee, we wish to thank everyone who submitted their Component Society's History, Milestones, Roster of Presidents and 7 high resolution action photos last January 5, 2019.

We wish to follow up on those who failed to comply.

Upon review, majority failed to meet the MINIMUM number of WORD allotted for your Component Society and Organization.

Hence, we shall be allowing you to stretch the WORD LIMIT to 200 WORDS per page ONLY maximum.

Page allocation will still be based on Component Society's longevity.

For Specialty Divisions, you are allotted 3 pages only for your Organization's write up at 200 words per page or 600 words maximum.

Subspecialty and Affiliate Societies are allotted 1 page write up only or 200 words maximum.

You may also submit PHOTOS of your local Component Society or Organizations MEMORABILIA i.e. Special Trophy, Gavel, Medallion, Jacket, etc that we can use as DESIGN ELEMENTS for your page.

This memorabilia photos will not be counted in the allowed 7 high resolution photos. You can submit as much as possible so we can choose which ones are suitable for inclusion.

Kindly submit on or before JANUARY 30, 2019 your REVISE HISTORY and Milestones, ROSTER of Presidents, LOGO, memorabilia photos, and 7 high resolution photos to include a recent LEAGUE of PRESIDENTS picture. Please refer to attached sample photo.

We wish to reiterate that text beyond your allowed number of words will NOT be INCLUDED in the CTB. Please adhere to SELF SENSORSHIP.

The CTB Committee will not be held liable for persons or events that were DELETED in your write up. We will impose MANDATORY CUT on your article once the allowed number of words is reached.

Given the TIMELINE to allow enough time for printing and meet the Sept 15 target release, we can only do MINOR EDITING. We CANNOT REWRITE your organization's HISTORY to make it appealing or LAYOUT the LEAGUE of PRESIDENT's PHOTOS for all 119 Component Societies.

You are free to engage the services of a professional writer or a graphic artist to ensure quality write ups and photos if you so desired.

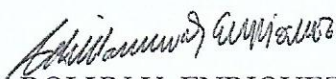
We will be strict with DEADLINES and TIMETABLE to allow us enough time for EDITING and LAYOUT to make your pages look nice.

If you fail to submit the requested materials for the Coffee Table Book, we will be force to use a Place Holder Photo ONLY with the Component Society or Organization's Name on your allocated pages.

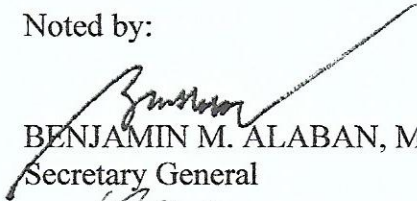


Salamat po. Please take the EXTRA MILE to make your PHOTOS and WRITE UP memorable. They will be immortalized in the pages of the PMA Coffee Table Book and they'll be the IMPRINT that you will leave at PMA.

Very truly yours,

  
CAROLYN V. ENRIQUEZ, MD  
Chair, Coffee Table Book Committee

Noted by:

  
BENJAMIN M. ALABAN, MD  
Secretary General

  
JOSE P. SANTIAGO JR., MD  
President