

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

EIGHTEENTH CONGRESS
Third Regular Session

HOUSE RESOLUTION NO. 2185



Introduced by Hon. Lord Allan Jay Q. Velasco, Hon. Christopher V.P. de Venecia, Hon. Francisco "Kiko" B. Benitez, Hon. Alfred C. Delos Santos, Hon. Lianda B. Bolilia, Hon. Vilma Santos-Recto, Hon. Strike B. Revilla, Hon. Marlyn "Len" B. Alonte, Hon. Angelo Marcos Barba, Hon. Edward Vera Perez Maceda, Hon. Juan Miguel Macapagal Arroyo, Hon. Anthony Peter "Onyx" D. Crisolago, Hon. Cristal L. Bagatsing, Hon. Deogracias Victor "DV" B. Savellano, Hon. Aloy Lim, Hon. Joy Myra S. Tambunting, Hon. Loren Legarda, Hon. Kristine Singson-Meehan, Hon. Evelina G. Escudero, Hon. Precious Hipolito Castelo, Hon. Amihilda J. Sangcopan, Hon. Angelica Natasha Co, Hon. Rowena Niña O. Taduran, Hon. Stella Luz A. Quimbo, Hon. Jesus "Bong" C. Suntay, Hon. Alfred D. Vargas, Hon. Claudine Diana D. Bautista, Hon. Jose Christopher Y. Belmonte, Hon. Rufus B. Rodriguez, Hon. Ronnie L. Ong, Hon. Julienne "Jam" L. Baronda, Hon. Sandra Y. Eriguel, M.D., Hon. Florida "Rida" P. Robes, Hon. Rosanna "Ria" V. Vergara, Hon. Vincent Franco 'Duke' D. Frasco, Hon. Rose Marie "Baby" J. Arenas, Hon. Sarah Jane I. Elago, Hon. John Marvin "Yul Servo" C. Nieto, Hon. John Reynald M. Tiangco, Hon. Manuel T. Sagarbarria, Hon. Mark O. Go

A RESOLUTION EXPRESSING THE PROFOUND CONDOLENCES OF THE HOUSE OF REPRESENTATIVES ON THE PASSING OF MS. VENUS REYES-NAVALTA

WHEREAS, Ms. Venus Reyes-Navalta passed away on Saturday, July 31, 2021;

WHEREAS, Ms. Venus Reyes-Navalta was born on June 30, 1957 in Baguio City. She was the middle child among nine siblings;

WHEREAS, Ms. Venus Reyes-Navalta graduated with a degree in Broadcast Communication from the University of the Philippines and was honored as one of its most outstanding alumni during UP's centennial celebration in 2008¹;

WHEREAS, Ms. Venus Reyes-Navalta spent 18 years, from 1992 to 2009, in *McCann World Group* as EVP and Country Head for *Universal McCann*. During her tenure and under her leadership, Universal McCann maintained its leadership and grew consistently, year after year, winning numerous international and local awards including a Cannes Media Lion in 2009, a gold

¹ <https://www.philippinetintaawards.com/jury-b/venus-navalta/>

in the 2007 Asia Marketing Effectiveness Award and a five time winner of the 4A's Media Agency of the Year Award²;

WHEREAS, fulfilling her dream of an early retirement, Ms. Venus Reyes-Navalta left Universal McCann in September 2009 to pursue her passion in travelling and social entrepreneurship and subsequently joined *Zenith Optimedia*, Philippines, as Chairman, where she propelled the agency to win three "Media Agency of the Year" awards in her three years from 2010 to 2014³;

WHEREAS, Ms. Venus Reyes-Navalta was past President of the 4As, Adboard Director and Committee Chair in several Advertising Congresses⁴;

WHEREAS, in 2015 and at age of 56, Ms. Venus Reyes-Navalta founded and served as Chief Executive Officer of the global company, IPG Mediabrand Philippines, subsequently growing it to 150 talents and four agency brands namely: UM, Initiative, Reprise and Matterkind.

WHEREAS, a fierce proponent of her people, their happiness and development, Ms. Venus Reyes-Navalta nurtured a unique, diverse, caring and inclusive culture within the Mediabrands Philippines network. Her teams and colleagues affectionately referred to her as '*Mother Venus*';
ibid

WHEREAS, as an active advocate of the arts, environment, and rice sufficiency, Ms. Venus Reyes-Navalta donated her time, skills, and resources to giving back to her community as a pro bono consultant to the Renucci Rice Partnership, a Board Director to both the Baguio Arts and Crafts Collective and the iDance Foundation, as well as a regular mentor and speaker for the Ignite Founders.

WHEREAS, apart from her work as a leader of several agencies, Ms. Venus Reyes-Navalta also had advocacies that she championed. Among these was transforming a garbage dump in front of their home in Baguio into what is now known as Venus Garden which houses 20-foot-tall pine trees and an Ifugao house, giving the semblance of a mini-forest or a small park in the middle of a small village⁵;

NOW, THEREFORE, BE IT RESOLVED, that the House of Representatives expresses its profound sympathy, and sincere condolences to the family of Ms. Venus Reyes-Navalta, who was a highly respected media industry leader, working with the world's biggest communications companies. She was an icon, an exemplary leader, a beacon of the media industry, a gracious woman, and a role model for aspiring women leaders in the corporate world;

RESOLVED, FURTHER, that a copy of this resolution be transmitted to the bereaved family of the late Venus Reyes-Navalta.

² *Ibid*

³ *Ibid*

⁴ *Ibid*

⁵<https://adobomagazine.com/people/people-remembering-venus-navalta-media-industry-icon-gracious-woman-leader>

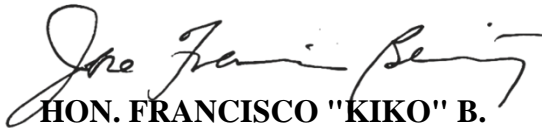
Adopted,



HON. LORD ALLAN JAY Q. VELASCO



HON. CHRISTOPHER V.P. DE VENECIA



HON. FRANCISCO "KIKO" B. BENITEZ



HON. ALFRED C. DELOS SANTOS



HON. LIANDA B. BOLILIA



HON. VILMA SANTOS-RECTO



HON. STRIKE B. REVILLA



HON. MARLYN "LEN" B. ALONTE



HON. ANGELO MARCOS BARBA



HON. EDWARD VERA PEREZ MACEDA



HON. JUAN MIGUEL MACAPAGAL ARROYO



HON. ANTHONY PETER "ONYX" D. CRISOLOGO



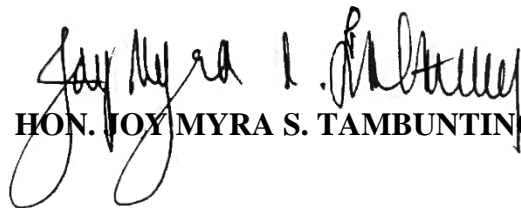
HON. CRISTALL L. BAGATSING



HON. DEOGRACIAS VICTOR "DV" B. SAVELLANO



HON. ALOY LIM




HON. JOY MYRA S. TAMBUNTING



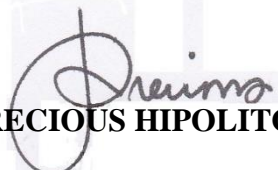
HON. LOREN LEGARDA



HON. KRISTINE SINGSON-MEEHAN



HON. EVELINA G. ESCUDERO



HON. PRECIOUS HIPOLITO CASTELO



HON. AMIHILDA J. SANGCOPAN



HON. ANGELICA NATASHA CO



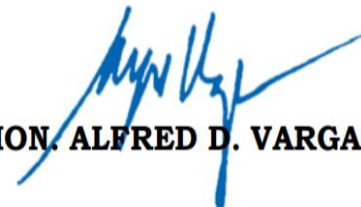
HON. ROWENA NIÑA O. TADURAN



HON. STELLA LUZ A. QUIMBO




HON. JESUS "BONG" C. SUNTAY



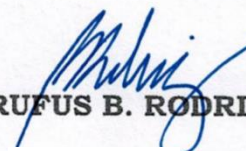
HON. ALFRED D. VARGAS



HON. CLAUDINE DIANA D. BAUTISTA



HON. JOSE CHRISTOPHER Y. BELMONTE



HON. RUFUS B. RODRIGUEZ



HON. RONIEL L. ONG



HON. JULIENNE "JAM" L. BARONDA



HON. SANDRA Y. ERIGUELL, M.D.



HON. FLORIDA "RIDA" P. ROBES



HON. ROSANNA "RIA" V. VERGARA



HON. MARK O. GO



HON. ROSE MARIE "BABY" J.
ARENAS



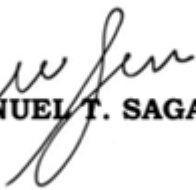
HON. SARAH JANE I. ELAGO



HON. JOHN MARVIN "YUL SERVO" C.
NIETO



HON. JOHN REYNALD M. TIANGCO



HON. MANUEL T. SAGARBARRIA