



MAY 24 2010

DepEd MEMORANDUM  
No. **227** , s. 2010

PHILIPPINE HOME ECONOMICS ASSOCIATION (PHEA) NATIONAL ANNUAL  
CONVENTION AND SEARCH FOR THE PHILIPPINES' BEST  
NEEDLECRAFT TEACHER OF 2010

To: Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. The Philippine Home Economics Association (PHEA) in cooperation with the Department of Education (DepEd) will hold its Annual Convention with the theme "*New Century for Home Economics: New Challenges, New Solutions*" on October 22-24, 2010 at the Dynasty Court Hotel, Tiano corner Hayes Sts., Cagayan de Oro City.

2. The objectives of the convention are to:

- a. equip *Edukasyong Pantahan at Pangkalusugan* (EPP)/ Technology and Livelihood Education (TLE) teachers with the right understanding of the 2010 Secondary Education Curriculum (SEC);
- b. conduct the annual search for the Philippines' Best Needlecraft Teacher of 2010; and
- c. address the challenges in education, environment and family ties through consultation with the members of PHEA.

3. The participants to these activities are regional and division supervisors, school heads/principals, department heads/chairmen, coordinators, TLE and EPP teachers from public and private schools, DepEd scholars from each region, PHEA regional coordinators and regional contestants for the Search for Best Needlecraft Teacher. Attendance in this convention shall be **on official time**.

4. A registration fee of Four Thousand Seven Hundred Pesos (PhP4,700.00) shall be charged each participant and inclusive of hotel accommodations, food, seminar kits, certificates, honorarium for speakers and city tours.

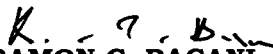
5. Online registration can be accepted by logging on to the PHEA website on [www.phea.tk](http://www.phea.tk). Advance registration can be paid through BPI account number 004433-0544-96, under the account name of PHEA, Inc.



6. Enclosed is the Guidelines for the Search for Outstanding Needlecraft Teacher.

7. For more information, please contact Dr. Maria Teresa A. Namoro, PHEA President, Secondary Education Division, National Capital Region (SED-NCR), Misamis Street, Bago Bantay, Quexon City at tel. no.: (02) 921-5630 or cellphone no.: 0917-5060-528.

8. Immediate dissemination of this Memorandum is desired.

  
**RAMON C. BACANI**  
Undersecretary

Encl.:

As stated

References:

DepED Memorandum: Nos. 185 and 209, s. 2009

To be indicated in the Perpetual Index  
under the following subjects:

CONFERENCES  
CONTESTS  
Learning Area, HOME ECONOMICS  
TEACHERS  
ORGANIZATIONS  
SEARCH  
SOCIETY or ASSOCIATIONS

R-mcr/DM-PHEA Needlecraft  
05-17-10

Enclosure to DepEd Memorandum No. 227, s. 2010

(Philippine Home Economics Association - PHEA) National Annual Convention

**GUIDELINES FOR SEARCH FOR THE PHILIPPINES BEST  
NEEDLECRAFT TEACHERS 2010**

1. To continue the commitment of Philippine Home Economics Association and DMC-Focus Global Inc partnership in upgrading PHEA member teachers skills and proficiency in Needlecraft, as well as to give recognition, a Needlecraft Demonstration contest entitled “SEARCH FOR THE PHILIPPINES BEST NEEDLECRAFT TEACHERS 2010” will be held to be participated by regional representatives who will be official delegates to the convention.
  - 1.1. To stimulate creativity and originality among EPP teachers by giving them the liberty to create and demonstrate their own method on how to teach needlecraft and design their own DMC Product.
  - 1.2. To communicate that cross stitching is not only limited for framing/display purposes, but for various creative applications as well.
  - 1.3. To provide incentive for teachers to push cross-stitch as projects for students and recognize their efforts in teaching needlecraft.
  - 1.4. Previous winners in PHEA needlecraft conventions are not allowed to participate
  - 1.5. General Guidelines
    - a. All EPP teachers are welcome to join
    - b. There should only be 1 representative per region chosen by their school divisions provided that he/she is an official delegate to the PHEA 2010 Convention.
    - c. Contestants must create their own methodology in teaching needlecraft and be able to demonstrate it during the PHEA Convention in front of the judges and selected group of teachers as audience.
    - d. Needlecraft content should include CROSS STITCH and other basic stitches with the use of DMC Threads.
    - e. The 15-minute needlecraft demo will include methodology and demonstration on how to do a simple DMC Product.
    - f. Contestants shall provide/prepare their own materials because they have to demonstrate step by step instructions on how to do the DMC item and show a finished product.
    - g. The needlecraft skills can be done in various creative applications such as: Bags, Home Items, School Items, Clothing and others.
    - h. Contestants can use any material and other stitches for their DMC item IN ADDITION to the use of DMC Threads, Aida Cloth and Cross stitches.
    - i. Cross stitch designs can be an original or any existing DMC pattern.

- j. Actual demonstration, judging and awarding of winners will be done during the PHEA 2010 Convention in Cagayan de Oro City on October 2010.

1.6. Criteria for judging for the Needlecraft Demo contest among contestants

|  |     |
|--|-----|
| a. Methodology   | 70% |
| i. Skills (proper way of stitching, ability to explain well)     | 30% |
| ii. Content (cross stitch, basic stitches, trivia, organization) | 30% |
| iii. Uniqueness (method of demonstration, visuals)               | 10% |
| b. DMC Item  | 30% |
| i. Application (originality, practicality)                       | 15% |
| ii. Creativity (cross stitch design, innovative)                 | 15% |

1.7 Prizes

|   |            |
|---|------------|
| Grand Prize Winner (Philippines Best Needlecraft Teacher) | Php 15,000 |
| Second Prize Winner                                       | Php 10,000 |
| Third Prize Winner  | Php 5,000  |

Consolation Prizes:

There will be 3 consolation winners with cash prize of Php 2,000 each.

Certificates of Recognition shall be given to all contestants (winning and non-winning)