

# aboitiz eyes

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Passion for A Better world

The  
*Race to Reduce*  
is on!





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## Sustainability simplified



The decision to embed Sustainability in the Aboitiz business landscape is a crucial first step toward staying competitive in a fast changing business and environment landscape.

In November 2009, the AEV Sustainability Team was officially created. Perhaps some of you have been wondering—what is Sustainability and why create a specific team to run it? Some may even ask why it is becoming to be a buzz in the Aboitiz Group.

Sustainability takes its roots from Sustainable Development—a thought, a concept, an advocacy that was coined in response to the growing evidence of environmental and social challenges that have emerged in recent times.

The Brundtland Commission defines Sustainable Development as the ability of the present generation to meet their own needs without compromising the ability of the future generations to meet their own needs.

A simple perspective is that if we continue with the current pace of development and consumption, there may not be enough resources left for the next generation to enjoy. A shift in development and consumption patterns is a requisite to assure the well-being of present and future generations. Thus, if we do not manage emissions, climate change will hasten the destruction in our planet. If we do not curtail wastes, we will be saddled with compounded issues of pollution, diseases and loss of resources.

Our president & CEO Mr. Montxu Aboitiz exhorts everyone: “As we pursue our goals, let us be cognizant of our commitment to achieve a sustainable balance between people, planet and profit—the 3P Balance.” This is in keeping with Aboitiz’s Passion for a Better World. By advocating for Sustainability, the Aboitiz Group will stay competitive and be resilient to changing times and environment.

How will Sustainability be incorporated in our businesses processes? Sustainability is highly driven by the realities of climate change. The

consciousness will zero in on our Sustainability Pillars:

**REDUCE/RE-USE.** Rethink the way we consume resources and the way we treat waste. For example, in AEV, we have streamlined the number of shirts that will be printed. Instead of having a new shirt for every event, we will issue two standard shirts for use in all events. In effect, we have prevented the consumption of resources and disposal of wastes by curtailing the number of shirts we order.

As employees, we can do our share by doing simple acts such as turning off lights when not needed, adjusting the aircon thermostat by a few points, or eliminating the use of plastic water bottles in the office.

The Aboitiz Race to Reduce Challenge gets corporate centers to compete for consumption reduction in energy, water and paper. Success can only happen if everyone in the company pitches in on the effort.

**RECYCLE.** Waste products can sometimes have an extended use. For example, using of scratch papers is a good way to recycle.

**REJUVENATE NATURE.** Wherever an Aboitiz business operates, there is an opportunity to be good stewards of nature. Involvement varies from managing wide tracts of watershed area to cleaning up of waste in neighboring

communities. The planting of trees is crucial and in future planting activities, the Aboitiz Group advocates the propagation of indigenous trees.

**REVENUE FOR COMMUNITIES.** Taking care of the environment will only succeed if the communities that inhabit the natural landscape are also taken care of. Sustainability, after all, advocates not only environmental well-being but social good as well. Thus, enterprise development is an important measure. The Aboitiz Foundation strongly advocates enterprise development and has enabled livelihood for many marginalized families.

**RENEWABLE ENERGY.** The trend of the future points toward the development of more renewable energy sources. The Cleanergy brand of AboitizPower is taking the lead in this effort. The use of renewable energy means there is a decrease to exploiting finite resources while at the same time reducing carbon emissions.

Aboitiz Sustainability has just started its journey and it is a long road ahead. In the coming months, the Sustainability Team will create more programs to influence lifestyles and enable change towards being more sustainable. But the decision to embed Sustainability in the Aboitiz business landscape is a crucial first step toward staying competitive in a fast changing business and environment landscape.

### Sustainability Pillars

REDUCE / RE-USE

RECYCLE

REJUVENATE NATURE

REVENUE FOR COMMUNITIES

RENEWABLE ENERGY



Passion for A Better world

# The RACE<sup>TO</sup> REDUCE is on!

By Marge Gravador



The race to save Mother Earth is on and it's happening right in our own backyard.

Main offices of Aboitiz companies across the country have accepted the challenge, aptly titled Race to Reduce, to cut their energy, water and paper consumption. Its bigger aim is to reduce carbon emissions within the group.

Launched simultaneously groupwide last March 8, the race will require companies to submit monthly their electric and water bills, a summary of the volume of paper purchased for the month, and the number of employees occupying the office in a given month. *(See table on page 6 for launch details in the various business units).*



The AEV Sustainability Team will track the per person consumption trend. The company that registers the biggest per person reduction will gain recognition and the overall winning company will win exciting prizes.

During the groupwide launch at the corporate center in Banilad, Cebu City, a video clip showing Aboitiz Equity Ventures, Inc. President & CEO

Erramon I. Aboitiz (EIA) endorsing the project was presented.

"It is only in striking the 3P Balance—People, Profit and Planet—can we bequeath a robust business operating on a healthy planet for the future generation. This is our commitment, encapsulized in our battle cry 'Passion for a Better World'," he said.



“

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The launch itself was an example of how team members can go about with the race. Instead of the Sustainability Team having to fly and do the rounds of companies, carbon emission was prevented because the video served as the launch highlight. The Sustainability Team did not cause any emission to make the launch happen.

Other team members may do the same thing and more, like switching off unnecessary lights, lowering the thermostat of air conditioners by 2 points, and if possible, using scratch paper for printing. These acts are simple but the collective effect is tremendous.

SN Aboitiz Power (SNAP) Group CEO Emmanuel Rubio, for his part, said the race is timely not only for the Aboitiz Group but also for them considering that the operations of their hydro power plants, particularly Magat in Isabela and Ifugao, have been affected by the El Niño. He also challenged employees to develop a similar program for SNAP to complement the race.

“We have the privilege to make a difference because we are not just a power generator. We are a company that also exists to help fight poverty and mitigate the negative effects of climate change,” Rubio said.

At Cotabato Light and Power Company, (CLPC), Power Generation Manager Genciano Ticzon said: “This activity is a manifestation of our commitment towards greater sustainability for the next generation to come. The climate change is a global concern and we should do our part as a responsible citizen of this planet. To have a better future, we should take care of our environment—today!”

At the Ramon Aboitiz Foundation Inc. (RAFI) office, COO Dominica Chua said the contest will make them reinforce their existing energy and resource conservation measures.

“We will be recording our energy consumption and applying carbon emission measures in our day to day lives, even outside RAFI. In the process, we will become role models to other individuals and institutions,” Chua said.

All companies that held a ceremonial launching ended the activity with the signing of commitment of all team leaders and team members on the backdrop signage of Aboitiz Race to Reduce Challenge. **(With reports from Rhoda Santos, Donjie Veertuosos and Nancy Cudis)**



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Main offices of Aboitiz companies across the country have accepted the challenge, aptly titled Race to Reduce, to cut their energy, water and paper consumption. Its bigger aim is to reduce carbon emissions within the group.





COMPANY	LAUNCHING LOCATION	LED BY	OTHER ACTIVITIES
AboitizLand	Satellite Office 2, Signal Bldg., Banilad, Cebu City	Andoni Aboitiz, COO	Commitment of team leaders, team members
APRI-TIWI	APRI-Tiwi geothermal power plant administration bldg. in Tiwi, Albay	Bill Ruccius, facility manager; Danny Buenconsejo, operations manager	50 team members attended
CLPC	CLPC conference room	Genciano Ticzon, power generation manager; Cris Ferolino, VP and resident manager	39 team members attended
DLPC	Admin office, engineering office and Panabo branch office	Art Milan, COO	Simultaneous launching in three offices; 143 participants attended
HEDCOR	Beckel, Baguio	Joe M. Mendoza–AVP for Ampohaw and IriSal Operations	70 employees signed commitment tarp; there was a presentation on HEDCOR's greenhouse gas inventory effort
LHC	Bakun AC power plant staff house	Reynaldo Rafael, plant manager	29 team members signed the commitment tarp
METAPHIL	Metaphil training center	Napoleon Pe, president and COO	122 team members in two batches attended; a roadmap & team organization were shown; president's call to action, encouraging <i>kaubans</i> to positively respond to the call and any initiative always counts
MEZ	Veco 2nd floor conference room	Irwin Pagdalian, AVP/GM for BEZ/MEZ	Tips to reduce consumption on electricity, fuel and paper were presented; there was also a Q&A portion
PANC	Tarlac feedmill plant	Dr. Dennis Racelis, AVP Swine	42 team members attended; PANC put up a team composing of reps from different departments who will handle planning, execution and monitoring of all future activities
PILMICO	Pilmico Iligan basketball court	Engr. Reano C. Gumalo, VP for operations	Engr. Michael Abong, CMD electrical supervisor & chairman of Green Program talked about sustainability development
RAFI	RAFI office	Roberto E. Aboitiz, president	RAFI to reinforce existing energy conservation measures
SNAP	Conference room, MORE executive office, 2nd floor, HERCO Center, Benavidez St., Makati City	Emmanuel Rubio, CEO	43 MORE employees and contractual staff gave their commitment; Rubio challenged employees to develop a similar program in SNAP to complement the Race to Reduce challenge.
VECO	Banilad office	Ricky Lacson, VP for admin & customer service	29 team leaders attended; three committees formed to oversee and monitor consumption

compiled by Elena Carnacer





## FIA's MESSAGE

The following is EIA's message in a special video specially produced for the March 8 Race to Reduce groupwide launch:

Good day everyone. Perhaps you are all wondering why you are gathered together today. You might even be thinking to yourself, "Just what is this Race to Reduce challenge? And what does it have to do with me?"

Towards the end of 2009, we put up the Sustainability Team as part of the Reputation Management Department. We have adopted Sustainability as part of our business vision. Sustainability seeks to enable the 3P Balance—People, Profit and Planet—in what we do. It is only in striking this balance can we bequeath a robust business operating on a healthy planet for the future generation. This is our commitment, encapsulized in our battle cry "Passion for a Better World."

They say that 2010 is El Niño year in the Philippines. Water supply will be a problem in many areas in the country; Luzon and Visayas have experienced power supply shortage barely days after 2010 warmed its welcome and perhaps some of you have reacted to the inconvenience. We are running out of trees to make the paper we use in our offices.

We can do something about these by reducing our consumption in energy, water and paper. Driven by our Passion for a Better World, we launch today our Race to Reduce contest among our various corporate centers.

By simply reducing your consumption, you can already earn points. The corporate center that registers the highest reduction wins. Reduction is not complicated. Turn off any lights that are not in use. Lower the thermostat of your air condition units. Check for leaks in your water system. Recycle paper by printing on both sides. Reduction can be fun and not at all complicated and the possibilities are endless.

Join the Race to Reduce now. All you need to do is submit your water, energy and paper bills to our Sustainability Team and you are in the running. Remember, every team member's efforts are important in making your reduction happen. Your participation is essential to saving our planet, in building a better world for our children. And keep in mind that Aboitiz is your partner for generations!

So, I hereby officially open this exciting endeavor. Let the race begin!





## AEV holds sustainability workshop



The AEV Sustainability Team recently conducted a two-day workshop entitled “Enabling Aboitiz Sustainability Workshop: How to Measure Carbon Emissions in Business Operations” at the Plenary Hall of the RAFI-Eduardo Aboitiz Development Studies Center. Twenty-three sustainability stewards from various Aboitiz business units attended the workshop.

Marina Mallare, a senior associate of the Ateneo School of Government Climate Change Program, facilitated the workshop. Topics discussed include the science of climate change and its impact on the Philippines, steps in greenhouse gas inventory and how to calculate greenhouse gas emissions. Mallare also introduced the Clean Development Mechanism and wrapped up the workshop discussing the carbon market and doing a mock carbon market trading.

AEV Sustainability Manager Marge Gravador gave the workshop's closing notes.

Elena Carnacer



## AboitizLand singles go on date with nature



These days, our planet could use a bit of tender loving care. So instead of the usual Singles' Night in celebration of Love Month, AboitizLand singles spent an entire day living up to the Branding call of “iCare for a Better World.”

Organized by the HR team, the island hopping experience for about 30 AboitizLand team members along the Mactan Channel was held last Feb. 13. It included a beach cleanup at Marigondon, a guided visit to the Olango Island Wildlife Sanctuary, and a briefing by Ocean Care on the importance of environmental nurturing.

As it is said, great things start from small beginnings. During the outing, no drinking cups were brought in as an effort to reduce waste; each team member had to bring his or her own reusable bottle for drinks. With continued efforts to love nature in fun and doable ways, team members can become green heroes one step at a time.

## SEZ joins ‘Save My Bay’ Beach Cleanup

Subic EnerZone Corporation (SEZ) joined the “Save My Bay” Beach Cleanup activity at the Subic Bay Freeport Zone last Jan. 30. SEZ team members led by EnerZones HR Head Mars Escobar joined more than 700 participants for this massive endeavor aimed to protect the natural splendor of the beaches of Subic Bay and to mitigate the impact of climate change. The Rotary Club and the SBMA organized the beach cleanup.

R. Tamayo





# Enterprise Risk Management Program launched groupwide

By Ronaldo Ramos

The AEV Risk Management Team (RMT) launched the Enterprise Risk Management (ERM) Program for the company and Aboitiz Group business units (BUs) in separate events last Jan. 18 and 22 at the Casino Espanol de Cebu and at the Manila Golf and Country Club, respectively.

Aboitiz Group officers led by AEV President & CEO Erramon I. Aboitiz (EIA) attended the launch that had for its theme "Passion for Risks: Moving towards Corporate Resiliency." The event officially kicked off the RMT's plans and programs in implementing the ERM process for the Group.

In his speech, EIA emphasized the need for an ERM framework to help ensure that corporate goals and objectives are achieved by using it as a strategic tool and enabling methods and processes to manage risks, seize opportunities, and create value for stakeholders.

EIA also formally unveiled AEV's Corporate Risk Management Philosophy, a guiding policy statement that articulates the value proposition of ERM for the Aboitiz Group.

In order to sustain the momentum from the ERM program launch, the RMT will be holding a series of education, training and workshop sessions with the different BUs and AEV support units in the coming weeks. This is in line with the team's efforts to achieve its goal to institutionalize the practice of ERM and develop a risk-aware culture Groupwide. It is also a major step towards making AEV the best risk-managed business group in the region.



## AEV CORPORATE RISK MANAGEMENT PHILOSOPHY

Aboitiz Equity Ventures, Inc. (AEV) is committed to protect its core investments, people, customers and communities, and to create long-term value for all its stakeholders.

To this end, AEV and the Business Units shall closely work together to:

- Assure our stakeholders and other interested parties that key risks are being identified, assessed and actively treated;
- Ensure that risk appetites and tolerances within the Business Units are appropriate and aligned with the expectations of corporate leadership and stakeholders; and
- Ensure that adequate culture, process, and technology controls are in place to ensure performance and reporting expectations are met.

While the Team Leader of each Business Unit is accountable and responsible for the management of its business risks, every Team Member has the duty towards making AEV the best risk-managed conglomerate in the region.



## Don Ramon Aboitiz Award of Excellence

### 2010 Call for Nominations



AEV Corporate HR invites you to nominate candidates for the 12th Don Ramon Aboitiz Award of Excellence.

The award is named after the company's patriarch whose legacy of hard work, integrity and civic work has inspired a new generation of achievers.

Any Aboitiz Group employee can nominate a fellow team member or team leader. The following criteria is suggested in choosing a nominee:

- \* Consistently demonstrates the corporate brand essence of 'passion for better ways' by having a track record of relentless pursuit for excellence and innovation
- \* Consistently espouses and acts according to the company's core values of passion, integrity, innovation and professionalism
- \* Makes a strong and positive impact on the Group's various stakeholders: management, team members, peers, customers and investors
- \* Performs beyond the regular call of duty
- \* Has strong leadership qualities and delivers the desired business results through effective leadership
- \* Is a role model to others and inspires and helps others to be driven—driven to lead, driven to excel, driven to serve

Nominations can be made online (<http://draae.aboitiz.com/page-nomination.php>) or sent by email to [natasha.neri@aboitiz.com](mailto:natasha.neri@aboitiz.com). The deadline for nomination is on July 30, 2010.

## AEV, AboitizPower declare cash dividends

In separate regular meetings on March 10, the Board of Directors of Aboitiz Equity Ventures, Inc. (AEV) and AboitizPower (AP) declared cash dividends for stockholders of record as of close of business hours on March 24, 2010, payable on April 16, 2010.

The AEV Board declared a dividend of P0.52 per share or a total amount of P2.871 billion, while the AP Board approved a P0.30 dividend per share for a total payout of P2.208 billion to stockholders.

For both companies, April 8, 2010 was set as the record date for stockholders entitled to vote at this year's annual stockholders' meeting.

The AEV meeting will be held on May 17, 2010 at 4 p.m. at the Grand Ballroom, Cebu City Marriott Hotel, while the AP meeting will be at 11 a.m. on the same day at the same venue.

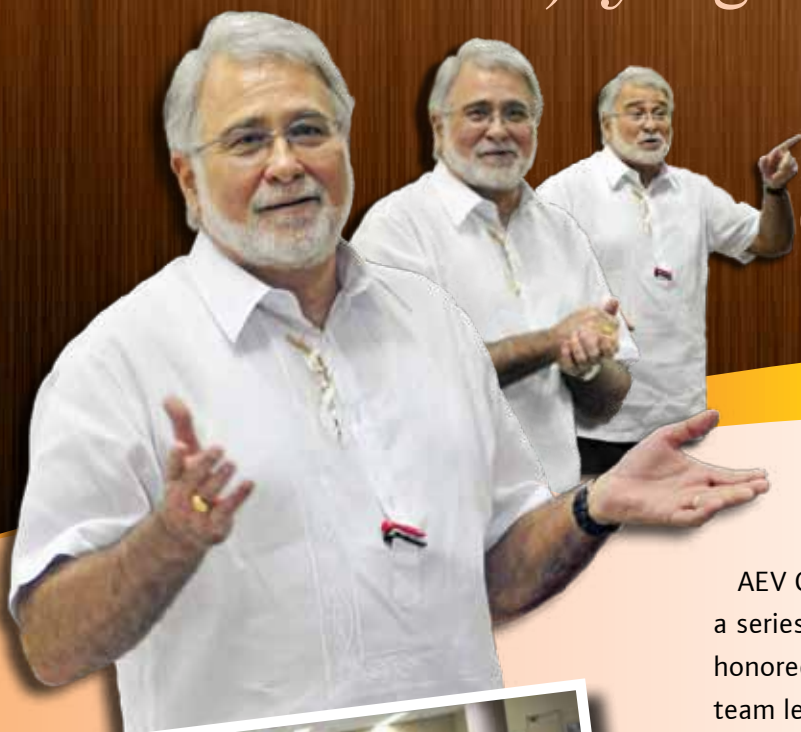
A joint stockholders' briefing will be held on May 19, 2010 at 4 p.m. at the Mandarin Ballroom, Mandarin Oriental Hotel, Makati City.



# Enjoying a Leadership Lunch with the

# Chairman

By Mia Borja



AEV Chairman Jon Ramon Aboitiz (JRA) has embarked on a series of leadership lunches aimed at instilling the time-honored values and philosophies of the Aboitiz Group to new team leaders and providing a supportive learning venue for the more seasoned ones.

JRA kicked off the first session of three informal sessions in Cebu last March 8 at the Corporate Center AVR. The Leadership Lunch is a joint project of AEV-HRQ and JRA.

Aptly titled “Leadership Lunch with the Chairman,” the well-received series featured JRA sharing his thoughts with various team leaders across the Aboitiz Group. The three topics will be given to Cebu, Manila, and Davao team leaders; each session will have at least 60 participants.

The first speech, “An Aboitiz History,” recounted the humble beginnings of the conglomerate from a small *sari-sari* store in Leyte to what is now one of the most respected business groups in the Philippines. Here, JRA emphasized the values and principles—trust, fairness, professionalism, prudence in debt and teamwork—that the family and firm have held on for the last century.

The second speech on March 15 had JRA sharing his personal insights and musings on leadership and people. He emphasized that leadership begins with the proper mindset and clarity of vision. He also said that when leading people, building the right relationships with team members and keeping and environment of trust, integrity, and the practice of other solid values are of paramount importance.

On the final session entitled “The Leader and the Brand,” JRA gave participants a crash course on the strategic importance of branding while emphasizing the team leader’s crucial roles in the entire process.

After each speech, the team leaders enjoyed a full hour of exclusive Q & A time with JRA.

Reviews of the sessions have been overwhelmingly positive, with audiences impressed and happy with the learning and insights they gained firsthand from the Chairman himself.

The Manila sessions kicked off last March 17 at the Sampaguita Room of the New World Hotel with the “Aboitiz History” speech making a great impact on the numerous new leaders across the Group. JRA gave his second speech at the AIM Conference Center on March 24, and the third one at the New World Hotel Ballroom on April 8.

For Mindanao team leaders, a composite of all three speeches will be presented on April 19 and 20 at the Marco Polo Hotel in Davao.

## On leadership and trust



A team member will trust his team leader because he is competent, a good trainer and manifests integrity. He will trust his team leader because he can see with clarity that there is a desire to help him grow in the company. During the period of evaluation, he can detect that his team leader's primary objective is not just to judge him but to enhance his strengths and correct his weaknesses constructively. The team leader becomes his shepherd.

For two successive Mondays, some of us were fortunate to have enjoyed Jon Ramon Aboitiz's (JRA) talks on leadership. His talk strengthened two basic workshops your Company promotes, i.e., the 7 Habits and Practice of Supervision/Performance Appraisal System.

What impressed me more than anything else was the fact that as busy a leader that he is, with a plateful of work and responsibilities, JRA found time to prepare and spend precious hours espousing what your company has been emphasizing for decades—that people are indeed an organization's most valuable asset.

Can our team leaders do anything less? That's quite a challenge!

Three words were repeated by JRA countless of times: trust, values and integrity. These are the same attributes we always emphasize in our workshops. As I was listening to JRA, I started to reminisce and asked myself a question: What made you a loyal team member? I quickly found that the answer was in JRA's talk. I appreciated the fact that the Family/Company philosophy was anchored on its proactive values and principles. I could trust my team leaders. It is a mindset that cascades when one sees owners/professionals adopting the same paradigm. Team leaders are extensions and alter egos of their respective leaders. Their team members expect nothing less.

In Principles for Quality Living, we emphasize that values should be aligned to principles. Values per se need not be complimentary to

one's mindset as they are basically derived from culture, tradition or even family. Values are personal while principles are universal and indisputable. We grow up with and adopt certain paradigms that do not add "value" to our persona. And that is why we have paradigm shifts (Covey).

Why we no longer say "I" but say "We." Why we no longer direct but give direction. Why to be a conventional supervisor is not sufficient, we need to be stewards as well. Why we must feel that ***we are responsible for the people we lead***, if only because their growth and well-being are in many ways dependent on how we lead. How we transferred our wealth of experience and knowledge to them (specially to the deserving) because of a desire to make them as good as ourselves leads to a better future for them, creates a better organization while satisfying one's own principles.

Trust is earned and cannot be mandated. A leader's integrity should be inviolable. A leader must be transparent, unafraid to be assessed by his team members and peers. The Confucian adage "wise is the man who knows how to ask why," when applied, is music to his team members' ears. He feels he contributes and enhances the relationship. This is a reflection of a team leader's transparency.

The element of trust is a mandatory condition if interpersonal relationships are to work. Consider ***that trust is the highest form of human motivation***. It takes time and patience

to cultivate trust. Because misplaced trust can be dangerous, training and developing people are a must so their ***competency can rise to the level of that trust***. Like, one can only delegate his work to a person he can trust because he is confident he can do the job satisfactorily.

A team member will trust his team leader because he is competent, a good trainer and manifests integrity. He will trust his team leader because he can see with clarity that there is a desire to help him grow in the company. During the period of evaluation, he can detect that his team leader's primary objective is not just to judge him but to enhance his strengths, and constructively correct his weaknesses. The team leader becomes his shepherd.

JRA referred to the Aboitiz vision when he said, "You need not have a title to be a leader." Everyone is encouraged to use his inherent qualities to be leaders in both their professional and personal roles by shifting from the paradigm of "doing things right" to "doing the right things." For those who took the Practice of Supervision/Performance Appraisal System workshop, this is advice that one should be familiar with.

I end with a question I usually flash on the screen during my workshops: "Are the people you lead happy ***'you are their supervisor?'***" Inversely, are you happy you are their supervisor? The answer lies on how you lead the team. Do we just manage or do we lead?

For any feedback about this column, please send them to [aboitiz.eyes@aboitiz.com](mailto:aboitiz.eyes@aboitiz.com).



# Top AboitizPower execs gather to share ideas

By Mia Bontol



On Jan. 19, AboitizPower's top executives converged for the company's first-ever management conference held at the Marco Polo Hotel, Cebu City.

The event began with AboitizPower President and CEO Erramon I. Aboitiz (EIA) setting the tone through his opening remarks, which gave everyone an expansive view of the power business, AboitizPower and the company's direction. "We have invested billions for AboitizPower's capacity growth; at present we are at 2,065 megawatts (MW). We are in deep blue waters swimming with the sharks and big fish."

He was referring to the imminent implementation of interim open access and how this would greatly affect AboitizPower's future. Under the scheme, eligible customers with bulk energy requirements like large industries get to choose their suppliers. At present, electricity distributors, on behalf of their customers, enter into supply agreements with power plant owners. In a nutshell, open access will make the selling and







trading of power more competitive. Thus, he emphasized the need for AboitizPower to obtain leadership in the industry not necessarily in MW terms but in serving the needs of power users nationwide.

During the conference, AboitizPower's CFO Iker Aboitiz, Strategy and Regulation EVP Cholo Bernad, Power Generation EVP and COO Antonio Moraza, Power

Distribution EVP and COO Jimmy Aboitiz, Sales and Trading SVP Luis Miguel Aboitiz, Business Development FVP Ray Cunningham, and Chief Reputation Officer Sebastian Lacson discussed highlights and 2010 plans for their respective fields.

The event was also peppered with invigorating volleys of opinions and clarifications during the question-and-answer segment allotted per

speaker. The group capped off the event with cocktails at the hotel's Blue Bar. Indeed, the first management conference successfully provided management the avenue to ensure that they are on the right track in implementing their strategies and initiatives for AboitizPower and that these are known by everyone throughout the organization.







## AboitizPower assumes ownership of two power barges in Mindanao

By Rianne Tecson



AboitizPower (AP) recently assumed ownership of Power Barges (PB) 117 and 118, both moored in Mindanao, a move seen not only to complement the company's existing power generating facilities but also allow it to become a key player in addressing the critical power situation in the area.

PB 117 is situated in Bgy. Sta. Ana, Nasipit, Agusan del Norte while PB 118 is moored in Bgy. San Roque, Maco, Compostela Valley. Both power barges have a generating capacity of 100MW.

Therma Marine Inc. (TMI), AP's wholly owned subsidiary that will operate the two barges, has an Ancillary Services Procurement Agreement with the National Grid Corp. of the Philippines to support the running of the barges. The agreement is still subject to approval by the Energy Regulatory Commission.

AboitizPower (AP) President & CEO Erramon Aboitiz said, "With PB 118, we provide ancillary services for Mindanao but still have power available for sale to utilities and cooperatives in the area."

During the PB 117 turnover last March 1, AP EVP & COO-power generation group Antonio Moraza said the company's takeover of PB 117 during this time brings much more challenges.

"(Power stakeholders) are watching Mindanao closely now so please, especially until the rains come, ensure the availability of the barge and keep it running for the next three months," Moraza addressed the workers.

This way, Moraza said, the PB 117 could contribute to the energy sufficiency in Mindanao, although the area will still experience rotation brownouts due to low water levels in Lake Lanao, the main source of power for the Mindanao grid.

During the separate turnover ceremonies, TMI workers were assured that with AP's takeover, they have nothing to worry about.

Residents of the two barangays where the plants are situated were similarly assured that TMI will be working closely with them to ensure good relations and to help the local community grow.

In Bgy. San Roque, TMI and Therma Mobile COO Jovy Batiquin handed to local officials donated computer sets. In Bgy. Sta. Ana, he turned over to officials a typewriter and a computer set.

"I would like to extend our gratitude to you for letting us provide this token of appreciation for your welcoming AP into your community. Through the cordial relationships that we are establishing with your city and barangay, we hope to be of more assistance to you in the future," Batiquin said in Bgy. San Roque.



PB-117, Nasipit, Agusan del Norte



Her Excellency President Gloria Macapagal-Arroyo graces the switch on ceremony and is joined by Energy Secretary Angelo Reyes, Cebu local executives led by Gov. Gwendolyn Garcia and Cebu Energy officials.

## Cebu Energy switches on 246-MW clean coal-fired power plant

Cebu residents are getting relief from the energy crisis as the Cebu Energy Development Corporation (CEDC) switched on the first of three units of its 246-megawatt (MW) clean coal-fired power plant located in Toledo City, Cebu last March 5.

Her Excellency President Gloria Macapagal-Arroyo graced the event and was joined by Energy Secretary Angelo Reyes, local officials of Cebu led by Gov. Gwendolyn Garcia and Toledo City Mayor Arlene Zambo, and other stakeholders.

Also in attendance during the switch-on ceremony were officers of the CEDC consortium composed of Global Business Power Corporation (GBPC); AboitizPower Corporation; Vivant Corporation; and Formosa Heavy Industries Corporation (FHIC), the consortium's technical partner for engineering, procurement, and construction of this single largest power plant investment in Cebu amounting to US\$450 million.

The officers were led by GBPC's Honorary Chairman Dr. George S.K. Ty, Metrobank Group Vice Chairman and GBPC Director Antonio

Abacan, Jr., CEDC Chairman Francisco Sebastian, President Jesus Alcorido, and Vice Chairmen Erramon Aboitiz and Elon Ting, as well as the members of the CEDC Board. Formosa Plastics Group Chairman Chu-Tsung Lee and FHIC President Kao-Shung Wu were also present during the ceremony.

The switch-on ceremony, which comes at a time when Cebu and other parts of Visayas are in the midst of a precarious power situation, is a breakthrough not only for CEDC but also for the Province of Cebu. In over 20 years, this is the first time that a new base-load capacity for the province is made ready and available, a realization of CEDC's promise for more reliable and efficient power for Cebu. More importantly,

it ensures the continued provision of basic energy services to the public and the enduring economic growth of the province.

CEDC uses the latest circulating fluidized bed technology that ensures the proper discharge of commonly feared emissions and wastes at practically negligible levels. It is a cleaner technology that not only helps address Cebu's power situation but also address the province's need for improved environmental management.

The new power plant stands as a testament to CEDC's commitment to propel the economic development of Cebu while taking good care of the environment.

The plant's other two units are expected to be online this May and at yearend.



AP's Erramon Aboitiz and Vivant's Dennis Garcia



EIA with Global Business Power Honorary Chairman George S.K. Ty and Formosa Plastics Group Chairman Chu-Tsung Lee



# VECO launches Pearl Project

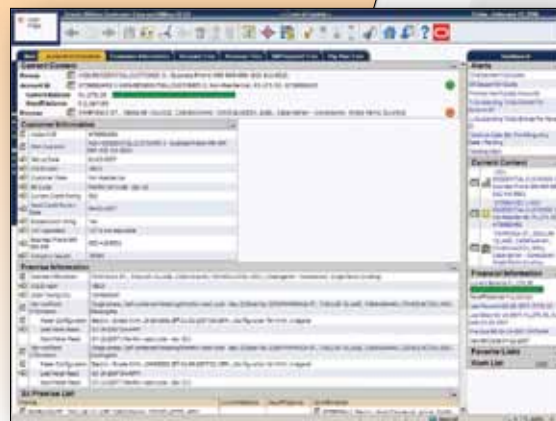
By Jasmine Nikki Paredes

The Visayan Electric Co. (VECO) promises a more efficient system to protect customer data and provide quality customer service with the Pearl Project, its Customer Care and Billing System (CC&B) system launched last March 5.

AboitizPower, in partnership with Oracle, the world's largest enterprise software company, launched the project as the common platform for its distribution units (DUs)—VECO, Davao Light & Power Company, Subic EnerZone, Balamban EnerZone, Mactan EnerZone, Cotabato Light & Power Company, and San Fernando Electric Light & Power Company—to build the foundation for tomorrow's business system.

Oracle's CC&B was chosen as the platform because it is scalable, easy to reconfigure and economical to maintain. In the Philippines, AboitizPower is the first to implement the system, which is being used by power distribution companies in the United States, Canada, Australia, Brazil, Abu Dhabi, China, New Zealand, and the United Kingdom.

VECO became the first AboitizPower DU to go live using Oracle's CC&B. The rest of the DUs will soon follow suit.



The system incorporates the best practices in handling every aspect of utility customer information: service, meter reading, billing and relating, payment, collection, field services and meter management. It is also flexible enough to handle future business requirements with minimal cost and risk, thus maximizing revenue, creating cost efficiencies and resiliently responding to market changes. It also involves a quick and easy upgrade that can accommodate thousands of customers.

The project design, intended for a 600,000-customer base, can be configured to serve the company's expanding customer base. Team members who use the Pearl say the new system is much more efficient and allows them to perform multiple functions in just one click.

Customers will also be assigned a new account number, which will be reflected in their succeeding bills. All payments using the old account number will still be credited.

With Pearl's go-live, customers may initially experience hitches in their transactions. But VECO assures that this is just temporary.

In addition, disconnected account users are required to put up a bill deposit or security deposit equivalent to their average monthly bill upon reconnection of electric service.

For inquiries, dial 230-VECO (8326) or see a customer service staff at the VECO Full Service Centers located in SM City Cebu and Talisay City.

## VECO substation in Naga now operational

By Jasmine Nikki Paredes



(L-R) Atty. Paterno Acabodillo, VECO Chairman Erramon Aboitiz, CEMEX Asia President Jaime Ruiz de Haro, and Cebu Gov. Gwendolyn Garcia

The power supply shortage within the Cebu-Negros-Panay (CNP) grid has now been lessened with the completion of a substation located inside the Cemex APO Cement Plant in the City of Naga, Cebu. It is the first VECO-owned substation that directly synchronizes with a generating plant.

Visayan Electric Co. (VECO) and Cemex Philippines held the ceremonial switch-on for the substation last Feb. 1. The new substation now dispatches 10MW of electricity from a diesel-powered plant.

At the event were Cemex Asia president Jaime Ruiz de Haro, VECO Board Chairman Erramon Aboitiz and Cebu Gov. Gwendolyn Garcia, City of Naga Mayor Valdemor Chiong, and Atty. Paterno Acabodillo, representing Rep. Eduardo Gullas of the first congressional district, where the City of Naga belongs.

Cemex Philippines, the single biggest customer of VECO, is in a unique position as it both buys and sells power. The substation will supply electricity for VECO's residential, commercial and industrial clients.

"Although our core business is the manufacturing of top quality building materials, we offered to supply VECO with our excess generation capacity to help address the power situation in the province," said de Haro. "Today's event is proof of our unwavering commitment to help address the needs of our neighbors and partners and very clearly shows Cemex's faith in the Philippines and the Filipino people."

"This is a 'win-win-win situation' for Cemex and VECO, and for our customers," said Aboitiz. "Let this milestone in our companies' histories be the start of more mutually beneficial partnerships in the future, where working together does not only benefit both of us, but other stakeholders as well."

## Davao Light Bajada power plant spares franchise from long outages

By Ross Luga



Running at sustained operations, the Bajada Power Plant of Davao Light & Power Co. (DLPC) generates an average of 40MW, sparing customers of hours-long power outages now being experienced in other parts of Mindanao.

This, despite the fact that with the onset of the El Niño phenomenon, water elevation of Lake Lanao and Pulangi River has gone down to critical levels. These bodies of water are the sources of water that drive the turbines of major hydroelectric plants like the Agus and Pulangi.

As a result of the sustained operations, commercial and industrial activities have not been disrupted, sparing the economic conditions of consumers within DLPC's franchise from being adversely affected.

Joseph Somozo, who runs a printing business in Panabo City, said he is happy that his business has not been disrupted by power interruptions especially with the nearing elections and while he is printing campaign ads.

DLPC's franchise areas include the entire Davao City and Davao del Norte areas in Panabo City, and its neighboring municipalities of Carmen, Dujali and Sto. Tomas.

Through close coordination between DLPC's Systems Operations Department and Bajada Power Plant engineers, the incidence of rotating power outages has been kept to the barest minimum.

## Davao Light encourages consumers to save on power usage

Davao Light and Power Co. (DLPC) is appealing to its consumers to be prudent in their usage of electricity in the wake of the power crisis hitting the country.

DLPC officials reiterated this appeal following the announcement by the National Grid Corporation of the Phils. (NGCP) that power generation curtailment level from various generating companies in Mindanao has reached 450 megawatts (MW).

The NGCP has imposed a 93-MW curtailment on DLPC's franchise area.

According to a recent NGCP advisory on the water level of Lake Lanao and the water in-flow in Pulangi, these have already reached "red alert" status. These bodies of water are the main sources of hydroelectric plants operating in the area.

Ross Luga, DLPC corporate communications officer, said that with the precarious situation of power, the electric utility deems it imperative to advise its customers to conserve energy and help reduce the demand for power.

He added that instituting conservation measures will complement DLPC's commitment to minimize the rotational outages in its franchise to within the 30-minute duration with the help of the 40-MW Bajada Power Plant.

"We are encouraging our customers to save on electricity by using it when necessary only and by turning off and unplugging appliances when not in use," Luga said.

The daily power outages now last up to eight hours in most parts of Mindanao. But in Davao, DLPC has kept it at a minimum of 30 minutes and rotated in different areas.

## AboitizPower DUs gather for goal setting workshop

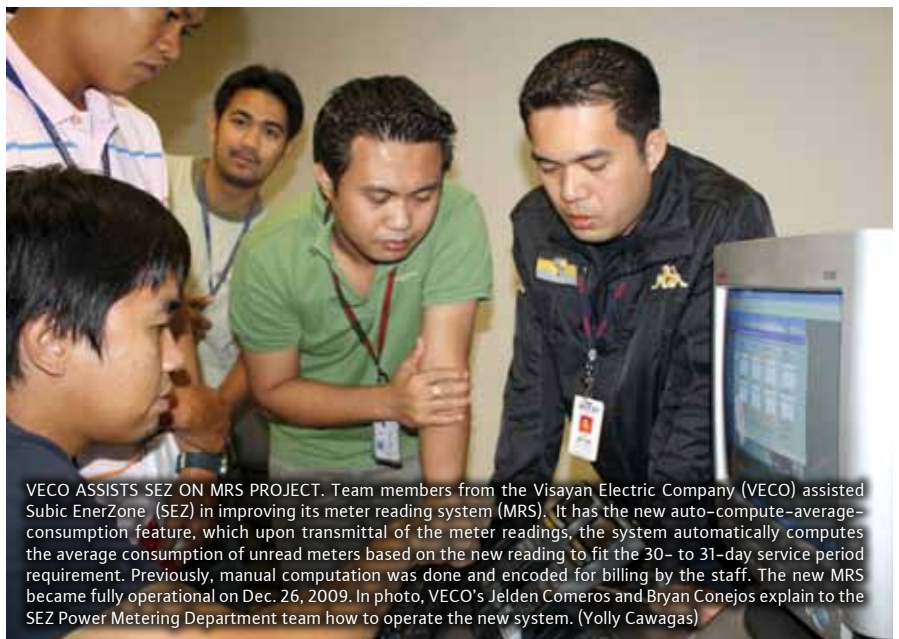
By Donjie Vertuoso

Thirty-three team leaders from Cotabato Light, Davao Light, VECO, Subic EnerZone, Mactan EnerZone and Balamban EnerZone attended a Success Factors goal-setting workshop facilitated by AEV VP for HR Nancy Lim and assisted by Davao Light HR Manager Champ Yared.

The workshop, held at the Grand Men Seng Hotel in Davao, taught participants to have a common understanding of goal setting, a Success Factors work management tool, Balanced Scorecards and how to align individual goals to corporate goals and establish business rules for Success Factors.

"This goal-setting program is a good management tool that would help us direct our focus on achieving our business objectives. These objectives are essential to attain and improve our bottom lines, have engaged employees, happy customers and strong financial results," said Cotabato Light COO Art Milan.

In closing, Lim shared the Jim Rohn maxim, "Discipline is the bridge between goals and accomplishments." Indeed, setting up a goal is easy, but achieving it usually entails a lot of challenges, and discipline spells the difference.



VECO ASSISTS SEZ ON MRS PROJECT. Team members from the Visayan Electric Company (VECO) assisted Subic EnerZone (SEZ) in improving its meter reading system (MRS). It has the new auto-compute-average-consumption feature, which upon transmittal of the meter readings, the system automatically computes the average consumption of unread meters based on the new reading to fit the 30- to 31-day service period requirement. Previously, manual computation was done and encoded for billing by the staff. The new MRS became fully operational on Dec. 26, 2009. In photo, VECO's Jelden Comeros and Bryan Conejos explain to the SEZ Power Metering Department team how to operate the new system. (Yolly Cawagas)



## Hedcor cited as top taxpayer for 2009

By Silvestre Quintos



**TOP TAXPAYER.** Hedcor VP Gregorio Jabonillo (2nd from left) receives the plaque of recognition after Hedcor Sibulan, Inc. was recognized as Davao del Sur's No. 1 Top Taxpayer for 2009. With him (from left) are BIR Regional Director Perfecto Aranas, Deputy Commissioner Celia King and Revenue District Officer Myrna Bernardo.

Hedcor, Inc. has been named thrice as the top corporate taxpayer in the two provinces where it operates.

For the third year in a row, Hedcor, Inc. was named the Bureau of Internal Revenue's (BIR) top corporate taxpayer in Benguet Province in 2009 after paying close to P48 million in taxes. It was also cited twice as a top taxpayer (corporate category) in the municipal level in La Trinidad.

Hedcor Comptroller Jun Nicanor received the award.

In Davao del Sur, Hedcor Sibulan, Inc. (HSI) was also named corporate top taxpayer

for 2009 for pouring in P38 million into government coffers.

Gregorio Jabonillo, Hedcor vice president for Mindanao operations, received the plaque of recognition during the BIR Tax Campaign kickoff ceremony at the SM Davao Events Centre.

The awarding also coincided with HSI's signing of the "pledge of cooperation to be an advocate of compliance to tax laws."

In 2008, HSI was also cited as corporate top taxpayer, just over a year since it started constructing the 42.5-MW Sibulan Hydropower Project in Sta. Cruz town.

## AboitizPower, DCWD sign agreement for Tamugan project

AboitizPower, through wholly owned subsidiary Hedcor, Inc., signed on March 25 a compromise agreement (CA) with the Davao City Water District (DCWD), paving the way for the eventual construction of a 10 to 15-MW hydro plant along the Tamugan River.

Hedcor President & COO Rene Ronquillo and DCWD Chairman Eduardo Bangayan signed the CA, which puts to rest conflicting claims on the water of the Tamugan River. Davao City Mayor Rodrigo Duterte was instrumental in getting both parties to agree and settle the row that had been ongoing for many years.

AboitizPower President and CEO Erramon Aboitiz said, "We are very pleased to have found a win-win solution to the issue where all stakeholders would enjoy the benefits of the Tamugan river resource. Now, more than ever, it is imperative that we develop Mindanao's hydro resources for the benefit of everyone."

Once completed, the Tamugan plant will further add to AboitizPower's renewable generating capacity. The Sibulan plant, another greenfield hydro project in Davao, began operations recently.

## Binga stakeholders ink IP site agreement

By Rhoda Santos

The indigenous community of Barangay Tinongdan in Itogon, Benguet can now formally manage certain areas near the Binga power plant with the recent signing of a multi-party agreement.

Benguet Gov. Nestor B. Fongwan, SN Aboitiz Power (SNAP)-Benguet CEO Emmanuel V. Rubio and Director Amador P. Batay-an of the National Commission on Indigenous Peoples-Cordillera Region (NCIP) led the signing ceremonies on March 15 at the Provincial Capitol.

The agreement formalizes the use and administration of the Binga national and elementary schools, chapel, day care center, former market building and recreation hall in Marian Village by the indigenous peoples' community. The areas used to form part of

the hydropower complex managed by NPC for 60 years. In 2008, SNAP-Benguet took over the 100 megawatt (MW) Binga power plant after winning the bid held by PSALM.

Rubio said SNAP-Benguet voluntarily participated in and supported the stakeholders' consultation process. "We believe in balancing corporate investment with community investment... and that entails making positive contributions to the communities in which we operate," he said.



The implementing agreement concretizes the May 29, 2009 Memorandum of Agreement which aimed to establish, among others, an Indigenous Peoples' Cultural Heritage Site in Binga and Barangay Ambuklao in Bokod, Benguet.

## SNAP–Magat, Ifugao NGO sign MOU on watershed protection

By Rhoda Santos

SN Aboitiz Power (SNAP)–Magat, Inc. has signed a memorandum of understanding (MOU) with an Ifugao–based non–government organization for the protection of the watershed areas of the province.

In ceremonies held on March 9 at the provincial capital of Lagawe, SNAP–Magat and the Social Action Development Center (SADC) put on paper their joint initiative to curb deforestation and other environmental problems in the province through community based agro–forestry.

Michael Hosillos, SNAP vice president for corporate services, who represented CEO Emmanuel Rubio and Fr. Valentin Dimoc, head of the Ifugao–Mt. Province Vicariate, who represented SADC, initially signed the MOU. Rubio formalized the agreement by signing it on March 23.

Hosillos said the project's target areas will be at the frontline where deforestation is already evident. "This project is very much aligned with our corporate social responsibility thrust

of environmental protection for the upstream communities," he added.

Based on the MOU, SNAP–Magat and SADC will enter into a partnership called SNAP–SADC Livelihood, Enterprise and Agro–Forestry Development (SNAP–SADC LEAD). This will be the vehicle for implementing the Protection of the Watershed through Community and Resource–based Agro Forestry Development or PRO–WATERSHED CRADLE, a program to provide viable alternative to unsustainable practices and protect watershed areas from further denudation.

"We need to create more eco–friendly livelihood opportunities and make them available to Ifugao communities primarily our target areas in Tinoc, Hingyon, and Lagawe," Hosillos said.

SNAP Magat owns and operates the 360/ MW Magat hydroelectric power plant bordering the towns of Ramon, Isabela and Alfonso Lista, Ifugao, while SADC is a non–profit organization advocating and implementing community based agro forest development projects in Ifugao.

## Potential sites of mini hydro plants identified

By Silvestre Quintos

There are about 30 potential sites in the country where mini–hydropower generating plants could rise, not only to help address the energy crisis but also provide jobs to locals in these areas. Hedcor President and COO Rene Ronquillo made the announcement in a presentation during the annual Baguio Media Day held recently.

The 30 sites promise a combined capacity of 284.7 MW for a total projected annual generation of 1,221 GWh.

Sixteen of these sites are in Baguio's own backyard with total capacity of 225 MW with an annual projected generation of 939 GWh. The towns of Kabayan and Tuba would have four each, two each in the towns of Kapangan and Bakun, and one in the mining town of Mankayan.

Five other potential sites are scattered in the Cordilleras with a combined capacity of 53.4 MW and with an annual projected generation of 224 GWh. The biggest of these five being eyed is in Asipulo, Ifugao that has a design capacity of 16.2 MW capable of generating 93 GWh annually.

The others are in Tadian, Bontoc and Sabangan in Mountain Province. Another site is in the mountainous town of San Gabriel in the nearby province of La Union, close to the borders of Kapangan, Benguet.

The other eight of the 30 potential sites are in Davao City and Davao del Sur.

## Sibulan locals reap fruits of land leased to Hedcor

By Karen May Padawag

Nearly 400 residents of Barangay Sibulan, Sta. Cruz in Davao del Sur now have regular income after leasing a portion of their lands to Hedcor Sibulan, Inc. A total of 62 hectares of land are being rented and utilized by the 42.5–

MW Sibulan hydro plant for its components such as weirs, conveyance pipes, head pond, power plants and offices.

In March, more than P8 million were disbursed to local landowners as payment for the rented land. Rental is renewable every 25 years with a leasing fee increase of 5 percent every five years.

On top of the financial benefits provided to the landowners, they also receive free seedlings (such as durian, coconut and lanzones) through Hedcor's watershed management program.

"We consider ourselves lucky when Hedcor decided to come here," Sibulan local Servillano Estuesta said. "We now have steady inflow of income by leasing portions of our lands to Hedcor. Aside from that, my son was employed by Hedcor."

Hedcor has been giving priority employment opportunities to residents of its host barangays or communities for as long as they meet the qualifications required for the job.



Local residents are top priority for the Sibulan Hydropower Project, where more than a thousand employment opportunities have been offered.



## AEV to increase ownership in City Savings Bank

Aboitiz Equity Ventures, Inc. (AEV) plans to increase its ownership in City Savings Bank (CSB) to 100% from the current 34%.

The AEV Board approved the proposal for the planned purchase during its regular meeting on March 10. The additional acquisition is conditional upon AEV's getting the necessary regulatory approval for the transaction.

Various Aboitiz family members own approximately 39% of CSB while third party shareholders hold the remaining 27%.

CSB currently has over 300 employees serving over 90,000 borrowers and more than 53,000 depositors. It has 12 full branches and 11 extension offices in the Visayas and Mindanao areas. The Bank has total capital funds of over P700 million and total resources of over P6 billion. CSB has one of the best operating efficiencies in the thrift banking industry with a low past due ratio and among the highest capital adequacy ratios.

For the last five Bangko Sentral ng Pilipinas (BSP) examinations, covering a period of 10 years, the Bank has received an average CAMELS rating of "4," which indicates it is able to withstand unfavorable outside influences. In March 2009, CSB issued P1 billion worth of five-year peso-denominated corporate fixed rate notes via a private placement to primary institutional lenders. Proceeds of the issuance are being used to augment the Bank's funding base and support its long-term asset growth objectives.

The acquisition, should it be granted regulatory approval, will provide CSB with greater access to resources to sustain its high level of growth, and to drive further expansion.

"The support that AEV can give CSB is vital to catapult the Bank to its ambitious growth plan in the years to come," says AEV President & CEO Erramon Aboitiz.

## UnionBank annual report wins Anvil Award of Excellence for 3rd year



(L-R) Julio Perez, OP Communications CEO and creative director; Bert Pasquin, board of jurors; Maria Goolsby, executive director, Corporate Philanthropy and Social Responsibility, UnionBank; Eduardo Alcaraz, Awards Committee chairperson; Joseling Arce, UnionBank FVP; PRSP president Butch Raquel; and Anna Lenore Pilobello, board of jurors member.

UnionBank recently received recognition for its Annual Report (AR) 2008, winning an Anvil Award of Excellence during the 45th Anvil Awards of the Public Relations Society of the Philippines (PRSP) held at the Edsa Shangri-La Hotel. The Anvil Awards, which are given annually, is acknowledged to be the "Oscars" of public relations.

The Bank bested numerous AR entries and only three reports were conferred the Award of Excellence, the highest award given for the AR category. Aside from UnionBank, the other awardees were Jollibee and the SM Group of Companies.

This is the third Anvil Award of Excellence for the Bank, as its annual report 1999 and 2006 were also given the same recognition. The 2007 annual report received an Anvil Award of Merit.

PRSP cited the UnionBank AR "for successfully presenting the report as not just another document submitted for regulatory compliance but communicating the brand message of an 'expert, challenging and relevant' UnionBank and the embodiment of the Bank's brand promise for dissemination to existing and prospective customers."

Nearly 300 entries, the biggest number in the history of the PR organization, were submitted for consideration for various categories of the Anvil Awards. Winners underwent the two-stage screening and evaluation process based on criteria that emphasizes out-of-the-box thinking, strategic implementation and measurable results.

Former socio-economic planning chief and UP economics professor Dr. Cayetano Paderanga chaired the 32-member board of jurors.



## UnionBank net income hits a record-high P4.3B in '09

UnionBank of the Philippines beat market expectations, posting a record net income of P4.3 billion for the year 2009, more than double the P2.1 billion it earned in 2008.

The net income was on top of the P2 billion provided for impairment losses that made all non-performing loans of the Bank more than 100% covered. Return on equity and return on assets were at highs of 14.6% and 1.9%, respectively.

All the Bank's core businesses performed better than expected. Gross interest income on loans and securities improved by 29.6% and 13.4% to P7 billion and P4 billion, respectively. Capital markets businesses continued to contribute significantly. Revenue-to-expense ratio again topped the industry at 2.1x.

Over the last 16 years, UnionBank has been growing at a fast clip with assets and deposits expanding annually by an average of 19.8% and 22.2%, respectively. It is now the sixth biggest private universal bank with assets of P244.4 billion and deposits of P194.5 billion. Balance sheet remained strong with liquid assets accounting for 37.5% of total assets and with a capital adequacy ratio of 16.1%. Top tier, middle market and consumer loans accounted for 41.2% of the Bank's assets while capital markets portfolio made up 23.9%.

The Bank's stock closed at P37 per share in 2009, equivalent to a price gain of 72.1% from the start of the year, outperforming the stock market and the financial sector indices which grew by 63.0% and 46.6%, respectively. On Jan. 22, 2010, the Bank's Board of Directors approved the declaration of a cash dividend of P2.20 per share, equivalent to 5.9% dividend yield. The amount of cash dividends the Bank paid to stockholders has been growing by 33.7% annually over the last 10 years.

UnionBank opened seven new branches in 2009, increasing the total branch network to 175. These new offices are located in Cebu – Asiatown, Butuan City, Dumaguete City, Paseo de Magallanes, Bonifacio Global City, McKinley – Fort Bonifacio and Libertad – Mandaluyong. The Bank has 202 onsite and offsite ATMs, a call center and Internet bank, [www.unionbankph.com](http://www.unionbankph.com).

## Pilmico launches new gamefowl feed

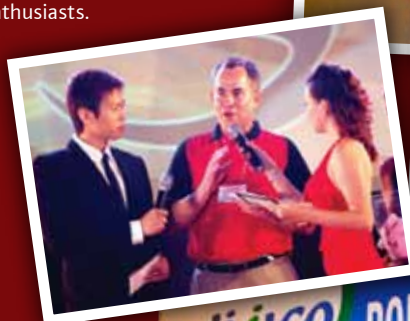
Pilmico recently launched Salto, a gamefowl feed that is the latest addition to its roster of high-performing quality feeds.

Pilmico President & CEO Sabin Aboitiz said Salto will help the company expand its product line, increase output, and create long-term value for stakeholders, the key consideration in entering the gamefowl industry. Salto's launch is encapsulated in the product's new brand ethos, "Angat Sarado, Diskarte ng Panalo."

It comes in five variants: Booster, Baby Stag Developer, Stag Developer, Maintenance and Conditioner. Except for Maintenance, all variants are available in 1 kg and 25 kg packaging.

Salto is available in AgriCenters and AgriPosts in the Visayas, and will soon be sold nationwide, reaching the ever-increasing number of gamefowl breeders and enthusiasts.

The launch was held at the Cebu International Convention Center and was attended by distributors, dealers, end-users, breeder association officers and members, and gamefowl enthusiasts.





## ATS-ZIP merge

Aboitiz Transport System Corp. (ATS) has announced a statutory merger agreement with wholly owned subsidiary Zoom In Packages Inc. (ZIP) to reduce costs and improve efficiency. The ATS board of directors approved the merger, where ATS will be the surviving entity.

ZIP is in the business of supply chain management, particularly in the movement of loose cargo (less container load). It provides integrated logistics solutions, which include all cost-effective activities from point of origin to point of destination to meet customer requirements, including but not limited to door-to-door pick-up and delivery of goods, warehousing and storage, and distribution.

The merger is expected to further improve the effectiveness and efficiency of the delivery of freight services of ATS as well as reduce cost as people, process and systems are integrated.

## SuperFerry 5 is back!

SuperFerry 5 is back with upgraded vessel facilities to give passengers a better travel experience onboard.

It now has new bunk beds, new bunk layout for better ventilation, upgraded toilet and bath fixtures, bigger baggage area, new air-conditioning system and three renovated function rooms for groups that require space to conduct activities onboard.

SuperFerry 5 serves the Manila, Cebu, Dumaguete, Bacolod, Ozamiz and Iligan routes.

SuperFerry offers year-round Trippid Fares. A ticket from Manila to Visayas (vice versa) now sells for P750; while a ticket from Manila to Mindanao (vice versa) now sells for P1,150. Fares are inclusive of fuel surcharge, security fee and 12% VAT.

For more information, call the SuperFerry hotline (02) 528-7000 or Type SFTXT your message and send to 2327 for Globe and TM subscribers or 0917-890-2327 for Smart, Talk 'N Text and other networks. Visit [www.superferry.com.ph](http://www.superferry.com.ph), or email [info@superferry.com.ph](mailto:info@superferry.com.ph).



## ATS acquires 2 ships for \$15 M

Aboitiz Transport System Corp. (ATS) has acquired two roll-on roll-off passenger vessels from Japan for \$15 million to boost its capacity in time for the summer travel season.

ATS bought MV Sunflower Kogane from The Diamond Ferry Co., Ltd. Oita, Japan and MV Sunflower Nishiki from Kansai Kisen Kaisha, Osaka, Japan. The vessels are expected to arrive in the Philippines in the second quarter of this year.

Costing \$7.5 million each, both vessels have a total capacity of 400 20-footer

containers and close to 2,000 passengers. Each of the approximately 9,700-gross tonnage vessel is expected to arrive in the Philippines second quarter this year.

"Aiming towards operational excellence, the vessel purchase is intended to modernize the company's current fleet to achieve greater efficiencies," ATS said.

The newly acquired vessels will provide additional options for SuperFerry passengers traveling this summer season and better support the growing value-added business of 2GO.

## SuperCat announces Manila-Bataan service



SuperCat is now servicing a new route, Manila-Bataan and vice versa, with SuperCat 25.

The ferry ride from the SM Mall of Asia jetty port to the Port of Orion in Bataan will approximately take one hour instead of the current travel time by land of two to three hours.

SuperCat Fast Ferry Corp. President Ramon G. Villordon Jr. said, "This deployment is in consonance with the company's direction of promoting domestic tourism by serving tourist-oriented destinations such as Bataan, which is home of the famous Corregidor, and a place that boasts of a rich culture and history, and the beauty of unspoiled beaches."

The port of Orion will be the home of SuperCat in Bataan. Orion is the gateway to neighboring provinces like Pampanga and Zambales. Traveling by sea via SuperCat serves as an alternative in reaching Subic and Olongapo.

"While we place the highest importance on making every voyage safe, enjoyable and comfortable, we also want to continue making SuperCat an affordable option for the riding public," Villordon added.

For more information, call SuperCat hotline (032) 233-7000 or email [scat-customer@supercat.com.ph](mailto:scat-customer@supercat.com.ph).

## Abojeb has new incentives for SF crew

By Araceli de Guzman

Aboitiz Jebsen welcomed the Year of the Tiger with good news for its domestic seafarers.

As approved by its principal, Aboitiz Transport System Corp. (ATS), all SuperFerry (SF) crew were granted salary adjustments retroactive to January 2010. The salary hike is also applicable to onboard special cadets of the vessels.

Abojeb also got ATS's nod for the implementation of a car plan for all SF masters and chief engineers who have rendered at least two years of sea service with any SF vessel.

SF onboard officers are now also entitled to an additional qualified dependent child for health insurance coverage.

Abojeb is strengthening its recruitment campaign for more officers to join the SF fleet by putting up banners and posters in Manila, Cebu, Davao and Iloilo.

Abojeb senior crewing manager Gerry Massalang announced the good news to the onboard crew of Super Ferry 5 last Feb. 8.

# TESDA commends Metaphil for training partnership

By Zeny Novabos

The Aboitiz Construction Group Inc. (ACGI) has received commendation from the Technical Education and Skills Development Authority (Tesda) 7 for providing welding and pipefitting trainings through the Metaphil-Tesda Institute for Technical Training (MTiTT).

The MTiTT was also cited for increasing its students' employability.

"Learning never ends. Get better and better. Accept the pursuit for excellence. Pick up your *bugsay* [canoe paddle] and paddle toward your destination. Be the best welder possible," ACGI Chairman and CEO Roberto Aboitiz said during the awarding ceremony.

Tesda 7 Director Rosanna Urdaneta, in her speech, thanked Metaphil for the opportunity it has given to students.

"We thank Metaphil for sharing its resources and expertise which resulted in a very effective training, development and placement of skilled manpower," she said.

ACGI President and COO Napoleon Pe Jr., for his part, said the Company will forge more partnerships with Tesda as they pursue further business expansions and would need more skilled individuals.

Also present during the recognition were ACGI CIO and VP Zeny Novabos, Tesda 7 Training Center Chief Mark Anthony Ylanan,



Metaphil receives a plaque of commendation from TESDA for the MTiTT partnership. (L-R) Metaphil President & COO Napoleon Pe, Jr., trainers Romulo Panta, Josephus Bayo, Eugenio Pulvera, Jose Magallanes, Robert Langbid, TESDA Regional Director Rosanna Urdaneta, Regional Training Center Chief Mark Anthony Ylanan, and Metaphil Chairman & CEO Roberto Aboitiz.

and MTiTT and ACGI trainers and trainees.

MTiTT, which was established in 2008, has trained close to 800 students. Over 400 of the graduates are currently employed by ACGI. It has become a showcase for being the country's first and successful linkage between Tesda and an industry.



## ACGI partners with University of Cebu

By Zeny Novabos

Aboitiz Construction Group Inc. (ACGI) recently signed an on-the-job training partnership program with the University of Cebu (UC) College of Engineering.

With the partnership, graduating engineering students can gain hands-on engineering work experience with the company. Through corporate immersion to the company's core

values of integrity, customer focus, excellence and teamwork, students will develop social, corporate and leadership skills. Students will be coached and appraised and their well-being and academic interest will be protected. Exposure may be in either ACGI or in Metaphil International,

Inc. The experience will give students the edge as they search for employment after graduation. In fact, they will be most welcome to be part of the Aboitiz Group.

UC President Atty. Augusto Go expressed appreciation and offered to let Aboitiz run the school's welding center. In response, ACGI President and COO Napoleon Pe Jr. said, "We are confident that this partnership will assist the academe in matching with industry needs."

ACGI, located in Mandaue City, is an ISO company trusted for over three decades of quality construction and fabrication performance. It has worldwide presence and boasts of world-class quality.

Metaphil International, Inc., wholly owned by Aboitiz, is a PEZA company in Balamban, Cebu.



Aboitiz Construction Group, Inc. signs the MOA for the OJT Partnership Program with UC. (Seated, L-R) Aboitiz President & COO Napoleon Pe, Jr. and UC's Atty. Augusto Go. (Standing, L-R) Aboitiz Human Resource Josephus Bayo, Anabel Latoy, VP & CIO Zeny Novabos, UC Dean Ma. Nila Sabal, Chairs Engr. Gregorio Belongilot, Engr. Zacarias Limalima, and Engr. Cecilio Estoconing.



# ABOITIZLAND LAUNCHES THE THE PERSIMMON PLUS

The newest commercial and entertainment hub in Cebu City featuring a wide array of retail shops is now open to the public.

AboitizLand Inc. launched on March 19 The Persimmon Plus, the commercial entertainment component of The Persimmon urban village on M.J. Cuenco Ave. in Barangay Mabolo, Cebu City.

The Persimmon Plus occupies 5,188 square meters of the 1.4-hectare The Persimmon and has a total leasable area of 2,500 square meters. Seven retailers have so far opened—Bright Smiles Oral Care Center, Mr. Coffee, Urban Indulgence Family Organic Spa and Salon,

Softwash Laundromat, Happy Rooster Home Furnishings Store, Cebu Trip Tours and Bernardo Flores Fashion Shop.

"We are projecting about 15 to 19 merchants to occupy the commercial spaces. We are still in discussions with other potential clients," said Aboitizland President & CEO Andoni Aboitiz.

Aboitiz said the company is very selective in choosing retailers.

"We don't want duplication of stores and competition among them. There has to be balance and the right concept," he added.

The Persimmon Plus has four themed buildings. Building 1 is marketed as a hip

and casual dining area. Building 2 is meant for food-to-share dining entertainment. Building 3 is set aside for grocery and basic services while Building 4 is for admin and the showroom.

Changes in lifestyles and the migration of people into the city have prompted AboitizLand to include the commercial entertainment area in their condominium development.

The Persimmon Plus is adjacent to a four-tower condominium—The Persimmon, Aboitizland's first venture into "vertical development."

Each Persimmon tower is 15-storey high with 157 units each.



## Aboitiz Foundation joins Education Expo

By Christel Ponce

In its commitment to support efforts to institute reforms in the educational system, the Aboitiz Foundation participated in the 4th Cebu Education Expo held in February at the SM City Cebu.

Cebu City Councilor Roberto Cabarrubias, who spoke during the opening, lauded the expo, saying it is a good activity "to give students options for better education."

During the duration of the expo, the Foundation was able to showcase what it can offer to support education stakeholders.

Aside from the exhibit, there was also an Innovative Teachers' Contest sponsored by Microsoft Philippines, a Busog-Lusog Talino Jollibee Parents' Seminar, and an Education Leaders Forum on Good Governance.

The awarding of Microsoft's 5th Innovative Teachers Leadership Awards was done during the closing program.

The expo is an annual event organized by the Coalition for Better Education, Department of Education, Commission on Higher Education, and Technical Education and Skills Development Authority.

The activity was participated by almost 30 institutions, foundations, publishing companies, and local and international schools and universities.



## Internal control training for 19 coops

By Rowena Astillo

The Aboitiz Foundation conducted an internal control training to enhance the financial management capabilities of its coop partners. It was attended by 27 participants from 19 partner coops held at the DepEd Ecotech in Lahug, Cebu City.

"We want to make sure that our partner coops have basic knowledge in running and controlling their business," said Aboitiz Foundation EVP & Managing Trustee Sonny Carpio.

Leif Bajarias and Benjamin Iñigo, corporate auditors of AEV, facilitated the training.

## Industry-focused CSR strategic planning sessions held

By Danny Cerence



Recognizing that the growth of the Aboitiz Group accompanies with it more corporate social responsibility (CSR) projects to be implemented, the Aboitiz Foundation recently conducted planning sessions to help new team members understand the company's brand of outreach.

"Activities like these are good venues where group companies can identify and share best practices, compare different CSR projects and their impact, and learn from each other in order to maximize our interventions and efforts in the communities we operate in," said Aboitiz Foundation President Jon Ramon Aboitiz of the planning sessions.

The first of three sessions was conducted on Jan. 8 for the food, construction and land group companies at the Corporate Center AVR in Cebu. The second session held on Jan. 12 at the AIM Center in Makati was for the power group. The transport group had its session on Jan. 13 at AEV Makati.

Principal discussions were on the 2009 accomplishments, plans and major strategic directions for 2010. Also identified were common projects to be implemented by each group. Working systems and relationship with the Aboitiz Foundation and the group companies were also discussed.

## Aboitiz Foundation conducts leadership training for partner-coops

By Rowena Astillo

The Aboitiz Foundation recently conducted a leadership and communication skills training for 18 partner cooperatives to enable them to become effective leaders and communicators.

Foundation EVP & Managing Trustee Sonny Carpio, in his welcome address, said, "The training is part of a series of trainings as our thrust to enhance technical skills of our partner cooperatives."

These programs are expected to help in the management and implementation of the cooperatives' respective projects.

The two-day training held at the Aboitiz Corporate Center covered three modules — inventory of skills, qualities of a good leader and leadership skills showdown — with a workshop following each module.

Danny Cerence and Rowena Astillo, project officers of the Aboitiz Foundation, facilitated the training.



The Leadership and Communication Training participants with Aboitiz Foundation's supervising project officer Danny Cerence (standing, extreme right) and project officer-microfinance Rowena Astillo (standing, third from left).



## Potable water for Liloan upland barangay

Mulao, an upland barangay in the Municipality of Liloan in Cebu, will soon have potable water that will benefit 150 waterless and poor households. Aboitiz Foundation is funding the project in partnership with the local government unit of Liloan, Cebu.

Aboitiz Foundation recently turned over the initial amount of P148,500 representing 30% of the grant. The Level II potable water systems project calls for water to be treated from a nearby river and piped to three tapstands in three clusters of houses in the village. The implementing partner is the Mulao Farmers' Multi Purpose Cooperative (MFMPC). The Liloan Municipal Engineer's Office will assist in engineering concerns. To sustain operations of the water system, the Aboitiz Foundation and the Liloan Municipal Agrarian Reform Office will make sure policies are established and followed.

Present during the check turnover were Miguel Malabon, Mulao barangay captain; Benjamin B. Tanjay, MFMPC chairman; Duke Frasco, Liloan municipal mayor; Sonny Carpio, EVP & Managing Trustee of Aboitiz Foundation; and Lucelito B. Pilapil, Liloan municipal councilor.



## New farm-to-market roads opened for Sibulan residents



Hedcor VP Gregorio Jabonillo (2nd from right) officially turns over to Sibulan Barangay Captain Lydia Ang three farm-to-market roads. Davao del Sur Gov. Douglas Cagas (2nd from left) graces the affair.

AboitizPower (AP) and Hedcor Sibulan, Inc. (HSI) recently turned over three farm-to-market roads in Sta. Cruz, Davao del Sur as a manifestation of their commitment to promote goodwill in the communities where they belong.

"Through AP and Hedcor, the residents of Barangay Sibulan now lead a better life," said Davao del Sur Gov. Douglas Cagas during the turnover ceremony.

The newly opened roads totaling four kilometers and worth P7.5 million were formally handed over by HSI VP Gregorio Jabonillo to Sibulan Barangay Captain Lydia Ang.

"We continue to commit to the development of Barangay Sibulan as

the host community of the Sibulan hydropower project," said Jabonillo.

To date, HSI has opened and rehabilitated 49 kilometers of farm-to-market roads in Barangays Sibulan and Tibolo.

AboitizPower, through HSI, accelerates countryside development in Sibulan by bringing in sustainable development projects to the area in terms of education, livelihood and health since the construction of the 42.5-MW Sibulan hydro project started in June 2007.

With two run-of-river hydropower plants, it will generate 212 GWh of sustainable energy annually. Its expected operation is seen to lessen the power deficit in Mindanao, specifically in Davao City.

## Aboitiz Foundation's relief assistance to Mayon Volcano evacuees

The Aboitiz Foundation, through AP Renewables Inc. (APRI), a subsidiary of AboitizPower, donated 370 native sleeping mats to Mayon evacuees when they were not allowed yet to return to their homes last December.

The Provincial Government of Albay had to make residents of Barangay Banadero, which is located near the danger zone, stay in evacuation centers after the alert level on the volcano's activity was raised in late 2009.

The mats, which came in two batches, were distributed among 469 families residing in Barangay Banadero and who have since been relocated to Barangay Anislag.

Albay Gov. Joey Salceda thanked the Aboitiz Foundation for the assistance and for buying the native mats from residents of Barangay Bagumbayan in Tiwi, which is host to the Tiwi geothermal power facility, operated by APRI.

Bagumbayan is known for its mats made from locally abundant indigenous materials called "Karagumoy" leaves.

In response, Foundation

officials thanked Governor Salceda for his advocacies and for coming up with a zero-casualty-during-calamities policy.



## Davao Light turns over 26th school building donation

By Vic Sumalinog

Davao Light has turned over the 26th school building it has constructed and donated to the Department of Education (DepEd). The three-classroom facility is inside the Mahayag High School campus in Bunawan District. It is the 16th school building constructed in Davao City, with the others built in Panabo City, Carmen, Dujali and Sto. Tomas in Davao del Norte.

The new three-classroom, one-storey structure costs about P1.8 million, including the cost of 150 armchairs. The city government provided a counterpart fund of P375,000.

DLPC EVP Manuel Orig, COO Art Milan, and Councilor Tomas Monteverde IV, representing Davao City Mayor Rodrigo Duterte, turned over the building to DepEd officials and Mahayag Barangay Captain Romeo Baquirel.



Davao Light COO Art Milan (3rd from right) and Rep. Vincent Garcia (3rd from left) assisted by DepEd Assistant Regional Director Fe delos Reyes and Davao City Schools Division Superintendent Helen Paguican (center), cut the ceremonial ribbon during the turnover of the three-classroom building in the Mahayag High School Campus.



## VECO builds classroom building for Labangon school

Visayan Electric Co. (VECO) has completed the construction of a three-storey, three-classroom building at the Labangon Elementary School in Cebu City. This is a project under VECO's Adopt-A-School Program, funded by the company and the Department of Education through the Aboitiz Foundation. Each classroom can accommodate 50 students.

In Dec. 2009, a Sweat Equity Activity had VECO officers and

team members painting the newly constructed building.

Present at the turnover ceremony held last Feb. 16 were EVP & COO Jimmy Aboitiz, Labangon Elementary School Principal Bernardita Yncilino, Cebu City Vice Mayor Mike Rama, Cebu City Education Consultant Joy Augustus Young, AEO Chief Reputation Officer Sebastian Lacson, Aboitiz Foundation Trustee Romy Ronquillo, and VECO VP for Admin Ricardo Lacson.

## AboitizLand, bloggers partner with Gawad Kalinga

A permanent house of their own was a dream shared by seven families in Talisay City. Through AboitizLand and Gawad Kalinga, their dream is becoming a reality.

Last Feb. 20, close to 30 AboitizLand team members braved the sun's heat to participate in building seven houses along Mananga River in Talisay City. Together with

members of Skyscraper City-Cebu, a real estate blogging site, they did painting, filling, and other construction works. This joint effort not only built a more secure future for the beneficiary families, it also strengthened AboitizLand's partnership with its online community.

The Gawad Kalinga program aims to reduce the number of homeless Filipino families as well as assist them in livelihood sustainability.



AboitizLanders and Skyscraper City-Cebu bloggers in front of their labor of love

## Medical outreach for Sibulan folks

Some 500 residents of Barangay Sibulan, Sta. Cruz, Davao del Sur received free medical and dental attention through an outreach program initiated by Hedcor Sibulan, Inc. (HSI). The medical outreach also dispersed P50,000 worth of medicines for common illness such as colds and cough.

"We are very thankful for the presence of the hydropower project here in our barangay," said Barangay Captain Lydia Ang. "Through AboitizPower and Hedcor, the lives of the people here in Barangay Sibulan have greatly improved through its education and health programs."

Medical practitioners from the Sta. Cruz Municipal Health Office and 39th Infantry Battalion of the Armed Forces of the Philippines attended to the patients.



# Employee-initiated Adopt-A-School project culminates in skillsfest

After 10 months, the Livelihood and Skills Development Project under the Aboitiz Adopt-A-School Program culminated in a Skillsfest last March 6, 2010. The project that began in June 2009 gave third year Technology and Livelihood Education (TLE) students of Banilad Night High School in Cebu the opportunity to experience the real TLE curriculum designed by the Department of Education.

Every Saturday, project partner Megamoms Multi-Purpose Cooperative members trained 50 students on baking, cooking, arts and crafts, sewing and table setting, while Aboitiz team members taught the students work and family values. At the start of the project, Aboitiz had donated cooking and baking equipment for the students' use. The culminating activity was a skills competition in baking, cooking and table setting.

This livelihood and skills development project was one of eight projects implemented by Aboitiz team members in the past year. The company's Adopt-A-School Program supplements the Aboitiz Group's infrastructure and equipment donations through these employee-initiated projects aimed to benefit students, teachers and parents of beneficiary schools.

For the program's pilot run, the other beneficiary school was the Banilad Elementary School. Aside from the Livelihood and Skills Development Project, the other projects implemented this past school year were the SciMathics Club in Action (a science and mathematics enrichment program), Project BART (to help teenagers become responsible), Project LEAD (a leadership skills and organization management training), Book Donation for Education, Learning about Learning (a workshop series for teachers), Youth Public Speaking and Presentation Skills Training Program, and A Future for our Teachers (a cooperative livelihood program).





# RAFI Triennial Awards call for nominations

By Nancy Cudis



**CALL FOR NOMINATIONS.** The Ramon Aboitiz Foundation Inc. (RAFI) Triennial Awards is accepting nominations until July 16, 2010. RAFI President Roberto Aboitiz (extreme right) and COO Dominica Chua (extreme left), along with 5th Triennial Awards Search Committee Chairperson Margarita dela Cruz and Member Bro. Crispin Betita, urge the public to nominate individuals and organizations who have effected positive change in their communities.

The Ramon Aboitiz Foundation Inc. (RAFI) Triennial Awards is calling on the public to nominate individuals and organizations for their extra effort to bring about change that enhances the quality of life of various groups and communities.

The RAFI Triennial Awards, now on its fifth run, recognizes the philanthropic, humanitarian, and holistic efforts of individuals and institutions in the Visayas and Mindanao.

RAFI President Roberto Aboitiz, in a press conference last December 2009 to launch the search, urged the public to help the foundation find the next 10 finalists for the awards.

“Let us meet them and listen to their stories. May their stories move and challenge us to find relevance and significance in our own lives. May their stories bring hope and allow us to see and experience the good in humanity. May their stories compel us to do more, to become more,” he said.

Also during the event, RAFI signed a memorandum of agreement with ZGO, Kapisanan ng mga Brodkaster ng Pilipinas Cebu and Sun.Star Network Exchange.

A RAFI Triennial Awards Caravan is ongoing in different areas to promote the premier service and humanitarian award in the Visayas

and Mindanao and to pursue the call for nominations.

The awards, conferred every three years, are given in two categories: The Ramon Aboitiz Award for Exemplary Individual and the Eduardo Aboitiz Award for Outstanding Institution.

The Ramon Aboitiz Award for Exemplary Individual is open to every Filipino, natural-born or naturalized citizen, at least 30 years old and of good moral character whose dedication to their profession has made significant contributions to the advancement of the well-being of fellow Filipinos.

The Eduardo Aboitiz Award for Outstanding Institution is open to all organizations established for at least three years, with functional programs, services and dedicated partnerships with other groups in bringing about comprehensive and responsible development.

Past RAFI Triennial Awards laureates for the Ramon Aboitiz Award for Exemplary Individual include Warlito Laquihon of Bansalan, Davao del Sur; Eddie Alih of Tawi-Tawi; Ramon Piang Sr. of Upi, Maguindanao; and Chelsea Cacaldo, M.D. of Negros Oriental.

Eduardo Aboitiz Award for Outstanding Institution past laureates include Lamac Multi-Purpose Cooperative of Pinamungajan, Cebu; Cebu CFI Community Coop in Cebu City; Lihok Pilipina Foundation Inc. in Cebu City; and Visayas Forum Foundation Inc. in the Visayas and Mindanao.

The RAFI Triennial Awards was launched on Dec. 6, 1996 during the foundation's 39th anniversary to commemorate RAFI's philanthropic and humanitarian founders, Don Ramon Aboitiz and his son Don Eduardo Aboitiz.

## Heritage keeper continues to dance for Sto. Niño

By Nancy Cudis

Nang Titang was seven years old when she started dancing the *sinúg* (Sinulog) steps to the *sinúg* beat. Now at 81, she continues doing so.

Estelita “Nang Titang” Diola stays true to the title she is known for—“keeper of the *sinúg* beat”— by keeping the long-time promise of her family to preserve the *sinúg* tradition.

She learned the *sinúg* beat from Macario “Iklot” Bontilao and the *sinúg* steps from her father, Buenaventura Diola.

The *sinúg* at the Casa Gorordo Museum, organized by the Ramon Aboitiz Foundation Inc.-Cultural Heritage Program, is always celebrated a day after the feast of the Holy Child, a day also dedicated to the souls.

Nang Titang leads the celebration with a ritual and performance, accompanied by dancers as young as five years old. She drums the original *sinúg* beat, performs the dance reflecting the movement of the *sulugor* sea current, and offers prayers for departed souls.

The *sinúg* dance is a tradition of the Gorordo family, the original owners of the Casa Gorordo Museum that was once a home. RAFI has preserved the *sinúg* dance, which is offered as a prayer for the deceased members of the Gorordo family.

Nang Titang tries to pass on the tradition to by teaching children from Barangay Mabolo and her young relatives and hopes that until her last breath, she will still be able to dance and contribute to the preservation of the *sinúg*.



**HERITAGE KEEPER.** For 74 years, Nang Titang continues to live up to her name of being the keeper of the *sinúg* tradition by teaching children how it is done.



# Al Aboitiz awarded Davao's highest recognition

By Rianne Tecson

“He was a true modern-day Davao pioneer in a league of his own.”

The City of Davao has given the late Luis Alfonso Y. Aboitiz (AYA) the highest form of recognition it can give to outstanding Davaoños for their contribution to the city's progress and development.

The posthumous Datu Bago Award was given to AYA during the 73rd Araw ng Dabaw celebration held last March 14, 2010. His son Xandro received the award on behalf of the family.

“He blazed the trail for others to follow in private-government sector partnership... greatly contributed to the improvement of the peace and order condition of the city, stimulated

economic growth, and promoted local tourism,” wrote Mayor Rodrigo Duterte in the award. It was also Duterte who handed the award to Xandro.

At the time of his death on May 17, 2009, AYA was chief operating officer for both Davao Light and Power Co. (DLPC) and the Visayan Electric Co.

AYA was lauded not only for making DLPC the “corporate neighbor of choice” in the city but also for implementing projects during his 17-year tenure that were instrumental in the growth of Davao City.

He facilitated the lighting of streets and remote areas at no cost to the government, the donation of numerous classrooms and school buildings, the granting of scholarships and improving the peace and order situation.

“Taking his social responsibility beyond what his company does, he personally donated his time and skills to causes he was passionate about—education, youth value formation, culture and arts, and the environment. He was a pro-active private sector leader who was not

just interested in growing his own business, but was seriously involved in the development of his entire city,” the award stated.

Davaoños will forever be grateful for what is considered as AYA's single most important legacy—the creation of Davao City's 911 Emergency Communication Response System, the first of its kind in the Philippines and in Asia and the third of its kind in the world.

He collaborated with Mayor Duterte in creating the project, which is an effective and complete response facility that now includes emergency medical, fire auxiliary, urban search and rescue, and K-9 services.

AYA made all these possible while steering DLPC to become the third largest power distribution utility in the country.

Under his watch, DLPC began implementing world-class systems that enabled the company to provide services at par with global standards.

All these achievements and legacy, Duterte said, make AYA truly deserving of the award for being “a true modern-day Davao pioneer in a league of his own.”



AYA's son Xandro Aboitiz receives the award from Davao City Mayor Rodrigo Duterte.

Xandro is joined by Davao Light's Art Milan and Bobby Orig, and his uncles Tonio and Jimmy.

## Passion for Service

## SEZ BRAND HEROES

By Raymund Tamayo

TWO Subic EnerZone (SEZ) linemen have been named Brand Heroes after rendering exemplary service to a customer last December, aptly demonstrating what passion for better ways means.

Edgardo Geronimo and Kyle Credo received a Certificate of Commendation from SEZ SVP & COO Dante Pollescas in a simple ceremony at SEZ's administration building last Jan. 25.

The two linemen were commended following the letter from RJ Antonio Seva of media giant GMA Network Inc., narrating how Geronimo and Credo persistently worked on restoring power in his home despite the fact that the problem was beyond the SEZ's jurisdiction and how they refused to accept "thank you" money from him.

"Our heartfelt thank you, Mssrs. Credo and Geronimo and your company, for doing an excellent job in Subic...As we say in our company, you guys do '*Serbisyang Totoo*,'" Seva wrote.

The letter also earned for Geronimo and Credo accolades from Aboitiz officials and team leaders, who said that the two linemen's deeds made all of them proud to become part of the team.



SEZ SVP & COO Dante Pollescas presents the Certificate of Commendation to Kyle Credo (left) and Edgardo Geronimo.

"This is Aboitiz at its finest...and shows what we as Filipinos are capable of—super service and honest work in carrying out our duty and technical competence," said Aboitiz Construction Group Chairman Roberto Aboitiz.

Aboitiz Power EVP—Power Distribution Group Jim Aboitiz said that Geronimo and Credo have shown that "teamwork, professionalism, and dedication to customer service...live out our brand promise of passion for better ways."

## Letter of Commendation

*We are publishing in its entirety the letter (unedited) sent by GMA Network executive R.J. Antonio Seva to Subic EnerZone SVP & COO Dante Pollescas.*

### Mr. Pollescas:

This is a long overdue letter commending your people, Mssrs. Kyle Credo & Egay Geronimo, for their honesty, dedication to their work and excellence in the service of your customers.

After arriving from Manila on Dec. 21 last year, I noticed that my pond pumps were not running. I thought that there was a power outage w/c is very seldom in Subic. But when I noticed my neighbors' airconditioning running, I immediately called your office to have my power source checked. The person on the other line patiently run me through what I should do and that was to check my main breaker. When I switched the main breaker back on, everything ran smoothly, or so I thought. After 30 mins the breaker did not hold. I tried to turn on the breaker again but this time the power did not go back on. I phoned your office again and told me that they will send a crew to check on my power. After about 15 minutes, Mssrs. Credo & Geronimo arrived. Their immediate finding was that the main breaker is defective and will not last long (they told me that it will just continue to "trip").

I then requested them to find a temporary solution for us to have our power back. While this was going on, I heard a dispatcher on the radio asking for an update. Upon learning that it was the breaker that was defective the dispatcher instructed Mssrs. Credo & Geronimo to pull out because the problem does not fall under your office's responsibility and that it is the responsibility



Kyle Credo



Edgardo Geronimo



of maintenance. Mr. Geronimo told the dispatcher that they were working on a temporary solution and refused to leave.

After a couple of hours, maintenance arrived and told me that they cannot do anything about the problem since they do not have a spare breaker. At that moment, I felt both angered & relieved. I was angered by the attitude of the maintenance people and relieved that your people stayed and patiently worked on the problem.

At about 11 p.m., they finally finished work on my power. After turning on most of my electric requirements, we encountered another problem. The transformer supplying (power to) my house and my neighbors' was overheating. Mssrs. Credo & Geronimo then worked on it. It took them about another hour working on the transformer.

When they were setting up to leave, I handed Mr. Credo, who was at the van, a "thank you" money w/c he refused to accept. I wouldn't take no for an answer and left the money on top of the dashboard while he was at the back of the van putting back the tools. Mr. Geronimo was the one doing the paperwork inside my house and I also approached him and handed him his "thank you" money w/c he also refused. I went back to the van and again put the money on top of the dashboard.

Fifteen minutes after they left, they were at my house again returning the money. They probably noticed there was money only after a few minutes of driving.

On behalf of my family, our heartfelt thank you, Mssrs. Credo & Geronimo & your company for doing an excellent job in Subic. My family and I love living in Subic because of the fresh air & security. Now we have another reason to be more thankful residents of Subic and that is Enerzone.

As we say in our company, you guys do "*Serbisyong totoo.*"

Maraming, maraming salamat po.

R.J. Antonio S. Seva

BRAND  
HEROES

## A new E-Crew to the rescue

For Francisco Fernandez, the phrase "all in a day's work" bears a meaning different from that of a conventional office worker. His horizon is not a gleaming hallway but a stretch of rough road.

Francisco, or "Ico" for short, hops on his motorcycle to administer minor repairs in places not usually accessed by four-wheelers or VECO repair vans. His itinerary from November to December 2009 covered areas both within and outside the city proper, such as San Fernando, Liloan, Naga and some mountain barangays.

Distribution Services Department (DSD) Manager Armil Logarta has accepted the challenges that come with adding a motorcycle to VECO's Emergency Crew system (E-Crew). The previous arrangement found it difficult for bulky repair vans to reach remote areas and ramble past time-chomping traffic.

### Risky business

"Motorcycles are a bit risky compared to four-wheel vehicles," Logarta admitted.

Ico's job is definitely not for the weak of heart—and body. To date, he has outlived six accidents after losing control over his vehicle. He also has had to adapt to changing weather, save for when his duties are temporarily put on hold because of heavy downpours.

Another risk involves high voltage sites or areas. Fast-growing vegetation, as well as animals, are known to cripple power systems in distant woodlands. It is Ico's job, as frontliner per se, to evaluate the situation of an emergency

call, to administer repairs for minor problems such as stolen, broken or burnt meters; and to energize or isolate power lines.

### E-Crew: 'response time-killer'

Emergency response time entails that calls made by customers are attended to from the time the call is received, until the E-Crew reaches the problem area. In this scenario, motorcycles come with an utmost advantage since they can breeze through traffic and reach the customer in record time.

Ico also has a tool box containing a few repair essentials on his motorcycle. His must-bring? An expandable stick for hard-to-reach power lines. "*Dili siya bug-at* (It's not heavy)," said Ico.

If the response to an emergency call requires the use of ladders and other heavy equipment, DSD dispatches its four-wheel E-Crew to administer major repairs.

### Revving up and ready to expand

With people like Ico who get the job done, the road ahead seems less rough for VECO and its customers.

Logarta's general assessment for the past months has so far been hopeful. The immediate goal is to improve the company's response time in answering emergency calls.

VECO is the second largest electric utility in the Philippines and serves the cities of Cebu, Mandaue, Talisay and Naga and four municipalities in the greater part of Metro Cebu—Liloan, Consolacion, Minglanilla and San Fernando.



Francisco "Ico" Fernandez,  
VECO's first e-crew on motorcycle.

# OJTP names outstanding mentors for 2009

By Vianney Yap



Iris Dorado



Richardson de los Santos

AEV-Corporate Audit's Iris Dorado and Richardson "RJ" delos Santos and AEV-iCSD's Angelo Manuel Pañares were named outstanding on-the-job training program mentors for 2009.

Dorado, delos Santos and Pañares consistently earned the highest ratings from the mentor assessment evaluation, which is filled out by their respective trainees at the end of their traineeship. These mentors received great feedback from their trainees, as well.

"As our field mentor, Sir RJ is always available for our concerns. He is very open-minded, considerate and patient. He even knows when we

have some difficulties in our assignments even if we don't tell him," says USC Accountancy student KC Love Cong.

Computer Science student from USC Jean Candice Yu says of Pañares, "My mentor is very accommodating whenever I have questions regarding the tasks assigned to me. He always makes sure that I understand what I'm doing and gives me projects that can help me learn new things so that I could apply them in the future. He is not only serious with work but is also very cheerful and considerate when it comes to topics that I am not so familiar with."

Aboitiz Future Leaders Business Summit alumnus Bengie Bayer from the University of the Visayas was also one of last year's trainees for Corporate Audit under mentor Dorado.

"She provides career-related guidance and support. She taught me the real passion for the job. She shared her knowledge for the skills needed in performing the assignments given."

The Aboitiz On-the-Job Training Program aims to provide graduating students with experiences in a work environment and to assist them in acquiring the necessary skills, work attitude and common knowledge required for successful employment. The program is a curriculum-based, hands-on training that will provide the students with an exposure to the corporate environment and a total working experience.

The program is targeted at Accountancy, Business/Management, Information Technology, Engineering, and Psychology students.

## 5th Aboitiz Future Leaders Business Summit applications now open

Applications to the 5th Aboitiz Future Leaders Business Summit (AFLBS) to be held this coming Sept. 10 to 11, 2010 in Cebu City is now open.

Every year, AFLBS selects the most promising young college students from Luzon, Visayas, and Mindanao to attend a two-day conference on business and leadership, featuring selected Aboitiz executives as speakers.

The theme for this year, "Finding Your Passion, Shaping Your Future," is anchored on the Aboitiz brand position, Passion for Better Ways. The summit is open to undergraduate students pursuing a bachelor's degree in the following fields: Business Management, Accounting, Communications, Political Science, Computer Science / IT, Marketing / Finance, Engineering, Psychology, and Economics. They must be active leaders or officers of any student organization, be models of integrity, discipline and excellence, and must possess excellent communication skills.

Qualified students must complete the application form, which they can get from their school's Student Affairs Office. They can also request for a soft copy of the application form by emailing [aboitizfutureleaders@gmail.com](mailto:aboitizfutureleaders@gmail.com). Deadline for the submission of application requirements is on April 16, 2010 at the Aboitiz Corporate Center, Gov. Manuel Cuenco Ave., Banilad, Cebu City. For further inquiries and clarifications, you may call (032) 411-1774 and look for Vianney Yap.



Your *Inspired by Passion* quote

Leadership is different from management. Management is about what you can control. Leadership is about what you can unleash.

-DAN ZADRA



## PROMOTIONS



**Rafael Fernandez De Mesa**

is promoted to Manager - Residential Projects of Aboitiz-Land. Rafa first joined Aboitiz in May 2009

as Management Trainee at AEV's Corporate Finance Group where he completed a Finance Analyst Training Program.

**Christian Riconalla**

is promoted to IT Supervisor seconded to Aboitiz Power Trading and Marketing Team. He was previously Process Analyst of AEV.



**Jeremy Tampon**

has been promoted to Systems Engineer. He was formerly a Systems Administrator of AEV.



**Leif Bajarias** and **Roselle Banquerigo** have been promoted to Associate Corporate Auditor I. Prior to his promotion, Bajarias was Corporate Auditor while Banquerigo was Corporate Auditor II.

**Vincent Salera**

is now Insurance and Claims Officer under the Insurance Risk Management Team. He used to be an Associate Corporate Auditor I for AEV.



**Mark Saveron**

is now the Corporate Audit Team's Senior Corporate Auditor. Prior to his promotion, Mark was Associate Corporate Auditor II.

## Michelle Aboitiz retires from the Group



**Michelle Aboitiz**, chief operating officer of Aboitiz One, Inc. (Cold Chain/Unilab) has retired from the Aboitiz Group, effective end of December 2009. She decided to avail of an early retirement as she wishes to focus on her family at this time.

Michelle started her career in Aboitiz Air Transport in February 1989 as Account Executive-Marketing and resigned in 1994 for personal reasons. She returned to the Group in January 2000, as assistant vice president for Aboitiz One's JIT (Just-In-Time). She then moved on to become vice president & chief operating officer of 2GO Cold Chain Division in 2007.

## TRANSFERS

**Danel Aboitiz**

has transferred to SN Aboitiz Power (SNAP) as Senior Market Risk Specialist. He first joined Aboitiz in February 2009 as Technical Accounts Officer of AP Renewables, Inc. then moved to AboitizPower Trading & Marketing as Accounts Officer in November. As SNAP Senior Market Risk Specialist, Danel will be responsible for assessing and monitoring strategic, operational and procedural risk activities in complex market revenue generation and production planning.

**Ruby Valdez**

has moved to Aboitiz Power as Corplan Financial Analyst. A Certified Public Accountant (CPA) and a Certified Management Accountant (CMA), she was previously with AP Renewables, Inc. also as Corplan Financial Analyst.



**Elena Carnacer**

previously Aboitiz Foundation Senior Project Officer, is now AEV Sustainability Officer.



**Evelyn Eglesias**

has moved to AP Generation as HR Associate. Before her transfer, Evelyn was with AP Renewables Inc.



**Mia Bontol**

has transferred to AboitizPower as Brand Specialist. Prior to her transfer, she was AEV's Corporate Communications Specialist.



## AEV Corporate HR introduces developmental initiatives

By Marty Macariola

Driven by its passion to look for better ways, AEV Corporate HR has introduced strategic developmental initiatives that aim to further enhance the organization. These are the 2010 Corporate Quality Assessment Survey (CQAS), the 360 Leader Performance Feedback and the web-based Policy Database.

Aboitiz team members and team leaders were briefed on these initiatives during sessions held at the Corporate Center AVR in Cebu on March 1 and 5, and the AEV Makati penthouse on March 19.

The CQAS sessions focused on identifying what affects the organizational climate through seven factors that affect business results. These factors are quality of work life,

leadership, relationships, culture/sense of purpose, opportunity, total compensation and job/tasks, and recognition. They also aim to look for opportunities that may be incorporated in the company's plans to enhance organizational culture and success.

The 360 Leader Performance Feedback, on the other hand, aims to further develop team leaders and is a tool for their peers, team members and team leaders to evaluate areas for future development.

The online web-based policy database, meanwhile, provides paperless access to copies of inter-office communication. It also allows team members remote access to the system to provide better FAQ service.

## WELCOME TO THE TEAM!

**Rogie Eloise Abala**  
Project Officer  
Aboitiz Foundation



A delegate of the 3rd Aboitiz Future Leaders Business Summit, Rogie was an OJT of the Computer Services Division. He is an Information Management graduate of the University of Cebu.

**Carlo Angelo Garces**  
Financial Analyst  
AP Generation



Carlo finished Business Administration and Accountancy at University of the Philippines - Diliman where he graduated magna cum laude.

**Mark Benedict Lim**  
Project Engineer  
Aboitiz Energy Solutions, Inc.



Mark graduated from the University of Santo Tomas, where he earned his Bachelor's degree in Electrical Engineering. He used to work with Saudi Agricultural Development Company as an electrical engineer.



**Atty. Cesar Bruan**  
Junior Associate  
General Counsel  
Labor and Litigation Team  
AEV

Cesar was a Junior Associate Labor and Litigation of the Nisce Mamuric Guinto Rivera & Alcantara Law Offices before joining AEV. He finished his undergraduate studies at the Ateneo de Manila University and earned his law degree from the University of the Philippines-Diliman.



**Karla Rhodora Gido**  
Business Risk  
Management Officer  
AEV Risk Management

Karla, an Accountancy cum laude graduate from Far Eastern University, used to work with San Miguel Mills as Accounts Payable Analyst then moved to KPMG Manabat Sanagustin & Co.



**Anna Francesca Limbo**  
Junior Associate  
General Counsel, AEV

Francesca finished her Political Science and Law degrees with honors at the University of the Philippines-Diliman. She was a junior associate at the Esguerra & Blanco Law Offices before she joined AEV.

**Mary Ann Capistrano**  
Corporate Auditor, AEV



Maan earned her Accountancy degree at the University of Santo Tomas. Before joining AEV, she was an Associate Auditor at KPMG Manabat Sanagustin & Co. handling internal audit, internal risk management and financial statement audit services.

**Marie Antonette de Guzman**  
Senior General Counsel, AEV



Antonette is a graduate of the Ateneo de Manila with a Bachelor of Arts degree, major in Philosophy. She finished Law at University of the Philippines Diliman. Antonette was a senior associate at Picazo Buyco Tan Fider & Santos Law Offices before moving to Asia Pacific of Emerson Electric as contracts manager.

**Josephine Manalo**  
Paralegal 1, AEV



Josephine graduated from the Philippine Women's University System with a degree in BSBA Major in Entrepreneurial Management. She initially worked with Jimenez Gonzales Liwanag Bello et al Law Offices Caluya & Fernandez then moved to Puno & Puno Law Offices.



**Marie Joan Cumigad**  
Receptionist/  
Relief Secretary  
AEV Makati

Peach graduated from St. Theresa's College Cebu with a BS degree in Commerce, major in Business Administration. She was previously a customer service representative at APAC Customer Services.



**Geris Maries Hontanosas**  
Junior Accountant  
AboitizPower

Geris is a magna cum laude Accountancy graduate of the University of San Carlos. She is also a certified public accountant.



**Kathryn Leia Soriano-Posadas**  
Junior Associate  
General Counsel, AEV

Kathryn finished Journalism at University of the Philippines Diliman and completed her Juris Doctors Law at the Ateneo Law School. She was previously an associate at Herrera, Teehankee and Cabrera Law Offices and also at the Migallos and Luna Law Offices.

**Kimberly Villacrucis**  
Recruitment Associate  
AEV



A delegate to the 3rd Aboitiz Future Leaders Business Summit, Kim is a BA MassCom cum laude graduate of the University of the Philippines Cebu. She was a Communications Officer of Cebu Holdings and HR Service Associate of Shangri-La Mactan.

**Catherine Anne Laurito**  
Staffhouse Coordinator/  
Events Planner, AEV



Cathy is a BS-HRIM graduate of DLSU - College of St. Benilde. She used to work as Café Manager for Dome Café.

**Ricky Sibonghanoy**  
Graphic Artist  
Corporate Communications  
AEV



Ricky was a graphic designer for Playtech Bingames Limited and a layout designer for Lines and Tones Pre-press. He is a BS Information Technology graduate of the University of Cebu.



**Ryan Erik Quindoza**  
Project Engineer  
Aboitiz Energy Solutions, Inc.

Ryan finished his Electrical Engineering degree at the Mapua Institute of Technology. Before he joined AESI, he was connected with Logitec Electric & Construction, Inc. as staff engineer.



**Marco Paulo Dumaliang**  
Trading Analyst  
AboitizPower

Marco holds a Materials Engineering degree from the University of the Philippines Diliman. He was previously a trading analyst assistant at PSALM.



**Maria Christel Ponce**  
Project Officer  
Aboitiz Foundation

A delegate to the 3rd Aboitiz Future Leaders Business Summit, Christel is a cum laude Psychology graduate of the University of San Jose Recoletos.



**Eleanor Rianne Tecson**  
Corporate Communications  
Specialist, AEV

A print journalist for 12 years, Rianne was Sun.Star Cebu Page Editors Chief/Alternate News Editor before joining AEV. She is a Mass Communication graduate of St. Theresa's College and is a licensed teacher.



# A STORY OF BABES

By Lelani Echaves

Movies parade before our eyes as we sit leisurely in the theater. We hardly know or even care at all about the planning, research, preparations, budgets and manpower involved in their production. Only the end product matters, and the satisfaction we get for the good bucks we paid.

So it is with pigs. That good meat on our dinner table, whether as “lechon,” delicious pot roast or “adobo” is all that matters. If it’s good to the eyes, nose and palate, then it must come from good stock.



That good stock, however, is no mere accident or coincidence. Rather, it’s a product of years of planning, research, testing and more testing, until the desired results are met and confirmed by satisfied clients.

Such is the focus of the breeder farms and growing-finishing farms of Pilmico Animal Nutrition, an Aboitiz company, in Capas, Tarlac. Spread throughout an aggregate of over 64.7 hectares in Capas, Tarlac, the farms are committed to be their clients’ Partners for Growth by guaranteeing better quality meat.

Presently, the breeder farms house 110 boars. Since the best must come from no less, the farms hold purebred and crossbred boars. The original Yorkshire, Large White, Landrace breeder stocks came from the United States. Succeeding genetic infusions to maintain the purebreeds came from UK, Germany and Spain. Pietrain came in later, also coming from UK, Germany and Spain. All intimidatingly big and long, the boars are heavy too, ranging from 200 to 350 kilos each.

The breeding (breeder farm) operations are complex and all encompassing, thus including sections each for lactation, nursery, breeding/gestation and gilt development.

While we generally call the young ones “piglets,” regardless of age, the breeding industry distinguishes between the “sucklings” (1–24 days old), “weanlings” (25–30 days old) and feeder pigs (65–75 days old).

Breeding operations are serious business, with nothing left to chance. For instance, all breeders have individual IDs pinned to their ears. The figures written there show date of birth, parentage and breed.

Breeding is done by artificial insemination. Boars are generally useful for up to 3 to 4 years of age. Senior boars can ejaculate twice per week, yielding about 300 to 500 ml per collection. Junior boars begin with once a week, giving about 200 ml. Whichever the age, all young boars are trained to mount a blue dummy to stimulate ejaculation. After two to three weeks, they can be left on their own in mounting the dummy.

The boars’ concentrates are then collected, evaluated, processed, and stored at the Artificial Insemination (A.I.) Center. The spectrophotometer equipment can will quantify the density. Extra care is exercised to shield the concentrates, because these could die or weaken from exposure to sunlight, sudden changes in temperature and even the mineral residue of tap water in a beaker or flask. One ejaculation, after processing, is enough to inseminate 15 female breeders.

“A.I.” is definitely the preferred method. Commercial operations can have a ratio of 1 boar for every 80 to 100 sows. Breeding through the natural process would decrease the ratio to 1 boar for every 17 sows.

About eight months after birth, female pigs are ready for breeding. They are then inseminated with the boars’ processed ejaculate. Contrary to usual belief, one insemination is no certainty for a sow’s farrowing. Thus, a “heat detection crew” monitors the sow’s post-insemination behavior from 15 to 18 days. If

insemination is not fruitful, the sow gets two to three more inseminations.

While pig raising is associated with foul-smelling pens and waste strewn all over the area, such does not describe Pilmico’s farms. With slatted floors and flushpits underneath, the pens remain clean without washing. The rooms are “air-conditioned,” their temperature kept consistent by a tunnel ventilation with evaporative cooling system. Feeding is on-time through an automated feed distribution system.

Moreover, stocking density in the pens is strictly followed: 4 square feet per head in the nursery and 10.5 square feet per head in the growing-finishing pens.

Each sow can farrow for a maximum of 8 times, at an average of roughly twice a year. Three to four days before giving birth, she is transferred to any of the lactation barns, to a bigger pen to accommodate her and the forthcoming babes. Normally, each sow at Pilmico gives a litter of 11 piglets, as compared to the industry average of nine. Yields are higher for sows bred during the cold months of December to February.

At the gestation section, each sow has a pen measuring two feet wide and 2.1 meters long, purposely to regulate movement and thus, protect the pregnancy.

Waste water is pumped out to sugar canes during the dry season. All wastes go to the biodigester for treatment, where microbial action takes place to convert the wastes into biogas gas which is mostly methane. This two-in-one approach, addresses the power needs of the plant, thus reducing the use of diesel.

And yes, it’s true that at the farms, no visitor goes in without taking a full shower and no request for exemption is heard. Deemed the carrier of diseases and infections in such farms, man must comply with the strict biosecurity measures. By all means and at all costs, only the babes matter.





# Cebu...

*assuming you aren't from here*

By Basti Lacson

## Impressing your date in

What exactly do you do in Cebu if you had but two days, Saturday and Sunday? Quite a bit, actually, if you take these pointers into account.



Arrive on a Saturday early and head straight from the Mactan airport to Imperial Palace Hotel's Familia Restaurant,

where you will reward yourself and your friend with a lavish buffet breakfast. The spread is impressive and the service staff highly attentive. While there, you may as well have a look at the premises.

### Familia

#### Imperial Palace Hotel

Mactan, Cebu  
[www.imperialpalace-cebu.com](http://www.imperialpalace-cebu.com)  
 Tel 032-494 5000  
 Breakfast at 6:00 – 10:30  
 Price: P1,307/person

Once filled up, head up to the Fun & Sun Dive Shop right next to the Mactan Hilton, rent a banca for the day and head out to Gilutongan Island to spend the day. It isn't too far away, just an hour and a bit, and the snorkeling is awesome. Call Fun & Sun ahead and ask them to prepare stuff for grilling at Gilutongan. The crew will whip out their rudimentary grill and cook up a storm. You will love eating after some water fun. Leave the place at 16:00 to have time to enjoy Cebu.

### Fun & Sun Dive Shop

Mactan, Cebu  
[www.funsundivetravel.com](http://www.funsundivetravel.com)  
 Tel 032-495 2507

Check in to your hotel to freshen up. One reasonable, modern and convenient hotel alternative is Alpa City Suites. Location-wise it is central and the rooms are comfortable, have free wi-fi.

### Alpa City Suites

Mandaue, Cebu  
[www.alpacitysuites.com](http://www.alpacitysuites.com)  
 Tel 032-238 1688

Dinner is Anzani, no doubt. Impress your date with cocktails first at Bellini's right outside the Anzani dining room. The bar overlooks Cebu and, on a cool night, can send a chill up one's back. Dinner in the charm of the wood-floored dining room and the topnotch menu. Pricey, but well worth it. The date will be pleased.

### Anzani

Nivel Hills, Cebu  
[www.anzani.com.ph](http://www.anzani.com.ph)  
 Tel 032-232 7375

Next morning should be a late one, if plans work out. In order to appreciate a good view of the city by day, head out to the Taoist Temple inside Beverly Hills subdivision. This is a good chance to catch up on last night's happenings from 300 meters above sea level. The temple is itself quite a spectacle, a stroll around its grounds is recommended. Oh, your coffee! You could grab one at Starbucks IT Park, assuming it is past 9 am, which is when they open.

### Taoist Temple – Beverly Hills, Cebu

Starbucks – Asiatown IT Park  
 Lahug, Cebu

Head down to Magellan's Cross since this is an obligatory stop. What you will see is a replica, but pretend it's the real thing so you'll feel it was worth the trip. Now that you're there, saunter over to the Basilica del Sto. Niño right next door. If you are lucky, you may catch some of the local religious fervor for the child Jesus. Buy some candles and burn them, Cebu-style, lying on a mesh.

### Magellan's Cross and Basilica del Sto. Niño

downtown Cebu

You should have, by this time, built up an appetite. The fact that you just had coffee for breakfast means you will want a big meal. Call on Spain-trained and educated Ipar Miranda of Ipar's to sort that out. Call them in advance and ask for a paella for four, their smallest order. Order it for 1:30 and arrive at 1:00. With an order of *chorizo* or *gambas* and your *paella*, you and four other friends should have enough carbs to last you the week. Pre-ordering means you don't wait for the rice and arriving 30 minutes before you said you would is to ensure you wait for the rice and not the rice for you. The four other friends – aside from your date – means the paella for four is huge.

### Ipar's

Ramos St., Cebu  
 Tel 032-410 7727

For dessert on your way back to the airport, pass by Café Georg on Banilad Road. They serve the most delicious selection of sweets in Cebu. Anything on display is worth trying. And don't worry about the five people with you, the cakes and pies are inexpensive. The espressos are also Cebu's finest. This is a must.

### Café Georg

Old Banilad Road  
[www.cafegeorg.com](http://www.cafegeorg.com)  
 Tel 032-234 0887

We hope you enjoyed your weekend in Cebu!





## Useful iCSD Tips



In this fast-paced, computer-dependent era, it is a natural assumption that most, if not all, employees know how to use the computer and all other IT-related tools (VOIP phone, Blackberry, desktop computer, and the list goes on) at their disposal, and maximize every known feature of these brilliant machines to their advantage.

In some cases, this assumption is true. But oftentimes, we miss out on a feature or two that could make our work a lot easier. Thus, we at iCSD, would like to share some useful tips.

### Tip No. 1

#### Simple Avaya Conference Call

Did you know that our Avaya IP phones, Cisco IP phones and Avaya Softphones (usually installed in a notebook) could easily handle a three- to four-way local conference call? Theoretically, you can have more conference members but the quality may not be optimal.

To activate the built-in conference feature of our IP phones, simply follow these steps:

1. Dial extension of the first conference member of the intended three-way conference.

2. Press the Conference button. This will place the first caller on-hold and open another dialing line.
3. Dial the extension of the second conference member.
4. Press the Conference button one more time to start the three-way conference.

#### Optional step:

You can repeat to steps 2 to 4 to add more conference members if needed.

### Tip No. 2

#### Meet-me Conference Call

We all know there are meetings that can have more than five or more members from different geographical locations. The cost of flying in several people for a meeting can be alarming (not to mention the carbon footprint accumulated from such trips).

With that said, did you know that iCSD has a meet-me conference call facility? Now, most of you are probably asking, "What's the difference between the first conference call and a Meet-me Conference Call?" The major difference lies in the location of your conference members.

While the Simple Avaya Conference Call is best used when you are calling an extension within the Aboitiz Network, the Meet-me

Conference Call facility works well with members that are in faraway location. For instance, Makati executives can set up a meet-me conference with managers in Cebu and Davao.

To use this facility, here are the steps you need to follow:

1. Request a conference schedule from our Avaya administrator.
2. The Avaya administrator then gives an access code and conference number to the requestor.
3. The requestor will send the access code and conference number to the invitees via email.
4. The participants will then dial the conference number (e.g. 1707 for internal callers or 411-1707 for external callers)

To know more about this facility, you may email at [christian.riconalla@aboitiz.com](mailto:christian.riconalla@aboitiz.com).

Watch out for more iCSD tips next issue. We hope that the tips that we have shared will make your daily work life a little easier and a little more productive.

Need help with a certain gadget, program or IT tool? Also send me an email and iCSD will find the answers for you.

Until next time! Have a great shift!



abotiz