

# aboitiz eyes

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# The Rebirth of Ambuklao

By Basti Lacson

A road trip to the Ambuklao hydroelectric power plant is hardly for the faint-hearted. It may very well be a mere 40 kilometers from idyllic Baguio which, when considering the 210 kilometers travelled from Manila, may seem paltry. Just like the history of this majestic piece of history, the road literally has its ups and downs and, to the uninitiated, may seem like an eternity.

Yet the trip is well worth it, if only to see for yourself this magnificent marvel of engineering from 60 years past, once again providing electricity to the country after over a decade of inactivity.

## CHECKERED PAST

Ambuklao's story began in July 1950 when Guy F. Atkinson Company of San Francisco, USA (the company is still around) broke ground on the construction of the project. Based on the design and engineering of Harza Engineering of Chicago, USA (also still standing today as Montgomery Harza) and the Widmark & Platzer Company of Sweden, the project was to have a 129-meter high dam, 452 meters at its crest with a spillway 124 meters wide. The resulting reservoir would extend back 11 kilometers from the dam while three 25-megawatt (MW) Francis horizontal shaft turbine generators made by General Electric provided 75 MW of capacity for the Luzon grid.

The plant was completed in mid-1956 and began to deliver 41 MW to Meralco in August of the same year. Total project cost was reported to be P132 million. At the time of its inauguration by President Ramon Magsaysay in January 1957, it

was the largest hydroelectric power plant in the Philippines in terms of generating capacity, eclipsing the 25-MW Maria Cristina hydroelectric power plant in Lanao, likewise completed in 1956.

Ambuklao could not have come at a better time. The appetite for electricity of post-war Manila was insatiable, growing at double-digit rates and wreaking havoc on the country's power planners. In 1956, Meralco's power sales for the year were 917,000 megawatt hours (MWh). Despite 185,000 MWh delivered by Ambuklao in 1957, the utility still found itself in need of additional generation and installed another 25-MW unit for its Rockwell power plant in 1958.

By 1959, the 100-MW Binga hydroelectric power plant, located 19 kilometers downstream from Ambuklao and dependent on its water, was commissioned. The two facilities served the Philippines well, together providing 175 MW or enough power for approximately 350,000 households.



To our knowledge, no other plant in the Philippines has undergone rehabilitation work with the scope and magnitude of Ambuklao. We were very determined to be the company that revived Ambuklao and with the successful rehabilitation, also committed to be the company that creates shared value for host communities," said SN Aboitiz Power President & CEO Manny Rubio.



## BEGINNING OF THE END

Sadly, after the earthquake that struck the Philippines in July 1990, heavy siltation began to take place in the Ambuklao reservoir. The accumulation constricted the intake, hindering flow of water into the powerhouse. Numerous attempts by different parties failed to resurrect this sleeping giant. By 1999, Ambuklao hydro ceased to produce electricity, languishing in inoperational silence ever since. The degree of siltation was simply too difficult to overcome.

In December 2007, SN Aboitiz Power (SNAP), the joint venture between AboitizPower and SN Power of Norway, bid for and acquired the Ambuklao and

Binga plants from the Philippine Government for US\$325 million. The failure of prior attempts to rehabilitate Ambuklao did not deter the new owners; immediately, they set out to find a solution to the Ambuklao puzzle.

## A TREMENDOUS CHALLENGE TO ALL

Ambuklao was acquired primarily because of the prospect of bringing it back into working order. This did not take long to go afoot.

*"We knew from the start that our work was cut out for us. First, we had to adopt a different strategy to engage our community stakeholders, win social acceptability of our projects, and ensure*

*the sustainability of our business. The facilitated dialogue process sponsored by the World Bank also provided an effective framework for continued communication with our stakeholders. Through our CSR and stakeholders' engagement program, we have hurdled these initial challenges and rallied community support and cooperation in our rehabilitation of the Ambuklao plant,"* said SNAP President & CEO Manny Rubio.

In August 2008, contracts were signed with suppliers and by October 2008, excavation and tunneling works commenced. By November 2009, the silted inlet valves that were causing so much trouble were permanently plugged, after which, work in the now completely dry powerhouse could



We are just happy to bring Ambuklao back to life after 12 years. Now, we are looking forward to full operations. After all, a project is said to be really complete when it starts working for you, rather than you working for it.







begin. Thus began the dismantling of the old turbines and assemblies.

Rubio also said the rehabilitation of the Ambuklao plant posed enormous technical and logistics hurdles such that previous attempts to rehabilitate the plant did not succeed.

*"We were bent on overcoming those challenges, massive as they were, requiring major replacements and construction works in the intake and tunnel areas, the powerhouse, and even the tailrace area. So we had to find the right technical solution, plan alternatives, bring in the right people, acquire the best equipment and find the best way to transport some 90-ton electro-mechanical parts while doing everything in the safest way possible,"* he said.

On top of this, SNAP had to constantly consider timing the rehabilitation work during the driest time of the year, considering that the plant was located in the most wet part of the Philippines. Their worst nightmare came true during the onslaught of Typhoon Pepeng (Parma) in 2009 when, at the peak of the rehabilitation work, the Ambuklao and Binga dams experienced record inflows in 60 years. Compounding the problem were the prevalent landslides experienced along the only major road leading to and from Ambuklao, which isolated the area for more than two weeks at the height of the typhoon.

### A PROMISING RENEWAL

In March 2010, the project team abandoned what had heretofore been the primary water channeling solution, which was the use of the old headrace, or the tunnel that fed water from the intakes into the powerhouse. Additional silt formation from the past year's typhoon led to this decision and the adoption

of the back-up plan: the construction of a new and extended headrace.

*"There was a growing sense of pride, gratitude, and even relief that almost three years of rehabilitation work would soon be over. It has been very fulfilling for those who have been involved in this project. Perhaps, we can say we made our own little history here, but for the most part we are just happy to bring Ambuklao back to life after 12 years. Now, we are looking forward to full operations. After all, a project is said to be really complete when it starts working for you, rather than you working for it,"* observed a delighted Rubio.

SNAP had ensured that no detail was too small for upgrading. The team had replacements done on turbines, main inlet valves, generators, transformers, switchgears, control system, circuit breakers and hydraulic structures (specifically intake gates, draft tube gates and stop logs).

Finally, by May 2, 2011, water was allowed into the tunnel to determine the viability of the new solution. On May 17, water turned a turbine at Ambuklao hydro for the first time in more than 20 years. On June 1, it synchronized with the grid and commercial operations began.

As they say, done is better than perfect and the challenges that SNAP faced now faded into the background as they neared the completion of the project.

*"To our knowledge, no other plant in the Philippines has undergone rehabilitation work with the scope and magnitude of Ambuklao. We were very determined to be the company that revived Ambuklao and with the successful rehabilitation, also committed to be the company that creates shared value for host communities,"* Rubio said.

## SNAP-Benguet hydro plants now CDM-registered

The Ambuklao and Binga hydroelectric power plants of SN Aboitiz Power-Benguet (SNAP-Benguet) have been registered as Clean Development Mechanism (CDM) projects by the United Nations Framework Convention on Climate Change (UNFCCC).

The registration means SNAP-Benguet has met the criteria for sustainable development under the CDM process.

*"This is part of our contribution to the international response to climate change and to promote hydroelectric power projects as a major source of renewable energy for the country,"* SNAP-Benguet President & CEO Manny Rubio said.

Ambuklao and Binga hydropower plants will together produce an average of 180,000 carbon emission reduction credits (CERs) per year, equivalent to the carbon dioxide (CO<sub>2</sub>) produced by about 80,000 cars.

CDM is a mechanism under the Kyoto Protocol to the UNFCCC protocol allowing industrialized countries committed to greenhouse gas reduction to invest in climate-friendly ventures in developing countries. It allows emission-reduction projects in developing countries to earn CER credits, each equivalent to one ton of CO<sub>2</sub>.

*"We are very pleased with the CDM registration of Ambuklao and Binga. These registrations recognize our effort in the reduction of greenhouse gases and positions SN Power as a clean, sustainable and renewable energy company,"* said Elsbeth Tronstad, EVP-CSR and Communication.

# AboitizPower partners with Meralco and Taiwan Cogen for Subic plant

A major deal to boost generation capacity in the Luzon grid was sealed last July 22 with the signing of a shareholders' agreement between wholly owned subsidiaries of AboitizPower, Manila Electric Company (Meralco), and Taiwan Cogeneration International Corp. (TCIC).

The agreement formalized the entry of Meralco PowerGen Corp. (MPGC) into the capital stock of RP Energy, the project company that will develop a clean coal-fired power plant at the Subic Bay Freeport Zone.

AboitizPower subsidiary Therma Power, Inc. (TPI) will retain a 25% ownership in RP Energy with partner TCIC – Philippine branch carrying the same ownership percentage. MPGC, meanwhile, becomes the controlling shareholder with its 50% plus 2 shares.

With a budget of US\$1.28 billion, RP Energy is now positioned to construct a 600-MW power plant at the Redondo Peninsula. The facility will consist of two single high-efficiency 300-MW units.

Signatories to the shareholders' agreement were AboitizPower President & CEO Erramon Aboitiz, TPI President Antonio Moraza, TCIC Director Brian Hsu, MPGC President Oscar Reyes and EVP & General Manager Aaron Domingo. The signing ceremony was held at the Lighthouse Marina Resort at the Freeport Zone.

*"Both AboitizPower and TCIC are very pleased to partner with Meralco PowerGen Corp. in this project. Being the country's largest utility serving the equivalent of more than half of the nation's GDP, Meralco is without doubt the ideal conduit to*



MPGC EVP and General Manager Aaron Domingo, Meralco Pension Fund Trustee Pedro Roxas, MPGC President Oscar Reyes, DOE Sec. Jose Rene Almendras, RP Energy President Erramon Aboitiz, TCIC Director Brian Hsu and TPI President Antonio Moraza offer a toast to the Subic Clean Coal Project.

*deliver the cost advantage of RP Energy to as many households and businesses as possible,"* Aboitiz said during the ceremony.

*"It's imperative for RP Energy to become a source of competitively priced baseload power not only for the Freeport Zone, but for the entire Luzon grid as well, thus catalyzing industry and investment in the entire island,"* he added. *"Our commitment is not only to bring in competitively priced power, but to do so with the least possible adverse effect on our environment."*

The consortium has specifically chosen to use Circulating Fluidized Bed Boilers that remove sulfur oxide and control the burning temperature of the coal to prevent the formation of nitrous oxides and lowering air emissions, thus making the plant an environmentally friendly coal facility.

The first unit is expected to come on-stream

in 2014, just in time when the Department of Energy expects the Luzon grid to be in need of new baseload generation capacity. The second unit is slated to be completed after six to nine months in 2015. RP Energy will negotiate a power sales agreement with Meralco for electricity generated from the power plant and approved by the Energy Regulatory Commission.

*"We would like to assure our various host communities that RP Energy is a responsible power developer and operator. RP Energy and its shareholders would like to work hand in hand with SBMA, its locators, and neighboring cities and municipalities to continue to develop and strengthen Subic's position as a competitive and progressive community not only in the Philippines but in the global business arena as well,"* Aboitiz said.

Aerial view of Subic



## EIA shares expertise in Asiamoney and PSE roundtable discussion

By Basti Lacson

this enabler role for government. Philippine Stock Exchange (PSE) President Hans Sicat added that it is important for government to ensure constancy of rules moving forward.

When talk got around to the country's reputation in some areas as a place where the playing field and rules are always changing, EIA raised the Philippine flag by saying that the track record of the country in honoring contracts is impeccable, even during the hardest of times.

He said that during the Asian crisis in the late 1990s, other countries renegotiated power purchase agreements (PPAs). Even then British Prime Minister Tony Blair enacted the famous Windfall Tax in the '90s in the United Kingdom. But the Philippines honored every obligation, a sign that we are not a nation of unclear policies, EIA added. This drew the attention of the audience, delighted to find a defender of Philippine principles among the panelists.

Department of Trade and Industry Undersecretary Tito Panlilio encouraged investors in the Philippines to *"not let the infirmities get you down. While the investment climate will never be perfect, it is in a good situation."*

The discussion then floated to the role of the private sector in helping get the cost of power down given our costs are the *"highest in Asia."* This is where EIA really made solid points by debunking the *"highest cost in Asia"* myth. He explained that residential rates in the Philippines are in fact lower than a number of countries. Also, power rates in Manila, used in these studies, are hardly representative of the entire Philippines.

*"Does anyone know the cost of power in Mindanao?"* EIA challenged the audience. He

explained further that in countries like Malaysia and Indonesia, endowed with coal and natural gas, the state subsidizes fuel for electricity at source, something the Philippines cannot do given it does not have substantial reserves of coal, oil and gas.

When the issue of feed in tariffs (FIT) came up, EIA gave a comprehensive yet layman's explanation on why these could be structured better and gave a number of specific recommendations on how. This display of expertise and common sense resonated well with the audience.

During the Q&A, EIA also suggested that everyone in the room talk about success stories in Philippine business and not the failures as a way to contribute to enhancing the country's reputation with investors.

Most people in the audience who asked questions said they were inspired by EIA's positions on many matters and innate optimism about the country. There was certainly consensus insofar as his mastery of the energy sector was concerned. When a representative from the Department of Energy (not Almendras, who had by then left) fumbled when asked about the FIT rate for biomass and EIA chimed in with *"seven pesos,"* people behind me commented, *"Grabe, alam nya lahat!"*

If anything, to the audience in that discussion, EIA, and consequently AboitizPower, came across as an expert in the field of power but with strong conviction about the viability of the Philippines and what we are capable of achieving.

### EIA tops All-Asia Executive Team Rankings for Best CEO

AboitizPower President & CEO Erramon Aboitiz ranked No. 1 as Best CEO (for the Power industry) in the results of the Institutional Investor Magazine's 2011 All-Asia Executive Team Rankings. The sell-side analysts, those who belong to firms that sell investment services to both retail and institutional investors, nominated EIA.

The results were gathered from a survey that recognizes Asia's Best Investor Relations, best CEOs, CFOs and investor relations professionals, according to a sector-based poll of 522 portfolio managers and investors, as well as 348 sell-side analysts. Rankings were divided into buy-side institutional investors and sell-side nominations.



With EIA, from left, are Trade Undersecretary and BOI Managing Director Cristino Panlilio, San Miguel Corp. CFO Ferdinand Constantino, Asiamoney associate editor and discussion moderator Daniel Platt, PSE President & CEO Hans Sicat, ATR Kim Eng Capital Partners President Manuel Tordesillas and Energy Undersecretary Josefina Patricia Asirit.

## JRA kicks off Leadership Legacy Series 2011

By Mia Borja

AEV Chairman Jon Ramon Aboitiz (JRA) kicked off the second year of his “The Leadership Legacy Series” in Cebu last August 12 and in Makati on August 25.

The sessions, made up of two informal talks with JRA, were a repeat of last year’s well-received series that featured him sharing his thoughts with various team leaders across the Aboitiz Group. His two topics were “An Aboitiz History” and “Personal Leadership.”

The series, a joint project of JRA and AEV-HRQ, is a way to instill on new team leaders the Group’s time-honored values and philosophies, as well as provide a supportive learning venue for the more seasoned leaders.

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

At the Manila session, the speech made a great impact on the over 70 new team leaders of AEV, AboitizPower, AP Renewables, Inc., SNAP and City Savings Bank who attended.

JRA will deliver his second speech on September 19 (Cebu) and October 6 (Makati), sharing his insights on personal leadership and his musings on leadership and people. In this talk, he will underscore the need for trust, integrity, and other Aboitiz core values in running the company.

After each speech, team leaders will enjoy a full hour of exclusive Q&A time with JRA. Reviews of the leadership lunches have been very positive, with audiences impressed and happy with the learnings and insights they got firsthand from the chairman himself.

Should you be interested to listen to JRA speak either in Cebu or Makati, please contact your HR manager or get in touch with Borja or Maan of AEV-HRQ. The Cebu session will be held at the Corporate Center AVR while the one in Makati will be held at the New World Hotel.



## Basti Lacson speaks at worldwide communicators conference

AEV Chief Reputation Officer Basti Lacson delivered a presentation entitled “Managing Reputation: the Aboitiz Group Experience” at the 2011 International Association of Business Communicators (IABC) World Conference in San Diego, California, USA held last June 12-15.

The conference program’s introduction of Basti’s 45-minute session read, “*The journey of this family-owned company from its humble beginnings as a hemp trading firm in the 1800s to*

*a major conglomerate is strongly anchored on the organization’s reputation and core values of trust, fairness, integrity and quality. This compelling case study will look at how the Aboitiz Group, which has major investments in power, banking, food, real estate and construction sectors, has expanded its enterprise by managing a reputation safeguarded for over a century.*”

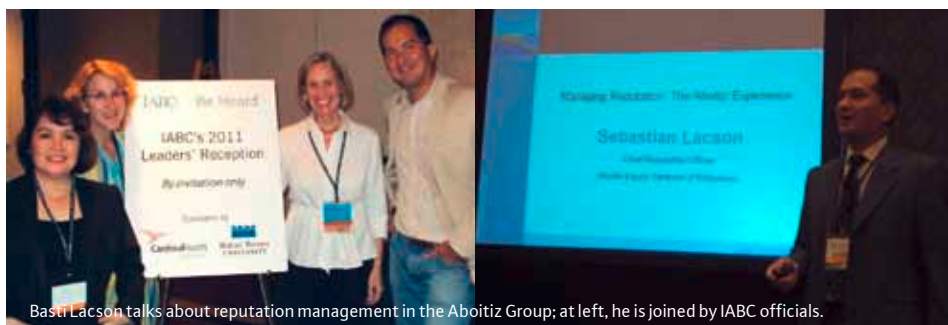
The session was well received by attendees who mostly wanted to know about the experience with

reputation management from outside the spheres of North America and Europe.

The IABC is an organization of business communication professionals from around the world. Its annual conference attracts over 700 members for four event-filled days of networking and cross-pollination of communication experiences and trends achieved via breakout and plenary sessions.

North Americans make up the largest part of the IABC membership and attendance at the conference. They are acknowledged as trendsetters in the world of communication.

“I learned a lot of enlightening things at the conference. There are so many new developments in the world of communication. I was likewise surprised by the tremendous emphasis placed upon internal communication at IABC,” said Basti. “I think our communicators in the Aboitiz Group would benefit from membership at this organization’s Philippine chapter,” he added.



Basti Lacson talks about reputation management in the Aboitiz Group; at left, he is joined by IABC officials.



## AEV, AboitizPower officers attend Corporate Governance Seminar

By Cristina Roso



The Legal and Corporate Services Team of AEV, in coordination with the Risk and Insurance Management Association of the Philippines (RIMAP), recently concluded the Corporate Governance Seminar for senior officers of AEV and AboitizPower. The seminar was held on July 12, at the Asian Institute of Management in Makati City and on July 13 at the Casino Español de Cebu, Cebu City.

AEV President & CEO Erramon Aboitiz welcomed the participants and emphasized the Aboitiz Group's commitment to and practice of good corporate governance. The seminar featured a series of lectures and discussions conducted by distinguished speakers from various regulatory agencies.

The speakers were Director Justina Callangan

of the Securities and Exchange Commission's (SEC) Corporation Finance Department; Atty. Monette Casals-Diaz from SEC's Office of the General Accountant; Argel Astudillo and Atty. Maria Grace Santos from the Philippine Stock Exchange (PSE), AEV's Chief Legal Officer Jazz Oporto and Chief Risk Management Officer Rolly Cabrera.

Among the topics were the SEC Revised Code of Corporate Governance, Philippine Financial Reporting Standards and International Accounting Standards, PSE Corporate Governance Guidelines for Listed Companies, the Maharlika Board and the Aboitiz Group's internal policies on securities trading and enterprise risk management.

The officers were entertained by videos, starring members of the Legal Team, of Atty. Oporto's report on the Group's internal trading policies.

They eagerly took the opportunity to raise their concerns and engage in meaningful discussions with the speakers.

The seminar is in line with the mandate of the Board Corporate Governance Committees of AEV and AboitizPower to cascade and instill good corporate governance practices to all members of the Group. The aim is to minimize, if not totally, eliminate violations and non-compliance with corporate governance policies.

Seminars for team members were held early this year in Makati and Cebu.

## HR updates in Quality Focus 2011

By Armarie Borden

The AEV-Human Resources and Quality Team held its annual Quality Focus last July 17 for Makati teams and on July 22 for Cebu teams. The HR team presented their achievements and accomplishments in the past year and how they plan to make things better in the future.

During the half-day session, results of this year's Corporate Quality Assessment Survey (CQAS) were discussed and the company's roster of benefits and loans reviewed. Other topics during the half-day session were the newly released policies and enhancements; compliance report of employee attendance to company events; and the newest feature in the HR Information System, the Benefits and Loans Database. A Success Factors update was given and upcoming company events announced.

HR's CQAS satisfaction rate of 4.05 for this year is the highest score the team has gotten so far from

employees, their internal customers. The HR team still aims and commits to serve their customers even better in the years to come. They have planned a number of improvements and new projects, one of which is the web-based system, My Perx.

In this database, team members (TMs) can electronically apply for their benefits and loans and

keep track of their balances, status of application, and have a record of their availments. This will also allow team leaders to approve applications electronically and allow HR to process requests and applications faster. My Perx was created in partnership with the Accounting and the iCSD teams and will be fully launched later this year.

Aside from the benefits database, AEV's Total Benefits Package was presented and the discussion served as a refresher on the company benefits and how to avail of them. Various clarifications and suggestions followed and HR welcomed the opportunity to introduce a better package suitable to TMs' needs. After benefits and loans, company policies were also discussed.

In the Success Factors update, everyone got the chance to see their team's performance and accomplishment rate, as well as the profiles of the other teams. Goal alignment and management was also discussed.

For Cebu-based TMs, lunch was at Marriot Hotel's Garden Cafe Restaurant and for Makati TMs, it was at Kabalen Restaurant.



Chief HR Officer Txabi Aboitiz welcomes team members and explains the purpose of Quality Focus.

# AEV Data Center passes 2nd ISO Certification surveillance audit

By Marijo Jamora



For the third straight year, the AEV Data Center passed the ISO 27001:2005 Certification Surveillance Audit conducted by SGS last July 29 and 30.

The two-day audit consisted of a review of the previous year's audit findings, documents checking, on-site observations and actual interviews. At the closing meeting, SGS found only three minor non-conformances and five opportunities for improvement. The Data Center will address these findings accordingly.

The concept of establishing an information security framework was developed and formally launched in 2007. CEOs of the different business units attended the Information Security Management System (ISMS) launching in May of that year. Jon Ramon Aboitiz, then AEV president & CEO, signed the first Information Security policy, and after two years, the company finally received its first ISO certification.

Preparing for certification was not an easy undertaking. The committee came up with policies and guidelines, reviewed almost 300 documents, updated their information assets, conducted risk management processes, coordinated with the different teams and built

the culture of information security.

The Data Center undergoes annual surveillance audits for two years after certification is granted. This is the organization's continuous endeavor to maintain and improve the implementation of the management system. Subsequently, some of the information security controls have already been applied to the corporate center.

For this year's surveillance audit, the iCSD team worked together in the review of all documented controls to ensure these are implemented and maintained. The Corporate Audit Team also conducted an internal audit to check compliance with standards. Moreover, team members from HR, Admin, and LEX also contributed to the success of this engagement.

The months leading to July 2012 will be dedicated to more extensive preparations as the group moves toward re-certification. This time, the re-certification will cover a wider scope to include the Makati Data Center, and may also include the whole IT department. SGS is the certification body responsible for checking the organization's compliance against the ISO standard.

## InfoSec AWARENESS

## CLASSIFY TO FORTIFY

Protect information through proper classification

Classification	Description	Examples	Storage and Protection	Destruction (when obsolete)
<b>Class 1: Public / Non-classified</b>	Information in the public domain or those which have been approved for public use or distribution	Press statements, annual reports	No special storage and protection is required	For printed materials, paper may be reused or recycled
<b>Class 2: Internal</b>	Information not approved for general circulation outside the department or the organization, where its disclosure would inconvenience the organization or management	Minutes of the meeting, license information	<ul style="list-style-type: none"> <li>Viewed by authorized persons only</li> <li>Should be kept inside locked cabinets when not in use</li> <li>Protect from loss</li> <li>Electronic information requires access control</li> </ul>	<ul style="list-style-type: none"> <li>Shred printed materials</li> <li>Wipe out or expunge electronic data</li> <li>Physically destroy electronic media</li> </ul>
<b>Class 3: Confidential</b>	Information that is considered critical to the organization's ongoing operations and is usually for proprietary use by authorized personnel only	Personnel data, accounting information, project plans, confidential customer data		
<b>Class 4: Highly Confidential</b>	Highly sensitive internal documents and data, with very restricted distribution and requires protection at all times	Investment strategies, trade secrets, source codes		



## 2011 Audit Forum

# Back to Basics: Appreciating Internal Controls

By Sandra Delantar

Corporate auditors in the Aboitiz Group are spread out across different business units for their fieldwork, with mid-year as the team's peak season. Yet, amid their very tight schedules, the 2011 Audit Forum pushed through last July 15, with 71 of them gathering at the Radisson Blu Hotel, Cebu City. The theme for the one-day event was "Back To Basics: Appreciating Internal Controls."

Chief Risk Management Officer Rolly Cabrera warmly welcomed the participants and told them, *"Get ready to be challenged, inspired, and excited!"*

First speaker for the morning was Jeffrey Lacson, deputy internal audit head and advisor for corporate planning & risk management of the National Reinsurance Corporation of the Philippines. He began his session with a classroom-setting quiz, where he asked a challenging set of questions for attendees to answer by group. His talk revolved around the basics of internal controls (IC), understanding its myths and realities, responsibility, limitations, and the means to achieve it. He also discussed how to design IC, and IC in relation to fraud and to control self-assessment (CSA).

All eyes and ears were on keynote speaker Audit Commissioner Heidi Mendoza as she delivered an inspiring speech. Mendoza, who had stood by her principles as a state worker no matter what the odds, revealed how she obtained the audit evidences for the Carlos P. Garcia case. She shared what motivated her to stand up for the truth. *"I became a citizen before I became a CPA. I became a citizen before I became an auditor,"* she declared.

Michael Gallego, partner of Punongbayan & Araullo in Advisory Services, made the afternoon worthwhile by injecting topics related to CSA. Topics included CSA supporting standards, benefits and concerns, risk identification, assessment soft controls and performance of risk-based audits and tools. Participants brainstormed and shared ideas during the group activities that Gallego prepared.

In her closing remarks, AEV Corporate Audit AVP Iris Dorado acknowledged the people who made this year's Audit Forum a success.



Corporate auditors of the Aboitiz Group with Chief Risk Management Officer Rolly Cabrera, AEV Corporate Audit AVP Iris Dorado, Audit Commissioner Heidi Mendoza and AEV Chief Finance Officer Steve Paradies.

## AboitizPower brand turns 2

In 2009, AboitizPower rebranded to better communicate its growth and adaptability to the power industry's changing environment. Last July 22, all team members (TMs) of the AboitizPower Group and its subsidiaries celebrated the second anniversary of the company brand. Showing just how true blue

they were, everybody donned cyan-themed outfits for a day of celebration and togetherness. They watched the special video message that President & CEO Erramon Aboitiz had recorded, as well as an entertaining music video that featured TMs sharing stories on why they love their jobs. **—Mia Bontol**

### EIA'S MESSAGE

Hello everyone! It has been two exciting years since we rebranded AboitizPower.

It has been a period of great opportunities that has led us to where and what we are today. We are working towards our vision of a Better Future as we power growth, not only in our business but also in our communities and our country.

Allow me to take this opportunity to thank all of you for your dedication, commitment and valued contributions to AboitizPower. Our company has taken great strides over the past few years, but clearly, opportunities for growth still abound and our desire to continue growing is far from over. It is the business that we take pride in having the expertise, it is the business that can contribute to nation building, it is the business we are getting most known for, and it is the business we have come to love.

As most of you know, the Aboitiz Group has been active in the power industry since the 1930s. In 1998, we incorporated AboitizPower and consolidated the Aboitiz Group's investments in the energy sector. AboitizPower went public in 2007 and raised capital that allowed us to take advantage of a "once in a lifetime opportunity"—the privatization of the National Power Corporation's generating assets.

As we expanded our asset base, we rebranded AboitizPower in 2009 to communicate more clearly our vision, value proposition and what we stand for. July 22 of that year was a momentous day for all of us as we launched the refreshed corporate identities of AboitizPower and Cleanergy.

We in AboitizPower consider it our responsibility to provide reliable and ample power supply when needed, to ensure that electricity

supply is reasonably and competitively priced, and to accomplish the first two duties with the least possible adverse effects to our environment.

In everything we do, we are driven by our brand promise of Better Solutions for A Better Future. We are proactive, expert and responsible. These attributes have guided our every move in the past few years.

Winning the bid for the 360-MW Magat hydro in 2006 and the Ambuklao-Binga hydros in 2007 was the impetus to our growth.

In 2008, we won the bid for our first geothermal facilities, the MakBan and Tiwi power stations, that together can produce 467 MW of power. The year after, we were awarded an Independent Power Producer-Administrator contract for the output of the 700-MW coal-fired Pagbilao plant in Quezon.

Last year, we acquired power barges Mobile 1 and Mobile 2 in Agusan del Norte and Compostela Valley with a total capacity of 200 MW; we commissioned the 42-MW Sibulan hydro plant in Davao del Sur; and completed the 246-MW Toledo coal-fired plant in Cebu.

Our distribution utilities—VECO, Davao Light and Cotabato Light—entered the Performance Based Regulatory regime. These utilities, along with Subic, Mactan and Balamban EnerZones, now serve a combined total of over 700,000 customers nationwide.

In the first half of 2011, AboitizPower gained sole ownership of the 70-MW Bakun Hydro run-of-river hydro plant in Ilocos Sur, and completed the rehabilitation and rebirth of the Ambuklao hydro plant in Benguet, now capable of generating 105 MW of Cleanergy for the Luzon grid.



And very recently, we closed the purchase of four power barges with a total capacity of 262 MW stationed in Navotas, Metro Manila.

With all these significant developments, we are truly on our way to creating a balanced mix of generating assets that are competitive and complementary to each other, that make use of renewable sources when feasible, and that will provide innovative solutions to help meet the energy needs of our country.

Composed of several companies, with facilities and team members spread out all across the country, we have re-engineered ourselves to operate as one business, as one team, committed and dedicated to one vision and one brand—the AboitizPower brand. Our team will boldly embrace the new environment of heightened competition and transparency that open access will create, giving customers the power of choice.

On this second anniversary of our brand relaunch, I enjoin you all, my fellow AboitizPower team members, let us together renew our commitment to be builders of this Better Future.

Thank you all very much, and more power to us all!



AboitizPower Team members from the Makati office gather at the penthouse boardroom to watch the videos.



## AboitizPower earns 'PRS Aaa' rating from PhilRatings

AboitizPower has been assigned the highest possible rating by the Philippine Rating Services Corporation (PhilRatings) for the company's bonds and corporate notes, describing these to be "of the highest quality with minimal credit risk."

According to PhilRatings, the "PRS Aaa" rating given to AboitizPower indicates the company's "extremely strong capacity to meet its financial commitment."

The PRS Aaa rating covers AboitizPower's P3.89-billion (bn) corporate notes and P3-bn fixed-rate bonds. The corporate notes will mature in 2013 and 2015 while the fixed-rate bonds will mature in 2012 and 2014.

PhilRatings, the country's pioneer domestic credit rating company, assigns ratings for debt issues, commercial papers and bonds or notes issued by companies in various sectors. In its rating, PhilRatings considered AboitizPower's consistent robust operating profit from a diverse portfolio of operating subsidiaries. It also focused on the solid track record of the Aboitiz management team in power and other industries, along with its prudent business and financial policies. AboitizPower's capacity to compete effectively and efficiently in a more competitive power industry also helped boost the ratings assessment.

PhilRatings sees AboitizPower as well placed to pursue opportunities that will result from the planned implementation of Retail Competition and Open Access beginning Dec. 26, 2011, together with government's thrust on the use of renewable energy.



Engr. Ern Jine Amador is using Synergee's Time Range Analysis to get a "picture" of Cotabato Light total kWh load per feeder, including that of technical systems loss.

## Cotabato Light in sync with Synergee

By Ivan Jones Colita

Cotabato Light goes on full throttle in its battle against systems loss with the use of Synergee, a powerful software designed for profiling a distribution utility's network.

Company engineers Christopher Ven and Ern Jine Amador worked as a tandem in laying out the framework for the utility's power system network with some Davao Light personnel sharing their expertise.

The system details what primary feeder lines have the most cases of technical losses, and the analysis is based on the identified feeder and subsequently broken down to manageable segments – the so-called load centers. One of the benefits of having a detailed network is that during scheduled interruptions, the nodes and components to isolate are specified. Team leaders and planners can then work things around to mitigate the impact on affected customers.

## Davao Light implements new distribution rates

The Energy Regulatory Commission (ERC) has approved the distribution rates of Davao Light for Regulatory Year 2012 covering the period July 1, 2011 to June 30, 2012.

Although the ERC-approved distribution rates became effective in the July 1, 2011 billing, Davao Light implemented the new rates starting in its August 2011 billing. The overall average increase is P0.1055/kWh; the increase varies by customer schedule. The details of the increase by customer schedule are shown in the message box of the customer's August bill.

For residential customers, the average increase is P 0.1942 per kWh. The impact on the residential customer whose monthly usage is 175 kWh is an increase in his total distribution charges of P33.99/month. Including the effect of VAT and franchise tax, the increase will be P0.2192 per kWh or P38.37/month.

Of Davao Light's 287,000 customers, 36% or 104,000 avail themselves of the lifeline subsidy discounts. An estimated 11% or 11,700 of these 104,000 customers whose consumption is 0 to 20 kWh enjoy a 100% discount and pay only the fixed charge of P5 a month.



Subic EnerZone (SEZ) and Cotabato Light conducted their 2nd quarter Learn and Experience AboitizPower (LEAP) session with the theme "Being Proactive," one of the attributes of the AboitizPower brand. SEZ's Raymund Tamayo and Cotabato Light's Donjie Vertuoso, brand champions in their respective companies, were

the session facilitators. Aside from the usual AboitizPower brand refresher, video messages from AboitizPower AVP for Sales and Marketing Jay Gatmaitan and AEV VP for Branding Malu Salud were shown to inspire team members to be proactive not just at

work, but to practice it as a way of life. Winners of the Cleanergy tips video contest were also announced. At left, the SEZ team gathers for a photo opportunity after the session and at right, are shots of the Cotabato Light team during the activity.

## Ask VECO through text

By Jade Aniceto and Jickjick Eufan

The Visayan Electric Company (VECO) continues its effort to effectively serve customers through short message service (SMS), or popularly known as texting.

Seeing the practicality of this communication tool, VECO has adopted texting as a means to inform its customers of their monthly electric consumption bills and other services.

For monthly bills, customers must register first by typing ASKVECO<space>REGBILL<space>AC-COUNT ID and send to 2327 for Globe/Touch Mobile users, 391-8326 for Smart/Talk n Text/Red Mobile users, and 0922-999-8326 for Sun Cellular users. After getting a registration confirmation, they can now start inquiring about their bill by just keying in ASKVECO<space>BILL<space>Ac-count ID and send to the same numbers. Each customer may register several accounts.

Customers may also ask through text the status of major unscheduled power service interruptions. Just key in ASKVECO<space>OUTAGE and in a minute, you will know when power would be restored.

Aside from text messaging, customers may also use other media platforms to inquire about VECO's other services. For scheduled maintenance works, one may read about these on VECO's website at [www.veco.com.ph](http://www.veco.com.ph), Facebook page at [www.facebook.com/visayanelectriccompany](http://www.facebook.com/visayanelectriccompany), Twitter account [www.twitter.com/Veco\\_Cebu](http://www.twitter.com/Veco_Cebu) and in Cebu's local newspapers.

Customers affected by the scheduled maintenance through the Planned Power Outage Advisory, a new system designed to push information thus, eliminating cost to customers. Customers will receive a text message and an email only if they are the affected accounts.

To avail themselves of this service, a customer must register online through <http://www.veco.com.ph/page.html?main=company&sub1=profile&sub2=signup>. They may also visit VECO's website and click on the "Register Here" button.



## Cotabato Light is anti-pollution compliant

By Edmundo Teves

Cotabato Light was recently granted air pollution control and water discharge permits, which are renewable every five years.

Both permits, which will expire in 2016, are vital to the company's operations. Absence of which would mean violations to the Clean Air Act of 1999 and the Clean Water Act of 2004.

Renewal of these permits used to be done yearly. But with the Department of Environment and Natural Resources' (DENR) upgrading of such policy, renewal may now be done every five years.

DENR granted Cotabato Light's application for a five-year renewal after complying with all the requirements and also because of the distribution company's good reputation. Cotabato Light's Pollution Control Officer Engr. Jun Ticzon Jr. facilitated the compliance procedures.

Aside from helping in its operations, the five-year renewal is favorable to Cotabato Light as it lessens the risk and cost in going to Koronadal City every year to renew the permits. It also eliminates any additional provisions that may come up within five years.

## APRI shares P10.4 million to its host communities

AboitizPower Renewables, Inc. (APRI) recently held a ceremonial turnover of its real property tax (RPT) payment in the municipality of Sto. Tomas, Batangas. Gov. Vilma Santos-Recto headed the Batangas Provincial Government in accepting the check payment, amounting to almost P10.43 million for the RPT for 2011.

Five units of AboitizPower's geothermal facilities lie in the border of Laguna and Batangas. These, along with the ones in Albay, Bicol have a combined total capacity of 467 megawatts.

AboitizPower is deeply committed to helping

in the sustainable development of the communities surrounding its power generation and distribution plants. This commitment includes strong CSR programs as well as the company's policy of paying its proper dues to local governments.

*"AboitizPower and its subsidiaries are able to operate because of the goodwill of local governments and communities. Therefore, the company sees itself as both a member of the community and a partner of local governments in each community's development. Something that is as routine as paying the proper taxes may seem mundane, yet it is vital in helping ensure that basic and social services reach families and communities,"* says APRI Corporate Services SVP Juan Alfonso.

Vice Gov. Jose Antonio Leviste III and Municipal Treasurer Dorothy Malasique also joined the ceremony held at the Batangas Capitol.

Others in attendance were members of the APRI team composed of Facility Manager Januario Maralit, CSR Manager Jose Gerald Cubias and corporate lawyer Martin Yasay.

APRI is a wholly owned subsidiary of AboitizPower.



Batangas Gov. Vilma Santos, Vice Gov. Jose Antonio Leviste III and Sto. Tomas Municipal Treasurer Dorothy Malasique accept the check payment from the APRI team led by SVP Juan Alfonso, Facility Manager Januario Maralit, CSR Manager Jose Gerald Cubias and corporate lawyer Martin Yasay.



## Hydropower projects eye CDM registration

By Lloyd Revilla and John Eugene Matias

Hedcor, Inc. is eyeing a Clean Development Mechanism (CDM) registration of the Irisan 1 Hydropower Project in Tadiangan, Tuba and Tudaya 1 and 2 Hydropower Projects in Davao del Sur.

The 3.8-MW Irisan 1 run-of-river project is expected to generate 11 million kilowatt-hours (kWh) of energy. With this amount of energy, 6,000 tons of equivalent carbon dioxide (CO<sub>2</sub>) is prevented from being released into the atmosphere and is equal to 6,000 Certified Emission Reduction (CER) credits.

The 13.6-MW Tudaya projects will displace approximately 65,000 tons of equivalent CO<sub>2</sub> in the atmosphere when the plants start to generate 78.44 million kWh of clean energy annually.

CDM is the first global environmental investment and credit scheme of its kind, allowing industrialized countries to buy CER credits from emission reduction projects in developing countries. These CER credits can be used to meet a country's emission reduction target under the Kyoto Protocol.



Auditors from Hong Kong visit Sta. Cruz, Davao del Sur for the accreditation of Certified Emission Reduction (CER) credits of the 42.5-MW Sibulan Hydropower Project and the registration of the Tudaya Hydropower Project as a Clean Development Mechanism (CDM) project. CDM allows emission reduction projects in developing countries to obtain CER credits that are traded and sold to industrialized countries to meet emission reduction targets.

The hydro company is no stranger to the CDM. In 2008, the 42.5-MW Sibulan run-of-river plant in Sta. Cruz, Davao del Sur was certified as the first hydropower CDM project in the Philippines.

The Irisan 1 hydro project broke ground in October last year and is currently under construction while the Tudaya project is currently working on its permits to start the construction. The projects will be in addition to the 18 run-of-river plants operated by Hedcor in Benguet and Davao.

## ERC grants anew compliance certificate for Talomo hydros

By Lloyd Revilla

The Energy Regulatory Commission (ERC) has approved Hedcor's renewal of the Certificates of Compliance (COC) to its 4.47-MW hydropower plant facilities in Talomo. Hedcor, Inc. owns and operates a total of 18 hydro plants in the country.

The COC allows generation companies to operate generating facilities pursuant to the Revised Rules for the Issuance of COC for Generation Companies/Facilities.

Prior to issuance, Engr. Nestor Padilla and Pablito Allagadan Jr. from the Market Operations Service of ERC conducted a technical inspection of the Talomo generation facilities.

*"I would like to commend the maintenance of the facilities of Hedcor,"* Padilla said. *"I noticed some of machines are quite old but (they) are well maintained and function efficiently."*

In addition, the Talomo hydro plants are ISO certified: ISO 9001:2008 or Quality Management System Standard, ISO 14001:2004 or Environmental Management System Standard, and OHSAS 18001:2007 or Occupational Health and Safety Management System Standard.

Major structures of the power plant will be built within the municipality of Sta. Cruz and Digos City.

Last Aug. 8, Kapatagan Barangay Captain Juanito Morales and his council also signed the MOA with Hedcor. *"With this agreement, similarly with Barangays Tudaya and Sibulan, we can assure Barangay Kapatagan that we will be their partner in the sustainable development of the area,"* Jabonillo said.

*"The host community will benefit through the company's corporate social responsibility projects like environmental preservation and assistance focused on education, healthcare and livelihood,"* he added.

The exploration of Tudaya Hydropower started in 2010, and in early 2011, Hedcor engineers began the design of Tudaya 1 in Barangay Sibulan and Tudaya 2 in Barangay Astorga. The company is currently working on the permits for the plants' construction. When completed, these will be the eighth and ninth plants to be operated by Hedcor in Davao. It currently operates two Sibulan plants and the five Talomo plants.

Hedcor is committed to promote Cleanergy, AboitizPower's brand of clean and renewable energy and will continue to look for more rivers to develop run-of-river hydropower generation. To date, Hedcor has 18 plants in the country with a total capacity of 150 MW.

## More LGUs endorse Tudaya hydro project

By Lloyd Revilla

Digos City, the Municipality of Sta. Cruz, and Barangay Kapatagan have approved the expansion of Hedcor's 42.5-MW Sibulan hydro plant in Davao del Sur. Called the Tudaya Hydropower Project, the expansion involves the building of two run-of-river plants with a total capacity of 13.6 MW.

Tudaya Hydropower 1 will be built upstream of the existing Sibulan A power plant and is located in the Municipality of Sta. Cruz and a portion of Sitio Marawer of Barangay Kapatagan in Digos City.

The signing of the memorandum of agreement (MOA) between Digos City and Hedcor was held on

Aug. 3. *"We welcome this investment and we look forward to the strengthened partnership,"* said City Mayor Joseph Peñas.

Hedcor VP Gregorio Jabonillo said, *"Aside from the taxes, Hedcor will also give royalty share to Digos which is over and above what is mandated by law."*

The MOA with the Municipality of Sta. Cruz was signed last July 11. *"Hedcor is already part of the history of Sta. Cruz for almost six years now and with this agreement, we assure that the local government will continue to do our responsibility as Hedcor's partner,"* said Mayor Joey Ray Lopez.



(Left photo) Hedcor President Rene Ronquillo (left), Sta. Cruz Mayor Joel Ray Lopez and Hedcor VP Gregorio Jabonillo (right) sign the MOA for the 13.6 MW Tudaya Hydropower Project. At right, Kapatagan Barangay Captain Juanito Morales (seated, 2nd from right) signs the MOA with Jabonillo with barangay council members standing as witnesses. The agreements give consent to the expansion project.

# eMoney XChange strengthens UnionBank mobile banking service

By Pia Rivera



UnionBank FVP-Corporate Banking Group Antonino Fajardo, GXI President Paolo Baltao, and UnionBank SVP-Product Development Ramon Duarte explain how the eMoney XChange works, enabling GCASH customers to link their UnionBank accounts to their GCASH mobile wallets.



GXI's Paolo Baltao and UnionBank EVP-Transaction Banking Center Edwin Bautista exchange notes armed with their respective tools--a Globe phone and the UnionBank EON Card.

UnionBank has entered into a partnership with G-XChange, Inc. (GXI), a wholly owned subsidiary of Globe Telecom and operator of the pioneering m-commerce service GCASH, to launch a new mobile cash transfer service called eMoney XChange. This enables GCASH customers to link their UnionBank accounts to their GCASH mobile wallets. Clients with UnionBank EON, E-Wallet, ePayCard, regular savings and checking accounts can transfer funds to and from their GCASH wallets through their UnionBank account via SMS. This service is an additional feature to UnionBank's Globe Mobile Banking facility.

*"With eMoney XChange, we are helping our customers manage their money better by providing them smarter banking solutions. In addition, we are opening up more possibilities for our customers to further engage in online opportunities like online business, shopping and sending remittance. This partnership with GCASH will also cultivate new*

*customer relationships and strengthen existing connections,"* said Ramon Duarte, UnionBank SVP-Product Development.

The award-winning EON Visa Debit Card is popularly used as a payment facility of online entrepreneurs and avid online shoppers. GCASH on the other hand, is becoming one of the most popular modes of payment for online shopping, gaming and payment sites here in the Philippines and even abroad.

GXI President Paolo Baltao said, "With the new service, we again offer our subscribers easier and better ways to top-up their GCASH mobile wallets. eMoney XChange further demonstrates GCASH's capability to bring together trends in technology with business, backed-up by a reliable financial platform trusted by the banking sector."

eMoney XChange was launched recently at a press conference held at the Makati Shangri-La Hotel.

## UnionBank net income up by 29% to P2.9 billion in 1H11

Union Bank of the Philippines (UnionBank) registered a net income of P2.9 billion (bn) for the first six months of 2011, up by 29% from P2.2 bn earned for the same period a year ago. Higher revenues boosted the bank's profitability. Gross interest income on loans and due from other banks improved by 4.8% and 49.2%, respectively, coupled with substantial securities trading gains. Return on equity and return on assets strengthened to 15.6% and 2.3% from 13.9% and 1.8%, respectively. Revenue-to-expense ratio remained close to 2.0x.

Total resources amounted to P235.8 bn while deposits stood at P180.7 bn. Loan portfolio expanded to P76.8 bn as auto, mortgage and commercial loans continued to exhibit double-digit growth. Capital adequacy ratio improved further to 17.5% from 15.7% year-on-year, maintaining a healthy margin from the minimum regulatory requirement of 10.0% notwithstanding a dividend payout in May.

The bank's stock closed at P59.75 per share as of end-June 2011, posting a 40.6% price appreciation and outperforming the stock market and financial sector indices by 13.4% and 16.0%, respectively.

UnionBank opened three new branches in July, namely: St. Luke's Medical Center, Exchange Regency and Lourdes Hospital branches, bringing the total branch network to 189. To date, the bank has 223 onsite and offsite ATMs, a call center and an internet bank, [www.unionbankph.com](http://www.unionbankph.com).

Recently, Megalink recognized UnionBank during its Members Appreciation Gathering for being the Top Bank with the Highest Controllable Approval Rate for 2010. The bank manifested its commitment to continuous efficiency by having the least downtime among Megalink member banks.

Another agri-related product that the BusinessLine Group promoted at the expo was Business FeedLine, a program for feed dealers and end-users of Pilimco Animal Nutrition Corporation.

In joining events like the 1st Agriculture and Tourism Expo, the BusinessLine Group aims to make itself available and "entrepreneur-friendly" to SMEs nationwide.

## BusinessLine AGRI EXPOsed!

By Moselle Lazatin

Armed with a passion to capture and engage small- and medium-scale enterprise (SMEs) in agriculture-related businesses, UnionBank's



UnionBank and Pilimco co-promote Business FeedLine at the Agriculture and Tourism Expo.

BusinessLine Group recently joined the 1st Agriculture and Tourism Expo at the World Trade Center. The group's objective was to promote UnionBank's presence in the field of agriculture, an arena government banks are known to dominate.

The bank first launched BusinessLine Agri in June 2010, with a product exclusive for contract growers of San Miguel Foods' Magnolia. In February 2011, the program expanded to include growers of Bounty Fresh.

BusinessLine Agri is a loan that growers can use to expand their existing farms or convert to tunnel-ventilated farms. The product's main feature is the acceptance of the grower's farm as collateral.



# City Savings Bank opens Ortigas branch

By Rianne Tecson

Public school teachers in the National Capital Region may now experience the straightforward and simple service of City Savings Bank (CitySavings) with the recent opening of its flagship branch at the Iriz One Corporate Center in Pasig City.

This latest branch offers the same easy and simple banking products—regular savings and loans—that its growing number of clients in Visayas and Mindanao have been enjoying for the last 46 years.

CitySavings' product portfolio includes deposit products like regular savings account, ATM account, students' savings account, Kaugma-on (Cebuano for future) Savings and Savings Plus accounts, and its high-yield time deposits. The bank also offers DepEd salary loans to public schools teachers.

*"Opening this new branch means more than just establishing a regional office in Luzon. We're here because we are ready to give clients the same experience of warm and helpful service that has made us an institution to rely on."*

*"Our branch network may be growing but we assure that CitySavings will retain its small bank personality by keeping things simple and offering excellent customer-focused service. For us, the customer is No. 1,"* said William Paradies, CitySavings VP-Head of Operations.

Paradies joined CitySavings officials led by SVP Agnes Lacson during the recent inauguration rites. Cynthia Yujuico, owner of Iriz One Corporate Center, was also present at the ceremony.



(Top) CitySavings VP-Head of Operations William Paradies, Iriz One Corporate Center owner Cynthia Yujuico, and CitySavings Chief Operating Officer Agnes Lacson do the ceremonial ribbon cutting during the branch inauguration. (Right) Newly opened CitySavings office in Ortigas.

CitySavings Ortigas is the bank's second branch in Luzon. The first one, located in Calamba, Laguna, was opened in July 2010. CitySavings has now 29 branches nationwide.



## Finacle™ Bank-in-a-Box™ powers CitySavings technology-led growth

CitySavings has chosen Infosys Technologies Ltd's Finacle™ core banking solution to power the bank's strategic business transformation initiative. The bank will replace its legacy system across its 29 branches and leverage Finacle™ core banking solution for its aggressive growth plans.

Built on new generation technologies, open industry standards and a services-oriented architecture, Finacle™ will provide CitySavings with a highly scalable technology engine. Finacle™ Bank-in-a-Box, a pre-configured and fully integrated framework, will offer the bank a rapidly deployable solution that provides

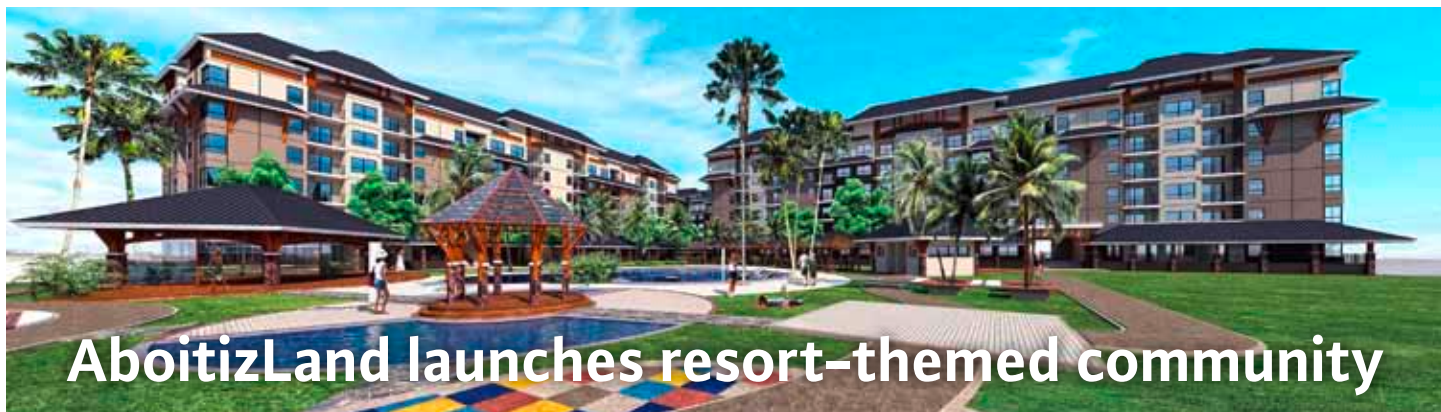
knowledge of best banking practices, processes and standards.

*"A robust technology platform is indispensable for a growth-focused bank. We selected Finacle™ for its proven global leadership, committed investment in cutting edge technology and unmatched delivery track record. We are confident that our partnership with Finacle™ will enable us to realize our growth ambitions and deliver for our customers a world-class banking experience,"* said CitySavings AVP-Marketing Harry Abellana.

Leveraging Finacle™, CitySavings will also be better positioned to right sell personalized offerings,

bundled products and an enriched segment-specific product portfolio to customers. As the local business partner of Infosys, Total Information Management Corporation will play an integral part in Finacle™ implementation at CitySavings.

Sanat Rao, Finacle™ VP & Global Head, Business Development – Client Engagements and Alliances said, *"We are delighted to partner with City Savings Bank and are strongly committed to ensuring that the bank attains its twin business objectives of aggressive retail growth and business agility."*



## AboitizLand launches resort-themed community

AboitizLand, Inc. has launched its first resort-themed vertical community—a low-density, mid-rise development—located in Barangay Canduman, Mandaue City.

The new project, Hanaya, will host verdant landscaping in expansive open spaces, more-than-the-usual amenities and uniquely designed residential buildings, giving *vecinos* the relaxed, vacation-like ambiance in their own homes.

Hanaya is a fusion of the Visayan term for comfort and convenience, *hayahay*, and the Japanese *hanayo* or a world of flowers. The name reflects the fresh environment of the community. It is a 5.2-hectare development with an open space-to-building footprint ratio of 70:30, Cebu's highest yet. It is the ideal getaway within the city, where everyday is a weekend.

The village offers verdant landscaping in expansive open spaces and more-than-the-usual amenities—free form and lap pools for the adults and a separate

pool for children, children's playgrounds, an open basketball court, fitness trails, interactive sculptural garden, a park and barbeque stations.

Every level of the six-storey condominium structures hosts merely sixteen residences each having a balcony looking out into the amenities below. Every unit's front door looks down into the building's atrium.

AboitizLand Sales Manager Grace Lepiten said a typical Hanaya unit features two bedrooms and a single toilet and bath, kitchen, dining and living areas in a generous 44 square meter space, an ideal home for resident young families and singles, or frequent vacationers.

Hanaya is also designed as an environment-friendly development. The community will have a dual water system, low-flow water fixtures, rainwater catchments and a materials recovery facility. Compact fluorescent lighting will be used in all common areas.

## Aboitiz Jebson opens at The Persimmon Plus

Aboitiz Jebson (Abojeb) has moved its headquarters in Cebu City to the second floor of The Persimmon Plus located along M.J. Cuenco Avenue in Mabolo. Abojeb VP for Crewing Arleen Asuncion and AEV SVP Txabi Aboitiz cut the ceremonial ribbon during the office blessing held last July 28. Also present at the event were Abojeb VP for Fuel Management Darko Vivoda and AboitizLand Commercial Business Unit Head Floramie Vega. The next day, Abojeb had its first-ever company-initiated job fair, and held another one on Sept. 2 and 3, both at the Persimmon Plus.



Aside from the Abojeb office, other outlets in The Persimmon Plus are Happy Rooster Home Furnishing Store, Three Sixty Pharmacy, Bright Smiles Oral Care Center, Softwash Laundromat, Urban Indulgence Organic Spa & Salon, Cebu Trip Tours, Bernardo Flores Couture, Pan de Manila, Dong Juan, Mr. Coffee and the newly opened Aboitiz Jebson. Coming soon to The Persimmon Plus is Carlito's Way Diner.—  
**Fretzie Alquiza**

## Wellness lifestyle and urban living at The Persimmon Plus

The Persimmon Plus demonstrated an interplay of healthy lifestyle and urban dwelling last July with a series of activities, including the launching of Zumba Fitness Class at The Persimmon Plus and Run Forward: Run & Rave Party for more than 600 runners.

Health enthusiasts participated in Zumba sessions with licensed instructor Emma Satchell, who is also a certified member of the Zumba Education Network (ZIN).

The dance sessions, held at the rialto, had fitness buffs swaying to Zumba's exotic rhythm music—Latin-inspired, hip-hop, and infectious techno beats—for a fun and effective workout.

On the other hand, merchants of The Persimmon Plus joined hands in staging Run Forward: Run & Rave Party marathon.

The two-in-one event was staged to promote women's wellness and raise funds for underprivileged women. Race proceeds were donated to Zonta Club of Cebu 1, for its micro-financing project benefitting about 200 women and their families.

Fretzie Alquiza, AboitizLand's marketing officer for commercial, said the wellness-oriented activities at The Persimmon Plus provided the Cebuanos a "*fun alternative for a healthy lifestyle in an open-air environment, no longer confined inside air-conditioned walls.*"





# Aboitizland unveils Ajoya two-storey model unit

AboitizLand, Inc. recently unveiled another model unit—the Muhen, a medium-sized two-storey single detached house—at its Ajoya community site in Barangay Gabi, Cordova.

True to the village's vibrant Modern Filipino-Asian theme, the Muhen has a cozy and airy atmosphere. Its design integrates the elements of

ample cross-ventilation with well-placed windows and doors and shade through its wide overhangs.

The Muhen is a three-bedroom, two-bathroom house with a total floor area of 64 square meters and lots of space for future planned expansion within a 120-square meter lot, ideal for growing families.

Like the other Ajoya models, Muhen units may be purchased finished or bare at the *vecinos'* (homeowners) discretion.

Ajoya offers a total of 112 Muhen units, a good number of which had been taken at pre-selling. The Muhen is among the best priced of house models in its class.



The Delan model unit, also at the project site, was opened for viewing a few months ago. Other model units will also be unveiled in the next few months. The Delan is a two-bedroom single detached home.

Ajoya is a 15-hectare mid-end residential community of about 800 homes taking shape on a rolling property close to the bank of the Gabi River, the first of its kind in Cebu.

Aside from the Muhen and the Delan, the village offers lot-only packages, shophouses, townhouses and duplex units.

Set in a lush and vibrant environment, Ajoya gives its vecinos the distinct advantage of refreshing surroundings and calm atmosphere. The village is designed as a relaxing haven that isn't too far from the Metro Cebu area.

Ajoya is also the only Filipino-themed development in Cebu. Among its amenities is an open-type clubhouse with a central amenity area including an area for beloved Filipino childhood games—*patintero*, *lüksong-tinik*, *tubig-tubig*.

With a view of enhancing and nurturing family relationships and strengthening the bonds of community, the village is designed with a leisure pool, basketball court, playground, picnic area and barbecue station.

To see and experience Ajoya, please call 411-1623 for a site visit schedule.

## Salto supports gamefowl breeders assembly in Nueva Ecija

Pilmico Animal Nutrition Corporation (PANC), maker of high quality Gamefowl Feeds Salto supported the Gamefowl Breeders of Nueva Ecija (GBONE) assembly last August 12, 2011 at Plaza Leticia in Nueva Ecija. GBONE has more than 95 members of breeders and cockfighting enthusiasts within the province.

The assembly aims to set all of the association's plans in preparation for the Bakbakan National 11-Stag Derby 2011

John Daguio, a satisfied breeder from Ilocos Norte, was invited to share his testimonial as a

Salto user. "*Sa Salto, di ka lang lamang, angat ka*," he said of his experience.

Salto product features were presented during the assembly. It comes in five variants: Salto Booster, Salto Baby Stag Developer, Salto Stag Developer, Salto Maintenance and Salto Conditioner.

Introduced to its gamefowl feed lines, Pilmico announced the addition of Gallimax brand. Gallimax comes in three variants: Gallimax 1—Chick Booster, Gallimax 2—Developer and Gallimax 3—Maintenance.



The Salto team joins John Daguio (2nd row, 5th from left) and GBONE members during the Gamefowl Breeders of Nueva Ecija (GBONE) assembly last Aug. 12, 2011 at Plaza Leticia in Nueva Ecija

## Financial fitness for Pilmico team members

Pilmico recently offered a financial fitness program for team members to inform and inspire them to sharpen their skills in money management, consumerism, and financial planning.

The program was given in coordination with AEV Corporate HR, Sun Life Financial (Philippines) and SCEGA Multi-Purpose Cooperative.

Pilmicans were taught how to make, save and spend money wisely. Managing their money well is key to building better lives for themselves and their families, and perhaps to strengthen the economy.

The financial orientations were scheduled to accommodate team members in all Pilmico sites. One-on-one consultations followed with many of them showing significant interest in the program.

—Rhea Embalzado

## Companies share best practices at LCF CSR Expo 2011

By Rianne Tecson

Speaking before delegates of the LCF CSR Expo 2011, Aboitiz Foundation President Jon Ramon Aboitiz highlights the need for employees to involve themselves more in their companies' CSR projects.

The Aboitiz Foundation, Inc. once again joined other corporate foundations and grant-giving corporations from around the country for the League of Corporate Foundation's (LCF) CSR Expo 2011 last July 20–21, 2011 at the SMX Convention Center in Pasay City.

This year's expo, which had the theme "Taking CSR to New Heights," highlighted the need to put premium on including sustainable practices in CSR initiatives. Participants were urged to rise to the challenge of continuing to reach out to their beneficiaries without necessarily sacrificing the environment.

"Through CSR, companies can be the driving force to bring prosperity to the country without sacrificing the environment," said then LCF Chair Edgardo Amistad in his opening message. (Editor's Note: Aboitiz Foundation EVP and Managing Trustee Sonny Carpio was elected new LCF chair last August 17. Read sidebar article.)

Leaders and representatives from LCF-member organizations discussed innovative ways to practice corporate social responsibility (CSR).

Jon Ramon Aboitiz (JRA), president of Aboitiz Foundation, also had the opportunity to share to expo participants the humble beginnings of the practice of CSR among Aboitiz family members and within the Aboitiz Group.

JRA was one of the speakers during a panel discussion on integrating triple bottom line CSR into the business DNA. He said that one way to ensure the effective implementation of CSR initiatives is to engage stakeholders by explaining to them what needs to be done and why these projects are being implemented.

He also underscored the need to involve employees in CSR projects, saying this is one way

of ensuring increased participation.

Other speakers during the expo were Senator Manuel Villar, businessman Manuel Pangilinan, and global environmental speaker Matthias Gelber, who is also known as the "Greenest Man on Earth."

In response, Education Secretary Bro. Armin Luistro thanked the CSR teams of the various companies for continuing to "invest in hope" through their projects. He also underscored the need to ensure the effective implementation of these initiatives, especially those related to education.

"I hope that (our) partnership will not only allow us to say that we have classrooms but also bring quality education to Filipinos," he added.

The expo also featured breakout sessions, which paved for brief discussions on topics like sustainability reporting, proposed implementation of K+12 program in public schools, and dealing with media.

Participating CSR teams were allowed to set up booths at the exhibit, which was made open to the public.

Aside from JRA, also representing the Aboitiz Foundation were Carpio and Board Trustee Romy Ronquillo. CSR teams from other Aboitiz Group companies were also represented.

LCF is a membership association composed of 75 operating and grant-making corporate foundations and corporations, seeking to provide business solutions to social problems in the Philippines through CSR. The Aboitiz Foundation is one of only two LCF members from the Visayas.

## Sonny Carpio elected to top posts of LCF and PCNC

By Danny Cerecne

Sonny Carpio, executive vice president & managing trustee of the Aboitiz Foundation, Inc., has been elected chair of the LCF and vice chair of the Philippine Council of NGO Certification (PCNC).

LCF and PCNC are national organizations with distinct roles and mandates. What is common for both is that they serve, develop, set the bar and popularize CSR among various stakeholders with the twin goal of helping government in nation building.

The LCF is a network of over 70 operating and grant-making corporate foundations and corporations in the Philippines that promote and enhance the strategic practice of CSR among its members and the larger business community, towards sustained national development.

The PCNC is a private voluntary, non-stock non-profit corporation that serves as a service organization whose main function is to certify non-profit organizations that meet established minimum criteria for financial management and accountability in the service of underprivileged Filipinos.

"These are very important organizations to be a part of and have our brand of CSR known at the national level. We will contribute our competencies and strengths to these organizations. The trust and confidence bestowed upon me by my colleagues at the LCF and PCNC validates the fact that the Aboitiz Foundation has now transformed from being a small foundation in the south to a strong and primary partner and mover in national development," said Carpio.

Both organizations have in its roster of officers various shakers and movers in government and the private sector.

The Aboitiz Foundation has been an active member of the two organizations for many years now. Carpio served in various capacities in both organizations before being elected to his current positions. In 2010, he achieved a "grand slam" when he was elected to the Boards not only of LCF and PCNC, but also of the Association of Foundations, the national organization of all foundations in the country.

"It is both a pride and a challenge for the Aboitiz Foundation that Sonny Carpio, our managing trustee, now chairs the LCF and is the vice chair of the PCNC. While leading these organizations, Aboitiz Foundation can share its best practices and at the same time learn from the others," said Jon Ramon Aboitiz, president of the Aboitiz Foundation.







CARPIO SPEAKS AT GLOBAL CSR SUMMIT. Aboitiz Foundation EVP & Managing Trustee Sonny Carpio talks about the Aboitiz Group's sustainability measures and the Foundation-led CSR programs. Carpio spoke before CSR practitioners during the recently concluded Global CSR Summit, which tackled sustainability issues for businesses in Asia in the 21st century and future directions of CSR. AboitizPower and Aboitiz Equity Ventures were co-sponsors of the event. Other speakers (from left) were Edmond Maceda, Megaworld Corporation's chief sustainability officer; Saba Karim Khan, Citibank Pakistan head of corporate affairs; Monika Griefahn, Right Livelihood Award Foundation co-chairperson and former Minister for the Environment of the Lower Saxony, Germany; and Gus Cosio, First Metro Investment Corporation, CSR committee head.

## Aboitiz Foundation assists five more coops, starts 'Umahan sa Katawhan'

By Beryl Ann Manching

Five more cooperatives have received financial assistance and a grant from the Aboitiz Foundation to support their members' different livelihood activities.

Last May 31, 2011, representatives from the Aboitiz Foundation, Cooperative Development Authority, and leaders and members of beneficiary cooperatives signed the memorandum of agreement at the Department of Education's Applied Nutrition Center in Banilad, Cebu City.

Four of these cooperatives were given microfinance loan packages amounting to P1.37 million. These were Talisay City Barangay Health Workers Multipurpose Cooperatives, Cooperative of Coconut Development Farmers and Expansion Workers, Barangay Nutrition Scholar Organization of Minglanilla, and Pung-ol Sibugay Multipurpose Cooperative.

They intend to use the funds to finance various livelihood development projects like rice trading, swine fattening, and farm crop production. These livelihood projects are expected to benefit 394 beneficiaries.

KABAMEKA, meanwhile, received a grant amounting to P221,900 for "Umahan sa Katawhan" or Food for the Masses, a project that aims to provide sustainable sources of food and livelihood in an ecologically friendly manner. Using organic farming techniques, the *umahan* will help poor communities gain access to nutritious food in the backyard. The *umahan* is being developed in Barangay Guba, Cebu City.

The *Umahan* is expected to encourage food preparedness for high-risk communities or immediate rehabilitation of farms which were affected by natural calamities. Sustainable farm productivity by providing of quality seeds and giving farmers access to modern crop production technologies will also be provided. The cooperative's counterpart will be in the form of farm plots, a warehouse for supplies and labor.

"We appreciate how our partner-cooperatives are prompt in paying their dues," said Foundation EVP & Managing Trustee Sonny Carpio. "This way, the funds are revolved and used to finance other cooperatives and associations, for example new ones like you."

For her part, KABAMEKA president Cirila Alcantara thanked the Foundation for its "heart of service." "Our association has gone far since our partnership with the Aboitiz Foundation started. After we paid our initial loan of P125,000, we were able to get a loan amounting to P4.2 million. We were still small in size back then, but they trusted to perform our duties in good faith."

"With perseverance, we were able to maximize the funds and reap the fruits of our labor," Alcantara added, referring to how KABAMEKA has grown into a large and mature organization, even mentoring other startup cooperatives and associations in far-flung areas.

## 18 coops get loan packages from Aboitiz Foundation

By Rechiel Cordova

Eighteen organizations received P4.5 million worth of microfinance packages from Aboitiz Foundation to help them pursue sustainable income-generating opportunities.

The checks were turned over to representatives of the organizations, 14 of which are new ones being supported by the Foundation, last Aug. 21, 2011. The assistance extended to the organizations is part of the Foundation's Aboitiz Business Assistance and Guidance (ABAG) program.

"Helping coops pursue sustainable income-generating activities is a way of bringing about growth in the countryside. If these will be

disseminated across Cebu, there will come a time that Cebu will become self-reliant," said Sonny Carpio, Foundation EVP & managing trustee.

"What's good with our beneficiaries is that they pay on time and avail themselves of the rebate," he added.

Cepriana Mumar, acting assistant Cooperative Development Authority 7 director, urged beneficiaries not to neglect their responsibilities and not waste the help and trust of the Foundation. She also challenged the associations to graduate into a cooperative and have their names registered with CDA.



Eighteen Cebu-based cooperatives have been given some P4.5 million worth of financial assistance by the Aboitiz Foundation to fund different livelihood projects. The amounts were turned over to representatives of the 18 cooperatives last August 22 by Sonny Carpio, Foundation EVP & managing trustee, and officials from the Cooperative Development Authority 7 and the Department of Labor and Employment 7.

# Extending aid to help improve students' performance

AboitizPower business units (BUs) continue to support public schools students pursue their dreams by providing not only classrooms but also tools that could enhance learning.

In time for the opening of classes last June, Hedcor Sibulan Inc. (HSI) donated P340,000 worth of library kits to far-flung Tudaya Elementary School and Tudaya High School in Sibulan, Sta. Cruz, Davao del Sur.

The library kits consist of encyclopedia sets, dictionaries, manuals, fiction books and basic reading materials. School officials said these materials are a big help, especially to the students of Tudaya Elementary School where seven students share only one textbook.

Also during the turnover, the students viewed a 25-minute video about global warming and protecting riverbanks.

SNAP-Magat, for its part, published a book series on reading, writing and math for some 26,000 pre-school children in day care centers in Isabela's 29 municipalities in support of the Early Childhood Care Development (ECCD) program of the province.



Business units under the Power group donate materials, like the library kits donated by Hedcor Sibulan (left) and computer sets by SEZ, as a supplement to what students learn in school.



SNAP-Magat is undertaking the project in coordination with the Department of Social Welfare and Development and Academe, Inc., a private educational company.

Isabela Gov. Faustino Dy and SNAP-Magat President & CEO Manny Rubio signed the memorandum of agreement for the partnership.

SEZ, meanwhile, donated 10 brand-new computer units to the Regional Science High School of Region III (RSHS) in the Subic Bay Freeport Zone

last August 1.

The RSHS has been a beneficiary of SEZ's CSR projects for two years already. It is the only public high school in the Subic Bay Freeport and has been known as one of the top high schools in the country today.

These interventions implemented by the BUs complement the main thrust of the Aboitiz Foundation, which is to help improve the quality of education in the country.

## Helping build more classroom buildings

Aboitiz companies across the country separately funded the construction of school buildings in response to calls for the private sector to help address the problem on classroom shortage.

A total of nine classroom buildings have been donated to public elementary schools in Luzon and parts of Mindanao through Davao Light, Therma Mobile, Hedcor and SEZ.

In Davao City, two three-classroom buildings have been constructed at Mintal Elementary School and Maa National High School. The structures were built according to new standard design adopted by the Aboitiz Foundation; these

have tiled floors, individual lavatories for each of the rooms, and with ready-to-tap electrical facilities, lighting fixtures and water taps. A curving blackboard and wooden desks have also been provided.

During the turnover of the Maa school building, Davao Light EVP Art Milan and AboitizPower FVP for Mindanao Manuel Orig said in separate messages that they are hoping that students will maximize the use of the classrooms to help improve their performance and to ensure the maintenance and upkeep of the building so more students may be able to use them.

Aside from the classroom buildings, Davao Light

also funded the construction of three day care centers in Barangays Maa, Calinan and Mudiang. Therma Mobiles 1 and 2, meanwhile, built two day care centers in Maco, Compostela Valley and in Nasipit, Agusan del Norte.

All five day care centers were constructed in support of Aboitiz Foundation's partnership with AGAPP, which seeks to build 45 classrooms for kindergarten students all over the country in two years. The five centers are part of the 26 that the Foundation committed to construct this year.

Hedcor and SEZ, for their part, each gave a day care center for kindergarten students of Barangay Ampucao, Itogon, Benguet and Kalalake, Olongapo City, respectively.

All day care centers built under the AGAPP program will have two classrooms each; one will serve as a classroom while the other could be used as library.

Meanwhile, Davao Light also recently completed the rewiring of two buildings of the Davao City National High School-Madapo Hills annex campus. It also installed a new 50-KVA transformer to ensure a stable voltage for the school and to prepare for possible electricity load increase in the near future.



To show their support for students in their franchise area, Davao Light donates classroom buildings (left) and undertakes rewiring activities in selected schools.





# Power BUs heed call for Brigada Eskwela

By Rebecca Eufan, Jerre Bon Manlangit, Alfie Carvellida, Raymund Tamayo & Lloyd Revilla

AboitizPower business units (BUs) helped selected public schools in the country provide its students a conducive learning environment by conducting minor repairs and sprucing up surroundings as part of the Brigada Eskwela program.

In Luzon, SEZ team members went to New Ilalim Elementary School last May 28 to repaint an entire six-building classroom and repair cracked ceilings. It was the second straight year for SEZ to conduct the activity in the same school.

In the Visayas, volunteers from VECO and Mactan EnerZone (MEZ) separately conducted repairs and repainting works in different schools in Consolacion and Mactan last May 28.

VECO employees went to Tayud Elementary School in Consolacion to repair and repaint walls, ceilings and doors, and replace and repaint dilapidated roof sheets.

MEZ employees and other volunteers, meanwhile, held a cleanup drive at Agus Elementary School in Lapu-Lapu City on the same day. They repainted classrooms and the surroundings, and conducted minor repairs. School officials were also given 134 gallons of paint and other construction materials for them to use in renovating the classrooms.

On May 27, volunteers from Balamban EnerZone Corporation (BEZ) went to Arpili Elementary School to repair its roofs and ceilings,

and repaint some classrooms and offices.

Following the activity was the turnover rites of BEZ's newly built school canteen.

The activities conducted by the DUs were all part of their response to the call of the Department Education, through its annual Brigada Eskwela Program, to tap the community in cleaning school

premises and doing minor repairs on school facilities before classes start.

In Mindanao, Hedcor employee-volunteers repainted classrooms, repaired chairs and desks; replaced broken windows and busted bulbs, and spruced up gardens at the Catalunan Pequeño National High School.



VECO employees do minor repairs and repainting on the walls and roof sheets of Tayud Elementary School in Consolacion. Other distribution units of AboitizPower also held similar activities in their respective areas as part of their Brigada Eskwela program.



**FROM CRATES TO CHAIRS.** VECO has combined sustainability into the company's purposive CSR programs. Instead of throwing away wooden crates used to package electrical equipment, the distribution utility is using the scrap materials to make chairs and tables that will be donated to identified day care centers, and elementary and high schools within its franchise area. The children of Barangay Ermita will be the first recipients of the chairs and tables to be used at the barangay's new day care and health center which VECO is donating.

# Power Group gives aid to 96 scholars

By Rebecca Eufan, Vic Sumalinog, Michelle Prudente & Raymund Tamayo

Business units under AboitizPower welcomed 96 high school and college scholars for school year 2011–2012 by giving them scholarship grants and other forms of educational assistance.

Davao Light added 29 college students to its roster of scholars receiving various forms of educational assistance. They have been given scholarship grants that cover their payments for tuition and miscellaneous expenses beginning this school year.

Of the 29, 17 are children of economically disadvantaged parents, most of who are ordinary workers and farmers.

The remaining 12 scholars are *lumads* or indigenous people who received a total of P100,000 for their book subsidy.

Hedcor, Inc., meanwhile, extended full scholarship grants to four college students who come from its host communities in Talomo and Sibulan. The grant covers tuition payment, book allowance and monthly financial assistance from first year until they finish their degrees.

Apart from the college scholarships, 30 high school students from five different schools in Davao City and Sta. Cruz, Davao del Sur were also given financial assistance to help them with their studies, with the top two performing students for each year level receiving an incentive.

Distribution companies Cotabato Light and SEZ, for their part, provided cash assistance to 23 high school students. Of this number, 14 are new scholars.

Aside from helping its scholars, Cotabato Light also gave financial assistance for the schooling of the children of its former employee Roberto Cabigas, who died following a bomb explosion in 2008.

VECO, for its part, gave eight students the privilege to pursue their chosen degrees by giving them scholarship grants. The grant assures the scholars that their tuition, books and miscellaneous expenses are paid for.

The new scholars bring to 22 the customer dependents who have qualified for the scholarship program. They are currently majoring in engineering, accountancy, and psychology.

To compel the scholars to excel in their studies, VECO EVP & COO Jaime Jose Aboitiz said they can have laptops if they can maintain an average grade of 1.4 for four straight semesters.

Luzon Hydro Corporation, meanwhile, paid for the college education of two students from Bakun, Benguet who are taking up mechanical engineering.





## A scholar's desire to learn

By Rechiel Cordova

Getting an education has always been a problem for Jessica Veral.

With her father working as a mechanic and her mother earning her keep as doormat maker, Jessica's parents can only sustain the family's basic needs. And being the eldest in a brood of seven, Jessica is expected to help her parents make ends meet.

But her enthusiasm and desire to learn motivate her to conquer all adversities. This passion paved the way for Jessica to become an Aboitiz Foundation scholar under its Street Urban Working Children scholarship program.

*"I am very thankful to the Aboitiz Foundation for giving me this opportunity to be one of the scholars. It's good that the Foundation aims that*

*no one will be left behind and every student reaches his/her dreams,"* said Jessica, who is a second year high school student of Bangkal National High School in Lapu-Lapu City.

A consistent honor student, Jessica said she studies on weekdays to maintain her grades and help her mother make doormats on weekends.

Now, Jessica is preparing for her dream career.

*"Someday, I want to be an accountant just like my Auntie. Math is my favorite subject. Most people I*

*know also told me I'm pretty good at it,"* she said.

*"Just strive hard and maintain your grades. Don't lose hope and keep going. Don't ever give up,"* was her advise to fellow students.



Jessica Veral, among other SUWC scholars, receives a bag of school supplies, uniform and additional allowance from Aboitiz Foundation to help her in her studies this school year.

## Power BUs give school supplies to pupils

By Raymund Tamayo & Rebecca Eufan

More than 3,000 pupils from nine schools in Olangapo City, Cebu Province and Davao del Sur received bags and other supplies from SEZ, VECO and Hedcor Sibulan in time for the school opening last June.

Across Cebu Province, VECO distributed a total of 630 school bags to eight schools in different areas last June. The school bags contained notebooks, drawing books, pencils, pencil cases, ballpens, erasers, sharpeners, crayons, pad paper, rulers, watercolor sets, and glue.



A student with special needs from at St. Martin de Porres Special School is given a VECO school bag and school supplies by Community Relations Manager Eric Ching and Corporate Communications Manager Ethel Natera.



Pupils of Darong Elementary School show off the school materials given by Hedcor Sibulan, Inc. More than 2,200 students in Sta. Cruz, Davao del Sur received a package containing school materials they can use for the rest of the school year.

The beneficiary schools was St. Martin de Porres Special School, an institution for children with special needs, where 57 bags were given away. Another set of 180 school bags were given to the children of Kadasig Aid and Development Day Care Center in Phase Five Barangay Buhisan, Kadasig Day Care Center Phase Two Barangay Tisa, and Rosevirginis Day Care Center in Barangay Punta Princesa.

The 190 children at the Regla, Holy Name and Sta. Cruz day care centers in Barangay Mabolo, Cebu City were also given bags, along with the 240 high school students of Placido Señor National High School in the City of Naga.

In Olongapo City, SEZ gave 350 Grade I pupils of Kalalake Elementary School (KES) a plastic envelope each containing basic school supplies such as pads, pencils and cases, erasers, sharpeners, scissors, and notebooks. The school supplies were handed over to the students last June 13.

Meanwhile, at least 2,000 students in eight elementary and secondary public schools in Davao del Sur were given school supplies.

Schools that benefited from the were the elementary schools of Darong, Tudaya, Pogpog, Tibolo, Sibulan, Don Amancio, and Tudaya and Sibulan high schools.

## IP community receives royalty share from Hedcor

By Lloyd Revilla



Bagobo-Tagabawa lumads headed by Datu Rogelio Manapol hold the ceremonial check handed to them by Hedcor VPs Gregorio Jabonillo and Rolando Pacquiao.

The Bagobo-Tagabawa tribe of Sta. Cruz, Davao del Sur received P950,000 as its royalty share from AboitizPower's wholly owned subsidiary, Hedcor Sibulan last Aug. 11.

"This will go directly to our programs in education, medical assistance, livelihood, and infrastructures," said Datu Rogelio Manapol, chair of the indigenous group Kapiid Ka Banua.

The share is over and above what is provided by law (Energy Regulations 1-94) where power generating companies are mandated by the

Department of Energy to give one centavo per kilowatt hour of their electricity sales to their host communities.

"*Daghan na mi natabangan nga mga igsoong lumad tungod sa ginahatag kanamo sa Hedcor* (We were able to help to many of our indigenous brothers because of the assistance given by Hedcor)," Manapol added.

On top of the royalty shares, Hedcor regularly conducts

CSR projects focusing on education, health, reforestation, energization, and livelihood.

"*AboitizPower, through Hedcor, is committed in helping the community where we operate*," said Hedcor VP Rolando Pacquiao.

Barangay Sibulan of Sta. Cruz, Davao del Sur, where most of its inhabitants are Bagobo-Tagabawa lumads, is host to the 42.5 MW run-of-river Sibulan Hydropower Plant owned by Hedcor. Two more Hedcor plants will be constructed in the municipality in the last quarter of the year.



**HEDCOR ASSISTANCE FOR ENERGIZATION.** Hedcor Sibulan turns over its P3 million financial assistance to the Board of Directors (BOD) of Davao del Sur Electric Cooperative. This annual assistance will be utilized in the electrification of un-energized barangays and sitios of Davao del Sur. P2 million will be allocated for the energization projects while P1 million will go to operations and maintenance expenses. Present during the check turnover, standing from left, are BOD vice president Wilfredo Granada and president Ret. RTC-Judge Rodolfo Escovilla, Hedcor VP Rolando Pacquiao, Hedcor president Rene Ronquillo and BOD treasurer Hector Siao. Hedcor owns and operates the 42.5-MW Sibulan Hydropower Plant in Sta. Cruz, Davao del Sur.

## Supporting Benguet communities

SNAP-Benguet will invest P4 million in Benguet's community development projects in infrastructure, livelihood and education. The company has entered into agreements with the local governments of Ambuklao, Tikey, Bokod and the Shakilan ni Ikulos Indigenous People's Organization to fund these projects.

Among the projects are the opening of the Bangao-Arodos farm-to-market road, a waterworks rehabilitation in Poblacion, and the construction of a barangay hall in Tikey in Bokod municipality.

SNAP-Benguet will also fund the construction of waterworks in Dynamite Hill and Sombrero, as well as a flood control facility in Minac, all in Ambuklao. It has likewise committed to repair waterworks in Ambangeg, Daclan; construct a path shed for Bangao Elementary School; sponsor a hollow block-making program for out-of-school youths in the municipality; and provide a computer, projector and photocopying machine to Bokod National High School and Elementary School.

"*SNAP prioritizes the welfare of the communities where we operate*," said Mike Hosillos, SNAP VP for Corporate Services. "*We are committed to improving quality of life by creating self-reliant and progressive communities.*"

## UnionBank donates AUV to PBSP

By Malu Evaristo

UnionBank recently donated a Mitsubishi Adventure to the Philippine Business for Social Progress (PBSP), in response to the latter's request for a service vehicle for the use of its Center for Rural Technology and Development in Calauan, Laguna.

UnionBank Chairman & CEO Justo Ortiz and Corporate Philanthropy and Social Responsibility (CPSR) Executive Director Maria Gonzalez Goolsby presented the car keys to PBSP Chief Executive Adviser Klaas Oreel.

The turnover of the vehicle was held after the deed of donation signing at the UnionBank head office witnessed by UnionBank Trust and Investment Services Group FVP Mike Garcia and VP Rob Ramos. Also present during the signing were UnionBank SVP-Controller Cesar Ilagan, PBSP Finance Director Fe Chua, Membership Unit Manager Vicky San Juan-Co and Membership Unit Officer Bong Baylon.

The bank donated Mazda pick-up vans to PBSP in 1998 and 2000, an Isuzu Highlander in 2002, a Nissan Frontier III in 2005, and a Ford Escape in 2008.

UnionBank, a member of PBSP since 1997, makes the "Da Diff" in the communities it engages with. The bank launched its CPSR program in 2002 applying the three cardinal virtues of business: creativity, building community, and practical realism. Values formation with focus on youth development is the strategic niche of UnionBank's CPSR.



Accepting the key of the vehicle from UnionBank Chairman & CEO Justo Ortiz is PBSP Chief Executive Adviser Klaas Oreel.



## AboitizLand, Cordova link for socialized housing



Cordova Mayor Adelino Sityo and AboitizLand SVP for Operations Pia Mantecon (2nd and 3rd from right, respectively) sign the agreement for the real estate development company to participate in the municipality's socialized housing program. Also in photo are (from left) AboitizLand VP for External Affairs Alan Alfon, Barangay Gabi Barangay Captain Celedonio Sityo, Sangguniang Kabataan Federation President Argeo Turing, Vice Mayor Rodrigo Jumao-as, AboitizLand Marketing Manager Leorelie Ylaya and AboitizLand's Sales Manager Grace Lepiten.

AboitizLand recently signed an agreement with the municipality of Cordova for the development of the San Miguel Socialized Housing Community that will benefit qualified residents of the seaside town.

AboitizLand has allocated at least P5 million for the project which will rise on a 3,500-hectare area owned by the municipality in Barangay San Miguel.

The company will construct the 40 housing units while the local government unit will provide, aside from the land, utilities that will be required for the community to be fully functional.

AboitizLand SVP for Operations Pia Mantecon said the agreement is a fulfillment of the company's promise of *"being a good neighbor."* Good neighborliness, Mantecon said, is demonstrated through the company's corporate social responsibility (CSR) track.

The socialized housing project is part of a package of projects that AboitizLand is implementing in Cordova. It is currently building a 120-square meter preparatory education classroom and, through its employee-volunteers, assisted in the Brigada Eskwela activities of the Barangay Gabi Elementary School. The school's chess team has been an AboitizLand protegee team for the past three years.

## Feeding the children

AboitizLand launched last July 18 its Ang Batang Busog, Baskug ug Himsug feeding program that will provide nutrition 55 selected students from Gabi Elementary School in Cordova town for six months.

Parent-volunteers will prepare well-balanced meals for the following weeks specifically planned by the teachers. AboitizLand's ICare Batch 5 will conduct monthly visits to weigh and track the development of the schoolchildren.

During the launching of the program, AboitizLand AVP for Human Resource Christopher Camba explained to the schoolchildren the importance of a healthy mind and healthy body as they attend to their studies and prepare for a challenging future. He added that the program would give each child the right amount of food with the right nutritional values for lunch every school day.

To ensure ample supply of vegetables for the duration of the program and in the future, AboitizLand also donated vegetable seedlings to the school. Camba, AboitizLand ICare Batch 5, Gabi Barangay Captain Celedonio Sityo, barangay councilors and teachers of Gabi Elementary School did the ceremonial planting of the seedlings.

Catherine Relosa, AboitizLand's marketing officer and member of ICare Batch 5, said the feeding program intends to *"care for the Filipino child's health... and go for a nourished country."*



AboitizLand employees personally distribute to Gabi Elementary School students their lunch ration on launching day. The Ang Batang Busog, Baskug ug Himsug feeding program will help 55 students who are suffering from moderate malnutrition.

## Pilmico supports livelihood program for coops

Pilmico Foods Corporation continues to live up to its brand promise of "Partners for Growth" as it recently held a one-day seminar on Bakery Business Strategy for cooperatives supported by

the Aboitiz Foundation.

The livelihood seminar, held at the Subangdaku National High School in Mandaue City, Cebu was attended by more than 20 representatives from



several coops invited by the Foundation. Participants were taught the basics of starting a bakery business, from creating a business plan to applying for permits required to open the business. Participants had hands-on training in making puto cheese, polvoron, hotcake, taisan cake and sesame seed doughnut balls.

Pilmico also offers regular short baking courses for its customers in Iligan. After the steamed bun and noodles course last Aug. 11 to 13, there will be a pizza making training on Nov. 10-12. Interested applicants may email customer\_first@pilmico.com or inquire from Pilmico dealers.

## Victims of flooding, typhoon get aid

Three Aboitiz business units immediately responded to calls to provide relief assistance to victims of flooding in Mindanao and those who have been displaced by a typhoon in Tarlac.

On June 17, Cotabato Light and Aboitiz Foundation representatives turned over to the Office on Social Welfare and Development Services of Cotabato City and the Sultan Kudarat Municipal Office 100 sacks of rice to be distributed to thousands of residents who have been affected by the recent flooding.

Davao Light, on the other hand, donated 151 sacks of rice, food items, kitchen utensils and other relief goods to residents of four barangays in Davao City's southern sector and those living in the municipalities of Carmen, Dujali and Sto. Tomas in Davao del Norte who were affected by a flash flood.

Tens of thousands of families have been affected by the flooding that hit these areas in June following weeks of sporadic heavy rains. Floodwater submerged hundreds of hectares of land planted to rice that were about to be harvested. It also rendered several roads impassable.

Aside from donating relief goods, Davao Light



also created several teams to restore electricity in the affected areas of Matina Pangi, Matina Crossing, Matina Apalaya and parts of Barangay Talomo. Power service was interrupted in these areas during the onslaught of the floods and restoration was hampered by impassable roads and wet electrical convenience outlets and meters.

In Tarlac, employees of PANC volunteered to help pack relief goods last July 28 for distribution to 204 families who were affected by typhoons that recently hit some areas of the province. The relief goods were distributed to Barangays Balutu, Panalicsican and Calius in Concepcion, Tarlac last August 1.

## Banilad students, parents get free livelihood training

By Rianne Tecson

Banilad Night High School (BNHS) students and parents of Banilad Elementary School (BES) pupils are now taking training programs that could provide them with additional skills and alternative ways to make money.

Some English Club officers in every year level of BNHS are taking the presentation skills training where students will be taught public speaking. Third and fourth year Technology and Livelihood Education students, meanwhile, are participating in livelihood skills training sessions.

Fifty mothers of BES students, on the other hand, have been selected to participate in the newly launched Mothers' Livelihood Skills Project, which is a partnership of Barangay Banilad, Aboitiz Foundation, and the Megamoms Multi-purpose Cooperative.

The livelihood skills training aims to teach students and mothers cooking, baking, steaming, arts and crafts, sewing, and table setting, among others. A skillsfest will be the training's culminating activity.

Team members of Cebu-based Aboitiz companies led by Aboitiz Equity Ventures, Inc. will help conduct the trainings on Saturdays for the next 10 months. The trainings are among the employee-initiated activities under the Aboitiz Adopt-a-School program.



Davao Light team members participate in the campaign of the Department of Environment and Natural Resources to clean up clogged canals in the barangays. In less than three hours, the team cleaned up the canal in Roseville Subdivision last June 17.



# Partners' conference highlights public, private partnership

By Frances Mariscal

The expanded Green and Wholesome Environment that Nurtures (eGWEN) Our Cebu Program convened about 1,500 government officials and development partners for the 3rd Partners Conference last Aug. 8 at the Cebu International Convention Center.

Like the previous Partners' Conferences, the 3rd Partners' Conference is organized by the Cebu Provincial Government and RAFI.

Conference participants included mayors, vice mayors, barangay captains, eGWEN coordinators from the cities and municipalities of Cebu, representatives from various regional line agencies, private/business sector, media, and civil society.

The 3rd Partners' Conference,

with the theme "Strengthening Public-Private Partnership in Governance," highlighted how local government units were able to tap and attract the participation of private partners in micro, small and medium enterprises, environment, culture and heritage, and urban governance, among others.

The 3rd Partners' Conference is a component of the eGWEN Our Cebu Program, a joint development program of the Capitol and RAFI that aims to make Cebu an attractive place to live, work, play, invest, and do business in.

Exemplary local government units and barangays were awarded after the closing ceremony of the Partners' Conference.



(From left) Expanded Green and Wholesome Environment that Nurtures (eGWEN) Our Cebu Program 3rd Partners Conference keynote speaker Valentino Bagatsing, Gov. Gwendolyn Garcia, Vice Gov. and eGWEN Our Cebu Program Manager Agnes Magpale, and RAFI President Roberto Aboitiz link hands to show solidarity after the press conference of the 3rd Partners' Conference that focused on strengthening public-private partnership in governance.



Partners collaborated together to realize the Bajau Integrated Area Development Project (BIAD-P) designed for the transformation of the Bajau community into a progressive, self-reliant one. The project will feature quadrant houses for the Bajaus. BIAD-P proponents broke ground on the 140-hectare Bajau site in Sitio Puntod, Alaska, Mambaling last Aug. 1. The groundbreaking was led by (second from left to right, foreground) Cebu City Councillor Margot Osmeña; RAFI Executive Committee Chair Ma. Cristina Aboitiz; Cebu City Mayor Michael Rama; Cebu City Councillor Alvin Dizon; Consul Enrique Benedicto, Consul of Belgium; and Archt. Joseph Michael Espina, Dean of the University of San Carlos-College of Architecture and Fine Arts. Dutch and Belgian youth leaders under the Multi-city Youth eXchange Program (far left and far right) were also present.



Youth delegates from the Netherlands and Belgium, with the help of Aboitiz Leaders of Excellence members, started building houses for the Bajau community in Sitio Puntod, Alaska, Mambaling, Cebu City. The activity was part of the immersion activities of the delegates under the Multi-city youth eXchange program.

## RAFI Triennial Awards goes to Dumaguete City

By Junette Dawn Baculfo

The RAFI Triennial Awards Circle of Laureates participated in the RAFI Triennial Awards public exposure and post-awards engagement organized by RAFI last July 13-16 in Dumaguete City to share their insights and inspiring work in community development.

The activity intends to share the inspiring stories and work of the awardees and finalists through public forums, conferences, and learning visits.

It was held in partnership with the awardees and finalists operating in Negros Oriental, particularly the Perpetual Help Credit Cooperative, Eddie Lantaca, Dr. Gerardo Maximo, Dr. Chelsa Cacaldo, and with the support of the Foundation University, Silliman University, Municipality of Dauin, Silliman University-Angelo King Center for Research and Environment Management, and Department of Environment and Natural Resources-

Provincial Environment and Natural Resources Office.

The RAFI Triennial Awards, initiated in 1996 and conferred every three years, was established to recognize and encourage individuals and institutions who, through their efforts in bringing about hope and change to better the lives of the less-privileged, reflect the philanthropic, humanitarian, and holistic ideals of Don Ramon Aboitiz and Don Eduardo Aboitiz. The awards are given in two categories—the Ramon Aboitiz Award for Exemplary Individual and the Eduardo Aboitiz Award for Outstanding Institution.

The RAFI Triennial Awards is one of the capabilities of RAFI, which emphasizes the contribution of role models as well as best practices in community development. Its other capabilities include Grants, Institutional Development & Planning, Knowledge Sharing & Advocacy, and Services & Facilities.



(From left) RAFI Triennial Awards laureates Eddie Alih, Elicerio Lucrecia, Eddie Lantaca, Marge de la Cruz, and Gerardo Maximo share to participants of the 3rd RAFI Triennial Awards Leaders of Change Forum their inspiring stories and community development work. The forum was one of the activities during the RAFI Triennial Awards public exposure and post-engagement program held last July 13-16 in Dumaguete City.



# What a Pad is for... at work

I have been using my iPad2 at work for a quarter of a year now. For a time, I was using it exclusively since my Lenovo T410 needed major repair. A lot of people asked, "How did you manage?" Well, here's my story.

## The setup

Right off the bat, I knew I needed to configure my iPad2 to the Lotus Notes mail system that we use in the office. This was relatively easy to do and could be done quickly by your friendly neighborhood iCSD helpdesk guy (you can call them at extension 1886 for Cebu and 2888 for Makati). However, it was not enough. I soon found out that I couldn't open encrypted emails. Luckily, Apple's AppStore came to the rescue. After a few quick searches, I bumped into the Lotus Notes Traveller app for iPad (and iPhone). This nifty app is free (Yes, FREE).

## The (app) Purchase

In less than an hour, I was able to check my office email, access the office address book, and sync my calendar. Yet, this setup is obviously not enough. I was determined to push my Pad to its absolute limit. I scoured the AppStore for useful apps for the office. The first on my list was an office productivity app that is preferably compatible with MS Office (Excel and Word).

As for presentations, I had my eye on Keynote after I saw a demo video on Youtube. After about

20 minutes of pondering on which app to purchase (didn't want a free app that is buggy and full of ads on the side), I chose Dataviz Documents To Go (Office Suite version, not the Premium)

Here's how much I had spent so far:

- Dataviz Documents To Go – \$ 9.99
- Apple Keynote for iPad – \$ 9.99

With just a \$20 investment, it was such a sweet deal compared to buying a MS Office suite which usually costs \$150 (or P6,700 ++). However, Documents To Go is nowhere near the PC version of MS Office in terms of features. Sure, it can open .xls and .xlsx files as well as .doc and .docx files, but you can't really expect much when you're only paying just about \$10 (P430 ++). Despite its inherent limitations, I'm still able to open and edit most office files and send them out via email.

Why then did I not go for the premium version of Documents To Go (\$16.99)? I did consider getting that version as it allows you to edit .ppt and .pptx instead of buying Keynote (and save \$3 in the process), but comparing what they can do based on Youtube demos prompted me to go with Keynote and stick to the non-premium version of Documents To Go.

## All about presentations

Using Keynote to make presentations is a totally different experience than making them using Powerpoint. However, learning to create Keynote presentations on a Pad is a bit challenging if you have been working with Powerpoint for a long time. So I thought of using my Pad as a presentation remote for now by wirelessly connecting it to my notebook. Browsing through Youtube, I saw a video showing how a Pad and a PC can be wirelessly connected using VNC (I'm using tightVNC since it is opensource) and Wyse Pocketcloud (another FREE app from the AppStore).

Here's a step-by-step on how this is done:

1. Install VNC Server in your PC. iCSD can do this for you if you're using an office-issued notebook. If not, you may install it right away. Like I mentioned earlier, I use tightVNC because it is opensource.
2. Install Wyse Pocketcloud in your iPad. This can be done using the AppStore in the iPad or using iTunes in your PC as long as you have

an Internet connection.

3. Configure your VNC Server password. As a best practice, it is always good to set a password whenever you can especially on applications that allow remote access.
4. Connect both PC and iPad on the same wireless network. Once they are connected, take note of the IP address of your notebook. You will need this later on your iPad.
5. Connect to your PC via Wyse Pocketcloud. If you are not comfortable doing this, you may seek assistance from iCSD.

Once you have done these steps, you'll be able to take control of your PC from your Pad and allow you to stand in the middle of a stage or an audience with just a Pad in your hand. For Mac users, you can use Keynote and a Keynote remote app combo. This is much easier to set up and use than the VNC option.

## To jailbreak or not to jailbreak

First off, I want to clarify that jailbreaking is not equal to piracy. In fact, the reason talented programmers invented jailbreaking is not to install pirated apps, but to install their own homebrew apps that Apple does not allow (I have no idea why Apple does this). Some of these apps even make sense and improve the productivity or usability of a Pad.

Contrary to popular belief, you also pay for some of the homebrew apps/add-ons after jailbreaking. The reason I had my Pad jailbroken is because I was not happy with the built-in keyboard. Here are a few nifty apps/add-ons you might want if you choose to jailbreak your Pad:

- 5Row Keyboard (\$4.99) – This gives you an additional keyboard row (numerical keyboard row by default).
- SBSettings (FREE) – This tool gives you quick access to your wifi, 3G, brightness, etc.
- DisplayOut (\$4.99) – This overrides the default display out function of a Pad and gives you more control. Also, it allows you to display videos on a secondary display that is normally disallowed by Apple. Display out requires a VGA out or HDMI out cable to work.

My final thoughts: the office computing landscape is yet again shifting, giving way to the Pad and allowing highly mobile professionals to stay connected and work while on the road. Personally, I find the current iPad still a few features off before it can replace a notebook but it definitely can work already as an office tool.





# Goal: 3 million trees by 2015

By Marge Gravador

The concept of planting trees in the Aboitiz Group has evolved from a simple activity of planting trees into a biodiversity enhancement program. The umbrella program is called APARK – Aboitiz Passion for Agroforest and Reforest to Keep.

APARK's objective is to plant 3 million trees Group-wide by 2015. But it is more than just merely planting trees; more importantly, it is planting the right variety that promotes the health of the soils and the natural resources surrounding them.

In APARK, indigenous tree species, which

support a healthy ecosystem where flora and fauna complement each other towards a robust landscape, will be planted in the different planting sites nationwide.

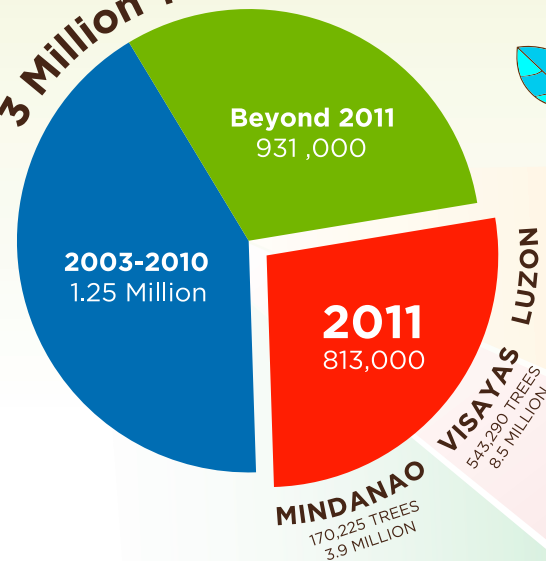
The Aboitiz Group has been planting trees since 2003, albeit sporadically, with the consolidated number of trees to date totaling about 1.3 million. The bigger contributors to this total number are Hedcor, which has adopted 1,000 hectares of watershed area at the foothills of Mt. Apo in Davao, and VECO that has a Reforestation Park in upland

Cebu that covers roughly 500 hectares of land.

Various business units also have committed to plant a specific number of trees annually until 2015. In effect, APARK will thrive all over the country where an Aboitiz company exists.

The 3 million trees are estimated to eventually sequester an equivalent of 69,000 tons of carbon dioxide. This roughly makes up for an estimated two years worth of emissions created in the Group from the purchase and consumption of electricity for use in its business operations.

## 3 Million Trees



ISABELA	10,700	MAKBAN	17,700
PAGBILAO	10,700	TARLAC	3,500
BENGUET	32,100	TIWI	10,700
		SUBIC	14,200

CEBU 543,290

DAVAO	142,200	NASIPIT	10,700
MACO	10,700	ILIGAN	3,500
COTABATO	3,125		





# Aboitiz Group teams, partners plant 37T seedlings nationwide

By Marge Gravador



The Aboitiz Group held its 3rd simultaneous tree planting activity last July 23, with an estimated 2,000 employee volunteers nationwide, industry partners and community representatives participating to plant a total of 37,000 trees.

*"We do not only plant trees for the sake of planting. We plant indigenous trees that support and complement local flora and fauna and support a healthier ecosystem... Remember that every seedling we plant is a gift to our planet and to our future generations. We create a better world with every tree that we plant,"* said AEV President and CEO Erramon Aboitiz, who led the Cebu leg of the activity.

Volunteers from 22 Aboitiz business units (BUs) got their hands dirty and braved the sun and challenging terrain to make sure the seedlings were planted. Participating BUs were AEV, AboitizPower, Hedcor, Cotabato Light, APRI, Therma Marine, Inc. (TMI), Therma Luzon, Inc., SNAP, VECO, SEZ, MEZ, BEZ, Aboitiz Energy Solutions, AboitizLand, Cebu Industrial Park Development, Inc., Pilmico,

CitySavings, UnionBank, Metaphil, Abojeb, Aboitiz Foundation, and RAFL. UnionBank fielded volunteers in Makati, Cebu, Davao, Subic and Benguet.

Aboitiz Future Leaders Business Summit delegates, AEV and Aboitiz Foundation scholars, and other community partners also joined the activity.

In Luzon, APRI MakBan team members planted in the vicinity of their plants in Limao, Calauan and Bitin Bay, both in Laguna. These were also the planting sites for the group from the Aboitiz Makati office. In Subic, SEZ planted at the Mt. Sta. Rita Reforestation Area in partnership with the SBMA Ecology Department.

The APRI Tiwi group planted 3,000 seedlings in Barangay Biyon, Tiwi, Albay while the Hedcor team's site was in Beckel, La Trinidad, Benguet.





SNAP fielded contingents in the area near their power facilities in Benguet and Magat, Isabela.

The Visayas group was concentrated in Cebu where 620 volunteers planted 14,000 trees of 13 different indigenous species at the VECO Reforestation Park in Barangay Pung-ol Sibugay.

In Mindanao, Hedcor and UnionBank teams planted in Barangay Malagos, Baguio District in Davao City. TMI Maco partnered with the local government unit of Barangay Mapaang in Maco, Compostela Valley while TMI Nasipit volunteers planted at the Barangay Amontay watershed. The planting site of Cotabato Light team members was the Dimpatoy watershed areas in Datu Odin Sinsuat, Maguindanao.

Beyond the annual simultaneous tree planting event every July, the different BUs commit to continue to plant trees towards achieving the collective goal of three million trees planted Group-wide by 2015. **—with Rianne Tecson**



We do not only plant trees for the sake of planting. We plant indigenous trees that support and complement local flora and fauna and support a healthier ecosystem... Remember that every seedling we plant is a gift to our planet and to our future generations. We create a better world with every tree that we plant.

AEV President and CEO Erramon Aboitiz





## Davao Light starts re-greening 500 hectares

By Vic Sumalinog

Some 300 Davao Light team members and other volunteers started last Aug. 13 the re-greening of a 500-hectare logged-over area granted by the Department of Environment and Natural Resources (DENR). They planted a total of 5,200 indigenous and fruit-bearing tree seedlings in Upper Kibalang, Barangay Marilog.

Last May, Davao Light and its sister company Therma South, Inc., signed an agreement with the DENR for them to adopt an area to be used as

permanent tree planting site. Another signatory to the agreement was the Upper Kibalang Agro Forestry Association (UKAFA), the people's organization authorized by the DENR to be the steward of the agency's over 1,300-hectare Community-based Forest Management (CBFM) area.

With the adoption by Davao Light of 500 hectares from the CBFM area, UKAFA members were also tapped as the company's partner in the

implementation of its sustainable re-greening program.

Davao Light EVP & COO Arturo Milan said the Upper Kibalang site will be the company's showcase of what a sustainable environment project should be and that they are looking to the realization of an Aboitiz Park in that area in the next few years.

The adoption of a 500-hectare area from the CBFM site is the first-ever done throughout the country by a private business group.



Davao Light employees dirty their hands with soil as they plant trees for the future during their annual tree planting last Aug. 13.

## Run 2 Plant 4 GREENIN Philippines draws 55T Cebu-wide

By Neil Papas

The Run 2 Plant 4 GREENIN Philippines, an initiative of RAFI, gathered 55,372 participants from 48 municipalities and cities in Cebu who collectively planted 239,580 native tree seedlings in 115.052 hectares of forestlands and private lands across Cebu Province last June 25.

In Talisay City, where the main event was held, around 10,000 runners and planters gathered, way beyond the 4,000 who registered online and manually. They planted 12,500 native tree seedlings in the site within the Mananga Watershed.

Run 2 Plant 4 GREENIN Philippines became a Cebu-wide endeavor after Gov. Gwendolyn Garcia issued Executive Order 3, mandating the institutionalization of the event in the province and directing local government units (LGUs) to take part in its implementation.

In Balamban town, a multi-sectoral group led by the Cebu Industrial Park Developers Inc. showed its support for the program by holding a simultaneous Run 2 Plant, with the planting held in Barangays Cansomoroy, Arpili and Hingatmonan. At least 500 volunteers planted a total of 2,400 seedlings in the three barangays.

Ensuring that the planted seedlings will survive and grow to become vibrant forests, RAFI and mountaineering groups went back to the planting site to do some sweeping, fixing, and other post-planting activities. LGUs deployed job order personnel to serve as caretakers of the planting sites. The municipalities and cities that joined the event will be coordinating with RAFI in monitoring and maintaining what have been planted.



After running, thousand of participants went the extra mile to plant native tree seedlings in Jaclupan, Talisay, the main event of the Run 2 Plant 4 GREENIN Philippines initiated and organized by RAFI. The event was simultaneously held in 48 towns and cities in Cebu Province.

## Restoring green Benguet

SNAP-Benguet has committed to support the environmental preservation activities of the Baguio Re-greening Movement (BRM) for five years. The company will provide P750,000 for seedling production and reforestation and lead environmental information campaigns.

Through this partnership, 15,000 seedlings will be planted in Baguio City and adjacent towns, including Itogon and Bokod.

The memorandum of agreement was signed by Atty. Mike Hosillos, SNAP-Benguet VP for corporate services, and Dr. Julie Cabato, BRM secretary-general.

Formed in 1988, the BRM is a multi-stakeholder organization composed of national and local government agencies, non-government organizations and private businesses. It seeks to address environmental issues in Baguio and the surrounding areas.

BRM has partnered with both government and private organizations over the years on projects ranging from cleaning up river tributaries to forestry and watershed programs.

As part of its CSR program, SNAP-Benguet has also taken initiatives in various environmental efforts, including agro-forestry and watershed development.

*"The success of our CSR efforts relies also on the strength of our partnerships. We at SNAP-Benguet look forward to working with the Baguio Regreening Movement in helping preserve and improve our natural resources,"* Hosillos said.

## Hedcor to plant 100,000 trees by yearend

In support of the Philippine Environmental Month last June, Hedcor, Inc. partnered with the Junior Chamber International (JCI) Baguio Sunflower and the JCI Senate to plant over 500 pine trees in the Buyog Watershed in Upper Pinget, Baguio City.

Hedcor began its reforestation initiatives in the area in 2002 when they agreed to adopt some 4,000 square meters of the Buyog Watershed from the DENR.

*"Watershed and communal forests located within our host communities are our primary targets,"* said Hedcor Environmental Initiatives Officer Cranep Udán.

Hedcor's target is to plant at least 100,000 different seedlings such as Benguet pine, alnus, coffee and calliandra by the end of 2011. **—John Eugene Matias**



# AEV organizes 1st Sustainability Forum

By Marge Gravador



The sustainability stewards at the forum and during a tour of a used oil plant in Bulacan.

The AEV Sustainability Team organized the first Aboitiz Sustainability Forum for 2011 held last June 23 and 24 in Luzon. With the theme “Different Perspectives to Sustainability,” the event had a plant tour component and a series of talks by invited speakers.

Twenty-two participants representing different business units in the Aboitiz Group came together to learn and be exposed to different possibilities for sustainability.

Day 1 was a tour to a used oil recycling plant in Bulacan. The facility offers an environment-friendly system to process used oil from plants and industries. The used oil company, Genetron International, is a partner of Bantay Kalikasan.

On Day 2, the sustainability stewards listened to speakers whose topics covered energy conservation and how to engage communities for a

reforestation program. Dr. Ben Wallace, a professor of Southern Methodist University in Dallas, Texas shared his experience of being partners with the community to enable a sustainable reforestation project. Dr. Ben Eusebio of De La Salle University elaborated on the university's zero carbon program and energy conservation project.

The stewards also worked on plotting the different sustainability activities that their companies can pursue for the rest of the year. Guided by the five Aboitiz sustainability pillars, the stewards identified the different activities they can implementing in their respective business units.

The gathering also gave the sustainability stewards the chance to come together and meet each other. It also provided a venue to share ideas and experiences with each other.

## Sustainability Info Kit

### How do we contribute to climate change?

Each and every human being in this planet has contributed to global warming one way or the other. Human or anthropogenic activities have increased the production of greenhouse gases (GHG) in the past two centuries.

Some examples of how we have contributed to global warming are the following:

1. Every time we use electricity, we emit GHG especially if the energy comes from non-renewable sources (e.g. coal, oil, natural gases).
2. Every time we ride a motorized vehicle (motorcycle, car, airplane) that uses traditional fuels such as gasoline or diesel.
3. Every time we consume meat from livestock (agricultural activities release methane, of which a particle has a heat trapping capacity that is 21 times more than a particle of carbon dioxide). Intensive agriculture also causes the release of nitrous oxide ( $N_2O$ ).

Human-induced GHG add up to the naturally occurring GHG trapping more heat than normal. A way to manage emissions is to reduce the volume that is emitted or sequester what has been emitted into the atmosphere.



## Metaphil plants mangroves

About 120 *kaubans* of the Aboitiz Construction Group, Inc. and Metaphil International, Inc., also known as Metaphil, trooped to the protected area of West Cebu Industrial Park to plant some 8,000 mangrove propagules last August 6. The park is located in Arpili and Buanoy, Balamban in western Cebu.

Metaphil has partnered with Cebu Industrial Park and Development, Inc., which will handle the

maintenance and protection of the mangroves.

*"Planting mangroves is our way of showing our commitment to a sustainable environment,"* said Napoleon Pe, Jr., Metaphil president and CEO.

After the mangrove planting, Metaphil *kaubans* proceeded to Pe's beach house in Pinamungajan, Cebu where they ate, swam, sang, laughed and just spent time together. Indeed, planting was fun with *kaubans* around. **—Zeny Novabos**



Metaphil president & CEO Napoleon Pe (inset, wearing cap) leads *kaubans* in the planting; the team gathers for a group shot at the site.

## On Waste and Sustainability: Biodegradable Materials

In the last issue of Aboitiz Eyes, our topic was on the problem of waste segregation. Waste must be segregated based on the following types: biodegradable, non-biodegradable, and residual/recyclable. This can be a useful distinction when we consider our product choices and our waste disposal.

Rubbish, garbage, trash, junk, litter, refuse or whatever term we want to call it, we throw stuff out every day because nearly every aspect of our modern life creates some form of waste. We throw waste in the bin and we wash waste products down our drains when bathing and cleaning. But we live in a finite planet and all the waste we are creating is having a very real and negative impact on Earth.

For this issue, we will discuss biodegradable waste matter, which is generally material of organic origin that when disposed of will decompose by a natural process. This means it will break down and decay into simpler forms of matter.

The process of decomposition is essential within the natural environment for the new growth and development of living organisms; it is the way nature is able to recycle the finite matter of the living world. When organic matter breaks down, it returns energy and materials used by nature to generate more energy and organic materials. This is the process by which the planet is able to sustain life.

Biodegradable matter are any food scraps, garden waste, materials/ products made from plant- or animal-derived substances, and artificial/man-made materials that are similar enough to organic matter and thus can still be broken down by a natural process.

When biodegradable materials are not disposed of properly and end up as landfill or incinerated, they contribute to the mass of non-biodegradable and polluting waste since their potentially reusable and sustainable properties are lost.

It is important to try and ensure that any biodegradable waste is composted and does not end up in any landfill. A landfill is designed to inhibit the natural process of decay as uncontrolled decomposing waste can contribute to ground water pollution, methane gas emission and unstable sub-soil conditions. It has been discovered that many







organic materials are "mummified" by the conditions of landfill and do not appear to break down or only a small percentage of it is broken down.

### How can we improve our methods of waste disposal?

- In order to ensure biodegradable waste is disposed of correctly, we need to support composting through our local councils or within our own homes and communities.
- Create our own compost bin, one that suits our space, needs and lifestyle; we can all compost our kitchen and garden scraps, even newspaper and paper products.
- Avoid throwing away any materials that can be reused or recycled. Ensure they end up in a recycling facility, where available.
- Buy goods made of recyclable materials and always reduce, reuse and recycle.

### How biodegradable is your trash?

Below are everyday household items and the estimated amount of time these take to decompose when exposed to light and air.

					
Banana peel	Notebook paper	steel/aluminum soda can	Plastic sandwich bag	Polystyrene foam cup	used car tires
2 months	3 months	100–350 years	400 years	maybe never	maybe never

Compiled by Elena Carnacer, from [www.smallsimplelife.com/resources](http://www.smallsimplelife.com/resources)





## Hedcor sweeps 3 categories

The Hedcor Ladislawa office in Davao swept all three categories in the Race to Reduce Challenge in the month of May. It registered the highest reduction for energy, paper and water.

For June, SNAP's Binga hydro plant had the biggest reduction of energy, Subic EnerZone for water, and Hedcor Beckel office for paper.

Eric Ching of VECO and Esmeraldo Martin of APRI-Tiwi were the most proactive sustainability stewards.

### RACE TO REDUCE HONOR ROLL (May)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	Hedcor Ladislawa	249 kWh	15%
Water	Hedcor Ladislawa	0.65 m3	35%
Paper	Hedcor Ladislawa	0.09 reams	96%

### RACE TO REDUCE HONOR ROLL (June)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	SNAP BHEPP	1142 kWh	32%
Water	SEZ	1.36 m3	37%
Paper	Hedcor Beckel	0.64 reams	55%

### MOST PROACTIVE BUSINESS UNIT (earliest to submit Race to Reduce consumption data)

MONTH	BUSINESS UNIT	SUSTAINABILITY STEWARD
May 2011	VECO	Eric Ching
June 2011	APRI Tiwi	Esmeraldo Martin





# Race to Reduce CHALLENGE A RACE FOR THE NEXT GEN

## Aboitiz, Cebu Capitol partner for bigger Race to Reduce 2011

By Jovy Tan and Rianne Tecson

For the second Visayas leg of its Race to Reduce Challenge: A Race for the Next Gen, Aboitiz partnered with the Cebu Provincial Government to stage its first-ever full marathon last Aug. 14.

The highlights of this year's race were:

- A total of 2,506 runners, including a number coming from abroad, joined the race; VECO had the biggest contingent.
- Race to Reduce was one of the highlights of Capitol's month-long celebration of the founding anniversary of Cebu Province.
- The partnership with Capitol allowed organizers to showcase Mandaue City and the towns of Consolacion, Liloan and Compostela, which were part of the race route.
- New features introduced this year were: giving runners the option whether to buy singlets, and online viewing of runners' statistics.

As in the first race last year, finishers were treated to a foot massage and breakfast.

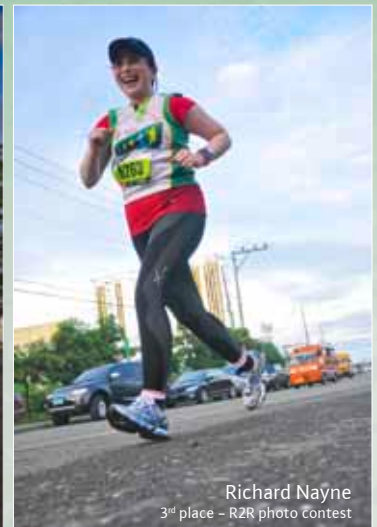
Another event sidelight was a photo contest of interesting images captured during the race as it unfolded. Most of the pictures on this page are the winning entries.



James Go  
1<sup>st</sup> place – R2R photo contest



Remus Nicolas Doroon  
2<sup>nd</sup> place – R2R photo contest



Richard Nayne  
3<sup>rd</sup> place – R2R photo contest





## WELCOME TO THE TEAM



**Susan Valdez**

Chief Reputation Officer  
AEV

Susan takes over the post of Basti Lacson, who will be returning to VECO. With 30 years of service with ATS, Susan brings with her a rich experience of leadership and management to AEV. Prior to joining AEV, she was the CEO of ATSC in 2004 and the EVP-CEO for 2GO in 2009. Last year, she was one of the recipients of the Don Ramon Aboitiz Award of Excellence.



**Noemi Sebastian**

AVP for Talent Attraction and  
HR Operations  
AEV

Noemi will be responsible for servicing the talent attraction requirements, addressing talent attraction issues, and forging talent attraction strategies in partnership with line managers of AEV and AP. She will also oversee the general HR operations of the Makati teams. Noemi was the head of HR, Corporate Communications, and QCG of ATS prior to her joining AEV.



**Jeffrey Abuel**

Risk Engineer  
AEV-Makati

Prior to joining AEV, Jheff was a training and marketing officer for Cole Hopkins Management Consultancy and a loss control engineer at Federal Phoenix Assurance Co., Inc. He graduated from Far Eastern University with a degree in Architecture.



**Janice Teves**

Team Support Officer  
Aboitiz Foundation

Prior to joining Aboitiz Foundation, Janice was an accounting associate – inventory-in-charge at Costabella Tropical Beach Hotel. Before this, she was connected with Central Visayas Information Sharing Network as admin/finance officer. Janice finished her Management Accounting degree at the University of San Carlos. She is a Civil Service Exam professional level passer.



**Rechiel Cordova**

Project Officer for Special  
Projects  
Aboitiz Foundation

Rechiel is a magna cum laude Mass Communication graduate of the University of San Jose-Recoletos. She is based in Cebu and is directly reporting to Danny Cerence.



**Annacel Natividad**

AVP for Financial Risk  
Management  
AEV

Before joining AEV, Annacel was the VP-CFO and Risk Management Head of ATS. Concurrently, she was the CFO of Scanasia Overseas, Inc., Kerry Aboitiz Logistics, Inc., Hapag Lloyd Philippines, Aboitiz Projects TS; and Sea Merchants, Inc. Annacel will be based in Makati.



**Carlos Kahn**

AVP-Treasury  
CitySavings

Carlos will plan and monitor cash flows and liquidity for the Bank. He will also manage the centralized treasury of all branches of the Bank, daily cash flow preparation and allocation of funds to various divisions for business operations and new projects. Prior to joining CitySavings, he was with Sterling Bank of Asia as AVP and branch head where he took on full budgeting responsibilities and monthly P/L reviews. Carlos is a Commerce – Management of Financial Institutions graduate of De La Salle University.



**Sherry Lou Danise Corominas**

Accounting Clerk  
AboitizPower

Shanise is a cum laude Management Accounting graduate from the University of San Carlos. She is based in Makati and is directly reporting to AVP-Comptroller Tina Beloria.



**Russell Cristian Fernandez**

Paralegal, Labor and  
Litigation  
AEV

Russell was a delegate of the 5th Aboitiz Future Leaders Business Summit last September 2010. He finished his Business Administration major in Legal Management course at the University of San Carlos.



**Valerie Venice Giraldez**

Account Officer  
AESI

Prior to joining AESI, Valerie was with AVON Cosmetics Inc. as campaign execution specialist. She finished her Business, Applied Corporate Management course at the De La Salle University.



**Bill Ruccius**

VP for Business Development  
AboitizPower

Bill was the facility manager for APRI where he was responsible for the geothermal field and three 110-MW power plants. Prior to joining AboitizPower, he was the president and CEO of AES Orient in Hong Kong and was also the managing director for both Asia Energy Products and Asia Power Solutions. Bill finished his Chemical Engineering degree at Lehigh University and his Masters of Business Administration at University of Houston, Clear Lake.



**Sugar Katrina Rivero**

Executive Assistant  
AboitizPower Generation

Prior to joining APGen, Kat was with Banco De Oro Universal Bank as new accounts teller then with Power Sector Assets & Liabilities Management Corp. as corporate staff analyst. She graduated from Centro Escolar University with a degree in Banking and Finance.



**Odessa Cristine Jacob**

General Accountant  
AESI

Prior to joining AESI, Odessa was an audit staff at Grepalife Financial Inc. A certified public accountant, Odessa finished Accountancy at the Philippine School of Business Administration.



**Jesman Kenneth Manzano**

CSR Officer  
AboitizPower

Prior to joining AboitizPower, Ken was with Globe Telecom as CSR specialist. He graduated magna cum laude from Silliman University with a degree in Mass Communication. He was also part of the International Studies exchange program at the International Christian University in Tokyo, Japan.



**Shane Pearl Palcis**

HR Staff  
AP-Distribution Team

Shane is based in Cebu and is directly reporting to Sye Añiga, AVP of Distribution-HR. Shane is a cum laude Psychology graduate of Silliman University and holds a certificate in Human Resource Management. She was a delegate of the 5th Future Leaders Business Summit in 2010.

## WELCOME TO THE TEAM



**John Paul Pigao**  
IT Support Specialist  
AEV-iCSD

Prior to joining AEV, JP worked as a technical support for Saad Group of Companies in Al-Khobar Saudi Arabia and as technical support engineer for Datacare Systems Corporation. JP is based in Makati.



**Katrina Jay Balones**  
Project Officer for  
Scholarships  
Aboitiz Foundation

Katrina is a Psychology graduate of the University of the Philippines Visayas-Cebu College. She is directly reporting to Danny Cerence and is based in Cebu.



**Roxzan Gonzales**  
Junior Accountant  
AESI

A certified public accountant, Roxzy used to be the accounts payable processor of ATS. She is an accountancy graduate of the Wesleyan University of the Philippines

## PROMOTION



**Atty. Joseph Tugonon**  
AVP for Tax Services  
AEV Legal Team

Atty. Joseph started with the Aboitiz Group in 2003 as associate general counsel. He was promoted in 2006 as senior associate general counsel for tax services.



**Atty. Catherine Atay**  
Senior Associate General Counsel-Deputy Head  
Corporate Secretarial and Compliance Services  
AEV Legal Team

Atty. Cathy joined the Aboitiz Group in 2006 as junior associate general counsel.



**Atty. Martin Yasay**  
Senior Associate General Counsel  
AEV Legal Team

Atty. Martin started his career with the Aboitiz Group in 2009 as associate general counsel and was seconded to AP Generation.



**Douglas Subang**  
Strategy and Corporate Finance Officer  
AEV

Douglas started in AEV as a finance analyst in 2005 and was promoted to senior finance analyst in 2009.



**Orville Avila**  
Oracle ERP Applications Supervisor  
AEV-iCSD

Prior to joining AEV, Orville worked in ATS as a finance analyst for seven years. In 2006, he transferred to AEV as a process analyst the Oracle applications specialist.



**Jowelle Ann Cruz**  
Supervising Project Officer  
Aboitiz Foundation

Jowelle joined the Aboitiz Group in 2005 as a marketing assistant in Pilmico. She moved to Aboitiz Foundation as project officer in 2007.

## TRANSFER



**Atty. Leah Giraldez**  
VP for Compliance  
CitySavings

Prior to her transfer, Atty. Leah was the AVP & Senior Associate Legal Counsel for Corporate and Compliance Services of the AEV Legal Team. She started as an associate general counsel in 2001 and was appointed to her last position in AEV in 2006. She has been with the Group for 10 years now.



**Trina Beltran**  
Senior Finance Analyst  
Pilmico

Trina joined the group as senior finance analyst of AEV-Corporate Finance team in January this year. She was a former senior audit assistant of Chinabank and an audit assistant of Punongbayan & Araullo Audit before joining Aboitiz.



**Danny Caro**  
Technical Services Head  
AESI

A registered electrical engineer and Davao Light scholar, Danny joined Davao Light in June 2001 as cadet engineer of the Planning and Design Department. He was once a project engineer of the Davao Light Don Ramon Transmission Lines and Substation, and was also assigned as project manager of the three EnerZones and VECO, where he handled special projects on power systems design.



**Beryl Ann Manchling**  
Marketing Associate  
CitySavings

Beryl initially joined the Group as project officer of Aboitiz Foundation in June last year. She was an Aboitiz scholar since high school and was a delegate of the 5th Aboitiz Future Leaders Business Summit.

**For true success, ask yourself these four questions:  
Why? Why not? Why not me? Why not now?**

—JAMES ALLEN

*Inspired by passion*



**Mia Carmella Bontol**

Branding Officer  
AboitizPower

Mia joined the Aboitiz Group in 2008 as a corporate communications associate. She transferred to AboitizPower as brand specialist in 2010.

**Nemeley Jabla**

Market Analyst Specialist  
AboitizPower

Nemeley joined the AboitizPower trading team as market analyst in 2010.

**Kimberly May Villacruz**

Talent Attraction Specialist  
AEV

Kim started as a recruitment associate in March last year.

**Jerome Maquiraya**

Senior Project Engineer  
AESI

Jerome and Richard, who joined the company in 2006 and 2004, respectively, worked as project engineers prior to their promotion.

**Richard Penero**

Senior Project Engineer  
AESI

**Mark Agustin**

Trading Specialist  
AboitizPower

**Wilfredo Cruz**

Trading Specialist  
AboitizPower

**Joseph Olea**

Trading Specialist  
AboitizPower

All three were AboitizPower traders before they were promoted. Wilfredo joined the company in 2006 while Mark and Joseph, in 2009.

**Rene Artita**

Senior Trader  
AP Trading Team

**Ernilo Buenafe**

Senior Trader  
AP Trading Team

**Arthur Yap**

Senior Trader  
AP Trading Team

Rene, Ernilo and Arthur all started as traders when they joined AboitizPower in 2009.

Know more about career opportunities in the Aboitiz Group!



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Starting this issue, we are featuring team members who everyday breathe life to the Aboitiz Way. We welcome suggestions on who you want to read about here. Please send an email to [aboitiz.eyes@aboitiz.com](mailto:aboitiz.eyes@aboitiz.com).

Bert Villaveto

## Getting the job done, day in, day out

By Basti Lacson

If conversation at the Aboitiz Corporate Center in Cebu ever came to, “*Can you imagine life here in the office without \_\_\_\_\_?*” and you wanted the reply to be along the lines of “*No, I can’t...how could we ever get anything done?*”, one of the most likely names to fill that blank would be Bert Villaveto, AEV liaison officer.

*“Surveys we get from internal customers say he is experienced and highly dependable. He has shown in many occasions that he can handle sensitive and time pressure-laden tasks. He finds solutions,”* says Txabi Aboitiz, AEV SVP – Human Resources & Quality, who also oversees the company admin unit.

Bert got his start as a janitor in 1995 at then-Aboitiz and Company (ACO) business unit Cebu Oxygen and Acetylene Company (COACO). He was then a working student studying at the Cebu Central Colleges. He then moved to another Aboitiz business unit, Seatech, but when the company folded in 1995, Bert joined ACO as liaison officer.

He currently handles transactions at the city halls of Cebu, Lapu Lapu, Talisay, Consolacion and Liloan, using his effusive charm to get the job done in those bureaucratic administrative centers. Bert also calls on some of the banks on a daily basis. He also maneuvers the LTO offices with ease, ensuring all our vehicles and licensed drivers can circulate the streets without any problems. With whatever time he has left, he also pinch hits when Gerry Morpos is on leave at the wheels of the company vehicle.

Bert admits that through the years, the way business is done has changed considerably. He fondly recalls how they used to carry bulky radio receivers for communication, and how their frequency would get hacked once in a while and the perpetrators would “listen in” to the communication of the company. “Imagine,” he adds, “even the SSS reports today we deliver in USB!”

The tremendous growth AEV and AboitizPower

have experienced in the last two years has also impacted significantly on Bert’s job.

*“Ten years ago, the biggest checks we would transact were in the range of P5 million. Now I have held checks of more than P1 billion! Of course, since we never handle cash, it doesn’t make my bag any heavier. But it shows how much the company has grown,”* he relates. “*There are so many new corporations, it is unbelievable.”*

He notes with wonder how many new faces abound in the building, although gladly “*some old faces are still around.*” He fondly recalls having assisted Mr. Louie, Mr. Hank, JRA, EIA with their needs at the LTO. “*Mr. Louie even asked me to find a way by which he didn’t have to give up his old license for posterity. We found a way.*”

Next time you have a bank transaction, or realize with relief that the real property taxes have been paid on time, or that business permits have been issued or renewed come deadline, know that behind these come the years of expertise and relationship built up and developed by guys like Bert Villaveto.





IN THE NEXT ISSUE:

**6th Aboitiz Future Leaders Business Summit**

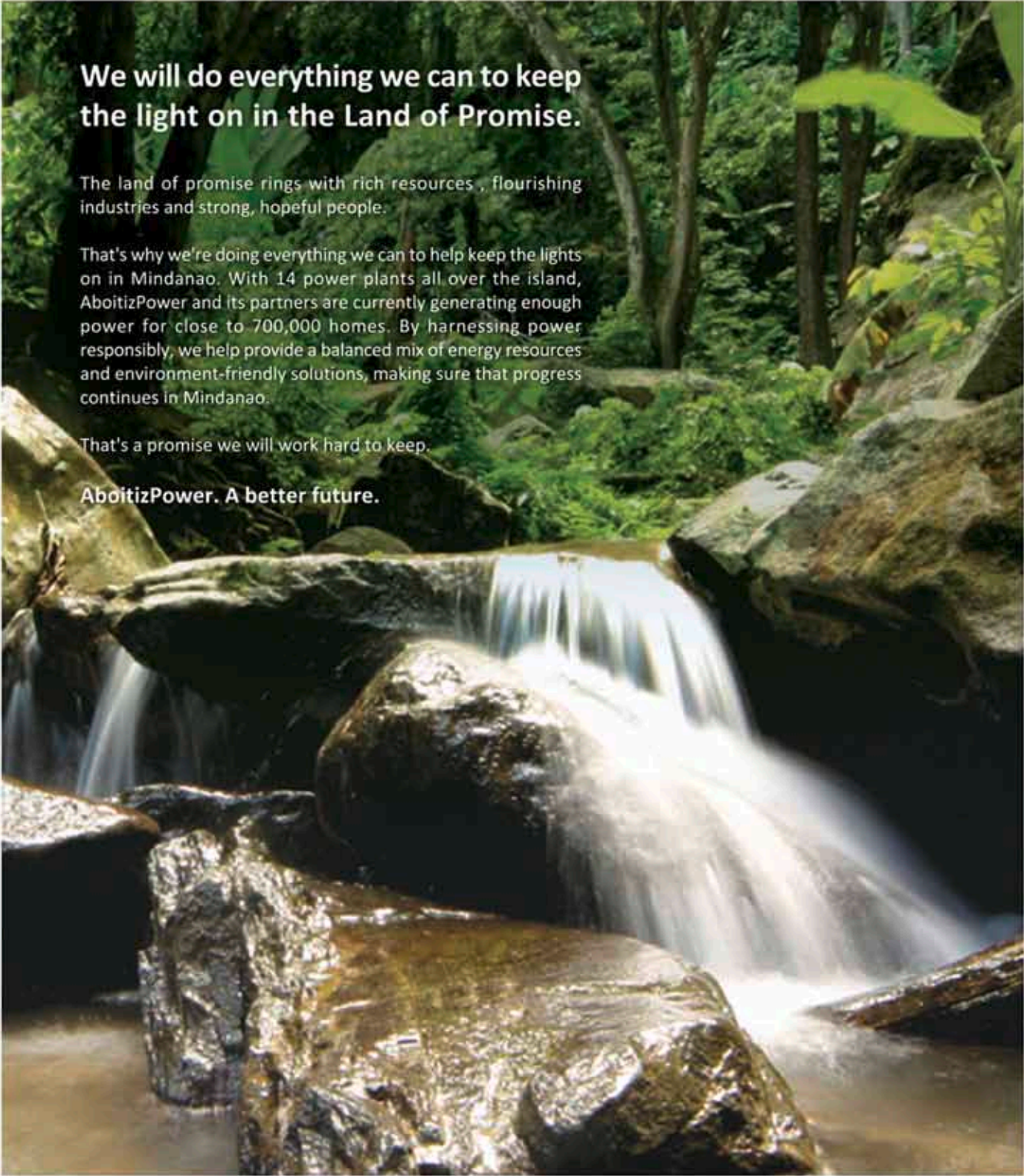
**Aboitiz Recognition Night  
Fashion for Better Ways**

**Aboitiz Heritage Tour**

**Aboitiz Invitational 2011**

**Aboitiz-AGAPP-DepEd Partnership  
Silid Pangarap for Kindergarten**





## **We will do everything we can to keep the light on in the Land of Promise.**

The land of promise rings with rich resources , flourishing industries and strong, hopeful people.

That's why we're doing everything we can to help keep the lights on in Mindanao. With 14 power plants all over the island, AboitizPower and its partners are currently generating enough power for close to 700,000 homes. By harnessing power responsibly, we help provide a balanced mix of energy resources and environment-friendly solutions, making sure that progress continues in Mindanao.

That's a promise we will work hard to keep.

**AboitizPower. A better future.**



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