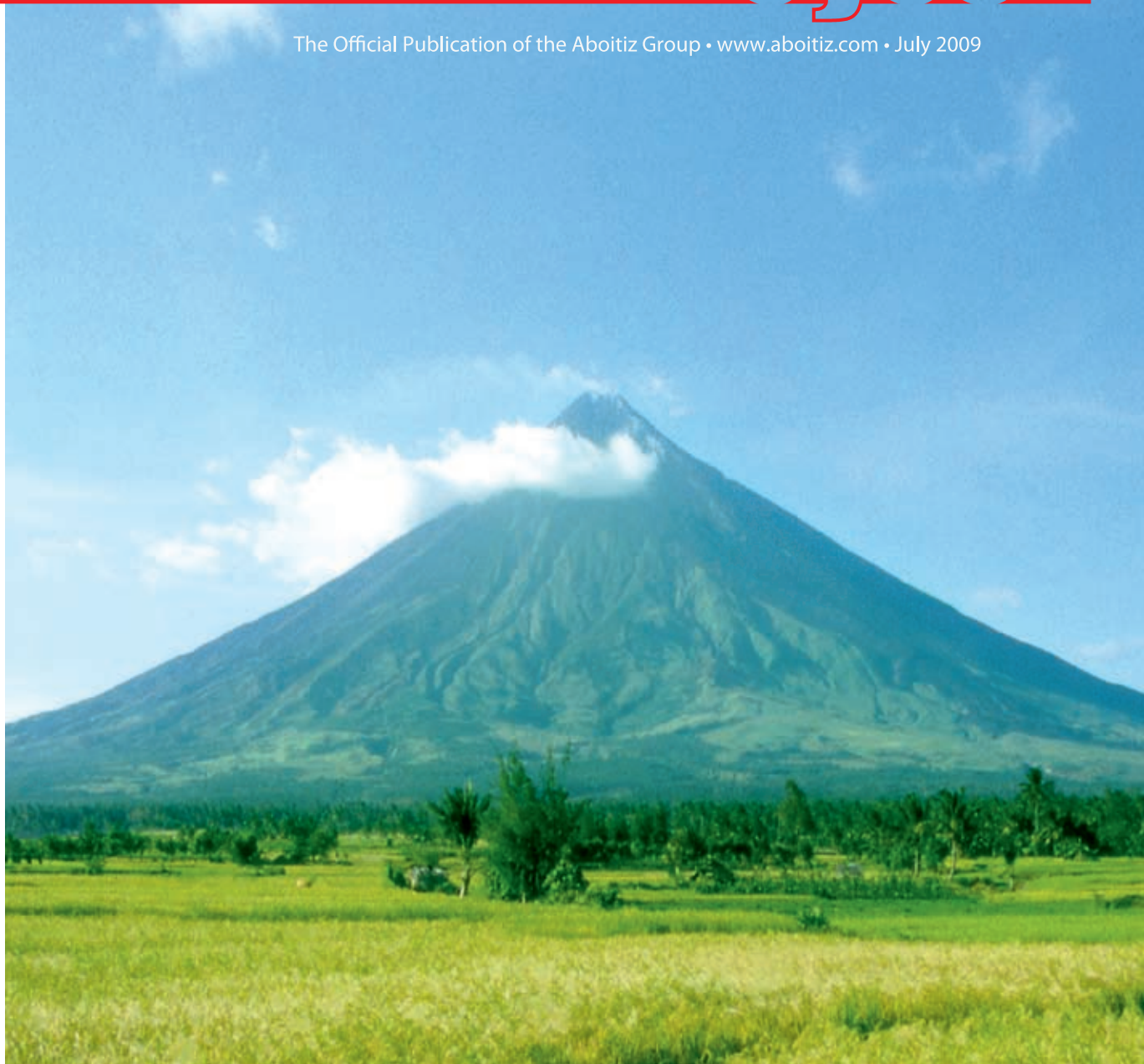


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AEV ranks in top 100 ASEAN companies

Aboitiz Equity Ventures (AEV) was named one of the 11 Philippine firms in the Top 100 ASEAN Companies in the Relative Wealth–Added Index.

Designed by New York–based management consultancy company Stern Stewart & Co., the Relative Wealth–Added Index measures the companies' performance with the global economic crisis as background.

The ranking was designed to create a method of comparison to sift through the firms that were able to maximize shareholder value, while delivering on these same shareholders' expectations regardless of the business cycle.

AEV President and CEO Erramon Aboitiz received the award from Eric Stern, president of Stern Stewart, at a simple ceremony held at the Ateneo Graduate School of Business in Rockwell, Makati City.

The other Philippine companies in the list were PLDT, SM Prime Holdings, International Container Terminal Services Inc., Bank of the Philippine Islands, Ayala Land, Meralco, China Banking Corp., Jollibee Foods, SM Development Corp. and First Metro Investment Corp.

UnionBank net income soars 83% in the 1st half of 2009

UnionBank of the Philippines posted a record net income of P 2.20 billion in the first half of 2009, 83.33% higher than P 1.20 billion the Bank earned in the same period last year. Revenues across businesses improved 43.96% to P 5.60 billion from P 3.89 billion due mainly to the growth in gross interest income on loans and securities amounting to P 3.52 billion and P 2.07 billion, respectively.

Securities and foreign exchange trading profits for the period stood at P 1.52 billion.

The Bank's asset base grew by 22.74% to P 218.14 billion in June 2009 from P 177.72 billion in the same month last year. Loan portfolio

expanded by 45.66% to P 79.36 billion while deposits increased by 31.71% to P 173.55 billion. Capitalization rose by 27.57% to P 28.89 billion due to strong internal capital generation. Capital



adequacy ratio remained sound at 11.38%, which was above the minimum requirement of 10%.

The Bangko Sentral ng Pilipinas approved the Bank's plan to sell as much as P 5 billion

of 10-year unsecured subordinated debt. The additional capital that will be raised from the offering will be used to fund further expansion in the bank's earning assets, which is at P 187.80 billion as of June 2009. HSBC Limited and ING Bank NV will manage the sale of the subordinated debt.

Today, the Bank has 169 branches, 193 onsite and offsite ATMs, a call center and internet bank, which can be accessed at www.unionbankph.com.

UnionBank Learning System awarded Best in Education at 1st MAP CSR Leadership Challenge

By Malu Evaristo



UnionBank Corporate Philanthropy and Social Responsibility Executive Director Maria Gonzalez Goolsby receives the award on behalf of the company.

"The UnionBank Learning System: Developmental Reading Integrated with Values Education for Good Citizenship As A Filipino" received the Best in Education Special Award during the first Management Association of the Philippines (MAP) Corporate Social Responsibility Leadership Challenge. The event was held last July 8 at the Grand Ballroom of the Inter-Continental Hotel Manila. Receiving the award on behalf of the company was Maria Gonzalez Goolsby, Executive Director of the UnionBank Corporate Philanthropy and Social Responsibility.

For the schoolyear 2007 to 2008, over 200,000 Grade 2 pupils from the National Capital Region and around 5,000 public school teachers benefited from the UnionBank Learning System (which consisted of the As A Filipino Book, Teacher's Handbook, Student's

Workbook and Multi-Media Set of Teaching Videos and Audio CD).

The Learning System resulted in demonstrably improved reading skills against the backdrop of character and citizenship development as enshrined in the Preamble of the 1987 Philippine Constitution. This noble was undertaking put into action UnionBank's commitment to mobilize its resources for the betterment of society by shaping the young who will be tomorrow's leaders.

The MAP Leadership Challenge is a search for the most exemplary Corporate Social Responsibility programs in the country today. It has about 900 members representing a cross-section of CEOs, COOs and other top executives from top local and multinational companies operating in the Philippines, including some top officials of government and the academe.

City Savings Bank is now online with Bancnet

By Maila Quijano



City Savings Bank's (CSB) Access Card, launched early this year, is now online with Bancnet. With this partnership, CSB Access cardholders can transact not only in any ATM anytime but also through interconnection with the other ATM consortia in the country (Expressnet and Megalink, and international ATM networks). The Bancnet's link has provided our cardholders with the widest nationwide access to their accounts.

CSB currently has two running ATMs located in Balamban, Cebu. One can be found at the Tsuneishi compound, while the other is located in CSB's branch in Balamban. Ten ATMs are expected to be fully functioning by middle of next year. Other ATM sites are being studied by the Bank to determine where it can best serve its clients.

An Aboitiz company, City Savings Bank has net worth of over P 500 million, and total resources of over P 4 billion. It also has one of the most efficient operating systems in the thrift banking industry, having the lowest non-performing loans and highest capitalization levels. Its loan product is primarily geared towards extending salary loans to public school teachers. The bank offers time deposits that guarantee very competitive interest rates, which aim to give the depositors a good return on their investments.

UnionBank wins Visa's 2008 Outstanding Performance Award



(L-R) Credit Cards SVP and General Manager Manuel G. Santiago, Jr., EVP-Retail Banking Center Head Edwin R. Bautista, Chairman and CEO Justo A. Ortiz, Visa Country Manager Bob Joubert, and Credit Cards Product Manager Mags M. Vazquez.

UnionBank received the 2008 Outstanding Performance Award under the Credit and Debit Cards Businesses category. The bank was recognized specifically for the following: The Most Cards Acquired for Visa Classic Card, The Highest Retail Sales Volume Growth for Visa Gold Card, and The Highest Retail Sales Volume Growth for Visa Debit Card.

The Bank's Credit Card business has acquired the most number of Visa Classic cards (net of attrition) earning the highest growth in credit cards-in-force among the Visa Card issuers. It also posted a 39.4% year-on-year growth on its Gold Visa card retail usage, while our Debit Card business achieved a 35.7% year-on-year growth on its card retail usage.

This is the second year in a row that UnionBank is recognized for its outstanding performance. In 2007, the Credit Card business was recognized for the highest retail sales volume growth for Visa credit cards and for the highest transaction count growth for Visa (Classic) credit cards, while the Debit Card business was recognized for the highest transaction count growth in Visa Debit Cards.

Value innovation also extends to the bank's wide array of co-brand and affinity credit cards through its partnerships with companies and institutions such as retail, educational, medical, financial, service institutions, life and non-life insurance and airline to provide unique offers to each partner's customer base. (M. Evaristo)

Metaphil attends Philippine Foremost construction groundbreaking

By Zeny N. Novabos

Last June 26, Philippine Foremost Milling Corp. held a groundbreaking ceremony for design and construction work that was awarded to Metaphil. Metaphil's project management team, led by project manager Andy Inot, and Philippine Foremost's project manager Albert Uygongco graced the event at Philippine Foremost's warehouse in Iloilo City.

The scope of work includes the demolition of existing administration office and warehouse structures, and the construction of an administration office building and product warehouse in the area.

Metaphil started construction on the ₱151 million project after the groundbreaking ceremony. The company targets completion in one year. It is intended for business expansion.

Based on the plan, Metaphil is expected to employ 300, with 30% coming from the local area.

Philippine Foremost is a food company owned by La Filipina Uygongco Corp.



Metaphil Project Manager Rudy Inot with his team at the event



Two heads are better than one – Aboitiz and Metaphil Toastmasters members come together

Aboitiz, Metaphil Toastmasters hold first joint meeting

Aboitiz Toastmasters Club (ATMC), and Metaphil Kauban Toastmasters Club (MKTMC), held their first joint meeting last May 28 at the Aboitiz Corporate Center. Having “Two Heads Are Better Than One” as the theme, the joint meeting was initiated by ATMC in order for Metaphil Kauban Toastmasters to boost their self-confidence as to help develop their speaking prowess through exposure and participation.

ATMC member Christian Riconalla (ATMC) was Toastmaster of the evening and created an atmosphere of interest, expectation,

and receptivity among participants. The Prepared Speeches portion was noted to be most interesting because of the variations in the individual delivery, following the objectives of the different Speech Project levels.

Most of the learning during the evening came from the pool of competent evaluators of the Aboitiz and VECO Toastmasters Club. The evaluation team was headed by Area 25 Governor, Jovy Tan and composed of Riella Mae Baguio, Olyzza Oyangoren, Dary Aran,

Jeffrey Belotindos, Lieutenant evaluators Marilyn Carillo, Dinah Gabrillo and David Dumaguit.

Aboitiz TMC had been the Distinguished Club of Toastmasters International for 10 straight years and with its support, MKTMC would hopefully continue their tradition of excellence. The club concluded its sixth meeting since officially being chartered last October 2008 and planned a line up of activities for the year ahead. (Z. Novabos)



4th Aboitiz Future Leaders Summit: Inspiring Passion Through Leadership

By Vianney Yap

To provide the students with an intimate and challenging experience of the corporate life, the 4th Aboitiz Future Leaders Business Summit (AFLBS) was held last July 31 to August 1 at the Waterfront Cebu City Hotel.

Now on its fourth year, the Summit brought together the top 90 students from 24 leading schools nationwide: Cebu Institute of Technology, St. Theresa's College, University of Cebu, University of the Philippines – Cebu College, University of San Carlos, University of San Jose – Recoletos, University of the Visayas, Ateneo de Davao University, Central Philippine University, De La Salle University, Mapua Institute of Technology, Mindanao State University – Iligan Institute of Technology, Mindanao State University – Marawi, Notre Dame University, Saint Louis University, University of Mindanao, University of the Cordilleras, University of the Philippines – Diliman, University of the Philippines – Mindanao, University of St. La Salle, University of Santo Tomas, Xavier University, Saint Mary's University, and Silliman University.

With the theme, "Passion through Leadership," the Summit featured inspirational talks from different Aboitiz executives that heightened the participants' zeal to lead and excel in their respective career choices. On day one, AEV Chairman of the Board Jon Ramon Aboitiz opened the summit by relaying the humble beginnings of the company and how it grew to become one of the highly-respected industry leaders. AEV President & CEO Erramon Aboitiz delved into the business strategies that had continuously driven the company to excel in its different business ventures.

VECO EVP & COO Jim Aboitiz expounded on the concept of customer service and its importance to a customer-oriented business like VECO. Aboitiz Foundation Trustee Romy Ronquillo, Aboitiz Construction Group CEO Bobby Aboitiz, and AP Chairman of the Board Endika Aboitiz, who were the speakers for the leadership forum, tackled different principles and ideologies that have personally guided them in their pursuit for excellence in leadership. Chief Human Resource Officer Txabi Aboitiz talked about how the company develops and retains its roster of A-people.



One of the highlights of the first day was an inspirational talk given by Gov. Grace Padaca, who flew in all the way from Isabela to share her personal leadership experiences. Gov. Padaca is a Ramon Magsaysay Awardee for Government Service.

The second day of the AFLBS started off with a talk by EVP & COO of the Power Generation Group Antonio Moraza, who explained what it takes to build a world-class company. While Passage and Chief Resource Officer for Aboitiz Transport System Corporation Ava Engel elaborated on building a brand. Aboitiz Foundation EVP Sonny Carpio talked about corporate social responsibility, while AEV Corporate Information Officer Stephen Paradies discussed personal financial management. Wrapping up the series of talks for the two-day summit was Aboitiz Construction Group AVP Christopher Camba, who shared his experiences as one of the company's young leaders.

Aside from the interesting talks and the engaging discussions on the different topics, this year's Summit also lined up fresh low-element activities and games for the students, such as the Human Bingo, Bull Ring, Helium Hoop, and Human Taco. But what really pumped up the crowd was the 10-foot Initiative Wall. The delegates were divided into two groups of 45 members each. The goal of the team was to transport every single member of the group to the other side of the wall without any harnesses or any other means of physical support. It was a test on initiative, persistence, teamwork, trust, support, and leadership as the members pulled and hoisted themselves and their team members up the wall. The activity was





indeed a challenge to some delegates, who almost rammed through the wall, slid down, and had to be hoisted a few more times before making it to the other side. Such determination and perseverance wowed the crowd that got the people even cheering louder.

The games and activities were facilitated by a team from Ramon Aboitiz Foundation, Inc. and selected moderators.

The students were also given the opportunity to spend time and chat with Aboitiz executives, team leaders, and Gov. Padaca over dinner. At the end of the Summit, the delegates were asked to present and defend their proposed solutions for a case study on climate change.

The event ended with a simple cocktail party and awarding ceremonies, where the winners of the Best Essay, Best Interview, and Best Case Study were announced. Enrique Felisario II of University of San Jose Recoletos, who wrote: "Passion is the key that makes an average person extraordinary," bagged the Best Essay Award. Three other students bested the 87 other delegates during the panel interviews. Best Interview winners were Fiona Lauren Molina and John Edward Labay from UP Diliman and Aldwin Chester Dumago from Ateneo de Davao University. The Best Case Study Award went to Table 9, who impressed the panel of judges composed of Txabi Aboitiz, Cleanergy Brand Manager Marge Gravador, AP Brand Manager Ria Calleja, AEV Branding and Corporate Communications AVP Carol Ballesteros, Human Resources VP Nancy Lim, and AEV Chief Reputation Officer Basti Lacson. The Summit reaped positive feedbacks from the delegates, moderators, and the executives for being a wonderful learning experience, just like the previous three summits. To quote Jon Ramon Aboitiz, "Every year, it gets better."





ABOITIZLAND SIGNS UP DUTCH SOFTWARE FOR iMEZ.

The global economic slowdown notwithstanding, a software development company based in The Netherlands has assigned up to occupy one storey of iMEZ, the building designed and constructed by AboitizLand, Inc. to cater to business process outsourcing (BPO) enterprises.

AboitizLand Commercial Leasing Manager Floramie Vega signed the contract of lease for corporate space at the iMEZ with Lighthouse Software Europe (LSE) Vice-President Christa Deinum and Project Director Kamassan Kaisiepo.

AboitizLand has just recently completed the construction of iMEZ with LSCI as one of its new clients.

A Facebook Page that's Made for Life!

By Chloee Lopez



When AboitizLand commits to community nurturing, it acknowledges that much of real life is actually lived on the Internet – surfing, emailing, micro-blogging on Twitter, and watching videos on YouTube. The online networking generation has indeed created an empowered (and influential) online neighborhood.

With this in mind, AboitizLand launched Made for Life (the company's branding tagline) on Facebook as an official fan page. Facebook is a social utility that connects people with friends and others who work, study and live around them. Here, millions of people can keep in touch with each other, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

AboitizLand's page is all about the nurturing lifestyle – be it caring for our stressed-out selves, improving our relationships, or getting more involved in sustainable living. Here, fans are regularly updated with feel-good anecdotes or useful tips.

An opportunity to maximize brand awareness and interaction, this initiative is also a fresh venue for the company's community management, marketing, and culture building goals. Other online marketing directives for AboitizLand include blogger relations and events promotion.

The Made for Life page can be accessed by logging on to www.facebook.com and typing 'Made for Life' on the search bar.



Value added to Persimmon Plus

AboitizLand, Inc. recently announced the availability of The Persimmon Plus, the lifestyle and commercial block of its condominium residential enclave The Persimmon, by the fourth quarter of this year.

Floramie Vega, AboitizLand, Inc. Commercial Leasing Manager, said construction of the community's commercial buildings "is halfway through and we are hitting construction milestones earlier than planned."

The Persimmon Plus can accommodate over a dozen outlets and is designed to become Cebu's next lifestyle destination, with its distinctive mix of restaurants, shops and service outlets.

Located roadside along M. J. Cuenco Avenue in Mabolo, Cebu City, The Persimmon Plus is the most visible component of the condominium project and is poised to be its landmark.

Vega said, "Persimmon Plus will be a great



attraction to all the hip and discriminating. This is an ambiance-driven neighborhood commercial center, just the right size, planned to encourage the easy lifestyle."

The Persimmon Plus and The Persimmon, done in Asian Contemporary design, will also feature lush green spaces and a generous activity area, which would be great for neighborhood events and activities.

Pia Mantecon, AboitizLand's Vice-President for Marketing, Sales and Customer Service explained that the integration of a commercial block into The Persimmon brings added value to the project. "People appreciate convenience and when this is accompanied by the promise of a well-designed and well-built project, you have a bestseller," she said.

The commercial block will be composed of three two-storey buildings and a three-storey fourth building that will house offices on its ground and second floors, and restaurants on its third level.

Vega said that The Persimmon *vecinos* (AboitizLand's term for their clients, which is the Spanish word for "neighbors") will enjoy the convenience of having a neighborhood grocery, dining, entertainment, wellness and service establishments right within their community. "We will have al fresco dining options, a wellness center and other outlets that they will absolutely appreciate having," she said.

Like its host project, The Persimmon Plus represents another first in the history of residential condominium development in Cebu. It is the only one of its breadth that is integrated into a condominium project in this area. "For this reason, our *vecinos* will have unparalleled advantage over those living elsewhere," Vega added.

The 157-unit West Tower of The Persimmon will be ready for turnover in the third quarter of 2010. Planning is ongoing for the North Tower.

SNAP–Benguet helps build indigenous people sites

By Mike Hosillos

SN Aboitiz Power (SNAP)–Benguet recently signed a memorandum of agreement (MOA) at Camp John Hay, Baguio, supporting the return of lands to displaced indigenous peoples (IPs) 60 years after the construction of Ambuklao and Binga plants. SN Aboitiz Power–Benguet (SNAP–Benguet), National Power Corporation (NPC), Power Sector Assets and Liabilities Management Corporation, and the IPs of Bokod and Itogon were the main signatories.

SNAP–Benguet's project will provide IP sites in Ambuklao and Binga where schools, churches, day-care centers and other communal facilities are currently located. NPC will transfer management of the site to IPs by year-end 2009. SNAP–Benguet will also provide community projects and

livelihood opportunities that will also benefit the IPs displaced by the Ambuklao and Binga facilities as part of its Corporate Social Responsibility program.

The Ambuklao and Binga plants were constructed in the 1950s. IPs tilling lands in Marian Village, Binga and Sombrero, Ambuklao were displaced when NPC expropriated their lands. Generations later, the displaced families continue to hope for the return of their lands.

Negotiations for the agreement started when SNAP–Benguet acquired the Ambuklao and Binga plants in July 2008. The Compliance Advisor Ombudsman (CAO) of the World Bank–International Finance Corporation, a lender of SNAP–Benguet, called for negotiations after receipt of a request from Ambuklao and Binga IPs.



The signatories and members of the TWG showing solidarity for the creation of the indigenous peoples site proclaiming that they can work it out.

“We waited long to be recognized, and now we see light at the end of the tunnel,” said Norberto Pacio, chieftain of the IP organization of Itogon. “We hope that this agreement will start healing the wounds of the past,” added Pacio.

The parties agreed to resolve age-old conflicts on land, resettlement and employment through negotiations and dialogues.

UMian designs Tamugan Hydro Powerhouse

By Karen May Padawag



Stephen Escudero (center), grand winner of the Tamugan Powerhouse Design Competition, poses with his winnings, a plaque and a cash prize of P30,000. With him are Architect Wilfredo Policarpio of Ateneo de Davao University, Hedcor Vice President Gregorio Jabonillo, Tamugan Hydropower Project Director Chris Sangster, Hedcor Assistant Vice President Darlene Arguelles, Architect Iluminado Quinto of University of Mindanao and Hedcor Technical Services Department Manager Raffy Macabiog.

Stephen Escudero, who just graduated from the University of Mindanao, designed the Tamugan hydropower project's powerhouse by winning an architectural design competition by Hedcor Tamugan, Inc. (HTI). The powerhouse contains the plant's turbines and generators..

A short awarding ceremony took place last May 16 at the Apo View Hotel. In Hedcor Vice President Gregorio Jabonillo's welcome remarks, he said Hedcor is

eager to give the prizes to the student-participants just in time for the school opening.”

“However, we assure you that Hedcor will wait for the necessary permits before proceeding with the construction of the hydro facility,” added Jabonillo.

Escudero bested 21 finalists out of 55 entrants from different Davao City universities. The winning design boasts an energy efficient and environment-

friendly building. Escudero received a plaque, a premium item and a cash prize of P30,000.

“I am more than grateful for the opportunity to share my talent and passion”, said Escudero in an interview after receiving the award. “My work will be a landmark in the area with its indigenous design, the head of an eagle,” he remarked.

Meanwhile, Dan Jezreel Orendain, 5th year architecture student of the University of the Philippines – Mindanao bagged the First Runner-up award. He received a plaque, a premium item and a cash prize of P15, 000.

HTI and the academe partnered in coming up with the contest to bring out and develop the talents of the Davao youth.

“When Hedcor came to us last year, we supported their endeavor,” said Iluminado Quinto, College of Architecture Dean of UM. “This is one way of drawing out the students' potential,” Quinto added.

Aside from Escudero, young Davao engineers were trained to design the Tamugan hydro system. These engineers were well trained and are now involved in designing a new hydropower plant in Benguet with an expected capacity of 130 megawatts.

AP officials get appointed as NREB members



AboitizPower officials Benjamin Cariaso, Jr and Jovy Batiquin recently took their oath of office as members of the National Renewable Energy Board (NREB) before Energy Secretary Angelo Reyes. The NREB, created under Section 27 of the Renewable Energy Act, is a recommending advisory body on renewable energy policies that will monitor the implementation of action plans of the Department of Energy. Members of the Board are from the government, private sector and non-government organizations. For the private sector, one representative each will be from renewable energy developers, distribution utilities, electric cooperatives and electricity suppliers.

CLPC Power Plant team facilitates CIPI Brine Tank repair

By Engr. Anthony M. Bueno

Ten years since it was first constructed, the Cotabato Light Power Co. Power Plant team refurbished Cotabato Ice Plant (CIPI) brine tank No.2. Dirt and silt were removed and the structures were renewed from round bar supports to wood frames that hold the wood covers. Such revamp transformed its flooring from “wave-like” into an even floor.

It was a good chance for the Power Plant maintenance team to check and service the compressor and motor No. 4 to improve its operation in serving the ice plant No 2. Also, it was high time to pull out and repair

the brine agitator, making it more efficient in driving the brine across the evaporator coils.

Apart from brine tank repair, all ice cans were refurbished to extend its service life. To maximize savings, some usable materials were recycled. CIPI spent about ₱277,000 for both brine tank and ice can refurbishments. The project started on March 27 and was completed by April 15, taking only 20 days to finish compared to the original projected 31 calendar days, thus giving favorable result in reducing the revenue loss due to shortened downtime.

Davao Light implements faster processing of reconnections

By Ross Luga

Continuing to improve their service, Davao Light & Power Co. (DLPC) implemented a simplified procedure in processing of applications for reconnections due to non-payment of bills which took effect last July 1.

Customers will now be able to apply for reconnection in all Davao Light collection offices operated by its partner and accredited collection agent Davao Integrated Services Cooperative (DISC). Applications for reconnection before could only be accepted in limited branches, so the increased availability and DLPC's system improvement will speed up transactions and be more convenient.

Davao Light LMC wraps up summer sports clinic, music lessons

By Emily Cancio

Keeping the old adage “experience is the best teacher” in mind, Davao Light and Power Co.'s (DLPC) Labor Management Council (LMC) recently held its 15th year of summer sports clinics and music lessons for the company employees' dependents. The event was designed for the LMC to teach the kids and expose them to as many physical and values enriching experiences as possible during the summer.

The participants learned the basic lessons for playing tennis and swimming for sports, and acoustic guitar, keyboards and voice for music.

DLPC Human Resource Vice President Lito Ortiz said acquiring new skills in sports promoted both physical fitness and good sportsmanship. Meanwhile, allowing the kids to discover their talents in music helped boost their self esteem.

The other values learned from the month-long activity were on self-confidence, discipline, fairness, teamwork, and the essence of following rules, which are important in meeting life's challenges and developing children into well-rounded individuals.

“Engaging in sports and music also keeps youngsters from the hazards of too much exposure to the Internet,” Ortiz added.

Adventenergy gets ecozone license

The Energy Regulatory Commission (ERC) has named Adventenergy, Inc. as the tenth retail electricity supplier (RES) that will distribute power to economic zones.

The fully owned unit of AboitizPower Corp. is an affiliate of Aboitiz Energy Solutions, Inc., also a holder of an RES license. An RES is authorized by the ERC to sell, broker, or aggregate electricity to end-users.

"The ERC welcomes Adventenergy, Inc. to the growing supply sector which will serve a critical role in the country's economic activities once the regime of open access and retail competition

is in place," said ERC Chief Zenaida G. Cruz-Ducut. "The entry of Adventenergy, Inc. is a sure sign that healthy competition in the retail energy market will come into play."

According to the ERC, among the standards that Adventenergy complied with were its ability to set up and operate a computerized business-to-business system; enter into any access or interconnection arrangements with distribution utilities and the transmission operator; adequate staffing and training; capability to pass a credit standard; and a five-year plan to harness hydropower, geothermal, coal, wind, and bio-energy.



VECO launches its text broadcast facility

By Ethel Natera

Visayan Electric Co. (VECO) launched its mobile-phone texting service dubbed "Text Broadcast." With this new and innovative text service, customers can inquire on the status of major unscheduled (emergency) power interruptions.

The new service is part of VECO's continuing efforts to effectively serve the customers through new and practical way of communication such as the Short Messaging System (SMS) Text Broadcast. This convenient software technology from Globe Telecom and Smart Communications allows customers to acquire information for unscheduled power outages.

VECO acknowledges that power interruptions cause a lot of inconvenience to its customers. To make things easier, the company uses the SMS, a simple but powerful and easy to use messaging utility for updates on power interruptions. It is a useful and cost-effective means of reaching customers especially in the power industry. Power, after all, is a basic necessity in our daily lives.

All they have to do is type: ASKVECO (space) OUTAGE for unscheduled power outages and send to 2327 for Globe users or 391-8326 for Smart. Sun cellular customers can also text to 09178902327. Customers availing of this info-text service will pay only ₱1.00 for every text message sent to VECO.

Other communication tools VECO customers can use are the VECO website www.veco.com.ph, where they can e-mail the company at info@veco.com.ph, or contact the call center at 230-8326.

In the next few months, VECO will enhance its text service to accommodate more services.



AboitizPower acquires two 100-MW power generating barges

By Mia Bontol

AboitizPower Corporation (AP) won on July 31 a negotiated bid to acquire two barge-mounted, diesel-powered generation plants from the Power Sector Assets and Liabilities Management Corporation (PSALM). The plants each have a generating capacity of 100 megawatts (MW).

AP's price offer for the power barges (PB), also known as PB 117 and PB 118, were US\$16 million and US\$14 million, respectively. Of these amounts, at least 40% will be payable upon closing of the acquisition, with the remaining 60% payable over a period not to exceed seven years.

AP will acquire PB 117, located in Barangay Sta. Ana, Nasipit, Agusan del Norte, through its wholly-owned subsidiary Therma Mobile, Inc. PB 118, located in Barangay San Roque, Maco, Davao Del Norte, will be acquired by another wholly-owned subsidiary Therma Marine, Inc.

The power barges are currently being operated by Burmeister & Wain Scandinavian contractor Mindanao, Inc. (BWSC), under contract with the National Power Corporation.

The closing of the transaction will depend on the fulfillment of certain conditions preceded by AP and PSALM. It must occur not later than 270 days from PSALM's issuance of the award letter, which is expected within 10 days from July 31.

When the power barges are turned over to AP, its attributable generating capacity will be 1,240 MW.

AP's steady growth has put the company's resources in good standing to cover costs needed to acquire new assets.



Better Solutions for a Better Future

By Ria Calleja

Company Background

AboitizPower Corporation (AP) was incorporated on February 13, 1998 as a holding company for the Aboitiz Group's investments in power generation and distribution. Ownership in the Company was opened to the public through an IPO of its common shares in July 2007, a strategic initiative, which put AP in a position to participate in the privatization efforts of NPC. From a small power distribution network in Mindanao in the 1930s, the Aboitiz Group's direct and active involvement in the power sector has continuously developed and has grown to be one of the leading Filipino-owned companies in the power industry. AboitizPower and its partners represent the largest private renewable energy producer in the country, with several hydro and geothermal assets in its generation portfolio. AboitizPower also owns the second and third largest distribution utilities known for their operational efficiency. Being both in the generation and distribution industries allows us to build synergies between the supply and demand needs of the power business.

AboitizPower pursues to build its portfolio that will be both competitive in the long term and complementary with each other by continuing to participate in the privatization of targeted PSALM generating assets, which it considers as a once-in-a-lifetime opportunity. It will also develop green field projects where it is warranted to be able to supply demand. The implementation of open access will allow AboitizPower to go beyond the borders of our franchise areas and expand our customer base. True to its commitment to the country, AboitizPower will continue to find and offer better energy solutions to power the country reliably and competitively, as well as sustain the Philippines' natural resources.

The AboitizPower Brand

The AboitizPower brand is driven by what the future requires from us: To keep finding effective solutions to our nation's demand for more power in its hunger for progress, To hone our ability to innovate as we meet opportunities and challenges in a deregulated market, To keep finding solutions to protect the environment, and conserve the Earth's limited resources.

Our Brand Promise is Better Solutions, that we actively develop and offer effective energy solutions to meet the Philippines' energy demands and build commitment to sustain Earth's resources. To deliver this promise, we are guided by three brand values: We are Pro-active: we will continue to anticipate and meet customer needs. We are Experts: we will constantly acquire, share and apply our knowledge. We are Responsible: as we commit to sustain Earth's resources and environment.

A testament to our commitment to responsibly power the Philippines is Cleanergy—our brand of clean and renewable energy that communicates our vision to offer an energy solution that leaves a lighter impact on world climate and its limited resources. Cleanergy also aims to promote the usage of clean and renewable energy from sources that are sustainable and cleaner compared to traditional energy sources

By offering Better Solutions through our business and community initiatives, we aim to create a Better Future for generations of Filipinos.

AboitizPower unveils new brand

By Patrick Florencio



The launch of the new AboitizPower (AP) brand marks another milestone in the 70-year history of the company. On July 22, AP showcased their new brand position to the industry as a company that offers Better Solutions for A Better Future. Being the largest renewable energy producer in the country, AP is committed to not only provide energy to the country more efficiently, but also to provide it in a way that sustains the Earth's resources.

The event took place at the NBC Tent (The Fort, Taguig City) President Gloria Macapagal Arroyo, Vice President Noli De Castro, Department of Energy Secretary Angelo Reyes, and Energy Regulatory Commission Chief Zenaída Ducut graced the occasion.

Paolo and Suzie Abrera hosted the affair, and the Whiplash dancers and the musical performances of Jay Cayuca, The Kilyawin Boys Choir, Christian Bautista, Rachel Alejandro, and the 8Track Band entertained the guests. AP's President and CEO Erramon Aboitiz explained the credentials of the company and its direction, while President Arroyo discussed the state of the power industry and the opportunities and challenges it brings.

To further show their commitment to give A Better Future, AP also revealed Cleanergy, their brand of clean and renewable energy. By providing Cleanergy, AP gives their clients the opportunity to buy energy from renewable sources that leave a lighter impact on the Earth's climate, and help sustain its

energy resources. Another major highlight of the event was the launch of AP's new corporate video that shows the company's new brand positioning.

Prior to the launch, AP also held a press briefing at the Makati Shangri-La and an internal executive briefing at the Asian Institute of Management. As part of the roll out plan for the new brand, there will also be upcoming launch events in Cebu and Davao.

The following are excerpts from the speech of AP President & CEO Erramon Aboitiz during the official launch of the new Aboitiz Power brand.

"Tonight we are here not only to launch Aboitiz Power's new logo and have the ceremonial launch of the Tiwi-Makban Geothermal Plants that PSALM turned over on May 26; but as the evening progresses you will discover that we in Aboitiz Power are making a commitment to do our share for a better future. We share a strong conviction that our future is our choice, and not our fate.

"We believe that available, reliable and affordable electricity is the lifeblood of our country, fueling both the economy and individual opportunity. We in AboitizPower therefore consider it our responsibility to provide reliable and ample power supply when needed, to ensure that the supply of electricity is provided at a reasonable and competitive price, and lastly, to accomplish the first two duties with the least possible adverse effects on our environment.



"We believe that available, reliable and affordable electricity is the lifeblood of our country, fueling both the economy and individual opportunity... We in AboitizPower actively develop and offer effective energy solutions that not only meet our country's energy demands, but equally important, commit to sustain Earth's resources. By offering better solutions through our business and community initiatives, we aim to create A Better Future for generations of Filipinos to come. "



"We have been active participants in the power industry for over 70 years. Throughout this time, innovation, customer focus and a quest to be the low-cost producer drove the organization to where and what it is today.

"We therefore established a brand promise to reflect our attitude in embracing tomorrow's opportunities and challenges....hence our new brand promise – Better Solutions.

"An Aboitiz Power that is actively developing and offering effective energy solutions that not only meet our country's energy demands, but equally important is committed to sustain Earth's resources.

"We have defined three brand values to guide us in delivering our brand promise. We will be proactive – always anticipating and meeting our customers needs. We will be experts that our customers can rely on for advice and new ideas. And we will be responsible, committed to sustain earth's resources and environment, encouraging energy conservation and efficiency.

"By offering better solutions through our business and community initiatives, we aim to create A Better Future for generations of Filipinos to come.

"In taking a confident step towards shaping a better future through better energy solutions, tonight we are formally launching Cleanergy, Aboitiz Power's brand of clean and renewable power, an energy solution that will give our power consumers an option to reduce their carbon footprint and attain a more sustainable lifestyle, something we believe we all aspire for.

"Better solutions for A Better Future. This is what AboitizPower is all about."





AboitizPower brand FAQs

Why did AboitizPower (AP) change its logo?

AP's change in logo reflects its new brand promise of "Better Solutions". This communicates the company's vision to continuously find better ways to meet the energy demands of the Philippines and be responsible to the environment. Moving into the future, AP is preparing to respond to new opportunities and challenges, which are driven by (1) our nation's continued growth in demand for power, (2) deregulation, and (3) the emergence of "sustainable energy solutions" as a key theme in power industry. The company is re-branding to position itself for these opportunities and challenges. The new brand will help communicate AP's aspirations internally and externally.

What does the symbol mean?

AP's symbol is called "The Power Spiral". Its identity is derived from ancient spiral symbols, which represent renewal, continuous movement and energy. The three spirals symbolize Earth, Air and Water. As a power company, these are essentially sources from which energy can be accessed. (Earth = Heat, fossil fuels; Air = Wind, solar; Water = Hydro, waves)

Why change the logo colors from red/black/white to blue?

AP provides better solutions so our colors convey a positive and fresh approach to energy with our fresh blue color palette.

What is the impact of AP's re-branding to the whole Aboitiz brand?

AP's re-branding will add value and strengthen the Aboitiz brand. Its brand promise is "Better Solutions". This communicates the company's vision to continuously find better ways to meet the energy demands of the Philippines and be responsible to the environment. This brand promise is an extension of the Aboitiz corporate philosophy of "Passion for Better Ways".

What does the tagline mean?

AP will use its tagline to communicate its aspirations of "Better Solutions" externally. By offering Better Solutions through its business and community initiatives, AP aims to create A Better Future for generations of Filipinos.

AP Brand Executive & Press Briefing

(July 22, Asian Institute Of Management
& Makati Shangri-La Hotel)

What will happen to the logos of Hedcor, AP Renewables Inc. (APRI), and Aboitiz Energy Solutions, Inc. (AESI)?

The new AboitizPower brand will be used to communicate and market the activities of the generation and services portfolio that AP controls. This means that operating companies that AP controls will retain their existing legal company names but present themselves under the banner of the Aboitiz Power brand. Companies like Hedcor, APRI and AESI will no longer use their existing logos but adopt the Aboitiz Power logo in their communications or marketing materials. This signifies a unified branding approach that will position the Group for competition in the future. With a unified face to the market, it will become easier for customers to remember AP especially in a competitive market.

Why did AP retain the brands of its distribution utilities (DUs)?

AP has retained the DU brands because their brands are highly visible and are well known in their markets. Their brands have significant equity. Industry regulations also restrict the company from adopting the new AboitizPower brand in its DUs. However, AP DUs shall also fall under the Aboitiz philosophy of Better Solutions. This is not something new to them as they have always been looking for better ways to serve their customers.

How does the new brand affect the quality of products and services offered by AP?

The quality of AP products and services will continue to thrive and improve under the new brand.

Will the brand have an impact on the renewable or non-renewable mix in the AP product portfolio?

AP's brand effort puts distinct identities on its renewable and non-renewable energy products, giving the public clearer information on the choices that the company offers.

How does Cleanergy relate to AboitizPower?

Cleanergy, AP's brand of clean and renewable power, concretizes the company's promise of providing Better Solutions for a Better Future. It is an energy solution that will give AP power consumers an option to reduce their carbon footprint and attain a more sustainable lifestyle. AP believes that it is every Filipino's right to live a sustainable life.

Will AP sell Cleanergy?

When open access is established, AP will go to the market and actively offer Cleanergy as an option for customers who believe in the same vision as the company has for the future.





Tips for Sustainable Living Series: Rethinking Plastic Bottles And Plastic Bags

By Marge Gravador

In the Philippines, it is typical for shops to put a product wrapped in plastic inside a plastic bag. In some instances these bags are again loaded into another bigger plastic bag.

The trouble with most plastics is that most of them are non-biodegradable. They take around 1,000 years to decompose, and when they break up into toxic substances, they may leach into the soil and enter into the food chain. Plastic wastes can outlive a normal human being and even the next generations to come.

The most commonly used plastic for making water bottles is polyethylene terephthalate (PET), which is derived from crude oil. PET and LDPE (low density polyethylene) are also used to manufacture plastic bags (e.g. sando bag). The production of 1 kg of polyethylene (PET or LDPE), requires the equivalent of 2 kilograms of oil for energy and raw material.

Plastic bottles can pose a threat to humans. Phthalate is a chemical used to soften plastic and make it less brittle. But when heated, even from a hot day in the car, they begin to leach into the contents of the bottle. Phthalates can cause reproductive difficulties, liver problems and increased risk of cancer.

Plastics that float in the oceans cause the death of sea mammals such as whales, birds, seals and turtles. Thousands of these creatures die from contact with floating plastic bags, which they mistake for food or sometimes they get entangled with these floating garbage.

Humans have been the cause of too much plastic waste indiscriminately discarded. Humans are also the key to reversing the destructive effects of plastic wastes. And the required action need not be complicated:

Use reusable shopping bag (bayong, buyot, bukag, buri or canvas, etc). Bring these with you when you shop. This is a way to avoid using plastic unnecessarily.

Recycle plastic bags and packaging. Re-use them as garbage bags, organizer or storage facility. Before discarding them, think of other ways that you can re-use or recycle these plastics.

When buying small items, you can opt to do away with plastic packaging instead. Just ask for the receipt.

Use reusable water bottles to store your water. These plastic flasks now come in trendy, fashionable and practical designs.

Use a pitcher and glass instead of disposable bottles.

Use good quality water filters, which are cheaper than bottled water and do not produce mounds of plastic waste.

Say no to a plastic bag or a plastic bottle. It will go a long way to saving the earth.



Plastic Trivia:

Per Year - estimated 500 billion to one trillion plastic bags are consumed worldwide

Per Year - estimated four to five trillion bags are produced

Per Minute - over a million plastic bags are used
Per Year - estimated 500 billion plastic bags end up in the trash

100 million plastic bags emit an estimated 20,000,000 kg or 20,000 metric tons of CO₂

To produce 100 million plastic bags, 430,000 gallons of oil are needed.
(1/2 day's worth of domestic oil production in the Philippines)

Seventy-six percent (76%) of the garbage in Manila Bay and its shores is made up of synthetic plastics of which 51% is comprised of plastic bags

In the US 1,500 plastic bottles end up in the garbage every second



Aboitiz Foundation, Inc. is Cebu's neighbor of choice

By Mia Bontol



Aboitiz Foundation, Inc. recently donated water systems worth P1.65 million to three barangays of Cebu. Today, the residents of Barangay Tingub (Mandaue), Busay (Cebu City), and Tabla Liloan enjoy clean and safe potable water, and a sufficient supply to sustain their everyday needs.

"In recent studies, it was shown that more than half of the residents in the whole

province of Cebu have no access to potable water. Even before these findings were made public, the Aboitiz Foundation, Inc. and its member companies have already been assisting communities by giving them access to this very basic necessity," said Aboitiz Power EVP-Power Distribution Group Jaime Jose Y. Aboitiz during the Foundation's morning turnover ceremony at Barangay Tingub, Mandaue on May 25.

Aboitiz Foundation Trustee Romy S. Ronquillo, Aboitiz Foundation EVP and Managing Trustee Sonny Carpio, and Mandaue City Mayor Jonas Cortes were also on hand at the event.

"A child was once asked to spell 'Aboitiz' by a teacher. The child answered, 'M-A-G-I-C.' Growing up, the child, along with everyone, has seen the past community projects of Aboitiz. I could see through Aboitiz's eyes the passion to help. I've always considered the Aboitiz Foundation as our partner in progress," said Cortes during his opening remarks.

For Barangay Tingub, the Aboitiz Foundation has provided them with a Level III Water System, benefiting 713 households. The water system is valued at P1.3 million, part of which is a counterpart from Mandaue.

In the afternoon of May 25, the Foundation

represented by Aboitiz Foundation Trustee Romy S. Ronquillo, Aboitiz Foundation EVP and Managing Trustee Sonny Carpio, and AEV Chief Reputation Officer Sebastian Lacson, then proceeded to Barangay Busay and attended the turnover ceremony there.

Considering that Busay is a focus area, with a spring as a water source, the Foundation did not think twice about helping the community and donating a Level II water system. A donation of P550,000 has made it possible for over 200 households to enjoy a steady supply of potable water.

On May 26, the turnover ceremony of the Level III water system for Liloan's Tabla community was held, with Aboitiz Foundation Trustee Txabi Aboitiz, Aboitiz Foundation EVP and Managing Trustee Sonny Carpio, and Liloan Vice Mayor Thelma Jordan in attendance.

Tabla's 240 households will benefit from the newly-installed water system. The donation is worth P550,000, to which a counterpart from the Local Government Unit would be added to cover construction and maintenance costs.

The Aboitiz Foundation believes that it is essential for the business sector to assist government in implementing social development projects for the people.

HEDCOR leads campaign to plant 5,000 trees

By Karen May Padawag



"Your Planet Needs You – Unite to Combat Climate Change" is United Nations World Environment Day 2009's theme. Last June 19, members of the local government of Barangay Tibolo and Municipality of Sta. Cruz, Tibolo, elementary students and HEDCOR Sibulan, Inc. employees banded together to combat climate change. They planted 5,000 seedlings of narra, nauan and molave, which are endemic to the Mt. Apo area. HEDCOR pledged to plant 25,000 trees as support for the company's Watershed Management Plan, and the worldwide tree planting campaign of the

United Nations Environment Programme dubbed, "Plant for the Planet: Billion Tree Campaign." The campaign aims to have seven billion trees planted by December 2009. Ongoing construction of the 42.5 megawatt run-of-river Sibulan Hydropower Plant in Sibulan, Sta. Cruz has not stopped HEDCOR from joining the worldwide effort to mitigate global warming. Aside from producing clean and renewable energy, HSI endlessly embarks on environment-related activities such as climate change information campaign to students, tree planting and riverbank stabilization.

ACSP names new scholars

Out of over 600 aspiring scholarship applicants, six college students made it to this year's roster of scholars under the Aboitiz College Scholarship Program (ACSP). Scholars Maria Venus Dechosa of University of the Philippines-Cebu, Guinevere Christy Seno of University of San Carlos, Arnel Archie Artiaga of University of Cebu, and Raymund Sesican, Gary Gegrmosa, and Leah Tampus of University of San Jose Recoletos were formally introduced during the signing of the memorandum of agreement last June 20 at Krua Thai Banilad. Parents, guests from the academe, and Aboitiz team leaders and team members also attended the event. The program started with Aboitiz Equity Ventures, Inc. (AEV) President & CEO Erramon Aboitiz giving the welcome remarks, followed by AEV Chief Human Resources Officer Txabi Aboitiz delivering the program's rationale. AEV Human Resources VP, Nancy Lim, explained highlights of the MOA. The Aboitiz College Scholarship Program aims to recognize outstanding undergraduate students pursuing a degree in any Accountancy, Business/Management, Information Technology or Engineering course. Each academic year, AEV will award students with a scholarship, which will be renewable every semester as long as the student maintains the grade requirement and makes progress toward a degree. (By Vianney Yap)

SNAP-Benguet improves school facilities in Binga

By Ramon Capsula



SNAP-Benguet will fund schools improvement projects worth P1 million for the various public elementary and high schools in the Municipality of Itogon, where the Binga hydroelectric power plant is located. SNAP CEO Emmanuel Rubio, Itogon Mayor Mario Godio and school officials and the Parents, Teachers and Community Association (PTCA) of the Binga Elementary School and Binga High School signed the memorandum of agreement for the initial implementation of the schools improvement program last June 4 at the Binga Elementary School. Funding for the said projects will be under the CSR program of SNAP-Benguet. The schools improvement project includes construction of additional classrooms, comfort rooms, and security facilities in five public and elementary schools in the area. The respective PTCA of the schools will implement the projects to be monitored by the Municipal Engineer of Itogon and the respective school administration. SNAP-Benguet continues its commitment to support the improvement and development of the public schools in its host communities under the CSR program of the company.

The UnionBank Learning System gets implemented in Mindanao

By Malu Evaristo



Last June 17, UnionBank Corporate Philanthropy and Social Responsibility (CPSR) formalized its public-private partnership in education, particularly with the provinces of Basilan and Tawi-Tawi in the Autonomous Region of Muslim Mindanao (ARMM) by signing a Memorandum of Understanding (MOU) at the UnionBank-Jaldon Branch in Zamboanga City. The MOU is with the Philippine Marines and the Department of Education (DepEd) for the implementation of The UnionBank Learning System: Developmental Reading Integrated with Values Education for Good Citizenship program for school year 2009-2010, benefiting over 13,000 Grade 2 and 3 public-school pupils and over 700 teachers in the Divisions of Isabela City and Lamitan City (Basilan) and the Division of Tawi-Tawi.

Signatories were UnionBank CPSR Executive Director Maria Gonzalez Goolsby, Marine Brigade representatives Gen. Rustico O. Guerrero, Col. Eugenio N. Clemen, DepEd Superintendent Hilda U. Babon for the Division of Isabela City, DepEd Superintendent Jailani T. Tandi for the Division of Lamitan City and DepEd Superintendent Kiram K. Irilis, Al-Haj for the Division of Tawi-Tawi.

On June 30, UnionBank CPSR also signed a MOA with the Department of Education Region XI on June 30 at the DepEd

Region XI office, also for the implementation of The UnionBank Learning System in the DepEd Divisions of Davao City, Panabo City and Davao del Norte.

UnionBank Executive Director Goolsby, Davao Light Executive Vice President Manuel Orig, Davao Light Community Relations Manager Victor Sumalinog, Aboitiz Foundation, Inc. Managing Trustee Sonny Carpio were the main signatories of the MOA. DepEd-Region XI Regional Director Susana Teresa Estigoy and Assistant Regional Director Fe delos Reyes were also present.

Another MOA between UnionBank CPSR and DepEd Region XI covered the implementation of The UnionBank Learning System for the remaining seven DepEd Divisions of Compostella Valley, Davao Oriental, Digos City, Davao del Sur, Garden City of Samal, Tagum City and Mati City.

A Teacher's Orientation Workshop on the UnionBank Learning System was held the next day at the Kap. Tomas Monteverde, Sr. Central Elementary School for all 285 school principals in the DepEd Division of Davao City. The Learning System was rolled out in the entire DepEd Region XI, benefiting over 80,000 Grade 2 pupils and 2,500 teachers from all 1,620 public elementary schools in Region XI.



CLPC gives a gift of hope

Cotabato Light held a turnover ceremony of three brand-new computers and printers worth around P73,000, to the Center for the Handicapped on June 4. The Center for the Handicapped is an institution of the Department of Social Welfare and Development Field Office (DSWD – FO) XII. It serves as a facility for the rehabilitation and eventual integration of persons with disabilities in Regions IX, X, XI, XII, Autonomous Region of Muslim Mindanao (ARMM) and CARAGA region. (By Michelle P. Prudente)

(Center for Handicapped head-Hadja Bailano A. Salik – Ali signs the Deed of Donation for the three computer and printer sets donated by Cotabato Light and Power Company, as Power Generation Manager Jun Ticzon, Comrel Officer Tata Natano and IT head Jing Gustilo look on.)

Aboitiz Foundation donates medical, dental equipment to seven health centers in Metro Cebu

By Mia Bontol

Last June 15 to 17, Aboitiz Foundation, Inc. carried out a series of turnover ceremonies for seven health centers in Metro Cebu.

Primary health has always been one of the main priorities of the Foundation, and donating health center buildings has been a major undertaking. To provide proper care and to reach out to more of the needy, the Foundation provided support to the communities of Busay, Babag, Cogon, Maguikay, Catarman, Liloan and Lamac. More than P1 million worth of medical and dental facilities were turned over.

Officers of the Aboitiz Group were on hand during the series of turnovers where their companies operate. These were AboitizLand CEO Andoni Aboitiz, Aboitiz Equity Ventures, Inc. (AEV) Chief Finance Officer Stephen Paradies, AEV Chief Reputation Officer Sebastian Lacson, Aboitiz Foundation EVP and Managing Trustee Sonny Carpio, along with AboitizLand AVP-External Affairs Allan Alfon and VECO Department Manager Trainee-Community Relations Eric Ching.

"As you can see, the Aboitiz Foundation and its member companies continue to stand by its commitment to assist our host communities. We continue to fulfill our mission of helping people help themselves by partnering with our host communities and implementing projects that will not only improve their quality of lives, but more importantly to help prepare them to be self-sustaining in the future," said Andoni Aboitiz.

Key government officials were also present at the turnover of the facilities to their constituents: Congresswoman Nerissa Soon-Ruiz, Cutie del Mar, Mandaue City Vice Mayor Carlo Fortuna, Cordova Mayor Adelino Sitoy, Consolacion Mayor Avelino Gungob. Barangay councilors and representatives from the medical field were present at the ceremonies as well.

"The Aboitiz Foundation observes communities and local governments who are capable and responsible enough to take care of assistance provided. They won't give if they do not perceive any capability from the recipient. The barangay conveys deep appreciation to Aboitiz Foundation for all the medical facilities given and these will be used to their maximum potential and taken care of," assured Consolacion Mayor Gungob.



(From left) At one of the turnovers of facilities held at the Brgy Babag Health Center are Dr. Mary Ester Camonggol, Dr Luz Flora L. Yap., Cebu City Councilor Hon. Gerry Carillo, Brgy Babag Brgy Chairman Hon. Rita Sabal, AEV Chief Finance Officer Stephen Paradies, and Aboitiz Foundation EVP and Managing Trustee Sonny Carpio.

Pilmico refurbishes school library



(From left) Pilmico's VP Sales & Marketing Hendel Cabral, VP Purchasing Baybee de Vera and VP Operations Riel Griengo with Cristo Rey East Principal Dr. Engelbert Agunday at the Library Refurbishment MOA Signing

By Polo Ablazo

Pilmico Animal Nutrition Corp. turned over a refurbished library as part of its education-related initiative under the community relations program. This year's recipient was Cristo Rey East Elementary School in Capas, Tarlac. In a turnover ceremony on Aug. 10, school principal Dr. Engelbert Agunday thanked Pilmico for its support. Pilmico's refurbishment project is now on its fourth run, fulfilling its corporate social responsibility goals.

Davao Light announces 20 new scholars for 2009

By Vic Sumalinog



Twenty fresh high-school graduates in Davao City are well on their way to a bright future after they passed the qualifying examination for college scholarships of Davao Light and Power Co. last May. The new batch of college scholars are in addition to the 27 who are currently enrolled at the University of Southeastern Philippines (UseP), taking up various courses in the state school. The recruits are also the first beneficiaries of DLPC's utility's high-school education financial incentive program started in schoolyear 2005-2006.

BEZ runs career orientation seminar for students

Balamban EnerZone Corp. (BEZ), in partnership with the Aboitiz Foundation, Inc., conducted a career orientation seminar called "What do you want to become?" for 400 graduating students. Julieta Loreto of the Department of Education dropped by to share a few words to the students, and Balamban Vice-Mayor Ace Bingham, along with school principal Misael Borgonia were present to extend their gratitude to the company as well.

VECO grants college scholarships to eight Cebu students

By Ethel Natera

VECO granted full college scholarships to eight deserving students from Cebu for the schoolyear 2009–2010. The scholarship covers tuition and other school fees. The scholars were formally presented on June 24 during the signing of the Memorandum of Agreement with VECO officers headed by Vice President for Customer Services Group & Administration Sebastian Lacson, Vice President for Engineering Raul Lucero, and Community Relations Department representative Louie Maligon. VECO aims to promote higher education opportunities for deserving college students, with a view to improving the economic and social opportunities of the community. The eight students are recipients of the company's first scholarship grant under the VECO Corporate Social Responsibility (CSR) program. According to Maligon, a qualified applicant of the scholarship grant must be a valedictorian or has a final grade average of at least 90 percent. Being a purposive scholarship, the scholars may be hired by the company after graduation.



Metaphil donates to Subangdaku Technical Vocational School in Mandaue City during the celebration of the school intramurals on August 3. Metaphil donated to the school a school gate, a fence, the supply of 250 test pieces and a working table for basic welding subjects, tool jigs and stand. Metaphil, represented by Zeny Novabos, Loi Resma, Oliver Requilman and Danilo Baro, turned over the fabricated school gate to Subangdaku Technical Vocation School in Mandaue City. Also present are school principal Myrna Yu and Department of Education schools division superintendent Virginia Zapanta. (Z. Novabos)

Hedcor provides school materials to Sibulan and Darong students

By Karen May Padawag



Tudaya IP National High School students with Hedcor representatives

Aside from the DepEd's Brigada Eskwela wherein HEDCOR participated in, HEDCOR distributed basic school supplies to 1,600 students of Tudaya, Sibulan and Darong schools.

"We are thankful for the support HEDCOR has extended to us," said Warly Mulong, student of Sibulan National High School after receiving a pack containing pad paper, notebooks, pens and other supplies. "This inspires us to study harder and to prove that we are worthy of HEDCOR's attention," he added.

One of the goals of the United Nations' Millennium Development Goals is achieving universal primary education. The latest report says the Philippines is regressing in terms of achieving this goal; in addition Southern Mindanao has a low probability of attaining this goal.

One of HEDCOR's CSRs is focused on education. The company hopes to contribute to the attainment of achieving universal primary education.



Sibulan National High School students eagerly look at the contents of the envelope full of school materials

Aboitiz team members join Brigada Eskwela

By Fred Bayking

CSR



With the spirit of volunteerism and partnership among the private sector, parents, teachers, community volunteers and barangay officials, and the participation of the Aboitiz team members, Brigada Eskwela 2009 in Banilad Elementary School of Cebu City was a success. With coordination between the Aboitiz Foundation and the school officials, the weeklong activity was held from May 18 to 23.

Initiated nationwide by the Department of Education (DepEd) in preparation for the

school opening, the kickoff of the activity was highlighted with a nationwide caravan as a way to inform and attract volunteers.

Aboitiz continued to support the DepEd this year, participating in the Brigada Eskwela activity for the second time. In 2008, there were 70 employee volunteers involved, doing the repainting of desks and tables in all the classrooms of the school.

In this year's Brigada Eskwela event, Aboitiz employees led the activity with 98 volunteers. The company also donated 220



sealing and painting the roof, repairing the gutters, repainting the exterior walls and window grills, and cleaning and upgrading the computer units.



gallons of paint and roofing and cleaning materials. Aboitiz had also rolled out the activity nationwide, with its business units Aboitiz Equity Ventures, Inc., 2GO, Davao Light and Power Company, Pilmico Foods Corporation, and Pilmico Animal Nutrition Corporation participating as well.

Banilad Elementary School fielded more than 500 volunteers from the PTCA and community. Everyone gave a hand in

Present during the activity were DepEd representative Faviolito B. Alberca, Banilad Elementary School Jeralyn Rico and Banilad Elementary Night School principal Judith Suquib. Councilors Billy Ouano and Emma Opone represented Barangay Banilad.

Aboitiz Foundation EVP and Managing Trustee Sonny Carpio headed the Aboitiz company volunteers.

After a long day of hard work, a notable improvement in the school's physical façade and facilities could be seen, which will benefit the students and teachers for the coming school year.

SABIN ABOITIZ & Fostering partnership for growth



What was your initial reaction when you learned of your new assignment as President and CEO of Pilmico, and as EVP & COO for the Power Generation Group?

SMA: Talks of a new assignment for me started when we agreed to sell Aboitiz Transport Systems to KGL. As the day was approaching, Montxu started asking me where I thought I should go. We talked about so many different assignments, and it was me who asked, "What about Pilmico?" I was therefore already psyched to join this group. Then when the sale did not push through, I was asked: "Would you want to continue your move to Pilmico?" And I said, "Of course." I am excited, as this is something new to me – new business, new team and new challenges.

ARM: This did not come by surprise; the new assignment was decided after many comprehensive conversations as to who was going to handle which responsibility.

Pilmico Foods Corporation and Aboitiz Power-Generation Group recently welcomed their new head honchos – Sabin Aboitiz (President and CEO) and Antonio Moraza (Executive Vice President & Chief Operating Officer) 3rd quarter of this year respectively.

This marks an exciting and challenging chapter career-wise for these two executives as they take the helm and bring in their leadership expertise to two totally different industries.

Sabin Aboitiz (SMA) was formerly the President and CEO of Aboitiz One Inc. He has been a director of Aboitiz Transport System (ATS) since September 2002. He is also the director of Aboitiz Jebson Bulk Transport Corporation. He has recently been appointed as member of the Aboitiz Group Management Committee. His previous positions include the following: Marketing Manager, AVP for Marketing, VP and EVP for TS Express, SVP and COO of Aboitiz Air Transport Corporation.

What are your plans for the Food Group and the power generation business of Aboitiz Power? What is your vision for the business units under your respective companies?

SMA: The first thing I have to do is learn more about the business; therefore, my plans are tentative. This team has performed so well in the past, so I am sure there is nothing much to fix per se. First, we would like to see Pilmico expand as a manufacturing company, and go into manufacturing of finished goods or extended products of flour such as noodles, crackers and biscuits for example. Perhaps we can then maximize our group's distribution network. We need to run more products into our current distributors and open up new channels. We don't want our profitability to be driven so much by the price of one or two commodities. Second, fast moving food is something that will always be consumed no matter what. We need to be in that market. It's a share of wallet priority, and with this mentality, you will always have growth. We need to do this without taking our eye off the ball of the main business of flour and feeds that have put us where we are today.

On the lighter side...

What do you usually do on weekends when not working?

SMA: I usually do a combination of exercising, drinking wine, eating, reading and going on my motorcycle.

ARM: Work. I have a beach house in the north and I really enjoy that. We got a marine sanctuary going and I take great pride in swimming among the fish and the growing coral every time we go. On land, we have planted a lot of fruit trees. I guess we are all frustrated farmers. Unfortunately, I am very, very unsuccessful in the latter endeavor thus far.

What type of books do you read? What are you reading right now?

SMA: I read the Financial Times everyday. I think it's a great paper that talks about a lot of things in life, and from there I build interest in the books they recommend. I have read a lot of brand books, but at the end they have the same message. I am now reading a book called "Free the Future of A Radical Price," which explains how you need to give things for free to gain somewhere else like the Internet among other things. But mostly, I try to read books that teach me how I can contribute to giving our organization long term and consistent growth.

ARM: I read mostly business books or those that relate to learning and improving like "Leaders at All Levels" by Ram Charan.

What amuses you or makes you laugh?

SMA: Again it depends. I have a very good sense of humor. It keeps me happy.

ARM: Hard to pinpoint, but I laugh a lot. There is so much around us that causes amusement.

What inspires you?

SMA: Plenty of things inspire me, but if I were to put one thing, it would be creating great leaders. I am most inspired when the team I work with, altogether, is able to accomplish what seemed impossible years ago.

ARM: My family and the desire to succeed

What to you is passion for better ways?

SMA: Aboitiz

ARM: Openness to new ideas and then just making slow but steady improvements. For me, evolving is the very essence of Aboitiz success.

ANTONIO MORAZA:

and solutions for a better future

Interview by: Paula Viegelmann-Ruelan

Sabin graduated with a degree in Bachelor of Science in Business Administration, Major in Finance at Gonzaga University in Spokane, Washington U.S.A.

Antonio R. Moraza (ARM) was formerly the President and CEO of Pilmico Foods Corporation. He has been an Aboitiz Power Director since 1999 and is also the Chairman of the Board of Directors of AP Renewables, Inc., Pilmico Foods Corporation, Pilmico Animal Nutrition Corporation, and Vice-Chairman of the Aboitiz Construction Group and AboitizLand. He is also the Chairman and President of Cebu Private Power Corporation, and President of SN Aboitiz Power-Magat Inc. (SNAP-Magat), SN Aboitiz Power-Benguet, Inc. (SNAP-Benguet) and Manila-Oslo Renewable Enterprise, Inc (MORE). Tony holds a degree in Business Management from the Ateneo de Manila University and attended the Asian Institute of Management.

ARM: Our role in power generation is to have the organization and capability to manage the acquisitions and expansions that we make. So right now we are concentrating on these. My proposal to EIA was: "You buy it, I will run it."

How do you think will the new brand of Pilmico and Aboitiz Power, respectively, help in achieving their overall objectives?

SMA: The new brand is really focused on partnership. Partnership is strategic. In the feed and flour business, this is what drives the customers to our dealers and thus to us. Moving forward, I would suppose that we would want to have our customers become advocates of Pilmico, both the dealers and the end customers. We would want our customers to end up talking to other customers and saying how great Pilmico is and how they should work with us because we are great partners and have helped them grow their business.

The other day, when I was driving in Cebu, I saw chickens and pigs, and told my wife: "Look at my customers." While it is funny, it really makes a point.

ARM: There are always lots of power in unity and direction. The new brand helps us achieve precisely that.

What knowledge or experience from the previous company that you handled can you bring to the new industry that you're now leading?

SMA: To start off, on leadership, my end job is to contribute in creating the best leaders. I have had the privilege of heading quite a large team in transport of over 1,000 people, so leadership in all levels was of utmost importance. We developed a simple program to create better leaders. I hope to share that here in Pilmico.

Next, on the company's supply chain – one of my tasks was to extend our containerized business to full supply chain, all the way from forecasting to collection. Our team over in ZGO was able to accomplish this. This supply chain now can be utilized by Pilmico to distribute its future branded products, or they can use any component of the supply chain it needs. In the components there are processes, software and contacts that the group is only starting to maximize. Supply chain is a profession, not only an industry. Accounting is needed in all firms, but there are also firms that you can hire to fulfill your accounting requirements.

ARM: Lead, manage, support

How would you describe your work style? Your leadership style?

SMA: Very casual, I try to make things simple and again, try to give lots of trust and opportunity to the whole team to do what they do best. I spend most of my time with the team at all levels, getting to know the team members personally and trying to see how I can support them in any way and to help them succeed. To sum up my style, it's individualism.

ARM: Going to be difficult to skirt my way out of this one as my style is joked about all over. I hate beating around the bush, so I have a tendency of being blunt and direct. I find that yes, at times, it can hurt people. But when properly managed, I find it very effective because expectations and direction are clear. With me, there's no such thing as reading between the lines. I will tell you exactly what I want.

I also believe that discussion is healthy, but trying to achieve consensus is a waste of time. In the end, someone needs to decide.

To date, what are your proudest accomplishments and significant contributions to the Aboitiz Group?

SMA: I have no idea!

ARM: So far, Pilmico was probably where I had the most influence gained...Right now I really enjoy what I do; maybe it's best if you tell me.

How do you define success?

SMA: It's very simple really; it's happiness. When I hear people talking, they usually see someone with a big house or a new car and say or think, "Well he is very successful..."

I personally believe everything comes at a price. Thus the need for balance; success is how happy you are.

ARM: Success is staying ahead of the competition

Welcome to the team



Rolando Cabrera
Chief Risk
Management Officer
AEV

Prior to joining AEV, Rolando was the Director and Senior Risk Management and Corporate Governance Advisor for KPMG Manabat Sanagustin & Co. since 2005. Rolly's career in risk management started in 1987 when he was appointed as Risk Manager of San Miguel Corporation (SMC) and its subsidiaries. From 1998 to 2001, Rolly joined FBDC as Business Risk Manager in moving toward Enterprise-Wide Risk Management. Just before joining KPMG Manabat Sanagustin & Co., he was an independent consultant in various fields of risk management such as enterprise risk management, corporate governance, and business continuity management including risk-based auditing.



Patrick Reyes
First Vice President for
Corporate Finance
AEV

Patrick graduated Summa Cum Laude from Boston College Wallace E. Carroll School of Management with a double major in Operations & Strategy Management and Economics. He finished his MBA from Harvard Graduate School of Business Administration. He started with Bain & Company in Boston Massachusetts and moved through various large consulting firms in the US. In 2004, he was the COO of Citizens Health LLC in Boston and was a Senior Partner of the Ripples Group in Newton Massachusetts in 2006. Patrick was the President of QBITRON in 2007.



Dominic Jose Marie A. Acevedo
Senior General
Counsel
AEV-Makati

Nic graduated from Ateneo de Manila University where he took up BS Legal Management. He then earned his Bachelor of Laws from the University of the Philippines.

He initially worked with Picazo Buyco Tan Fider & Santos Law Offices where he held the position of Associate, handling compliance with regulatory requirements, rendering corporate secretarial services and conducting due diligence. He was previously with San Miguel Corporation as Senior Manager before joining AEV.



Kimberly Go
Help Desk Specialist
AEV

Kim graduated with a BS Computer Science degree from the University of San Carlos. He is TESDA Accredited on Computer Hardware Servicing, Windows Vista desktop Administration, Macintosh OS X 10.4 Desktop Administration, Microsoft Security and Computer Technical Support. Kim was previously with Aegis People Support, Inc. under various posts such as Website Administrator, Subject Matter Specialist and Technical Support. Along with these roles, he was also a Freelance IT Specialist handling Hardware and Software Configuration.



Janice Alegrado
Junior Accountant
AEV

Janice graduated from San Jose Recoletos, Magna Cum Laude in BS Accountancy. She is a Certified Public Accountant and was also a recipient of the President Gloria Macapahgal Arroyo Entrepreneur of the Year award.



Cholep Gonzaga
HR Associate-Talent
Management - AEV

Cholep graduated from the University of San Jose Recoletos, with a degree in BS Commerce, Majoring in Banking & Finance. She was previously connected with Globe

Telecom, Inc. as an HR specialist. She gained depth and knowledge in her previous experiences in City Sports Club, Staff Alliance, Inc. and Innove Communication, Inc.



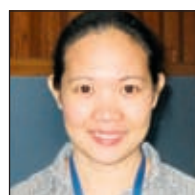
Noreen Suerte
Corporate Auditor
AEV

Noreen graduated Cum Laude from Mindanao State University - IIT, with a degree in BS Accountancy last 2006. She is a Certified Public Accountant. Prior to joining AEV, she was with Iligan Light and Power as Associate Internal Auditor.



Michael Paredes
Graphic Artist
AEV

Michael has a broad experience in graphic arts and design; he worked on various projects and on mid-term projects such as the Institutional Advertising Campaign for the MG Balbin Human Development Foundation, Inc. He was previously with Papicture, 88th floor Gifts and Design Inc., Metro Graphics and most recently with Indiesign Creative Group.



Geraldine Zamora
Administrative
Assistant
Aboitiz Foundation

Geraldine had experience as a cashier in Mercury Drug Corporation and as a Documentation Officer in Mega Lending Investors, Inc. She graduated from the University of San Jose Recoletos with a degree in BS Business Administration.

Movements



Ray Cunningham

First Vice
President
Aboitiz Power

Ray Cunningham has specialized in power project planning, regulatory approvals, financing, design, construction and operations for 45 years. He is responsible for 21 hydroelectric projects currently operating in the United States—from the initial planning phase through commissioning. He served on a consulting capacity on some 75 additional hydroelectric projects. His background includes combined cycle, biomass, solar and geothermal power plants.

From 2003–2008, he was the Business Development, Acquisitions and Special Projects Manager of CalEnergy International Services, Inc., having previously served two years as general manager of the \$650 million, 165-MW Casecnan Multipurpose Irrigation & Power Project in Northern Luzon. He was senior vice president of San Roque Power Corporation from 1998 to 2003 and served as project director of the \$1.2 billion, 345-MW San Roque Dam Project.

Before his Philippine assignments, Mr. Cunningham served the power industry as independent consultant for five years—particularly to lenders, equity investors and developers. He was previously vice president of AT&T Capital Corporation for three years, and also vice president, engineering & operations, of Consolidated Power Company, a US firm that developed, owned and operated cogeneration plants.

Mr. Cunningham received his Bachelor of Science Degree in Engineering from the US Coast Guard Academy in 1964. In 1970, he earned a Naval Engineer Degree and a Masters of Science Degree in Mechanical Engineering from the Massachusetts.

The Board of Directors of ATS recently approved movements of the following executives:



Evelyn L. Engel
EVP–CEO Passage
and President–
CEO of Scanasia,
Inc.



Shelley U. Rapes
VP and Chief
Information Officer



Susan V. Valdez
EVP–CEO Freight
and President–CEO
of Aboitiz One, Inc.
Group



Ellen F. Bolus
VP Sales and
Marketing 2GO
Freight



Lilian P. Cariaso
Treasurer, EVP–
CFO, CIO and Chief
Resource Officer



Noemi G. Sebastian
VP Human Resources
for Results



Norissa L. Ridgwell
SVP–Chief Operating
Officer 2GO Freight



**Maribeth L.
Marasigan**
SVP Business Support
and 2GO Brand
Management.

With these movements, ATS forward to a stronger organization as they expand their services by continually growing their customer base by integrating their logistics services such brokerage, liquid transport, container yard management, and warehousing for the benefit of their customers.



Vianney Yap
HR Associate– OD and Special Projects
AEV

Vianney was one of the Aboitiz Future Leaders Business Summit alumni. She is a graduate of University of the Philippines–Cebu College, Magna Cum Laude in BA Mass Communication. She is also a member of the Pi Gamma Mu Honors' Society.



Immaculada Lucero
Executive Secretary
Aboitiz Power Corp.

Immaculada was
with Pilmico
before transferring
to AP



Jonathan Baluyot
Company Driver
Aboitiz Power Corp.

Jonathan was
previously with Pilmico
before moving to
AP.

Taking the Next Steps

By Noreen Marie Vicencio and Cherryl Desucatan



After having launched its new brand at the start of this year, AboitizLand now takes on its bigger and bolder challenge: How do we live our brand?

Inspired by its brand idea of Nurturing Communities, the AboitizLand Human Resources Team, in close collaboration with the AboitizLand Branding Team and the AEV-HRQ, crafted its “Living the Brand Workshop.”

This two-day workshop aimed to: Take an assessment of AboitizLand’s current culture and draw out the best of brand attributes from there; Take a look at the current issues that hamper the implementation of the brand attributes and cull creative solutions and actions to minimize or eliminate them entirely; Build a nurturing, assuring, and enduring culture among Aboitizlanders and their customers. This is in line with the company’s belief that one cannot give one does not have.

The team recognizes that they must first be one community, fostering a truly nurturing environment inside the organization, so that they can, in turn, successfully deliver the brand promise

of developing high-quality villages that nurture long-term communities.

Aside from strengthening the team, this workshop has provided all participants with an avenue to assess their strengths and challenges in the area of living the brand. More importantly, this workshop also provided the chance for everyone to think of concrete steps to take in order to bring the brand to life.

This workshop would not be as interesting without the presence of the co-facilitators from the Ramon Aboitiz Foundation, Inc. (RAFI) who provided the exciting activities that generated so much insight and of course, so much fun!

AboitizLand’s activity ended with each participant expressing his or her personal commitment to living the brand. It was indeed a very powerful and moving session that lit a fire in each of the participants’ hearts to be nurturing and assuring AboitizLanders, living the brand every single moment, and leaving a legacy that they can be proud of.

AESI holds Brand Cascade

Aboitiz Energy Solutions, Inc. (AESI) recently held its Brand Cascade at the Club Café, Makati Sports Cub. Opening the event was AESI EVP and COO Benjamin Carias Jr. AEV AVP for Brand Management Carol Ballesteros and AEV Brand Administrative Officer Paula Ruelan were the facilitators.

The group discussed the development of the Aboitiz Brand and what the brand identity carried, and had team activities so the participants could apply what they learned. The importance of being consistent in performing our brand promise and being passionate and committed to it was also emphasized.

AESI General Manager Raymond Roseus formally closed the event. He gave an inspirational message that encouraged everyone to bring out the best in them: to be driven, driven to lead, driven to excel, and driven to serve.



AESI team members pose for a souvenir shot during the conclusion of the Brand Cascade

Living The Brand: Davao Light Kaibigan Brand Heroes

The Aboitiz's brand spike of "Driven to serve" can be typified through the extraordinary but generally unacknowledged jobs of two Davao Light Kaibigans. These unheralded men conduct rescue operations of fellow Kaibigans who are in deep trouble so they could continue giving excellent service to customers.

Our Kaibigan Brand Heroes who deserve recognition are Jeremias (Jun) Baluya, Jr. and Ferdy Cabalhin of the Motorpool Department.

Jun Baluya's story

"It was raining ferociously while we were doing our 2007 solar inventory project that night in a far-flung secluded area in Megkawayan. Suddenly, Murphy's Law struck, worst things happen at the worst possible time, our vehicle broke down. There was only one thing left to do: ask for a rescue team. After advising ERA Control Center about our situation, a glimmer of hope descended upon us when the radio crackled to inform us of a rescue party on its way. All we had to do was wait. The area was rumored to be rebel-infested and takes three hours of travel when passing through Panabo and Paquibato. Our hearts leapt for joy when finally we saw beams of light piercing through the blanketing darkness. Later, we knew that Jun had difficulty finding us since there were no lines and poles and clear landmarks that could serve as guides, but he overcame those for us."

--Jun Ando (Supervisor, Streetlights Department) and Rolando Recto (Mechanic II, Power Plant -Mechanical)

"I was on my way back to the office at Binugao, Toril, when suddenly I sensed that there was something wrong about my motorbike's engine. Afraid of damaging the motorbike, I pulled over near Emcor, Bajada. It was not a good time for an engine trouble as I was just a few meters away from the office, it was after office hours, and sadly it was raining. I contacted Farley Marces and Bong Abad who relayed the information to the Motorpool. Minutes later, my rescuer arrived, it was Jun Baluya."

--Boy Pacatang (Supervisor, Transmission & Distribution)

"It was raining cats and dogs around 6 o'clock in the evening at a diversion road in Catalunan Grande. Without warning, the prime mover we were riding slowed down until it came to a halt. We radioed for help to ERA substation. Soon enough, Jun Baluya with the technician arrived to fix the problem. I am very appreciative of Jun's help and I admire his willingness to help Kaibigans who are in dire situations."

--Tirso Cruz, Norlan Manpuste and Mario Cossido (Linemen, Transmission & Distribution)

"It was past 10 pm in Bago Oshiro, Mintal when we experienced mechanical failure.

Asking for help was the only logical thing to do, so we reported the concern to ERA substation, and immediately, Jun Baluya came to our rescue with a mechanic."

--Richard Fernandez and Eric Blanco (Linemen, Transmission & Distribution)

"Sometime in 2004, our emergency vehicle got stuck in a muddy area in Acacia and it was raining heavily. Unfortunately, time was of the essence as our work was necessary to complete a rural electrification project and we have not even started. Getting us out of that miserable situation was a job for the dependable rescuer from Motorpool. Jun Baluya appeared despite the bad weather and on such short notice."

--Roy Sasuman and Johannes Rule (Linemen, Transmission & Distribution)

"During our assignment to do voltage scan at Eden, Bayabas, our Cap Check L300 became inoperable due to a timing belt malfunction. Jun Baluya saved the day after he brought a mechanic and completed the repair by 3 pm."

--Dodong Tillo (Lineman, Transmission & Distribution)

"We were hauling concrete poles around 2 am using the S-151 digger. It was always advisable to schedule this kind of work when there is least traffic. Our operation was stopped due to a burned starter in our vehicle. Without delay, we advised ERA substation of the vehicle's condition, and Jun Baluya turned up not long after with the mechanic and solved the problem."

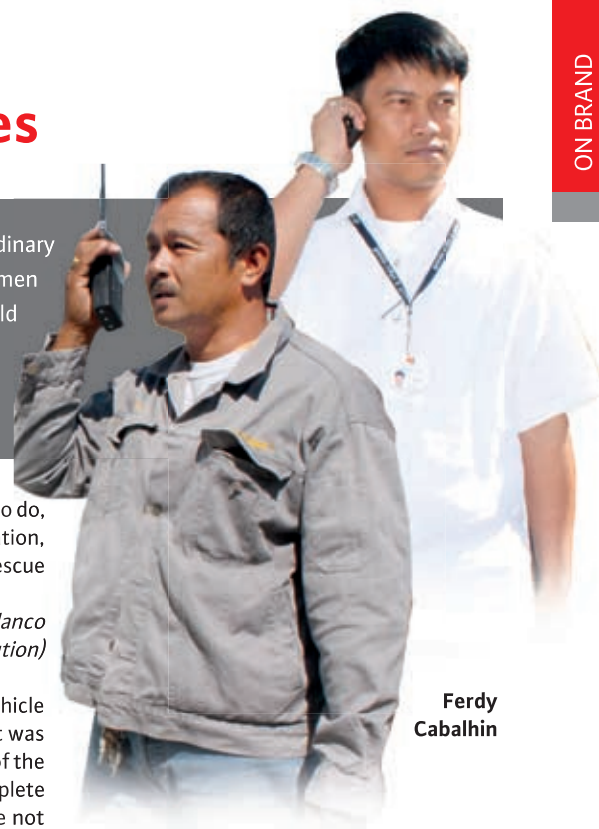
--Chris Sabud (Driver/Lineman, Transmission & Distribution)

"Once assigned at the ERA substation, I had the privilege to call Jun Baluya during a rescue operation. Jun strikes me as a person eager to respond to trouble calls from his peers."

--Marlon Labata (Lineman, Transmission & Distribution)

Ferdy Cabalhin's story

"It was one of the usual laidback Sunday evenings when my family and I would comb the downtown area for cafes or restaurants we never tried before. Either a 'tipid' meal or one that's just within budget would be worth satisfying our gastronomical curiosity. Later, I sensed the sluggishness in my car and before I could even pull over, the air escaped the



Ferdy Cabalhin

Jun Baluya

punctured tire so fast. Now, my almost worn-out tire was totally flat. What am I to do with the vulcanizing shop so far away? Sweating profusely, I tried working on the spare tire to free it from the latch holding it, but it would not budge even after almost an hour of twisting and turning the bolt. Frustrated, I thought of Jun Baluya, so I called up his boss, Ferdy Cabalhin. Instead Ferdy himself showed up, with his handyman gear and replace the flat tire with the spare that he managed to detach. In my mind, Ferdy must have been heaven sent."

--Ross Luga (AVP, Corporate Communications and Branding)

"It was exactly May 27, 2008 when my family and I were on a vacation trip. After sending off my family members with the luggage to the airport, I planned to leave the car at the office and get a taxi back fast. Lady luck abandoned me when I needed her most-- I had a flat tire, and had no more time to change tires. Fortunately, Ferdy was already at the airport at that time as his wife was leaving for Singapore. 'What a coincidence,' I thought. I had no other choice but to leave the car with Ferdy who took good care of it, including the flat tire. I felt so relieved, and looked forward to a real vacation with my loved ones. Thanks a bunch to Ferdy. Heroes are not only those with extraordinary skills and abilities. They can be ordinary people like everyone else, but they possess a great sense of responsibility and have burning passion to help others in need."

--Rodger Velasco (Vice President, Engineering Division)



The Wandering Eye

By Basti Lacson

Lest the title of the column lead to some unfortunate suspicions, please allow this clarification: The Wandering Eye will roam the Aboitiz Group universe, and at times outside of it, in search of persons, places, issues and things that could be of interest to the Eyes reader. Columns on “in house” personalities will try, whenever possible, to delve into lighter matters removed from the day-to-day demands of work. When we do go outside Aboitiz, we will, in turn, try and relate those issues so that they are of use to us in the workplace.

The recent spate of acquisitions and consequent capital-finding initiatives at AP has not frazzled the young and outspoken **Iker Aboitiz** (Chief Financial Officer, AboitizPower), who seems to thrive in an environment of pressure and tight deadlines.

He spends a lot of time in airports and planes, so we decided to ask him for some pointers on travel. He also deals with banks a lot—we poked him for some tips on them as well.

Favorite airport after Mactan International. HongKong. Lively atmosphere. Great Lounge, which is conducive to catch up on emails and great noodles.

Travel light? I travel very light. I just switched to a TUMI roller lap top bag so I don't damage my back.

Best pick-me-up during road show city hops. I always make it a point to hit the gym. It helps with the jet lag and is a great way to set the right tone for the day.

Indispensable travel items. Laptop and book for the long waits at airports.

Work on long flights? I actually enjoy long flights. There are no distractions and, they are a great time to catch up on unfinished work and just relax.

Travel horror story. Airline lost my luggage on a seven-city roadshow, just before the New York leg. I went out and bought underwear and toothbrush but had to borrow Montxu's suit. No wonder suits are best made bespoke, according to your measurement!

Getting a banker to lend you wads of money. Always be prepared. Anticipate his questions by placing yourself in his shoes. Understand the risks of your business and the strategy to mitigate those risks. Most importantly, be upfront and tell the truth. Banks don't lend money to companies, they lend money to people, and the Aboitiz name is one of solid credit.

Advice for someone wishing to work at AP. Love your job. Be willing to contribute and step outside of your comfort zone. Don't be a fence sitter. Always ask questions!

Favorite Manila restaurant. Lolo Dad's in Malate. Small and cozy. Great food. The best restaurant in the Philippines.

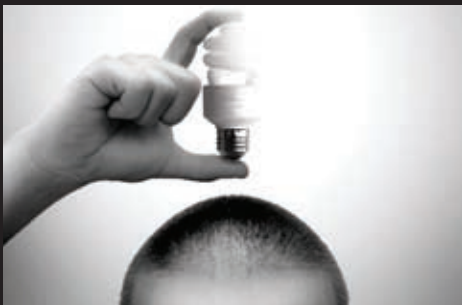
Your mentor. I am very lucky. I have many mentors...A great father who is an impeccable all around role model. I also have my cousins and brothers. All who have unique strengths and talents and most importantly, are willing to share them.

Best advice you ever got. Always be fair and never ask if someone needs help. Just give it.



Iker Aboitiz,
Chief Financial Officer,
AboitizPower.

What is Passion for better ways?

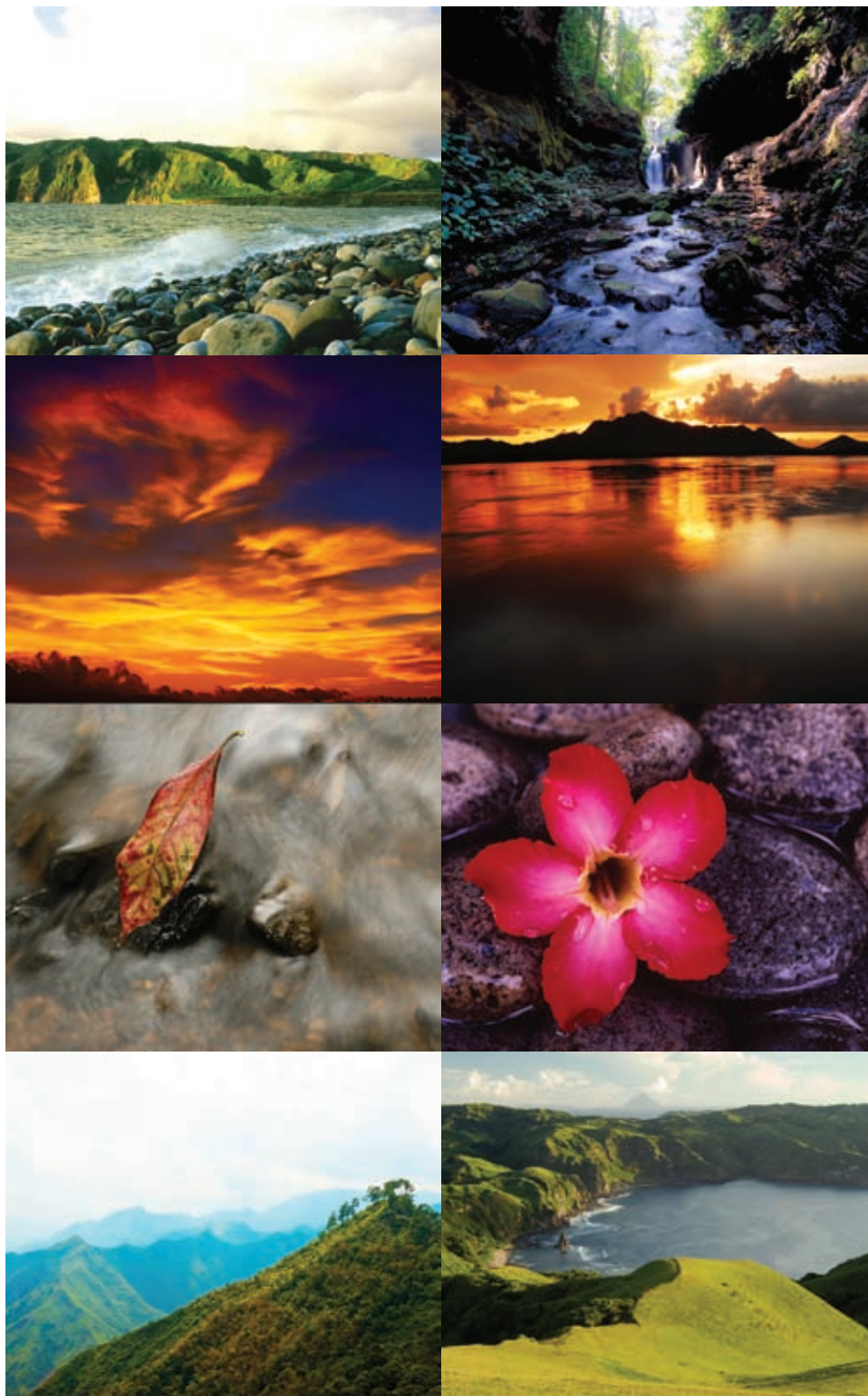


Thinking out of the box



Inspiring creativity through
collaboration

A friendly reminder from your AEV Brand Mangement Team



A better future awaits you



boitizPower
A Better Future

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