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Sibulan Hydro Plant

From greenfield project to generator of growth



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President Aquino inaugurates Sibulan hydro plant

The Sibulan facility is a vital greenfield project for Southern Mindanao. It will deliver over 200 million kilowatt-hours annually of Cleanergy, AboitizPower's brand for clean and renewable energy, to Davao Light to augment its power supply to sustain Davao's impressive growth.

President Benigno Aquino III was the special guest of honor during the Sept. 16 inauguration of the 42.5-megawatt (MW) Sibulan hydropower plant, Aboitiz Power Corp.'s (AboitizPower) greenfield project in Barangay Sta. Cruz, Davao del Sur.

AboitizPower President & CEO Erramon Aboitiz and EVP for Power Generation Antonio Moraza led company executives who were present during the event.

President Aquino, who did the ceremonial start sequence of the generator, switching it on to full capacity, said his administration will support undertakings such as the Sibulan hydropower project.

The Sibulan hydro facility consists of two cascading run-of-river hydropower plants that harness water coming from the Sibulan and Baroring Rivers to run the plant's turbines to generate electricity. The plant, which is operated by AboitizPower wholly-owned subsidiary Hedcor Sibulan, Inc. is expected to make a significant contribution to the Mindanao grid.

Construction of the plant began in 2007, after Davao Light & Power Co., (Davao Light) foresaw the increase of power demand in Mindanao.

Tribute to Ernesto Aboitiz, the Father of Hydro

The Sibulan plant inauguration also served as a tribute to former Davao Light president Ernesto R. Aboitiz (ERA), who first discovered the potential of Sibulan 50 years ago.

"Ernie, as he was fondly called, is considered the Father of Hydro in the Aboitiz Group. He was very excited to hear we were finally going to make his dream come true. While he is not with us today, I am sure he is looking down upon us with a great smile," said Erramon Aboitiz.

Members of ERA's family—AboitizPower COO and EVP for Distribution Jimmy Aboitiz,

Antonio Aboitiz and Tina A. Juan—were present to receive a compass as a symbol of their late father's pivotal contribution to the power industry. They, in turn, gave the compass as a token to President Aquino.

Vital greenfield project

The Sibulan facility is a vital greenfield project for Southern Mindanao. It will deliver over 200 million kilowatt-hours annually of Cleanergy, AboitizPower's brand for clean and renewable energy, to Davao Light to augment its power supply to sustain Davao's impressive growth.

"This responsible choice by Davao Light





Immediate family members and relatives of ERA witness the tribute given to the Father of Hydro in the Aboitiz Group. They also turn over to President Aquino a compass as a token.

Ernesto Aboitiz is considered the Father of Hydro in the Aboitiz Group



has a secondary effect of encouraging more investment in renewable generation capacity on the part of investors like AboitizPower," said Aboitiz.

The Sibulan plant's generated carbon neutral electricity is likewise seen to reduce greenhouse gas emissions by more than 95,000 tCO₂e. It is the first hydropower facility in the country registered under the United Nations' Framework Convention on Climate Change as a Clean Development Mechanism (CDM) project that will sell certified emission reduction units (CERs) to industrialized countries.

CDM is the first global environmental investment and credit scheme that allows emission-reduction or emission removal projects in developing countries to earn CER credits, which is equivalent to one ton of CO₂. The CERs

can then be traded and sold, and eventually used by industrialized countries to meet a part of their emission reduction targets under the Kyoto Protocol.

"The Sibulan Hydropower Project is our answer to the growing demand to develop energy sources that are clean and renewable. It is also our contribution to the worldwide effort to reduce greenhouse gas emissions and arrest the worsening effects of global warming," Aboitiz said.

The construction of the Sibulan hydroelectric power plant has likewise led to the improvement of its host communities. It will contribute an estimated P700 million for sustainable projects such as new and improved farm-to-market roads, local employment, rural electrification, and scholarship programs.

To date, Hedcor Sibulan, Inc. has opened and rehabilitated 49 kilometers of farm-to-market roads in Barangays Sibulan and Tibolo. These roads provide faster and more efficient means to transport crops and farm produce.

With this, as well as its significant contribution to power generation in Mindanao and its use of a cleaner and renewable energy source, the Sibulan hydropower plant is seen as a good example of how the country can achieve energy independence and likewise help secure a better future for our children.

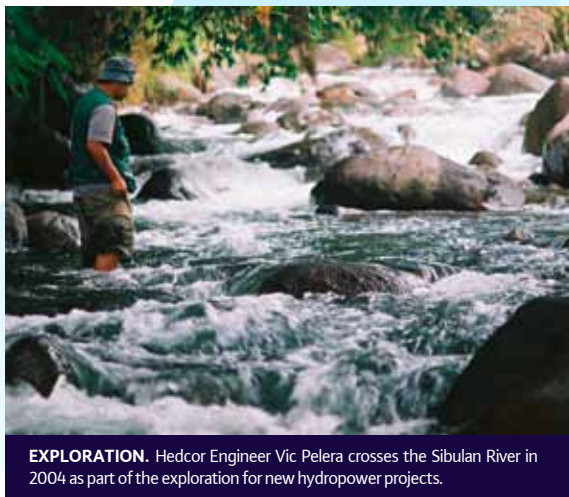
"This project supports the Philippine government's goal of increasing the country's renewable energy-based capacity and attaining energy self-sufficiency through the development of indigenous sources such as hydro," Aboitiz said.



The Sibulan Hydropower Project is our answer to the growing demand to develop energy sources that are clean and renewable. It is also our contribution to the worldwide effort to reduce greenhouse gas emissions and arrest the worsening effects of global warming



AboitizPower President and CEO Erramon Aboitiz leads other company executives in showing to President Aquino the turbines (above) and other equipment (inset) at the Sibulan hydro plant.



EXPLORATION. Hedcor Engineer Vic Pelera crosses the Sibulan River in 2004 as part of the exploration for new hydropower projects.



ACCESS ROAD. Transporting goods by horse is slowly overtaken by the colorful jeepney. Crops and products from Barangay Sibulan now reach consumers faster and fresher after Hedcor developed and rehabilitated the farm-to-market roads.

To date, Hedcor Sibulan, Inc. has opened and rehabilitated 49 kilometers of farm-to-market roads in barangays Sibulan and Tibolo. These roads provide faster and more efficient means to transport crops and farm produce.

The transmission line and penstock along a rehabilitated farm-to-market road and a banana plantation.



GROUND BREAKING. On Sept. 7, 2007, AboitizPower President and CEO Erramon Aboitiz (second from left) led the ceremonial groundbreaking of the 42.5-MW Sibulan hydropower project in Sta. Cruz, Davao del Sur.

Benefits of **SIBULAN**

Capacity	42.5 MW
Annual generation	212 GWH
Project cost	P6B
- Local contract	78%
- Foreign contract	22%
% to Davao Light annual consumption	13.25%
% to Davao Light's demand	15.17%
CDM project	1.5 million tons CER 1st hydropower project registered under the CDM Benefits provided to the communities

BENEFITS PROVIDED TO THE COMMUNITIES

- Employment generated	>1100 jobs
- Commrel projects	P2.07M
- Potable water supply	P3.3M
- Electrification (for implementation)	P24M
- Trees planted	90,000 trees planted equivalent to 290 hectares, P2.7M 1000 hectares pledged pursuant to DENR's Watershed Management Plant
- Road	49kms new road and rehabilitated farm-to-market road
- Taxes paid to the LGUs	P27M representing registration fees
- Taxes paid to BIR	P467M
- VAT	P98M
- Other taxes	P36M land rentals
- Additional revenue to the community	



POWERHOUSE / PLANT B. In November 2008, students from the Sibulan National High School walk along the newly constructed Headpond B. Access to key locations within the community has been easier with the presence of the Sibulan Hydropower Project.

The 42.5-MW Sibulan Hydro is recognized as the first Clean Development Mechanism-registered hydroelectric power project in the Philippines under the United Nations' Framework Convention on Climate Change. It was registered on June 6, 2008.



AboitizPower provides Meralco with additional energy

Since September, AboitizPower, through subsidiary Therma Luzon, Inc. (TLI), is now providing Meralco an additional 95 MW of power.

Meralco had requested for added power supply from its Transition Supply Contract (TSC) with the National Power Corporation (NPC), which the latter agreed to provide through its Independent Power Producer Administrator (IPPA) contract with TLI.

In August 2009, TLI won the contract for the generated output of the 700-MW Pagbilao coal-fired power plant.

As part of the IPPA arrangement, TLI has contractual obligations to sell power under TSCs between NPC and its offtakers, among them Meralco.

The additional capacity from TLI was made available to Meralco at all hours, starting on Sept. 23, 2010; supply will continue until Dec. 31, 2011, or 12 months after the start of open access, whichever comes first.



Assuming the supply ends on Dec. 31, 2011, AboitizPower by then shall have delivered 877,800 MW hours to Meralco.

"AboitizPower has always preferred selling its power via bilateral contracts at a fair and reasonable price.

This paves the way for predictable revenues for the company," said Luis Miguel Aboitiz, SVP for Trading and Marketing of AboitizPower.

SFELAPCO now powered with 100% Cleanergy



Since Sept. 26, AboitizPower has been supplying 100% Cleanergy, its brand of clean and renewable energy, to San Fernando Electric Light and Power Company (SFELAPCO).

Energy will be sourced from the Tiwi-MakBan geothermal facilities being operated by AP Renewables, Inc. (APRI). These facilities were recently granted Certificates of Compliance (COC) by the Energy Regulatory Commission (ERC) after they were found to be compliant with the required environmental, technical, and financial standards.

Prior to Sept. 26, AboitizPower supplied 25 MW of Cleanergy to SFELAPCO, which inked an agreement with the power supply and distribution company last Nov. 11, 2009.

"Part of Cleanergy's thrust is to have a future where both people and business power their activities with clean and renewable power. We are well into that future, thanks to the companies and organizations that have made the responsible choice of choosing Cleanergy," said AboitizPower President and CEO Erramon Aboitiz.

"The deal with AboitizPower is a unique case of a win-win situation. We buy power at a cheaper price, the customer pays less because of no VAT on renewables and the world wins because of smaller carbon footprint from geothermal energy. A triple whammy indeed," said SFELAPCO SVP Antonio de Leon.

In the succeeding 27 months until Dec. 25, 2012, AboitizPower will be SFELAPCO's exclusive energy supplier, during which the maximum contract demand is expected to reach 70 MW, and with an increased demand after a year, will hit 90 MW.

SFELAPCO President Michael L. Escaler, meanwhile, said, "We believe that as a distribution utility, it is our primary duty to serve our customers well and at the same time to treat our environment well. By going green, we achieve both goals simultaneously."

SFELAPCO is a privately owned distribution utility that has an average energy requirement of 35 million kWh per month for its residential, commercial and industrial customers. Its franchise area covers barangays in San Fernando City and in the municipality of Floridablanca, and Barangays Talang and Ligaya of the Municipality of Guagua, all in the province of Pampanga.

Renewable energy museum to rise in Batangas

By Kate Alconga

AboitizPower is currently in the development stages of building the Cleanergy Museum, which will showcase the company's expertise in renewable energy technology. This will be in the MakBan Geo complex in Sto. Tomas, Batangas. The museum, which will replace the existing science centrum, will be informative, interactive and historical in nature.

AboitizPower is optimistic that the museum will open doors of opportunity to rekindle the love for education, specially in the field of science, among visitors of all ages. The museum aims to educate visitors about energy in a fun and exciting manner. It will also build brand awareness for AboitizPower and Cleanergy, and establish the company's expertise in the power industry, especially in the renewable space.

The science museum committee, headed by AEV Chief Reputation Officer Sebastian Lacson, is tasked to make sure that the museum will be a resource-rich venue for individuals and families to explore, learn, have fun and foster love for Mother Earth, the AboitizPower way.

Recently, Lacson and AboitizPower Brand Officer Kate Alconga visited the Hong Kong



AEV Chief Reputation Officer Sebastian Lacson and AboitizPower Brand Officer Kate Alconga with Hong Kong Science Museum Assistant Curator Ronne Yuen during their recent visit to the museum.

Science Museum to get a better perspective on the current trends in this type of museum. The curators there also shared best practices on museum management having been in the industry since 1991. The Hong Kong Science Museum is a large four-storey building showcasing about 500 exhibits and employing 100 full-time staff.

Ronne Yuen, the museum's assistant curator, said that having a museum is not just about making sure that the exhibits are working properly. It is also about being advocates of the visitors' overall learning experiences, from aesthetics to cognitive understanding.



AboitizPower wants to be part of the solution to the Mindanao power crisis by building a circulating fluidized-bed coal plant within Davao City. Since time is of the essence, we are willing to take the risk and build this plant without bilateral contracts with wholesale buyers of electricity

AboitizPower proposes to build coal-fired power plant in Davao

AboitizPower is proposing to build a coal-fired power plant in Davao to help augment Mindanao's heavy dependence on hydropower as a source of energy.

"Mindanao's heavy dependence on hydropower has seriously eroded power supply reliability as it is highly vulnerable to weather conditions. Generating power with the use of coal will significantly reduce our dependence on hydropower," explained AboitizPower President & CEO Erramon Aboitiz.

It is projected that the shortfall between power supply and demand in the region from 2010 to 2014 will reach 484 MW. Apart from the 42.5-MW Sibulan Hydropower Plant that AboitizPower recently inaugurated, there are presently no other firm plans to build power plants anywhere in Mindanao.

The Sibulan Hydropower Plant is one of AboitizPower's biggest investments in Cleanergy, its brand of clean and renewable energy. It consists of two cascading run-of-river hydropower plants that harness water coming from the Sibulan and Baroring Rivers to run the plant's turbines to generate electricity.

Aboitiz also said that the staggering projected shortfall in Mindanao, based on present demand, will be equivalent to depriving power supply completely to five major cities, namely Davao, Cagayan de Oro, General Santos, Butuan and Zamboanga. Mindanao will be facing a continuing and debilitating power crisis unless new power plants are built to cover this shortfall.

"AboitizPower wants to be part of the solution to the Mindanao power crisis by building a circulating fluidized-bed coal plant within Davao City. Since time is of the essence, we are willing to take the risk and build this plant without bilateral contracts with wholesale buyers of electricity," Aboitiz said, adding that a coal plant would be the best source of electricity from the standpoint of reliability, affordability, and safety.

Coal costs substantially lower than fuel oil, hence a coal-fired power plant will have a favorable impact on electricity rates.

Davao City is likewise near Kalimantan, Indonesia, where coal supply comes from.

"Davao City is facing a precarious power supply situation. Only 20 percent of the Mindanao grid's dependable capacity is produced by power plants located in Southern Mindanao. Being the biggest user of power in Mindanao, it is best that Davao City build sufficient power plants to ensure the security of its power supply," Aboitiz said.

He also said that Davao City's hosting the coal plant will give its local government units "control over the plant's compliance of safety, health, and environmental standards."

Apart from building short transmission lines, there will be also no need to build new and long transmission lines to deliver power from the source because the source is already in Davao City itself.

"This will have another significant impact on electricity rates," Aboitiz said, also pointing out that new technologies have made coal fuel generation "greener."

He explained that the old image of coal as a highly polluting power source is based on technologies of the 1950s, 60s, and 70s.

"AboitizPower guarantees that the operations of this coal plant will meet stringent international and the Philippines' environmental, safety, and health standards," Aboitiz said.

"We have to attain the right mix of renewable and non-renewable power sources that can give us the flexibility to meet our growing energy needs. This means maximizing the utilization of inexpensive power sources that cost more but can fill our supply shortfall, keep electricity prices reasonable and competitive, and cause the least adverse effect to the environment" he added.

AboitizPower adopts female eagle

"We all have dreams in our lives. Dreams for ourselves, children, fellowmen, country, world and environment. So, this eagle, Pangarap, will symbolize all our dreams and hopes, and we should always take care of and nurture her, so that she will be strong and will eventually soar high."

Mark Romera (VECO staff engineer)
Name Our Eagle Contest winner

AboitizPower has adopted an adult female eagle and has named her Pangarap.

By providing Pangarap food and shelter, the company can help protect the Philippine Eagle, one of the most endangered species in the world. It is hoping that Pangarap can successfully give birth to offsprings in the future, and contribute to

saving this national bird from extinction.

Nurturing the environment and conserving the Earth's diminishing resources are part of AboitizPower's vision to promote a Cleanergy lifestyle.

Everyone is invited to visit Pangarap at the Philippine Eagle Center in Davao City.



COFFEE WITH THE PRESIDENT

Interaction time with EIA

By Uny Calma



CORPORATE CENTER PRIORITY GOALS FOR 2010-2011

Protect and enhance our reputation and brand

Build muscle in the organization

Strengthen in-house legal team
for services that are critical to the success
of business (e.g., regulatory, tax, power)

Foster risk aware culture by instituting a
disciplined ERM process

Build excellence & synergy by getting
practitioners across the group together

Manage talent as a group

Instill best practices and bring everyone
up to the same level of excellence

AEV and AboitizPower team leaders and team members in Cebu and Makati had the opportunity to interact with President & CEO Erramon "Montxu" Aboitiz (EIA) for two hours on separate sessions last September during the Coffee with the President 2010.

The session began with EIA's presentation, where he talked about both the global and Philippine economy, and reported on the performance and latest developments in AEV and AboitizPower, and other business units.

He then reminded the teams of the three interlinked and key roles of the Corporate Center as a knowledge center, as business partner to the BUs, and as the one instituting governance-related matters. Also presented were updates in the new corporate structure and highlights in the plans and priority goals for 2010-2011.

As a closing topic, EIA talked about an important groupwide initiative that he said was close to his heart—sustainability.

"We in the Aboitiz Group want to embrace this new way of doing business. We don't only think it is the next best thing to do, we actually think it makes good business sense to achieve a sustainable balance between People, the Planet and Profit, for it is only in striking the 3P Balance can we bequeath a robust business that is truly sustainable operating in a healthy planet for generations to come," he said.

After the presentation came the Q & A portion where everyone was encouraged to ask EIA anything they wanted to know—from his viewpoints on the company's strategies and the latest news headlines, to more personal questions like how he copes with his workload and his favorite weekend activity.

It was also during the Q & A portion when everyone had their fill of mini burgers, cheesecakes, sans rival, drinks and coffee.

Coffee with the President, which began during the term of former AEV president Jon Ramon Aboitiz, is a venue for teams to dialogue with the company's chief executive and exchange ideas that may lead to better products and services, to learn more about the company's latest ventures and strategies, and to be up close and personal with the big boss.



5TH Aboitiz Future Leaders Business Summit

‘You are never too young to be a hero’

By Vianney Yap

“You are never too young to think of ways to help other people. You are never too young to give back to society. And you are never too young to be a hero.”

These were the inspiring words of guest speaker Efren Peñaflorida, Jr. during the 5th Aboitiz Future Leaders Business Summit (AFLBS) held last Sept. 10–11 at Waterfront Cebu City Hotel and Casino.

Peñaflorida or Kuya Ef, as he is fondly called, is the founder of Dynamic Teen Company. He made it to international headlines last year when he was proclaimed CNN Hero of the Year for his mobile or pushcart classrooms in his home province Cavite.

Peñaflorida spoke before an audience of 90 student delegates coming from 26 different schools across the country, Aboitiz executives, team leaders, and Aboitiz Group team members.

“If we change our heart, we can change the world,” Peñaflorida said.

Peñaflorida was among the lineup of speakers for the two-day AFLBS. The executive speakers, namely Jon Ramon Aboitiz, Montxu Aboitiz, Bobby Aboitiz, Romy Ronquillo, Jim Aboitiz, Txabi Aboitiz, Sabin Aboitiz, Basti Lacson, and Steve Paradies spoke about concepts such as business strategy, leadership, customer service, people development, above average organization, brand building, and personal financial management.

The AFLBS, which was first held in 2006, is a brainchild of the AEV corporate human

resources team. The summit aims to gather top graduating college students across the country to learn about business and leadership. It also provides the student delegates with a preview of the corporate world, prepare them for their future role in nation building, and inspire them to develop a renewed faith in the country’s economy.

The summit started off as a gathering of Cebu-based students taking up the following fields of study: Business Management, Accounting, Communications, Political Science, Computer Science / IT, Marketing, Finance, Engineering, Psychology and Economics. Soon, it was opened to Visayas, Mindanao, and Luzon universities. The response was overwhelming and consequently, more schools have joined every year thereafter.

The AFLBS features other activities as well, such as group discussions, low and high element exercises, dinner with the Aboitiz executives, and the business case study, which the delegates are tasked to present at the end of the two-day program.

The 5th AFLBS theme, Finding Your Passion, Shaping Your Future, was inspired by the company’s brand position Passion for Better Ways, which is a fresh expression of a cherished century-old mindset of never being content with



AEV President & CEO Erramon Aboitiz together with CNN Hero of the Year Efren Peñaflorida.



the status quo and always finding ways to improve the way we do things. This year, there were a total of 41 Cebu and 49 non-Cebu delegates.

To date, there are already 436 alumni from five summit batches. After the summit, Corporate HR continuously engages the delegates with different company events and CSR activities. During the 5th AFLBS, there were around 20 summit alumni who volunteered to assist the organizing committee.

Summit alumni are given the opportunity to experience a curriculum-based traineeship through the Aboitiz on-the-job training program. They also get the chance to be employed in any of the Aboitiz companies. Currently, there are 15 alumni graduates employed with AEV, Aboitiz Foundation, Davao Light, AboitizLand and Metaphil.

What is the best thing about your AFLBS experience?

The friendships forged during the Summit made my AFLBS experience complete. I have gained so much insight from the discussions, low (and high) element activities, the case study presentation, my co-delegates, the people behind the event, and everything else in between. Thank you, Aboitiz, for renewing our values on servant leadership, trust, honesty, and responsibility. Indeed, you've inspired us to always find better ways in everything that we will do.

Rey Alan de Juan
University of St. La Salle

The summit is about friendship, passion and discovering yourself!

Briand Lancelot Rubin
University of the Cordilleras

I am very grateful for being part of this business summit. I was reminded of what true leader is and what are the great ingredients to be one. I was given an opportunity to, once again, mingle with other great student leaders. The activities, challenges and inputs were all charged to my learning experience.

Leslie Alonzo
St. Theresa's College

Thank you for sharing with us the passion that will serve as a guide in our future. I really like your passion from your top executives

down to its employees. Good to see that you have a corporate environment of dynamic and enthusiastic people who work as one. Your goal in igniting the passion in us leads us to be more effective leaders in the future. The summit served as a catalyst of my motivation, development, and learning not only as a leader, but also as a person full of compassion and service. I hope that we can learn from the lessons, experiences, and bonding moments we shared in the summit and try to share it with others. Keep on inspiring!

Albert Cruz
University of Santo Tomas

(It was) the experience of having a face-to-face conversation with Sir Txabi, who made me realize a lot of things about the corporate world. But above it all, the best experiences are the activities when you get to know different people.. ordinary people.. who know how to do extraordinary things.

Arkhe Manuel Telen
Mindanao State University – Marawi

My goal was simply to learn. I went back home with a renewed passion for learning, plus more than 90 new friends. There is nothing more noble than believing in the youth. Glad to have been part of this Summit!

Aimee Lara Bacallan
University of the Philippines, Diliman

“ If we change our heart,
we can change the world



Jon Ramon Aboitiz



Erramon Aboitiz



Jim Aboitiz



The organizing team



Best Interview winner
Malcolm Flores
of Xavier University



Best Case Study winners



Bobby Aboitiz



Txabi Aboitiz



Steve Paradies



Sabin Aboitiz



Basti Lacson



Sonny Carpio



Romy Ronquillo



Chris Camba



Aboitiz Group TAs as judges

BEST ESSAY

By Timothy Williamson Sy

"To have passion, to have a dream, to have a purpose in life. And there are three components to that purpose—one is to find out who you really are, to discover God; the second is to serve other human beings because we are here to do that; and the third is to express your unique talents and when you are expressing your unique talents you lose track of time." — Deepak Chopra

I remember the days when I would play computer games non-stop for hours as a young boy—so focused, determined and obsessed to win. I realized then that when you enjoy what you're doing, time flies and you achieve your goal because of the boundless energy that springs from within.

I was good. I was passionate.

A person has passion for something because the capacity and talents to achieve it is within him. God has given the power to achieve where the passion is present.

Therefore, if I find where my passion lies, I will understand what God wants me to excel in. If I discover my passion, I understand my purpose. And our future can be defined by following that path.

As I grew up, the love for playing computer games was replaced by love for more productive pursuits. I realized I have a knack for kids. Young children love me. And I want to influence the way they think and inspire them to do bigger things in life. Helping nourish their bodies and mind through feeding and book reading programs is one way of building their future as well as mine. I want to be a role model, a responsible citizen of our country while emulating Christian values.

The desire to help mold younger minds comes from having the talent from within. But it means that I must first cultivate my latent talents and skills because I cannot give what I do not have. I cannot be a role model if I have not become who I truly am.

Having the passion for computers, technology and to help young people will allow me to empower lives in the future to harness the potentials of the borderless economy called the World Wide Web for financial upliftment of our fellow Filipinos.

I can see the bright future ahead because I am accomplishing the purpose that God has planned for me. I know that by improving myself,



Best Essay winner Timothy Williamson Sy

I can help others better. And by being a servant leader who helps and builds others, I am actually building myself in return. It is a wonderful cycle of transformation to make me the best that I can be.

Passion is just like a kite in flight. The kite happily dances against the strong wind. When you are enjoying your flight, you can utilize strong winds in life to your advantage. No obstacles can stop you from being a colorful sight in the sky.

Who I become is my future. And my future is being shaped by my passion. My passion defines the activities that I love doing. My passion defines the people that I am with most of the time. My passion molds me; and I become my passion.

RECOGNITION NIGHT

Celebrating 90 years of Passion

By Paula Viegelmann-Ruelan
and Aileen Capapas

1920s



1930s



1940s



1950s



1960s





Aboitiz Equity Ventures, Inc. (AEV) and AboitizPower Cebu team leaders and team members got into the fiery spirit of passionate red last Sept. 17 as the Casino Español de Cebu was transformed into a smoldering party place for the much-awaited 2010 Recognition Night.

Everyone came in their best red attire, all fired up for a jampacked program of awards, tributes, production numbers and well—deserved recognitions.

Hosted by Riella Mae Baguio, Mark Rivera, Aldo Ramos and Rianne Tecson, the event started off with a dance of the four elements—earth, wind, fire and air—by the University of Cebu dancers.

President & CEO Erramon Aboitiz then delivered his heartwarming message, focusing on recognizing the power of teamwork and exemplary performance by Aboitiz teams in the past year. He also acknowledged the contributions of the AEV and AboitizPower service awardees.

One of the evening's many highlights was the announcement of the winners of the "Inspired by Passion Team Award." Now on its third year, this award aims to promote and inspire AEV and AboitizPower teams to continuously seek fresh, new and better ways of doing things. It also serves as a testimony of the teams' efforts to constantly deliver on the Aboitiz brand promise.

Another program highlight was the recognition of this year's service awardees. (See next page)

Ana Liza Aleta, AVP-IT Director for AboitizPower Generation, won the much-coveted Don Ramon Aboitiz Award of Excellence, the highest recognition given to team members in the Aboitiz Group.

The Cebu Dancesport entertainers performed a tribute pasa doble dance number for all the awardees.

Like any awards night, special prizes were given out to team members such as El Mejor Fotografia de Grupo – Reputation Management Team; Estrellas De La Noche – Gemma Bojos and Rogiel Abala; El Grupo Mejor Vestido dela Noche – ICSD Team.

Raffle prizes were given away while everyone danced the night away to the creative rhythmic mixing of DJ Marlon.

The Makati celebration

Two weeks later, on Oct. 7, it was the turn of the Makati teams to celebrate their Recognition Night. It was an evening of honor, pride and passion held at the Blue Leaf, McKinley Hill in Taguig.

Like in the Cebu event, the highlights were the Inspired by Passion Team Awards, the 10 and 20 years Service Awards, the Don Ramon Aboitiz Award of Excellence and Inspired by Passion launch.

Service awardees Eva Baltazar, Joey Rivera, Vincent Salera and Melissa Elizalde were recognized for sharing decades of dedicated service for the Aboitiz Group.

The A-people of Makati grooved to dance hits from the 1920s to 2000s. The boys of iCSD won many hearts with their F4 Korean pop number and bagged the Dance Fest prize. Erika Mari Gonzales, Cesar Sinnaco, and the iCSD team were named the evening's best dressed.



1970s



1980s



1990s



2000s



2010s

Service Awards

35 years
of service



Jovy Batiquin



Stephen Paradies



Endika Aboitiz

30 years
of service



Melinda Bathen



Alvin Arco



Chona Tiu

20 years
of service



Salome Juntilla



Julie Ann Tajanlangit



Raul Lucero



Melissa Aboitiz-Elizalde

15 years
of service



Esmeralda Dano



Theresa Sederiosa



Edgardo Mahinay



Alberto Villaveto



Myrna Tantug

10 years
of service



Katrina Aliman



Christopher Camba



Evelyn Paul



Sonny Carpio



Aladino Borja, Jr.



Vincent Salera



Joey Rivera



Eva Baltazar



Ana Liza Aleta is 2010 DRAAE awardee

Ana Liza Aleta, AVP and IT Director of AboitizPower Generation Group, is the 2010 recipient of the Don Ramon Aboitiz Awards of Excellence (DRAAE). AEV Chief Human Resource Officer (HRO) Txabi Aboitiz made the announcement during the Aboitiz Cebu Recognition Night.

Ana has been with the Aboitiz Group for over 17 years now, joining Pilmico Foods Corp. as Systems Administrator in January 1993. She was promoted to ISD Manager in February 1996 and in January 2003 became AVP for Group Information, a position she held until August 2009.

A Pilmican of the Year awardee in 2008, Ana built the Pilmico IT organization to what it is today and is known for her contribution to the Food Group in the area of systems development and improvement.

In September 2009, she moved to AboitizPower.

(Editor's Note: A Profile Feature on Ana Aleta will be published in the next issue.)

Inspired by Passion Awards



Driven to Excel: Project KISS By the LEX Team

Project KISS, or Keep it Short and Standardized, is the contract standardization undertaking of the Legal team that aims to produce and implement contract templates of the most common contracts used by various business units of the group. The team was able to standardize ready-to-use templates that business units can use during contract negotiations, allowing them to quickly and effectively tackle areas that could become contentious. The project reduced the turnaround time in the contract review process and significantly improved the efficiency of the team, enabling lawyers to focus on substantive issues rather than on format or editorial revisions.



Driven to Serve CSR: **Aboitiz Earth Hour** By the Sustainability Team

Recognizing the role of the company in keeping with its sustainable advocacy in response to environmental challenges and motivated by a desire to contribute to a bigger sustainability agenda in the Philippines, the Sustainability team organized the Aboitiz Earth Hour. The initiative became an opportunity for the company to be one of the few Filipino conglomerates that coordinated a response to the global challenge. The project also raised the awareness of the general public on environmental concerns and took on a concrete action to lower energy consumption and reduce carbon emission.



Driven to Lead: **Cost of Equity** By the Strategy & Corporate Finance Group

The Corporate Finance Group established a mechanism where cost of capital or hurdle rates for investments and projects reflect each company's inherent business risks. These hurdle rates will be used as the basis for accepting new projects or investments. The most valuable component of this project is the computation of the business risk premium.



Driven to Serve – Customer Focused: **Newswire Enhancement** By the Corporate Communications Team

The enhanced Newswire project was undertaken to address the increasing information needs of its customers. Originally borne out of the need to inform Aboitiz Group executives, family shareholders, and business partners about Group developments, this service particularly highlights what is being said about Aboitiz companies in the papers, television, and radio at the first working hour of the day. Aside from its improved look and feel, the enhanced Newswire now includes news monitored from 60 local papers in Luzon, Visayas, and Mindanao; 21 national papers, five magazines, 20 online sites, 17 radio stations, and 16 television stations.



OJTP mentors recognized

Eight mentors of the AEV on-the-job training program (OJTP) were also acknowledged during the Recognition Night. They were Tina Beloria of AboitizPower Accounting; Richardson delos Santos, Mark Saveron and Iris Dorado of Corporate Audit; Ranel Mellomida of iCSD; Olyzza Oyangoren of Accounting; Jovy Tan of B2E, and Mia Zamora of HRQ.

In 2008, the curriculum-based on-the-job training program was launched to allow graduating students to experience the corporate environment under the guidance of Aboitiz team leaders and team members. Despite their work schedules and pressing deadlines, the mentors selflessly shared their talent and time in guiding the trainees so they could gain the necessary technical and social skills for their future employment.

The mentors' dedication to the program has proven to be valuable, not only to the academe but also to the student trainees. A number of AEV team members come from the company's OJT program, which is open to graduating students taking up Accountancy, Business, Management, Information Technology, Psychology, and Engineering. (Vianney Yap)

*“Excellence is not
a spectator sport.
Everyone is involved”*

-Jack Welch



Roberto Aboitiz conferred with honorary degree by USJR

By Rianne Tecson

Roberto E. Aboitiz (REA), who is concurrently Aboitiz Construction Group Inc.–Metaphil CEO and AEV director, has received yet another distinction for his contributions to business and the Cebuano community.

REA was conferred with an honorary degree of Doctor of Science in Business Management by the University of San Jose–Recoletos last Aug. 19 at the school's Center for the Performing Arts.

He said he shared the award not only with his family but also with the people whom he has worked with over the years.

In his acceptance speech, REA talked about his "Bugsay Principle" as a vehicle to inspire others to do their best. He said 'bugsay,' which is Cebuano for paddle, symbolizes a person's capability and accountability for his actions.

"Every person is given a 'bugsay,' the power to act, to achieve and to propel to become the person of their choice. It is important to have a destination while paddling, to have a plan and to be prepared to deal with setbacks and changes as they are part of life," REA said.

"Learn to reflect and discern the world around you; this will lead you to ask the right questions. With your 'bugsay,' you have the power to realize your dreams. You can control your destiny; you can and you should make a difference. Be good leaders or good followers but always give it all you have. Live life with passion. We have a nation to build...it's time to be counted," he added.

Other distinctions previously bestowed on REA include the Knighthood in the Order of Orange–Nassau by Queen Wilhelmina Armgard of the Netherlands, honorary degree for Doctor of Humanities, and Perlas Award for Valuable Leader in Youth & Community Development.



REA was joined by his wife Marian when he was conferred the honorary degree for his contributions to the Cebuano community.

SONNY CARPIO

Three board seats, one grand slam

By Beryl Ann Manching

The Aboitiz Foundation became the first organization in the country to sit in three policy-making bodies all at the same time in a year, making the grand slam feat a milestone achievement for the Cebu-based foundation.

The Foundation, represented by EVP and Managing Trustee Sonny Carpio, has earned a seat in three of the largest non-government organizations (NGO) groups nationwide. These are the Association of Foundations (AF), the League of Corporate Foundations (LCF) and Philippine Council for NGO Certification (PCNC).

"This basically tells us that the NGO industry looks up to Aboitiz Foundation as a model institution for change," Carpio said. "Through our passion to serve, we have gained the trust of our peers and the NGO community in the entire country. Just gaining the trust of these networks, including big players in Metro Manila, means a lot for a foundation in the South."

Carpio is a board trustee of all three NGO organizations. He is the membership and finance committee head of the AF, a body that provides relevant information, training, consultancy and technical services based on foundation practices and emerging technologies to enrich

its members' competencies.

He is the head of resource mobilization of the LCF, a group of 75 corporate foundations that provides business solutions to social problems through programs in the area of arts and culture, education, environment, health, enterprise development, CSR research and training. The PCNC is an organization that certifies donee institution status to qualified members and grants 100% tax deduction.

"Having these duties, our key role is to set directions and strategies to make the NGO industry accountable, responsible and robust," said Carpio.

"Aboitiz Foundation is strong on general processes and structure, which means that our programs are well-planned, implemented and monitored by the team, and of course supported by the board and executive committee," he added. "These are value-adding capabilities that we can share with our networks to help build a more effective and efficient social development industry. We have indeed lived up to our brand of CSR, and I am proud and honored that we have become a well-known and respected foundation in the whole Philippines."



AEV and UnionBank join Cebu business & sustainability summit



Erramon Aboitiz, AEV president & CEO, and Maria Gonzalez Goolsby, Union Bank of the Philippines (UnionBank) executive director for Corporate Philanthropy and Social Responsibility, were among the invited speakers to the One Cebu Business and Sustainability Summit 2010 held last Aug. 9 at the Cebu International Convention Center.

The summit, organized by the Mandaue Chamber of Commerce and Industry (MCCI), in partnership with Cebu Provincial and Mandaue City Governments, and the Philippine Chamber of Commerce and Industry, had the theme "The Sustainable Business Revolution: A Call to Action."

Aboitiz, who is also AboitizPower president & CEO, spoke on his advocacy regarding "Cleanergy: Customer Engagement as Driver for Renewable Energy." He urged consumers to be smart in their power consumption and to support efforts that promote the use of renewable energy resources.

Goolsby talked about "Doing Good

While Doing Great in Business," sharing the UnionBank Learning System experience and how this has made an impact on public school students.

During the summit, the local government units of Mandaue City and Cebu Province and the private sector signed a commitment to ensure an eco-friendly and sustainable business as part of their advocacy.

Signatories to the commitment were summit participants led by Mandaue City Mayor Jonas Cortes, the Cebu Business Club, Rotary Club of Cebu, Cebu Leads Foundation, Cebu Filipino-Chinese Chamber of Commerce, and AEV represented by Chief Reputation Officer Sebastian Lacson.

Top business executives, government policy managers, leaders of the academe, members of business support organizations, and LGU leaders of Mandaue City, Cebu, Iloilo, Bohol and Camotes Island were present at the summit.

Other speakers were Tony Meloto of Gawad Kalinga; Alexander Lacson, author of 12 Little Things Every Filipino Can Do to Help His Country; Elisea Gozun, former Department of Environment and Natural Resources secretary; architect Felino Palafox Jr., renowned urban planner; Yolanda Ong, Campaigns and Grey group chairman; Brad Reddersen, Stranova CEO; and Manny Aligada, Globe Telecom Corporate & SME head.



EIA and Maria Goolsby of UnionBank talk about clean energy and on CSR, respectively, during the Once Cebu Business and Sustainability Summit.

Race to Reduce wins for environmental excellence in Asian CSR Awards

By Marge Gravador

Race to Reduce Challenge, the Aboitiz Group-wide effort to cut down on consumption in energy, water and paper was adjudged winner in the Environmental Excellence Category of the 8th Asian CSR Awards.

The announcement and awarding of winners was held at the Crowne Plaza Mutiara in Kuala Lumpur, Malaysia last Oct. 22. This year's awards attracted 141 entries representing 99 companies from 15 countries.

AEV Chief Reputation Officer Sebastian Lacson accepted the award presented to him by YABhg Datin Paduka Seri Rosmah Mansor, wife of Malaysian Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak.

IBM Philippines and The Link Management Ltd. Hong Kong also won Excellence Awards in the same category as AEV.

The Asian CSR Awards recognizes and honors companies in Asia for their outstanding initiatives in corporate social responsibility. Projects should demonstrate the company's leadership, sincerity and ongoing commitment in incorporating ethical values, compliance with legal

requirements, respect for individuals, involvement in communities, and protection of the environment into the way they do business.

The awards are given in five categories: Best Workplace Practices, Concern for Health, Environmental Excellence, Poverty Alleviation, and Support and Improvement of Education.

The other finalists for this year's awards were Kraft Foods Philippines, MEASAT Broadcast Network Systems, Pilipinas Shell Petroleum Corp., Shell Indonesia, Smart Communications, The Link Management Ltd., Vestas Wind, Technology India Pvt Ltd., Tetra Pak Pakistan, UltraTech Cement Ltd., and Unilever Indonesia Tbk.

The Asian CSR Awards, the region's premier awards program in CSR, is an inherent component of the annual Asian Forum on Corporate Social Responsibility (AFCSR) presented by the Ramon V. del Rosario, Sr. AIM Center for Corporate Social Responsibility, and Intel. Some 342 delegates from 27 countries and 245 companies attended this year's AFCSR.

AboitizPower BUs learn to manage crisis communication

By Rianne Tecson

During a crisis, even the body language of the person delivering the message could speak volumes and may either help or aggravate an already tense situation.

Representatives from AboitizPower business units nationwide recently gathered for a crisis communication and management seminar to learn how to effectively deliver their message to the public, in light of the current power supply situation.

Organized by Hedcor, Inc., the seminar was attended not only by executives and team leaders but also by team members most likely to be involved in crisis management and communication for their respective companies. It was held at the Rancho Palos Verdes Golf and Country Club in Davao City last Aug. 18 and 19.

Speakers

Reputable public relations (PR) consultants and media practitioners shared valuable inputs and experiences on the basics of crisis management and communication. These were Ritzi Ronquillo, PR and communication consultant and former PR head of the Manila

Electric Company; Jones Campos, president/CEO of JonesPR/J.T. Campos Corporation and former PR head of Globe Telecom; Antonio Ajero, seasoned Davao City-based journalist; and Lelani Echaves, Cebu City-based newspaper columnist and PR practitioner.

Ronquillo first defined crisis, then discussed the basics of crisis communication and identified the elements needed to come up with a crisis communication plan.

Defining Crisis

During Campos' presentation, participants were asked to identify what, to them, constitutes a crisis. The top five responses were labor-related issues, force majeure, brain drain, technical problem and power supply concerns.

Campos also briefed participants on what to do and the things to watch out for in relaying a message to media during crisis situations.

Ajero, for his part, discussed media relations and shared local media's perception of how Davao Light and Hedcor, Inc. dealt with reporters.

Echaves showed video clips of media interviews and engaged participants in critiquing these, identifying the dos and don'ts in media interviews. As part of the workshop sessions, selected participants were made to undergo individual interview sessions. The video clips of these interviews were then presented to the group for critiquing.

On the second day, a mock press conference was held with participants applying techniques learned from the previous day.

Seminar attendees said they were thankful for the sessions. While hoping they won't have to confront crisis situations, they are optimistic they can handle a crisis when it hits them.



At left, PR practitioner Ritzi Ronquillo discusses the basics of crisis communication; at right, a mock press conference is in session.

Power companies attend Basic Supervisory Training

By Ruth Ferolin

Nineteen team leaders from Cotabato Light & Power Company (Cotabato Light), Davao Light and Hedcor recently attended a two-day basic supervisory training to familiarize themselves with the responsibilities of a supervisor and how, if carried out well, these tasks could make a positive contribution to the entire organization.

Former Hedcor president Romy S. Ronquillo, whose vast experience made the discussions very fruitful, challenging and interesting, facilitated the training that was held at the Grand Menseng in Davao City.

During the sessions, Ronquillo emphasized that training and providing team members with other work-related information ensure that they can take on additional tasks when the team leader is away.

The training also gave participants inputs on how to develop their skills in planning, organizing, monitoring, delegating and communicating. These skills are important for team leaders in performing supervisory and managerial tasks.



Customer Service Supervisor Ernesto Lu gladly receives his certificate from Mr. Ronquillo.



Cotabato Light, Davao Light and Hedcor team leaders with their training facilitator Romy Ronquillo.



AboitizPower President Erramon Aboitiz and VECO President Dennis Garcia (seated, 5th and 6th from right) lead company officials during the signing of the loan secured from three local banks. Beside them, from left, are Allan Yu, Metrobank FVP; Justino Juan Ocampo, First Metro Investment Corp. (FMIC) SVP; Carmelo Maria Bautista, FMIC executive director; Iker Aboitiz, AboitizPower FVP/CFO; Arlo Sarmiento, VECO VP Utility Economics Group; Francisco Sebastian, FMIC president; Gabby Mañalac, AboitizPower FVP; Chona Tiu, VECO VP/CFO; and Josefina Sulit, Metrobank EVP.

VECO obtains P1.7 billion loan

VECO, the country's second largest electric distribution utility, signed last Sept. 30 a P1.7-billion notes facility for its regular capital expenditure requirement. This is the company's first foray into the capital market for funding.

Metrobank, China Savings Bank and BPI Asset Management were the lenders in the issue, which was arranged by First Metro Investment Corp. (FMIC) as issue manager and Metrobank as notes facility agent.

"We are very pleased at this issuance which provides working capital at reasonable conditions for VECO's recurrent capital expenditure," said VECO President Dennis A.G. Garcia. "As the economy of Cebu and the rest of the franchise area grow, so do the capital expenditures of VECO."

Historically, VECO's capital expenditure is in the range of P500 million to P700 million per year.

"VECO's P1.7-billion multi-tranche notes issuance marks the company's capital market

debut, a significant milestone indeed. FMIC feels privileged to have arranged this transaction," remarked Arsenio Ona, FMIC VP for the Investment Banking Group.

VECO's franchise area covers 672 square kilometers, including the cities of Cebu and Mandaue. As of September 2010, it has over 310,000 customers and a peak demand of 371 megawatts. The utility is jointly owned and managed by AboitizPower and Vivant Corp., both listed on the Philippine Stock Exchange.

VECO commends senior citizen discount law

By Ethel Taneo-Natera

VECO is commending the recent enactment of Republic Act (RA) 9994, or the "Expanded Senior Citizens Act of 2010."

Section 4 (a) of R.A. 9994 grants a minimum 5% discount on the electricity consumption of senior citizens while Section 5 (d) grants at least 50% discount to qualified senior citizens' centers and residual care/group homes.

VECO, however, is still waiting for the supplemental implementing rules and regulations (IRRs) to be issued by the Bureau of Internal Revenue and/or the Energy Regulatory Commission (ERC). The IRRs will set the scope and limitations of the relevant legal provisions, including qualifications of senior citizen-grantees and, thus, avoid conflict in respect of the interpretation and application of the law.

Section 12, Article 3 of RA 9994's IRR states that the ERC and other concerned utility-regulatory agencies shall, within six months after the effectivity of these rules, formulate supplemental guidelines. VECO is expecting the supplemental IRRs to be finalized by ERC this

December. After this period, distribution utilities like VECO have 30 days from effectivity of the ERC guidelines to begin the giving of discounts.

The senior citizen or his representative shall apply for the discount with VECO. There shall be an annual renewal of the application. The applicant must also submit documents as proof of age and citizenship, proof of billing and proof of residence.

On the other hand, senior citizens' centers, residential care institutions or group homes must be DSWD-accredited before they could avail themselves of the 50% discount as provided for in [Section 5(d)] of the Expanded Senior Citizen's Act. The center must be either government run or organized and operated by non-stock, non-profit domestic corporations primarily for the purpose of promoting the well-being of abandoned, neglected, unattached or homeless senior citizens. It must have been in operation for at least six months, and with a separate meter for electricity.

BASIC REQUIREMENTS TO AVAIL OF 5% DISCOUNT FOR HOUSEHOLDS [SEC. 4 (C)]:

- Meter should have been registered in the name of the senior citizen for at least one year.
- The senior citizen must be residing in the household;
- Monthly consumption does not exceed 100kWh; and
- Discount is per household regardless of the number of senior citizens residing therein.





The new and first green building in the locality which houses Hedcor engineers who will explore and develop hydropower potentials in the Cordilleras and in Luzon. The inauguration was graced by La Trinidad Mayor Gregorio T. Abalos (left) while Hedcor VP Chris Sangster (center) and SVP Chris Faelnar (right) led the ribbon cutting (bottom photo).

Hedcor inaugurates green building

By Gen Toledo

Benguet now has a green building that houses over 50 engineers who will explore and develop hydropower potentials in Mt. Province and other parts of Luzon.

The green building, formally called the Engineering Building, is designed with integrated lights as support illumination during cloudy or dark days, while daylight is maximized through the use of oversized windows to keep power demands at lowest. It also showcases a contraption that collects rainwater used in other facility like comfort rooms and for cleaning.

The building was inaugurated last Aug. 10, with La Trinidad Mayor Gregorio T. Abalos as guest of honor.

With the impending power crisis, Hedcor is continuously searching for potentials to sustain the power needs while keeping up with its commitment to the environment.

Bakun IP endorses Hedcor for SLUP renewal

By Gen Toledo

The Bakun Indigenous Peoples has affirmed their support for Hedcor's long-term operations in their community by endorsing the power generation firm to the National Commission on Indigenous Peoples (NCIP) for the renewal of its Special Land Use Permit (SLUP) for the existing transmission lines of the hydropower system.

Through the Bakun Indigenous Tribals Organization (BITO), the endorsement was formalized on Aug. 2 through a Memorandum of Agreement (MOA) that BITO signed with Hedcor, which was represented by SVP Chris Faelnar.

The MOA serves as the Free and Prior Informed Consent that precedes the certificate of precondition to be issued by the NCIP, which is required before Community Environment and Natural Resources Office can issue the renewed SLUP.

Partnership with the municipality in the protection and maintenance of the Bakun watershed and the environment was also emphasized. Also formalized through the MOA are the establishment and operations of a materials recovery facility for solid waste management and a tree nursery for watershed enhancement.



The agreement that was entered into on Aug. 2 was signed by BITO Chairperson Mario Morales (seated, leftmost), Bakun Mayor Marcelo Contada (seated, second from left) and Hedcor SVP Chris Faelnar (seated, rightmost), in the presence of NCIP Regional Director Amador Batay-an (seated, second from right). Other Bakun officials also witnessed the signing.

Cotabato Light conducts business briefing

By Gerard Castillon

Cotabato Light team leaders and team members recently conducted a business briefing to ensure that they provide a more efficient and effective service to their customers.

The business briefing for the first semester, conducted last Aug. 12 and 13, aimed to ensure adequate, timely and updated information about the company.

The briefing exposed participants to different business-related information ranging from monthly performance reports to plans and directions that the company is taking.

Highlights of the activity were the presentations from the different departments of Cotabato Light—Engineering, Power Plant, and Administrative. The presenters also gave updates on the recent compact fluorescent lamp (CFL) exchange project of the Department of Energy (DOE). The DOE gave 33,000 CFLs to Cotabato Light for distribution to all its qualified residential customers. The CFL “Palit-ilaw



Power Generation Manager Engr. Genciano Ticzon presents to the business briefing attendees the Power Plant Division performance and plans.

Program” started on Aug. 10.

“We really appreciate this kind of briefing, which makes us feel that we are part of this company. And by that, we’ve become more

conscious of what’s happening, become more efficient and effective at work and to be able to hit the target or to reach the goals set by the company,” said billing staff Anna Jane Utod.

UnionBank among WAI Top 25 companies



UnionBank President and COO Victor Valdepeñas (center) joins (from left) T. Anthony Cabangon, publisher, BusinessMirror; Benjamin Ramos, president, BusinessMirror; Erik Stern, president, Stern Stewart & Co.; and Judge Pedro Santiago, chairman, BusinessMirror during the awarding ceremonies.

UnionBank was among four local banks recently included in the list of top 25 companies in the country based on the Wealth Added Index (WAI), which was developed by New York-based consulting firm Stern Stewart & Co.

In a report, BusinessMirror's Erik dela Cruz noted that, "Aboitiz-led UnionBank consistently delivered good returns to its shareholders, having posted net income of P4.3 billion for 2009, P2.1 billion for 2008, P3 billion for 2007, and P2.5 billion for 2006."

The three other banks in the list are Security Bank, Metrobank and Bank of the Philippine Islands.

All four banks were cited for their performance from 2005 to 2009.

Presenting the awards were BusinessMirror chairman Judge Pedro

Santiago, president Benjamin Ramos and publisher T. Anthony Cabangon, with Stern Stewart & Co President Erik Stern in a ceremony held on Aug. 25 in Makati City. UnionBank President & COO Victor Valdepeñas received the award for the bank.

The WAI attempts to measure wealth created (or destroyed) for shareholders by a company. It takes into account more variables than just the profits or share growth of a company.

UnionBank's stock closed at P42.50 per share as of the first half of 2010, equivalent to a price gain of 78.9 percent from the same period last year, outperforming the stock market and the financial sector indices which grew by 38.3 percent and 41.9 percent, respectively."

AsianLife companies sign up for another UnionBank service

By Jeni Tagao

Insurance and loan providers AsianLife & General Assurance Corporation (ALGA) and AsianLife Financial Assurance Corporation (ALFA) have signed up with UnionBank to avail themselves of the corporate checkwriter facility of the bank's cash management services.

This service enables the companies to efficiently disburse voluminous checks issued monthly to policyholders and provide loan grants to public school teachers.

ALGA and ALFA chose UnionBank for having the edge among all other providers since its outsourced checkwriting service offers system compatibility and advanced technology. Other cash management services currently being enjoyed by ALGA and ALFA are eGobyerno and business deposits. Discussions are also underway to explore automated collection services targeted to collect policy premiums and receivables from existing UnionBank account holders.

ALGA provides comprehensive insurance that includes individual and group life, non-life, and group medical and accident insurance through a multi-channel distribution system. The company is a wholly-owned subsidiary of ATR Kim Eng Financial.

ALFA, 70%-owned by ALGA, provides quality life insurance packages that adapt to the changing needs of businesses, families and individuals. It provides salary loans bundled with insurance packages to the public school teachers of the Department of Education through a network of 24 branches nationwide.

The combined strength of ALFA and AGFA places AsianLife among the top 10 insurers in the country.

UBP is SWIFT Workers' Remittance Service-certified



UnionBank is the first and only Philippine bank to be certified for the SWIFT Workers' Remittance Service (WRS).

SWIFT (Society for Worldwide Interbank Financial Telecommunication) is an international community handling communication exchanges between different financial institutions all over the world and enables services like remittance transfers to occur.

More than 9,000 banking organizations, securities institutions and corporate customers in 209 countries trust SWIFT to handle millions of communication exchanges everyday. SWIFT WRS is a product of SWIFT, which aims to make cross-border remittance transfers quicker and cheaper.

As of Sept. 6, 2010, UnionBank is the 16th certified participant in the world to go live for the SWIFT Workers' Remittance service. Other banks that are live are Citibank, Standard Chartered Bank, ICBC of China, Russlav Bank of Russia and La Caixa of Spain.

With SWIFT WRS, UnionBank and partner banks can agree on one price which both receiving and sending banks can share. The beneficiary does not get charged anymore, effectively lowering the total cost of the remittance considerably. To quicken cross-border transfers, UnionBank and partner banks also agree on a standard turnaround time when remittances are expected to reach the beneficiary.

By being SWIFT WRS-certified, UnionBank is able to connect with any bank overseas that is also certified live by the SWIFT WRS. With this, UnionBank can offer cheaper and quicker cross-border bank-to-bank transfers to kababayans overseas.

As an active partner in this international community, SWIFT invited UnionBank's EVP Hermie Pugeda to be a resource speaker in the SWIFT Workers' Remittance Business Day Conference entitled "Bridging a World of Opportunities" last Sept. 21 in Beijing.

Pugeda shared his thoughts on the migration of Filipinos and the trends and developments in the OFW remittance business to about a hundred representatives of major banks and financial institutions from around the world.

With him were also speakers from ICBC (Liu Wei, Head of Payment Operations), ICICI (Deepak Varghese, Head for Global Remittances) and Wall Street Dubai (C. Radhakrishnan, Head of Overseas and Wholesale Operations), to name a few.

The Persimmon North Tower topped off



AboitizLand executives top off the second of The Persimmon's four residential condominium towers, The Persimmon North. At the topping-off ceremony were (from left) Christopher Camba, AVP for Human Resource and Administration; Allan Alfon, AVP for External Affairs; Ronald Allan Uy, General Manager for Property Management; Nilda Ravina, VP for Industrial Estates; Jan Menguito, VP for Business Development, Land Acquisition and Technical Planning; and Rafael de Mesa, Property Manager for Residential and Condominium Projects.

The second residential condominium tower of the urban village The Persimmon was recently topped off, putting AboitizLand on target for the completion of its first venture into vertical residential development.

The Persimmon North Tower was launched in 2009. Turnover of units at The Persimmon North is scheduled for next year; units at the first tower, The Persimmon West, will be turned over this year.

The Persimmon North has 157 residential units—studio, one- and two-bedroom and loft residences—all in Asian contemporary design, each with a view of either the Cebu harbor, the mountainsides or the cityscape.

The North Tower, like the other three residential buildings within the village, has its own administration and security offices as well as function rooms.

The village will have a swimming pool and playcourts, generous landscaped open spaces that integrates indigenous trees like the mabolo for which it was named. Landscaping also extends to Gil Tudud Street, abutting the commercial area, which AboitizLand has adopted by way of a memorandum of agreement with the City of Cebu.

The Persimmon is a 1.4-hectare integrated development with a commercial-entertainment strip accessible by *vecinos* (Spanish for neighbors; AboitizLand's term for its homeowners/clients) through a dedicated rialto. Its commercial area, The Persimmon Plus, features a select mix of dining and service establishments and shops offering personal and home care and furnishings items.

2GO introduces the Budget Box

Whether you are a student moving to Manila for college or a sales executive being assigned to the province, leading supply chain solutions provider 2GO has found probably the most convenient and affordable way for you to ship all those clothes and other knickknacks in less than a week!

And this is via the Budget Box, the latest addition to 2GO's product offerings that is in line with its passion to provide flexible solutions.

Cheaper, one price a box

With dimensions similar to the very familiar Balikbayan box, 2GO currently provides the box for free in its outlet with a fixed shipping charge. One can send cargo to Manila from the Visayas (and vice versa) for as low as P369, P420 for North Mindanao, and P465 for South Mindanao. These rates are subject to additional charges, such as door-to-door delivery fee if requested by the customer.

With a maximum weight of 50 kilograms, the box is suitable for budget-wise customers who need to send in bulk. The delivery lead time is six days. For cargo exceeding the weight limit, customers can opt to avail of the Day 3 and Day 6 LCL (less-than-containerload) service.

Go international at a budget

For international shipments, 2GO has also started offering the International Budget Box which features all-in fixed rates to the US, Canada, Singapore, United Kingdom and Australia.

Since VAT and valuation fees are already included in the international budget box rates, the cost of the service is very reasonable at P2,200 for a one-kilogram box and P2,800 for

a two-kilogram box for all packages going to the US.

For more information on 2GO's products and services, visit www.2GO.com.ph or call the hotline number (+63 2) 5287-136.



2GO Boracay now open

2GO continues to grow its network with the opening of its Boracay outlet. Although Boracay has a thriving hotel and restaurant industry, bringing cargo to and from the island has always been a logistics challenge. 2GO takes on this challenge as it offers courier and cargo services to Boracay locals and tourists as well.

Metaphil gets ISO 9001:2008–certified

By Zeny N. Novabos

The Aboitiz Construction Group, Inc. and Metaphil International, Inc. (MII), two companies specializing in fabrication, construction and engineering, have been recommended by TUV Rheinland Philippines, Inc. to be granted the prestigious ISO 9001:2008 Quality Management System certification.

The accreditation is an upgrade from the ISO 9001:2000 system held by ACGI since 2002; it will be the first for MII, a PEZA-registered and Balamban-based company.

ACGI's certification covers engineering design and detailing, general building and engineering/industrial construction, metal fabrication and assembly. The certification for MII, on the other hand, covers metal fabrication and assembly (including pressure vessels, structurals and pipings).

An ISO certification is proof of the company's adherence to global quality standards and its commitment to its customers, workers and business partners.

"ISO is Metaphil's commitment to deliver on its promise of construction reliability, integrity, safety and quality," said ACGI Chairman and CEO Roberto Aboitiz.

"The team members support and the management commits as well to the quality management systems of both companies," said TUV Rheinland auditor Rosehleen Anjela Buenavista as she announced the positive findings in the closing meeting held on Aug.

27. Also reported as a positive finding is the "commendable achievement" of valued drivers, which are the company's key result areas.

"The Metaphil *kauban* spirit, once again, has brought this feat and we thank all team members who have continually worked in pursuit of excellence," said President and COO Napoleon Pe, Jr. *Kauban*, the local term for teammate, is used by the company to drive teamwork and alignment to the corporate objectives.

AVP for Quality and Safety August Dacanay is the Metaphil quality management representative while Dianne Garcia, manager of project control department, and David Dumaguit, manager for quality and safety, are the internal quality audit team leads.

Ongoing projects

With over 30 years of experience and expertise in construction, engineering and project management services, MII contributes to the country's industrial growth and provides jobs and good training for over a 2,000-strong workforce.

The company's ongoing projects include the fabrication and modularization of OnQuest USA waste heat recovery units in Australia; construction of the Japan Gas Corp. Philippines, Inc. and Chiyoda Philippines Corp. as members of the TJCP joint venture for the Taganito High-Pressure Acid Leaching Project temporary facilities in Surigao; construction of the La Filipina milling wharf in Tondo, Manila; fabrication of bridge and feed mechanism for Outotec Pty Ltd in Surigao; construction of the new warehouse and administration building for Philippine Foremost Milling Corp. in Iloilo City; the recurring hull fabrication work for Tsuneishi



Taganito-Surigao project



Outotec-Fabrication of bridge & feed mechanism



PFMC-Design & Construction of New Warehouse & 3-Storey Admin Building



ATS-67 units Trailer Chassis

Heavy Industries (Cebu), Inc. in Balamban, Cebu; and, various works for AP Renewables, Inc. in Makban, Laguna and Tiwi, Albay.

Recently completed projects are the 138-kv tie line for VECO and the fabrication of 67 units of 40-footer trailer chassis for the Aboitiz Transport System.



TUV Rheinland Philippines, Inc. awards the ISO 9001:2008 certification to Aboitiz Construction Group, Inc. and Metaphil International, Inc. Present during the awarding were (from left) TUV Rheinland's audit team lead Ma. Valora Solero, Rosehleen Anjela Buenavista, and Melody Mokamad, together with Metaphil Quality Management Representative/assistant vice president for Quality & Safety August Dacanay, Chief Information Officer and VP Zeny Novabos, Internal Quality Auditor lead & project control team manager Dianne Garcia and Internal Quality Auditor co-lead & quality/safety manager David Dumaguit.

VECO-Tie Line Project

Pilmico doubles production capacity with feedmill expansion

By Oscy Balangiao



Pilmico's increased production capacity at its Iligan feedmill ensures that Pilmico's high quality products will be available to its customers at all times.

Pilmico Foods Corp. (Pilmico) has completed its feedmill expansion, doubling its capacity to produce high quality feeds and enabling the company to meet the growing demand for animal feeds in the Visayas and Mindanao regions.

The feedmill is located at the Pilmico milling complex in Kiwalan Cove, Iligan City. The additional production capacity further ensures that the company's high quality products will be available to its customers at all times.

Expansion work on the feedmill began in June 2009 and took a year to complete. Ottevanger,

the company in Netherlands that specializes in designing and building a complete range of feed milling machinery, turned over the feedmill to Pilmico management last July 6.

This year, Pilmico also expanded its product portfolio by venturing into the gamefowl industry through Salto, its newest brand for gamefowl feed. Salto offers a complete feed line from chick booster, baby stag developer, stag developer, maintenance and conditioner for a roundup of protection and stamina from the brooding to ranging and to conditioning stages.

Pilmico Quality Circle team bags gold

By Roly Ann Claro

The quality circle (QC) team of Pilmico bagged the Gold Award during the Regional Quality Circle Convention last Aug. 12-13 at the Grand Caprice Restaurant in Cagayan de Oro City.

The team's project, titled the "Installation of Manual Gravity Diverter Valve at C-Mill All-Purpose Flour Conveying System," bested other entries in the Kaizen Production Category.

Their victory proves the innovative minds of Pilmico employees and their great potential to help solve problems at work through teamwork. The Gold Award is the latest addition to Pilmico's growing collection of awards from both local and international quality circle tilts.



The winning Pilmico Quality Circle team is composed of, from left, Generoso Andrin, Jr., Edgar Payla and Rizalito Buot.

Pilmico scholars pass agri licensure exam

By Celeste Brigente

Two beneficiaries of Pilmico's Purposive Scholarship Program have passed the Agriculturist Licensure Examination, with one of them landing in the top 10.

Pilmico scholars Jelord Moreño Sumaya from the University of Southern Mindanao-Kabacan and Reginaldo Ragandang, Jr. were among the successful examinees who took the licensure exams recently administered by the Board of Agriculture. Of the 2,689 examinees, only 972 passed the examination. Sumaya placed sixth in the exam.

Sumaya and Ragandang are now working as swine supervisors at the Tarlac swine facility of

Pilmico Animal Nutrition Corporation (PANC).

Launched in 2007, the Pilmico Purposive Scholarship Program recognizes outstanding undergraduate students pursuing degrees in Information Technology, Chemistry or Engineering. Out of its nine student-beneficiaries, five have already graduated.



Pilmico scholars and agriculturist licensure exam passers Jelord Moreño Sumaya (leftmost) and Reginaldo Ragandang, Jr. (rightmost) with Pilmico VP-Operations Reano Gumalo (seated) and other Pilmico officers.

PANC conducts hog raising activities in Capas

PANC conducted municipality-wide activities for hog raisers in Capas, Tarlac from July 15 to 17 as part of its 12th anniversary celebration.

A motorcade around the 15 barangays of Capas opened the festivities, inviting everyone to a seminar on profitable hog raising and veterinary mission. Pilmico's Marketing and Sales Team joined the caravan.

House-to-house visits in Barangays O'Donnell, Sta. Lucia and Cristo Rey were conducted on the second day.

On the third day, PANC Veterinary Services and Technical Officer Dr. Teodoro Orlino, and Nutrition Services and Technical Officer Roland Vidor conducted a seminar on excellent breeding, nutrition and feeding.

Pilmico raffled off 10 bags of feeds and six piglets to those who attended the seminar. Everyone was also given Pilmico shirts and caps.

Aboitiz Foundation affirms commitment to an improved education system

By Beryl Ann Manching

To affirm its continued commitment for an improved public education system, the Aboitiz Foundation held its Interventions in Education event last Sept. 23, 2010, at the Cebu International Convention Center.

Education Secretary Bro. Armin Luistro graced the event that was attended by Aboitiz Foundation officials led by its president, Jon Ramon Aboitiz, as well as top executives from Aboitiz Group companies. Also present were Foundation scholars, representatives of beneficiary schools, project partners and key officials from different local government units.

During the event, Sec. Luistro and Mr. Aboitiz signed a memorandum of understanding to seal the Aboitiz Foundation's pledge to continue implementing education-related programs.

"We believe it is in the area of education that we can create the greatest impact with the most positive effects on the lives of our beneficiaries," Aboitiz said. "We also believe that a better-educated youth means a better future for the Philippines. It is through education and skills training that we can help open wider the doors of opportunity for them, to build for them a stronger foundation to improve their quality of life, to mold them to be assets to society, and to even train them to be globally competitive."

Real Testaments

"These interventions are real testaments to the Aboitiz Group's unwavering commitment to help improve the country's educational system, and in the process empower our youth, for the benefit of our country's future," Aboitiz added.

Various Aboitiz business units contribute yearly to the Aboitiz Foundation to fund its programs. Approximately half of the Foundation's annual budget goes to projects under education. From 2000 to the present, it has spent over P711 million on education-related projects, or 49% of the P1.4 billion allocated for all CSR projects groupwide.

This is in support of the Adopt-a-School Program (Republic Act 8525), which encourages companies to assist in the delivery of better quality education to public schools in the country, particularly in poverty-stricken provinces. The Aboitiz Foundation also actively supports Brigada Eskwela.

Education Projects

The Foundation's education-related projects include school buildings and classrooms, scholarships and financial assistance programs to deserving students, and an integrated computerization program.

Other interventions of Aboitiz Group companies include UnionBank's Learning System: Developmental Reading Integrated with Values Education for Good Citizenship, Pilmico's Capas Brainshow, Davao Light's

Outland Adventure Camp, library kit donations, e-Learning, vocational and technical training centers, and coalition building.

To date, some 32,000 public school students nationwide have benefited from the 261 classrooms that the Aboitiz Foundation has built since 1996, thus making a classroom environment conducive to learning and helps improve students' performance. Nearly 10,000 students have benefited from over a thousand computers that the Foundation has donated, while 60 computer laboratories have been refurbished. Some 1,300 students from street children to college students are supported every year through different scholarship programs.



"A BETTER-EDUCATED YOUTH MEANS A BETTER PHILIPPINES." This was what Jon Ramon Aboitiz (standing), president of the Aboitiz Foundation and AEV chairman of the board, said during the Foundation's annual Interventions in Education. Also present were (from left) City Savings Bank president Mikel Aboitiz, DepEd Secretary Bro. Armin Luistro, Aboitiz Foundation trustee Romy Ronquillo and DepEd 7 Director Recaredo Borgania.



Aboitiz Foundation turns over P1.5 M to PBSP

By Danny Cerence

The Aboitiz Foundation recently turned over P1.535 million to the Philippine Business for Social Progress (PBSP), representing the contributions of Aboitiz companies that are PBSP members.

The contributions for fiscal year 2009–2010 are from Aboitiz and Company, Davao Light, Cotabato Light, Pilmico, and Aboitiz Jebsen Bulk Transport Corp.

Aboitiz Foundation President Jon Ramon Aboitiz handed the ceremonial check to PBSP chairman Manny Pangilinan at a simple ceremony held at the Aboitiz office in Makati City.

Also present were Aboitiz Foundation Chairman Erramon Aboitiz and EVP–Managing Trustee Sonny Carpio, Pilmico Chairman Antonio Moraza, PBSP executive director Rafael Lopa and chief executive adviser Klaas Oreel, and PLDT–Smart Foundation president Butch Meily.

“Aboitiz helps PBSP achieve its goals of nation building through its various projects nationwide. That is the commitment that we give being one of PBSP’s founding members,” said Jon Ramon Aboitiz.

“The PBSP member–companies’ contributions are used to attract larger grants and donations so that PBSP can increase its reach and impact. This



The Aboitiz Foundation recently turned over P1.5 million to the Philippine Business for Social Progress (PBSP), representing the contributions for fiscal year 2009–2010 of Aboitiz companies that are PBSP members. The contributions are from Aboitiz and Company, Davao Light, Cotabato Light, Pilmico Foods Corp., and Aboitiz Jebsen Bulk Transport Corp. Aboitiz Foundation President Jon Ramon Aboitiz handed the ceremonial check to PBSP Chairman Manny Pangilinan, in the presence of Aboitiz Foundation Chairman Erramon Aboitiz and EVP–Managing Trustee Sonny Carpio, Pilmico Foods Chairman Antonio Moraza, PBSP executive director Rafael Lopa, chief executive adviser Klaas Oreel, and PLDT–Smart Foundation president Butch Meily.

year, PBSP will start its eighth five–year plan for poverty reduction. The programs will integrate disaster risk mitigation and ecological protection and ensure relevance in the rapidly changing

environment,” said Pangilinan.

Aboitiz has been very supportive of and is active in PBSP activities. It is the biggest contributor to PBSP outside of Manila.

Aboitiz Foundation donates 5 classrooms to Pulangbato

By Beryl Ann Manching

Pupils from Pulangbato Elementary School will no longer endure severe heat nor get wet during rainy days while having classes in an open gym after Aboitiz Foundation donated a new five–classroom school building last August 5.

Before the Foundation’s intervention, the school had limited, dilapidated classrooms that were not enough to house 822 pupils. Some had to make do with having classes in makeshift “rooms.” Noise and weather disturbances distracted the pupils, making them unable to focus during classes.

Leah Ibales, school principal, was very grateful to Aboitiz Foundation for addressing the classroom shortage. “This is a gift to our pupils who will now enjoy a good classroom learning experience. Thank you very much,” Ibales said.

Jon Ramon Aboitiz, president of the Aboitiz Foundation, said that his family taught them at an early age “to think beyond profit and economic bottom line.” Today, the Foundation continues this legacy instilled by Aboitiz forefathers through helping people who help themselves.

Bro. Armin Luistro, Department of Education secretary, expressed his admiration for the visible cooperation between the local government unit (LGU), private sector and academe. These stakeholders worked together in “not just implementing projects that bring high publicity”



Cebu City and education officials accept from Foundation officials, led by president Jon Ramon Aboitiz and board trustee Romy Ronquillo, the five–classroom school building for Pulangbato Elementary School.

but are socially relevant most importantly.

“I can see the vision and commitment Cebu has for education,” Sec. Luistro said. We can do nothing nationwide without LGU and private sector’s support. It is hard to look for [people] who share the same dream.”

Such cooperation is reflected as Aboitiz Foundation financed 70% of the overall project cost while Cebu City Government put up a 30% counterpart fund.

Luistro said President Noynoy Aquino consistently said that his flagship project is a real education nation. “All education inputs will have to be addressed in two years, and partnerships from communities, private schools and church are necessary,” Sec. Luistro added. “Whatever we invest in schools will redound to the development of a whole city and a whole nation.”

Cebu City Mayor Michael Rama, for his part, agreed and reminded the beneficiaries that “we don’t demand, it has to be earned. Education is a gift; when you are given a gift, you take care of it.” He added, “If education is expensive, how much more for ignorance?”

Also present during the event were Department of Education 7 Director Recaredo Borgonia, Vice Mayor Joy Augustus Young, Division Schools Superintendent Dr. Rhea Mar Angtud, Public Schools District Supervisor Gemma Sy, and officials from the barangay council.

Aboitiz Foundation implements rewiring project for public schools

By Rianne Tecson



Cebu City officials led by (second from right) Mayor Michael Rama and Vice Mayor Joy Augustus Young (third from right) join officials of the Aboitiz Foundation led by its president Jon Ramon Aboitiz (extreme right) and managing trustee Sonny Carpio in the ceremonial switch-on of the rewiring project of the Banilad Elementary and Night High Schools. The Banilad schools were the first beneficiaries of the Foundation's rewiring project, which will be implemented next at the Mabolo National High School (formerly Florencio Urot Memorial National High School).

Students and personnel of the Banilad Elementary School and Banilad Night High School no longer have to worry about staying in poorly lit classrooms and offices or their decades-old building catching fire due to faulty electrical wiring.

The two schools are the first beneficiaries of the Aboitiz Foundation's rewiring project, which involves upgrading the schools' wiring system and installing e-savers lamps in 36 classrooms and six offices.

Aboitiz Foundation officials led by its president Jon Ramon Aboitiz turned over the project to the schools and to Cebu City officials last Sept. 13.

Aboitiz said they implemented the project at the Banilad public schools after seeing the danger caused by broken electrical components in the school buildings' wiring system. The rewiring project will be implemented next at the Mabolo

National High School (formerly Florencio Urot Memorial National High School), this time by VECO.

The Foundation shouldered the wiring materials and paid for labor. For its part, the Cebu City Government paid for the 575 e-saver lamps, with 12 installed in every room.

Cebu City officials lauded the Foundation for the rewiring project, describing it as one of the best to be implemented in schools. They added that because of the improved lighting, students are able to see clearly, especially now that the rainy days are here.

Jeralyn Rico, Banilad Elementary School principal, shared these sentiments, saying that before the project was completed, one classroom only had four fluorescent lamps each. She always had to worry about the possibility of the school catching fire due to electrical overload, Rico added.

Cotabato Light turns over refurbished school building

By A. Nataño and D. Vertuoso



Cotabato Light finally completes the refurbishment of the six-classroom building of SKNHS. Inset photos show school officials led by principal Datu Karnain B. Mamadra signing the deed of donation and accepting the symbolic key from VP and Resident Manager Crisente Ferolino. Joining them during the turnover was Cotabato Light HR/Comrel Officer Anna Leah Lee Nataño.

Cotabato Light and Aboitiz Foundation turned over a newly refurbished six-classroom building to the Sultan Kudarat National High School (SKNHS) last July 27.

During the turnover ceremony, Cotabato Light VP and Resident Manager Crisente Ferolino handed the symbolic key to SKNHS Principal Datu Karnain Mamadra. He also emphasized the

need to keep the building clean and for its occupants to take care of it.

"We are very happy to become an instrument in attaining your dreams to have a brighter future. We hope that these facilities will truly inspire you to study better both for students and teachers of this school," Ferolino added.

Total project cost reached P975,000.

In his acceptance speech, Mamadra thanked the Aboitiz Foundation and Cotabato Light for their generosity and gave assurance that they will take care

of the building.

Also present during the turnover were Power Generation Manager Genciano Ticzon, Control Jorge Daabay and Cris Guiana, Maintenance Supervisor Ramon Arconado, Branding & CorpCom Officer Donjie Vertuoso, and Purchasing and Technical Services Supervisor Anthony Bueno, who assisted Comrel Officer Anna Leah Lee Nataño.

VECO rehabilitates electrical systems of 4 schools

By Ethel Taneo-Natera

Four elementary schools in Consolacion and Liloan towns and Talisay and Cebu cities will benefit from VECO's energy audit and electrical-system upgrade to provide safety for students, teachers, and surrounding communities likely to be affected by fire.

The project kicked off last Aug. 18 with the signing of a memorandum of agreement with Arcelo Memorial High School (AMHS) in Liloan and Garing National High School in Consolacion. AMHS was among the Aboitiz Foundation's first three recipients of a three-classroom project in 1996.

Jimmy Aboitiz, VECO EVP and COO, led the signing ceremonies with school officials. Also present were Sonny Carpio, EVP and managing director of the Aboitiz Foundation, and Ricardo F. Lacson, VECO VP for Admin and Customer Service Group. Lacson spoke of sustainability being the thrust of both the foundation and VECO in going back to its roots for educational upliftment projects under its corporate social responsibility program. Encouraged by the progress of the students and the faculty members, previous project recipients are assured of continued support, Lacson said.

In selecting the school recipients, VECO and Aboitiz Foundation followed certain criteria: the oldest school constructed by Aboitiz Foundation in the identified city or municipality, condition of the electrical system after an energy audit, number of school buildings, number of students, distance from the fire station, and road access. Other criteria include having the highest risk of fire due to problems with their electrical systems, and remoteness and lack of access to fire hydrants.

Work covers the installation of piping, wiring, switches, lighting fixtures, circuit breakers with enclosures and outlets. The total project cost is P1.4 million.

The project will be jointly managed by the school principals, parent-teachers associations, Aboitiz Foundation and VECO. Aboitiz Foundation, through VECO, will provide funding for labor and materials. The schools shall be responsible for monitoring the works and for salvaging materials that can still be used and may as counterpart for the project.



HEDCOR TURNOVER OF CLASSROOM. Hedcor VP for Business Development Gregorio Jabonillo (second from right) leads the ribbon cutting during the one-classroom building turnover to the Catalanun Pequeño National High School last Aug. 28. Also in photo (from left) are Davao City Councilor Melchor Quitain, Hedcor Talomo Maintenance and Operations Manager Nuel Medelo, Davao City Councilor Emmanuel Galicia, and Department of Education assistant schools division superintendent Ma. Ines Asuncion. (Angelica Aquino)



VECO RUNNERS SWEAT IT OUT FOR SCHOOLKIDS. Five hundred children from the Leonard Wood Elementary School (LWES) in Jagobiao, Mandaue City received school supplies from VECO last Aug. 21 after the company's Power Runners finished the Vecolympics '10 Power Run. Every runner who finished the race contributed an amount for the purchase of educational supplies to give to the schoolchildren. VECO also donated new materials to the LWES library including Math and Science textbooks, a world map, dictionaries, and a globe. (Kira Katrina Ma)



SCHOOL SUPPLIES FOR SUWC. Scholars of the Street Urban Working Children (SUWC) Program show the bags of school supplies handed to them by the Aboitiz Foundation. The program is in partnership with the Department of Social Welfare and Development. A total of 267 public high school students from all over Lapu-Lapu City, Cebu received the school supplies. On weekends, these students make rags and ropes, sell newspapers, candies and rags on the streets, or work as house helpers to help their families. This year marks the seventh year of the Foundation's financial assistance to the SUWC program. To become a scholar, applicants must be working students who help their parents in livelihood activities. (Maria Christel Ponce)

CIPDI donates mini library kit

By Winmundo Charcos

The Cebu Industrial Park Developers, Inc. (CIPDI) has donated a mini library kit to San Isidro Elementary School in Barangay San Isidro, Asturias town.

The kit includes a cabinet, sets of reference books in Writing, Reading, English, Math, Science, Civics and Culture, and Filipino; and educational aides such as flash cards, dictionary, globe and map.

Town officials headed by Asturias Mayor Allan Adlawan, school administrator Ephraim Cabahug and barangay officials welcomed the donation. School

principal Divina Montero said the donation will further enhance the pupils' skills in research and vocabulary.

The library kit donation is in line with CIPDI's desire to contribute to educating public school children through the Department of Education's Adopt-a-School program.

The recipient school is located in the barangay, which hosts the sanitary landfill where locators of West Cebu Industrial Park-Balamban EnerZone dispose of their residual wastes.



Hedcor donates computers to 3 Benguet schools

By Gen Toledo



Hedcor recently donated computers to schools in its host communities to assist teachers and students in their computer literacy programs. Recipients were the Ebbes, Lamut and Kiwas Elementary Schools.

Three different schools located in host communities of Hedcor, Inc.'s hydropower facilities received computer sets as part of the power generation firm's efforts to assist these schools in their computer literacy programs.

Hedcor partnered with the Aboitiz Foundation, in the donation, which took place last Aug. 24.

The recipients were Ebbes Elementary School in Banengbeng, Sablan; Lamut Elementary School in La Trinidad; and Kiwas Elementary School in Tadiangan, Tuba. Each of these schools was granted a computer unit, complete with accessories.

"If the usage of the computers will rake in good results, then a batch of units may be given, which is also in support of the Department of Education's computer literacy program for elementary students," Hedcor Community Relations Officer Romeo Catingub said.

In a brief address to the recipients, Hedcor SVP Chris Faelnar, who turned over the units to the schools, said: "This is our way of thanking our host communities. We are proud to help schools of our host communities. As long as we are here, we will continue to help through infrastructure, education, environment, safety and health and livelihood programs."

Benguet is home to 10 of Hedcor's hydropower facilities situated in La Trinidad, Sablan, Itogon, Tuba and Bakun. Five other facilities are in Davao City.

Davao Light ensures high school education of Boys Town wards



At least 10 young boys of the Welfare Action Foundation, Inc. or Boy's Town in Maa, Davao City are assured of pursuing their high school education with the continued scholarship assistance extended by Davao Light.

Representatives from the Aboitiz-owned electric utility turned over last Aug. 25 its P150,000 financial assistance for the boys' shelter institution. Davao Light has been extending assistance to the boys' town for 10 years now.

The check was turned over by Davao Light EVP Arturo M. Milan to Boys' Town president Salvador Angala. The money will be used for the education and boarding of at least 10 of the Boys' Town's close to a hundred wards. The boys, mostly orphaned or abandoned, are studying at Maa National High School.

The company's support to the Boys' Town is not really new. Records at the Foundation show that during its early years, the Aboitiz family had been providing support ranging from material to financial, and even moral.

In accepting the assistance, Angala said the beneficiaries are already assured of finishing high school. Some 60 wards, 34 of them having already graduated from high school, have benefited from the grant since Davao Light started extending the assistance nine years ago.

The institution has already produced a veterinarian, a priest, and some expert truck body builders and mechanics. Two former Boys' Town wards are now gainfully working in large automotive assembly plants in Sta. Rosa, Laguna. (Vic Sumalinog)



FINANCIAL SUBSIDY FOR LUMAD SCHOLARS. Bien Garcia (third from left), Davao Light VP for Administration and Retail Services Group, hands over to Fr. Albert Alejo, S.J., the check for the company's financial subsidy to Lumad scholars studying in various universities and colleges in Davao City under the education program implemented by the Mindanawon Initiatives for Cultural Dialogue. The Mindanawon is a Jesuit-run NGO based at Ateneo de Davao University, with Fr. Alejo as the group's chairperson. Witnessing the subsidy turnover is another Jesuit priest from Belgium, Fr. Marcel Remon, S.J. (second from left) and Davao Light ComRel Manager Vic Sumalinog (far left). Also with Fr. Alejo's group are Mindanawon's executive director Perpy Tio, and four of the Lumad scholars.



DAVAO LIGHT MEDICAL-DENTAL OUTREACH. Davao Light Community Relations Department Supervisor Fermin Edillon (fourth from left) hands over a box of medicine good for as many as 200 patients to Mandug Barangay Captain Rosita Nerez in time for the start of the medical-dental outreach project, one of the activities during the week-long celebration of "Araw ng Barangay Mandug" last Aug. 7.



SUPPORT FOR PHYSICALLY CHALLENGED PERSONS. Davao Light CSR Manager Vic Sumalinog hands over a check for P100,000 to Our Lady of Victory (OLV) Training Center Executive Director Sr. Cecelia Wood, MD, as the company's support to a continuing skills training program for the differently abled persons at the center. At right is Davao Light EVP Arturo Milan while at left is Engr. Adriano Po, Jr., board chairman of the Independent Cooperative Movement of Employees of Davao (Income-Davao), the electric utility's employees' coop. Po, who is Davao Light's Procurement and Logistics Department Manager, also turned over to the center P50,000 representing the coop's donation. The financial support is Income-Davao's way of complying with the mandate of the new Cooperative Code of 2008 where cooperatives should allocate 3 percent of its net income for social programs. Witnessing the turnover of the check donations are OLV administrative officer Noemi Bangot and the center's wards and skills training beneficiaries.



HEDCOR TURNS OVER DAY CARE CENTER. Residents of Ebbes in Banengbeng, Sablan in Benguet now have better facilities for the early education of their children after Hedcor, Inc. and the Aboitiz Foundation turned over a refurbished day care center last Aug. 24. Hedcor SVP Chris Faelnar (extreme right) and Community Relations Officer Romeo Catingub (third from left) were present at the turnover ceremony. Local barangay official and students accepted the facility. (Gen Toledo)

Coop summit reaches Baguio

By Rowena Astillo

In partnership with Hedcor, the Aboitiz Foundation held the first Aboitiz Cooperative Summit in Baguio last July 21–22 at the Golden Pine Hotel.

The summit aimed to apprise delegates about Aboitiz Foundation's corporate social responsibility programs and let them know what Hedcor is doing to uplift its host communities. Thirteen participants from seven various cooperatives attended the event.

Jose Mendoza, Hedcor AVP for Operations–Baguio, was pleased to see how delegates from far-flung barangays converged in one place and made steps to pursue the ultimate goal—to help people help themselves.

“Since we are in the pilot stage, our accomplishment depends on how you implement your projects,” Hedcor SVP Chris Faelnar said. “Your repayment is instrumental since it is our basis in replicating this in our other business units across the country.”

He stressed that since Hedcor–Baguio was given only a P1 million budget for 2010, the recipients should “make sure that your proposal will be as convincing, realistic and achievable as possible” to get approval.

The summit was held to implement the mandate by Aboitiz Foundation's board of trustees to expand the microfinance program in Baguio.

Senior project officers Jowelle Ann Cruz and Rowena Astillo, and Hedcor's ComRel officer Romeo Crisanto Catingub facilitated the one-and-a-half day event.



Hedcor's SVP Chris Faelnar (seated center) joins ComRel Officer Romeo Catingub (seated leftmost) and Aboitiz Foundation senior project officers Jowelle Ann Cruz and Rowena Astillo (extreme left and right) in making the first Aboitiz Coop Summit accessible to Hedcor's host communities in Baguio.

The Aboitiz Foundation, in cooperation with Hedcor, Inc., opened opportunities to community-based cooperatives in Benguet through a micro-financing project.

The micro-financing project offers soft loans and small grants aimed to generate income and job opportunities for beneficiaries. Soft loans include vegetable and crop production and animal raising and dispersal, while small grants are for limited skills training, technology enterprise testing and cooperative/multi-purpose center.

Qualified partners are cooperatives and people's organizations, foundations and other civil societies within focus areas that are of good track record, good standing in the community and are registered with the Cooperative Development Authority. Focus areas in Benguet are communities where Hedcor operates.

During the July 21–22 Aboitiz Cooperative Summit in Baguio City, nine cooperatives participated and were taught how to prepare their project proposals which will later be submitted to the Aboitiz Foundation, through Hedcor. Attendees were from La Trinidad, Bakun, Sablan and Itogon, all host municipalities where Hedcor-owned hydropower facilities are situated.

Approved project proposals are charged a monthly minimal interest of 2%. Amortization schedules range from two months to two years, depending on the crop or product's gestation. Fifty percent of the total interest is refunded to cooperatives who are able to pay dues on or before the maturity date.

Moises Odayan, manager of the Alno Rural Community Development Coop in La Trinidad, said their organization plans to improve and expand their cut flower and vegetable production project. He added that for now, their project will be centralized for cooperative members but will later be extended to the community when sufficient funds are accumulated.

This micro-financing project realizes Hedcor's commitment to contribute to the development of its host communities.



Pilmico conducts dental mission

PANC recently conducted a free dental mission in Cut–Cut I, Capas, Tarlac. Dubbed as Kutitap, this yearly program aims to support the company's community relations activities to promote good dental health. The Aboitiz Foundation, Tarlac Provincial Hospital, Capas Rural Health Unit and Philippine Army–Light Armor Division, which sent volunteer dentists and health workers, supported the project.

Barangay Cut–Cut I officials thanked Pilmico's continuous support to the community's residents, especially those who cannot afford a dental check-up and extraction.

Now on its sixth year, Pilmico's free dental mission served a total of 102 patients, ages 9 to 65 years old.

Mosquito nets given to malaria endemic areas

By Angelica May V. Aquino



increasing number of malaria and dengue cases prompted Hedcor, Inc. to extend its social responsibility by responding to the needs of endemic areas such as Paquibato District.

Hedcor, Inc. distributed more than P20,000 worth of mosquito nets to residents of Sitio Pigdalahan, Barangay Pandaitan, Paquibato District in Davao City last August 6.

Data from the Davao City Health Office revealed 19 dengue deaths in July alone and a total of 375 malaria cases in the first seven months of this year. The

“Aside from generating clean energy, Hedcor has always been helping communities, especially those in remote areas, in taking care of their health. We are hoping that these mosquito nets can block the increasing number of dengue and malaria cases in Paquibato,” said Hedcor VP for Business Development Gregorio Jabonillo.

RAFI launches refreshed brand

By Nancy Cudis



To create more impact on the communities where it works, the Ramon Aboitiz Foundation Inc. (RAFI) has upscaled its core initiatives, refreshed its brand, and is ensuring that its more than 160 employees have a uniform and comprehensive understanding of the Foundation's identity and vision.

Last Sept. 7, RAFI launched internally its refreshed brand after working on it for one-and-a-half years.

"We now have a refreshed and powerful definition of our soul and purpose as an organization and a clear understanding of what we want to achieve. Now, we are in a position to bring this to the world," said RAFI President Roberto Aboitiz.

RAFI's vision and tagline is "Touching People, Shaping the Future." Its brand idea defines the 44-year-old foundation as an "architect of change" while its brand promise is "elevating lives through a comprehensive approach that champions best practices in community development."

The Foundation's brand attributes include collaborative as it continues to work with partners, holistic as it carries out multiple initiatives to address complex issues, and role model as it leads by example.

Focus Areas

RAFI now has five key focus areas, namely, integrated development, microfinance and entrepreneurship, culture & heritage, leadership and citizenship, and education.

To carry out the programs under these focus areas, the Foundation will capitalize on its capabilities, which include grants and awards that provide opportunities for concepts to become effective interventions in uplifting

RAFI's brand idea defines the 44-year-old foundation as an **"architect of change" while its brand promise is "elevating lives through a comprehensive approach that champions best practices in community development."**

human dignity and that recognize role models in the community.

These interventions are institutional development and planning that help out partners and communities organize for sustained change; knowledge sharing and advocacy that enable RAFI to share its best practices and equip individuals with knowledge to drive change; and service and facilities that allow the Foundation to provide support for its communities and partners.

RAFI's new logo was given a modern three-dimension appearance and a professional sans-serif typographic treatment. The shield was retained as reference to the Aboitiz family.

The Foundation's new colors—steel blue, ice blue, and saffron yellow—reflect the professional but still warm attitude that RAFI brings in its undertakings.

Responsibilities

"With this achieved, we become brand ambassadors. We must build brand equity with aligned and positive behavior. We must all be aware that failing to deliver on our promise will destroy our brand. Our reputation is our biggest asset, so let's build more trust through our work today and through our plans for tomorrow. Outcomes matter," Aboitiz said.

RAFI Vice President Jon Ramon Aboitiz reminded the RAFI team that the internal launch

was not the end of the Foundation's branding journey.

"It is the beginning of greater, exciting challenges to come. Branding is not something we discuss today and then we forget about tomorrow. A brand is built over time. In fact, it takes years to build a good brand and strengthen it. As we move forward, we must bear in mind that in order for us to be truly successful, it is imperative that we learn to live our brand in our day-to-day activities," he said.

Pledge

Chief Operating Officer Dominica Chua led the pledge of commitment and dedication of the entire RAFI team to internalize their role as "architects of change" in order to fulfill the Foundation's purpose of elevating lives of people and communities.

"We will strive to do our utmost to always put in our minds the big picture of development, to take into heart and translate into action our responsibility as role models in our community, and extend our hands to support, as well as work together and with others," she said.

During the launching, RAFI employees showed presentations that translated the refreshed brand in their respective focus areas of work.

The RAFI Choir performed the Foundation song as the grand finale, with everyone singing along with them.



RAFI, Cebu Provincial Government hold partners' conference

By Frances Mariscal

More than 1,500 government officials and development partners attended the 2nd expanded Green and Wholesome Environment that Nurtures Our Cebu Program Partners' Conference organized by the Cebu Provincial Government and RAFI last Aug. 4 at the Cebu International Convention Center.

The conference participants—mayors, vice-mayors, information officers, Sangguniang Kabataan leaders, Our Cebu Program coordinators, and representatives from the regional line agencies, academe, business, media and civil society—met together to share best practices in mainstreaming good governance at the local level geared toward building a livable Cebu.

The whole-day conference also served as an opportunity to promote public accountability of the local government units (LGUs) and to make the public aware that these LGUs have taken on their mandates toward making livable towns and cities.

Through various sessions during the event, the participants drew recommendations and agreements, including the continuation of



Gov. Gwendolyn Garcia (center) joins hands with RAFI President Roberto Aboitiz and Our Cebu Program Manager Agnes Magpale after the press conference of the 2nd Our Cebu Program Partners' Conference to signify the unity of vision and in efforts of the Cebu Province and RAFI in making a livable Cebu.

the implementation of the Our Cebu Program in 52 cities and towns of Cebu to constantly monitor the development of the cities and municipalities and replicating the program in the other provinces.

The Our Cebu Program is a five-year development program of the Capitol and

RAFI and implemented by the 52 component cities and municipalities of the Province of Cebu.

It provides each town in Cebu a comprehensive rebuilding framework, using a detailed scorecard system, which is aimed at making Cebu a place to live, work, play, invest, and do business.

RAFI, CEAP partner for environment program

By Nancy Cudis

RAFI has partnered with the Catholic Educational Association of the Philippines (CEAP) in restoring the Philippines' biodiversity through the Foundation's Generation, REdemption, and Expansion of Natural resources INitiatives in the Philippines (GREENIN' Philippines) Program.

RAFI Board Trustee and Treasurer Mikel Aboitiz and CEAP President Fr. Gregorio Bañaga signed the partnership agreement last Sept. 24 at the Waterfront Cebu City Hotel and Casino, capping the weeklong 2010 CEAP National Convention.

Ruth Rowena Alensonorin, executive director of the RAFI Center for Integrated Area Development, said the partnership will enable the GREENIN' Philippines Program to roll out its strategies at the national level and replicate best practices in environmental protection throughout the country.

The program seeks to develop, protect, enhance and

co-manage denuded forestlands, including bushlands and degraded residual natural forests. It was formed as RAFI's way of contributing to the country's commitment of achieving the seventh goal of the Millennium Development Goals, which is to ensure environmental sustainability by reversing the loss of natural resources.

Going beyond the usual tree-planting interventions, the program involves using native tree seedlings as viable planting materials in

all its restoration and rehabilitation efforts. RAFI's vision of "creating real forests" aptly describes the program's purpose and intent that necessitates implementing viable environmental initiatives that are integrated, and holistic in manner and collaborative in nature.

The Foundation will coordinate closely with CEAP in the development of a detailed implementation plan and provide the necessary technical support.

RAFI has established three native tree nurseries so far in Balamban, Cebu in partnership with the Cebu Industrial Park Developers Inc., and in Aloguinsan, Cebu and San Francisco, Camotes Island, Cebu in partnership with the local government units. These satellite nurseries have become major suppliers of native tree seedlings in their immediate vicinities.

For more information about the GREENIN' Philippines Program, please contact Neil Papas at 418-7234 loc. 515.



RAFI's Mikel Aboitiz (left) and CEAP's Fr. Gregorio Bañaga Jr., shake hands after signing a memorandum of agreement committing to restore the country's biodiversity through the GREENIN' Philippines Program

RAFI youth academy present projects on governance

By Mel Yan

The fourth season of the Young Minds Academy (YMA) has ended, with the 93 scholars presenting projects that promote good governance during the Best of Young Minds Conference, Awards and Graduation last Sept. 4 at the JSU-PSU Mariner's Court.

The YMA is a team-based youth leadership and citizenship development program of RAFI.

Various issues and concerns on local governance and possible ways to address them were tackled during the conference by three generations of scholars—Generation 1 (21–30 years old), Generation 2 (17–20 years old), and Generation 3 (12–16 years old).

Three teams—Team Mandela of Generation 1, Team Peron of Generation 2, and Team Magsaysay of Generation 3—out of 20 were awarded the Innovative Young Minds Award

for having the best project proposal.

Under the Service Track of YMA Season 4, where the scholars were given the opportunity to start implementing their project within the YMA season upon the approval of RAFI, Team Luthuli was awarded the Responsive Young Minds Award for having the best project implemented.

After the presentation of projects, the Best of Young Minds Awards and Graduation culminated the YMA Season 4, whose scholars started training last January 2010.

Mikel Aboitiz, treasurer of the RAFI Board of Trustees and president of City Savings Bank, congratulated the scholars for passing the “Character, Citizenship, and Leadership Building” 101, 102, 103, and 104 for having spent at least 260 hours in YMA over the last eight months—equivalent to getting four to five subjects with

three units each in a regular school.

Various individual and team awards at different levels of distinction were also conferred to the scholars during the Awards and Graduation. The highest individual award was the Jon Ramon Aboitiz Medal for Personal Excellence, which was given to Analyn Villa of Generation 1, Miguel Lumapas of Generation 2, and Janelle Airene Moran of Generation 3.

Team Mandela of Generation 1, Team Peron of Generation 2, and Team Ghandi of Generation 3 were given the highest team award—the Roberto E. Aboitiz Medal for Team Excellence.

YMA was launched last October 2006 and already ran for four seasons, including a special summer edition held last year for Region 8.



After eight months of training, 93 scholars graduated from the Young Minds Academy (YMA), the team-based youth leadership and citizenship development program of RAFI last Sept. 4. These scholars are participants of the fourth season of YMA, which focused on governance. Joining them during their graduation is RAFI President Roberto Aboitiz (seated, wearing white).

RAFI turns over 93 rehabilitated classrooms in Cebu

By Nancy Cudis

RAFI turned over 93 rehabilitated classrooms in the different municipalities in Cebu from Aug. 17 to Oct. 5.

These classrooms are beneficiaries of RAFI's School Rehabilitation Program that is supported by the Department of Education (DepEd) as well as recipient local government units, and Parents–Teachers–Community Associations.

Three rehabilitated classrooms were turned over in Alcoy last Aug. 17; seven in Ginatilan last Aug. 18; 15 in Moalboal last Aug. 25; 20 in Asturias last Aug. 27; 19 in Bantayan last Sept. 16 and 17; 15 in Sogod last Sept. 24; and 14 in Alegria last Oct. 5.

RAFI provided construction materials worth P353,979.95 for Alcoy; P1.7 million

for Ginatilan; P1.9 million for Moalboal; P3 million for Asturias; P4.1 million for Bantayan; P2.1 million for Sogod; and P1.6 million for Alegria;

As labor counterpart, the local government unit of Alcoy contributed P88,037.50; Ginatilan P649,600; Moalboal P452,276.60; Asturias P1.3 million; Bantayan P1.6 million; Sogod P981,966; and Alegria P616,542.

The School Rehabilitation Program, which aims at providing opportunities for rural communities to address the need for major repairs of dilapidated academic classrooms in public elementary schools in the Cebu Province, adopts a collaborative strategy where RAFI provides the construction materials, the recipient LGU provides for the labor counterpart, and the DepEd, parents, teachers, students, and community monitor the progress of the rehabilitation.



(From left) RAFI President Roberto Aboitiz, Asturias Mayor Alan Adlawan, Owak Elementary School Administrator Wilfredo Longakit, and Tsuneishi Heavy Industries Foundation President Hitoshi Kono formally cut the ribbon at the Owak Elementary School, Asturias whose three classrooms underwent complete repair under the school rehabilitation program of RAFI.

Hedcor initiates waste management activities

By Angelica May V. Aquino

Hedcor, Inc. and Hedcor Sibulan Inc. have been conducting a series of Solid Waste Management Information Drive and Eco-Market Day activities in their host communities since last July.

The Solid Waste Management Information Drive aims to educate host communities and adopted schools on the proper waste and garbage disposal, and take part in preserving our natural resources and protect public health as well.

Succeeding the info drive is the Eco-Market Day that intends to purchase collected waste recyclables such as plastic containers, bottles, papers, and cans. This promotes waste segregation and gives an opportunity for the community to earn additional income.

The info drive has been conducted in five adopted schools in Catalunan, Mintal, Tugbok, Malagos and Baguio District and was estimated to have educated more than a thousand

students.

The Eco-Market Day that was conducted in Sitio Tudaya, Sibulan Elementary School and Barangay Malagos gathered a total of 133.75 kilos of recyclable wastes. This market day will be conducted monthly to establish the practice of waste segregation and reduction among the communities.

These waste management activities do not only materialize Hedcor's commitment to the preservation of the environment but also actively support the Republic Act 9003 or the Ecological Solid Waste Management Act of 2000.

Hedcor, in collaboration with the Aboitiz Foundation, has been pursuing vigorous campaigns to raise environmental awareness among its host communities and adopted schools as part of the company's effort to maintain a healthier environment.

The greening of West Cebu Industrial Park

Cebu's second largest special economic zone and the only one outside Metro Cebu, the West Cebu Industrial Park (WCIP) grows more verdant and environment-friendly with its greening program underway.

Thousands of indigenous trees and mangroves are planted in and around the 202-hectare zone.

The Cebu Industrial Park Developers, Inc. (CIPDI) that developed and manages the WCIP, in partnership with locator-companies and RAFI continues to plant more trees as its contribution to global climate change mitigation and adaptation.

The WCIP straddles Barangays Buanoy and Arpili in Balamban town. CIPDI is a joint venture of AboitizLand, Inc. and Tsuneishi Heavy Industries Japan.

Through various earth-friendly programs, AboitizLand nurtures the residential, commercial and industrial communities that it creates and contributes to worldwide carbon footprint reduction.

The highlight of this year's greening efforts was the planting of 1,000 seedlings of indigenous tree species—talisay, patican (a species of palm),

kamagong, San Nicolas (putat), bani and narra—as an enhancement to WCIP's 7.6-hectare protected area that has been repopulated with mangrove species. The tree-planting activity, conducted in observance of the 40th Earth Day, brought CIPDI and representatives of its locator companies together for a joint event.

Aside from maintaining its protected area, CIPDI is involved in the rehabilitation of Balamban's mangrove sanctuary in Barangay Baliwagan, north of the industrial zone.

The company has planted about 10,000 propagules within the sanctuary since 2008. Another 5,000 propagules will be planted in October this year.

The CIPDI indigenous tree nursery has seedlings in stock all year round to supply locator-companies with their requirements for company-wide reforestation events within the year. Employees of Tsuneishi Heavy Industries Cebu, Inc., recently planted another 1,000 seedlings in an area in Barangay Buanoy.

The nursery has produced 23,000 seedlings since it was established in 2008.



VECO's mission of 1-M trees in 5 years continues

By Jade L. Aniceto

As part of its promise to plant one million trees in five years, VECO, in partnership with Philippine Business for Social Progress (PBSP)—Visayas and the Department of Environment and Natural Resources, continued its series of tree planting activities last Sept. 25.

Close to 150 VECO team leaders, team members and contractors trooped to Sitio Sayaw, Barangay Tabunan, Cebu City to plant 5,000 indigenous seedlings. Leading the group were PBSP Regional Chairperson Antonio Aboitiz and VECO VP for Administration and Customer Service Group Ricardo Lacson. Seedlings included narra, hambabalod, tagilomboy and lumbang.

The tree planting activity is a continuation of the VECO Reforestation Park Project, which kicked off last May 2010 with the planting of 20,000 mangrove propagules. These were planted within the 44-hectare mangrove and wastewater area in the Naval Forces Central base in Barangay Canjula, Lapu-Lapu City.

The project aims to reforest 540 hectares in the Central Cebu Protected Landscape and 10 hectares in Mactan Island within five years. The 540 hectares will be planted with 900,180 native and fruit bearing, flowering tree species, while the 10 hectares will be home to 100,000 mangroves.

The VECO Reforestation Park Project will largely contribute to the protection and conservation of indigenous wildlife. By ensuring the growth of newly planted trees, the project will also provide 60 marginal farmer-claimants and sustenance fisher folk with alternative income sources.

At least 2,500 employees of VECO, AboitizPower and other Aboitiz Group companies will be involved in tree planting activities over a five-year period.



Climate Change Caravan conducted

By Gen Toledo



United Nations Information Centre Information Officer Teresa Debuque lectures to third year students of Eastern La Trinidad National High School. The caravan is part of Hedcor's efforts to disseminate information to help mitigate the effects of climate change.

Hedcor continues to pursue its goal to increase awareness on environment preservation through its Climate Change Caravan.

This time, the caravan, in partnership with the United Nations Information Centre, went to a number of schools in Baguio City.

Now on its second year, the caravan gave lectures to over 2,600 students on climate change and its adverse effects. The students were also advised to adopt daily habits that would prevent the worsening of the problems, particularly global warming, that affect the environment.

Aside from the caravan, Hedcor is also holding drawing and essay writing contests among students, solid waste management orientations and tree planting activities, among others, as part of its effort to disseminate the need to save the environment.

Last year, elementary students from Davao and Baguio joined the drawing contest; the essay writing contest, on the other hand, was participated in by thousands of high school students all over the country.



NPC Watershed Forester Benny Kimmayong shares some tips on planting techniques with SNAP-Magat employees.

SNAP plants more trees to “nurture nature”

By Rhoda Santos

As part of its commitment to offset carbon emission and help protect watersheds, SN Aboitiz Power (SNAP) and its partner agencies planted 1,725 seedlings covering about 5,000 square meters at Itogon, Benguet and Alfonso Lista, Ifugao.

SNAP held the tree planting activity on Aug. 6 with 176 participants composed of employees, local police, security and support service personnel. SNAP-Benguet owns the 75-MW Ambuklao and 100-MW Binga hydroelectric power plants in Bokod and Itogon, respectively, while SNAP-Magat owns the 360-MW Magat hydro plant located along the border of Isabela and Ifugao.

SNAP CEO Emmanuel Rubio said this activity is SNAP's contribution to the continuing one million trees challenge launched last year by

the Aboitiz Group. He called on employees to “nurture nature and nurture life in order to have a more sustained fight against climate change.”

About 600 mahogany, acacia, coffee, bitaog and kulibangbang seedlings were planted in Barangay Sto. Domingo in Alfonso Lista in the upper part of the Magat Dam reservoir while around 1,150 coffee seedlings were planted in the Binga area of Barangay Tinongdan, Itogon.

Nurturing activities will be subsequently undertaken in-house by SNAP-Benguet while Bantay Gubat, a community-based volunteer group will help SNAP-Magat care for the seedlings up to growth.

As of this year, SNAP has planted 4,645 trees in its host community and watershed areas.

SNAP-Benguet and SNAP-Magat are joint ventures SN Power of Norway and the Aboitiz Group.

ATS champions environmental protection

High on the list of Aboitiz Transport System's (ATS) advocacies is environmental protection as manifested by the company's long-running tree planting program.

The program is in direct response to the growing threat of global warming caused by the release of greenhouse gases. It specifically aims to offset some of these harmful gas emissions.

Mindful of the fact that for every tree they plant, one ton of carbon dioxide is absorbed over the tree's lifetime, ATS team members joined last year's Aboitiz Group-wide tree planting at the Marikina watershed. Together with employees of other Aboitiz companies, more than 120 ATS team members braved the challenging Antipolo terrain and literally crossed rivers to reach their assigned area for planting.

Father Al Albor, CARE Foundation Executive Director, guided the team on site, along with local community leaders.

The tree planting program is team member-driven, championed by the Labor Management Council leaders across the ports, and supported by the ATS Human Resource and Corporate Communication Departments, and the Aboitiz Foundation.

Aside from the environment, ATS is also involved in education and skills development, enterprise development, primary health and childcare, and social advocacy programs that benefit communities where the company operates.

CIPDI and SEZ join coastal clean-up

By Winmundo Charcos and Raymund Tamayo



CIPDI and Subic EnerZone Corp. (SEZ) joined the observance of the International Coastal Clean-up Month by holding its own Coastal Clean-up Day on Sept. 18 and Sept. 25, respectively.

CIPDI, a staunch believer in sustainable development and environmental protection, saw the opportunity to spread its advocacy on coastal cleaning by inviting its locators and surrounding local communities to participate in the undertaking.

In cooperation with the local government of Balamban; the Balamban Multi-Partite Monitoring Team; the Community Environment and Natural Resources Office; the Abucayan Lake Fisherfolks Association; Barangays Arpili, Abucayan and Buanoy; and various locators of WCIP, the coastal clean-up of the one-kilometer stretch coastline near the WCIP expansion area was a resounding success.

A total of 181 volunteers participated in collecting and segregating biodegradable and non-biodegradable wastes gathered from the coastline. They also cleaned nearby household perimeters, drainage and water outfalls, successfully eradicating potential breeding grounds of dengue-carrying mosquitoes. A total of four tons of trash were collected that day.

SEZ cleans Subic beachfront

At the Subic Bay Freeport, the clean-up was held at the two-kilometer beachfront along Waterfront Road. Over 30 SEZ volunteers joined close to 4,000 residents, employees, students and some visitors of the freeport in the coastal clean-up.

SBMA administrator Armand Arreza said the marine trash monitoring activity will help policymakers draw better solutions to the problem on marine trash, with the recorded data going to Ocean Conservancy, a non-stock, non-profit organization founded in 1972 to identify global marine threats.

He said the clean-up drive "is a manifestation of SBMA's support to activities that aim to

protect and conserve the environment, particularly to keep Subic Bay free of pollution."

A total of 3,927 volunteers scoured the stretch of the Subic beach, armed with sticks and trash bags to pick up litter and trash along the way.

Some local divers also collected trash in the bay, bringing to shore mostly plastic materials washed into the bay through various tributary rivers. A total of 6,075 kilos of trash were collected that day.

The International Coastal Clean-up Day started in 1986 in Texas and is being observed

every third Saturday of September each year. Volunteers from over 100 countries descend on local beaches, rivers, lakes and canals to show their commitment to cleaner waterways. The activity is the world's largest, one-day volunteer effort to clean-up the marine environment.



STARTING THEM EARLY. Elementary students from various schools attended the Solid Waste Management Information Drive conducted by Hedcor Safety Supervisor Jose Tabanda, Community Relations Officer Romeo Catingub and Environment Officer Cranep Udán. Top left photo shows a simulation of waste segregation to help the students better understand the importance of waste management. (Gen Toledo)

AEV INTERNSHIP

**Ana Maria Aboitiz**

HRQ and Corporate Strategy & Finance, AEV

In her four-month stint with AEV, Ana will also have brief exposures with the Legal & IT teams.

Prior to her AEV internship, she was AVP for Citibank Global Transaction Services, managing the liquidity and investment product suite for corporate clients, performing financial analysis and budget planning for the cash management business and managing the unit's continuity of business plan as well as compliance with internal and external regulations. She was also with UnionBank for almost three years as product manager handling liability products in charge of premier accounts and involved in product design and implementation.

CITY SAVINGS

**William Paradies**

VP for Operations, City Savings

William will be managing the various functional units of the bank and lead it towards achieving optimum performance and efficiency by forging collaboration among the different teams to achieve business targets. He will be working closely with Agnes Lacson and Mikel Aboitiz.

Before joining the Group, William was connected with Bank of America and Federal Home Loan Bank of San Francisco. He joined the Group in 2005 as sales manager for Aboitiz Transport System, and later became the freight operations manager up to 2009. He then proceeded to complete his Bilingual Masters of Business Administration from IESE Business School in Barcelona, Spain.

WELCOME TO THE TEAM



Erwin Cruz
Account Officer, AESI

Erwin graduated from the Philippine School of Business Administration with a degree in management. He used to work with Digital Paradise

Inc. as cluster manager performing operations management.



Gerard Joseph Roxas
Trading Analyst,
AboitizPower

Gerard graduated from the De La Salle University with a degree in Literature and in Management of Financial Institutions.

Before joining AboitizPower, Gerard had his internship at UBS Securities Phil. Inc. as junior analyst intern.



Marrian Tala
Trader, AboitizPower

Marrian graduated from the Pamantasan ng Lungsod ng Maynila with a degree in Electrical Engineering. She was previously

connected with PPI Pazifik Power Inc. as junior purchasing engineer.



Jeff Rene Garban
ITSM Specialist, AEV

Jeff was an AEV employee for four years. He was first employed as Computer Engineer then as Helpdesk Specialist. His last stint in AEV was as Customer

Relationship Specialist. Middle of last year, he moved to NEC Asia Pacific Pte. Ltd. – Singapore as Desktop Support Engineer. In his current post, he directly reports to Ann Aribas.



Benedick Salvador
Account Manager,
AboitizPower

Benedick earned his Mechanical Engineering degree from the Ateneo de Davao University. Prior to AboitizPower, he

worked with MetroAce Innovplas Corporation as marketing manager.



Carmina Tulod
Project Development
Finance Manager,
AboitizPower

Carmina is a graduate of BS Management Engineering from the Ateneo de Manila

University. She also holds a Master's Degree in Business Administration and Finance from the University of the Philippines. Prior to AP, she was the Corporate Executive Officer of the National Development Company.



Erika Mari Gonzales
Account Officer, AESI

Erika graduated from the University of the Philippines–Los Baños with a degree in AB Organizational Communication. Before

joining AESI, Erika was connected with John Clements Consultants, Inc. as senior business development associate.



Wesley Tattao
Service Desk Engineer,
AEV–Makati

Wesley graduated from the Cagayan State University with a degree in Computer Engineering. He used to work at AMA

Computer College in Tuguegarao as a teacher in Computer and Math. He then moved to GENSERV Int'l. Inc. as MIS/programmer before joining AEV.



Edza Zamboangnon
Accounting Clerk,
AboitizPower Cebu

Edza is a Management Accounting graduate of the University of San Carlos. She was a trainee of AboitizPower

Cebu from November 2009 to February 2010.



Alda Losaria
Account Officer,
AboitizPower

Alda is a BS Electrical Engineering graduate of the University of the Philippines. Before she joined AboitizPower, Alda

was the sales engineer of the Manila Electric Company, managing projects of applications for electric service/s of commercial and industrial customers.

EXPANDED ROLE

The role of Bingen Mendoza as VP–Security of the AEV Corporate Center has been expanded to include Asset Security, reporting to Antonio Moraza. Bingen will continue to report to Txabi Aboitiz for his other responsibilities.

This additional role is meant to support the business units' respective security teams by coming up with an independent view of security risks in major assets such as power plants, dams, and the like, reviewing and revising standards where needed, and conducting regular audits to ensure proper execution. Bingen has been working with business unit security heads with the end goal of a collaborated plan.



Aboitiz hosts media parties in Manila and Davao

By Rianne Tecson

Media friends of Aboitiz Group companies in Luzon and Mindanao gathered in separate occasions to have a night of fellowship, good food and fun in the annual Media Party.

The Lechon Party for Luzon-based media practitioners was held last Sept. 2 at the Manila Polo Club. Their Mindanao-based colleagues had theirs last Oct. 8 at the Davao Convention and Trade Center.

As has been the tradition, the Aboitiz Group made sure that this year's parties will offer a new yet fun activity not only for its media friends but also for the executives present.

This year's parties had the theme, "Game Night...Let's Twist and Shout," inspired by a popular local TV show. Party games had participants grouping themselves into six teams and playing at six different stations to qualify for the next round.

Cheers and laughter filled the halls of the party venues as the teams rushed to different game stations to play Black Jack, Darts, Taboo, Pinoy Henyo, Movie Scene and Hoops.

In the Manila party, the Yellow Team led by AEV President & CEO and AboitizLand VP Pia Mantecon was declared overall winner for winning in four of the six stations. In Davao, it was the Blue Team headed by AEV Chief HR Officer Txabi Aboitiz who won in the most stations.

The winning teams were made to proceed to the next round, where each team was divided into two, with selected players being made to sing while being thrown balls at, being massaged or being decorated to become human Christmas trees.

In the Manila party, three women competed against each other for the ultimate challenge—singing while dancing the tinikling. The ultimate challenge for Mindanao-based media practitioners was for the participants to sing while playing jump rope.

For displaying grace under pressure, Manila-based reporter Philippine Daily Inquirer's Mylene de Jesus emerged as the night's biggest winner, not only bagging the grand prize but also winning the second major raffle prize. Sun.Star Davao's Marianne Abalayan, on the other hand, took home P10,000 for hurdling the ultimate challenge.

Not all may have won in the games and raffles but all media guests were glad to take home a pack of Cebu's famed lechon and other goodies.



AEV supports Philippine Golf Tour

By Basti Lacson



The first ever Aboitiz Cebu Country Club Invitational, the Cebu leg of the Philippine Golf Tour (PGT), kicked off last Aug. 9 with a golf clinic conducted by a select group of golf professionals for guests and friends of AEV.

The next day was the much-awaited pro-am, where groups of three amateur golfers played with the professional at the par-72 layout of the Country Club. Playing with a pro was a rare opportunity to see them in action at close range while at the same time, getting some helpful tips on how to improve one's game.

Golf aficionados were thrilled to see the best golf pros during the event. In town, and clearly having a great time were the venerable Frankie Miñoza, repeat winner in 2010 Elmer Salvador and sensation Angelo Que. Not only did they love the course but they found the locals gracious and knowledgeable. "We will be back for sure," said one pro.

Excitement filled the air as the four final groups boasted all the big names: Miñoza, Que, Salvador, surging Marvin Dumandan, steady Juvic Pagunsan, aggressive Jay Bayron, Dutch

Guido Van der Valk and local favorite Artemio Murakami.

The final groups did not disappoint. Drama unfolded as third round leader Van der Valk slowly fell apart while Bayron staved off bogies to snatch the lead coming into the final holes.

By the time the last hole came, the gallery had become something the Country Club had never seen before. Fans surrounded the green to applaud the players as they ended their round. Bayron holed his final putt and tipped his hat to the delight of onlookers, all hoping this scene will be repeated in 2011 and in the years to come.

"Finally, I won again. It's been a long search for another victory," said the jubilant Bayron, proud of the trophy now resting on his lap and the P200,000 on its way to his bank account.

The International Container Terminal Services, Inc. (ICTSI) and its golf-loving top honcho Enrique "Ricky" Razon supported the PGT. AEV collaborated with ICTSI for the Cebu leg.



Aboitiz executives hit the greens during the week-long Aboitiz Cebu Country Club Invitational.

Aboitiz Football Cup kicks off 13th season

By Rianne Tecson



Aboitiz Foundation president Jon Ramon Aboitiz hands over to Cebu Football Association officials the first tranche of its P1.1million donation.

With more funds provided for it, the Aboitiz Football Cup (AFC) kicked off its 13th season last Aug. 29 at the Aboitiz Sports Field in Mandaue City.

Close to 1,100 athletes from school and club teams all over Cebu are competing for honors this season. Titles at stake are men's/ladies' open, boys/girls 17, boys/girls 15, boys 12, player 10, player 8, and player 6. The Cup will run until February 2011.

AboitizLand CEO Andoni Aboitiz graced the launch together with Aboitiz Foundation EVP & Managing Trustee Sonny Carpio and officers

of the Cebu Football Association (CFA).

The Aboitiz Foundation has increased its funding for the six-month tournament from P690,000 in 2009 to P1.1 million this year. The AFC is part of the Foundation's corporate social responsibility program to develop well-rounded individuals and promote the spirit of sportsmanship that will translate into passion in everything they do.

The Foundation and the CFA signed a memorandum of agreement last Aug. 21. CFA received the first check for P200,000 after the MOA signing.

"The whole idea behind the Cup is to promote football among the youth of Cebu," Aboitiz Foundation President Jon Ramon Aboitiz said. "This is how committed we are in supporting football in Cebu."

Launched in 1997, the AFC is today Cebu's premiere football event and the longest running age-group tournament. It serves as CFA's selection process for the Philippine Football Federation, which organizes national competitions.

Also during the kickoff, nationally renowned coach Leticia Bautista, who is head coach of the Ateneo Women's Team and the National Women's Team, held tryouts for girl athletes born from 1995 to 1997. Those who excelled in the tryouts will get a chance to play in the national football team.

Race to Reduce

CHALLENGE 2010

A RACE FOR THE NEXT GEN





10k – Mens



10k – Womens



Categories: **3k, 5k, 10k, 21k**

No. of registered runners: **2,370**

No. of participating Aboitiz companies/departments: **30**

Biggest delegation: **VECO**

Other companies/delegations: **AEV, AboitizPower, SNAP, Davo Light, AP Renewables, AboitizLand, UnionBank, City Savings Bank, Pilmico, Metaphil, ATS, 2GO, SuperFerry, Supercat, ScanAsia, AboitizOne, Hapag Lloyd, USDI, Zoom, Manila Oslo Renewables Enterprises, Mactan EnerZone, Balamban EnerZone, East Asia Utilities Corp, Cebu Private Power Corp., CIPDI, CPDC, LAID, Aboitiz Foundation, RAFL, Security Services, Janitorial Services.**

Aboitiz Group executives who ran: **SNAP's Manny Rubio. AEV's Basti Lacson. AboitizPower's Raul Lucero, VECO's Ben Arkoncel, and UnionBank's Levi Villanueva.**

No. of Aboitiz Group volunteers: **Over 300**

No of Runners Clubs: **5**

Other participating non-Aboitiz companies: **12**



21k – Mens



21k – Womens



Race to Reduce

CHALLENGE 2010

A RACE FOR THE NEXT GEN

Capturing the best race photos

By Rogie Abala

A total of 72 photographers registered for the Race to Reduce photo contest, submitting entries that reached about 1,040.

The top three winners were awarded last Aug. 26 at The Persimmon Plus in Mabolo, Cebu City.

Erwin Lim's entry depicting two runners' perfect stamina and endurance portrayed in a photo - panning technique won the first prize of P15,000. Carlito Felicen's picture of three ladies enjoying the race bagged the second prize of P10,000 the photo a testament that running can be a fun and healthy form of relaxation while bonding with friends at the same time. James Go's shallow-depth photo showing a man and woman running with the South Road Properties' green field in the background was adjudged third prize winner (P5,000).

Seven special citations were given for photos that showed sustainable measures during the marathon and showcased that running is a great activity when spent with family and friends. These special awardees received tokens worth P1,500.

The contest judges were Alex Badayos and Tonee Despojo, chief photographers of Sun.Star Cebu and Cebu Daily News, respectively, and freelance photographer and LightZone Camera Club founder Danny Ybañez.



1st



2nd



3rd



MORE COMPANIES SIGN UP FOR RACE TO REDUCE

Davao Light enters honor roll

By Marge Gravador

More Aboitiz business units are getting into the reduction bandwagon and have become more conscious to be more prudent in their consumption on energy, water and paper.

There are now 18 in the roster of competing companies. Six more companies have joined the challenge since the race began in March 2010.

For the month of July, the honor roll welcomes a new winner. Davao Light garnered the highest per employee reduction for water, registering a decrease of 26%.

For energy, AboitizLand made it again to the honor roll with a 15% reduction per employee. SN Aboitiz Power once again registered the highest reduction per employee for paper consumption at 80%.

For August, the honor roll includes AboitizLand for energy and City Savings Bank, which bagged a double victory for reducing their water and paper consumption for the month.

Merly Navarette, sustainability steward of AP Renewables, Inc. (APRI) Makban remains uncontested as the earliest to submit the consumption data.

RACE TO REDUCE HONOR ROLL (July 2010)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	ABOITIZLAND	86 kWh	18%
Water	DAVAO LIGHT	3.96 cu.m.	26%
Paper	SNAP /MORE	.36 reams	80%

(August 2010)

Energy	ABOITIZLAND	82 kWh	4.5%
Water	CITY SAVINGS BANK	3.51 cu.m.	23%
Paper	CITY SAVINGS BANK	0.20 reams	66%

MOST PROACTIVE BUSINESS UNIT (July and August)

(earliest to submit Race to Reduce consumption data)

MONTH	BUSINESS UNIT	SUSTAINABILITY STEWARD
July and Aug.	APRI MakBan	Merly Navarette



SNAP CEO Manny Rubio accepts the Race To Reduce (R2R) gift checks from AEV Sustainability Manager Marge Gravador. With them are Nomer Reynaldo and Mike Hosillos of SNAP.



SNAP's Mike Hosillos, Nomer Reynaldo and Willy Ferrer accept another gift check.



Metaphil Sustainability Team led by Rene Siega accepts the R2R check. CEO Bobby Aboitiz was also present during the awarding.



APRI AVP for Environmental Health and Safety Socorro Patindol accepts the gift check on behalf of APRI Tiwi that made it to the R2R Honor Roll.



VECO team members post their pledges for Mother Earth on the Cleanergy Commitment Tree.

PLEDGES from **VECO**

To do my share in convincing more people to be more energy-efficient thus helping our environment recover from global warming.

—Ethel Natera *Corpcor Manager*

To practice zero waste in my office and home.

—Sye Aniga *HR*

To apply 5S so I can properly segregate the things that can still be recycled.

—Felgie Magla-oy *PSPD Staff*

To plant 100 trees every year not because of our 138 kv project but to nurture our nature.

— Jeff Belotindos *Sustainability Steward*



Passion for A Better World

Aboitiz Race-to-Reduce Challenge



Change in consumption per person for the month of July

	GROUPWIDE Average	AEV Bulacan Office	ABOITIZLAND Satellite offices 1 and 2	APRI-MakBan Makban (Commercial) Power Plant	APRI-Tiwi Tiwi (Commercial) Power Plant	COTABATO LIGHT Sarangani Office	CITYSAVINGS Cebu City Office	DAVAO LIGHT Pociano Office	HEDCOR Bago Office	LUZON HYDRO Bakun Office	METAPHIL Tuguegarao Office	SNAP/MORE Makati Office	SUBIC ENERZONE Subic Bay Freeport Zone Office	UNIONBANK Corporate Center	VECO Bulacan Office
per person consumption (kWh)	223	299	86	223	42	195	346	367	46	241	-	341	499	129	92
% change vs. previous month	-7%	-10%	-18%	-10%	12%	4%	-7%	-4%	-14%	-11%	-	-9%	-5%	-8%	-8%
per person consumption (cu.m)	1.51	-	0.30	-	0.28	0.42	4.58	3.96	0.52	-	0.05	0.38	5.45	0.68	0.03
% change vs. previous month	14%	-	7%	-	-15%	-15%	40%	-26%	-18%	-	63%	-21%	143%	8%	-11%
per person consumption (reams)	0.51	0.57	-	0.28	-	0.18	0.58	1.01	0.50	0.18	0.38	0.36	0.24	1.11	0.77
% change vs. previous month	55%	-12%	-	80%	-	66%	660%	-	-44%	-17%	-48%	-80%	-11%	99%	13%

NOTES:

- City Savings Bank: Paper consumption for the month increased due to printing of questionnaires by HRQ for all employees bankwide
- SEZ: Currently the 2nd floor of the admin building is under construction

LEGEND

- HIGHEST DECREASE
- WITH NOTES

Change in consumption per person for the month of August

	GROUPWIDE Average	ABOJEB - Port Abojeb Manila	AEV Bulacan Office	ABOITIZLAND Satellite offices 1 and 2	APRI-MakBan Makban (Commercial) Power Plant	APRI-Tiwi Tiwi (Commercial) Power Plant	COTABATO LIGHT Sarangani Office	CITYSAVINGS Cebu City Office	DAVAO LIGHT Pociano Office	HEDCOR Bago Office	LUZON HYDRO Bakun Office	METAPHIL Tuguegarao Office	MEZ/BEZ Luzon-Laoi City and Bulacan Office	PANC Luzon-Laoi City and Tuguegarao Office	PILMICO Pangasinan Office	SNAP/MORE Makati Office	SUBIC ENERZONE Subic Bay Freeport Zone Office	UNIONBANK Corporate Center	VECO Bulacan Office
per person consumption (kWh)	714	450	305	82	236	48	188	352	387	57	253	248	401	1833	6805	408	562	141	100
% change vs. previous month	220%	-3%	2%	-4.5%	6%	15%	-3.5%	2%	5%	24%	5%	-	-3%	-	-	20%	13%	10%	9%
per person consumption (cu.m)	2.64	2.28	-	0.34	-	0.32	0.58	3.51	4.93	0.50	-	-	2.88	-	13.04	0.46	4.70	0.67	0.04
% change vs. previous month	75%	-2%	-	14%	-	12%	39%	-23%	24%	-4%	-	-	17%	-	-	21%	-14%	-2%	27%
per person consumption (reams)	4.21	-	0.63	-	.23	-	0.21	0.20	-	0.70	0.18	0.62	51.92	0.30	0.31	0.76	0.21	3.16	0.83
% change vs. previous month	726%	-	12%	-	-17%	-	13%	-66%	-	39%	-	62%	80%	2%	-	112%	-13%	185%	8%

NOTES:

- Groupwide average per employee consumption has increased because of the per person consumption in power of Pilimico Foods. Furthermore, there are newly-enrolled business units during this month namely Abojeb, MEZ/BEZ, PANC and Pilimico.
- Pilimico - baseline data.
- SNAP/MORE - the bulk of the August consumption is attributed to the printed materials for seminars/forums that were conducted by the Corporate Service Group and some legal documents.
- Unionbank - the increased consumption is due to the volume order from GSIS of Ecards/CPSM-CPT and UBIX for CPSM/RMT.

LEGEND

- HIGHEST DECREASE
- WITH NOTES



The paper used in the inside pages is 100% recycled uncoated Becket paper by Mohawk. This is made of post-consumer waste and is acid-free. This issue is also printed with vegetable ink.