

# aboitiz eyes

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## A SEASON OF **RECOGNITION**



Aboitiz Future Leaders Business Summit | An Interview with RSR | Aboitiz Invitational 2011



4



17



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47

## Aboitiz Equity Ventures, Inc.

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# Back-to-back recognition

Within a span of two weeks, Aboitiz Power Corporation (AboitizPower) and Aboitiz Equity Ventures, Inc. (AEV) President & CEO Erramon I. Aboitiz (EIA) was recently accorded the highest recognition by two prestigious award-giving organizations.

## ENTREPRENEUR OF THE YEAR

EIA was named Entrepreneur of the Year Philippines 2011 by international professional services company Ernst & Young, in recognition of the entrepreneurial streak displayed by AboitizPower under his helm. He is recognized for his vision, leadership and financial expertise, which allowed him to transform the company from a largely regulated distribution business to one where power generation is the dominant source of revenues, and well positioned for the challenges that open access will bring.

EIA also received the category award for Master Entrepreneur 2011 and is recognized for applying sound management practices in critical areas of the company including finance, marketing, human resources and sales.

At the awards night held in Makati last Oct. 13, the organizers presented 17 finalists from all over the Philippines, all impressive entrepreneurs who have either built up businesses from scratch,

such as young Enrique Y. Gonzalez of IPVG and Seaoil retail founder Francis Glenn Yu, or taken an existing business to another level of success, such as the case of Donnie Tantoco of Rustan's Supermarket and Shopwise.

"This is for the team at AboitizPower. They are the ones who made this exciting journey that is AboitizPower possible," said EIA after the event.

He will represent the Philippines in the World Entrepreneur of the Year awarding in Monaco in July 2012. He is in good company. Past Entrepreneur of the Year Philippines winners include Jollibee founder Tony Tan Caktiong, National Bookstore founder Socorro Ramos, Alaska Milk CEO Wilfred Uytengsu, Planters Bank founder Jesus Tambunting, Cebu Pacific CEO

Lance Gokongwei and Bounty Fresh founder Tennyson Chen. Tan Caktiong is the only Filipino so far to go on to win in the worldwide category.

**-Basti Lacson**



**"This is for the team at AboitizPower. They are the ones who made this exciting journey that is AboitizPower possible."**

## MANAGEMENT MAN OF THE YEAR

EIA was also chosen by the Management Association of the Philippines (MAP) as the MAP Management Man of the Year for 2011.

The MAP confers this prestigious award on individuals in business or government for attaining unquestioned distinction in the practice of management and for contributing to the country's progress. Nominees are screened through a stringent selection process. The distinction of MAP Management Man of the Year has only been conferred 35 times in the award's 44-year history.

According to MAP, EIA was chosen for the following: (1) being a model of management excellence and dedication in the transformation of a regional business group into a geographically and technologically diversified conglomerate; (2) the Aboitiz Group's contributions to national development notably in efficient power generation, job creation and income generation; (3) CSR initiatives in education, healthcare, enterprise development and environment, thereby uplifting

quality of life in many communities, true to the Aboitiz Foundation's mission of "helping people help themselves"; (4) his role in formulating and implementing professional management practices in the context of a family-owned enterprise, showing an example for other families and entrepreneurs; and (5) serving as an exemplary practitioner of good corporate governance, characterized by integrity, honesty, fairness, transparency, and accountability in his management career.

The distinguished roster of MAP Management Man of the Year awardees include Washington SyCip, Cesar Virata, Jaime Ongpin, Cesar Buenaventura, Jaime Zobel de Ayala, Ramon del Rosario Sr., Raul Concepcion, Alfonso Yuchengco, David Consunji, Rizalino Navarro, Gabriel Singson, Delfin Lazaro, Henry Sy Sr., Oscar Lopez, Tony Tan Caktiong, Jesus Tambunting, Rafael Buenaventura, Manuel Pangilinan, George S. K. Ty, Jaime Augusto Zobel de Ayala, Jose Cuisia Jr., Jesus Estanislao, Lilia de Lima, and Ramon del Rosario Jr.

## MESSAGE FROM

**EIA**

My Fellow Team Members,

Over the past year or so, I have received several awards from different organizations. While I must admit it is flattering to receive these accolades, I would be deluded to think that I am deserving of them.

The truth of the matter is that these organizations have taken notice of the extraordinary performance and achievements of the Aboitiz Group. The multiple and sequential awards reinforce this.

**What we have accomplished is not the result of one person's effort or ability, nor even a select few, but of the whole team inclusive of the men and women who came before us.**

It is, therefore, not right that I take a disproportionate amount of the credit that truly belongs to you all.

As your CEO and on your behalf, I have accepted these citations and share them with each and everyone of you.

To quote Howard Schultz, CEO of Starbucks: "Victory is much more meaningful when it comes not just from the efforts of one person, but from the joint achievements of many. The euphoria is lasting when all participants lead with their hearts, winning not just for themselves but for one another. Success is sweetest when it is shared."

**Let's not allow these commendations to go to our heads. If anything, let them serve as our inspiration to keep our passion for better ways burning at all times, raising the bar to do even more.**

For we are driven. Driven to lead. Driven to excel. Driven to serve.

For this is the Aboitiz Way.

Allow me to express my heartfelt congratulations, my sincerest appreciation and my deepest pride, to each and every one of you for doing a damn good job.

**EIA**





## The Aboitiz Recognition Night

# *Fashion for Better Ways*

By Mia Zamora

Aboitiz Equity Ventures and AboitizPower teams enjoyed a glitzy and glam evening during the much-awaited Recognition Night 2011 held at the Radisson Blu Hotel Cebu last Sept. 16 and the Blue Leaf Pavilion at Fort Bonifacio, Taguig City last Sept. 23.

Everyone came dressed to the nines, mimicking popular models, celebrities and designers, and camaraderie was visible all throughout the night as they participated in grand production numbers and other activities.

President & CEO Erramon Aboitiz delivered a warm welcome message, reminding us of the Aboitiz Way that defines our company culture. He also thanked all the service awardees for 2011 for their years of loyalty and dedication to the company. This was a perfect segue to the announcement of winners of the 2011 Inspired By Passion Team awards.

Another highlight of the event was the much-applauded Aboitiz Recycled Trash (ART) Fashion Show that featured clothes created from used floor sacks, and bags, boots, umbrellas and rain coats made from discarded tarpaulins. Walking the ramp were our very own team members and team leaders.

The Service Awards were then presented to James Ong, Joanxa Chua, Earlene Gerenia, Ria Calleja and Guilbert Sto. Domingo (10 years); John Alvarado, Alma Casing, Philip Moleno and Bong Velasquez (15 years); Francis Cabanban, Jojo Sitoy, Caloy Payot (20 years); Sabin Aboitiz, Virgilio Lato and Vangie Andres (25 years), and Susan Valdez (30 years). A group of "Aboitiz Sessionistas" gave the service awardees a fitting tribute via a medley of songs.

Special prizes were given to the standouts of the night as well as the winner of the team fashion shoot challenge. Lucky participants also won raffle prizes such as gift certificates, various appliances and gadgets.

Everyone enjoyed the rest of the evening on the dance floor in true Aboitiz fashion. All in all, the 2011 Recognition Night was yet another legendary affair to remember.





# Recycled trash project takes center stage

By Elena Carnacer

Being fashionable and environment-friendly at the same time need not be expensive. All you need are discarded tarpaulins and flour sacks and a little bit of creativity and you're good to go.

This was what the Aboitiz Recycled Trash (ART) project fashion show proved during its launching during the Recognition Night last Sept. 16 at the Radisson Blu Hotel in Cebu City.

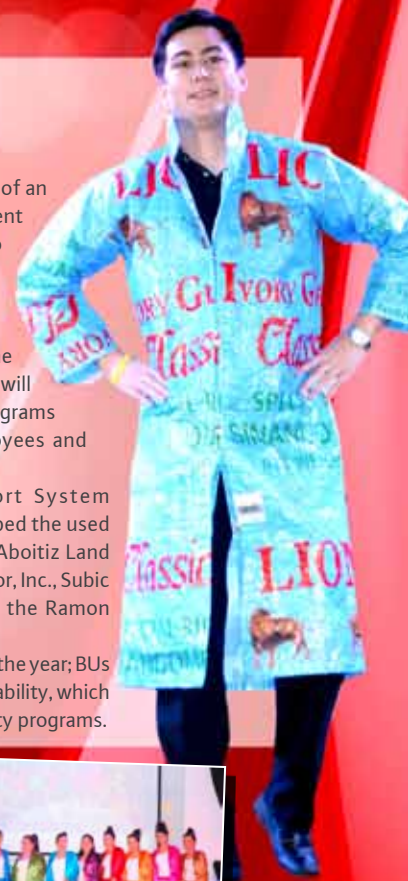
Breathing new life into discarded tarpaulins and used flour and feeds sacks, the ART project shows that these trash could be made into clothing pieces—dresses, raincoats, trench coats, corsets, pants and shirts—bags, umbrellas and caps. All these were modeled by our own team leaders and team members during the fashion show.

Aside from recycling trash, the ART project of AEV's Sustainability Team is also an undertaking that hits the triple bottom line goal of Profit, People and Planet. It also supports the sustainability pillars of Reduce, Re-use/Recycle and Recharge Communities.

The ART project encompasses the different elements of an ideal sustainability project. Discarded tarps from different Aboitiz BUs and industry partners are collected and sent to communities that have been tapped to sew the tarps into various items, which are then sold to BUs. Part of the funds raised from the sale of these items will be plowed back to the BU that bought the products. The money will then be used to develop sustainability programs that they can implement for their employees and supported communities.

Major donors are Aboitiz Transport System Corporation and 2GO that generously shipped the used tarpaulins from all over the country. AEV, Aboitiz Land Inc., Visayan Electric Co. Inc., Metaphil International, Hedcor, Inc., Subic EnerZone Corporation, Pilmico, SN Aboitiz Power, and the Ramon Aboitiz Foundation, Inc.

The campaign for the ART Project will go on throughout the year; BUs may pledge their used tarps and used sacks to AEV Sustainability, which will assist them in creating and implementing sustainability programs.







## Celebrating the

# ABOITIZ WAY

(The following are excerpts from the speech of AEV and AboitizPower President & CEO Erramon Aboitiz during the Recognition Night.)

Traditions are said to be time-honored beliefs and practices that are passed on from generation to generation.

We in Aboitiz take our traditions very seriously because these are things from the past that have great influence over our future. These traditions have shaped our company's culture, giving it its exclusive characteristics, making it distinct and setting it apart from the others. As a company with a long history, we can speak of several traditions that we can call our very own, the ones that give us our unique identity as an organization.

I would like to take this opportunity to make this evening a celebration of such traditions, a celebration of what we call "The Aboitiz Way."

Today, as we experience unprecedented growth and expansion in our businesses, as well as our organization, one of our biggest challenges as a company is how to propagate the Aboitiz culture across the Group. As we grow in terms of assets and revenues, we need to support that growth with new talents, many of whom join the organization young and fresh; they are our new workforce generation and, more significantly, our new set of future leaders.

We value these talents as they contribute new ideas and new ways of doing things. We need

this to keep our organization vibrant, adaptable and smart in order to respond accordingly to the business challenges we face today and will confront in the future.

While doing so, it is equally important that we maintain certain traditions that, as we know, strongly form our so-called Aboitiz DNA.

As DNAs hold the genetic code of living organisms, we in Aboitiz also have our codes that are made up of Core Values that we want to be genetically replicated over and over, across the entire organization.

What is the Aboitiz DNA? What is the Aboitiz Way?

The Aboitiz Way is our enduring tradition of leadership, excellence and service.

As an organization, we take pride in our humble beginnings and the success we have achieved over the years from our hard work and our commitment to our Core Values of passion, integrity, innovation and professionalism. These are timeless values and principles that reflect the behaviors and attributes we hold close to our hearts.

We are passionate, hands-on operators.

We put a premium on trust and fairness.

We have a pioneering and innovative spirit.

We strive for quality and excellence in everything we do.

We are responsible corporate citizens, sharing our success and benefits with all our stakeholders.

As a company we don't just manage our businesses, we also manage our people and our relationships with our communities. We have embraced these timeless philosophies developed over the past 100 years of our firm's history. We continue to espouse them today, and will pass them on to the next generation of team members and team leaders.

Teamwork and supporting each other is the Aboitiz Way.

Continuous improvement, not bureaucracy, is the Aboitiz Way.

Meritocracy, not "palakasan," is the Aboitiz way.

Being responsible and sharing with our communities is the Aboitiz Way.

Sustainability and caring for our environment is the Aboitiz Way.

Being passionate about what we believe in is the Aboitiz Way.

All these are strong elements of the unique Aboitiz culture.

Together, we, as a team, have brought our company to where it is today. I take the greatest pride in being a part of this great team. We are at the pinnacle of success, and have the respect and admiration of other great institutions. All eyes are on us, watching and anticipating our next moves.

But bear in mind that the Aboitiz DNA does not carry egotistical genes, allowing fame to go to our heads, nor does it carry the code of being content with the status quo. If anything, our accomplishments and recognitions serve as our inspiration to strive even harder to surpass self-imposed targets that instill greater self-discipline and commitment.

Today, we have set a well-defined vision for ourselves. Our targets for further growth and expansion are clear and calculated. We have established a new norm, stretching ourselves further to be the best at what we do. As we continue on our journey to sustain or even surpass our solid position today as a leading company in power, banking, food, land development and construction, the Aboitiz Way will always be at the core of our being. It will be a constant reminder of the legacy our forefathers left us, the same legacy we will leave to the next generation of team members and leaders.

Driven by our passion for better ways, we will continue to relentlessly pursue our path towards an even better and greater future for ourselves and for our organization.

For we are Driven.

Driven to lead.

Driven to excel.

Driven to serve.

Tonight, let's unleash this passion and celebrate the Aboitiz Way!

*Teamwork and supporting each other  
Continuous improvement, not bureaucracy  
Meritocracy, not "palakasan"  
Being responsible and sharing with our communities  
Sustainability and caring for our environment  
Being passionate about what we believe in*

} is the Aboitiz Way.

# Inspired By Passion Team Awards



## DRIVEN TO LEAD

### Alter Space Campaign

Team: **AEV Reputation & AboitizPower Branding**

This project is the first digital and social media initiative launched by AboitizPower to ensure maximum exposure for the Cleanergy brand. Alter Space is the first Filipino environmental game on Facebook that aims to educate the greater public about renewable energy and how we can proactively contribute to preserving the Earth's natural resources by lowering our carbon footprint. The campaign generated P9.47 million worth of PR value with over 40,000 active users. The active users also reported a satisfaction rate of 4.7 out of 5.

## DRIVEN TO EXCEL

### Davao Light Oracle E-Business Suite Health Check and System Upgrade

Team: **iCSD**

AEV's iCSD team successfully performed the first upgrade of Oracle ERP in the Aboitiz Group from version 9.2 to 10.2 and evaluated the current state of Davao Light's ERP versus global best practices. Despite the known global risks and complications, the team was able to complete the project with flying colors and with significant cost savings of P6.5 million. The team also performed a health check prior to the upgrade and found 22 issues affecting performance, stability, and security—nine of which were critical. Recommendations to optimize the system and resolve the issues were given and implemented, resulting in a more responsive ERP.



## DRIVEN TO SERVE (CUSTOMER-FOCUSED)

### Aboitiz Group Video Conferencing Project

Team: **iCSD**

After carefully reviewing the business requirements, the iCSD team recommended appropriate solutions, designed a cost-effective network, and implemented the video conferencing solution for the Aboitiz Group. The project significantly reduced travel requirements, thereby saving on travel costs, reducing the risks associated with travel, improving the work-life balance of team members and team leaders, and improving productivity.

## DRIVEN TO SERVE (CSR)

### School Tools for A Bright Future

Team: **Corporate Audit & Risk Management**

Believing that the proper tools for learning will help boost students' responsiveness to learn, the Corporate Audit and Risk Management team of Makati initiated this CSR project, which provided 120 indigent students of Rosaura Almario Elementary School in Tondo with various school supplies. The project has inspired these students to pursue their studies, giving them hope and encouraging them to persevere despite their financial difficulties.





# Service Awardees



Susan Valdez

30 years



Sabin Aboitiz



Vangie Andres



Virgilio Lato

25 years



Francis Cabanban



Jojo Sitoy



Caloy Payot

20 years



John Alvarado



Alma Casing



Philip Moleño



Bong Velasquez

15 years



Ria Calleja



Joanxa Chua



Guilbert Sto. Domingo



Earlene Gerenia



James Ong

10 years



# Metaphil celebrates Recognition Night

By Zeny Novabos



President & CEO Napoleon R. Pe, Jr., 15-year awardee, with family



Construction of La Filipina Milling Wharf was awarded for Best Managed Project, managed by Jack Caballero.



Special awards for individual & team accomplishments



MVK for Support Category, Jonathan Carabana (Estimating)



MVK for Project Category, Dindo Quiling

Some 500 *kaubans* from Mandaue, Balamban, Metro Manila and project sites attended Metaphil's Recognition Night on Sept. 29 at the Casino Español in Cebu City.

Highlights of the event, which had the theme "Metaphil Rocks," were the honoring of service awardees, awarding of the MVK (most valued *kauban*), and other special awards to individuals and performing teams, partners, suppliers and subcontractors.

Metaphil Chairman Roberto Aboitiz warmly thanked all *kaubans* for showing that "Metaphil can achieve what it has committed." The company will hit record annual sales of P4 billion, which is more than double the usual sales of the business. He thanked all partners for their continued support.

Metaphil President & CEO Napoleon Pe, Jr. likened the *kaubans* to secondary and tertiary school students when he thanked "the seniors for their valued contributions" and challenged them to still make a mark by preparing the next tier of leaders. He added that, "the juniors must

drive harder and shine" while the "sophies and the freshies must accelerate their learning."

The service awardees were retiree Raul Opay (Contracts); for 30 years, Arturo Canga (Estimating), Zeny Monterola (Executive Office); for 25 years, Eddie Cenabre (Heavy Equipment & Maintenance); for 20 years, Elvis Camingawan and Prudencio Pulgo (Heavy Equipment & Maintenance), Rodolfo Torres and Marcelo Cena (Operations); for 15 years, Reuel Velasco (Procurement), Cris Hoylar (Estimating), Alex Lariosa and Joy Florentino (Administration), Erwin Ponce (Engineering), Joy Pacada (Accounting), Francisco Amarillento, Jr. (Heavy Equipment), Danilo Baro, Garlie Baruc, Arsenio Cabugason, Ernesto Cantila, Danny Carreon, Priscilo Dalogdog, Jr., Samuel Lastimosa and Charlie Pardillo (Operations). Pe was also honored for his 15 years of service.

The Most Valued *Kauban* (MVK), support category, was Jonathan Carabana (Estimating) and the MVK project category went to Dindo Quiling. Recognized as Best Managed Project was the La

Filipina Milling Wharf construction managed by Jack Caballero.

Special recognition went to individual *kaubans* for their educational and professional achievements, and for their standing in Toastmasters competitions. Also recognized was the American Society of Mechanical Engineers Team led by August Dacanay.

Regan Industrial Sales, Inc., holder of the title for seven years, was Most Valued Supplier while BNR Construction & Dev't was named Most Valued Subcontractor.

The company's valued partners Technical Education Skills Development Authority, Department of Labor and Employment 7 and Philippine Economic Zone Authority were also given recognition.

The event also showcased the talents of the *kaubans* in a program filled with songs and serenades, dances and a live band. Indeed, it was a night to celebrate successes, partnerships and team efforts.

(Note: *Kauban* is the Cebuano term for teammate. It signifies people working together to achieve more.)

## Service Awardees



15 years



20 years



25 years



30 years



# KAIBIGANS IN THE MOVIES

By Jade Hazel Gamas & Kiara Fe Calumba



Don Ramon Aboitiz Award of Excellence  
WINNER

## Victorino Sumalinog

Community Relations Manager  
Davao Light

Well-respected in the community, Vic delivers excellent performance and has set the standards for the Aboitiz Group in the field of CSR. He has devoted 18 years of service to Davao Light, delivering excellent performance and continuing to be persistent in the pursuit of CSR excellence. Vic's dedication has earned him the trust and confidence of stakeholders and has helped promote Davao Light and the Aboitiz Group as true and responsible business partners.

Davao Light & Power Co. Inc. (Davao Light) had its Recognition Night with the theme In The Movies last Oct. 27 at Marco Polo Hotel. Dressed in their favorite character costumes, *Kaibigans* starred in their favorite movies as they walked the red carpet and posed in front of the photowall.

After a sumptuous dinner at the hotel's Cafe Marco and Jade Ballroom, the program began with some *Kaibigans* dancing to the music from the movies *Moulin Rouge*, *Mamma Mia*, *Glee* and *Fame*. Next came the recognition of the 5, 10, 15, 20 and 25-year service awardees.

The major highlight of the evening was the announcement of Community Relations Department Manager Vic Sumalinog as winner of the Don Ramon Aboitiz Award of Excellence.

Another highlight was the awarding of the SINAG Award winners. On its pilot year, the Sinag Award: The Bright Idea Reward and Recognition Program recognizes groups of individuals that come up with project proposals introducing innovative solutions to workplace challenges and, in turn, increase company efficiency for the greater satisfaction of the company's customers. Nine entries were submitted, two of which were chosen as the grand winners.

For the Technical Category, the winner was the Delta/Ring Bus Configuration of 69 kV Line Take-off in Substations project of Enriczar Tia, Jonathan

Medalla, James Binoya, Joe Mascardo, Jaime Derecho III, Roger Alinsub, and Perselo Incorporado.

Oplan ISAAC (Instant Site Application And Connection) won for the Non-Technical Category. This initiative, which aims to bring the services of Davao Light to remote barangays, combined the efforts of Reynold Felix, Mark Sam Banluta, Joel Deguito, Leo Lungay, Mervin Dalian, Honey Micabani, Ruby Barnes, and accredited contractors.

Spartans, Jack Sparrow, Lara Croft, Hector, Hagrid, and the Jedis were just some of the movie characters who altogether had fun during this one night of stars.



## Service Awardees



5 years



10 years



20 years



25 years



Team members of Cotabato Light & Power Company (Cotabato Light) packed their bags and enjoyed the day at Blue Jaz Resort in Samal Island, Davao to celebrate the company's 23rd Employees Recognition Day last Aug. 20. What made the day complete and more special was the presence of Cotabato Light executives President & CEO Jimmy Aboitiz, SVP & COO Art Milan, VP & Resident Manager Cris Ferolino, and AVP for Engineering Rodger Velasco. Special guests from the Visayan Electric Co. and Davao Light were also present. "Today, I recognize and honor you guys for your dedication and passion to keep your banners high. Aside from our problem on systems loss, your overall performance is terrific. More so, I can proudly say that Cotabato Light best simplifies what unity and teamwork is all about," said Jimmy Aboitiz. Both management and team members are optimistic of even better days ahead as they continue to work together in synergy.



# Demonstrating the Aboitiz way through bravery, integrity

By Bing Mendezona, Raymund Tamayo & Rebecca Eufan

A-PEOPLE

On three separate occasions, Aboitiz team members aptly demonstrated what passion for better ways and being driven to serve are all about.

## SAVING LIVES

On Oct. 29 at past 4 a.m., Aboitiz Executive Protection (EXPRO) agents Ariel Alenton and Daryl Dueñas rescued a woman trapped in the second floor of her burning house in Maria Luisa Village in Banilad, Cebu City.

When fire broke out, the two men were on night duty checking for any security incidents and patrolling the homes of executives. They had just cleared Roberto Aboitiz's home and were near Antonio Aboitiz's residence when they saw the fire. Immediately, they advised the Command Post (CP), which in turn, called the fire department.

But even before help could arrive, Alenton and Dueñas got hold of a ladder and worked together to rescue the woman, who happened to be the house owner's wife.

The CP also contacted the other EXPRO agents on night patrol to respond and secure the homes of our VIPs located nearby.

Alenton and Dueñas did not only do a commendable act, their quick response may have been the reason the fire was quickly contained, affecting only one residence in the area.

## 'BEYOND EXPECTATIONS'

Subic EnerZone Corporation (SEZ) and two of its team members were commended for quickly responding to calls for emergency assistance following the Sept. 27 devastation of Typhoon Pedring at the Subic Bay Freeport Zone.

In its Sept. 30 letter, Subic Techno Park Corporation (STEP) said the company witnessed how SEZ team members "performed their duties beyond expectation," despite tiredness and lack of sleep.

The letter was addressed to SEZ General Manager Warell Kern Sario and Admin & Customer Service Manager Edgar Caluza. It was sent to the distribution utility after power was restored at STEP's Area A, one of the most damaged during the typhoon.

The SEZ crew worked round the clock to bring back power in the freeport zone and achieved 100% restoration in the central business district area by

night time of Sept. 27. By Oct. 1, power in the entire freeport was fully restored.

In another letter sent by a Kalayaan Heights homeowner, SEZ Metering Engineer Jerry Paul Mendez and Metering Technician Antonio Casimero were praised for also immediately responding to calls for assistance.

Tricia Novido-Salvador said that she and another resident were thankful that both men went out of their way to restore power in their homes, and refused the token amount and food offered to them.

## AMOR FOR VECO

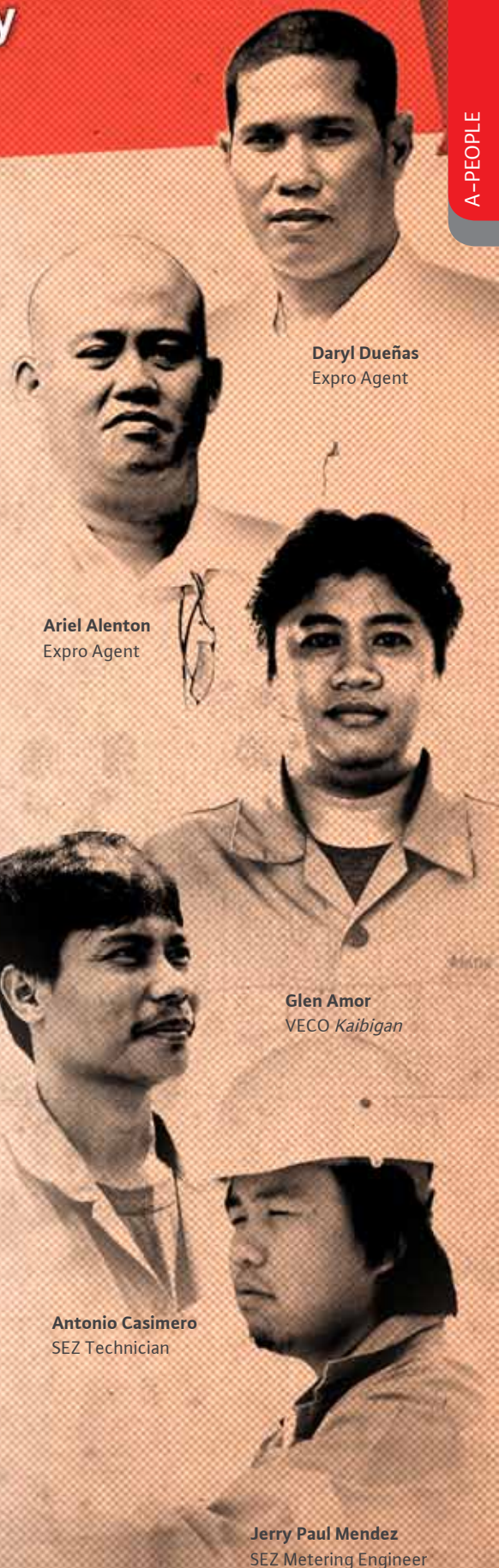
A Visayan Electric Co. (VECO) *kaibigan* was also similarly lauded for his professionalism and integrity. VECO EVP and COO Jimmy Aboitiz commended Glenn Amor of the Revenue Protection Department (RPD) for refusing the bribe money offered by a customer caught violating the anti-pilferage law.

In an email to all VECO employees last Oct. 4, Aboitiz expressed pride over the professionalism of Amor and his team that was truly inspiring and extremely appreciated by the entire company.

On Oct. 1, the RPD team led by Amor and Power Metering Department personnel had conducted a Calport test (an electricity meter and instrument transformer test system) and caught on the spot a customer using a current reversing transformer. This gadget makes electric meters run backwards (while using power) and reduces the electricity bill.

The team confiscated the reversing transformer and the owner made the offer of P10,000 cash to Amor to not report the incident. The act of bribery pushed him to call a police escort; this made the customer leave the premises immediately.

A certified VECO *kaibigan*, Amor relates that it was not the first time he had refused a bribe from a customer. He said that in his 10 years of service to the company (where he started in the then Customer Service Section until he was recently transferred to RPD), incidents of bribery and threat always happen.



Daryl Dueñas  
Expro Agent

Ariel Alenton  
Expro Agent

Glen Amor  
VECO Kaibigan

Antonio Casimero  
SEZ Technician

Jerry Paul Mendez  
SEZ Metering Engineer





# THE AFLBS @ 6

## INSPIRING LEADERS FOR A BETTER FUTURE

By Vianney Yap

What began in 2006 as a gathering of Cebu's brightest student leaders has become a much-awaited yearly phenomenon that brings together the top-ranking students from the country's finest universities for a two-day summit on business and leadership.

"The rationale for the Aboitiz Future Leaders Business Summit (AFLBS) was simple: expose our top student leaders to the Aboitiz leadership style. We wanted to prepare each student to enter the corporate world and help them realize their future role in nation-building," said AEV Chief Human Resources Officer Txabi Aboitiz.

August 19 and 20 marked the 6th Aboitiz Future Leaders Business Summit at Radisson Blu Hotel Cebu with the theme "Inspiring Leaders for a Better Future." Guest speakers Young Global Leader Bam Aquino and Ramon Magsaysay awardee Atty. Antonio Oposa joined the lineup of Aboitiz executive speakers for this year.

Aquino shared his experience and expertise in social entrepreneurship while Oposa talked about his environmental advocacies.

The Aboitiz executive speakers talked about leadership and management concepts and showed how these are concretized in a corporate environment.

The Summit provides opportunities for student delegates to interact, network, and establish ties with CEOs and other executives, team leaders and team members of the Aboitiz Group, as well as with

their fellow delegates. Through plenary discussions, teambuilding exercises and team challenges, the Summit also aims to bring out the best from the delegates, inspire them to develop a renewed hope in the country, and encourage them to strive for excellence in all things.

"As large as it is, the investment we make in terms of time and effort in putting up these events are not the most important things we give – it is the process of passing on our company's heritage of excellence, drive, service, and our culture of Passion for Better Ways," said Txabi.

Over the course of the AFLBS history, participants have included working scholars, varsity athletes, honor students, and organization leaders, each with their own inspiring stories, visionary ideals and high hopes for the country's future. During the Summit, top Aboitiz executives from the different business





industries impart their knowledge, experience, and philosophies to the delegates.

To date, the AFLBS has 524 alumni from all six batches. They continue to keep close ties with Aboitiz by actively participating in company events, CSR projects, and other corporate initiatives. A number have also joined the Aboitiz Group, working in various departments like HR, IT, Engineering, Audit, Marketing, Branding, Legal, Treasury, and Communications.

"We have seen that the Summit produces a fresh breed of young, idealistic talents with the leadership potential who are ready to join the organization. They have already been exposed to the Aboitiz culture – who we are, what values we hold dear, and how we work, so when they do join us, they blend easily," says AEV Talent Attraction Manager Valerie Cruz.

"We are definitely looking forward to meeting more future leaders in the Summits to come," she adds.



## The Stars at the 6th AFLBS

Among the delegates in this year's Summit, among those who stood out were the following:

### Joan Jao

Applied Economics & Marketing Management  
De La Salle University  
Best Essay

"The lesson I value the most from the Summit was the one pertaining to valuing your people. One must acknowledge that it is not a leader's abilities alone that define his success. The people supporting him/her are also as vital in achieving success."



### Mark Cendaña

Humanities major in Management  
University of Asia & the Pacific  
Best Photograph

"When Sir Bobby Aboitiz was sharing his views about leadership, he said that success must go along with significance. Success would be nothing if it will not create an impact on one's self or our environment. This idea struck me most because success is something we always look forward for ourselves, but we tend to forget that in everything that we do, the product of our labor must not just be great but must lead to something better for our society."



### Gerald Perry Marin

Management of Applied Chemistry  
Ateneo de Manila University  
Mr. Congeniality

"Being the president of Ateneo Environmental Science Society in our university, I am looking forward to actually executing and living the things I learned about leadership from this experience. Also, I am excited to meet my co-delegates again through reunions and other Aboitiz get-together events. As a matter of fact, we have already been planning waves of reunions all over the country!"





# AFLBS Timeline: **LOOKING BACK**

We asked Summit alumni, one representing each batch, what to them was most memorable about their AFLBS experience or what lessons they learned from it. Our respondents now work for the Aboitiz Group.

1<sup>ST</sup>

AFLBS

Theme: "Your Turn to Ask a CEO"

**Nel Ediza**, Admin Officer, AEV

"I learned to always strive for the best. This is my guiding principle now in life and work."



2<sup>ND</sup>

AFLBS

Theme: "Developing the Entrepreneurial Spirit in Today's Youth"

**Kiara Fe Calumba**, HR Associate for OD  
Davao Light

"I learned the importance of personal branding – that we make a personal brand with our words, our actions, our work, and our relationships. Therefore, we ought to make not just a good, but a GREAT and marketable brand!"



3<sup>RD</sup>

AFLBS

Theme: "Shaping the Filipino Youth Towards Becoming World-Class Leaders"

**Harmone Naparota**, IT Support Specialist, AEV

"The most important realization I learned from the AFLBS was when I asked Sir Txabi to sign my notebook. He wrote: "Happiness is a choice" and ever since, that has become my motto or motivation as I face the different trials in my life."



4<sup>TH</sup>

AFLBS

Theme: "Passion Through Leadership"

**Crystalyn Duran**, Recruitment Assistant, Pilmico

"If there's one memorable thing I remember from my AFLBS experience, it would be seeing my fellow Summit alumni who are already successful in their chosen careers and presently connected with an Aboitiz company. I have seen and witnessed how the AFLBS, inspired them and contributed to their present success and career development. Truly, the Summit has touched the lives of many young leaders and dynamic individuals who do things with passion for better ways."



5<sup>TH</sup>

AFLBS

Theme: "Finding Your Passion, Shaping Your Future"

**Shane Palcis**, HR Staff, AboitizPower

"There is so much in store for you if you are following your passion, coupling it with perseverance, hard work, and fun."





# An Interview with Roman S. Ronquillo

By Nancy Lim with Margaux Herrera



My new advocacy is, as the word was coined, to 'Aboitiz-ize', which encapsulates the mission of orienting or preaching team leaders and team members to the Aboitiz style of leadership.



At an effervescent age of 79 years old, and with no signs of stopping nor slowing down, Mr. Romy Ronquillo or "RSR" is still considered the Aboitiz Group's top trainer for leadership and management programs. Officially retired from the Group 19 years ago, RSR said facilitating seminars to this day allows him to have a sense of connectedness, a feeling of belongingness. In his own words, "matching wits with both the young and senior participants—as Frank Sinatra sang—gives me a thrill."

Reminiscing this many years of experience with the company, this Don Ramon awardee, seasoned trainer and practitioner, passionately talks about the rewards of unselfishly imparting knowledge to others in an interview done by HR.

**HR: As an Aboitiz trainer, what programs do you like teaching the most and why?**

RSR: The Practice of Supervision is the program I like teaching the most because I find that it adds the most value to present and future supervisors. Since it is not based on theory, but experiential, it introduces timeless concepts and advocacies, which, based on subsequent feedbacks, prove to be constructive and well appreciated by the participants.

I also like 7 Habits, because the modules I facilitate with it—Habit 1 Be Proactive and Habit 2 Begin with the End in Mind—are habits that I personally practice and deeply espouse. I share these habits to my participants with strong conviction.

**HR: What do you find most rewarding about being a trainer for Aboitiz?**

RSR: As a retiree, the most rewarding feeling is the opportunity to continue adding value to an ever growing organization that I consider my second home. My new advocacy is, as the word was coined, to 'Aboitiz-ize', which encapsulates the mission of orienting or preaching team leaders and team members to the Aboitiz style of leadership.

As new subsidiaries sprout under the AEV umbrella, most with different cultures and discipline, advocating a paradigm shift is a challenge I did not experience before. However, once they subscribe to the Aboitiz culture, this gives me a new high!

**HR: You teach mostly leadership and management programs from experience, and not from the books. What basic principles on leadership do you frequently impart to your participants?**

RSR: Be credible by practicing and mastering your own advocacies. Do not forget where you came from. Treat your team members in the same manner you want to be treated. Be frank and clear to avoid misunderstanding. I also advocate another dimension not normally practiced: Be like a steward or shepherd to your 'flock', by being firm and fair, and showing concern for their well being.

A team leader must remember that he is RESPONSIBLE for the people he leads and that he has an obligation to help those deserving to grow, by continually training them and by emptying himself of his skills, talent and experience in the hopes that they become as good or better than he is.

**HR: What keeps you going as a trainer?**

RSR: At 79 years of age, facilitating seminars allows me to escape the drudgery of retirement. Feeling useful is a reward in itself. Reading the feedback sheets that manifest satisfaction gives me encouragement to continue. These, plus the many personal complimentary emails I receive after the seminar, give me a high. The opportunity to learn from the participants, for they too have a story to tell ... [gives me a thrill].

**HR: What can you say about the value Aboitiz places on training their employees?**

RSR: Outstanding! I could be biased, but to my knowledge, not too many companies have a holistic approach in training their team members. While most adopt a skills training program, AEV trains the persona not just to develop better employees but better people as well, because its programs, such as the concern for community, are all values-

propelled. The leadership of AEV's Human Resource and Quality department is continually searching for better ways to develop people.

**HR: In your own opinion, what makes a training program successful?**

RSR: Constructive content. One that is useful and easily adopted, and therefore adds value not only to the organization but to the individual as well.

**HR: What are your own personal principles/values or beliefs as a trainer?**

RSR: Number one, believe in what you advocate to be credible. If you do not believe in it, then do not subscribe to it. Number two, share your experience as it relates to the topic. Number three, be honest and frank. Number four, listen and encourage intercourse of opinions. And above all, be truthful.

**HR: Would you encourage employees to be also trainers someday? Why or why not?**

RSR: A loud YES, because you learn as you teach, and knowledge or experience is sterile unless it is shared to benefit others. When you train, you get exposure to other businesses and disciplines, and from a narcissistic perspective, you also reinforce and project an image throughout the organization. Consider training as 'payback' time. Like the high school teacher you can never forget, trainers are remembered as persons who add value to one's being. For instance, people remember me as a trainer and have forgotten that as an operator, I simultaneously managed many successful companies. And because of that, 19 years after retirement, I still 'belong' with them and I still 'belong' to Aboitiz.

# A chat with the chief

By Vianney Yap

"I take the greatest pride in being a part of this great team," President & CEO Erramon Aboitiz told team leaders and team members during the Coffee with the President sessions held from Oct. 3 to 7. This year, a total of seven sessions were conducted for Cebu and Makati teams.

Coffee with the President, which was started during the term of former AEV president Jon Ramon Aboitiz, is an anticipated annual dialogue with the company's chief executive. It is an opportunity for team members and team leaders to share great ideas, learn about company objectives and strategies, and interact closely with the president himself.

"This activity is very important because it allows all team members to directly hear from our president significant milestones of the organization and

it also serves as a venue for everyone to interact and speak with him personally on matters that are relevant to them," says Talent Retention Manager Cristine Cabatingan.

This year, EIA discussed the company's performance and business plans, presented strategic goals, and emphasized the Corporate Center's role in corporate governance, as knowledge center and business partner.

He also enumerated the recent awards and citations the company received from Finance Asia, Asia Money, Institute of Corporate Directors,

Corporate Governance Asia, Asian CSR Awards, and the 46th Anvil Awards.

"External recognition validates how we are as a company and this is important to us as well. This affirmation fuels our passion to find better ways," he said.

One of the innovations he introduced during the sessions was the new online President's Box, which can be accessed through the B2E portal. Called "Talk to EIA", team members and team leaders can now directly interact with him by sending in their queries, comments and suggestions.

“ I take the greatest pride in being a part of this great team.



## Appreciating the family history

By Mia Borja

As part of its Inspired by Passion campaign, AEV Corporate HR organized the first Aboitiz Ancestral Home Tour held last Aug. 13. Fifteen AEV and AboitizPower team leaders joined the tour conducted by the Ramon Aboitiz Foundation Heritage Team led by Dr. Joy Gerra, assisted by Casa Gorordo Museum curator Florencio Moreño.

The three-hour tour began in downtown Cebu, where the group visited the original Smith Bell and Company site and the Gorones Building, which were the first offices of Aboitiz & Company. Both buildings are located in the area of the famous Sto. Niño Basilica. The location gave an insight of how the Aboitiz business grew from humble and ordinary beginnings.

The group was then shuttled to the ancestral home of Chairman Jon Ramon Aboitiz (JRA), where the rest of the morning was spent. JRA was his usual lively self, regaling everyone with stories about the family and how they grew up in the massively beautiful and well-preserved house. Some of the most striking things in the house that generated much interest were the original conference table used way back then when Aboitiz was simply a shipping company, the solid wood banister and stairway, and the private elevator.

The group also went inside the original office of Don Ramon Aboitiz and saw his personal effects, as well as a multitude of family pictures. They took a peek inside the rooms of former inhabitants of the house, the large meeting and

dining rooms, as well as around the exquisite garden and grounds, where the well-maintained family car stood.

Throughout the tour, JRA stressed the importance of their family values, of how trust was built within the family, and how their closeness and bond helped them build the successful conglomerate that is the Aboitiz Group today.

When the tour ended, everyone was treated to a buffet selection of delectable native snacks, prepared like in the olden days by Doña Lolita, JRA's grandmother. It truly was an amazing experience, having the Aboitiz story told in such a unique manner. Everyone went home with a renewed understanding and appreciation of the family's history, and with greater pride in knowing that it is a crucial part to the evolution of the Aboitiz enterprise. It is a family business that has walked its talk for over a century.

The Aboitiz Heritage tour is by special arrangement only. Should you be interested, please contact Jocelyn Gerra or Karl Damayo of the Heritage Office of the Ramon Aboitiz Foundation at tel. no. (032) 418-7234.





# New myAboitiz.net portal launched

By Jovy Tan & Nel Ediza

myAboitiz.net, which serves as the real-time database for all internal and external communications of the Aboitiz Group, now has a new look plus additional features. The unveiling of the relaunched portal was held last Sept. 20 in Cebu and Sept. 27 in Makati.

Accessed via <http://www.myaboitiz.net>, the portal has three main tabs for all users namely Aboitiz Group, My Company and My Workspace. The Village, which was part of the main tab in the previous portal version, is now placed right below the main tabs. It has features on e-learning, health, financial fitness, as well as updates on the activities of the Aboitiz Toastmasters Club and Aboitiz Association of Secretaries.

The Aboitiz Group main portal features the electronic versions of Aboitiz Eyes, tips and advisories, plus a new feature—the Classified Ads. It is a virtual space where you can advertise any items you want for sale or for rent. Other contents include the What's Up Section, DRAEE Awards, Inspired by Passion Team Awards, In the Papers and links to other company portals.



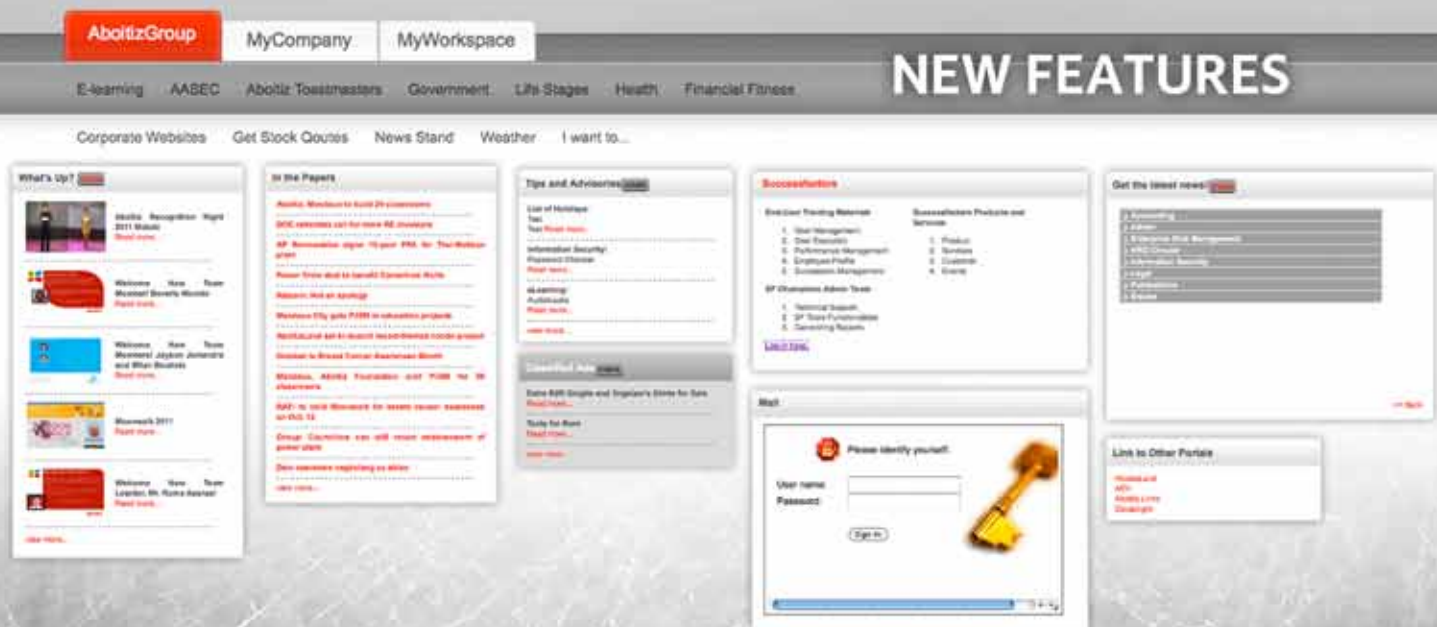
In the My Company portal are the policy databases, list of holidays, and Team Quicklinks.

“The initiative to create a web-based version is driven by the fact that the previous portal was integrated in the Lotus platform, resulting in incompatibilities with Lotus upgrades and slower access during traffic,” said AEV Online Communications Manager Jovy Tan. “In addition, the direction to move to web-based is

supported by the need to make the group portal available at all subsidiary offices nationwide,” she added.

When asked what excites her about the new myAboitiz portal, AEV junior financial analyst Mariel Bontia said, “The new features and the fact that we can freely post some announcements in the portal.”

For feedback and concerns about the new myAboitiz Portal, email [joytan@aboitiz.com](mailto:joytan@aboitiz.com).





# Latest updates discussed at 2011 Groupwide Accounting Forum

By Lorebeth Rivac

Over a hundred accounting professionals in the Aboitiz Group gathered for the 2011 the Groupwide Accounting Forum held on Sept. 1 and 2 at the Cebu City Marriott Hotel.

This year, the two-day event with continuing professional education (CPE) credits was facilitated by AEV Accounting and SGV & Co. to discuss all the latest accounting standards and tax updates that have a huge impact on most of the business units' operations. There was intense interaction among the participants during the forum.

Participants came from various business units, among them, AEV, AboitizPower, AboitizLand, Aboitiz Jebsen, Aboitiz Construction Group, City Savings Bank, Aboitiz Power Renewables, Cotabato Light, Davao Light, Subic EnerZone, Visayan Electric Company, Mactan EnerZone, Hedcor, Luzon Hydro, Aboitiz Energy Solutions, Manila Oslo Renewable Energy, Therma Marine, East Asia Utilities, Cebu Private Power, Pilmico Foods and Pilmico Animal Nutrition.

AEV VP-Comptroller Melinda Bathán delivered the welcome remarks and also presented to the group what went wrong and what went right in the 2010 audited financial statements, and what to do next for the 2011 statements.

On day 1, there was a full-blown discussion on "PFRS – Changes in 2011 and Beyond," conducted by SGV Assurance Partners Wilson Tan and Ladislao Avila, Jr. and Assurance Senior Manager Armin Darel Tulio. Discussed were the following topics: new and amended standards and interpretations applicable to December 2011 year-ends (PAS 24, PAS 32, Philippine Interpretation IFRIC 19) and those issued effective subsequent to December 2011 year-ends (PFRS 7, PAS12); improvements to PFRS – issued 2010 (PFRS 3, PFRS 7, PAS 1, PAS 27, PAS 34), PFRS 9 (financial instruments – classification and measurement), PAS 19 (employee benefits), consolidation and joint arrangements, IASB work plan, lease project and revenue recognition project.

Day 2 began with clarification of issues and answers to frequently asked questions, followed by tax updates conducted by Tax Reporting and Operations group partner Fabian delos Santos. Then, updates on the following tax matters were tackled: income tax, value-added tax, expanded and final withholding taxes, withholding tax on wages/fringe benefits tax, documentary stamp taxes, local taxes, administrative requirements, BIR examination and assessments.

The last part of the forum was a technical briefing by Bathán on basic finance and valuation concepts, accounting for derivatives and hedge accounting.

During the session, each business unit had its own say on the proposed developments and practicality was the concern. Change is inevitable, though not easily acceptable. Nevertheless, the forum was a good venue to provide participants' the understanding and guidance on matters at hand, to help the group collectively achieve its maximum and move forward with positive change.





# SNAP wins big in Asian Power Awards

By Rhoda Santos

The SN Aboitiz Power (SNAP) Group won in three categories at this year's 2011 Asian Power Awards, including the Environmental Company of the Year gold award for SNAP-Benguet. The awards ceremony was held recently in Kuala Lumpur, Malaysia.

The Magat hydro plant won a silver award in the Independent Power Producer of the Year category while the Ambuklao plant was also a silver awardee in the Renewable Energy Power Plant category.

SNAP President & CEO Emmanuel Rubio said, "These awards are steps toward achieving SNAP's vision of being the leading renewable energy provider in the country. They exemplify our values and our principles of excellence and innovation." He cited the contribution from all team members across the SNAP Group, highlighting teamwork as their core value.

SN Power EVP for Southeast Asia Erik Knive said he was proud of the SNAP team for this important recognition of the work that they do in its three hydroelectric power plants in the Philippines. "We were competing with many companies and plants across all types of power technologies and across Asia, so winning in three categories that are most important to us is really an important motivator in our drive to achieve excellent results," he added.

SNAP is a joint venture between SN Power of Norway and AboitizPower. SNAP-Benguet owns and operates the Binga plant located in Itogon, Benguet and the 105-MW Ambuklao plant in Bokod, also in Benguet. SNAP-Magat owns the 360-MW Magat plant at the border of Alfonso Lista, Ifugao and



Accepting the three awards are (from left) SNAP Chief Technology Officer Kjell Valdal, SNAP Chief Finance Officer Eleanor Blomdahl, SN Power EVP for Southeast Asia Erik Knive, SNAP President & CEO Emmanuel Rubio, and SNAP Chief Market Officer Ralph Crisologo.

Ramon, Isabela.

Rubio said SNAP-Benguet was cited for its strict commitment to and compliance with local and national environmental regulations, ensuring topnotch operating standards. The company is also engaged in a technical cooperation program with the National Power Corporation for watershed management and protection.

The Magat facility is the first power plant contracted for ancillary services in the Philippine grid while Ambuklao was revived this year from a

12-year shutdown using impressive engineering and technological skills. The United Nations Framework Convention on Climate Change has recognized the Ambuklao plant as a clean development mechanism project.

Asian Power Magazine, a publication of Singapore-based Charlton Media, holds the annual awards in recognition of the outstanding performance of Asia's power plant projects and companies. Comprising the judges' panel are practitioners and experts in the Asian power market.



## Binga gets ISO Quality Certification

SNAP-Benguet's 100-MW Binga hydroelectric power plant recently received certification from an international body for its quality management system.

SNAP-Benguet President & CEO Emmanuel Rubio said DQS-UL Group, an international certification body for management systems, handed the award on Sept. 7. The award certifies that the Binga hydroelectric power plant has implemented and maintains a quality management system.

ISO 9001 is the internationally recognized standard for the quality management of businesses, prescribing systematic control of activities to ensure that the needs and expectations of customers are met. The Binga plant, under the direction of the SNAP-Benguet management, began initial preparations for the certification in late 2010 to early 2011 with documentation, procedures, and training, peaking in June with the first stage pre-assessment audit and culminating in the final audit in July.



# SNAP-Benguet reopens Ambuklao hydro plant



(From left) AboitizPower Vice Chairman Jon Aboitiz, Energy Secretary Rene Almendras, AboitizPower CEO Emmanuel Rubio, and SNAP-Benguet President & CEO Torger Lien.

SNAP-Benguet has proven that hard work does pay off after the successful rehabilitation and recent reopening of the Ambuklao hydroelectric power plant.

The rehabilitation of the previously decommissioned power plant took three years and its capacity has been upgraded to 105 MW from 75MW.

Norwegian Ambassador to the Philippines Knut Solem and Department of Energy Secretary Jose Rene Almendras led the inaugural ceremony on Oct. 26 to formally reopen the plant after a 12-year shutdown. Present at the event were SN Power CEO Torger Lien, SNAP-Benguet President & CEO Emmanuel Rubio, AboitizPower President & CEO

Erramon Aboitiz, and other AboitizPower and AEV directors & officers.

The next day, the plant's local blessing was led by Benguet Acting Governor Crescencio Pacalzo and attended by local government officials Congressman Ronald Cosalan, Bokod Mayor Mauricio Macay and Vice Mayor Reynaldo Tello and Ambuklao Barangay Captain Arthur Solano.

The powerhouse tunnel portal that leads to the new Ambuklao powerhouse was presented during the event, along with a documentary on the plant's rehabilitation project.

SNAP-Benguet also awarded the winners of its "Power to Renew" photo, essay writing and poster making contests, which aimed to

promote awareness and a deeper sense of pride for Ambuklao.

The plant's reopening signifies the beginning of more benefits to its host community of Bokod. On top of SNAP-Benguet's voluntary community development programs that focus on infrastructure, education, livelihood, culture and environmental protection, Bokod will also receive Energy Regulation No. 1-94 (ER-194) host community benefits such as financial assistance for environmental projects that are derived from power generation.

Through the Ambuklao plant's reopening and SNAP-Benguet's partnerships with its host communities, the company hopes to pave the way for a brighter future in Benguet.

Ambuklao dam





# APRI energizes ALECO, signs supply deal with CAMARECO

More homes, offices, schools, hospitals and other establishments in Albay are now enjoying the benefits of reliable electricity, thanks to AboitizPower wholly owned subsidiary AP Renewables, Inc. (APRI), which recently begun supplying additional energy to the Albay Electric Cooperative (ALECO).

ALECO provides power supply and distribution services to the entire province of Albay in Bicol. APRI harnesses Cleanergy, AboitizPower's brand for clean and renewable energy, from its 467-MW geothermal power plants in Tiwi, Albay and Makiling-Banahaw area, Laguna.

The increase of energy supply—which began on Aug. 26—is now efficiently servicing more than 150,000 member-consumers of the local power cooperative.

"We are very happy to help ALECO in providing energy to its members. This move has been beneficial to them as well as the residents of Albay," said AboitizPower VP-Marketing Roland Gaerlan.

He explained that providing ALECO with additional supply of energy effectively reduces the customers' monthly power bills. "The additional energy supply would result in lower rates passed on to the end-consumers. Plus, it would make power cost on succeeding months more predictable, too," Gaerlan said.

Currently under the supervision of National Electrification Administration-Management Team, ALECO has availed itself of APRI's services to limit the cooperative's exposure to the ever volatile power rates of the Wholesale Electricity Spot Market, as well as to guarantee the power supply in the area.

In 2010, APRI was contracted to supply 40% of ALECO's power requirements through its geothermal plant in Tiwi. This translates to an average energy level of 10,000,000 kWh and

demand of 23 MW.

In the new agreement, APRI is required to provide ALECO with approximately 16,560,000 kWh per month, representing a 65% increase from its original contract energy levels. APRI's contract with ALECO began in April 2010 and is set to expire in April 2013.

Meanwhile, Camarines Norte Electric Cooperative, Inc. (CANORECO) has signed a 10-year supply contract with APRI. With the deal, the electric cooperative can now meet its customers' needs by providing an average of 18 to 20 MW of Cleanergy.

CANORECO supplies power to Camarines Norte's capital city Daet and 10 municipalities, including Mercedes, Labo, Vinzons, Sta. Elena, Basud, Talisay, San Vicente, Capalonga, Paracale and Panganiban.

The signatories of this agreement were APRI COO Michael Pierce and CANORECO Board President Arwin Segundo and GM Lorenzo Canlas.

"APRI is delighted to partner with CANORECO in providing the power it needs. We are committed not only to provide electricity but to see the growth of our client-partners. With the current management working with AboitizPower, I believe that CANORECO will become even more efficient over the next 10 years," said Luis Miguel Aboitiz, SVP-Power Trading

and Marketing. After a competitive bidding process among four generators, APRI was



AboitizPower SVP-Power Trading and Marketing Miguel Aboitiz, APRI COO Michael Pierce, CANORECO Board President Arwin Segundo and GM Lorenzo Canlas give the thumbs up after the contract signing.

the power supply agreement and is set to start delivery to CANORECO on Dec. 26, 2011.

"CANORECO is very pleased that in partnership with AboitizPower, it will have a stable and secure power supply for the next 10 years. We look forward to a healthy and vibrant working relationship with AboitizPower," said Canlas.

AboitizPower wholly owned subsidiary Thermo Luzon, Inc. (TLI) recently signed a power supply agreement with Benguet Corporation. Under the agreement, TLI will supply the energy requirements of Benguet Corporation's mining operations in Itogon, Benguet for a period of 20 years.

TLI is the independent power producer administrator (IPPA) of the Pagbilao power plant under the IPP Administration Agreement with the Power Sector Assets and Liabilities Management Corporation.



One of the geothermal plant units operated by APRI in Tiwi, Albay



## AboitizPower, Marubeni to add 400 MW to Luzon grid

AboitizPower signed an agreement with Marubeni Corp. last Sept. 27 in Tokyo, Japan to formalize their intention to jointly develop, build and operate a 400-MW coal-fired plant. The proposed plant, estimated to cost US\$600-700 million, will be built within the premises of the existing 700-MW Pagbilao power plant in Quezon.

AboitizPower President & CEO Erramon Aboitiz and Marubeni Executive Managing Director and Board Member Shigeru Yamazoe signed the memorandum of understanding.

"We are very pleased to work with Marubeni at optimizing the capacity of the Pagbilao power station. This is part of our overall goal of providing power solutions that are competitively priced," Aboitiz said.

Marubeni is part owner of TeaM Energy, which in turn owns and operates the Pagbilao plant under a build-and-operate contract with the National Power Corp.

Therma Luzon, Inc. (TLI), a wholly owned subsidiary of AboitizPower, is the Independent Power Producer Administrator (IPPA) of the Pagbilao plant. As its IPPA, TLI handles the procurement of fuel and sale of the energy generated by the plant.

Like the existing Pagbilao facility, the new power plant will also run on clean coal generation technology using the Circulating Fluidized Bed system to produce power with considerably less adverse effects to the environment. Expected completion of the plant is within 2015.



AboitizPower President & CEO Erramon Aboitiz and Marubeni Executive Managing Director and Board Member Shigeru Yamazoe link hands for a new 400-MW clean coal power project.

## Tudaya project granted ECC

By Lloyd Revilla

The Environmental Management Bureau of the Department of Environment and Natural Resources (DENR) 11 granted an environmental compliance certificate (ECC) to the proposed 13.6-MW Tudaya Hydropower Project last Aug.26.

The ECC certifies that Hedcor, the project proponent, has complied with the requirements and has committed to implement its environmental management plan.

The EMP signifies the general conditions in the granting of the ECC, which include regularly conducting a series of tree planting activities to its host communities to contribute to the protection of riverbank and for the preservation of watersheds.

Hedcor, a wholly owned subsidiary of AboitizPower specializing in run-of-river hydropower development and operation, is developing the project. The Tudaya project is an addition to the existing 42.5-MW Sibulan hydropower system located in Sta. Cruz, Davao del Sur.

Currently, the project is on its last stage of securing permits then the construction will soon commence. The exploration of Tudaya Hydropower Project started in 2010. In early 2011, Hedcor engineers started the design of Tudaya 1 in Barangay Sibulan and Tudaya 2 in Barangay Astorga.

## AboitizPower secures ECC for Davao coal-fired plant

AboitizPower wholly owned subsidiary Therma South, Inc. is one step closer to starting the construction of the P25-billion 300-MW circulating fluidized bed system (CFB) coal-fired power plant project in southern Davao.

The Environment Management Bureau (EMB) of the Department of Environment and Natural Resources (DENR) issued the Environmental Compliance Certificate (ECC) for the plant last September 9. EMB OIC Director Juan Miguel Cuna signed the ECC.

The ECC signifies that the project has complied with government requirements and ensures that once constructed and operational, the plant will not cause a significant negative impact on the environment.

The document also certifies that the project's Environmental Impact Study (EIS) and its operational and environmental protection plans received positive reviews from independent reviewers.

"We are happy to receive the ECC and AboitizPower, true to its promise of building a clean, safe and efficient power plant, will ensure that the facility will meet Philippine environmental standards as required by the certificate," said Manuel Orig, AboitizPower FVP for Mindanao Affairs.

"AboitizPower has been in Mindanao for more than 50 years and we will continue to live up to our reputation of corporate responsibility by providing clean, reliable and affordable power with this project," he added.

Therma South will continue to secure permits and clearances from other national government agencies as well as from local government units like

Davao City and the municipality of Sta. Cruz before it could start construction. The project will take 40 months to build.

The project earlier received endorsements from the Davao City Council, the Municipal Council of Sta. Cruz as well as the host barangays of Binugao in Toril and Inawayan in the Davao del Sur side.

The EMB-DENR, through the ECC, ordered Therma South to "implement the measures presented in the EIS and the Environmental Management and Monitoring Plan, intended to protect and mitigate the project's adverse impacts on community health, welfare and the environment".

"Environmental considerations shall be incorporated in all phases and aspects of the project," the ECC noted.

With Mindanao's demand for energy constantly growing amid increasing population and rapid development in many towns and cities, the island's power supply is in a precarious state and is seen to run short in the next couple of years.

By 2014, government and independent think tank estimates project that Mindanao will be short of around 480 MW of power – enough to cut power supply entirely from the cities of Davao, Cagayan de Oro, Gen. Santos, Butuan and Zamboanga.

Mindanao's heavy dependence on hydroelectric power coming from the Agus-Pulangi complex also negatively affects the power situation during the summer months and long dry spells.

The Therma South project is aimed at addressing the shortage while lessening the island's dependence on hydropower, using modern CFB technology that ensures the reduction of sulphur emissions into the atmosphere.



# Fire protection at Sibulan hydro project upgraded

By Lloyd Revilla

A Davao-based construction firm, Jonzlib's Building System, has installed fire protection equipment worth P15 million around the power plants of the 42.5-MW Sibulan Hydropower Project.

The fire protection consists of a sprinkler system with deluge valve for transformers, fire hose, and automated alarms capable to detect the smoke generated by flame or smoldering fire that will warn employees to respond immediately.

"We prefer to partner with local firms because we want to help in advancing the local economy," said Hedcor VP Rolando Pacquiao.

Hedcor, the largest developer of run-of-river hydropower plants in the country, makes it a point to partner with local suppliers.

Also, during the construction of the Sibulan Hydropower Plant, more than 1,000 men from the community were employed.

"We are cautious of the safety of our team. Now that we have this automated equipment, it assures us that we are far from danger," Pacquiao added.

The fire protection equipment is apart from the fire drills that Hedcor conducts to prepare its workers for any eventuality.

Awarded with the Safety Milestone Award by the Department of Labor and Employment, Hedcor prioritizes safety of its employees first. It has just recently conducted its Safety and Skills Competition for all its team members. The event aims to promote safety awareness and camaraderie among employees.



**PRECAUTION.** As part of Davao Light's safety procedure, lineman Kenneth Lim installs covers on its line in preparation for the actual live maintenance works. Such precautionary measure, along with the use of modern hotline tools, allows the utility crew to work safely on the lines without causing service disruption. The program enabled significant reductions in the power interruptions as well as the number of customers affected when implementing upgrading of distribution lines to keep up with the growing power demand, such as the one on Maa Diversion Road.



**EDUCATIONAL TOUR.** Students from Ateneo de Davao University taking up Total Quality Management and Project Management classes listen to Engr. Jennifer Agton of the 42.5-MW Sibulan Hydropower Plant explain how quality work and quality output are maintained. In front of them are computers where plant operators monitor the power generation of the plant and encode commands to generators and turbines.



**LET IT BE HEARD.** The Cotabato Light team assisted workers of the Rosary Heights Church in putting up the heavy bronze tower bell last Sept. 16. Church officials sought the distribution utility's permission to use its crane boom truck to lift the 2,000-kilogram bell. Comprising the Cotabato Light team were Transmission & Distribution Supervisor Bernabe Parcasio and linemen Jeffrey Escalona and Basilio Tanara. *-Donjie Vertuoso*



**VICE MAYORS VISIT BAKUN PLANT.** Members of the Vice Mayors League of the Philippines (VMLP) Benguet Provincial Chapter (above) recently toured Luzon Hydro Corporation's 70-MW Bakun AC hydropower plant in Alilem, Ilocos Sur. Through the tour, the VMLP of Benguet got a first-hand view of how the plant produces Cleanergy, AboitizPower's brand of clean and renewable energy from run-of-river hydropower plant. *-Lloyd Revilla*



## VECO uses new media to reach customers

By Rebecca Eufan

In its effort to accommodate increasing customer demands, VECO is constantly improving its service, this time by tapping new media platforms.

The country's second largest power distributor, VECO now reaches out to its customers by sharing and posting all its announcements on Facebook (FB) and Twitter. On FB, customers may add VECO\_Cebu to their friends list. They may also follow VECO\_Cebu on Twitter.

VECO posts information essential to consumers, such as scheduled and emergency power outages in its franchise area. It also answers customer queries on FB.

In VECO's FB announcements is a link to its website, [www.veco.com.ph](http://www.veco.com.ph), which contains VECO's company profile and that of its affiliate companies.

On the VECO website, customers are invited to register their VECO account name, account I.D., e-mail address and cellphone number.

For unscheduled power outages which are emergency in nature, VECO posts updates on its FB and Twitter accounts to keep customers updated.

Last July, VECO launched a service that allows customers to receive their monthly bills through text messaging. Some 3,000 customers have since availed themselves of the service.



## Davao Light energizes newly re-constructed Victoria substation

Davao Light energized and made operational its newly reconstructed 69/13.8kV Victoria power substation last August 2011.

Aside from the usual rehabilitation, the reconstruction was done to convert existing substations to become mobile substation connection ready and to prepare its 69kV line to operate in a closed-loop system, which will protect the substation from being interrupted if a system disturbance happens in its source of power supply.

Davao Light AVP-Engineering Ronald Chan said the project is one step towards standardizing the design of the distribution utility's substations. The reconstructed substation is also designed to avert a prolonged power interruption, which happens when a transformer has to be repaired before restoration can be implemented.

At present, upgrading works are being done to adjacent substations to make the Victoria substation fully operational.



"This new and world-class power substation of Cotabato Light would definitely make a difference in terms of power reliability and flexibility – that would mean better customer service!" says Davao Light SOD Manager Judy Sanchez.

## New substation pumps into action

By Ivan Jones Colita

Cotabato Light energized last Sept. 22 its newly constructed 10MVA 69/13.8kv Malagapas substation, almost a year after construction began.

The new facility supplements the load being supplied by the distribution utility's two other substations to vital installations in the area like airport, military camps, hospitals and government offices.

Gracing the inauguration were Davao Light SOD Manager Judy Sanchez, SEED Manager Virmel Dabon, Transmission & Distribution (T&D) Supervisor Edgardo Abad, and Cotabato Light's Power Generation Manager Jun Ticzon and Corpcom

& Brand Officer Donjie Vertuoso.

Also present during the turnover were Davao Light's project team headed by SEED Supervisor Joe Mascardo, Project Engineer Jaime Derecho, and SEED Planning & Design Engineer Jay Duluguin.

Accepting the responsibility handed to Cotabato Light were Engineering Group Manager Paul Michael Cazar, SEED Supervisor Armando Baguio, T&D Supervisor Bernabe Parcasio, Safety Officer Pepito Lubguban, and SEED team members Erwin Castillo and Mark Putalan. Some Cotabato Light personnel were also present to witness the momentous event.





**HISTORIC CBA.** The management of Davao Light and Power Company and the employees' union successfully negotiated a historic five-year new collective bargaining agreement (CBA), which was signed on Sept. 9 at the Sarangani Room, Marco Polo Hotel in Davao. Signatories for management were President & CEO Jimmy Aboitiz, VP-HR Joselito Ortiz and EVP & COO Arturo Milan, and Davao Light Employees Union president Steve Salinas (2nd from left) signed on behalf of the union. Standing as witnesses were other company executives and union officials.



**FOR WORKERS' WELFARE.** Cotabato Light Workers' Union officers led by its president Edmund Teves joined 200 other delegates from different government agencies in the special general assembly of the Region XII Tripartite Industrial Peace Council last Sept. 20. Labor Secretary Rosalinda Dimapilis graced the event, which aimed to help the labor and management foster good relations and promote decent working conditions for laborers to ensure productivity and competitiveness. *—Arlene Valdez*

## Hedcor, employees' union ink CBA

By John Eugene Matias



The management and employees of Hedcor witness the conclusion of negotiations with a handshake between Hedcor president and COO Rene Ronquillo (left, standing) and HEU president Johnson Gonzales for the collective bargaining agreement, the union's fourth since it was created in 2002.

Hedcor, Inc. recently signed a two-year collective bargaining agreement (CBA) with the Hedcor Employees' Union (HEU) last Oct. 11 after barely less than a month of negotiations.

"This signing is one of our fastest negotiations to date which indicates a good working relationship between the management and the labor union," said Hedcor President & COO Rene Ronquillo during the CBA signing at Hedcor's office in Beckel, La Trinidad.

Through the signing of the agreement, employees stand to receive upgraded annual salary adjustments.

A total of 148 professional and skilled

workers comprise HEU, which was formed in 2002.

The company's continuous commitment to the welfare of its workforce garnered them a finalist spot in this year's Kapatiran sa Industriya Awards. The award gives recognition to companies that exemplify the best workplace policies and programs highlighted by industrial peace and harmony; quality and productivity; social accountability and strategic visioning and partnership for business and job survival.

Hedcor was also recently recognized by the National Conciliation and Mediation Board as a finalists in the Search for Outstanding Labor Management Cooperation.



**7 HABITS.** Fifteen employees of Cotabato Light and Cotabato Ice Plant, Inc. participated in a two-day 7 Habits training activity last Sept. 15-16 to teach them the habits that make people successful and happy. The activity was held at Saint Joseph Retreat House and was facilitated by Mia Baguio. *—Mary Mae Siang*



**READY FOR COLLEGE.** Four first year college students are now on a full scholarship program provided by Hedcor. The scholarship includes tuition, book allowance and monthly financial assistance. The scholars are Aiza Bayali, Andro Miasco, Keyse Gulani and Glyn Michael Dolauta. Present during the awarding were Hedcor's Admin Manager Aileen Mabanding (left) and Sibulan Grid Manager Jocip Ebarle (right).



## BusinessLine empowers SMEs

By Guada Giraldez

UnionBank has launched a multi-purpose credit facility that allows small and medium entrepreneurs (SME) to expand their businesses or explore new opportunities.

Called Businessline, the facility gives entrepreneurs access to a revolving credit line that has no fixed term and that may be used to establish or expand a business or fund working capital. They do not have to worry about monthly amortizations since the principal may be paid any time; they settle only the interest for the amount used on a monthly basis. BusinessLine is accessed like a regular checking account so it offers convenience to entrepreneurs.

Following UnionBank's thrust to customize products, the BusinessLine Team created a revolving credit line for particular industries. Recently launched was FranchiseLine, which is tailored for franchisor-franchisee businesses.

### Partnership with Go Negosyo

The BusinessLine Group recently signed a partnership with Go Negosyo to be able to reach more SME communities.

Go Negosyo is the advocacy of the Philippine Center for Entrepreneurship that calls for a change in mindset and attitude among Filipinos. Businessman Joey Concepcion, who heads Go



**DEAL WITH GO NEGOSYO.** BusinessLine Group Head Ana Aboitiz-Delgado and Go Negosyo Executive Director Ramon Lopez (2nd and 3rd from right respectively) sign the agreement. With them are Go Negosyo Marketing Officer Carie Babasa (extreme left) and BusinessLine Product Manager Guada Giraldez.

Negosyo, believes that an entrepreneurial culture would eventually lead to an entrepreneurial nation. It spreads business know-how through its Kaya Mo! show aired every Saturday and Sunday on GMA News TV Channel 11.

BusinessLine was recently featured in the show where Group Head Ana Aboitiz-Delgado talked about UnionBank's support for the SME community through the bank's financial solutions. She said the bank customizes its multi-purpose credit facility to fit the needs and requirements of various SMEs. She also introduced the FranchiseLine.

For more info on BusinessLine, call UnionBank's 24/7 hotline 841-8600 or email [business.line@unionbankph.com](mailto:business.line@unionbankph.com).

## UnionBank launches auto, housing loans for seafarers

UnionBank recently introduced the Seafarer Housing and Auto Loans Program at the 1st International Seafarer Family Convention (ISFC) held at the Philippine International Convention Center. At the convention, bank representatives interacted with seafarers and their families, especially spouses who handled remittances.

The loan offers seafarers and their families flexible payment schedules of from 8-12 monthly payments per year, convenient payment options (cash, post-dated checks or debit from account, free insurance for the first year for every loan availed of, fire insurance for housing loans, and acts of God insurance for auto loans. For more info on the seafarer loan program, visit [www.unionbankph.com/loans](http://www.unionbankph.com/loans) or call 633-3452 for housing loan, and 638-0214 for auto loan inquiries. **-Reena Sarmiento**

### NEW UNIONBANK BRANCHES

#### Greenfield District

G/F Soho Central, Greenfield District  
Shaw Boulevard, Mandaluyong City

#### ABS-CBN

G/F West Wing, ELJ Communications Center  
ABS-CBN Broadcast Center  
Sgt. Esquerra Ave. corner Mother Ignacia St.  
Quezon City

#### Renaissance Towers

G/F Renaissance 1000, Meralco Avenue  
Ortigas Center, Pasig City

#### St. Luke's Medical Center

G/F St. Luke's Medical City Center  
279 E. Rodriguez Sr. Blvd., Quezon City

#### Lourdes Hospital

G/F Medical Arts Building  
Our Lady of Lourdes Hospital, Manila

#### G/F Exchange Regency

Exchange Road corner Meralco Ave.  
and Jade Drive  
Ortigas Center, Pasig City

#### Cityplace Square

3/F Lucky Chinatown  
Calle Felipe corner La Chambre St.  
Binondo, Manila

#### 32nd Street - BGC

G/F The Trade & Financial Tower  
7th Avenue corner 32nd Street,  
Fort Bonifacio, Taguig City

#### Antel Residences

Unit G2  
Makati Ave., Makati City

## Rewards credit card for loan clients

By Ben Blaza

UnionBank recently unveiled the Great Treats & Rewards (GT+R) Credit Card, which is loaded with rewards that cater specifically to the lifestyle needs of UnionBank's auto and housing loan clients.

GT+R cardholders, who refer friends to avail of an auto or housing loan with UnionBank, get a P1,000 cash rebate credited to their statement of account for every approved loan.

The card has select features that include big discounts on insurance premiums and payment terms of up to 10 months installment at 0% interest through the Car Secure Program for auto loan clients. Bank partners such as Rapide Auto Service Experts treat GT+R cardholders to a 15% discount on wheel alignment and a 10% discount on change oil. Australia's premier 4WD diesel performance tuning and turbocharging centre gives clients 5% off on Berrima Diesel's DP chip performance module, and 5% off on services.



Housing loan clients can furnish their new homes through great deals with establishments, such as Blims Furniture that offers an additional 5% discount on sale items and purchase on a 3-month installment term at 0% interest. Clients also enjoy a 10% discount on regular items, with a 6-month installment term, also at 0%. Automatic Centre is giving away freebies and SB Furniture offers a 5% discount, both for a P3,000 minimum purchase. UnionBank EVP & Consumer Finance Center Head Genaro Lapez said, "We wanted to create a rewards program for auto and housing loan clients that not only allows the bank to develop a dynamic relationship with clients over the life of their loan, but also to build affinity for the UnionBank brand."

For his part, SVP & Credit Cards GM Manuel Santiago Jr. said, "The creation of the GT+R Credit Card exemplifies a seamless cohesion of UnionBank's existing products to create new, value-added experiences for customers."



## CitySavings makes teachers feel special

Through a small gesture, City Savings Bank (CitySavings) showed that simple is, indeed, good.

Last Oct. 5, CitySavings joined the global observance of World Teachers' Day by honoring its long-time customers—public school teachers—for the important role they play in helping mold the youth in becoming good citizens of the community.

Tarpaulin streamers, with the message "...We salute our Filipino teachers, our modern-day heroes. We are very proud of you!" were hung in the premises of CitySavings' 29 branches

nationwide. Aside from snacks that they usually serve to transacting clients, some branches offered cakes, bread, delicacies and drinks.

Teachers who were able to take part in the celebration welcomed the gesture, saying that it made them feel really special and important.

One teacher from Tagbilaran City, Bohol said it was the first time that a private lending institution gave them importance on Teachers' Day and that CitySavings is second to none when it comes to taking care of them.

Another teacher from Ormoc City, Leyte also appreciated the bank's gesture. "CitySavings really

loves us. That's what we like here—they really take care of us," she said.

Harry Abellana, CitySavings AVP for Marketing, said they decided to hold a simple celebration for the teachers as a way to recognize their efforts.

"Public school teachers have been our customers for a long time now, so we thought that in showing them that with a simple, warm gesture, we will be able to express our thanks not only for their patronage to the bank, but also for playing their important role in helping mold our youth into good citizens of our community," he added. *—Rianne Tecson*



**FURTHER LEARNING.** Almost a hundred animal production specialists (APS) gathered for a two-day convention last Sept. 15 – 16 in Cagayan de Oro City as part of Pilmico Animal Nutrition Corporation's efforts to develop the skills and provide learning to its team members. The convention went with the theme "Strengthening APS Towards A More Challenging Endeavor", and was participated in by teams from Northern Mindanao. Norie Bermudez, AVP-Sales, Visayas & Mindanao, encouraged all APSs to be more focused and determined in their endeavors to help develop their skills. Also present was Regional Sales Manager—Northern Mindanao Allan Quintos, DVM. An APS Socialization Night capped the event. Now a yearly tradition, this quarterly gathering of APS aims to highlight the teams' sales performances and develop their potential areas.



**SPONSORSHIP.** Salto Gamefowl Feeds is actively supporting the Bakkaban National 11 Stag Derby, an annual event that brings together gamefowl breeders from 25 provinces in the country. The event, which kicked off in September, will be held in 40 different venues and will run until May 2012. The sponsorship was formalized during a contract signing attended by (from left, front row) National Federation of Gamefowl Breeders, Inc. (NFGB) treasurer Al Garcia, Pilmico Product Management Officer for Poultry Osky Balangiao, NFGB president Ricardo Palmares Jr., (back row) NFGB executive director Arnel Anonuevo, Pilmico Product Assistant for Poultry Cristina Villamor and Pilmico Territory Business Manager Pee-Jay de Guzman.



**PANC AT TUNA FESTIVAL.** In support of celebrations for the annual Tuna Festival and the 43rd Charter Anniversary of General Santos City, Pilmico Animal Nutrition Corporation (PANC) rendered free technical assistance to all end users of Pilmico Feeds and even to those who have yet to try Pilmico products. There was a showcase of PANC products and free sample products were also given away. This year's Tuna Festival, which had the theme "Exploring New Depths, Conquering New Challenges," was held from Aug. 27 to Sept. 5 at the Oval Grounds. The Tuna Festival 2011 highlights the importance of the tuna fishing industry in the city.



# Global shipbuilder Austal acquires former FBMA shipyard

Leading global shipbuilder and defense prime contractor Austal has acquired a shipyard in the Philippines as part of its strategy to regionalize its manufacturing base for commercial vessels.

The company recently signed an agreement with Cebu Industrial Park Developers, Inc. (CIPDI), a unit of the Aboitiz Group, to establish shipbuilding operations at CIPDI's West Cebu Industrial Park (WCIP) in Balamban, Cebu.

Austal will make further investments to enhance the shipyard's existing facilities, providing an almost immediate contribution to the local economy. The company plans to commence vessel construction in the first quarter of 2012, depending on orders. Austal will also do service and maintenance work for fastcraft and other vessels operating locally.

Austal's Chief Operating Officer-Asia Greg Jason said the company expects to employ about 30 workers during the start-up phase, with future growth expected in line with market demand.

"Austal is focused on local employment, skills and training and the majority of the workforce will be locals," Jason said.

"One of the key reasons we selected Cebu is the high calibre of the tradespeople here. In recent years, we have employed a number of Cebuanos at our Australian shipyards, and we have also seen the ships produced here in Cebu in the past. Those experiences make us very confident that we will be able to produce world-class aluminium ships here, just as we do in Australia and the United States," he explained.

For his part, CIPDI President & CEO, Andoni Aboitiz said, "Austal's investment is a most welcome addition to the thriving industrial community of Balamban which is already home to world-class shipbuilding and allied services companies. This venture will capitalize on the inherent shipbuilding and technical expertise

already present in the area."

Austal CEO Andrew Bellamy said the acquisition of the former FBMA shipyard is an important milestone in Austal's corporate strategy to meet the requirements of key commercial vessel markets by further regionalizing its shipbuilding operations.

"Our strategic review earlier this year found that there is strong demand in specific segments of the international commercial vessel market, such as fast crew transfer boats, work boats and 30-meter to 50-meter ferries," he said.

"With our Australian and United States manufacturing operations increasingly defense focused, we identified the need to regionalize our manufacturing base in order to be successful in those commercial vessel markets."

Based in Australia, Austal is as a world leader in the design, construction and support of aluminium vessels, having built well over 200 vessels for clients worldwide over a period of nearly 25 years. Originally focused on building fast ferries in Australia, the company has more recently established itself as a defense contractor, particularly since the establishment of a shipyard in the United States in the late 1990s.

Bellamy said the creation of Austal's US manufacturing base had been instrumental in Austal's recent success, and while the Philippine operations will not be involved in US defense projects, the company expects it will generate further growth.

"Austal now has an order book approaching P80 billion, nearly all of it related to defense work



Austal CEO Andrew Bellamy (2nd from left) and FBMA Marine, Inc. Chairman Roberto Aboitiz (3rd from left) shake hands during the Nov. 5 agreement signing. Joining them were (from left) Austal COO-Asia Greg Jason, CIPDI President & CEO Andoni Aboitiz, Aboitiz Construction Group, Inc. President Napoleon Pe, Jr., and FBMA Marine, Inc. President Doug Border.

and over 80 percent attributable to our US operations. The new shipyard in the Philippines provides the right foundation to grow that order book further through increased commercial vessel sales," he said.

Austal selected Cebu to be its Asian-region manufacturing base after a detailed investigation of potential locations for a regional shipyard.

"We believe Austal made the right decision to locate in Balamban. We are certainly looking forward to the partnership as this will transform CIPDI into a technologically advanced economic zone and become the acknowledged shipbuilding center of the Philippines. Their projects will also strengthen local capabilities and enhance employment opportunities in the area," Aboitiz said.

Jason said strong support within the Philippines for Austal's investment and existing resources were critical to that decision.

"The shipyard is purpose-designed and built for building aluminium vessels of the size and type the market requires. Our planned infrastructure enhancements and the existing pool of skilled local tradespeople support the same safe, efficient, high quality production we achieve in our other shipyards.

"That enables Austal to develop the capability and capacity we require quickly, so we expect the operation will provide significant opportunities and benefits to the company and, in turn, the local economy," he concluded.



## THICI eyes spot in global industry, delivers 133rd vessel built in Balamban

Tsuneishi Heavy Industries (Cebu), Inc. (THICI) continues to be bullish about its pursuit to make a mark in the global shipbuilding industry, delivering on Sept. 20 the 133rd of 138 vessels it has built in a span of 14 years.

THICI is fully booked until October 2014; for this year alone, the Balamban-based shipyard is targeting to build 18 vessels.

"We want to be among the best shipyards around

the world," said THICI President Hitoshi Kono.

Kono joined THICI chairman Kenichi Mori and other company officials in the naming and delivery ceremonies of mv Cape Sampagita, a 180,000-deadweight ton bulk carrier. Kono turned over the vessel to Toshiro Sawada, president and chairman of the board of Philippine Sinter Corporation.

Sawada's wife Yasuyo cut the ceremonial rope to

allow the vessel to formally sail out to sea.

The mv Cape Sampagita, which THICI worked on for one year and is the 14th vessel to be delivered this year, is owned by Kawasaki Kisen Kaisha, Ltd., the world's 10th largest container transportation and shipping company. It owns and controls large cargo ships, container ships, container terminals, gas carriers, roll-on roll-off ships, and tankers.

**-Rianne Tecson**



# 10 public schools receive P30M in education projects

By Rianne Tecson



Stakeholders in the partnership to build and refurbish classrooms in Mandaue City are optimistic that the project could help them achieve their respective goals of addressing the lack of classrooms. Present during the signing last Oct. 1 were (right photo, from left) Mandaue City Vice Mayor Glenn Bercede, Mayor Jonas Cortes, Foundation President Jon Ramon Aboitiz, and DepEd Assistant Schools Division Superintendent Nimfa Bongo. (Left photo) Foundation EVP & Managing Trustee Sonny Carpio (seated, 2nd from right) led a separate signing of agreements with principals of the beneficiary schools.

Aboitiz Foundation held its single biggest signing event ever last Oct. 1 for its partnership with the Mandaue City Government and the Department of Education (DepEd). The ceremony involved P30 million worth of projects and the simultaneous signing of nine memoranda of agreement.

Ten elementary and secondary public high schools in Mandaue City will benefit from the project, which will include the construction of school buildings, refurbishment of baking and science laboratories, and donation of armchairs.

A total of 26 classrooms will be constructed for Canduman Elementary School, Subangdaku Technical Vocational School, Tingub High School, Cabancalan 1 Elementary School, Banilad Elementary School (Mandaue City), and Mandaue

City Central School. Armchairs will be provided for the classrooms.

Aside from building classrooms, the project will also involve refurbishment of baking laboratories of Cabancalan National High School and Mandaue City Comprehensive National High School, and the science laboratories of Jagobiao National High School and Mandaue City Science High School.

Signing the memorandum of agreement were Mayor Jonas Cortes, Vice Mayor Glenn Bercede, Aboitiz Foundation President Jon Ramon Aboitiz and Assistant Mandaue City Schools Division Superintendent Nimfa Bongo.

Aboitiz said they chose Mandaue City as their beneficiary because its officials have been responsive in allocating counterpart funds for the Foundation's projects.

"This (partnership) is a very good example of ... networking to be able to give Mandaue City residents better education and better opportunities," he added.

Mayor Cortes, for his part, said the signing was timely considering that the City Government had just kicked off its celebration of Children's Month. He also said that the project will help address the perennial problem of classroom shortage in the city's public schools. (Mandaue City needs 200 more classrooms in both the elementary and secondary levels)

Work on these projects started last October and is due for completion in February 2012. The Foundation has approved P21 million for the implementation of these projects; the City Government will shoulder the remaining P9 million as counterpart.

## Foundation, 6 Cebu schools work together to address malnutrition

By Jun Ivan Covacha

Six public schools in Metro Cebu have partnered with the Aboitiz Foundation for the implementation of a school gardening program to help bring down malnutrition among students.

Dubbed as Oh My Gulay! (OMG), an advocacy program of Sen. Edgardo Angara, the project seeks to enhance the nourishment of poor communities. It will develop and implement awareness campaigns and programs to fight malnutrition and nutrient deficiencies through vegetable cultivation, and promote the integration of vegetables in the regular diet of students. It also seeks to make available cheap and nutritious vegetables that would enhance the health of community residents.

To formalize the partnerships, Aboitiz Foundation EVP & Managing Trustee Sonny Carpio signed an agreement with DepEd Secretary Bro. Armin Luistro, Senator Angara and Dr. Mary Ann Sayoc of East-West Seeds for the adoption of six schools in Central

Visayas to be the recipient of the OMG project.

The Foundation will provide planting materials and equipment to the following schools that will implement the project: Manduwang Elementary School in Minglanilla, Consolacion Central School, Lilo-an Central School, Cordova Central School, Naga Central School and Talisay Central School. East-West Seeds, on the other hand, will provide technical expertise on open-pollinated variety, a method of gardening that allows one to save seeds, among other benefits.

Aside from gardening, OMG also includes training teachers on the health benefits of vegetable consumption through an instructional

module to be included in home economics classes. Other activities of the OMG include a tri-media awareness campaign on the nutritional benefits of vegetables, school gardening, feeding, and education programs in elementary and high schools.



(From right) Aboitiz Foundation EVP & Managing Trustee Sonny Carpio joins DepEd Secretary Armin Luistro, OMG lead convenor and Senator Edgardo Angara, and East-West Seeds general manager Dr. Mary Ann P. Sayoc in signing the agreement for the implementation of the Oh My Gulay! school gardening program.



# 32 public schools get new classrooms for kindergarten pupils

A total of 32 public schools all over the country have received brand-new, multi-use classrooms for kindergarten pupils from two non-government organizations that have committed to help address the problem on classroom shortage.

Aboitiz Foundation and the Aklat, Gabay, Aruga tungo sa Pag-angat at Pag-asa (AGAPP) Foundation turned over in separate occasions last September the kindergarten classrooms located in different parts of the country to representatives of the Department of Education (DepEd), their partner in this program.

The main turnover ceremony was held in Cebu last Sept. 7, kicking off at Gabi Elementary School in Cordova town then at Mabolo Elementary School in Cebu City. AGAPP Chairperson Pinky Abellada-Aquino and Aboitiz Foundation President Jon Ramon Aboitiz (JRA) led the turnover ceremonies in both schools.

In Olongapo City, Kalalake Elementary School received a two-classroom school building last Sept. 14 also from Aquino-Abellada, Foundation EVP & Managing Trustee Sonny Carpio and SEZ SVP & COO Dante Pollescas.

On Sept. 20, Davao Light turned over three centers to Maa Elementary School, Lt. C. Villafuerte Sr. Elementary School and Mudiang Elementary School in Davao, while Therma Mobile 1 turned over one center to Maco Elementary School in Compostella Valley. Carpio, Davao Light EVP & COO Art Milan and AGAPP's Jocy Ledesma led the turnover. Davao City Division Assistant Superintendent Dr. Ines Asuncion and principal Ferna Porras accepted the donation.

Also on Sept. 20, Cotabato Light turned over one school building to Cotabato City Central Pilot School.

In Cordova, Aquino-Abellada, elder sister of President Noyon Aquino, thanked Aboitiz

Foundation for the project, adding that hundreds of kindergarten children "will be eternally grateful for your kindness." At the main event at Casino Español in Cebu City, she lauded Aboitiz Foundation for being their first donor to have constructed AGAPP classrooms nationwide.

"Cebu is always our best province example (during turnover ceremonies in other areas). We already have over 40 classrooms here," she said.

JRA, for his part, thanked AGAPP for the opportunity "to assist the children in their long journey of education."

Like Aquino-Abellada, he appealed to school officials, parents and students to ensure the maintenance and upkeep of the classrooms.

School representatives present during the turnover ceremonies expressed gratitude for the donation and assured to take care of the classrooms.

In 2012, Aboitiz Foundation will be constructing 19 more AGAPP classrooms in areas where Aboitiz companies operate.—**Rianne Tecson, Raymund Tamayo, Vic Sumalinog, Michelle Prudente & Arianne Manzo**





# DepEd, Aboitiz Foundation ink pact for Adopt-a-School program

Aboitiz Foundation once again affirmed its continued commitment to uplift and improve the quality of education in the country through its Interventions in Education held last Aug. 31 at the Cebu International Convention Center.

Stakeholders led by Education Secretary Bro. Armin Luistro and Aboitiz Foundation President Jon Ramon Aboitiz (JRA) signed a memorandum of understanding (MOU) to seal the foundation's commitment to continue implementing education-related projects. These projects include school building and classroom donations, integrated computerization program that includes financial support to IT teachers, and scholarships and financial assistance program to deserving students.

"We look at all our interventions in education as building bridges for our youth. We take it as our responsibility to guide them, educate them, and make sure that they are equipped with the knowledge and skills to be able to succeed in the future, and contribute to our country's progress," Aboitiz added.

Aside from Luistro and JRA, top executives of the Aboitiz Group, Aboitiz Foundation scholars, education superintendents and principals, representatives from different beneficiary schools, project partners and key officials from different local government units also attended the event.

The Foundation supports more than 1,500 scholars every year from pre-school to college, with some graduates now gainfully employed within the Group. Since the scholarship program started in 1993, the Foundation has sent over 15,000 scholars nationwide to school and has constructed a total of 306 classrooms and donated 1,066 computer sets across the country. *-Rianne Tecson and Rechiel Cordova*

**“** We look at all our interventions in education as building bridges for our youth. We take it as our responsibility to guide them, educate them, and make sure that they are equipped with the knowledge and skills to be able to succeed in the future, and contribute to our country's progress.





# Hipodromo, Lapu folk get free health services

By Rianne Tecson & Rechiel Cordova

Nearly 1,000 residents from Barangay Hipodromo in Cebu City and 19 barangays in Lapu-Lapu City availed themselves of various health services provided by Aboitiz Foundation in separate medical/dental/optical missions held last Aug. 28 and Oct. 1, respectively.

In Lapu-Lapu City, the Foundation joined the nationwide observance of Senior Citizens' Month by holding an optical and dental mission in Barangay Pajo.

With vision loss or impairment a common problem among the elderly, the Foundation deemed it timely to hold the activity during the kickoff of Senior Citizens' Month.

A total of 200 pre-selected senior citizens coming from 19 barangays in Mactan Island availed themselves of free eye check-up, conducted by Executive Optical, and complete eyeglasses.

Aside from senior citizens, 118 of the Foundation's scholars under the Street Urban Working Children program availed themselves of free dental service.



In Barangay Hipodromo, some 650 residents received free medical and dental services provided by the Foundation in partnership with radio dyHP. They received free tooth extraction and medical consultation from volunteer doctors and nurses.

They were also given free medicines and dental kits from the Foundation.

Volunteers from AEV and the different project partners were on hand to lend assistance during the events.

## Relief for Pedring victims

Aboitiz Foundation quickly responded to calls to provide relief assistance to thousands of families who had to evacuate as Typhoon Pedring battered several provinces in Luzon in late September.

The Foundation, through its president Jon Ramon Aboitiz, approved the release of P250,000 to buy sacks of rice, bottled water, canned goods and biscuits that were distributed to 1,000 families in Navotas City.

In the National Capitol Region, Navotas was one of three cities that were placed under a state of calamity after being badly hit by the typhoon. At least 1,500 families had to be relocated to 15 evacuation centers for temporary shelters.

Different team members at the corporate center in Makati took time out to pack the relief goods that were sent to Navotas City Hall on Sept. 28, barely a day after Typhoon Pedring struck, and to the North Bay Boulevard North Elementary School on Sept. 30.

Leading the Aboitiz Group team during the distribution were Therma Mobile, Inc. officials and employees led COO Jovy Batiquin, Aboitiz Foundation representatives, Navotas City Mayor John Rey Tiangco and barangay officials.

Therma Mobile Inc. a wholly owned subsidiary of AboitizPower operates four barge-mounted power plants moored in Navotas City. **-Rianne Tecson**





## DUs provide desks, armchairs to Mandaue, Cotabato schools

By Donjie Vertuoso & Ronimay Duacy

AboitizPower distribution utilities VECO and Cotabato Light donated a total of 300 armchairs and desks to two public elementary schools in separate occasions last Sept. 10 and 20 in Mandaue City and in Maguindanao, respectively.

At Kusiong Elementary School in Maguindanao, Cotabato Light donated 100 new chairs and 50 desks last Sept. 20 so pupils no longer have to sit on the floor during classes.

The donated items are a welcome relief to the school's pupils, who are mostly from the hinterlands and have to walk several miles just to get to the school.

Cotabato Light VP & Resident Manager Cris Ferolino turned over the chairs and desks to school teacher-in-charge Jamillah Andong. In his message, Ferolino said Cotabato Light "is equally glad to be an instrument to (the students') happiness and we hope that we inspire you to study and dream more for a better life."

VECO, meanwhile, donated 150 armchairs to the Leonard Wood Elementary School (LWES) in Barangay Jagobiao, Mandaue City last Sept. 10. The students also received bags of canned goods, rice and noodles, and were treated to merienda.

The donation was a fulfillment of VECO's promise to return to the school with more projects after it had refurbished a one-storey, three-classroom

building at LWES.

Attending the turnover ceremony were Mandaue City Councilor and education committee chairman Demetrio Cortes, Schools Division Superintendent Virginia Zapanta, LWES Principal Joverlie Canoy, LWES PTA president Leticia Diago and Jagobiao Barangay Councilor Jerry Lim. VECO was represented by AVP for Human Resources Mia Carmela Cuenco, Community Relations Manager Eric Ching, AVP for Information Systems Group Lito Masion and 30 other employees.

Officials from both schools expressed gratitude to representatives of the distribution utilities and assured them to take care of the donated items so more students will be able to use them in the future.



Pupils of Kusiong Elementary School beam with gratefulness after being given new armchairs and desks donated by Cotabato Light and Aboitiz Foundation Inc. (Inset) Cotabato Light VP & Resident Manager Cris Ferolino hands over the deed of donations to DepEd District Superintendent Jiajora Datukon.

## VECO to build daycare, health center in Ermita

By Rebecca Eufan

The Visayan Electric Company (VECO) will construct a two-storey building for a daycare and health center for residents of Barangay Ermita, Cebu City. The distribution utility will also provide new chairs and tables.

Ermita Barangay Captain Antonieto Flores and VECO EVP & COO Jim Aboitiz signed last Aug. 25 a memorandum of agreement, renewable in five years, for the undertaking.

Ricky Lacson, VECO VP for Customer Service Group and Administration, said the project is VECO's way of giving back to the community. VECO will implement the project without financial counterpart from the local government.

"This is the first time VECO shoulders 100 percent of the project. The company feels the need to make education and health accessible to the people of Barangay Ermita," said VECO Community Relations Manager Eric Ching.

Children from the area have to walk a kilometer away just to go to school, exposing them to road accidents.

In exchange for the donation, VECO, through Aboitiz, asked the barangay council to discourage residents from illegally tapping to VECO's power lines.

"Barangay Ermita remains a hotspot in stolen electrical connections," Aboitiz said, stressing that almost 50% of residents directly tap from the power lines and have no meters.

Flores, on the other hand, expressed his gratitude for VECO's help. "Our thrust is to change the image of Barangay Ermita from being a haven for drug abuse and theft into a place of law-abiding citizens," he said.

The barangay leader said that he and his constituents agreed to be vigilant and catch power thieves to show their support for VECO's campaign.



Davao Light EVP Art Milan (3rd from left) hands over to boys town president Salvador Angala the check for P150,000 representing the company's financial assistance for this year. The amount will be used for the education and board of 10 wards at the institution. Witnessing the turnover are boys town director and treasurer Rodolfo "Pong" Ubaldo (far right), director Rosario Moran (second from left), and Davao Light Comrel Manager Vic Sumalinog.



**NEW SLIPPERS.** Pupils proudly show off their new pairs of slippers given by Davao Light. Present during the affair were Davao Light AVP Arnold Arsolon, AVP-Admin & Retail Services Bien Garcia, and school principal Nenita Prior.



# Balamban school gets new classrooms

By Arianne Manzo



(From left) CIPDI CEO Andoni Aboitiz, Balamban Vice Mayor Rosario Binghay and Mayor Ace Binghay, Tsuneishi Foundation (Cebu), Inc. Hitoshi Kono, DepEd 7 Director Recaredo Borgonia (partly hidden) and other stakeholders witness as FBMA Chairman Roberto Aboitiz hands over the ceremonial key to two students of Cansomoroy Elementary School during the turnover ceremony of the new building.

Apart from environmental initiatives, AboitizLand's Cebu Industrial Park Developers, Inc. (CIPDI) partnered with Tsuneishi Foundation (Cebu), Inc. Department of Education (DepEd), and the Municipality of Balamban turned in turning over a new one-storey, four-classroom school building for Cansomoroy Elementary School.

Winmundo Charcos, CIPDI Leasing officer, said the project brewed when CIPDI employees saw the dilapidated classrooms of Cansomoroy Elementary School and without electricity and water during a Christmas gift giving.

"What is a better way to nurture our communities than to provide the students with a conducive place to learn? Providing Cansomoroy Elementary School a school building will go a very long way," Charcos said.

Aside from the building, armchairs and water

connection were also provided.

AboitizLand CEO Andoni Aboitiz said the new location of Cansomoroy Elementary School holds a very good view of Mount Kanlaon, "a great place to dream and learn."

Balamban Mayor Ace Binghay said he was thankful of the very active partnership of public and private groups in the town. He highlighted that a partnership like this helps the Cansomoroy children and, ultimately, Balamban thrive even more.

Gracing the morning affair were AboitizLand-CIPDI CEO Andoni Aboitiz; President of Tsuneishi Foundation (Cebu), Inc. Hitoshi Kono; Balamban Mayor Ace Binghay; DepEd 7 Director Recaredo Borgonia; Cansomoroy barangay officials; CIPDI employees; and teachers and students of Cansomoroy Elementary School.

## 34 AboitizLand volunteers help student become 'heroes'

By Arianne Manzo

Over 30 volunteers from AboitizLand, including CEO Andoni Aboitiz, are fervently involved in You, Too, Can be a Hero, a learning program that supplements and enriches the regular curriculum applied to the Grade VI level at the Don Calixto Yongco Tawason Elementary School in Mandaue City.

In volunteering for the project, the employees spend time preparing lessons, creating specific learning aids, and, on Friday afternoons, teaching the schoolchildren.

Now on its second year, the program provides innovative sessions so the students are better able to assimilate their lessons in English, Math, Science, Social Studies, the Arts and Music. There are also sessions in Group Dynamics.

Don Calixto Yongco Tawason Elementary School Grade Six adviser Nilda Alcantara said the program greatly enriches the regular teaching program as "the volunteers are creative and they are able to connect very well with the children."

Corazon Baybay, AboitizLand's Community Relations Officer, said You, Too, Can Be a Hero is a significant AboitizLand project because "it is a direct and intimate way of helping the young, inspiring them to aim higher, increase their love for learning, and realize their full potentials."



Out-of-the box activities like the English Session's Roll-The-Dice made the kids more interested on public speaking.

### ABOITIZLAND CHESS TRAINING FOR KIDS.

AboitizLand, Inc., through its AboitizLand Chess Club and the Cebu Industrial Park Developers, Inc., is helping mold about 400 schoolchildren into becoming self-assured adults through training in chess.

Seventeen public elementary schools are currently participating in AboitizLand's 3rd Chess Clinic. The program kicked off at the Talamban Elementary School in Cebu City recently, with a symbolic turnover of chessboards by officers of the AboitizLand Chess Club.



This year's program will culminate in an inter-school tournament to be held in November.

-Arianne Manzo





Rogelio Santianez, chairman of St. Vincent Neighborhood Multi-purpose Cooperative, unveils the plaque of the organization's newly constructed two-storey building in Liloan, Cebu. With him are Aboitiz Foundation EVP & Managing Trustee Sonny Carpio (left) and Liloan Mayor Duke Frasco (right).

## Coop gets new building

By Rechiel Cordova

Aboitiz Foundation has turned over a newly constructed two-storey cooperative building to St. Vincent Neighborhood Multi-purpose Cooperative in Lilo-an, Cebu.

The organization is one of the successful cooperatives assisted by the Foundation; since 2005, it has availed itself a total of P6.4 million in several loan packages from the Foundation.

The loan is part of the foundation's enterprise development component, or the ABAG (Aboitiz Business Assistance and Guidance) program, where cooperatives are granted with microfinance packages.

The signing of the deeds of donation and acceptance was led by Aboitiz Foundation EVP & Managing Trustee Sonny Carpio. Joining him were Liloan Mayor Duke Frasco and Rogelio Santianez, chairman of the cooperative.

In his message, Carpio thanked the cooperative, which has an outstanding track record and is one of the strongest partners of the foundation, for giving the Foundation the opportunity to help them.

Mayor Frasco, for his part, assured the cooperative of the local government's support for their projects.

"It's been almost 10 years that we hoped for this building. And now, it has become a reality," he said.

Santianez, meanwhile, thanked the Foundation for providing them with sustainable income-generating opportunities and the local government for the support.

## Aboitiz Foundation conducts organic farming training to coops, associations

By Jun Ivan Covacha

Fifteen cooperatives and two associations from Cebu participated in an organic farming training as a way to promote environmental conservation. The simultaneous training was held from June to August.

The training-workshop was designed to inform and educate participants about organic and sustainable farming systems as well as create awareness on its benefits, as opposed to the widely practiced chemical-based farming system.

The two-day activity featured lectures on ecology, organic and natural farming system, and the role of livestock raising in integrated farming. Participants were also given hands-on activities to further facilitate their learning, like making moringa capsules and different organic fertilizers out of vegetables and fruits.

Cebu City's Movement of Imaginals for Sustainable Societies through Initiatives,

Organization and Network (MISSION) led by Mario Gasalatan (community organizer), Ivan Mark Abellana (herbalist) and Rina Mabalhin (agriculturist) facilitated the training. They also visited these organizations to evaluate their farming status.

The participants expressed gratitude for the new learning and promised to practice organic farming.

"I really learned a lot from this training-workshop. It enlightened us of the benefits of organic farming not only on our farms but also with our physical being. With that, we assure you that we are going to apply what we have learned from this training and hope to see better results on our crops," said Edilberta Uson, treasurer of Uling Multi-purpose Cooperative in the City of Naga, Cebu.

The training-workshop was organized by Aboitiz Foundation, Inc. as a project under its enterprise development program.

## Culinary training for Mandaue parents, teachers



Parents and teachers of Don Calixto Yongco Sr. Elementary School attend free culinary training every Saturday afternoon so they could earn extra income by baking easy-to-do recipes.

on Saturday afternoons. The program rolled out in early August and will cover eight weeks of baking sessions and another eight weeks of cooking sessions.

The sessions are designed around easy-to-do recipes, which are healthy and inexpensive. These recipes are for food items that are easy to sell.

A participant of the program says that attending the culinary training course gives her

AboitizLand is collaborating with Aboitiz Foundation and Cebu MegaMoms Multi-Purpose Cooperative (MegaMoms) for a free culinary arts training program for parents and teachers at the Don Calixto Yongco Sr. Tawason Elementary School in Barangay Tawason, Mandaue City.

The program indirectly ensures regular attendance of children at their classes in the elementary school. Through the program, AboitizLand and the Aboitiz Foundation encourage income sufficiency in order to keep children from missing or dropping out of school.

MegaMoms facilitates the training courses

an opportunity to augment the family's income. She added that it is also a means of enhancing the meals that she serves for her family as she can now make them more nutritious.

AboitizLand, Inc., the real estate arm of the Aboitiz Group donated baking and cooking equipment to set the program in motion.

Corazon Baybay, AboitizLand's Community Relations Officer said they also provide infrastructure support, teachers' training, livelihood assistance for parents, and programs to enhance kids' learning.

—Arianne Manzo





**NEW HOME.** (from left) Fr. Joseph Ssali, superior, Missionaries of the Poor (MOP) Cebu; Fr. Kulandairaj Ambrose, superior, MOP Philippines; Roberto Aboitiz, president, Ramon Aboitiz Foundation Inc. (RAFI); and Dominica Chua, RAFI chief operating officer, sign a memorandum of understanding which signalled the start of the building of a home, to be named "The House of the Lord," in Talisay City for elders and persons with disabilities. *—Jicel Reve Gabriel*

## A discovery camp for kids with issues

By Althea Santillan

Fifty-nine children beneficiaries of the Child and Family Healing, Recovery and Re-Integration Program who experienced corporal punishment, substance abuse, juvenile delinquency, and other child issues participated in the discovery camp facilitated by the Kool Adventure Camp (KAC) of the RAFI.

The three-day discovery camp was held last Aug. 12 to 14 and Aug. 24 to 26 at the Girl Scout of the Philippines Camp Marina in Lahug, Cebu City.

The discovery camp aims to help participants improve their self-awareness, build positive outlook and confidence, and set personal goals through games, creative presentations, self-evaluation, and small group sharing.

It is part of the Child and Family Healing, Recovery and Re-Integration Program, a program of the Dolores Aboitiz Children's Fund of RAFI together with the Bidlisiw Foundation Inc, which is designed to improve the quality of life of 140 families in Barangay Ermita, Cebu City.



To improve their self-confidence and outlook in life, 59 children beneficiaries of the Child and Family Healing, Recovery and Re-Integration Program who have experienced different children-related issues participated in the discovery camp facilitated by the Kool Adventure Camp of the RAFI. It was held last Aug. 12 to 14 and Aug. 21 to 26 in Lahug, Cebu City.

## 2,000 youth join 3rd KKK heritage tour

By Florencio Moreño & Karl Hegel Damayo

More than 2,000 students from the University of San Carlos (USC) dressed in Filipiniana costumes walked and rode tartanillas and barangay buses to different museums and heritage sites in Cebu City during the Kabataan, Kultura ug Kabilin (KKK)

Heritage Tour last Sept. 24.

The Ramon Aboitiz Foundation Inc. (RAFI) initiated the event in partnership with the Cebu City Government, USC-Department of Anthropology, Sociology and History (DASH), 14 barangays, and nine museums.

The 14 barangays included Cogon-Ramos, Day-as, Pari-an, Sambag II, San Antonio, San Roque, Tinago, Sto. Niño, T. Padilla, Tejero, Zapatera, Pahina-Central, Sta. Cruz, and Mabolo. They provided mini-buses to transport participants and deployed barangay tanods to ensure security along the tour route.

Casa Gorordo Museum, Museo Parian sa Sugbo, University of Southern

Philippines-Rizal Museum, Cathedral Museum of Cebu, Basilica Minore del Santo Niño Museum, Fort San Pedro, Museo Sugbo, Cebu Normal University Museum, and Cebu City Museum were the participating museums. They are located in the city's downtown and midtown districts that manifest the various periods of history—pre-Spanish, Spanish and American Colonial, Commonwealth, and World War Two.

Volunteer tour guides from USC-DASH and the barangays acquainted students on the museum exhibits and steered the flow of students in the tour route.

The tour ran from 2 to 5:30 p.m. A culminating program was held at the Casa Gorordo Museum from 6 to 7 p.m.





## RACE TO REDUCE UPDATE



For the month of July, Cotabato Light had the highest reduction in both energy and water consumptions. For paper, it was Hedcor Ladislawa.

In August, three units made it to the honor roll list. SN Aboitiz Power's Binga plant posted a 47% reduction in energy from the previous month. Metaphil registered a 51% decrease in water consumption and Hedcor Beckel had the highest reduction in paper use.

## RACE TO REDUCE HONOR ROLL (July)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	Cotabato Light	159 kWh	36%
Water	Cotabato Light	0.34 cu.m.	57%
Paper	Hedcor Ladislawa	0.34 reams	63%

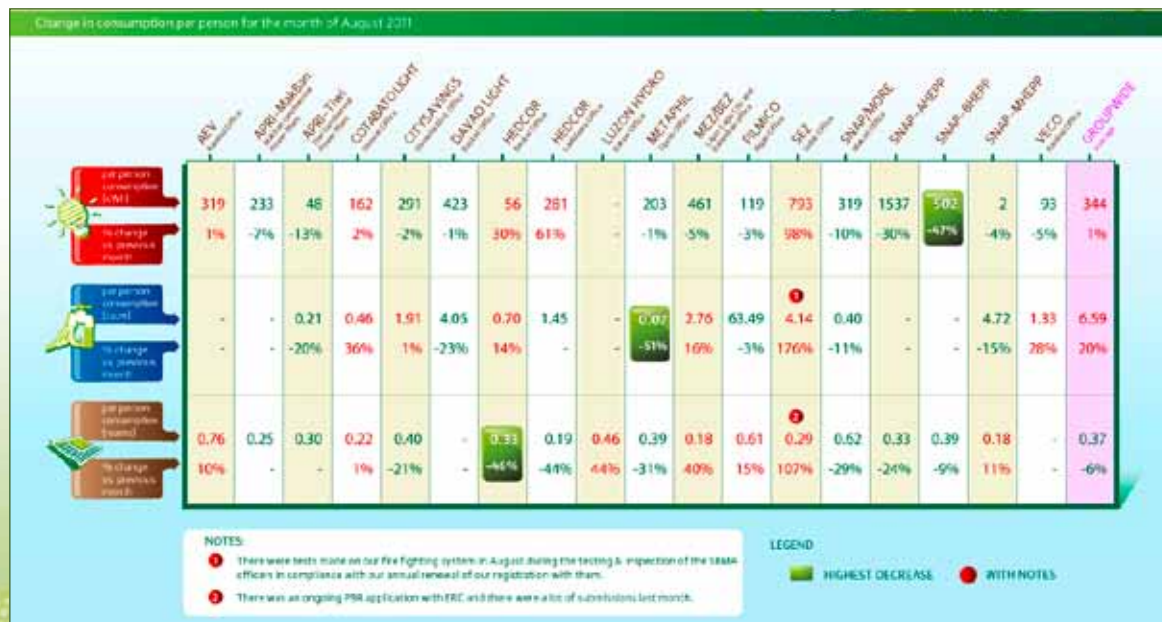
## RACE TO REDUCE HONOR ROLL (August)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	SN AboitizPower-Binga plant	502 kWh	47%
Water	Metaphil	0.07 cu.m.	51%
Paper	Hedcor Beckel	0.33 reams	46%

## MOST PROACTIVE BUSINESS UNIT

(earliest to submit Race to Reduce consumption data)

MONTH	BUSINESS UNIT	SUSTAINABILITY STEWARD
July 2011	Mactan/Balamban EnerZone	Ronald Petilo
August 2011	Mactan/Balamban EnerZone	Ronald Petilo





# Sustainability stewards gather for second forum

By Marge Gravador



Seventeen sustainability stewards from 12 business units of the Aboitiz Group gathered for the Second Aboitiz Sustainability Forum at Montebello Hotel in Cebu City last Oct. 4 and 5. The theme was "Revisiting Greenhouse Gas Inventory" and Mila Jude of Seedlinks, Inc. facilitated the seminar-workshop.

Companies represented were Hedcor, Luzon Hydro, SN Aboitiz Power, AP Renewables, Therna Marine (Maco and Nasipit), Davao Light, Subic EnerZone, VECO, Mactan EnerZone, UnionBank, Pilmico and Aboitizland.

Armed with their own data, the stewards did hands-on work to compute for CO<sub>2</sub>e (carbon dioxide equivalent) emissions. The forum also served as an opportunity for participants to raise and be clarified of some questions related to CO<sub>2</sub> emissions. It likewise was the venue to network with each other, exchange insights and ideas on how to enable sustainable practices within the Aboitiz Group.

After the two-day seminar-workshop, the stewards went on a tour of the Archival Ecohouse where they were exposed to the possibilities of eco-design, recycling, solid waste management and other eco-friendly options.



## Sustainability

INFO KIT 3

Common sources of greenhouse gases (GHG)



### Carbon Dioxide (CO<sub>2</sub>)

Atmospheric CO<sub>2</sub> is part of the global carbon cycle  
Forest clearing  
Other biomass burning  
Burning of fossil fuels

### Methane (CH<sub>4</sub>)

Rice cultivation  
Enteric fermentation of animals (burbs and farts)  
Decomposition of trash and animal wastes  
Production and distribution of natural gas and petroleum  
By-product of coal mining and incomplete fossil fuel combustion

### Nitrous Oxide (N<sub>2</sub>O)

Fertilizers  
Fossil fuel combustion  
Nitric acid production  
Wastewater treatment  
Waste combustion  
Biomass burning

### Halofluorocarbons (HFCs)

Replacement for ozone-depleting substances  
By-product of HCFC-22 manufacturing process

### Perfluorocarbons (PFCs) Sulfur Hexafluoride (SF<sub>6</sub>)

Industrial processes such as aluminum smelting, semiconductor manufacturing, electric power transmission and distribution and magnesium casting

Source: Greenhouse Gas Management Institute

## Art workshop promotes household-level recycling

By John Eugene Matias



Members of the Banengbeng Women's Group learn the art of crocheting purses with used sando bags from Hedcor's Recyclable Art Workshop. The workshop aims to offer effective solutions to solid waste management while imparting and developing new skills within the community.

Hedcor, Inc. held a two-day Recyclable Art Workshop in Banengbeng last Aug. 26 and 31 at the Ebbes Elementary School in Sablan to teach residents in the community to manage their solid waste in the household level through creative recycling methods.

Pauline Fontanilla of the Pacdal Women's Group shared her knowledge of crocheting handbags and purses from used plastic bags while recyclable art enthusiasts Margie Sameon and Janice Reyes-Po

shared techniques in using organic materials such as garlic leaves and corn cobs to create a number of decorative ornaments.

Through the art workshop, the community was offered some flexibility in managing the barangay's solid waste, as mandated in the Ecological Solid Waste Management Act of 2000.

Under the law, biodegradable, compostable and reusable wastes should be segregated and collected at the barangay level, leaving only non-recyclable

and special wastes to be disposed of by the city.

Once the group has perfected their recyclable art, Hedcor agreed to help find a market for the crafted items to help expand livelihood opportunities within the community.

"Solid waste management should start at the household level," says environmental initiatives officer Cranep Udan. "The Recyclable Art Workshop shows the community that waste management does not always have to be a messy activity," Udan added.

## AboitizLand-MEZII leads 700 volunteers for clean-up drive

By Arianne Manzo

In observance of National Clean Up Month last September, 700 volunteers from various sectors, including Lapu-Lapu City residents, collected stones, plastics and wastes in cleaning the 3.4-kilometer drainage that runs from Maximo Patalinghug to Basak-Marigondon road in Basak, Lapu-Lapu City.

Now an annual collaboration, Mactan Economic Zone 2 - Multipartite Monitoring Team (MEZ2- MMT) in partnership with MEZII Locator Enterprise, Philippine Economic Zone Authority-Mactan Economic Zone (PEZA-MEZ), non-government organizations and local government units strengthen the Annual Participative Drainage Clean-up Drive through teaming up with the residents

Marissa Codinera, AboitizLand's MEZII Health Safety Environment Officer, said the number



Sacks, shovels and gloves were a common sight as Mactan Economic Zone II - Multipartite Monitoring Team (MEZ2- MMT) partnered with the Lapu-Lapu City Government in celebrating National Clean-Up Month, which was actively participated with the local residents.

of volunteers has multiplied because of the participation of more Lapu-Lapu residents this year. She said that Lapu-Lapu residents were "more

aware of the need to keep Maximo Patalinghug to Basak-Marigondon clean in order to avoid flooding during heavy rainfall."

A true collaborative effort, Codinera highlighted that aside from sending volunteers for the cleanup itself, "many of our partners also offer for free their services and equipment such as fire trucks, additional equipments like gloves and shovels and most importantly environmental awareness on the benefits of cleaner roadside waterways among the Lapu-Lapu residents."

Some 30 cubic meters of solid waste were picked up in only half day.

Joining the cleanup activities are Philippine Air Force, Red Cross Lapu-Lapu Chapted, Brgy. Basak Clean and Green, Brgy. Basak Officials and ROTC students of Philippines State College of Aeronautics.





Three million trees planted nationwide by 2015. This is the target number of trees that the Aboitiz Group aims to plant by 2015 under its APARK program. A biodiversity enhancement project, APARK seeks to also protect and improve the ecosystem by advocating the planting of a wide range of indigenous tree species.

In 2010, the Group counted 1.2 million trees planted in various areas across the country. To date, the number has increased to 1.5 million and planting efforts are still ongoing by the different business units to further add to the number until 2011 comes to a close.

## Ateneo de Cebu, RAFI launch Blue Tree Project

By Neil Papas

The Sacred Heart School–Ateneo de Cebu, in partnership with the Ramon Aboitiz Foundation Inc. (RAFI), recently launched its Blue Tree project as part of the school's "green" investment for the environment's future.

The project is designed as a "sustainable urban tree planting and plant care initiative geared towards maintaining urban landscapes' overall health and appearance."

The school linked with RAFI's Generation REdemption and Expansion of Natural resources INitiatives in the Philippines (GREENIN Philippines) Program. A native tree nursery is established in the school campus, which becomes a satellite nursery of the RAFI Native Trees Nursery.

RAFI will provide lectures and demonstrations to the Sacred Heart School–Ateneo de Cebu community on the proper planting and caring of seeds while local government units of Cebu and Mandaue will identify suitable locations for tree planting and growing. The student community of Sacred Heart School–Ateneo de Cebu will fund the project through creative initiatives.



**SEQUEL.** The Ramon Aboitiz Foundation Inc. (RAFI) initiated the Run 2 Nurture 4 GREENIN Philippines last Oct. 1 in Barangay Jaclupan, Talisay City as a post-planting activity to ensure the growth of planted native tree seedlings into vibrant forests. Joining the 300 participants in the weeding, fertilizing, and re-planting activities during the Run 2 Nurture 4 GREENIN Philippines is Amaya Aboitiz (inset), RAFI deputy director for operations, and Ma. Cristina Aboitiz, RAFI Executive Committee chairperson. **–Neil Papas**



Davao Light EVP & COO Art Milan (3rd from left) hands over a check for P45,000 to Upper Kibalang Agro-forestry Farmers' Association (UKAFA) president Idilfonso Pama to help jumpstart a nursery project. Witnessing the occasion were Davao Light Community Relations Manager Vic Sumalinog (left), DENR Forest Resource Management Division Chief Fred Zarasate (right), and German Arcadio (third from right) and Emiliano Payusan of UKAFA.

## Upland farmers start up nursery, get assistance from Davao Light

The Upper Kibalang Agro-forestry Farmers Association (UKAFA) in Barangay Marilog, Davao City can now start a nursery project that will help its members succeed in implementing a sustainable re-greening project in a 500-hectare logged over area.

Davao Light recently released P45,000 in financial subsidy to help UKAFA complete a nursery located in their community. The cash grant will be used to buy net to cover the area in the nursery where newly planted seeds are awaited to grow, planting bags, and seeds for planting.

UKAFA officials led by chairman Idilfonso Pama said they hope to supply the seedling requirements for succeeding tree planting activities in the 500-hectare area, as well as other groups who would want to buy seedlings for their own tree planting activity. **–Vic Sumalinog**

## SEZ completes 3-day tree planting project

With 3,500 trees planted in 2011, SEZ completed its 3-day tree planting project on a 3-hectare land at the Mt. Sta. Rita Reforestation area, Subic Bay Freeport Zone. The project was held for three Saturdays—July 23, Aug. 6 and 20.

The program kicked off with the Aboitiz Group wide simultaneous tree planting on July 23, where SEZ joined companies from the Aboitiz group nationwide. About 80 team members and contractors, headed by SEZ SVP & COO Dante Pollescas, volunteered in planting 1,500 fruit tree saplings of mango, langka, caimito, santol, and guyabano, and forest tree saplings of agoho and aure.

About 1,000 fruit trees of mango, caimito, santol, guyabano, guava, and camansi were planted in the second day of the project last Aug. 6. Fifty Aeta tribe people joined 30 SEZ team members and



contractors in a rainy tree-planting activity.

For the last day of the program, 100 students and teachers from Kalalake Elementary School in Olongapo City joined 40 SEZ team members and contractors in planting 1,000 more trees of mangga, langka, guyabano, camansi, pili, chico, and mahogany.

Kalalake Elementary School is the recipient of this year's SEZ and the Aboitiz Foundation's AGAPP School Building donation. **–Raymund Tamayo**



# THE BIGGEST LOSER CORPORATE EDITION

## Stepping up to the challenge

By Mia Borja

If one were to do a survey on what the most popular New Year's resolutions are, losing weight will surely make it to the top of the list, followed by quitting smoking. Unfortunately, both are also the hardest resolutions to maintain.

In July this year, AEV Corporate HR launched the Biggest Loser Corporate Center Challenge, largely spurred by the increase in dyslipidemia and hypertension cases among team members in both Cebu and Makati offices. Based on the hugely popular TV show seen in over 30 countries, the Biggest Loser corporate edition was a simple mechanism that kept participants accountable for their own health promises. One could join as an individual or as part of a team, and the winner will be declared based on percentage of pounds lost.

Sixty-four willing participants signed up for a two-and-a-half month challenge. With tremendous self-discipline, willpower, proper diet and exercise, as well as the support of their teammates, friends, and families, they were able to lose a combined weight of over 450 pounds.

Step by step, mile by mile, pound by agonizing pound, they've not only changed themselves, but they've also inspired the people around them at the office, at home, or even in their social networks. A number of team combinations joined—husbands and wives, teammates, and friends—all supporting each other towards creating a culture of fitness.

The program had two components: the weight loss category and the cholesterol reduction

category. From among the contestants in the cholesterol category, it was Nel Ediza's 22-point drop (without medication) that won him the grand prize.

For the weight loss category, the top contenders were: Carlo Garces and Hazel Ordenes (combined 49.8 lbs), Romel Guanzon (22.6 lbs), Mary Ros Catanduanes, (13.6lbs), Troy Malilong (32 lbs), Jhoanny Palmieri and Jowelle Ann Cruz (combined 37.2 lbs), the group of Melinda Bathan, Tim Abay, and Joanna Abay (combined 86.4 lbs), Dary Aran and Apryl Taranza (combined 33 lbs).

Troy Malilong, who lost an impressive 15.31% of his body weight, won the grand prize as the Biggest Loser. In second place was the team of Melinda, Tim and Joanna for losing 13.83% of their total body weight. Third place went to Jhoanna and Jowelle Ann for losing 13.83% of their body weight.

The winners and runners-up (as of press time now includes Romel Guanzon in 4th place, having lost 13.75% of his weight) all won cash prizes from the pot, as well as gift cheques from Nike, ROX, Bench Fix, and People are People. Their weight loss journeys are documented in the next page.

As motivational guru Tony Robbins once reminded his audience, "The only thing standing



between the body we have and the body we want are all our excuses." People like Troy, Tim, Yanyan, Carlo, Romel, Jowelle Ann, Jhoanna, Hazel, and Mary inspire us, as they have proven that it really is never too late to work towards getting the body you deserve.

As of press time, Season 2: The Charity Challenge is ongoing. Qualified participants from Season 1 have been challenged as a group to lose another 150 pounds in order to win cash and get pledges for the Aboitiz Annual Christmas Outreach activities. The final weigh-in will be on Dec. 1.



The team of Jowelle Ann Cruz and Jhoanny Palmieri had a combined weight loss of 37.2 lbs.



The tandem of Dary Aran and Apryl Taranza lost 33 lbs



AEV Admin's Nel Ediza was the biggest loser in the cholesterol category: a 22-point drop without medication.



#### JOANNA ABAY

"I am happy I lost 25 lbs. I still want to lose another 30 lbs though. Currently, I'm stuck with 170.7 lbs. Keep the end in mind. All the sacrifices you're doing will pay off in the end. You'll be healthier and you'd look great, too! Do it for yourself. Do it because you know that a healthy lifestyle is the best way to live your life. You feel good, you look good and you inspire people. You owe this to yourself!"

#### TIMOTHY ABAY

"(I feel) great, of course (about losing weight)! I feel fitter, and a lot lighter. The challenge now is not to gain it back. You really have to sacrifice (not eating something you like...) and be determined. And it's better if you have a team to challenge you to push for your goal."

#### DARY ARAN

"I joined for the sake of good health and teamwork with my partner. Life is a gift so we have to take care of it. Instead of taking scheduled and programmed exercises, you can try doing household chores or getting on some casual energy-releasing activities. These burn calories and can make you very productive."

#### APRYL TARANZA

"I joined because I wanted to support someone; in the latter part of the challenge, I just wanted to give the competitors a real fight. The hardest part, however, was resisting the temptation to eat, instilling discipline on myself and ending up spending more."



The team of Melinda Nathan, Tim Abay and Joanna Abay had a combined weight loss of 86.4 lbs.

## Troy's Tips

### How Season 1's First Big Winner lost 32 pounds in 3 months

AEV Legal Team's Francis "Troy" Malilong was 209 pounds when the Biggest Loser challenge began and at the end of it, he was down to 177 pounds. Thanks to smart food choices, a running habit, and the dreaded bi-weekly weigh-ins during the course of the competition.

In the following interview, Troy shares his weight reduction experience and some tips on how he did it:

#### 1. What were your key motivations to losing weight?

We all have "plans" to go on diet but we never push through with it. The competition gave me that extra push to just get on with the diet. I am also a very competitive person and I really wanted to do well in the contest. I became extra motivated because I could see that the other contestants were really doing their best to lose weight.

#### 2. What was your weight loss strategy?

I did not have any special strategy. I just put into practice what I knew all along—if I eat healthier and in reasonable portions, the weight loss will come naturally. This is a very basic strategy and it works 100%. There is no miracle diet! I'm sure you would want to know about the details so here are some of the rules I lived by during the diet:

- Our body can only burn a fixed amount of calories per day. Know how many calories your body needs and eat below that level. If you eat more than that, you will gain weight. If you eat less than that level, you will lose weight. (You can find online calculators to know about your

daily caloric needs.)

- List down everything you eat! Sometimes, you may think that you are already on a diet but you actually aren't. Be objective. And you will be the most objective if everything you eat is on record. There are several websites that allow you to track your diet. If you want to go old school, write your food consumption on a notebook. It doesn't matter how you track your calories, but just track it!
- If you had to choose between kinds of food, choose the healthier one. Salad rather than rice, fruits rather than cake, and water rather than soft drinks.
- Give yourself a treat once in a while. Psychological and emotional health are just as important as physical health.

#### 3. What were the obstacles you had to overcome or endure in your weight loss journey?

It was hard to adjust when I started my diet. My body has been used to the unhealthy food I have been eating my entire life. It hated me when I started feeding it with good stuff. But my body eventually adjusted and I just felt much healthier.



There were also many days when I overate and I just felt absolutely terrible about it. I had to remind myself that these setbacks did not really matter as I wasn't really on a diet but more in the process of making a lifestyle change.

#### 4. What was the easiest part about losing the weight? What was the hardest part?

The easiest part was the eating. The hardest part was the not eating. But seriously, the "diet" itself wasn't really that hard. If you eat healthy, you never really go hungry. Go crazy on the lettuce! Easy on the crispy pata!

#### 5. How do you feel about your weight loss success now?

I feel proud of myself since this is the first time that I have successfully lost weight. It is an achievement but I still have a long way to go. I have to lose a few more pounds.

#### 6. What is the best advice you can give readers who are planning to lose weight?

You don't have to eat less, just eat healthier. And don't keep on procrastinating (when to start) your diet. Start with your next (healthy) meal today!



# New CFO tribes born

By Elena Carnacer

Two new tribes were born after the three-day Creating the Future Organization (CFO) training course conducted by AEV for Corporate Center teams on Oct. 12 to 14.

Eighteen participants from iCSD, HR, Treasury, Corfin, RMD, Corporate Audit, AboitizPower and Aboitiz Foundation signed up for the course held at the Crown Regency Suites in Lapu-Lapu City.

At the end the three-day training, the Tribu Wopak and Tribu Tambai-yayong were formed. Each tribe is led by a datu and it is imperative for the tribes to meet at least once a month for the next six months.

Members of the Tribu Wopak are Rogie Abala, Geris Marie Hontanosas, Mariel Bontia, Dary Aran, Cholep Gonzaga, Lelia Balalilhi, Kim Villacruz, Marijo Cyphil Jamora and Kim Go. Tribu Tambai-Yayong is composed of Douglas Subang, Pet John Rom, Elena Carnacer, Apryl Taranza, Rob del Rosario, Jaylene Fornis, Maricar

Cabiso, Armarie Borden and Jun Ivan Covacha.

The CFO is a special training course that combines classroom learning with an experiential component. It is this combination that has made the CFO one of the most exciting and most anticipated courses in the Aboitiz Universal Training Program.

The training is composed of two parts: first, the appreciation of the 10 tenets and second, the ropes course. The tenets are freedom of choice, life-long learning, thriving on change, cutting-edge and innovation, sense of purpose, recognition, communication, check and balance, fair process and interdependence. The ropes course consists of the Hi-Y, the pamper pole and the wall.



## Aboitiz Toastmasters Club

### 23rd Induction and Installation Ceremonies

Cebu City Marriot Hotel Poolside  
Sept. 28, 2011

#### ATMC Club Officers

T.Y. 2011-2012

President  
**CC/CL MA. LUZAN VILLANUEVA**  
IP President  
**CC/CL OLYZZA OYANGOREN**  
VP-Education  
**CC CARMINIA BORJA**  
AVP-Education  
**TM JANICE ALEGRADO**  
VP-Membership  
**TM WARREN TOMPONG**  
AVP-Membership  
**TM EDZA ZAMBOANGNON**  
VP-Public Relations  
**TM ELVIRA GARCIA**

AVP-Public Relations  
**TM MARICAR CABISO**  
Secretary  
**TM AIREEN ALCANTARA**  
Assistant Secretary  
**TM APRYL MARIE TARANZA**  
Treasurer  
**TM GERIS HONTANOSAS**  
Assistant Treasurer  
**TM GLADYS MONTEHERMOSO**  
Sergeant at Arms  
**TM ROBERTO DEL ROSARIO**  
Assistant Sergeant at Arms  
**TM ROGIE ABALA**

#### ACHIEVEMENTS:

**PRESIDENT'S DISTINGUISHED CLUB (2000 – 2011)**  
**DIVISION CLUB (2007-2008)**  
**DISTRICT 75 HALL OF FAME (2004)**  
**DISTRICT 75 ACHIEVER'S CIRCLE (2004)**





## APPOINTMENTS

**Susan Valdez**

Member, Board of Trustees and Executive Committee Aboitiz Foundation

Susan replaces Sebastian Lacson, who is returning to VECO, in both bodies.

With her 30 years of service in ATS, Susan will bring with her a rich experience of leadership and management to Aboitiz Foundation. She will undoubtedly be an asset to the Board and contribute in bringing the Foundation to greater heights.

**Maria Lourdes Tanate**  
AVP-Audit, AEV

Marie was the chief audit executive and AVP-Finance and senior manager of ATS. She has extensive experience in internal audit, financial and investment analysis and corporate finance, with focus on budgeting, financial planning and control. Marie is an Economics graduate of the University of the Philippines-Diliman, where she also earned her masters' degree in business administration. She is also a masters' degree holder in Engineering and Technology Management from University of Queensland, Australia.

## TRANSFERS

**Sebastian Lacson**

SVP-Engineering VECO

Basti initially joined the Aboitiz Group as VP for Customer Services Group in 2008. A year later, he was transferred to AEV to head the then newly formed Reputation Management Department as first vice president and chief reputation officer. Before joining the Aboitiz Group, he worked in various capacities with Unión Fenosa.

**Stella Olive Sucalit**

CPS Director, Channel Management Group UnionBank

Stella moves back to the field of operations and finance, her first love. With Corporate HR, Stella made her mark as AVP for Talent Management by institutionalizing the Aboitiz Talent Management Program across the Group. She also ensured that Key Talent Reviews were implemented and that organization planning and succession plans were in place.

**Champ Yared**

HR Systems Manager AEV

Prior to returning to AEV, Champ was the HR manager of Davao Light. Champ started his career in ACO as HR assistant in 2003 and became an HR specialist after a year. In 2007, he was appointed as HR officer of Makati office.

**Raul Soriano**

Area Manager for South Luzon AboitizPower

Before he joined AboitizPower, Raul was a senior account officer for Aboitiz Energy Solutions, Inc.

## PROMOTION

**Danel Aboitiz**

AVP-Trading & Production Planning, SNAP

Danel was head of Trading and Production Planning, a unit he handled well, prior to his promotion. With the new Production Planning Group integrated to the existing Trading Group, better synergies are expected between all hydro power units in SNAP.

## NEW ROLES

**Mia Zamora**

HR Manager for Talent Management, AEV

Mia takes over Stella's function and assumes the role of HR Manager for Talent Management. Her new role involves ensuring a robust talent pipeline for the Group and continuing all talent management initiatives.

**Cristine Cabatingan**

HR Manager for Talent Retention, AEV

Formerly the Success Factors manager, Cristine takes over Mia's role as HR Manager for Talent Retention. She assumes the responsibility of building and strengthening talent engagement through culture building, employee relations programs, compensation & benefits planning and HR administration.

## ACHIEVEMENTS

**Iris Louise R. Dorado, CPA, CIA**

Passed the ITIL V3 Foundation Exams August 2011

**Mariel Rose Pascua, CPA, CIA**

Certificate of Honor (Top 50 Worldwide) CIA Certification Exams, October 2010

**Remeliza Villanueva**

Passed the ITIL V3 Foundation Exams August 2011

## WELCOME TO THE TEAM

**Roman Azanza III**

FVP-Business Development AEV

Roman was with CEMEX Asia Pte., Ltd. since 1999 and has held various positions both locally and internationally. Aside from CEMEX, he was previously affiliated with ING Barings and Citibank. He reports directly to Endika Aboitiz and is based in Makati.

**Benedict James Duran**

VP-Human Resources CitySavings

Benjie will head the entire HR team of CitySavings. In his 11 years in the HR field, Benjie has worked with Matimco, Blue Media Communications, Inc., Institute of Corporate Directors, among others. He has also taught at PAREF-Southridge School and St. Scholastica's College.

## WELCOME TO THE TEAM



**Relan Castillote**  
Junior Database  
Administrator  
AEV-iCSD

Relan used to work as reports developer at TRAX Technologies. He has also worked for First Agro-Industrial Rural Bank as database administrator. Relan finished his industrial electronics technology course at the Center for Industrial Technology and Enterprise.



**Lee Ann De Leon**  
Finance Analyst  
AboitizPower

Lee Ann was with Power Sector Assets & Liabilities Management Corp. as senior finance analyst and Bank of Commerce as customer relations assistant. Lee Ann graduated from the University of the Philippines-Los Baños with a degree in Applied Mathematics major in Operations Research.



**Ian Joune Fernandez**  
CSR Officer  
Therma South

Ian used to be the stakeholder engagement partnership officer of Sagittarius Mines, Inc., where he led assigned areas such as Digos City, Hagonoy and Matanao, Davao del Sur. Ian is a political science graduate of Notre Dame of Kidapawan College and earned his master's degree in rural and economic development from the University of Southern Mindanao. He has also completed an advance course in Popular Education for Developing Countries in Denmark.



**Daryll Gacus**  
Project Engineer  
AESI

Prior to joining AESI, Daryll was the electrical maintenance supervisor of Davao Bay Coconut Oil Mills, Inc. He has also worked as maintenance technician at Third Millennium Oil Mills, Inc. He finished electrical engineering at Camiguin Polytechnic State College. Aside from being a licensed electrical engineer, Daryll is also a master technician.



**Eulimae Galera**  
Junior Finance Analyst  
AEV-CorpFin and Strategy Team

A delegate of the 3rd Aboitiz Future Leaders Business Summit, Mae was a full-time faculty of the University of the Visayas, handling Financial Management, Cost Accounting and Fundamentals of Accounting subjects. She is a cum laude Accountancy graduate of the same school and is a certified public accountant.



**Uzziel Gloriani**  
Account Officer  
AESI

Prior to joining AESI, Ziel was with Hong Kong & Shanghai Banking Corp., LTD. as business development officer. She graduated from the Notre Dame of Marbel University with a degree in Electronics and Communications Engineering.



**Raymond Gonzales**  
Account Officer  
AboitizPower

Raymond was with Manila Electric Company as sales engineer and sales team leader before he joined AboitizPower. He is an electrical engineering graduate of Mapua Institute of Technology.



**Margaux Herrera**  
Employee Engagement  
Officer  
AEV

Margaux was the marketing head of Nuvo Restobar. She was also a contributing lifestyle writer of Cebu Daily News and a producer/director/scriptwriter for "Cebu Business with Bunny Pages." Margaux finished her biology course at Velez College.



**Evelyn Javier**  
Administrative Assistant  
AboitizPower

Ever was with Staff Builders Asia deployed at AboitizPower as an executive assistant and with House of Mini Pte Ltd as administrative assistant. She graduated from the Polytechnic University of the Philippines with a degree in business administration major in management.



**Maria Agnes Susel Planilla**  
Account Officer  
AESI

Sue was a business development manager of Teledevelopment Services and a consultant for Core Global Solutions Corp. She finished her communication arts degree at Lyceum of the Philippines University.



**Leizl Evert Platon**  
Accountant  
Therma South

Leizl, a certified public accountant, has worked with Clorox International Philippines, Inc. and Deco Arts Marketing, Inc./Citihardware Inc., as corporate accountant and Accounting Supervisor, respectively. Leizl finished Accountancy at the Ateneo de Davao University.



**Dianna Mae Tubat**  
Service Desk Analyst  
AEV

Dianna was a project-based employee of the iCSD Service Desk Team, responding to IT-related queries and concerns. She is a business computer applications graduate of Silliman University.



**Gregoreen Anne Zerna**  
Web Applications Specialist  
AEV

Anne handled IT-related projects for AEV while she was still a project-based employee. Prior to this, Anne was a web programmer at Globalsmartsourcing, Inc. She finished her IT degree at the Cebu Institute of Technology University.

It is amazing  
what can be  
accomplished when  
nobody cares about  
who gets credit.

—ROBERT YATES

*Inspired by passion*



# aboitiz Invitational 2011

## The biggest golf event Cebu has ever seen

By Basti Lacson



**Jay Byron**  
Aboitiz Invitational 2011  
Champion

It had been three days of moans and groans from the international cast of golfing professionals who could somehow not figure out how to make birdies at the 2011 Aboitiz Invitational by ICTSI held at the Cebu Country Club (CCC) last Aug. 31 – Sept. 3.

After every round, players' laments on how "nothing would bite" on the hardened greens were heard everywhere. Some club members, however, were delighted that the course put up a good defense against the onslaught of golfers from 19 different countries.

"They thought the course was easy. The scores proved otherwise," remarked a pleased Clifford Celdran, CCC general manager.

After the first three rounds, Filipino veteran Elmer Salvador and American Jonathan Moore, who fascinated the crowd not just with his crisp ball striking but also by having his lovely wife Claire caddy for him, shared the lead. Lurking just behind them at the start of the final round was defending champion Jay Bayron.

The final round assembled a good-sized crowd of

golfing fans, being on a Saturday. The weather was ideal and the golf did not disappoint. Veterans Tony Lascuña and Elmer Salvador were off to good starts. Moore held steady but it was pint-sized Bayron who had determination written all over his face.

He birdied the long and difficult 7th hole, then again, the short but tricky 10th. His barrage continued on the 13th, 15th, 16th and 17th to end with a course record 64 and be the only player under par for the tournament, a testament to how his game set was apart from the rest of the 120 other competitors.

Playing partner Moore had this to say after the round: "Jay is fun to watch. He had a great round of golf. A 64 is really special and I enjoyed watching how well he played being alongside with him."

If the crowds and quality of golf were any indication, it was indeed a successful 2011 Aboitiz Invitational. This year, the event was bigger in a number of ways. The prize money was \$US65,000 in total, and the field was as international a golf event as Cebu has ever seen.





# MEDIA PARTY

# Trivia NIGHT

## Strengthening partnerships with media

By Carol Ballesteros

It's the season once again for parties and media appreciation.

This year's media parties, which went with the theme Trivia Nights, kicked off with the Lechon Party for Manila-based media last Sept. 1 at the Manila Polo Club.

Sebastian Lacson, former AEV chief reputation officer, welcomed guests and formally introduced his replacement, Susan Valdez. AEV Director and SVP Endika Aboitiz gave the opening remarks.

As in previous media parties in Manila, succulent lechon—the star of the buffet station—was flown in from Cebu.

In Mindanao, media representatives from Cagayan de Oro, Iligan, Zamboanga, Butuan, General Santos, Cotabato, Bukidnon, Tagum and Davao were treated to an exciting party last Oct. 7 at the Davao Convention Center. Heavy rains and knee-deep flooding all over the city didn't stop the guests from trooping to the party venue to have fun.

The guests were entertained by executives from different Aboitiz BUs namely AboitizPower, Davao Light, Hedcor, Cotabato Light, Therma Marine, Pilmico, City Savings Bank, Metaphil and AboitizLand.

AboitizPower FVP for Mindanao Affairs Bobby Orig welcomed all the guests, while AP Gen EVP & COO Antonio Moraza gave the opening remarks.

The program kicked off with the Aboitiz Recycled Trash (ART) Fashion Show, showcasing products such as bags, umbrellas, and raincoats created from used tarps and modeled by our very own team members and team leaders.

In parties, the media enjoyed the very exciting Trivia Nights game, where their wits and memory were tested. Categories ranging from music to movies brought on shouts and laughter from everyone.

The night ended with the giving of loot bags to all participants.



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