

# aboitiz eyes

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*Ondoy  
relief  
feature  
inside*



**INSPIRED  
BY PASSION**



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# AboitizPower secures IPPA contract for Pagbilao capacity

AboitizPower Corporation (AP) wholly-owned subsidiary Therma Luzon, Inc. assumed on Oct. 1 dispatch control of the 700-megawatt (MW) contracted capacity of the Pagbilao coal-fired power plant in Quezon province.

Therma Luzon submitted the highest offer of US\$691 million to be appointed as IPP Administrator of the Pagbilao plant in a competitive bid conducted by the Power Sector Assets and Liabilities Management Corp. (PSALM) on Aug. 28, 2009. The amount represents the current value of the series of monthly payments using PSALM discount rates from October 2009 to August 2025.

AboitizPower President Erramon Aboitiz said, "Securing the IPPA contract for the Pagbilao capacity fits very nicely in AboitizPower's strategy of building a portfolio of generation assets that will be competitive in the long term and complimentary to each other. We think a combination of hydro plants to handle the peak load, and coal and geothermal plants for the base load makes a lot of sense."

As IPPA, Therma Luzon is responsible for procuring the plant's fuel requirements and trading the electricity it generates to the Wholesale Electricity Spot Market (WESM).

"The success of the IPPA will forever change the dynamics of the Philippine power industry. Not only will this bring us closer to Open Access, but with a private administrator going hand in hand with a rapidly improving spot market, we can assure the public that we are going to offer competitive rates that will, in the long run, result to affordable rates for the consumers by exploring ways to make things better and more efficient," said AboitizPower VP for Project Development Wong Bacareza.

Given less than a month to close the deal, the project development team delivered all items for closing in record time last Sept. 24, paving the way for the turnover on Oct. 1, a mere 34 days after the bid award.

The additional 700 MW of new capacity increases AboitizPower's attributable capacity to 1,740 MW.

Construction of the Pagbilao Power Plant started in February 1993 and commercial operation commenced in 1996. It is a Build-Operate-Transfer plant with a rated capacity of 735 MW. National Power Corp. has contracted 700 MW of the plant's capacity until 2025 via an Energy Conversion Agreement.

Team Energy currently operates the Pagbilao plant under a BOT contract that will expire by 2025.



## Full payment for Tiwi-Makban



Aboitiz Power Corporation wholly-owned subsidiary, AP Renewables, Inc. (APRI) paid on Sept. 30 to the Power Sector Assets and Liabilities Management Corporation (PSALM) the sum of P12.1 billion (bn) as full payment for the Tiwi-Makban geothermal facilities, inclusive of accrued interest.

The complex is composed of the 289-megawatt (MW) Tiwi plants in Albay and the 458-MW (both rated) Makban facilities in Laguna and Batangas.

The acquisition of both power facilities covers their generating assets, which were offered on an "as is, where is" basis, structures and improvements, spare parts, and general plant equipment.

APRI earlier paid PSALM P8.3bn representing the 40% downpayment to the purchase price stipulated in the Asset Purchase Agreement as a precondition to the turnover of the Tiwi-Makban geothermal facilities. The 60% balance in the purchase price was supposed to be paid over a period of seven years in 14 equal semiannual installments under the terms of the APA.

It can be recalled that APRI won the competitive bid conducted by PSALM for the sale of the Tiwi-Makban geothermal facilities on July 30, 2008. The facilities have a sustainable capacity of approximately 462 MW.





## AP signs Notes Facility Agreement for five-year fixed rate notes

AboitizPower Corporation (AP) signed last Sept. 19 a Notes Facility Agreement with First Metro Investment Corporation as Issue Manager, Metropolitan Bank & Trust Company – Trust Banking Group as Notes Facility Agent, and a consortium of primary institutional lenders for the issuance of five-year peso-denominated corporate fixed rate notes in the aggregate amount of P5 billion (bn).

The notes will be issued in a private placement to not more than 19 primary institutional investors pursuant to Section 9.2 of the Securities Regulation Code and Rule 9.2(2)(B) of the SRC Rules.

It can be recalled that before the end of 2008, AP issued fixed-rate notes in the amount of P3.89 bn. In April 2009, the company returned to the market for its first retail bond issue, which raised a total of P3 bn. The bond was 2.5 times oversubscribed. The response was overwhelming with bonds sold off in just one day.

The proceeds of these capital-raising activities will be used to fund AP's investments in various projects, including capital expenditures and acquisitions.



## SNAP-Magat bags safety award for the second straight year

SNAP-Magat, Inc. received its second Safety Recognition Award from the Bureau of Working Condition of the Department of Labor and Employment (BWC-DOLE) for the second straight year. The Safety Recognition Award was conferred last Aug. 28 during the Association of Safety Practitioners of the Philippines, Inc. (ASPPi)'s 10th National Convention & General Assembly. The event held in Davao City was organized for health and safety practitioners and advocates. held in Davao City.

The Safety Award recognized the Magat plant's milestone of 635,793 safe man-hours without any lost time injury incident. This safety record covers the period April 25, 2007 to May 31, 2009. The awarding was witnessed by an estimated 450 Occupational Safety and Health professionals from all over the country. Around 75 companies received the same award from BWC-DOLE.

The recognition validates SNAP-Magat's culture of safety by ensuring an injury and illness incident-free workplace and operating plant for two consecutive years. (N. Reynaldo)

## Plant rehab gets green light, secures ECC

Nomer Reynaldo

The rehabilitation of the Binga hydroelectric power plant got the green light after the Environmental Compliance Certificate for the rehabilitation works was issued by the Environmental Management Bureau-Cordillera Administrative Region (EMB-CAR) last April 21.

The ECC is a condition for the commencement of any rehabilitation works for the Binga plant. With the issuance of the ECC, works for the rehabilitation can now start, such as widening of access roads, construction works and plant refurbishment.

The Binga rehabilitation is part of the program of SNAP-Benguet to modernize the Binga plant, which was constructed in the 1960s. The rehabilitation is expected to increase the generation capacity from 100 megawatts to 120 megawatts as a result of efficient technology. The rehabilitation is programmed over a four-year period and expected to be completed by end of 2014.

SNAP-Benguet is now in the process of forming the multi-partite monitoring team composed of representatives from the EMB-CAR, local government units, non-governmental organizations and other concerned stakeholders. The team will monitor the strict compliance of the company to the ECC.

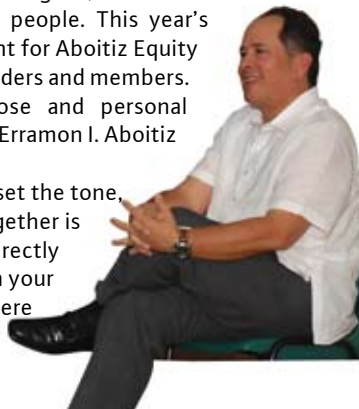
## Coffee with EIA: Up Close & Personal

Paula Viegelmann-Ruelan



Coffee is a social binder, a warmer of tongues, a soberer of minds, and a stimulant of wit for most people. This year's Coffee with EIA was a much-awaited event for Aboitiz Equity Venture's (AEV) Makati and Cebu team leaders and members. The occasion marked the first up close and personal encounter with the new man at the helm, Erramon I. Aboitiz (EIA).

The AEV President and CEO accurately set the tone, saying: "The main purpose of this get-together is to dialogue with all of you, and hear directly from each of you what is going through your minds. I would like this to be an activity where we don't only talk about concerns or complaints, but more importantly, where bright ideas lead to great products and better services."



Amid a more intimate and relaxed setting, Coffee with EIA sent the teams and EIA discussing global and local economic performance this year, as well as AEV's & AboitizPower's performance in the first half of 2009. Also tackled were the current focused group strategies, such as strengthening the new AP brand, and the ways by which employees could individually or collectively contribute to the sustainability projects under the Cleanergy brand, like cost-reduction measures. Equally discussed in depth were the role of the corporate center in the Aboitiz Group's changing business scenario, and the ways of providing business intelligence and ready talent. Employees were given a chance to ask EIA questions, with topics ranging from employee benefits, talent management, to his personal outlook on certain political and economic issues.

Without a doubt, team members can look forward to another meaningful and valuable coffee session next year!



EIA ADDRESSING TMS DURING THE MAKATI COFFEE WITH EIA.

## AEV Datacenter receives ISO 27001 certification

Jojo Sitoy

The Aboitiz Equity Ventures, Inc. (AEV) Datacenter was awarded the prestigious International Standard Organization (ISO) 27001 certification: the formal standard of certification of Information Security Management Systems (ISMS). SGS Philippines, Inc. carried out the audit of this certification.

According to the International Register of ISMS Certificates, as of June 2009, there were 5,693 ISO 27001 certified companies in the world and only 15 in the Philippines. AEV is the first one to receive such an award within the Group.

An ISO certification provides quality and security assurance that the organization has implemented a system of information management security which is at par with global standards. It provides added credibility as it is certified by an independent third party, and lends confidence to the organization's management, customers, shareholders and affiliates in terms of the importance and care given to security matters.

ISO 27001 certification involves a two-phase audit process: a review of the existing security measures and documentation, and a detailed and comprehensive audit. Once certified, the organization will be subject to periodic review to confirm the operational effectiveness of the ISMS.

The AEV Datacenter team has identified all the information assets within its operation and has done risk assessment and implemented risk treatment plans; both at physical and data protection levels. The management's support and the project team's commitment have also been major factors that enabled the Information Security Steering Committee (ISSC) to enhance their implementation of controls to safeguard, monitor, and comply with the information security requirements.

Presently, a dedicated Information Security Team drives this initiative and is implementing the Plan-Do-Check-Act (PDCA) model. ISMS is being implemented company wide and across the Aboitiz Group of companies.



## Motown Mania: The AEV Recognition Night

Mia Zamora

Aboitiz Equity Ventures (AEV) celebrated an evening of Motown as it held its much-awaited Recognition Night 2009 at the Grand Ballroom of the Marriott Hotel last Sept. 18. Everyone came dressed to the nines, mimicking popular Motown stars like Diana Ross, Gloria Gaynor, the Jackson Five, Stevie Wonder, and other old-time favorites.

The program was hosted by AEV's Chief Technology Officer Hoton Elicano and AVP for the Corporate Audit Group, Iris Dorado. A number of performers from the AEV teams danced to a medley of Motown to open the event with a bang. President and CEO Erramon Aboitiz, who was wearing an unforgettable afro wig that evening, also shared a warm welcome message to the team members, most especially thanking all the service awardees for 2009 for their years of loyalty and dedication to the company. He also discussed our culture of being Inspired By Passion. This was a perfect segue for the announcement of winners of the 2009 Inspired By Passion Team awards which were called out by Trina Aliman and Rafa Aboitiz. The winner in the Driven to Lead category was the Globe Billing System, created by the Accounting and iCSD teams. The Driven to Excel plum was won by Accounting, iCSD and Exolt teams for their Airline Online PO project. HRQ proudly received the Driven to Serve award for the Customer-Focus category for its "Build Your Brand" Training and Development Design which was run for Pilmico and AboitizLand.

The 2009 Service Awardees are: Enrique Llenes, Eufe Santiago, Gina Unabia, Orville Avila, Sol Almario, Gerry Morpos (10 Years), Marites Balbuena and Iker Aboitiz (15 Years), Herbert Cabatingan and Clovis Racho (20 Years), Luz Salameda (25 Years), and Rebecca Ruelan and Mikel Aboitiz (30 Years). They were given tributes via picture collages and video presentations. One of the highlights of the evening was a memorable medley song number by Pet John Rom, Paula Ruelan and Euvic Ferrer, an alumnus of the 4th Aboitiz Future Leaders Business Summit, dedicated to the Service Awardees.

Special prizes were given out such as the Soul Sistah of the Night, none other than our Chief Legal Officer Jazz Oporto; the Soul Brotha Hoton Elicano and the Supreme Team award, which was given to the Treasury Team for their fabulous matching Motown outfits. The guests then celebrated the launch of the Inspired By Passion culture with a short game, wherein Team Members received scrambled letters from the alphabet and had to group themselves together to form the word "inspired." Lucky participants won raffle prizes such as gift certificates, day trips to the beach, and a personal refrigerator. Everyone then enjoyed the rest of the night out on the dance floor in true Aboitiz party fashion. All in all, it was another legendary affair.

**"Everyone came dressed to the nines,  
mimicking popular Motown stars."**





## Excerpts from EIA's Speech

*Our RN is not an ordinary celebration. It is the highest form of celebration, because it is a celebration of our teams, a celebration of our A-people, team leaders and team members, who are behind every success we achieve as a company. We have come a long way. Our perseverance, hard work, and commitment over the years have been blessed. Today, we are seen as one of the leading conglomerates in the country. This is truly a cause for celebration, yet at the same time it also demands from us a greater sense of responsibility and commitment to ensure that we are able to keep and maintain this valuable reputation that we have earned with much dignity and humility...*

*Passion for Better Ways has unmistakably become the lifeblood, the inspiration, of our organization...We are a team that never seems to lose steam. For me, this is the more important aspect about our people, and about our brand. Why? Because, after all, it is the burning passion, the fervent enthusiasm, the constant drive, the tireless motivation; that is the very source of energy behind everything we do. If there is one thing worthy of celebrating tonight, it is that we as A-people are truly "inspired by passion". This is what truly sets us apart from the rest. I believe that all A-people share this as a common attribute. It is what binds us together. It is the identifying mark of an Aboitiz employee. And this is what makes us stand out. It is gratifying to work with a team that shares the same soaring level of drive and commitment to succeed. As your*

*CEO, I want you all to know that I take personal pride in working with all of you, in being part of this great team.*

*Tonight, we pay tribute to teams and individuals who are inspired by passion as we commemorate the Don Ramon Awards for Excellence, as we honor our distinguished service awardees and as we announce the winners of our "Inspired by Passion" Team Awards...*

*I thank the corporate center team for all the support you have given our BUs. We still have a long way to go, in perfecting our role as a Knowledge Center for the Group. This is now our challenge and I look forward to the day when we completely evolve into this role. Rest assured, I am behind you all the way.*

**"If there is one thing worthy of celebrating tonight, it is that we as A-people are truly inspired by passion."**

**-AEV President & CEO EIA**







## Affare da Ricordarsi (Affair to Remember) Aboitiz Makati Recognition Night

Sarabeth Restua

Last Sept. 24, Aboitiz Makati celebrated its annual Recognition Night with the 1930s theme of *The Godfather*. The men dressed like mafia dons with cut red roses on their coats, while the ladies were all enchanting curled hair and sexy dresses. Raymond Carl Roseus and Riza Balgos hosted the affair, while Rizza Montefrio and Joanna Mandap opened the program with a hip song and dance number.

Aboitiz executives joined the celebration: Erramon Aboitiz, Sabin Aboitiz, Txabi Aboitiz, Stephen Paradies, Luis Miguel Aboitiz, Melissa Elizalde, Tony Moraza, Tristan Aboitiz, Manny Rubio, Iker Aboitiz, Gabby Mañalac, Rene Ronquillo, and Benjie Cariaso.

The night started with the Inspired by Passion Team Awards, won by Gabby Mañalac, followed by team performances from Aboitiz Equity Ventures and AboitizPower representatives who danced the swing and the boogie. As the highlight of the night, the company paid tribute to the service awardees and to the recipient of the Don Ramon Aboitiz Award of Excellence, Benjamin Cariaso. The event then closed with a heartfelt serenade from Ray Cunningham. Truly, Recognition Night displayed how Aboitiz team members are inspired by passion in celebrating its people's success and triumphs.







Benjie A. Cariaso, Jr., known to all as BACJ, is a respected leader, relentless in the pursuit not only of personal success but team success as well. Gifted with sharp business acumen coupled with an undeniable technical competence, he always seeks new and groundbreaking business opportunities.

Benjie is the epitome of excellent customer service, who leads by example and brings out the best from his people. He comes to work with a ready smile, showing passion and dedication to his work with credibility, integrity, and honor. Strongly admired for his work

ethic and highly regarded for his negotiation skills, BACJ is very persistent in the most quiet and unassuming way. He is always focused, detail-

oriented and flexible when it comes to dealing with different people.

Known to remain cool, calm and collected under the most pressing situations, he displays an enthusiastic attitude towards work.

His name is synonymous with first-rate achievement. Yet, despite all the accolades he receives, BACJ remains very humble. He listens to his team members and reaches out to them, even introducing the *kapihan* sessions, which aim to foster open communication lines among team members.

Under his leadership, he steered companies such as Transport, the EnerZones, and Aboitiz Energy Solutions, Inc. to greater successes.

Congratulations to Benjie, the 2009 Don Ramon Aboitiz Awards of Excellence winner!

## 2009 Inspired By Passion Team Awards

The Inspired By Passion Team Awards celebrates and recognizes working teams who are constantly driven to seek better ways of doing things. The award also serves as an inspiration and a challenge for us to continue working collectively to make the company's brand essence a way of life in Aboitiz. There are four categories: Driven to Lead, Driven to Excel, Driven to Serve – Customer – Focused, and Driven to Serve – Corporate Social Responsibility.



### Driven to Lead

#### Globe Billing System by Accounting & iCSD

The Globe Billing System project, initiated by both Accounting and iCSD teams, is an automated billing system of the AEV Globe Corporate Account that handles almost 400 lines under the program. The Accounting Team was tasked to ensure that all bills are paid on time, which proved very tedious, considering the number of lines enrolled in the program and the delayed postings of the withholding taxes by the service provider. Together with iCSD, they designed the first billing system of its kind across all Globe corporate accounts. It significantly reduced the complexity of the whole billing process by cutting down the processing time, while increasing the company's cost savings as at the same time. In addition to that, Globe users now conveniently receive an electronic copy of their monthly bills through email.

### Driven to Excel

#### Airline Online PO by Accounting, iCSD, & EXOLT

Launched in August 2008, the Airline Online PO project paved the way for a faster and more efficient airline booking process. Due to the difficulty of booking airline tickets, mainly caused by a limited credit limit, the teams EXOLT, Accounting, and iCSD collaborated on the project to create a system to eliminate the complexities involved in booking airline tickets. The project ushered in the timely processing of airline POs and tickets, streamlining the processes involved in the acquisition of airline tickets from booking flights to the issuing of the tickets, to the payment of bills and after-sales services.



### Driven to Serve Customer – Focused

#### Build Your Brand Training Development and Design by HRQ

While most projects in this year's team awards are technology-based, this project has captured the human resource aspect. The training team of HRQ embarked on a series of brand workshops for subsidiaries Pilmico and Aboitizland, which became the jump-off points for operationalizing their brand. The team designed a two-day structure tailored-fit to the clients' different branding needs thus creating a nurturing, assuring, and enduring culture for AboitizLanders, as well as a guiding, consistent, and results-oriented culture among Pilmicans. The workshops effectively inculcated the brand, allowing the employees to embrace the brand and embed the brand behaviors into their systems and processes. The workshops were successfully conducted that they reaped positive feedbacks even from the two companies' CEOs.



# SERVICE AWARDEES

On the cover



Enrique Llenes



Sol Almario



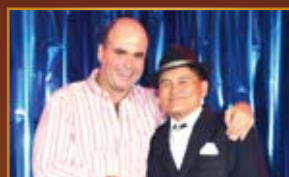
Eufe Santiago



Rechel Caliha



Gina Unabia



Gerry Morpos



Orville Avila



Iker Aboitiz



Marites Balbuena



Anecito Roa



Clovis Racho



Irma Lopuz



Herbert Cabatingan



Luz Salameda



Mikel Aboitiz



Rene Ronquillo



Rebecca Ruelan



## Bloggers get 'first bite' of The Persimmon

Chloee Lopez



ABOITIZLAND TEAM WITH SKYSCRAPER COMMUNITY OF CEBU AND CEBU BLOGGER'S SOCIETY

*Think you know the latest in Cebu's urban scene? We bet you haven't had a taste of this.*

AboitizLand posed this nifty challenge to Cebu's keyboard-happy set last Aug. 14 at the Pristina North clubhouse, Talamban. First Bite, the company's first-ever urban lifestyle party, proved to be a splendid week-ender.

Around 30 members of the Cebu Bloggers Society and the real estate blog community Skyscraper City, enjoyed the exclusive treat. With cocktails, freebies, and a chance to preview what the rest of Cebu soon will, many a blogger would be more than thrilled to party.

"AboitizLand has been crafting high-value communities for the past 15 years. We are homegrown and we want to continue growing not only Cebu's quality of living but also its talent, lifestyle, and leisure," said AboitizLand Vice President for Marketing, Sales, and Customer Service Pia Mantecon. "This is a direction we wish to share with the blogger community, that knows Cebu in and out."

The company held several activities like the trivia challenge, "How Well Do You Know Cebu?" It was a must-try for any hardcore Cebuano urbanite that left even the most seasoned bloggers challenged and amused.

The evening's highlight was a pre-launch view on the latest developments for Cebu's first urban village. AboitizLand encouraged its guests to comment, ask questions, and share sentiments on their 'first bite' of The Persimmon. A Freedom Wall was also available for them to write out their big dreams for urban living.

The Persimmon in Mabolo, Cebu is AboitizLand's first vertical residence. It converges walkability, convenience, and local soul with its four residential towers and a fully-integrated commercial enclave.

AboitizLand's first blogger event ended in a festive mood, amidst strobe lights and mixed beats. No one went home empty-handed and without learning more about the local scene. Indeed, Cebu has much to look forward to with the blossoming of its urban village lifestyle.

For more information on The Persimmon and other high-value Cebu communities, visit [www.aboitizland.com](http://www.aboitizland.com) or call (032) 411 1600.

## AboitizLand models responsible corporate citizenry

On its 15th year of operation, AboitizLand, Inc. has taken on the widening, clean-up, beautification and sustained maintenance of Gil Tugtud Street in Mabolo, Cebu City.

The company has drawn a memorandum of agreement (MOA) with the City of Cebu for the improvement of the Gil Tugtud stretch perpendicular to M. J. Cuenco Avenue, Mabolo's major north to south thoroughfare. Gil Tugtud traverses the north side of AboitizLand's The Persimmon urban village project, an access road into the interior portion west of M. J. Cuenco. Through the MOA, signed by Cebu City Mayor Tomas Osmeña and AboitizLand President Andoni Aboitiz, the company commits its resources towards the improvement and management of Gil Tugtud Street.

As part of its vision of nurturing communities that endure, AboitizLand will contribute to the widening of the street. It will allow that portion of the 1.4-hectare The Persimmon adjacent to the road to be allocated to increase the street span.



PRESENT AT THE EVENT WERE (L-R) ABOITIZLAND AVP-CONSTRUCTION MANDY BARIA, ABOITIZLAND AVP-EXTERNAL AFFAIRS ALLAN ALFON, ABOITIZLAND PRESIDENT AND COO ANDONI ABOITIZ, MAYOR TOMAS OSMEÑA AND DAKAY CONSTRUCTION AND DEVELOPMENT CORPORATION PRESIDENT RICKY DAKAY.

Aboitiz said the company is committed to allocate a yearly budget for the street maintenance project. "It is a great opportunity for us to make a difference not only for those living within our communities. It is also a means for us to demonstrate that good neighborliness needs a catalyst. I think if one party starts it, and it brings benefits to

many, that will start a cycle of positive action all around," he said.

The improvement of Gil Tugtud Street is the result of forward planning in anticipation of more economic activity, vehicular and pedestrian traffic that will be generated with the emergence of The Persimmon in Mabolo.



## 2GO Express passes ISO audit for 6th straight year

Katrina Alcober

**2GO** recently passed with flying colors the ISO 9001:2000 audit for the sixth straight year. The company began implementing the Quality Management System using ISO standards in 2004.

Ruth Mariano, Quality Assurance Manager and Deputy Quality Management Representative explains, "The ISO 9000 Quality Management System helps to ensure there's continual improvement in terms of performance, coordination and productivity. A well-designed Quality Management System helps the company be more competitive since it guides the organization in planning for the future, establishes controls as those plans are implemented, assures quality of services provided to customers through evaluation of the needed resources, and improves the processes further. Achieving this process gains the customers' confidence that 2GO consistently does the job to meet service level agreements."

John Casupang, AVP of Corporate Sales further expounds that the certification is critical as internal documents and references are most important. Contracts and operating plans must be seamless when it comes to operating the projects and documentation becomes the basis of project teams for the next appropriate course of action. Being in a service industry, 2GO's processes and documentation will always be a vital component of its operations.

"2GO continuously aims to better the process in which we do business. We want members of our organization to embrace quality as a way of life not only in their professional lives but in their personal lives as well," says Maribeth Marasigan, 2GO Express SVP of Business Support of 2GO Express.



**2GO SPONSORS SUPPLY CHAIN READING CORNER.** As a symbol of its support for education and its response to the need for well-trained supply chain practitioners, 2GO is sponsoring a reading corner at the Jose Rizal University (JRU) library dedicated to supply chain management resource materials. The company has donated several books that are available for use by JRU students and faculty. Former 2GO Express President and CEO and current Pilmico President and CEO Sabin Aboitiz recently turned over the books to JRU President Dr. Vicente K. Fabella. At left is Romeo T. Recto, president of the Foundation of the Former Society of Fellows in Supply Management, Inc.

## Empowering Women

Farah Michelle Curaza



PILMICO VISAYAS REGIONAL SALES MANAGER JOEL ENRIQUE SHARES HIS KNOWLEDGE ABOUT THE BAKERY BUSINESS

Women comprise the majority of the country's population. Yet despite their number, a lot of women are disadvantaged in terms of accessing economic, educational, and social opportunities. The Ramon Aboitiz Foundation, Inc. (RAFI) established the Cebu Micro-Enterprise Development Foundation, Incorporated (CMEDFI), a micro-finance program that provides women access to capital.

During its 6th General Assembly in Cebu, Pilmico was invited to talk on how to start a business. The flour division of the company imparted its knowledge on the bakery side, and gave tips on how to start a bakery business, the basic ingredients and the equipment needed. Meanwhile, the feeds division tackled the Diamond Program, which was all about hog raising.

Despite the pouring rain, Pilmico representative Farah Curaza, Joel Enrique and Cyrus Suya eagerly shared their knowledge with the women. The facilitators emphasized that sufficient knowledge in baking is required. Participants were also informed that Pilmico was offering a Bakery Training course in Iligan. To complete the talk, Pilmico invited Elver Lagamon of AB Mauri to discuss the bakery ingredient side and Ngosiok, bakery equipment. From the guest speakers, participants were given raffle prizes.

### Pilmico unveils The Partner newsletter

Pilmico launched its official newsletter The Partner's maiden issue last September. The publication's new name the promise and challenge for all Pilmicans. It talks about Pilmico's new brand identity of being a Partner for Growth. Now enhanced, the newsletter's number of pages increased from a six-page threefold type, to a 12-page magazine that has fun and interesting articles apart from the serious and straightforward news bits. (Janice Ubaldo)

## Pilmico launches in Koronadal City

Pilmico Animal Nutrition, together with JB Javellana Veterinary Supply, launched the refreshed brand Pilmico in Koronadal City, South Cotabato last Aug. 15 at EMR Center.

The launch made hog raisers understand the history of the quality feed brand Pilmico and its connection with the brand they once knew (PMI and Farmer's Edge). Hog raisers were also introduced to the new sack designs.

Also, during the launch, attendees received the latest updates on hog raising presented by Dr. Jess Vuelban, Veterinary Services and Training Officer of Pilmico Animal Nutrition. Dr. Vuelban also addressed some of the common swine health issues experienced by backyard raisers.

Moreover, Bert Tagaan of the feed company presented to the backyard raisers the advantages of using quality feed brand Pilmico for their hogs.

Pilmico ended the event with fun games, raffle prizes, and giveaways for the guests.



# UnionBank co-presents Art Awards

Malu Evaristo

UnionBank once again was a presenter of the The Ateneo Art Awards (AAA) awards night this year. The Ateneo Art Gallery, with Metro Society, Shangri-La Plaza, The New York Art Project, and YStyle of the Philippine Star present the award annually.

Maria Gonzalez Goolsby, the bank's Executive Director for Corporate Philanthropy and Social Responsibility (CPSR), introduced the first batch of finalists during the awards night held at the Grand Atrium of the Shangri-la Plaza Mall. Out of the 12 finalists the winners are: Jan Leeroy New, Patricia Eustaquio and Kiri Dalena who respectively received residencies at, respectively, La Trobe University Arts Center in Australia, the Artesan Gallery in Singapore, and the Common Room Networks in Bandung, Indonesia. One of the three artists will also be awarded the residency program at the Omni International Arts Center in New York, as part of the Ateneo Art Gallery New York Arts Project.

UnionBank Chairman & CEO Justo A. Ortiz said, "UnionBank's corporate credo calls for us to 'Make the Difference' for all our stakeholders, including the communities we serve. The strategic niche we have chosen for our corporate philanthropy and social



(L-R) AT THE EVENT WERE AUSTRALIAN EMBASSY CHARGE D AFFAIRES MATTHEW HARRISON, UNIONBANK CPSR EXECUTIVE DIRECTOR MARIA GONZALEZ GOOLSBY, ATENEO ART GALLERY CHIEF CURATOR RAMON E.S. LERMA, AWARDEES JAN LEEROY NEW AND KIRI DALENA, SHANGRI-LA PLAZA GENERAL MANAGER LALA FOJAS, AND ATENEO DE MANILA PRESIDENT FR. BIENVENIDO F. NEBRES, SJ.

responsibility is values formation with a specific focus on youth development. The Ateneo Art Awards is primarily an award for young artists and since our focus is the youth, we clearly see this Ateneo program aligned with our CPSR philosophy. We feel that this is a way to recharge our social consciousness and to help us progress as individuals and as a nation."

The Ateneo Art Awards recognizes the idealism, verve and promise of Filipino youth, and celebrates their creative imagination. It honors the innovative, enlightened, and committed visionaries who, through their exemplary practice of the visual arts, symbolize the hope and promise of a nation.

## UnionBank Butuan branch is now open for business

Efren Dancel

UnionBank opened its new branch in Butuan City, Agusan del Norte last Aug. 24. With the addition of the Butuan branch, the Bank now has a complement of 170 branches in its nationwide network. As part of its ongoing branch expansion, the Butuan branch completes UnionBank's presence in the CARAGA Region (consisting of the provinces of Agusan del Norte, Agusan del Sur, Surigao del Norte and Surigao del Sur).

The Butuan branch is housed in the ground floor of the CAP building, located at the corner of two major thoroughfares in the Libertad district – the Jose C. Aquino and Jose Rosales Avenues.

The branch team headed by Relationship Manager Kim Bryan Asis and Branch Manager Frederick Membreve will be pleased to service provide for your banking needs. They can be reached through Bayantel numbers (085) 342-8981 and (085) 342-8982, or through email at [kbdasis@unionbankph.com](mailto:kbdasis@unionbankph.com) and [frmmembreve@unionbankph.com](mailto:frmmembreve@unionbankph.com).



## UnionBank signs MOA with St. Peter Life Plans Inc.

Malu Evaristo

UnionBank and St. Peter Life Plan, Inc. recently forged ties by signing a Memorandum of Agreement at the head office of SPLPI, covering the provision of co-branded VISA prepaid cards by the Bank to SPLPI intended for the disbursements of the commissions of its sales agents nationwide. With VISA prepaid cards, members can withdraw cash, transfer funds and pay bills via UnionBank's ATMs. Members can also enjoy cashless shopping at any VISA-accepted establishments.

Founded by the late Francisco M. Bautista, SPLPI is among the leading life plan companies that offer traditional and affordable life plans for memorial services. SPLPI is duly registered and licensed to offer Life Plans with the Securities and Exchange Commission. SPLPI's Life Plans are guaranteed by the support of more than 200 St. Peter Chapels (servicing mortuaries) nationwide.

## Aboitiz Construction Group , Metaphil partner with USJ-R

Oliver Requilman

Aboitiz Construction Group, Inc. and Metaphil International, Inc. recently signed an on-the-job training partnership program with the University of San Jose–Recoletos College of Engineering.

The partnership program provides an avenue of learning for graduating engineering students through experience with the two Aboitiz companies. At only 300 hours, graduating students can gain actual experience without sacrificing other academic requirements. To continue after the required hours, students will need the approval of the College Dean or Chairman. The experience will give students an edge searching of employment after graduation.

Students will have their actual training with the regular employees of Aboitiz construction. Through corporate immersion, students will develop social and leadership skills. Students will be coached and appraised regularly. The trainees' well-being and academic interests will be protected. Upon training completion, students will be given priority as applicants of the Aboitiz-owned companies.

Careful screening of applicants will ensure that deserving students will get the limited slots per year.

Indeed, the experience promised by the Aboitiz companies is worth the students' time and effort.

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

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

## USJ-R Balamban campus now open

Cebu Industrial Park Developers, Inc. and Tsuneishi Heavy Industries' new campus, which is being operated in partnership with University of San Jose Recoletos' (USJ-R), recently had its blessing and inauguration in Arpili, Balamban. Around 250 guests composed of Aboitiz Group, CIPDI and THI representatives, USJ-R Board of Trustees, Department of Education Culture and Services officials and Local Government Unit officials attended the event.

The campus' construction was made possible through the memorandum of understanding that CIPDI President Andoni Aboitiz, former THI Chairman of the Board Kenji Kawano and USJ-R Chairman of the Board of Trustees Rev. Fr. Lauro V. Larlar, OAR signed on July 2008. Balamban Municipal Mayor Alex Binghay and Arpili Barangay Captain Primo Paulin witnessed



USJR'S FR. ENRICO PETER SILAB AND ABOITIZ CONSTRUCTION COMPANIES PRESIDENT AND COO NAPOLEON PE, JR., (standing, L-R) USJR'S DR. DENNIS KILONG-KILONG, DR. YVONNE MOMONGAN, FR. EDWIN MACMAC, DEAN OF COLLEGE OF ENGINEERING ENGR. ANTHONY JAGURES, DR. ANTONIETO FLORES, METAPHIL'S AVP-HR CHRISTOPHER CAMBA AND HR MANAGER OLIVER REQUILMAN AT THE CEREMONY



the innaguration at the THI Hotel. Under the MOU, CIPDI and THI agreed to build a school that provides accessible and affordable education to their respective employees, their employee's immediate families and Balamban residents. USJR would establish, operate and maintain the educational institution. CIPDI offered a parcel of land where the school will be located, while THI offered to construct the buildings and facilities.

Site development and building construction started in September 2008 and completed in May 2009, just in time for the 2009–2010 school year opening. On its first year of operations, Grades I to V in the Elementary Level, and First and Second Years for the Secondary Level are now available. The student population is currently composed of over 300 pupils. Construction work for other buildings will continue until Phase 1 of the project is finished.



## Abojeb mans 'Best Quality Ship' in Japan

The M/V Albany Pioneer, which is being manned by a full-Filipino crew provided by Aboitiz Jebsen (Abojeb), was named the 2008 Best Quality Ship, a prestigious award given by the Japan Federation of Pilots' Association. The formal awarding ceremonies were held last June 16 in Japan.

Abojeb has been manning the two-year-old woodchip-type vessel owned by Kyokuto Shipping of Tokyo, Japan since it was delivered in early 2007 with Cesar Licudine as Crewing

## Kudos to OLO Rule officers and crew

Araceli de Guzman

Aboitiz Jebsen (Abojeb) congratulates Captain Ceferino Manzo and his officers and crew aboard Our Lady of Rule (OLO Rule) for having garnered the 2009 Cleanest and Most Passenger-Friendly Vessel Award.

The award was given in Iligan City last June 30 by the Philippine Ports Authority (PPA) together with the Safety Organization of the Philippines, Inc., Philippine Coast Guard, the City Fire Marshall of the Bureau of Fire Department, and the Quarantine at the Port of Iligan City.

OLO Rule is a 39-year-old passenger-RoRo-cargo ship that sails to the ports of Cebu, Ormoc, Ozamis and Iligan. Abojeb provides of technical crew to the vessel.

CAPT. CEFERINO MANZO (SEATED, 2ND TO THE RIGHT) WITH SOME OF THE OLO RULE OFFICERS AND CREW.



Manager. The vessel is under the technical management of PMT Ship Management in Manila.

In a notice sent to Abojeb, PMT President Capt. Fortunato Agustin congratulated Capt. Edmundo Erispe and his crew for an excellent performance. The crew received a merit certificate and US \$1000.

## Metaphil sits in Cebu purchasing organization

Zeny Novabos

Metaphil procurement manager Reuel Velasco was inducted into office as Public Relations Officer in the recently held officers' induction of the Philippine Institute for Supply Management – Cebu Chapter. The induction was held in Marco Polo Hotel last Aug. 28.

Metaphil has been a member of the Cebu purchasing organization for several years. As an officer of the organization, Metaphil has even more avenues to show its passion to serve.

## Metaphil builds for VECO

Metaphil will construct the 138-kilovolt Toledo-Naga Tie Line project from Visayan Electric Co.. The company began working on it last Sept. 1, and is targeted to complete the project by the end of the year. The scope of the job includes civil work and structural fabrication, erection, supply of materials, labor equipment and consumables. Metaphil also designed the foundation and detailing of the work.

The P83 million project is managed by Metaphil AVP Jonathan Bendebel and project manager Raul Miscala.

The project aims to upgrade the load capacity of VECO's electric line plying Toledo and Naga.



METAPHIL'S PROCUREMENT MANAGER REUEL VELASCO (LEFTMOST), TOGETHER WITH THE OTHER OFFICERS DURING THE INDUCTION.

## Hedcor completes Billion Tree Campaign pledge

Karen Padawag

"Every tree we plant counts," said Hedcor VP Gregorio Jabonillo. "It is our way to help reduce the impact of climate change".

In one year, more than 25,000 trees have been planted in the area surrounding the Sibulan Hydropower Project station since the start of project was started in August 2008.

With the help of Davao Light and Power Company volunteers planted 3,000 mahogany seedlings along the conveyance lines of the SHP, surpassing the 25,000 pledge for the Billion Tree Campaign, which was initiated by the United Nations Environment Programme aims to plant seven billion trees worldwide.

About 40 DLPC team leaders joined the one-day tree planting activity as their team building activity.

"We are more than happy to help out our sister company in this kind of undertaking," said DLPC AVP Ed Tan. "In joining hands with Hedcor, we do not only bond but more than anything else, we help protect our environment for the future generations."

Hedcor Sibulan monitors the planted trees in the 1,000 hectares of the Mt. Apo Natural Park under its Watershed Management Plan.

## VECO, Apo Cement sign PSA

Ethel Natera

A Power Supply Agreement between Visayan Electric Co. and CEMEX Philippines, through its APO Cement Corporation, is expected to help minimize power interruptions due to power supply shortage in the Cebu-Negros and Panay (CNP) grid.

The one-year interim power supply agreement allows CEMEX to supply VECO and the grid excess electricity from its own generating units. An additional 10 megawatts of power from a bunker fuel plant in the APO compound will be supplied during peak power demand hours.

Although power generation is not the core business of CEMEX, they offered to supply VECO with its excess generation capacity to help address the power shortage in the province. This is also part CEMEX's continuing commitment to help sustain the progress and development of Cebu.



VECO AVP ARLO SARMIENTO (LEFT), NAGA MAYOR VALDEMAR CHIONG (MIDDLE) AND CEMEX VP PAUL ARCENAS (RIGHT) LOOK ON AS VECO PRESIDENT DENNIS GARCIA (2ND FROM LEFT) CLOSES THE DEAL WITH CEMEX PRESIDENT SERGIO MENENDEZ.

This is especially helpful in view of the tight power supply situation in the CNP grid. The agreement will help address the power shortfall experienced by VECO's customers recently. It will ensure the continued growth of Cebu by making reliable and efficient electricity available to commercial, industrial, and residential users at all times.

At the moment, VECO's Interruptible Load Program with big power consumers

is mitigating the power shortage. These customers unload from VECO's system during these shortages and run their own power generation units. They help spare a greater majority of the consumers from inconvenient power interruptions due to lack of power supply.

After the signing, the agreement will then be submitted to the Energy Regulatory Commission for approval.



## ONE AT 21

**Cotabato Light** recently celebrated their 21st Recognition and Appreciation Day at the Mergrande Ocean Beach Resort in Davao City. The event was loaded with fun and surprises as everyone enjoyed games, dance presentations and stand-up comedy acts. "Cotabato Light is a gem and I am really proud to be part of it, for it outshines many companies and utilities in this part of Mindanao," said CLPC President & CEO Jimmy Aboitiz.





## Give a hand, plant a tree

Last Oct. 10 was a first in Aboitiz history. With AboitizPower (AP) in the lead, Aboitiz companies in the different parts of the Philippines rolled out a simultaneous tree-planting activity.

Aboitiz companies emit kilotons of carbon dioxide into the atmosphere from their business operations annually. CO<sub>2</sub> is the most commonly produced heat-trapping greenhouse gas. Simply put, the more greenhouse gases are suspended in the atmosphere, the more heat is retained, resulting to a warmer planet.

A single tree absorbs an average of 22 kilograms of CO<sub>2</sub> annually. In its lifetime, one tree can sequester one ton of CO<sub>2</sub>. In 2008, seven AP subsidiaries emitted an estimated 10,000 tons of CO<sub>2</sub>. AP needs to propagate trees to partly offset these emissions.

Planting a million trees is a vision that the Aboitiz companies aim to collectively realize. Pioneered by AP, achieving the Aboitiz Million Tree Challenge is in response to the Group's commitment to be part of the climate change solution, contributing to a cleaner and healthier planet. This is in line with the Group's goal to bequeath to the next generation a planet that is safe to live in.

A million starts with one tree, and one tree planted by each person will go a long way for the Earth. (M. Gravador)



## AboitizPower Climate Change Roadshow

Marge Gravador

AboitizPower's climate change orientation road show traveled to Benguet last July 7-8. The caravan made stops in national high schools. SN Aboitiz Power held briefings for their staff in Ambuklao and Binga plants on

July 9. An internal briefing for Hedcor team members was held on July 10. The road show has now traveled from Visayas, Mindanao to Luzon.

The lecture series was conducted in partnership with Hedcor's Climate Change Caravan. Hundreds of high-school students from Tuba National High School, Sablan National High School and Benguet National High School attended the sessions. As evidence of their keen interest on the



topic, students asked questions and took down notes.

Prior to the Benguet leg, an orientation session was also conducted for AboitizLand in Cebu on May 28, extending the campaign beyond AboitizPower's business units. Balamban Enerzone also commissioned an orientation session for students in Buanoy National High School in Balamban, Cebu on April 1. This was part of their career orientation seminar.





## Better Solutions: Davao Light Solar Lighting Project

Leo Lungay

With its continuing quest to light up areas where there seems literally is promoting no way of putting up practical electrical facilities, while the use of clean and renewable energy electrification, Davao Light and Power Co. established projects and programs aimed to meet these objectives.

In 2003, DLPC partnered with USAID and Yamog Renewable Energy Development Group, Inc. on the AMORE (Alliance for Mindanao Off-Grid Renewable Energy) Program, a public-private sector program aimed at establishing sustainable renewable energy systems in certain remote rural areas in Mindanao.

Under the Memorandum of understanding, at least five barangays are provided with electrification facilities using renewable energy systems. In this case, electrification could be gained by harnessing the power of the sun.

Solar power is energy in the form of radiated light (or heat in another form) from the sun, converted into electricity through photovoltaic or solar cells. These converted energies are stored on the batteries for instantaneous usage or later utilization. The whole is easy to install and is lightweight in nature, thus avoiding the necessity to carry heavy machines and materials during installation, making it suitable in remote areas.



Under the program, DLPC provided funds for procurement and installation of renewable energy equipment. It is composed of three charging stations, which are made of solar panels and batteries for storage of energies per barangay, enough to supply at least 30 households and two units of streetlight installation.

DLPC also took care of the installation and wiring of convenience outlets and lighting outlets for the houses.

AMORE and yamog, on the other hand, were responsible for organizing the community and creating cooperatives or BRECDAs (Barangay Renewable Energy and Community



Development Associations) in the respective beneficiary barangays to keep the project sustainable.

The beneficiary households P1,000 as Capital Build-Up and P100 membership fee for the created cooperative.

Furthermore, the cooperative officers are taught and trained on how to register their cooperative and handle and manage financial income.

Finally, designated cooperative solar technicians are given technical assistance via training, which DLPC also lends support by providing tools and materials.

The five beneficiary barangays of this project are Magsaysay, Dalag Lumot, and Bantol, Katualan, and Magwawa. All of these are within DLPC's franchise area, but are located in the hinterlands and are way beyond the reach of the company's overhead distribution lines.

On a separate program and in an agreement with The Business Center Davao Inc., DLPC is taking care of the maintenance of existing 88 photovoltaic (solar) battery charging stations. BCD installed these stations under the Davao Solar Lighting Project, a joint project of BCD, Department of Energy, AusAid and BP Solar. These installations are located in the remote barangays of District 2 and 3 of Davao City, part of DLPC franchise areas.

DLPC, under its social electrification program, has taken the initiative to finance the program and provide at least P50,000 per month, covering all battery charging stations. This amount is allocated for monitoring and maintenance expenses. DLPC is giving additional financial assistance for the possible replacement cost of renewable energy equipment in the future.

With this simple undertaking, DLPC has helped light up many homes in places that were once thought to be unreachable.



# The Way of Adventure

*Mia Borja*

Joseph Campbell, the famed scholar of mythology and philosophy, once concluded that maximum aliveness is the ultimate prize. "People say we are seeking a meaning of life. I don't think that is really what we are seeking. What we are truly seeking is to feel the rapture of being alive."

The Creating the Future Organization seminar, has been offering exactly this adventure experience to hundreds of team members across the Aboitiz Group for many years now. Facilitated by AEV Chief Human Resources Officer Txabi Aboitiz, the CFO is a three-day affair that AEV team members love to join every year.

Almost everyone who has graduated from the workshop are amazed at the profound learning and impact they obtained through the Ten Tenets and the featured (and much dreaded) Ropes Course.

This year, 20 team members (myself included) from different AEV departments excitedly gathered for what many have called "one of the most profound seminars one could ever go through." We were not disappointed.

The adventure, held at the Crown Regency Suites in Lapu-Lapu City from last Aug. 18-21, kicked off with a dinner and an evening session with AEV Chief HR Officer Txabi Aboitiz, wherein seminar objectives were identified. He then introduced the Ten Tenets, and discussed at length the first two (Freedom of Choice and Lifelong Learning). Afterwards, participants shared valuable insights on choice, chaordic leadership, and "playing to win."

Day Two was spent learning about the other eight tenets through a mix of activities, individual reflections, and discussions led by TA, Paula Ruelan, and Jovy Tan. Bholy Bolivar of Davao Light and Power Corp. was also present to observe the proceedings and assist in the training. Throughout the day, we learned how to thrive on change, the importance of having a sense of purpose, the benefits of selflessly recognizing others, as well as becoming much more aware of how they communicate with one another. In the afternoon up until the evening, the speakers tackled the concepts of check and balance, the importance of fair process, as well as learning how to achieve interdependence with one another.

Of the entire CFO experience, Day Three is always the highlight. Our group of 20 split into two yet-nameless "tribes" that would have to overcome three great "dragons" installed at the Ramon Aboitiz Foundation Inc.'s Ropes Course. With the RAFI team making sure everyone was safe and secure, each participant then took on the challenge of climbing the infamous pumper pole, then crossing the High-Y in tandem, and ferrying glasses of water while climbing up the big Wall.

This high-element Ropes course represented the obstacles we had to physically and psychically overcome to achieve our life's goals.

We had successfully climbed, crossed, and overcame these three dragons.

The day ended with a small bonfire picnic where we shared our happy realizations and insights with one another.

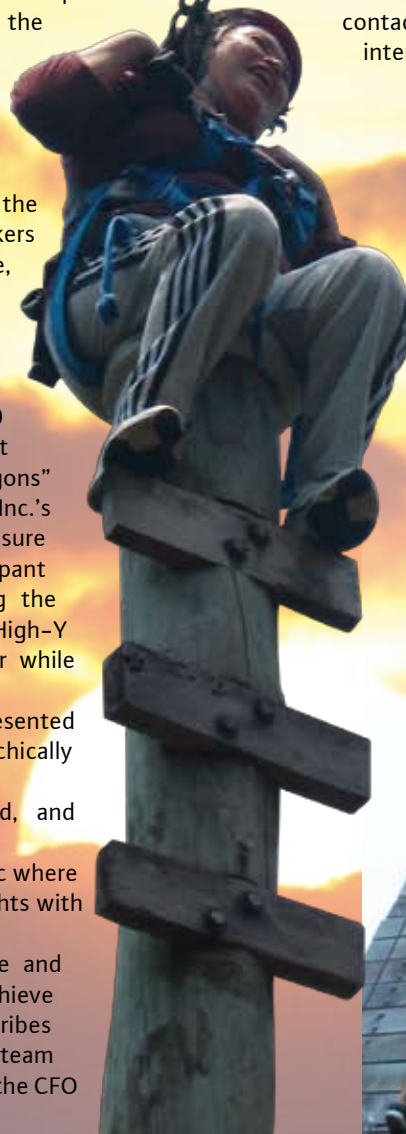
Tribes were formed to provide a close and supportive network to help each member achieve his personal and professional goals. The tribes are also meant to keep the momentum of team spirit and interdependence alive long after the CFO was over.

On the trip back to the office, everyone agreed that it was one of the most enjoyable and most rewarding seminars they had attended in a long time. Many commented on how they realized that something as simple as the power of choice could have such a profound effect on the way they could live their lives. Others rediscovered their own potentials, revisited their forgotten dreams, and made new friends who could wholeheartedly support them in their quest to revisit long-forgotten goals.

Truly, one can only become as large as one's mission. A goal that is set at a comfortable height allows one to be mildly successful. But it is the goal that forces us to stretch (not strain) that truly makes us wildly successful and happy on our own terms. "Life shrinks or expands in proportion to one's courage," wrote the author Anaïs Nin.

Now, it is maintaining the passion to pursue the goals we have set for ourselves that is the challenge. But we strongly believe that with the unrelenting support of our tribe and a renewed choice to live the life "in the direction of our dreams," the journey has never been much more enjoyable and worthwhile.

The CFO training is available upon request. Please contact [carminia.borja@aboitiz.com](mailto:carminia.borja@aboitiz.com) should you be interested in enjoying this experience.





# Group bands together for Ondoy and Pepeng victims

Basti Lacson

Feature

**"I'm so proud of the way we have managed to raise funds so quickly and deployed the first batch of packed goods by Monday afternoon, the first working day after the floods." –Jon Ramon Aboitiz  
AEV Chairman**

**HARD AT  
WORK  
AT DURIAN  
ASSEMBLY LINE**

It is Oct. 9 and It has been a long day for Dinna Tiongson, VP for Operations of 2GO who, for the seemingly endless days that followed the onslaught of Typhoon Ondoy, headed the logistics effort that got more than P13 million (mn) in relief goods to victims in scattered locations.

She may be exhausted, and a bit cranky, but there is a glint of pride in her eye and perhaps a bit of sadness that all this effort is coming to a close. As a tag team with Ria Calleja, by day AboitizPower Brand Manager and for now overall point person for the relief effort, these two ladies oversaw a relief mobilization that delivered millions of pesos worth of relief goods to various relief centers.

Ondoy, or tropical storm Ketsana, caught everyone by surprise when it struck on a Saturday, Sept. 26. It had been raining all week, so the more than 340 millimeters of rainfall that fell that day could no longer be absorbed by the ground and waterways. Many cities and towns "sank" as a result of backed up water, swollen rivers and a Laguna de Bay bursting at the seams.

In the evening of September 26, P1 mn in funding for relief goods had been authorized for deployment by the Aboitiz Foundation board. This grew to P2.5 mn the next day, then to P10, then P11.5 until finally settling at P13.5 mn thanks to the generosity and concern of companies in the Aboitiz Group as well as Aboitiz family members both here in the Philippines and abroad.

On Monday, Sept. 28 the Durian warehouse of 2GO was mobilized as receiving, sorting and releasing point for Aboitiz relief goods. Volunteers from various companies selflessly heeded the call for help and showed up to do the myriad tasks of stacking, unpacking, measuring, packing, and counting in true 2GO fashion: an assembly line that even Henry Ford would have been proud of.

The rice station opens the sack of rice and with a tabo (beloved Filipino bathroom implement) measures rice into individual bags. These bags go to the canned goods sorters who place the rice bag into reusable relief bags along with some canned goods and powdered milk. Then the relief bag proceeds to the water folks, who stick in two bottles of water and, at the onset, a blanket. Next, the knot tiers close the bag and stack on pallets ready for loading onto delivery trucks. On the best day, Oct. 6, 7,310 of these relief bags left Durian!

The relief bags are themselves noteworthy because they are reusable and recyclable. In line with our group wide concern for the environment and sustainability, Aboitiz Foundation opted to stay away from plastic bags and went with one made of bonded non-woven material which is sturdy, attractive and sustainable. Indeed, in the sea of plastic that surrounds many relief centers our bags were a breath of fresh air. Also, the general comment was that our bags were coveted for the completeness of the contents.

At the same time that relief bags are tied closed and loaded into trucks, hundreds of thousands worth, sometimes millions, of goods arrive from suppliers. No wonder Dinna and Ria are always knackered at day's end!

That same afternoon of the 28th, the relief team, representing the entire Aboitiz Group, delivered a first batch of 629 packed bags of relief goods to the Department of Social Welfare and Development.

Since then, more than 56,000 bags have made their way to the Red Cross, Gawad Kalinga, Ateneo de Manila as well as to various affected local government units and schools in Marikina, Pasig, Cainta, Taguig or Pateros and Laguna.





LOADING BAGS ONTO TRUCKS THE ABOITIZ WAY



"I'm so proud of the way we have managed to raise funds so quickly and deployed the first batch of packed goods by Monday afternoon, the first working day after the floods. My thanks to all the benefactors and to all those who have volunteered their time and effort," remarked AEV Chairman Jon Ramon Aboitiz.

Our assistance did not stop there. 2GO and SuperFerry also accept donations in kind at outlets and ports nationwide. The Aboitiz Foundation routes these donations to relief centers throughout the affected areas. As of this writing, around 34 TEUs of goods have been transported to Manila by this avenue, estimated to be worth P1.7 mn.

"The response has been nothing but overwhelming. It is such an inspiration. Out of a dire situation, the best of our Group has come forth." This was Aboitiz Foundation EVP & Managing Trustee Sonny Carpio's take on the situation.

City Savings Bank is accepting donations in cash while Visayan Electric Co. and Davao Light & Power are also accepting donations, and course the same with relief centers selected by the Aboitiz Foundation. Donations both in cash and kind are also accepted at the Aboitiz Corporate Center in Cebu.

**"Out of a dire situation, the best of our Group has come forth."**

**—Sonny Carpio Aboitiz  
Foundation EVP**

Barely two weeks after Ondoy's onslaught began, Typhoon Pepeng, which had previously bypassed the Philippines on its way to Taiwan, made a U-turn and by Oct. 9, pummeled hard enough to cause landslides and flooding, this time in northern Luzon. Hedcor and SN AboitizPower, with a quickly approved budget of P2mn, mobilized and established a sorting center at the SNAP staff house in Baguio to get the relief goods to affected Hedcor and SNAP host communities.

Once again, a swift and effective response, this time under the joint leadership of SNAP External Relations Manager Mike Hosillos and Hedcor Liaison Officer Romy Catingub, and their team of SNAP and Hedcor volunteers. The strategy is to buy goods in Baguio and La Trinidad since roads from Manila to the north are still impassable. Some necessary items from Manila are to be airlifted to site via helicopter.

Kudos to the entire group, especially to 2GO CEO Susan Valdez for immediately assigning resources and personally coordinating the ordering and delivery of goods. Dinna and Ria, dedicated since Day 1, as has been Allan Mina of 2GO, who facilitated the first batch of goods Sunday night.

Same with 2GO's Winnie Ragudo, who headed the volunteer group, Mayette Marasigan-Santos, who coordinated the acceptance of donations at 2GO outlets nationwide. Marlita Villacampa and Nery Querido, both of 2GO, for keeping the funds flowing. Noemi Sebastian of Aboitiz Transport Systems for keeping the volunteers coming. Arlette Capistrano of SuperFerry and Mae de Villa of 2GO for coordinating the variety of shipment from all over. Danny Cerence, Fred Bayking and Elena Carnecer, all of Aboitiz Foundation, for immediately flying to Manila and giving leads as to which recipients to prioritize. To those unmentioned, so many have helped, your contributions are greatly appreciated. To the donors, willingly reaching into their pockets to help, you know who you are... maraming salamat po.

Finally, to the volunteers from 2GO, SuperFerry, Scan Asia, Sea Merchants, Kerry Logistics, Cryo, TDL SI, AEV, APRI, Davao Light, AP Regulatory and Pilmico, thank you for your invaluable time and effort.



MOVING SACKS WAS ALSO A REQUIRED SKILL

MILITARY HELPING UNLOAD AT WORLD VISION WAREHOUSE





## Aboitiz Foundation renews commitment to DepEd's Adopt-a-School Program

Elena Carnacer

Aboitiz Foundation President Jon Ramon Aboitiz signed a Memorandum of Agreement with Department of Education Secretary Jesli Lapus last Sept. 2, to renew the Foundation's commitment to DepEd's Adopt-a-School Program. During the activity, the Aboitiz Foundation also awarded plaques and certificates to 54 schools and teachers as beneficiaries of the Foundation's education-related projects this year.

Close to 1,000 students and parents, who are the recipients of the Foundation's many education projects in Cebu, witnessed the occasion. Also present at the event were heads of various Local Government Units, DepEd Region VII representatives, and Aboitiz Group executives.

For the past 20 years, Aboitiz companies have been actively involved in DepEd's education programs. Aboitiz companies have earmarked close to P32 million for education-related projects in 2009 alone. This accounts for more than 50 % of the Aboitiz Foundation's annual budget.

"We stand by our commitment to support the Department of Education," Jon Ramon Aboitiz said.

He also discussed the Group's commitment to build 20 classrooms, donate 100 brand new computer sets, and refurbish five computer laboratories. Nationwide, the Aboitiz Group has built 215 classrooms,

donated 872 computer sets and refurbished 57 computer labs so far. The Aboitiz Foundation grants different scholarship programs that are in enrollment to employment (E2E) mode as well. The Aboitiz Group is currently supporting more than 1,300 scholars all over the country.



The **Aboitiz Foundation, Inc.** recently granted a scholarship program package to 180 street urban working children in Lapu-Lapu City. In coordination with the City Social Welfare and Development office, this program intends to take out school-age children from the streets and bring them to formal school. The Aboitiz Foundation is assisting the scholars by giving them school supplies, uniforms and school contributions. Present at the event were Paz Radaza; Lapu-Lapu City Council Chairman for the Welfare of children, women and nutrition Fred Bayking, Aboitiz Foundation Supervising Project Officer Fred Bayking, Subababas barangay captain Gregoria Justiniani, Basak barangay captain Lolita Berdin and Lapu-Lapu City Social Welfare and Development Officer Emerita Degamo.



Five public elementary schools received a total of 25 brand-new computers from the **Aboitiz Foundation, Inc.** The recipients were Nangka Elementary School, Pajo ES, Punta Engaño ES, Lagtang ES, and Busay Elementary school. The Aboitiz Foundation chose these public schools based on acknowledged criteria like location, NAT mps, and the number of computer units existing. The donations support the Aboitiz firm's commitment to help improve the quality of education through computer technology and hardware for global competitiveness. In the photo are Consolacion Mayor Avelino Gungob and Aboitiz Foundation Trustee Romy S. Ronquillo.



# RAFI holds Gabii sa Kabilin, launches youth counterpart program

Haidee Palapar and Karl Damayo

The Ramon Aboitiz Foundation, Inc. (RAFI), together with the Visayan Association of Museum and Galleries Inc., recently organized a third run of the *Gabii sa Kabilin* (GSK).

1,000 people participated in this year's "Night of Heritage," double last year's figures. The event, as conceptualized by RAFI's Cultural Heritage Program, seek to develop a museum-going culture among the Cebuanos.

One more museum, Museo Sugbu, joined the Casa Gorordo Museum, Cathedral Museum of Cebu, Santo Niño Museum, Fort San Pedro, and the Yap-San Diego ancestral house in opening their doors from 6 PM until midnight. The museums not only extended viewing hours of their collections, but also offered cultural presentations, based on the theme, *Awit at Sayaw*.

For only P100, the bearer for multiple entries into the six museums. Museo Sugbu, where the opening was launched, featured Cebu Festival dances, such as the *pitlagong* of Argao, *banig* of Badian, *siloy* of Alcoy, *karansa* of Danao City, and *mantawi* of Mandaue City.

The Casa Gorordo Museum showcased a repertoire of Cebuano pieces from the Marigondon Children's String Orchestra, the *kuradang* from the University of Visayas (UV) Dance Troupe, renditions of mezzo-soprano Izarzurri Vidal's favorite Cebuano songs, a *balitaw* performance from a couple from Dumanjug, the play, "Las Viajeras," musical numbers from a combo-*lata* band from Talisay, and Cebuano writer Ernesto Lariosa and company.

Highlights in other museums were: the traditional Sinulog with Nang Titang Diola and her dancers at the the Santo Niño



PARTNERS IN HERITAGE. POLICE OFFICERS, TRAFFIC ENFORCERS, AND BRGY. OFFICIALS AND TANODS POSE AT THE CASA GORORDO MUSEUM GARDEN FOR AN EVENING OF THANKSGIVING IN RECOGNITION OF THEIR SUPPORT

Museum, bamboo xylophone musical treat and a dance drama from the UV Dance Troupe at the Cathedral Museum of Cebu, the Cebu City Street Children Dance Troupe Fort San Pedro, and a cultural show with the San Diego dancers at the Yap-San Diego ancestral house.

Everyone enjoyed cultural activities such as *tartanilla* (horse-drawn rigs) rides with multiple rides along the museum route, a walking tour of the streets also along the museum route with Cebu radio personality Balbino "Ka Bino" Guerrero, and Filipino food prepared by Shangri-la Mactan.

The only cultural event of its kind in the Philippines and Asia, the *Gabii sa Kabilin* is in celebration of the International Museum Day and the National Heritage Month.

Participating agencies and groups were the Cebu City Government, Cebu Provincial Government, Cebu City Police Office, Cebu City Traffic Operations Management, and barangays Parian, San Roque, Santo Niño, Tejero, and Tinago. RAFI held a thanksgiving program and dinner for them after the event as recognition of their support to the GSK.

The success of this year's GSK led to the creation and launch of its counterpart program for the youth named the Kabataan, Kultura ug Kabilin (KKK), on Aug. 8.

RAFI piloted the KKK to 400 University of San Carlos students. USC was the partner of the event, particularly the Department



RARING TO GO TO THE MUSEUM: PEOPLE MAKE A LONG QUEUE OUTSIDE CASA GORORDO

of Sociology and Anthropology. Students toured the Casa Gorordo Museum, Cathedral Museum of Cebu, Basilica del Santo Niño Museum, Fort San Pedro and the Museo Sugbu, guided by members of the Carolinian Sociological-Anthropological Society.

RAFI's Cultural Heritage Program Executive Director Dr. Jocelyn Gerra and USC's Executive Assistant for External Affairs Fr. Louie Punzalan, SVD, opened the event at the Casa Gorordo Museum. Fr. Punzalan congratulated RAFI and So-An and CARSAS for "embarking together one of the most laudable cultural projects in Cebu."

Cultural performances, such as the *balitaw* of Dumanjug and *pahinungod* of Aloguinsan, were presented during the opening program.

The second leg of artist Joey Velasco's "heart" exhibit in Cebu was highlighted, where he gave a short talk to the youth participants.

The KKK is a venue to connect the students' lessons on local history and culture through exposure to actual heritage places as means to raise awareness of heritage conservation efforts, and encourage the young to visit museums.

RAFI hopes to run the KKK every semester with participants from the elementary and high school, as well as out-of-school youth.



The **Aboitiz Foundation, Inc.** recently turned over scholarship grants to 11 scholars of the 2nd to 4th year students at the Science and Technology Education Center (STEC) in Lapulapu City. This is a special scholarship granted by the Aboitiz executives to the top students of STEC. In this photo are STEC scholars with Aboitiz Foundation Trustees Romy Ronquillo, Steve Paradies and Sonny Carpio III and STEC Principal Ricardo Cayacap. (E. Carnacer)





**Davao Light & Power Co. EVP Manuel Orig** (2nd from left) hands over to **Davao City's Welfare Action Foundation, Inc.** (popularly known as **Boy's Town**) Vice President **Salvador Angala** the check of **P150,000** as financial assistance. DLPC's donation will be used for the education and board of 10 **Boy's Town** wards. Witnessing the turnover are **Boys Town Director and Treasurer Leonida Santos**, **Director Rodolfo Ubaldo**, and **Davao Light Community Relations Manager Vic Sumalinog**.

**Davao Light and Power Co.** turned over last July 16, a three-classroom, single-level building to the **Tulalian National High School** in **Tulalian, Sto. Tomas, Davao del Norte**. DLPC's project cost roughly **P1.8 million** with the electric utility putting up **P1.4 million**. It is the first building completed and turned over

this year by the electric utility to the **Department of Education**. One science laboratory is more than 50 percent complete, while another school building is due in **October**. The **Tulalian** project is the 24th building constructed by **Davao Light** since 1996, and the 10th

in the company's northern franchise area. It is part of **Davao Light's** continuing support to the **Department of Education's "Adopt-a-School"** program. (V. Sumalinog)



## VECO builds classrooms in Cantipla

Ethel Taneo-Natera

**Visayan Electric Co. Inc.** turned over a two-storey, four classroom building in **Cantipla Integrated School** in **Barangay Tabunan, Cebu City**. Worth about **P2.8 million**, **VECO** also provided the new building with tables and chairs. The **Cebu City** government gave a counterpart fund of about **P905, 000**.

**VECO** Executive Vice President and Chief Operating Officer **Jimmy Aboitiz**, led his team members in the turnover ceremonies. **Cebu City** Vice Mayor **Mike Rama**, Councilor **Edu Rama**, and **Cebu City** Education Consultant **Joy Augustus Young** also graced the occasion.

Prior to the formal turnover ceremonies, **Jimmy Aboitiz** and **VECO** team members conducted a sweat-equity activity where they cleaned and painted the school building in preparation for the turnover. The

**Parents Teachers Community Association** and **Cantipla's** students were also at the forefront of the pre-turnover preparations. Education remains as a focus area for the company's **Corporate Social Responsibility** projects. Through the completion of the school building, **Cantipla Integrated School's** high-school students now have a better learning facility. They no longer have to suffer the cramped condition in an old and decrepit pre-school building. With an average classroom population of 60, a room meant for 20 students meant there was hardly any place to move about, including the teacher.

Aside from education, **VECO** CSR focuses on the priority needs of the environment and community development. It aims to help sustain and maintain a productive and cooperative relationship with the local and national government, private sector and non-government organizations.



THE TWO STOREY-FOUR CLASSROOM BUILDING (TOP) BUILT BY **VISAYAN ELECTRIC CO.** IS A WELCOME DEVELOPMENT FOR THESE HIGH SCHOOL STUDENTS WHO HAD TO BEAR THE CRAMMED ENVIRONMENT IN AN OLD AND DECREPIT PRE-SCHOOL CLASSROOM.



## Pueblo Verde: medical and dental clinic for a day

Jamila Liwalug

A free medical consultation and dental check up was held last August 8 at Pueblo Verde in Mactan Economic Zone II (MEZ II), Barangay Basak, Lapu-Lapu City. Attended by residents of the area, the activity is part of the community service program of AboitizLand, Inc., the developer of Pueblo Verde.

A total of 282 registered participants from Basak availed the free medical and dental services. The success of the event was made possible by the participation Basak government officials, and of the physician, dentist, nurse and medical volunteers from the Philippine Air Force. Pharmaceutical companies, namely, SV More Pharma Corporation, LH Prime, Chiral Pharma Corporation and Rose Pharmacy also supported AboitizLand's projects.



**Balamban EnerZone** in partnership with Aboitiz Foundation, donated 25 brand-new computers to Buanoy National High School, Balamban, Cebu. The formal turnover ceremonies (see picture left) and deed signing was held at the school's Computer Laboratory last Aug. 28. The event started with a ribbon cutting by BEZ's AVP – General Manager Irwin C. Pagdalian, Supervising Project Officer of the Aboitiz Foundation Wilfredo Bayking, Jr., and Buanoy Brgy. Captain Soledad Milan. The Deed of Donation was later signed by BEZ's Operations heads Engr. Mario T. Gabunilas and the school's computer Chief Emilie Bardenas. (Dianne Iris Ubasa)



**SN Aboitiz Power-Magat, Inc.** signed a memorandum of agreement with Barangay Escoting, Diadi, Nueva Vizcaya to rehabilitate a dilapidated three-classroom school building at the Escoting Elementary School last Aug. 30. In this photo, SNAP-Magat CRO Ness Aduara (2nd from left) and CSR Manager Mike Hosillos turn over P470,000 to Barangay Escoting for the school building rehab project.

## CPPC and EAUC help school students

Cebu Private Power Corp. held a distribution ceremony, handing out school bags containing school supplies and raincoats to 40 Ermita children, who were with their parents to witness the event. They also had their measurements taken for their pairs of shoes and school uniforms. During the distribution ceremony, Maria Pino of the barangay Ermita Council expressed his gratitude for CPPC's support to their children and was very glad to have a "maayong silingan" (good neighbor). East Asia Utilities Corporation also gave bags containing school supplies to 120 Grade VI students of Sudtunggan Elementary School. They were the same pupils who received Christmas gifts and school supplies from EAUC the past four years, since they were third graders. (Maki Balali)





# Aboitiz Sports Field in Cebu, finally!

Catherine Relosa



EVERYONE LOOKS ON AS THE GUESTS GIVE THE CEREMONIAL THROW AND KICK

ABOITIZ GROUP HEADS WITH CONGRESSMAN NERISSA SOON-UIZ, GOV. GWEN GARCIA, MAYOR JONAS CORTES ENDURE THE HEAT DURING THE RIBBON CUTTING



A Fédération Internationale de Football Association (FIFA) standard sized sports field is now available in Cebu. Located in Subangdaku, Mandaue City, Aboitiz Sports Field was officially opened and launched last August 9.

Governor Gwen Garcia, Cong. Nerissa Soon-Ruiz and Mayor Jonas Cortes, together with the bigwigs of the Aboitiz Group graced the event. A flock of Cebu sports enthusiasts, football players from more than 10 different schools and the Philippine team under 14 category were also on hand to witness occasion. Aboitiz Equity Ventures President and CEO Erramon Aboitiz, opened the launch, followed by the congratulatory messages from Mayor Cortes, Cong. Soon-Ruiz and Gov. Garcia. The ribbon-cutting and ceremonial throw and kick wrapped up the launch.

The Philippine team under 14 category versus Cebu's best selection formally opened the Aboitiz Cup, which started after the launching. The Aboitiz Football Cup is an annual football tournament, which is participated by players from schools and universities in Cebu, as well as from clubs and organizations from other provinces.

The Aboitiz Sports Field is complete with all necessary amenities, and is fully functional for day and night time use. It was disclosed that CFA (Cebu Football Association) has blocked all weekends until December this year. The field is not exclusive for football only; it can also be used as a field for rugby, Frisbee and baseball games.

Tracing the history, organizers of the Aboitiz Cup had a hard time looking for a good place to hold their games. Having a vacant lot in Subangdaku, Aboitiz's top management decided to convert the lot to an international standard sized football field.

The real estate company of the Aboitiz Group, AboitizLand, manages the property through its Property Management team. AboitizLand also organized the opening and launching with the help of Aboitiz Equity Ventures and Cebu Football Association.



PLAYERS REPRESENTING DIFFERENT SCHOOLS AT THE ABOITIZ FOOTBALL CUP OPENING



# Game On!

## Aboitiz Makati Sportsfest 2009

Kathleen de Guzman

Aboitiz Equity Ventures, Inc., together with the other Makati-based companies of the Group namely, Aboitiz Power Corp., Aboitiz Energy Solutions, Inc., SN Aboitiz Power (SNAP), Manila Oslo-Renewable Enterprise (MORE), Luzon Hydro Corp., Aboitiz Foundation and Hedcor held their Sportsfest at ULTRA Stadium in Ortigas Pasig City on July 25.

The opening of the Sportsfest was graced by AP SVP Luis Miguel Aboitiz, and SNAP EVP Manny Rubio.

The event kicked off with the women's volleyball tournament, where the Blue

Gladiators team prevailed over the Green Titans.

For the weeks that followed, participants also played dodgeball, badminton, bowling, track relay and other fun activities such as tug-of-war, sack race and a shoot out game. The men's basketball finals game was held in Colegio San Agustin, Dasmariñas Village, Makati.

The Blue Gladiators glided to victory by playing the best round of the tournament. Everyone then trooped over to Krocodile Grille in Greenbelt, Makati for the after-game celebration.



## AEV rolls out Audit Forum 2009

Benjamin Iñigo Jr.

**"Risk, after all, isn't risky until one is injured or ruined by it."**

Given the overwhelming turnout of participants and the positive feedback received, Aboitiz Equity Ventures Inc.'s (AEV) Audit Team organized their event as a follow up to the topics that they had discussed in the previous year's forum. This 2009, their facilitators delved deeper into the concepts of enterprise risk management (ERM), control self-assessment, and control objectives for information and related technology.

Themed "A Quantum Solution: Transcending to the Focus of Risk Management," the participants focused on ERM in response to the corporate center's direction of bringing in a systematic and aligned risk management process



throughout the Aboitiz Group. Headed by AEV FVP-Chief Risk Management Officer Rolando Cabrera, Aboitiz team members and team leaders in the finance and risk management fields attended the event.

Aside from listening to the lectures, the participants also did a workshop on identifying, laundering and treating both industry and entity level risks, where

they gained a first-hand experience in implementing the concepts of ERM to their respective companies.

Overall, the Audit Forum 2009 was a huge success and survey results were promising. Driven to serve their customers and with the passion to be drivers of value creation through transformation, the Audit Team's event this year certainly will not be their last.

## Brand New Pilmico workshop runs with twelve batches

Juhaira Jularbal and Janice Ubaldo



TARLAC BATCHES WERE HELD IN COCO GRILL RESORT & RESTAURANT

From May to July, team members attended the Brand New Pilmico workshop series. Nancy Lim and Carminia Borja of Aboitiz Equity Ventures (AEV) HR were the facilitators, and the non-sales batches were co-facilitated by Janice Ubaldo of Pilmico HR and Polo Ablazo of Pilmico Animal Nutrition Marketing.

The two-day program deepened the participants' understanding of the brand attributes and personalities. They learned the human component of branding, Pilmico's customer experience journey, behavioral manifestations for each attribute and personality, and measuring brand return on investment. The focus for the second day was the Hearing them out, Empathize, Apologize, and Take responsibility for action (HEAT) module, a customer service tool using professional, warm, and relationship-driven personalities.

The team members did reality-check exercises wherein they identified and openly discussed roadblocks in living the brand. Issues and difficulties were threshed out with the aim to better manage changes in the organization. The facilitators taught emphatic listening and effective feed-backing skills to better equip Pilmicans on how to behave as true Partners for Growth.

Everyone wrapped up the program with a mini teambuilding activity, highlighting the objective to bring to life the brand promise, "Partners for Growth" and to understand what it really meant to be a partner to both external and internal customers. The workshop showed how each employee's role across all customer touch points greatly affected the customer's experience.



TEAMBUILDING ACTIVITY IN MIDWAY RESORT

## Living the Brand: Pilmico's heroes

Joseph Salameda

It was a dusky Saturday afternoon on Jan. 3 when Rene Pagatpat, along with the rest of his teammates, reported for work on their regular shift at PFC-Iligan Feed Mill.

After checking all the necessary records and operational informations of the prior shift, Rene started his milling chore. Suddenly, long enough, the fire alarm sounded at exactly 8:30 pm. Guard stationed at the main gate called up and informed the location of the possible abnormality per locator module. The fire sensor indicated a fire activity at the Feed Mill's second floor.

Wasting no time, Rene and Mill Operator Bernard Campecino hurried down the stairs and investigated. The Motor Control Center room's package-type air conditioner was on fire. They got some fire extinguishers and upon their return, the whole Motor Control Center room was already filled with thick, black smoke, with the room's interior no longer visible. There was another entrance available, so they smashed the other door's knob and gained access. This time, two other contractual workers, Joseph Bucado and Samuel Nacasabog, helped, readying the fire hoses from the fire hydrants nearby.



PILMICO'S COURAGEOUS GUYS: RENE PAGATPAT, BERNARD CAMPECINO, JOSEPH BUCADO AND SAMUEL NACASBOG

However, as what they had learned from Pilmico's fire safety meetings and fire fighting exercises, water could only be used when power supply in the affected area was shut off. The team then waited for the go signal from the electrician that it was safe to use water. In the meantime, the four brave workers battled the burning air conditioner, trying hard to put out the fire by using fire extinguishers.

The team placed the fire under control at 9:50 PM. They did not need to use the prepared fire hoses because they were successful with the fire extinguishers. In one hour and 20 minutes, they saved their team members' lives. To Pilmico's courageous guys: Rene Pagatpat, Bernard Campecino, Joseph Bucado and Samuel Nacasabog, the company salutes your valorous act.



# Aboitiz & Co.

## 2009 Shareholders' Meeting

The Aboitiz & Company (ACO) Shareholders Meeting was held at the Aboitiz Corporate Center in Cebu City last Aug. 14. It was a well-attended affair, with 50 family members filling up the AVR to listen to ACO President & CEO Erramon Aboitiz report on the Group's performance in 2008 and reveal future business plans.



# AboitizPower

## Cebu (Aug. 25, 2015) & Davao (Sept. 1, 2015)





# Brand Launch (Casino Español) (8, Marco Polo)





## Cebu lechon for Manila media friends

Mia Bontol

Bringing back the charm of a Filipino fiesta, the Aboitiz Group recently organized the annual Lechon Party for Manila media and the company's executives. This year's get together was held last September 3 at the Edsa Shangri-La Hotel.

Hosted by Mike Hosillos (SN AboitizPower), Paula Ruelan (Aboitiz Equity Ventures) and Kate Alconga (Aboitiz Transport System), the program started with welcome remarks from AEV President & CEO Erramon Aboitiz followed by a message from AEV Chief Reputation Officer Sebastian Lacson.

Fun Filipino games like patintero, pabitin, sungka, Chinese garter and lastiko gave the event a jovial feel and encouraged fellowship among the guests. Aside from the exciting raffle and game prizes and gift certificates, all media guests took home giveaway bags featuring an environment friendly night light from VECO and a pack of Cebu lechon.







"Ang saya, fun, and it's the first time you held the fiesta, I like it. I keep coming back every year *kasi* it's one of the few gatherings where you get to enjoy with no formality and let your hair down."

**-Corrie Narisma, Philippine Daily Inquirer editor**

"Mahupay! It's fun, I like it! The reason why I attend the event are the Aboitizes, they're nice people."

**-Tina Dumlaog, Philippine Daily Inquirer editor**

"I like the theme, it's fun! It looks like the people enjoyed, the previous events were also fun, but it looks like we are more enjoying the party this time."

**-Armin Amio, Business Mirror editor**

"Nice nice nice! I keep going to the Lechon Party for the stories, so we get to meet and interview the officials."

**-Ted Torres, Philippine Star editor**

"Masaya, kahit nadaya ako kanina sa lastiko! But really, what makes me come to the Lechon Party is the friendship, *matagal ko na kasi silang kilala. Mas masaya* this year, *mas bongga*."

**-James Loyola, Manila Bulletin editor**

"Mas maganda than the previous year *kasi nagkaroon ng bonding talaga. Mas interactive*. I come back every year because it's Aboitiz. Aboitiz has always been supportive of the business sector."

**-Alena Flores, Manila Standard editor**





## Aboitiz Group announcement



Effective January 2010, **Erramon I. Aboitiz (EIA)** will take over as Chairman of Aboitizland. **Roberto E. Aboitiz (REA)** will remain as a member of the AboitizLand Board of Directors.

**Andoni F. Aboitiz (AFA)**, current AboitizLand President and COO, will become its CEO. Through his capable leadership and vision, AFA has made significant contributions to AboitizLand's growth over the past 15 years. EIA will support AFA and his team as they implement their vision and plans for the company.

REA will stay on as the Chairman and CEO of the Aboitiz Construction Group Inc. (ACGI) for another 3 years. Through Metaphil International, ACGI has recently made significant investments in a modular fabrication yard in Balamban. REA is looking forward to ensuring the success of this business endeavor and building ACGI to be a bigger contributor to the Aboitiz Group.

## WELCOME TO THE TEAM

### Crisanto Laset Jr.

AVP for Power Economics & Distribution System Planning  
AP



Nonoy graduated from Mapua Institute of Technology where he took BS Electrical Engineering. He earned 27 units for MS Electrical Engineering from the University of the Philippines. He used to be with ATOM Industrial Sales as Technical Assistant to the President, where he commissioned engineers for power plant and sugar refinery automation systems. He then transferred to Cagayan Electric Power & Light Company, Inc. as AVP and Technical Assistant to the Chairman, and was with the company for 14 years.



### Arlette Capistrano

Corporate Communications Manager  
ATS

Before she joined Aboitiz Transport System, Arlette was Marketing and PR Manager in Richwell Trading Corporation, handling Brand Management, Ads and Promo and Media Relations. She then served as Western Visayas Area Manager for Superferry, and then became the company's Marketing Communications Manager for three years. Arlette is concurrently handling SuperFerry Marketing Communications, along with her present position.

### Caroline Borromeo

Talent Attraction Manager  
AEV-HR



Carl was formerly the Cattleya Travels and Tours, Inc. Meetings and Incentives Manager and Cebu Plaza Hotel Public Relations Manager. She was previously a principal consultant for the Harrison Assesment Profiles International experienced in Executive Coaching, Leadership Development, Management Recruitment Consultancy, Teambuilding Workshops Performance Development Trainings since 1989.

### Ma. Consolacion Mercado

Corporate Lawyer  
AEV seconded to APC-Regulatory



Maria graduated from University of the Philippines where she took BS Business Administration & Accountancy and later on earned her Bachelor of Laws from the same university. She initially worked with Castillo, Laman, Tan, Pantaleon & San Jose Law Office, where she held the position of Associate, acting as law partner and providing legal services. She then transferred to Siguion Reyna, Montecillo & Ongsiako Law Office as Associate prior to AEV.

### Eduardo Lana Yamomo

Database Administrator  
AEV-iCSD



Eddie graduated from the University of the Visayas, with a degree in BS Computer Science. He was previously connected with Lexmark Philippines as Database Administrator since 2006. He has various experiences as Network & Systems Administrator in Airlift Asia, Inc. and the Department of Agrarian Reform Region VII.



## Metaphil promotions and movements



**Kauban Enerio Yangco**  
Business Development  
Division Head



**Zenaida Novabos**  
VP-Procurement, Materials  
Management and Shipping  
& Assistant to the CEO



**Emy Jonathan Bendebel**  
SVP-Operations



**Roy Ruedas**  
AVP- Operations

## AboitizPower movements



**Ma. Kristina Rivera**  
AVP-HRQ  
AP Generation

Cindy holds BS and MA degrees in Psychology from the University of the Philippines. Before joining the Aboitiz Group in 2003, she was with PNOC-Energy Development Corporation. She was Assistant Vice President-HRQ of AP Renewables, Inc. prior to her appointment in AP.



**Analiza Aleta**  
AVP-IT Director  
AP Generation

Ana is a graduate of BS Electronics and Commucation Engineering from the University of San Carlos. She earned her MA in Management from the University of the Philippines. Ana joined the Aboitiz Group in 1991 as marketing assistant of Aboitiz and Co., Inc. She rose from the ranks and held various positions relating to information technology in Pilmico Foods Corporation. She was AVP-Information Technology of AP Renewables, Inc., before she joining AP.

**Manuel Lozano**  
Chief Financial Officer  
AP Generation

Dmi earned his BS Business Administration degree from the University of the Philippines Diliman and his MBA from The Wharton School, University of Pennsylvania. He was the CFO and Director of Paxy's, Inc., a PSE-listed company focused on BPO industry and other IT related courses within the Asia Pacific region, before he joined the Aboitiz Group. Dmi was CFO of AP Renewables, Inc., prior to his appointment in AP.

## Maria Roquesa Juera

Corporate Auditor  
AEV-Corporate Audit

Kid graduated cum laude from the University of San Jose Recoletos and is a Certified Public Accountant. She was with WML Nonato & Associates as Junior Auditor from 2007 to 2009.



## Lloyd V. Arroyo

Paralegal 1  
AEV-LEX



Lloyd graduated from the Technological Institute of the Philippines, Q.C. where he studied BS Electronics & Communications Engineering. He initially worked with NAPOCOR, where he held the position of Secretary, providing administrative support. He then transferred to Team Energy Corporation before joining AEV.

## Roberto Del Rosario

Corporate Support Specialist  
AEV-iCSD

Robert was previously connected with Teleperformance. He transferred to Xcelerate Center as Team Supervisor, and moved on to Qbitron as Program Manager since 2007.



## Jairuze Cabos

IT Service Desk Specialist  
AEV-iCSD Cebu



Jairuze graduated from the University of San Carlos with a degree in BS Computer Engineering. He worked as Technical Support Representative for Etelecare Global Solutions from 2003 to 2005, and then transferred to APAC Customer Services e-Help Desk Officer from 2005 until 2006. Just before joining AEV, he was Sr.Helpdesk Analyst for 77 Global Services, Inc.

## Pilmico movement



**Maribeth Marasigan**  
VP and  
Chief Resource Officer  
Pilmico Food Group

Maribeth's appointment is effective Nov 1. She is currently the Chief Resource Officer of 2GO Express and Brand Manager of 2GO. Maribeth has been with the Aboitiz Transport System for 23 years.

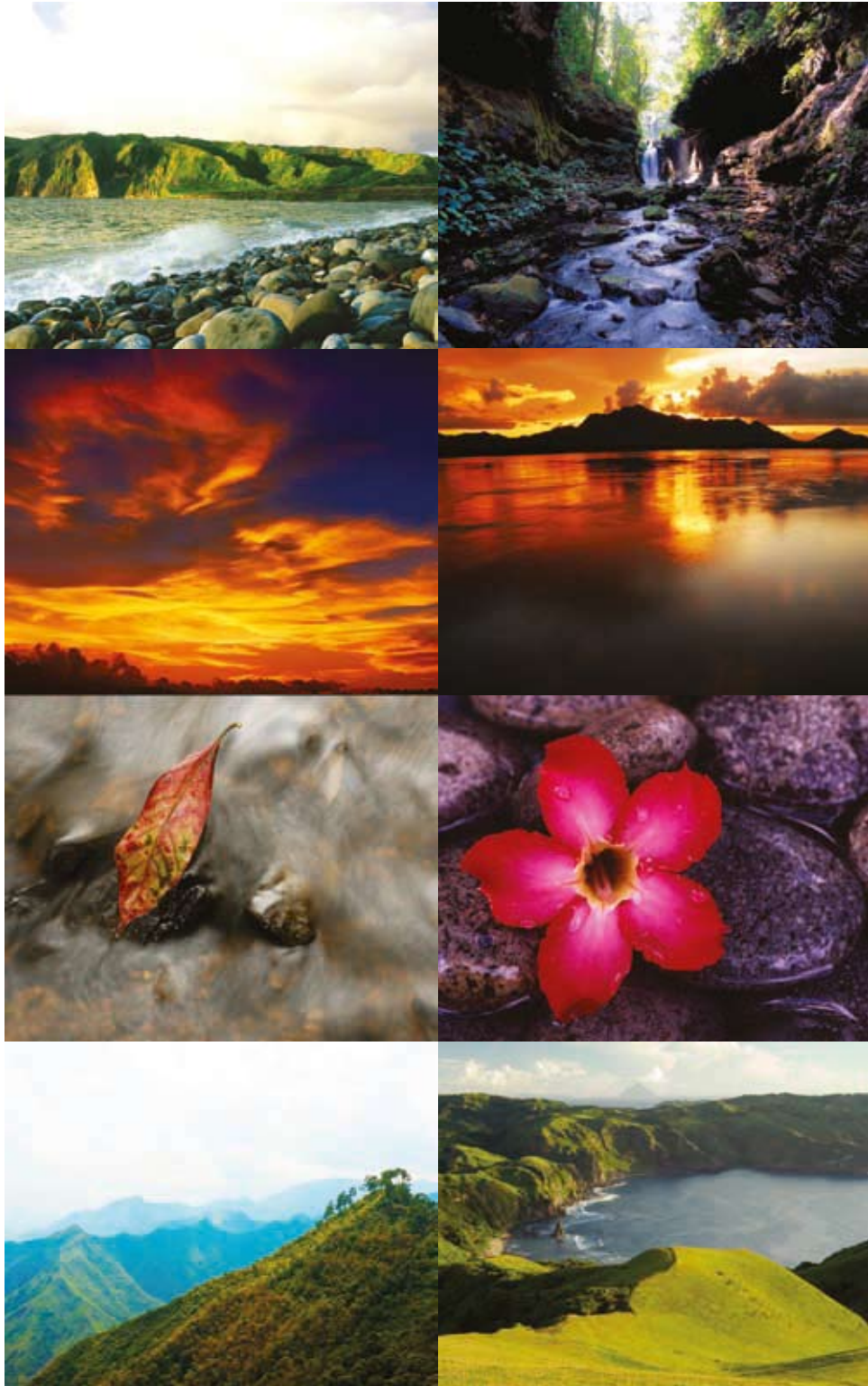
## Gladys Montehermoso

Junior Accountant  
AEV-Accounting

Gladys graduated cum laude from the Universtiy of San Jose Recoletos with a degree in BS Accountancy and is a Certified Public Accountant. She was a Finance Analyst in San Miguel Foods, Inc. prior to joining AEV.







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