

aboitiz eyes

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Race to Reduce
Asian CSR Award for Environmental Excellence

A Salute to Sustainability

ASIAN CSR AWARDS 2010
Presented by
THE ASIAN INSTITUTE OF MANAGEMENT
Ramon V. del Rosario, Sr.
CENTER FOR CORPORATE SOCIAL RESPONSIBILITY
INTEL CORPORATION
ABOITIZ EQUITY VENTURES
WINNER
ENVIRONMENTAL EXCELLENCE
October 2010 • Kuala Lumpur

**Asiamoney Best Managed
Company Awards 2010**

AboitizPower
Best Large Cap Company

Erramon Aboitiz
Top Executive



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Race to Reduce

The Road Leading to the Asian CSR Award Win

By Marge Gravador



[Aboitiz Equity Ventures' Race to Reduce campaign won the top award in the environmental excellence category of the 2010 Asian CSR Awards held in Kuala Lumpur last October. The program engages all Aboitiz Group business units (BUs) in a competition on resource consumption. The annual awards, organized by the Asian Institute of Management, recognizes Asian companies for their CSR in five categories: poverty alleviation, support and improvement of education, concern for health, best workplace practices, and environmental excellence. The competition received 141 entries representing 99 companies from 15 countries.]

Winning the Asian CSR Award for Environmental Excellence for Aboitiz Race to Reduce was a most welcome bonus for a program that was conceptualized to strengthen the awareness on better resource stewardship in the Aboitiz Group. At the onset, winning an award was not a primary consideration.

The Race to Reduce program started as a seed of an idea when the AEV Sustainability Team was contemplating on how to communicate sustainability throughout the Group using a simple and easy-to-understand approach while engaging business units (BUs) and employees to participate. Sustainability is about prudent resource use and minimal waste generation and these were parameters considered in crafting the program.

The most common resources used throughout the Group are energy, water and paper so these were the three elements around which a program was devised. To incorporate the fun part, a contest concept was hatched where corporate centers

or main offices are made to compete with each other in managing resource consumption and aim for the highest reduction in consumption – thus the Race to Reduce idea was born.

On a month-per-month basis, corporate centers or offices are asked to submit their water, energy and paper consumption details. Those that achieve the highest reductions are recognized groupwide.

The concept of doing a competition to gain the biggest reduction in consumption gave an edge for the project to be considered for the Asian CSR award. The information dissemination and promotional blitz to gain attention to the project were instrumental in clinching the judges' nods.

Broadcasting the program throughout the Aboitiz Group nationwide posed a big challenge in launching the project. The idea of doing the physical rounds among the BUs was scrapped because it would run counter to the conservation advocacy of sustainability. Doing the rounds would also increase carbon emission, which is

The Asian CSR Award for our Race to Reduce initiative is a clear manifestation of our drive to lead, excel and serve. A great responsibility now lies in our hands to be examples not only in our business activities, but also in our CSR (corporate social responsibility) and sustainability efforts.

I'd like to congratulate our Sustainability Team for initiating this Group undertaking, and all the team members of the Aboitiz Group for embracing this remarkable effort and giving it a life of its own.

The Asian CSR Award is your award. Congratulations.

– Erramon Aboitiz



AEV Chief Reputation Officer Sebastian Lacson (fourth from left) accepted the Environmental Excellence category award for AEV's Race to Reduce Challenge at the Asian CSR Awards 2010 in Kuala Lumpur last October. With him, from left, are award organizer Professor Felipe Alfonso, executive director of the AIM Center for Corporate Social Responsibility; award sponsor Dr. Anjan Ghosh, Director, APAC Corporate Affairs Group of Intel Corporation; YABhg Datin Paduka Seri Rosmah Mansor, wife of Malaysian Prime Minister Datuk Seri Mohd Najib Tun Abdul Razak; and Tun Dato Seri (Dr.) Ahmad Sarji Bin Abdul Hamid, AIM governor.

contradictory to what the Race to Reduce program espouses.

After deliberation with AEV Corpcom, the idea of creating a video of AEV President & CEO Erramon Aboitiz making a pitch for the campaign was decided on. A common launch date was set and communicated through the different sustainability stewards in participating BUs. Copies of the videos were sent out and were played during

Outreach project was anchored on the Race to Reduce program. This provided an alternative avenue to reel in the general public into the whole program. The Race to Reduce Run was an effort to raise funds for beneficiaries of the Outreach program—children who will be the recipients of any sustainability program today. The Run attracted 2,500 runners.

To further tie in the Run to the Race to

the simultaneous launch.

The list of participating BUS grew from an initial 12 when it started in May 2010 to 18 that it is today. The awareness and the incentive of getting into a Groupwide program has caught on.

The fund-raising activity of the December

Reduce Program, a tree was planted for each of the 2,500 runners who joined the race during the simultaneous groupwide tree planting in October 2010. A group of Race to Reduce runners also joined the tree planting. The trees support reduction because they are the means through which greenhouse gases are sequestered from the atmosphere.

The winning formula is a convergence of all elements that supported the sustainability goal for the Group. A general awareness campaign for the contest was put in place, monthly consumptions were measured, monitored and reported groupwide. The sustainability stewards in the different BUs were instrumental in making the campaign succeed. The Race to Reduce Run linked the program to the public and the tree planting and funds raised for the underprivileged communities created the convergence of Profit, People and Planet, otherwise known as the triple bottom line objective of sustainability.

The Race to Reduce Program is set to do a level up. It is now open to all branches and offices that are interested to enroll. As BUs continue to monitor their consumptions, the program will continue to run and be a testament of environmental excellence of the Aboitiz Group.

THE ART PROJECT

The AEV Sustainability Team breathes new life to used and discarded tarpaulin with the Aboitiz Recycled Tarp (ART) Project. By embarking on this project, another sustainability program that hits the triple bottom line goal of Profit, People and Planet is conceived. From an Aboitiz perspective, the project also supports the sustainability pillars of Reduce, Re-use/Recycle and Recharge Communities.

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

City Savings Bank (CitySavings) is the first to embark on the campaign. The bank strongly advocates sustainability by using the handy, multi-functional pouches as giveaways to their clients. Subsequently, a sustainability program will be developed for CitySavings because of their patronage of the project. The program can be customized to benefit the communities that the bank supports.

Other BUs within the Aboitiz Group have also enthusiastically supported the used tarp drive. Major donors are Aboitiz Transport System Corporation and 2GO that generously shipped the used tarpaulins from all over the country. AEV, Aboitiz Land Inc., Visayan Electric Company, Inc., Metaphil International, Inc., Hedcor, Inc., Subic EnerZone, Pilmico, SN Aboitiz Power, and the Ramon Aboitiz Foundation, Inc. also support the drive. They, too, will be recipients of a portion of the ART Project fund that they can use to support their own sustainability projects.

Industry partners that provided used tarps were Go Large, AD Venture, RCT Signs, FAME,



Metrografix, Waterfront Cebu City Hotel, Island Souvenirs, Ng Khai, Globe Telecoms, and Graphic Star.

Tarpaulin is a practical material to use in making bags and pouches because it is durable and waterproof. Since the tarps are recycled, designs and colors on the bags vary.

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

Making multi-functional pouches is just the start. The possibilities are endless on the items that can be crafted from discarded tarps.

—Marge Gravador

Our Race to Reduce

Experiences

Compiled by Andrea Madrid and Rhoda Santos (SN Aboitiz Power); Ferdie Cabalhin (Davao Light); Michael Abong (Pilmico Foods); Merly Navarette (APRI Makban); Esmeraldo Martin, Jr. (APRI-Tiwi); Ronald Petilo (Mactan EnerZone/Balamban EnerZone);



MORE employees have associated the Race to Reduce program to resource conservation in general.

Even though the R2R program only considers the electricity, water and paper consumption, the employees are including their weight as part of the Race to "Reduce." But seriously speaking, the employees' increased awareness have resulted in their re-use of scratch papers in draft quality reports; turning the lights off during lunch breaks and ensuring equipment such as printers, and stand-alone airconditioning units are turned off after office hours.

For future plans, we will be applying a progressive reduction in paper consumption that will entail paper-use monitoring and control.

Race to Reduce is also raising consciousness in consumption beyond water, paper and electricity. Some are beginning to have their own small "advocacies" from trying not to use straw in their drinks when it's convenient to just sip from the glass; using less paper napkins when dining, and others are bringing their clothe bags to shop in malls or groceries. R2R is not just about the way we consume in our place of work, it is becoming a guide in life as well.

The general effect of the R2R program on APRI is the promotion of environmental awareness among its employees. R2R activities extend beyond the APRI perimeter fence - the community. The goodwill it has generated for being a responsible and environment friendly corporate citizen far

outweighs monetary savings from reduction of consumption and savings by doing away with too expensive marketing promotions.

Members of the team are now aware of the company's campaign in reducing the use of water/electricity and paper... though constant follow ups and reminders need to be instituted. Daily tips or reminders on how to save water, electricity and paper will greatly help to keep the teams' awareness.

Initiatives implemented include search for the most number of energy conservation projects, search for the best green tips and green/enercon slogan contest during the Quality Consciousness Week. As an effect, there is sustained employee awareness on energy conservation.

Due to the consistent title given to APRI Makban every month, the employees are excited when they see our name in Aboitiz Eyes.

Some personnel from one section even asked for one-sided print papers from another section to be re-used. Before, employees used to dispose the one-sided print papers, but now they never do it anymore.

One maintenance personnel during a team leaders' meeting commented, "My heart really hurts when I see water leaking from the pipeline."

Winning in the R2R challenge was not my priority. We are more interested in APRI's participation in AEV's environmental advocacy. When Ms. Marge Gravador emailed me that APRI-TGPP was in the honor roll for the month of May and APRI-Makban was cited as the most proactive business unit (with Ms. Merly Navarette as the Sustainability Steward), I felt so proud we were recognized for our effort, even more proud when Race to Reduce bested other Asian companies for the Environmental Excellence Award. Employees of other business units under Aboitiz may have thought and felt the same way as a team. Teamwork was really the reason behind why Race to Reduce won the award.

(Excerpts from an email from SNAP CEO Manny Rubio after the company made it to the R2R honor roll)

June 16, 2010

Dear all,

Congratulations on your terrific effort to reduce waste. The initial numbers on this report are certainly encouraging and we must continue to sustain these early gains and contribute to saving Earth. Good planets are hard to come by so let's make sure we preserve what we have.

We need to look into our use of paper as it certainly sticks out like a sore thumb. We must aim for a paperless office as practicably possible. I understand that we cannot do away with our correspondences, especially with lenders and other stakeholders but internal communications must certainly avoid paper usage.

I look forward to the next report and I hope to see that we have minimized paper usage as much as we have reduced water use.

Regards,
Manny

The R2R Challenge I believe has awakened everybody's consciousness to the need of conserving our resources because of the carbon footprints associated with the usage of these resources. It has also developed awareness of the employees brought about by the perceived as well as the experienced environmental impacts. The inexpensive signages, i.e., Reuse/Recycle Paper; Turn Off Lights When Not Use; Save Water; Every Drop Counts, that we place at conspicuous areas are enough to remind them or give them choices to conserve energy, water and paper.

Most already do R2R in their personal lives. Conserving energy and water at home is now a habit to some. R2R practices just come naturally from everyone. No one needs to remind employees since they do it now on routine, turning off the lights during lunchbreak; turning off lights in the pantry, bathroom and other function rooms when not in use; minimization of water consumption, and the endless use of scratch papers, just to name a few.

Aboitiz sells ATS

"The divestment of ATS was a very difficult decision to make considering the Aboitiz Group has been in the transport business for over 100 years. The Board of Directors, however, felt the Nenaco offer was reasonable and representative of ATS' value. Reinvestment of the sale proceeds in other identified areas will greatly enhance shareholder value over the long term."

– AEV President & CEO Erramon I. Aboitiz

The Aboitiz Group has sold its integrated transport and logistics holdings to Negros Navigation Co., Inc. (Nenaco). In a special board meeting held on Dec. 1, 2010, the Board of Directors of Aboitiz Equity Ventures (AEV), majority owner of Aboitiz Transport System Corp. (ATS), approved the sale of its entire holdings in ATS. Aboitiz & Company, Inc. (ACO) also agreed to sell its holdings in ATS under the same terms and conditions as AEV.

The sale of the respective shareholdings of AEV and ACO in ATS to Nenaco was finalized on Dec. 28, 2010, after the closing conditions for the sale were met. The purchase price was P1.8813 per share.

AEV sold its entire shareholdings in ATS comprising of 1,889,489,607 ATS common shares. The total purchase price was approximately P3.55 billion.

ACO, on the other hand, sold its entire shareholdings in ATS comprising of 390,322,384 ATS common shares for approximately P734 million.

AEV's and ACO's shareholdings in ATS represented 77.24% and 15.96%, respectively, of the outstanding common shares of ATS.

Nenaco had previously secured approval from the Securities and Exchange Commission (SEC) to proceed with the crossing of the 2,279,811,991 common shares of ATS provided that it will make a mandatory tender offer of the shares owned by the public.

AEV was informed by Nenaco that it intends to initiate a tender offer for the ATS shares owned by the public immediately hereafter.

Not included in the sale transaction are the joint venture companies of ATS with the Jebsen Group of Norway, which are engaged in ship management, manning and crew management, and bulk transport. Prior to the closing of the transaction with Nenaco, AEV acquired ATS' interest in the ship management, manning, crewing, and bulk transport businesses, while ACO acquired the chartering business. The proceeds after taxes and related costs will be distributed to existing ATS shareholders by means of a special cash dividend equivalent to P0.15 per share to all ATS stockholders of record as of Dec. 15, 2010 to be paid on Jan. 12, 2011.



"The divestment of ATS was a very difficult decision to make considering the Aboitiz Group has been in the transport business for over 100 years. The Board of Directors, however, felt the Nenaco offer was reasonable and representative of ATS' value. Reinvestment of the sale proceeds in other identified areas will greatly enhance shareholder value over the long term," said AEV President & CEO Erramon Aboitiz.

The combined Nenaco-ATS entity will have 31 vessels and will be able to offer a comprehensive range of value-added logistics services to meet the needs of all types of customers. Nenaco is sourcing part of its funding from an equity investment of the China-ASEAN Marine B.V., a wholly-owned subsidiary of the China-ASEAN Investment Cooperation Fund.

"We are very pleased to transfer the ownership of ATS to Nenaco and its principal shareholders, the Chinese-ASEAN Investment Cooperation Fund, who share the same long term vision we have for the company and appreciate the need for industry consolidation and collaboration to improve efficiencies and lower transport costs," added Aboitiz.

ABOUT

Negros Navigation Co., Inc. (Nenaco)

Nenaco was organized and incorporated in 1932 primarily to own, maintain, service and operate vessels, and to engage in domestic shipping operations. The company's passenger ticketing and cargo booking operations are principally conducted through its network of branches and sales agencies.

China-ASEAN Marine B.V. and China-ASEAN Investment Cooperation Fund (CAF)

Incorporated in the Netherlands, China-ASEAN Marine B.V. is a wholly owned subsidiary of China-ASEAN Investment Cooperation Fund (CAF). CAF is a private equity fund sponsored by the China Export-Import Bank. CAF targets investment opportunities in the 10 ASEAN countries, focusing on infrastructure, energy and natural resources.

BSP approves AEV increased ownership in CitySavings

The Bangko Sentral ng Pilipinas (BSP) approved on Nov. 17, 2010 the proposed acquisition by AEV and its wholly owned subsidiary Pilmico of additional shares in CitySavings. This approval paves the way for the increase of AEV's effective ownership in the thrift bank from 42% to almost 100%. The combined purchase by AEV and Pilmico is valued at approximately P1.36 billion (bn).

"We are very excited about CitySavings' growth prospects. Its focused strategy has paid off over the years. AEV is very happy to support the bank's growth ambitions and entry into the Luzon market," said AEV President & CEO Erramon Aboitiz.

CitySavings currently has over 300 employees serving over 98,000 borrowers and close to 60,000 depositors. It has 14 full branches and 11 extension offices in Luzon, Visayas and Mindanao areas. The bank has total capital funds of over P1 bn and total resources of over P8 bn. CitySavings has one of the best operating efficiencies in the thrift banking industry with a low past due ratio and among the highest capital adequacy ratios.

As a thrift bank, CitySavings is primarily engaged in offering loans to schoolteachers under the Department of Education's Automatic Payroll Deduction System. Teachers have been the main market of CSB since it first began operations over 40 years ago. The bank's other products include salary loans to government and private sector employees, home mortgage and home improvement loans, as well as small business loans.

For the last five BSP examinations, covering a period of 10 years, CitySavings has received an average CAMELS rating of "4," which indicates it is able to withstand unfavorable outside influences. In April 2009, the bank issued P1 bn worth of 5-year peso denominated corporate fixed rate notes via a private placement to primary institutional lenders. Proceeds of the issuance are being used to augment the bank's funding base and support its long-term asset growth objectives.

AboitizPower, EIA win major awards

Aboitiz Power Corp. (AboitizPower) and Erramon Aboitiz (EIA), in his capacity as president and CEO of Aboitiz Equity Ventures (AEV), have earned outstanding recognition in Asiamoney's Best Managed Company Awards 2010.

Every year, the international financial magazine recognizes the top small, medium and large cap companies in each major country in the Asian region and also singles out one outstanding executive.

For the Philippines, AboitizPower was named Best Large Cap Company and EIA as Top Executive.

Large cap, an abbreviation of "large market capitalization," is a term used by the investment community. Market cap is calculated by multiplying the number of a company's shares outstanding by its stock price per share.

The Best Managed Company and Top Executive awards are industry recognitions and not based on an open poll with completed questionnaires. Asiamoney journalists talk to people in the industry – CEOs, CIOs and senior executives from fund management and hedge fund companies, as well as senior analysts in brokerages across Asia. Companies are measured against a list of criteria including profitability, market leadership and innovation.

The official announcement of awardees is published in Asiamoney's December 2010–January 2011 issue.

BEST LARGE CAP COMPANY

According to the magazine, "Over the course of 2010, one company has particularly stood out from the pack, particularly for profitability: Aboitiz Power."

"AboitizPower is the best of the lot just based on their rate of growth which is unmatched by any company on this pitch," said one Philippine head of research. It was a sentiment offered time and again to Asiamoney from market experts while researching this award, the magazine article noted.

Asiamoney also cited AboitizPower's huge contribution to the bottom line of its parent company, AEV, which in the first nine months of 2010 grew by 389% to P14.2 billion from P2.9 billion in 2009.

It lauded the company's management of the privatization of two major hydroelectric power plants, Magat and Ambuklao-Binga.

"Its success is not due merely to fortuitous



acquisitions, but the way it has managed them," the magazine said.

According to one Philippine analyst quoted in the magazine, "If you look at the acquisitions they made, the valuations at which they paid for the assets they bought and the way they arranged financing, they grew in a way that didn't risk the balance sheet of the company."

In response, EIA said, "We are truly proud about how our organization was able to execute our business initiatives and cope with the spectacular growth we went through over the past few years. I would like to take this opportunity to thank and congratulate all the Aboitiz team members for transforming AboitizPower to what it is today."

This is not the first time that the company has been awarded by AsiaMoney. In 2008, AboitizPower was cited as the Best Managed Medium Cap Company.

TOP EXECUTIVE

According to Asiamoney, much of the Aboitiz Group's growth since EIA became president is "attributable to his managerial prowess — a fact that has not gone unnoticed by the markets."

"Certainly a lot of the growth that the group's had has all happened on Erramon's watch in the last few years and that's much to his credit," said one analyst.

The magazine article added that the just-concluded sale of Aboitiz Transport System Corp. "offers an example of Erramon's willingness to make bold, unsentimental business decisions."



The transport unit had played an integral role in the group's business for over a century.

The 54-year-old EIA is the Aboitiz Group's fifth chief executive and is among the Aboitiz family's fourth generation of business leaders. A Business Administration graduate of Gonzaga University in Spokane, Washington, he has worked for the family enterprise since 1978, starting out as a corporate staff member.

When he assumed the AEV presidency in January 2009, he brought with him extensive knowledge and experience in various Aboitiz Group operations gained over the past 31 years. In recent years, he had been deeply involved in the power business and when AboitizPower went public in 2007, he was appointed its president and CEO.

Before his election as AEV chief executive, he was the company's EVP and chief operating officer for 15 years, a position that prepared him well for the presidency.

"We are truly honored to receive these citations from Asiamoney. It is a testament to the hard work and commitment of the 31,000 team members that make up the Aboitiz Group, as well as the thousands more who came before us and left us with a solid base to build on," said EIA.

Asiamoney, which is part of the global media group Euromoney Institutional Investor PLC, reports and analyzes the financial and investment markets for capital issuers, borrowers, institutional investors, and senior corporate and government monetary decision makers with business interests in the Asia Pacific.



AEV and Bank of the Philippine Islands (BPI), through its Corporate Banking and its Asset Management & Trust groups, successfully closed a P1.5-billion five-year corporate notes facility. The facility will be used by AEV for refinancing and for general corporate use. The transaction, which was arranged by BPI Capital, further strengthens the relationship between BPI and the Aboitiz Group. Present during the deal closing last Dec. 10 were (from left) Denis Sta. Catalina, VP & Officer-In-Charge, BPI Capital Corporation; Auralyn Torres, VP, BPI; Gabby Mañalac, AEV SVP/Group Treasurer; Gil Buenaventura, Senior EVP, BPI; Stephen Paradies, AEV SVP/CFO; Elvira Mayo, SVP BPI; Cynthia Makasiar, VP – Asset Management & Trust Group, BPI; and Cecilia Tanchoco, VP – Asset Management & Trust Group, BPI.

Corporate HR conducts Financial Fitness 101

By Mia Zamora

In July 2010, Corporate HR developed and launched a Financial Fitness 101 program for all AEV and AboitizPower team members (TMs). Since then, a series of workshops has been conducted in both Cebu and Makati offices. This is in line with the goal to have a zero-debt workforce and thus be able to better tap or unleash TMs' potential and instill a truly Inspired By Passion mindset.

"Financial fitness is more a mindset than a situation. It's a discipline that anyone can learn and adopt. Our goal for this initiative is that no one in this organization will be shackled by debt and can thereby focus on optimization," said Chief HR Officer Txabi Aboitiz, the prime mover behind this initiative, during his opening remarks for the first batch of workshop attendees.

The Financial Fitness 101 workshops were conducted by certified financial advisors from Sun Life Financial, the partner company for the program. The company's VP for Institutional Sales Ging de Venecia, and Diana Sarol handled four batches in Cebu and another four in Makati. They also had one-on-one sessions with each attendee to help plan for the future through different investment and insurance options. TMs can avail themselves of the investments through a salary deduction plan. This makes it much easier and more convenient for them to join the program, with a minimum investment of only P500 a month.

Another option for Cebu-based TMs is to invest with SCEGA Cooperative under its "Save for a Dream" program, a special time deposit with higher interest rates for a two-year term. AEV and AboitizPower now have a growing pool of TM investors who are well on their way toward

becoming financially independent, with 39 signed up and counting.

"I'm really glad Aboitiz has this program, it makes it easier for us to save and invest towards the achievement of our dreams," said AboitizPower AVP for Trading Maria Garcia, who has signed up for the program and also enrolled her three children to secure their future.

"Everybody likes the idea of financial freedom but not everyone knows how to get there. Most people follow the simple yet flawed logic that to have more, you must earn more; and I was one of them not too long ago. Now I know that by developing a habit of consistently saving a little each day and investing in a financial institution like Sun Life, someday I will have enough to live a comfortable and financially free life," said AEV Makati IT Supervisor Christian Riconalla, who has been actively promoting the program to his peers.

In September, all team members of Astir Engineering, an Aboitiz company, also attended the workshop, with over 90% signing up for investments. The Financial Fitness 101 program was also launched throughout ATS in November and slated for roll out to the Food Group and AboitizLand in the first quarter of 2011.

Aside from the workshops and ongoing one-on-one consultancy sessions, AEV and AboitizPower have also launched an all-new Financial Fitness 101 page in the Village section of the myaboitiz.net company portal. TMs can access featured articles on personal financial management, budgeting and saving tips, different investment options, and definitions of common financial products and terms, such as mutual funds, bonds, pension plans and equities.



The mini-site also includes links to personal finance-related websites such as Yahoo Finance, CNN Money, Suze Orman (Oprah Winfrey's financial guru), Robert Kiyosaki (author of the widely successful "Rich Dad, Poor Dad"), Francisco Colayco of the Colayco Foundation (creator of the "Pera Mo, Palaguin Mo" program) and even the Wealth Channel. It also displays links to tools such as a stock calculator, an expense and debt tracker, among other interesting features.

The Financial Fitness 101 program is among the initiatives developed under Corporate HR's Inspired By Passion campaign, which aims to ensure the optimization of TMs in different aspects in order to keep them engaged and enable them to shine.

AEV A-Team leads Groupwide Accounting Forum

By Janice Alegrado

More than a hundred accountants from various Aboitiz Group companies nationwide attended the 2010 Groupwide Accounting Forum last Sept. 30, 2010 to keep themselves abreast of the latest in accounting standards and related fields. The forum was held at the Cebu Parklane International Hotel in Cebu City.

A partnership between the AEV Accounting Team and AEV external auditor SGV & Co., the annual forum aims to orient the group with accounting standards and tax developments, and highlights the accounting and tax updates that directly affect the group's businesses. It also serves as a venue for sharing best practices and, for some, a venue to get acquainted with other colleagues.

This year's forum had more participants compared to last year. Special business units that were represented in the forum were AEV, AboitizLand, AboitizPower, ATS, Aboitiz Energy Solutions, Aboitiz Jebson, Cebu Private Power Corporation, East Asia Utilities Corporation, Pilmico Foods, Pilmico Animal Nutrition Corporation, Subic EnerZone, Mactan EnerZone, Balamban EnerZone, Hedcor, Hedcor Sibulan, CitySavings, Metaphil, Therma Marine, Therma Hydro, Luzon Hydro, Davao Light, SNAP and VECO.

In the morning session, SGV Partners Ladislao Avila and Christian Lauron updated participants with the latest accounting standards. Highlights of this portion were the Revised Standards & Amendments applicable to Dec. 31, 2010 year end, as follows: PFRS 3 (revised) Business Combinations, PAS 27 (revised) Consolidated and Separate Financial Statements, IFRIC 17 & 18, Amendments to PAS 39 Eligible Hedged Items and Improvement to PFRSs 2009.

In the afternoon, SGV Partner and Tax Specialist Noel Rabaja discussed tax updates and tackled the Renewable Energy Act of 2008, including availment of income tax holiday and other incentives.

AEV VP-Comptroller Melinda Bathen engaged the participants in her discussions with ready-to-solve problems and illustrations regarding Step Acquisitions and Gain on Dilutions. She also shared relevant tax planning guidelines.

In her closing remarks, Bathen reminded the group of the deadline and timely submission of the 2010 audited financial statements.

A partnership between the AEV Accounting Team and AEV external auditor SGV & Co., the annual forum aims to orient the group with accounting standards and tax developments, and highlights the accounting and tax updates that directly affect the group's businesses.





By Hoton Elicano

Eighty-three IT practitioners from 27 Aboitiz Group business units (BU) gathered for the 2010 Technology Forum at the Marco Polo Hotel in Davao City last Oct. 21 and 23. The forum is an annual event targeted at providing a venue for IT practitioners within the Group to collaborate, take up common issues, and agree on a common IT direction. The 2010 event was the third offering and the first time it was held outside of Cebu.

The Aboitiz Tech Forum was started in 2007 with the intention of renewing its collaboration efforts amongs members of the Aboitiz IT community. An initial three-stage forum focused on these themes:

2007	2008	2010
		
Collaboration that Matters	Strength in Collaboration	Collaboration in Action
"It matters"	"It is a strength"	"It works"

2007: COLLABORATION MATTERS – The theme for the first year was to propel the Aboitiz IT Group to new heights by means of a collaborative working relationship. Some foundational work such as group initiatives that would create economies of scale were studied and presented.

2008: STRENGTH IN COLLABORATION – With the success of the first Aboitiz Tech Forum, the second in the collaboration series was initiated. Among the learnings from the previous Tech Forum were that collaboration within the group can work, but it needs to be sustained; and that collaboration does matter, but the momentum has to be strengthened. So the theme for the second forum strengthened what the group can achieve when we collaborate.

2010: COLLABORATION IN ACTION – The 2010 forum was the culmination of the three-part series on collaboration highlighting the benefits that the group had achieved in its collaboration efforts.

The forum covered various disciplines in IT such as business continuity, IT service management, computer hacking forensics, Apex (Oracle) development platform, group videoconferencing project, cloud computing as a service delivery platform, and Open Source applications in an enterprise environment.

Since the participants came from all disciplines of IT (e.g., data center, applications development, project management, information security), the presenters were instructed to only give a high-level discussion with enough information to whet the appetite of those interested while not boring with details those who are not particularly interested in that area of IT

We also had a sub-theme for this forum – “Collaboration for Innovation: It will pave the way for innovation.” Thus, we ended the one-and-a-half day forum with a discussion on innovation and then a highly interactive Innovation Workshop centered on the core businesses of the Aboitiz Group. While some ideas generated were wild, many were actually worth pursuing and given a more serious thought.

Overall, the experience of the Summit attendees rated a 4.35 (out of a maximum of 5), with the sessions on innovation garnering the highest ratings in terms of relevance

with a rating of 4.45. This only proves that the Aboitiz IT community is raring to let out its creative and innovative juices.

But the true success of the forum can be best exemplified by some of the comments from participants on what the event's strengths were and what was the most useful to them.

- *The concept that collaboration in action is the theme of the event makes the event more productive in giving value to IT requirements of every BU.*
- *A chance to meet and know other IT groups from different Aboitiz companies.*
- *It brings in new ideas and also opens networking with other company employees which would otherwise have been more difficult if done on my own.*

We would like to make special mention and thank the Davao Light family (Jimmy Aboitiz, Art Milan, Bien Garcia, Bobong Borja, Bong Quilos, Emil Ybanez, Champ Yared, Kiara Fe Calumba, John Albutra, Lemuel Lacsamana, Erwin Lagumbay, Arvin Padayhag, Erwin Chiutena, Pat Tapiz, and Paul Ang). Hosting an event for 83 attendees is not easy, and the forum attendees had nothing but positive comments for the venue and logistics handling. *Daghang salamat sa inyong tanan!*

Learning to maximize tools for branding & PR

By Trixie Ylaya

Branding and corporate communications representatives from various Aboitiz Group companies gathered for a three-day joint seminar-workshop aimed at guiding them to build the brand by creating a strategy that incorporates all the elements of an excellent public relations (PR) program.

The first-ever Brand Forum and CorpComm Continuing Education Series (CES) held at the Radisson Blu Hotel in Cebu on Nov. 23-25, 2010, allowed participants to be kept abreast of emerging technologies and how they could adapt to them.

Angel Antonio, CEO of Bates 141, a firm engaged in advertising, branding and marketing, talked about experiential marketing and how to be able to effectively reach consumers and customers.

"Because of (the need for consumers to 'experience' the product), people tend to always equate a certain experience to everything that affects them. More so with brands. Value plus experience...could effectively lead to sincere and infallible brand ownership," she said.

The participants were also taught how PR could help build a brand, as discussed by Ogilvy Public Relations Worldwide-Manila managing director Leah Huang. She also differentiated advertising from PR and how these have evolved compared to how these were practiced several years ago.

Donald Lim of McCann Erickson discussed how the Internet is shaping consumer behavior and how it has introduced a new breed of consumers: the prosumer—proactive, empowered consumers

who are transporters of trends and usually demand top-notch customer service and unlimited access to information.

Veteran PR practitioner Ritzi Ronquillo also taught participants the different elements of a good PR strategy. She talked about the entire strategizing process and how to draw up a unified PR program that will incorporate all the key elements of an excellent output.

After the lectures, participants were grouped into teams and asked to come up with their own communication plans for projects such as SNAP-Magat's "Water Efficiency & Sustainability Campaign," AEV's "Tarp2Bag" project, Davao Light's "Oplan Pagpasabot," and ATS' "I Love Manilabay" project.

Other business units represented in the event were AboitizPower, VECO, Hedcor, Cotabato Light, Subic EnerZone, Mactan EnerZone, Balamban EnerZone, East Asia Utilities, Cebu Private Power Corp., AboitizLand, Metaphil, Pilmico Foods, Abojeb, Aboitiz Foundation and Ramon Aboitiz Foundation, Inc.

The 2010 CorpComm Awards capped the three-day event.



4th CorpComm Awards

MAJOR TEAM AWARDS

Best CorpComm Team

Davao Light

1st Runner-up

Hedcor

2nd Runner-up

AboitizLand

MAJOR INDIVIDUAL AWARDS

Most Valuable Team Player

Chloee Lopez

AboitizLand

Best News Story

Beryl Ann Manching

Aboitiz Foundation

MINOR TEAM AWARDS

Best in News Photography

Cotabato Light

News Stalker Team of the Year

Hedcor

Most Productive

Ramon Aboitiz Foundation

Most Punctual

Ramon Aboitiz Foundation

Most Collaborative

Davao Light

Most Improved News Photography

Davao Light

Best Newsletter

AboitizLand

Special Citation – The Post

Davao Light, VECO,
Subic EnerZone, Cotabato
Light, Mactan EnerZone,
Balamban EnerZone

MINOR INDIVIDUAL AWARDS

Rookie of the Year

Beryl Ann Manching

Aboitiz Foundation

Special Citation – The Post editor

Raymund Tamayo

Subic Enerzone



AEV Legal Team experiences the CFO journey

By Cristina Roso

"I love you, baby!!!"

This was one of the most intriguing goal "shouts" of a participant as he jumped off the pamper pole during the AEV-Legal Team's "Creating the Future Organization (CFO)" training last Sept. 29 to Oct. 2, 2010 at Costabella Tropical Beach Hotel in Mactan.

The Legal Department is the first in the Aboitiz Group to undergo the three-day training as a team.

The first two days were filled with discussions and fun-filled activities on the Ten Tenets, facilitated by AEV Chief Human Resources Officer Txabi Aboitiz. Participants openly exchanged ideas and pondered on both their professional and personal goals, hoping the process would lead them towards creating the future Legal team.

On the third day, the Cutting Edge tenet came to life as participants were challenged and pushed to their limits by the much-awaited Ropes Course facilitated by the Ramon Aboitiz Foundation, Inc.'s Kool Adventure Camp team.

"Lock 1, check! Lock 2, check! Belayers, are you ready?" These words signaled the start

of the day's challenges as each participant climbed and crossed the Pamper Pole, Hi-Y, Trust Fall and the Big Wall. Successfully going through the Ropes Course, which at first seemed hard and impossible to do, was definitely a remarkable way of conquering everyone's fears. It certainly was a clear manifestation that "We can do it!"

The lessons learned from the life-changing CFO experience have further inspired the AEV Legal team to continue to pursue and achieve their goals with the relentless support of their fellow "barangay" members even in the midst of challenges that may come their way.



AboitizPower inks deal with Benguet Corp.

AboitizPower, through wholly owned subsidiary Therma Luzon, Inc. (Therma Luzon), has committed to supply reliable power to Benguet Corp. until Sept. 25, 2011. The company started providing energy to Benguet Corp.'s Acupan mine in Itogon, Benguet last Sept. 26, 2010.

"AboitizPower's agreement with Benguet Corp. shows an outstanding example of two private companies collaborating to achieve mutually acceptable business goals," said Therma Luzon COO Benjie Cariaso.

Cariaso and Benguet Corp. SVP and CFO Renato Claravall formally signed the agreement in Makati last Oct. 20. AboitizPower North Luzon Area Manager Mike Lopez and Benguet Corp. SVP-Mining & Services Marcelo Bolano stood as witnesses, with Benguet Corp. COO Bienvenido Araw also attending.

"Benguet Corp. is a 107-year-old company; we are very much aware about Aboitiz's involvement in the power industry, and how it has become a major player. That's the kind of partner we seek—one that also has a history as long as ours, and has pertinent experience in the field," said Claravall.



Therma Luzon COO Benjie Cariaso (third from left) and Benguet Corp. SVP & CFO Renato Claravall seal the agreement with a handshake. Also attending the event were (from left) AboitizPower North Luzon Account Officer Rehnice Sicat, Benguet Corp's COO Bienvenido Araw and SVP-Mining Services Marcelo Bolano, and AboitizPower North Luzon Area Sales Manager Mike Lopez.

AboitizPower has committed to provide Benguet Corp. an initial load requirement of 700 kW at peak demand, and 352,222 kWh to 422,664 kWh electric energy per month. The power supply will be sourced from Therma Luzon's coal-fired plant in Pagbilao, Quezon, which currently has a capacity of 700 MW.

Therma Luzon, which won the contract for the generated output of the Pagbilao coal-fired

power plant in August 2009, is responsible for procuring the plant's fuel requirements, electricity dispatch and sale.

Through its power supply agreement with Benguet Corp. and other private companies, AboitizPower further strengthens its commitment to provide reliable and ample power throughout the country at a reasonable and competitive price.

Power barge to supply energy to Davao coop

AboitizPower, through wholly owned subsidiary, Therma Marine, Inc. (Therma Marine), has answered the need of Davao del Norte Electric Cooperative (DANECO) for reliable power. DANECO, with its head office in Tagum City, serves the provinces of Davao del Norte and Compostela Valley.

"Our supply of power to DANECO, our host community for the Mobile 1 power barge, will serve as a form of insurance to meet the needs of the rapid growth of the Tagum area. Because diesel power is more expensive than the current supply from Mindanao hydros, we structured the contract to have a fixed and a variable portion. This way, the more expensive energy is only drawn as it is needed, thereby minimizing the impact on DANECO's consumers," said Luis Miguel Aboitiz, AboitizPower SVP for Sales, Trading and Marketing.

Therma Marine COO Jovy Batiquin and DANECO Board President Dean Briz signed the power supply agreement at the DANECO Board Room on Oct. 13, 2010, with Aboitiz and DANECO General Manager Nelson Balangan standing as witnesses. The agreement will be effective for one year, starting on the date when the Energy Regulatory

Commission approves the proposed rate and AboitizPower can begin supplying power.

AboitizPower commits to provide DANECO up to 10 MW anytime that it requires supply. Power supply will be sourced from Therma Marine's power barge in Maco, Compostela Valley, which currently has a capacity of 100 MW.

"Our contract with Therma Marine aims to normalize the power supply needed by DANECO.

In the same way, it will continue to propel the development momentum of Davao del Norte and Compostela Valley provinces. DANECO, through the initiative of its management and board of directors, is making this bold move to be the first cooperative in Mindanao to sign up with Therma Marine

and work towards finding a solution to our power supply problems," said DANECO Board President Dean Briz.

Therma Marine also owns and operates another 100-MW power barge in Nasipit, Agusan del Norte. These power barges deliver 200 MW of electric power to the Mindanao grid. This capacity can supply electric power to around 200,000 households.



Therma Marine COO Jovy Batiquin (second from right, front row) and DANECO board president Dean Briz shake hands after signing the power supply agreement. Beside them are DANECO general manager Nelson Balangan and AboitizPower SVP Luis Miguel Aboitiz. At the back row are DANECO legal counsel Julio Abenales, DANECO board secretary Roman Calicdan, Therma Marine Mobile 1 Plant Manager Ken Jorgensen, and AboitizPower AVP Jay Gatmaitan.

AboitizPower encourages consumers to power activities with Cleanergy

AboitizPower, the country's largest producer of clean and renewable energy, strengthened its commitment to encourage consumers to make the responsible choice through a recent two-day environmental awareness event at SM Pampanga.

The company, in partnership with client San Fernando Electric Light & Power Company, Inc. (SFELAPCO), held the event to underline the importance of choosing energy sources that will leave a lighter impact on our planet and safeguard the future of our children.

One such energy source that was highlighted was human energy, the purest and cleanest form of energy. This was exemplified in the Cleanergy Bike, which can generate power to charge cellular phones while being pedaled.

"We thought of a way where we could explain in simple terms how energy is made and how consumers could be part of the solution by making simple lifestyle changes," said AboitizPower brand manager Ria Calleja.

A Commitment Tree was also put up where mall goers could make pledges on what they can do to help protect and preserve the environment.



AboitizPower VP-Marketing Roland Gaerlan (second from left) and SFELAPCO clients pedal for a greener future.

As early as 2001, AboitizPower launched Cleanergy, its brand of cleaner and renewable energy. Today, Cleanergy is harnessed from the company's renewable energy portfolio that includes geothermal and hydroelectric power plants located across the country.

Hydroelectric power generation assets are located in the provinces of Ilocos Sur, Isabela, and Benguet. Recently added is the Sibulan hydro

plant in Davao, a greenfield project that added 42.5 MW of cleaner and renewable energy to the Mindanao grid. One MW of energy can provide power to about 1,000 households.

AboitizPower's geothermal energy assets include the Tiwi plant in Albay and the MakBan facility located at the Laguna and Batangas border. SFELAPCO has fully embraced Cleanergy, which is sourced from these two facilities.

Cleanergy regatta sailing series kicks off

AboitizPower recently launched the first installment of its 2010-2011 Cleanergy Travelers Series regatta circuit with a kickoff event at Puerto Azul in Cavite. Organized by the Philippine Inter-island Sailing Foundation (PHINSAF), the Cleanergy Sailing Series consists of seven weekend regattas held throughout the country during the September to March sailing season.

AboitizPower, through Cleanergy, is sponsoring the sailing series as part of its commitment to support events that encourage healthy living and inspire people to protect the environment.

Now on its fourth year, the regatta circuit was conceptualized by PHINSAF to bring a whole new dimension to the local sailing scene.

Historically, weekend regattas primarily centered around the Hobie Cat fleet based at the Taal Lake Yacht Club in Talisay, Batangas. With the advent of the Cleanergy Sailing series, participants can now discover new locales and experience sailing in varied conditions across the country.

The Hobie Cat twin-hulled catamaran, the world's most popular sailboat with over 100,000 Hobies sailing around the world, is currently the boat of choice among local sailing aficionados primarily because of its versatility, speed and ease of use.

The season's inaugural regatta saw 10 Hobiecat 16 and three Hobie Getaway catamaran teams dueling off the azure waters of Puerto Azul, which was the venue of the 1984 7th Hobie Cat 14 World Championships.

Day 1 saw the fleet racing to Corregidor Island from Puerto Azul in light, shifty *habagat* winds before rounding Caballo Island and finishing at Calaybne Resort.

Four windward-leeward course races were held on the second day in 3- to 8- knot breezes to complete the weekend event.

The Cleanergy Sailing Series then continued off the shores of Tali Beach, Nasugbu, the Punta Fuego Sailing Fiesta, and at the Taal Lake Round-the-Volcano classic. It will also participate in the Philippine Hobie 16 Nationals this Jan 29-30, the Cleanergy 11th Philippine Hobie Challenge in February, the San Teodoro, Batangas regatta in March, and the Subic Bay regatta in April.



Irisan 1 hydro project breaks ground

By Genevieve Toledo

Hedcor, Inc. (Hedcor) held on Oct. 16, 2010 the groundbreaking for its 3.8-MW Irisan 1 hydropower project, a facility that will generate an estimated 11 million kilowatt hours (kWh) of clean and renewable energy annually, in Barangay Tadiangan, Tuba, Benguet.

The activity was held following the signing of a memorandum of agreement between the Province of Benguet, represented by Gov. Nestor Fongwan, and Hedcor, through SVP Chris Faelnar, on Oct 12, 2010.

Faelnar, Fongwan, Tuba Vice Mayor Clarita Sal-ongan, Tadiangan Barangay Captain Zaldy Guileng and Hedcor Liaison Manager Gilbert Patacsil led the symbolic shoveling of the ground in Sitio Aguyad where the 605-meter access road will be built. Also present during the groundbreaking ceremony were Tuba councilors, barangay officials and the landowners of the project.

The road will not only serve as an access to the hydropower plant, but also as a farm-to-market road for local residents. The project will also provide employment to over 200 skilled workers in the community and corporate social responsibility programs focused on education, livelihood, healthcare and environmental initiatives.

"We welcome investors like Hedcor that introduce improvements. I have seen first-hand how Hedcor contributed to the economic progress of La Trinidad when I was the mayor," said Fongwan. La Trinidad is host to four generating facilities in Bineng and contributed over P49 million in municipal and barangay shares from the start of its operations in 1992 until 2009.

The traditional Cordilleran ritual, the *cañao*, was also performed, for the safe and successful construction and operations of the hydropower plant.



The 3.8-MW Irisan 1 hydropower project (above) has broken ground in Sitio Aguyad, Barangay Tadiangan in Tuba, Benguet. At the groundbreaking (top photo) were Hedcor SVP Chris Faelnar (second right), Benguet Gov. Nestor Fongwan (center), Tuba Vice Mayor Clarita Sal-ongan (second left), along with Hedcor Liaison Manager Engr. Gilber Patacsil (leftmost) and Tadiangan Barangay Captain Zaldy Guileng (rightmost).

Hedcor bags Labor Secretary's Award

By Genevieve Toledo

Hedcor bagged the prestigious Labor Secretary's Institutional and Individual Awards in recognition of its initiatives on occupational safety and health (OSH).

The awards were the highest honors given

out during the 7th Gawad Kaligtasan at Kalusugan Awards or GKK at the Occupational Safety and Health Center (OSHC) headquarters in Quezon City last Oct. 14, 2010.

The GKK is a national award conferred by the

Hedcor bested 53 entries from different companies nationwide and was adjudged among the top three institutions in the roster of 16 finalists after thorough reviews, assessments and final judging.

Hedcor's Safety and Environmental Officer Engr. Jose Tabanda won the Individual Award for spearheading Hedcor's programs that are guided by the OSH policies. These programs include the Annual Safety and Skills Day, wellness activities, industrial hygiene programs, community awareness and community-based livelihood and first aid trainings, industrial first aid trainings and emergency preparedness and response, as well as corporate social responsibility programs.

A three-time GKK awardee receiving recognition in 2001 and 2008, Hedcor is also certified under the Occupational Health and Safety Assessment Series or OHSAS 18001 which helps organizations control OHS risks.



Hedcor has been named one of the safest companies in the 7th Gawad Kaligtasan at Kalusugan Awards. Engr. Jose Tabanda (leftmost) received the individual award while Hedcor SVP Chris Faelnar (second from right) received the institutional award. With them is Department of Labor and Employment (DOLE) Secretary Rosalinda Baldoz (second from left) and Anna Dione, DOLE-Cordillera Administrative Region director.

OSHC, a division of the Department of Labor and Employment that recognizes establishments and institutions practicing programs that cater to the safety and health of employees, workplace and the community. It is held every two years.

SNAP plants renew certificates of compliance



ERC Chairperson Commissioner Zenaída Cruz-Ducut (fifth from left) hands over the certificates of compliance for Binga and Magat hydroelectric power plants to SNAP CEO Emmanuel Rubio. They were joined by (from left): SNAP OIC-COO Ralph Crisologo, Atty. Rachele Diaz, Commissioner Reyes, Commissioner Castañeda, Commissioner Barin, Atty. Nadja Estrella, SNAP RCO Alberto Canlas and Commissioner Rauf Tan.

SNAP's Magat and Binga hydroelectric plants received last Dec. 6, 2010 their certificates of compliance (COC) from the Energy Regulatory Commission (ERC), signifying that the plants comply with the requirements of energy laws, orders and regulations. The certificates are valid for five years effective Nov. 15, 2010 for Binga and Nov. 22, 2010 for Magat.

In simple ceremonies at the ERC Office in Pasig, SNAP-Benguet and SNAP-Magat CEO Emmanuel Rubio accepted the certificates given by ERC Chairperson Zenaída Ducut. ERC Commissioners Maria Teresa Castañeda, Alejandro Barin, Rauf Tan and Jose Reyes were also present at the ceremony. The Office of the Chief Operating Officer OIC Ralph Crisologo and Regulatory Compliance Officer Alberto

Canlas also represented SNAP.

"These certificates signify more than just our license to operate in our host communities. More importantly, they are a symbol of SN Aboitiz Power's long-term commitment to provide renewable energy to our customers and to the grid and to do it with integrity

and social responsibility," Rubio said.

The ERC renewed the certificates of the 360-MW Magat plant located at the border of Alfonso Lista, Ifugao and Ramon, Isabela and the 100-MW Binga plant at Itogon, Benguet. As required, Binga and Magat applied for the COC six months prior to expiration. They underwent an application period to submit documentary requirements stipulated in the Implementing Rules and Regulations of Republic Act 9136 or the Electric Power Industry Reform Act, Revised Rules for the Issuance of the COC for generation companies, Philippine Grid Code, Philippine Distribution Code, and Rules of the Wholesale Electricity Spot Market. The ERC then evaluated the documents and then conducted visits to the plants as part of its comprehensive review.

Binga plant earns safety certification

By Rhoda Santos

SNAP-Benguet's 100-MW Binga hydroelectric power plant has been conferred the Confirmation of Certification to the standard set in the Occupational Health and Safety Assessment Series (OHSAS) 18001:20007.

TUV Rheinland Philippines, Inc., a Germany-based provider of technical, safety and certification services, presented the certificate in early October after a successful audit in July 2010.

SNAP-Benguet CEO Emmanuel Rubio said the certification was a testament to the company's focus on a culture of safety in the workplace. "The certification is not the goal but the means to an end, which is to keep our policies and systems working well in consistently providing a safe and healthy environment for our employees," he added.

Since SNAP-Benguet took over operations from the government on July 11, 2008, Binga has posted 832,168.5 man-hours without lost time due to injury as of Sept. 30, 2010. It also posted a zero non-conformance during the July audit that preceded the conferment of the certification.

OHSAS 18001:2007 is the latest edition of OHSAS 18001, which is the internationally recognized assessment series for occupational health and safety management systems.

Binga's Occupational Health and Safety Management System covers areas such as risk assessment and management, legal compliance, training, operation and maintenance, emergency preparedness, and safety management for travel and transportation.

Pag-asa, Norway agency sign agreement for Magat flood forecasting and warning system

The country's weather forecasting agency and Norway's water resources agency signed last Nov. 11, 2010 the implementing agreement for the improvement of the flood forecasting and warning system for Magat Dam.

The project, which has a total cost of P80.6 million, is aimed at reducing loss of lives and damages to property due to floods in downstream communities.

The signing ceremony was led by Secretary Mario Montejo of the Department of Science and Technology (DOST); Ambassador of Norway to the Philippines Knut Solem; Dr. Nathaniel Servando, Philippine Atmospheric, Geophysical and Astronomical Services Administration (Pag-asa) OIC; and Kjell Repp, International Affairs

Manager of the Norwegian Water Resources and Energy Directorate (NVE).

The document implements the grant agreement signed in November 2009 between the Kingdom of Norway, through the Norwegian Agency for Development Cooperation, and the Philippines, through the DOST.

Solem said the project underscores the importance of preventive action and risk reduction in managing natural disasters. Montejo, for his part, acknowledged Norway's contribution to nurture the country's development efforts, noting that although the direct beneficiaries are the communities around Magat Dam, "we can benefit from Norway's experts and use this knowledge to improve flood forecasting and warning systems in other areas."

Repp said the NVE will provide the technical assistance needed for the three-year project while Pag-asa will spearhead the planning and implementation of activities that include restoration of telecommunication system, rehabilitation of monitoring facilities, research and information drive. Pag-asa will also coordinate with other government agencies such as the National Irrigation Administration (NIA) and the Office of Civil Defense.

In the grant agreement signed last year, Norad will contribute P71.2 million for the improvement of existing flood forecasting facilities and expansion of the monitoring facilities of the Caghehayan river basin. The Philippine Government will contribute a total of P9.3 million for the public information drive, labor and civil works. Of the total local counterpart, P3.4 million will come from SN Aboitiz Power (SNAP)-Magat while the rest will be provided by Pag-asa and the NIA. —Rhoda Santos

Davao Light interconnects all its offices and facilities with fiber optics

By Ruann May Pogado



Systems Operations manager Ledio Peñafiel instructs his staff on the Supervisory Control and Data Acquisition (SCADA) system as supervisor Roger Alinsub observes. The SCADA allows engineers to remotely control switches in the substations and along the distribution lines. The interconnection of the company facilities using fiber optics allows the use of the SCADA.

With the increasing demand for real-time data and communications applications, Davao Light has interconnected all its buildings, branch, and two sub-transmission and 22 distribution substations with the use of fiber optics.

Davao Light's optical fiber network stretches 65 kilometers from north to south, from San Vicente,

Panabo City, Davao del Norte to Toril, Davao City.

Engr. Ron Chan, AVP for Engineering, spearheaded the interconnection project.

On Davao Light's Toril link, its subsidiary, Hedcor, Inc. is patching its 18-km. fiber optic backbone from Sibulan hydro power plant through its sophisticated optical ground wire of 69-KV line. This will enable the two companies to share critical information, such as the Supervisory Control and Data Acquisition (SCADA) parameters during operation, as well as interconnecting computer networks and Voice over Internet Protocol (VoIP) application. This will directly link Hedcor Sibulan's Plants A and B to Davao Light's 138-kV ERA sub-transmission substation control center for efficient and real-time data logging.

Chan said linkage of all the various electrical

network facilities of the company is necessary for the implementation of the SCADA system and allow reliable remote data monitoring and control. It is also the key to efficient implementation of maintenance works or restoration of power supply as the service interruption is kept to the barest minimum.

Security IP cameras and wireless access points in each substation are added services of the wide range of applications of optical fiber network.

In the past, emergency crews have to be dispatched to the site to turn off/on the switches along the distribution lines to allow the maintenance crews to carry out line repair and upgrading works without compromising safety. Same is also true for unscheduled brownouts wherein the linemen/substation personnel will have to manually turn the switches on to restore power supply.

With the fiber optics as main communication backbone, Davao Light does not only have a more reliable data communication infrastructure but a tremendous expansion of the data bandwidth as well, essential to the delivery of better service.

Davao Light implements new pole numbering system

By Ross Luga

If you see vertically painted numbers on electric poles in Davao City, those are the present reference codes being followed by Davao Light as part of the pole numbering project completed in 2009.

The painted numbering replaces the old system where numbers are etched on aluminum plates and attached around the lower part of the pole.

The new system is more advantageous than the old one; the boldly painted numbers are visible from afar and can be clearly read by a person on the ground. And because the numbering convention has been reduced from 10 digits to seven, it is easier to record a set of numbers or memorize it, if one has to.

Like the aluminum material, paint is also cost effective as it can stand weather changes. Meanwhile, wires holding the plates wear out due to rust and could eventually detach from the poles.

The innovation was a result of the Geographic Information System (GIS) department's search for solutions to address a number of concerns with the old system—missing tags, indecipherable numbers, and difficulty of securing a pole number by the customers for reporting purposes.

The data support section of the GIS department, headed by supervisor Russel Bolivar, implemented the numbering project on poles.

The pole number is an important reference key of the GIS department's home-grown developed mapping system called Automated Tool for Location of Assets. The software is being used for practically all field operations of the distribution utility which include metering, meter reading, responding to emergency calls, street lighting, and bill delivery because of its capability to locate the customers and distribution line assets.



A member of the Davao Light Geographic Information System (GIS) department paints an electric pole using the new pole numbering system, while his companion looks on to check.



COMPLETED LINE UPGRADING. Davao Light linemen recently finished the line upgrading works of its distribution lines along F. Torres Street due to the growing demand for power in the area. They rehabilitated the lines by replacing the power cables with bigger ones and the wooden poles with the concrete type. F. Torres Street, the city's downtown food strip, comes alive at night, especially on Friday and Saturday. Ensuring power service reliability is essential to the continued upbeat business atmosphere in the area. —Emily Cancio

Davao Light Recognition Night

Kaibigans go western

By Jade Hazel Gamás

One would think it was a filming location of a western movie about hoedowns or rodeos. But, it wasn't.

It was just the Waterfront Insular Hotel Davao filled with Davao Light Kaibigans dressed in their best cowboy outfits—hats, vests, kerchiefs, miniskirts, jeans, and boots.

Cowboys and cowgirls ruled last Oct. 9 for Davao Light's annual Recognition Night. It was a time to enjoy the great food and drinks, the cold night air, the funny antics of celebrity comedian Ruben Gonzaga, and the company of fellow Kaibigans.

It was also a time to be inspired as some were recognized for their

length of service to the company. Davao Light President Jimmy Aboitiz was present to award the service awardees for 2010.

The Sinag Award was also launched during the event. This is Davao Light's "bright idea reward and recognition program" in which a group of individuals will be recognized for their "bright idea" through project proposals that introduce an innovative solution to workplace challenges, thereby increasing company efficiency.

The night ended with the awarding of the best dressed Cowboy and Cowgirl.



5-YEAR SERVICE AWARDEES



15-YEAR SERVICE AWARDEES



COWBOY & COWGIRL OF THE NIGHT

AYA 138kV switching station and substation now operational

By Ethel Natera

Delivering efficient and reliable power to its customers is an obligation that VECO takes seriously. The completion of the AYA Switching Station and Substation is another milestone towards fulfilling this obligation.

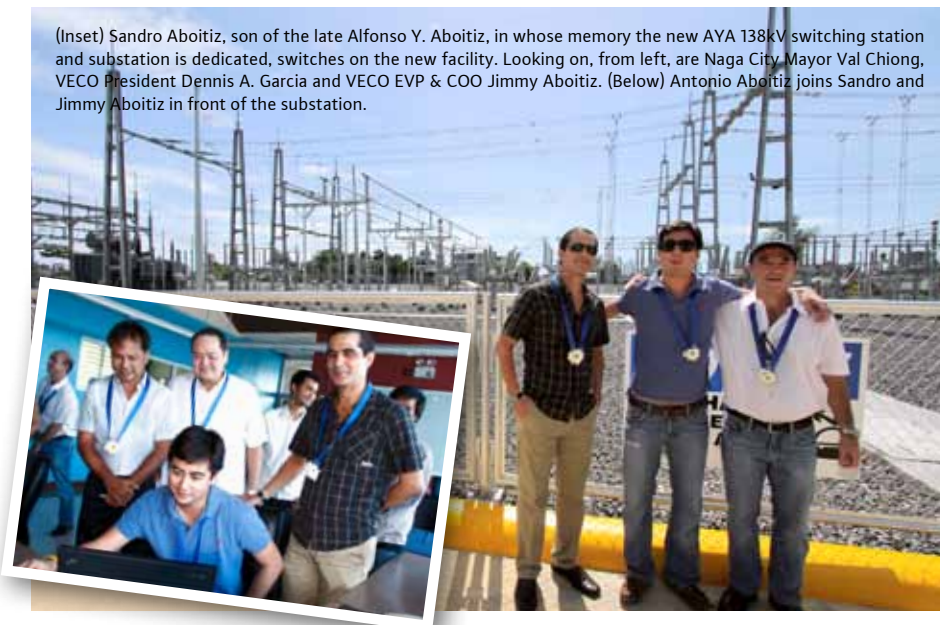
Through a dedicated 138kV tie line, power from the Cebu Energy Development Corp. (CEDC) in Toledo City is directly delivered to VECO without passing through the Cebu-Negros-Panay grid. Procuring power through an embedded generator lowers the transmission cost to customers, especially when VECO can draw the maximum load, and supply power to the remaining VECO substations as well.

Both VECO President Dennis Garcia and EVP & COO Jimmy Aboitiz emphasized this in their messages during the substation's blessing and dedication ceremonies.

The AYA project is the finishing touch to VECO's ambitious blueprint to procure the maximum available power from CEDC's coal-fired plant through a 36-kilometer, 138kV tie line. Power has been running through 350, 105-foot high quality steel poles, lined up from Toledo to Naga.

Last Sept. 17, the tie line initially transmitted 31 megawatts (MW) to the AYA substation. At present, the substation has been able to draw 57MW from CEDC, half from its contracted 105MW with VECO.

(Inset) Sandro Aboitiz, son of the late Alfonso Y. Aboitiz, in whose memory the new AYA 138kV switching station and substation is dedicated, switches on the new facility. Looking on, from left, are Naga City Mayor Val Chiong, VECO President Dennis A. Garcia and VECO EVP & COO Jimmy Aboitiz. (Below) Antonio Aboitiz joins Sandro and Jimmy Aboitiz in front of the substation.



Today, VECO maintains 16 substations in Cebu: Ermita, Calamba, Ayala, Mabolo, Carreta, Banilad, Mandaue, Paknaan/Tabok, Cabancalan, Consolacion, Pardo, Naga, Mandaue Reclamation Area, Camputhaw, Cemex, and the new AYA station.

The AYA Switching Station and Substation is dedicated to the late Alfonso Y. Aboitiz,

former EVP-COO of VECO, who is credited with transforming the company and bringing it closer to achieving its vision to become a world-class utility.

VECO serves over 300,000 customers in a franchise area that covers the cities of Cebu, Mandaue, Talisay and Naga, and the municipalities of Consolacion, Liloan, Minglanilla and San Fernando.

VECO payments now accepted at BDO

By Bong Sanie

VECO customers may now pay their electric bills at any Banco de Oro (BDO) branch nationwide.

Starting Nov. 4, 2010 all BDO branches started accepting cash and check payments for both green and red bills of VECO, even if the due date indicated on the bill has lapsed. A BDO transaction receipt will be issued as proof of payment.

BDO collection reports are electronically sent daily to VECO, so customers are assured that their payments made during the day are posted on VECO's records on the same day.

BDO is VECO's second partner to engage in the collection of over-the-counter (OTC) electric bill payments in 2010, following a deal closed with ZGO in August.

Aside from BDO, VECO's other authorized nationwide collecting banks are UnionBank, RCBC, Bank of Commerce, and Metrobank. Other official third-party collection agents include ZGO on Legaspi St. and at SM, Ayala, and Gaisano South, and through ECPay's USSC (formerly RCPI) – Western Union.

Tough jobs are for ladies too

While only a few women embrace the idea of doing tough jobs, two of Davao Light's project engineers think otherwise.

Electrical engineers by profession, Emiere Daplin and Raquel Caro design projects involving the upgrading of distribution lines.

The design aspect, however, is the easier part as their other tasks are done outdoors.

Under the intense heat of the sun,

these lady engineers coordinate with supervisors leading a few hundred men conducting the actual maintenance. On several occasions, their assignment entails close monitoring using handheld radios. It also requires riding a motorbike during inspection in all phases of the engagement.

Before midnight on Oct. 30 until noontime of Oct. 31, power cables and poles were replaced on a 400-meter double circuit line at E. Quirino Avenue. To keep track of the progress, Daplin stayed at the site until work was completed.



Good power quality equals better customer service

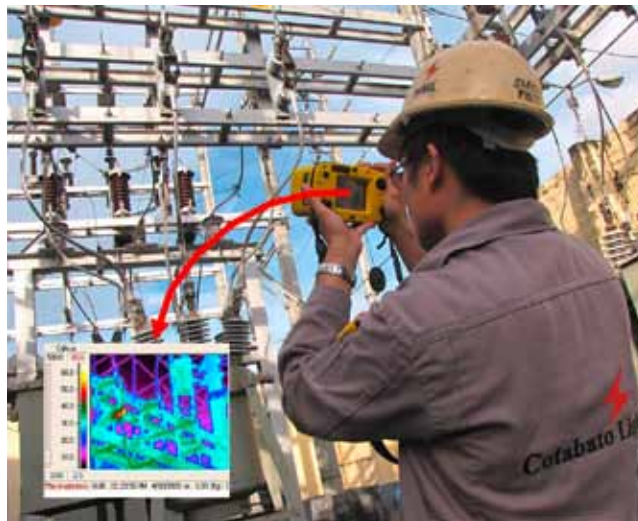
By Gerard Castillon

To fulfill its mission to deliver efficient power supply and provide excellent customer service, Cotabato Light's Power Quality Section conducts a regular check-up of all its power transformers using world-class thermal imaging equipment.

The thermal scanners allow easier detection of defects on lines, line hardware and equipment from afar while it is live and running. The checking can be done without interrupting or isolating the system, and even without opening or touching

its components. The heat dissipated by the equipment or its parts will show its condition. Equipment or parts that register above-normal temperatures mean that the machine has to be commissioned.

Regular check-ups of lines, line hardware and equipment are very important as it helps determine a problem at an early stage, thus enabling its repair before it loses its efficiency. Such practice is considered more cost effective and minimizes or avoids downtime.



Power Quality Engr. Gerard Alvarado thoroughly scans line hardware and equipment at the Sinsuat Substation using world-class thermal imaging equipment as part of preventive maintenance and condition monitoring measures designed to keep all Cotabato Light substations in top condition.

Cotabato Light radio program turns 2

By Gerard Castillon

Two years ago, Cotabato Light launched a radio program considered the first of its kind among Aboitiz companies and a benchmark for corporate communications (CorpCom) strategies.

After turning two last Nov. 8, 2010 the radio program, which airs live at the Notre Dame Broadcasting Company every Saturday from 9 to 9:30 a.m., continues to address customers' concerns by keeping them informed and updated about the power utility's plans, programs and activities.

Topics discussed during the program include industry and company news, scheduled power service interruptions, rate adjustments, anti-pilferage information, billing and collection

concerns, CSR activities, and safety and energy conservation tips.

Also during the program, customers are given the opportunity to interact and air their concerns, make inquiries and raise suggestions.

Analyn Ballesteros, an avid listener, gladly shared her thoughts: "Congratulations! It's already a hobby listening to you every Saturday morning.

"I appreciate your bits of information, company updates and of course, your useful energy tips. Your radio program has made you closer to all especially to your customers and definitely you became our friends on air," Ballesteros added.

Branding and CorpCom Officer Donjie Vertuoso anchors the radio program. His

co-anchors are VP Cris Ferolino, Billing Staff Anna Jane Utod and Planning Design Engineer Cris Ven. Guest anchors include PP Operation Supervisor John Bulosan, collection staff Arlene Valdez, MMD supervisor Oliver Makilang and the rest of the Cotabato Light CorpCom team.



Cotabato Light's radio program continues to be the voice of its concessionaires by being a public service program that informs and tackles issues concerning electricity. On its second anniversary program, on air were (from left) Donjie Vertuoso, Jane Utod, Charlie Jason Venzon and Cotabato Light VP and Resident Manager Crisente Ferolino.

A joint innovation to reduce systems loss

By Ivan Jones Colita

Davao Light representatives recently collaborated with Cotabato Light engineers to come up with ways on how to reduce systems losses in light of the rampant pilferage of power supply.

From Oct. 27 to 29, 2010, Davao Light SEED Supervisor Joe Mascardo and Planning and Design Engineer Jay Duluguin went to Cotabato Light to team up with engineers there on the fabrication of relay-driven circuit breaker, an equipment used to limit the load at designated load centers at high systems loss areas.

The relay-driven circuit breaker is among the innovations by Cotabato Light metering section on how to adapt with changes. Every segment of pilferage-prone areas has also been properly metered and monitored—from the single cluster meter-on-pole installations to a cluster of clustered meters known as elevated meter centers.



Davao Light's Joe Mascardo and Cotabato Light's Rodolfo Garmes, Jr. work hand in hand on a relay-driven circuit breaker.

SOARING HIGH AT SEVEN!

Subic EnerZone celebrates 7th Anniversary

By Anielou Gelacio and Ethel Navarro

With the theme “Soaring High at Seven,” Subic EnerZone Corporation (SEZ) celebrated its seventh anniversary highlighted by the blessing of its administration building’s second floor last Oct. 28, 2010.

To start the day’s celebration, SEZ SVP and COO Dante Pollescas facilitated a team members’ (TMs) meeting where he presented the plans of AboitizPower and the status of SEZ projects.

He also encouraged the team to “recognize that we are here not only to be good, but to be very good...(and that) the greatest barrier to ‘being great’ is settling to ‘being good.’ We should realize that we are all destined to do great things.”

Earlier that day day, Pollescas handed a ceremonial check for P40 million to Subic Bay Metropolitan Authority (SBMA) Chairman Feliciano Salonga as SEZ’s annual payment to the SBMA. The company pays P40 million for the lease of SBMA’s power facilities and other properties in the Freeport Zone.

After the team meeting was the blessing of the administration building second floor and the newly renovated gym. A dinner party and games followed, where winners were given Aboitiz brand items.

A local acoustic band provided the music the entire evening, which was capped by performances of company TMs.

The following day, the TMs distributed gifts to about 120 children ages between 5 and 10 years old from the Pastolan Village in the Freeport.

Each child received a shoebox containing toys, school supplies, assorted candies, and other presents. The children were also treated to fun games and magic tricks by the clown “Amazing Mark.”

In cooperation with the Aboitiz Foundation, the event was made possible through the Samaritan’s Purse organization, a non-denominational evangelical Christian group.



UnionBank opens 5 branches in Metro Manila

By Rey Sanchez

UnionBank marked another milestone as it simultaneously opened five new branches strategically located within Metro Manila, increasing the Bank's total branch network to 183. These branches are at St. Francis Shangri-La Place, Eastwood City, Aurora-Balete Drive, Vertex One-San Lazaro and NAIA Terminal.

The St. Francis Shangri-La Place is located at the ground floor of Tower 1. The Eastwood City Branch is at the G/F Unit 1880-1a Eastwood Building, Eastwood Avenue, Eastwood Cyberpark in Quezon City.

The Aurora-Balete Drive Branch is located at the G/F Marsk Building, Aurora Boulevard corner Balete Drive, Quezon City. The Vertex One – San Lazaro Branch is at the G/F of the Vertex One Building in San Lazaro, Manila. The branch at the NAIA Terminal 1 is located at the ground floor of the International Passenger Terminal Building.



The St. Francis Branch Team with BM Marvin Pagkalinawan and BrM Bon Belleza



The Eastwood Branch Team with RBC officers led by SVP Levi Villanueva (center)

Winning entry for Shop & Talk campaign awarded

UnionBank Credit Cards recently awarded the winning entry for the Shop & Talk viral campaign on Facebook entitled "Shoot, Tag & Win."

The mechanics had three components: The contestant has to upload to the UnionBank Shop&Talk Facebook page a unique photo of a recent purchase to get a chance to win the week's Unique Shopping Photo; solicit "likes" for the uploaded photo/s for a chance to win as People's Choice at the end of the promo period; and choose one or more photos from the weekly photo entries, tag oneself in it and write a creative comment for a chance to win as the week's Most Creative Caption.

The contest generated a total of 264 uploaded photo entries and 1,472 creative captions. The total 1,736 entries were more than the average

150 entries for any digital promo online. Eight photo weekly winners were each awarded an E2120 Samsung phone while eight weekly caption winners were each given gift certificates worth P1,500.

The People's Choice award eventually went to Jennifer Yap, whose entry garnered a total of 6,419 votes/likes. She received P25,000 cash and a Pixon mobile phone from Samsung, a promo co-sponsor.

"Shoot, Tag & Win" used Facebook as a promo platform being the most popular online social network site. Involvement of key influential bloggers like Boy

Kuripot, Everything in Budget, PPESO, No Fera, LetsGoSago and AzrealMerryLand generated increased awareness and number of participants.



People's Choice winner Jennifer Yap (second from left) accepts her prize from UnionBank officers (from left) Mags Surtida, AVP-Cards Marketing; Maripi Garcia, Product Manager; and Manuel Santiago, SVP-Credit Cards Business.



CORPORATE NOTES SIGNING. (Seated, from left) Gerald Abrogar, director, SB Capital Investment Corp.; Wilfredo Talastas, FVP and trust officer, Security Bank-Trust Division; Armin Raquel-Santos, CFO, AboitizLand; Margarita San Juan, SVP, China Banking Corp.; Andoni Aboitiz, president and CEO, AboitizLand; Alberto Villarosa, president and CEO, Security Bank Corp.; and Gerard Dee, vice president, China Banking Corp.; Eduardo Olbes, president, SB Capital Investment Corp.; Jeanette Keh, SVP, Security Bank Corp.; and Maricar Lopez, AVP, Security Bank-Trust Division.

AboitizLand raises P1 billion from maiden notes issue

Aboitiz Land, Inc. (AboitizLand) successfully raised P1 billion in fresh capital via the issuance of privately placed corporate notes recently.

The company will use proceeds from the notes to fund its development projects in Cebu, namely, Ajoya, its first residential development in the Lapu-Lapu/Cordova area; Persimmon North Tower, the second of four 15-storey mid-rise towers that will eventually comprise

The Persimmon, the company's urban village development; and Pristina North Residences, an enclave of terraced townhomes.

In line with its diversification and expansion strategies, AboitizLand is seriously looking at expanding its market and geographical reach aside from cementing its position in Cebu. "AboitizLand plans to further strengthen its foothold in the Cebu market and we have our

sights set on Mega Manila for our future development projects," said company President & CEO Andoni Aboitiz.

Participating noteholders included Security Bank Corp., Security Bank-Trust Division and China Banking Corp. SB Capital Investment Corp. was the mandated lead arranger for the transaction while Security Bank-Trust Division was the designated notes facility agent.

Turnover of Persimmon units begins

AboitizLand, developer of Cebu's first urban village rising in Mabolo, Cebu City, has turned over to its *vecinos* (the company's term for its clients/ homeowners) units at The Persimmon West Tower.

More than 20 residential condominium units on The Persimmon West's 5th and 6th levels were officially handed to their owners in an afternoon cocktail event held last Oct. 14.

With the turnover, AboitizLand has realized its vision of providing its *vecinos* the ultimate real estate experience, with prompt turnover of the properties they have purchased.

Highlight of the turnover event was a discussion of the owner's manual published by the developer and provided to each *vecino*. The handy guide for homeowners contains step-by-step information on installation of unit utilities, availment of clearances, and useful tips on maintaining the character of the condominium unit, and optimizing the life of unit fixtures, among other helpful information.

The Property Management Team, which ensures the smooth move-in and settling in of *vecinos*, and which is the developer's on-site conduit with residents, thoroughly discussed the contents of the owner's manual.

Conducted in signature Cebuano tradition,

each *vecino* was given the items symbolizing the aspirations of new homeowners: rice for abundance, salt to drive away "bad spirits," sugar for sweetness in life and water for life, and to celebrate a beautiful new life in their new homes, a welcome basket with wine, cheese and other goodies.

Consistent with AboitizLand's green advocacy, each *vecino* was also given an eco-bag containing organic house cleaning materials. They were

also toured around the village before they were ushered into their spanking new units.

The Persimmon West is the first of The Persimmon's four residential condominium buildings. Launched in 2008, The Persimmon is AboitizLand's first venture into vertical property development. The Persimmon West was sold out in less than a year. Construction of the village's second tower, The Persimmon North, is ongoing. The Persimmon North was launched last year.



AboitizLand key personnel at The Persimmon West Tower discuss moving in details during the turnover event with vecinos, who were later toured around the village and ushered into their respective units.



"*Wa'y problema*" is the print advertisement that's part of AboitizLand's

"Made for Life" campaign, which is an endearing representation of what the AboitizLand brand is.

The three themes of the campaign--*wa'y problema*, *kahayahay* and *kaya ni nato* capture the essence of the company's brand promise – Nurturing Communities.

"*Wa'y problema*" means having everything one needs literally at his doorstep, allowing him more time for the things that bring such joy to life – rest, relaxation, bonding time with family and friends.

At AboitizLand's The Persimmon, wellness, shopping, dining and services are right next door, at the commercial strip within the village, The Persimmon Plus.

Wa'y problema: AboitizLand's brand promise

The residential-commercial blend is very carefully executed in both Pristina North, its rising community in Talamban, Cebu City, and Ajoya in Cordova on Mactan Island.

Pristina North will have its Town Square, the retail commercial, entertainment and mixed-use area.

Ajoya, a project launched in 2010, offers shophouses along its entrance to put shopping and dining within easy reach of *vecinos*.

"*Wa'y problema*" also means the assurance of a well-planned, well-designed home. It means being part of a nurturing community.

AboitizLand gathers the best talents to design its villages. In its 15 years of service, the company has become the Cebuanos' trusted developer – meticulously crafting villages that fit *vecinos'* constantly evolving lifestyles.

Aside from exceptional planning and design, professional property management is also the hallmark of all AboitizLand communities.

The Property Management Team in each project helps *vecinos* from their moving in, to installing utilities, to maintaining the village—ensuring that amenities are kept in top condition and that other services are easy to access.

Robinsons Supermarket opens at Pueblo Verde

By Arianne Jenille Manzo

Providing added convenience to Mactan residents, Robinsons Supermarket officially opened its branch at Pueblo Verde in Lapu-Lapu City last Oct. 28, 2010. It is Robinsons' 52nd branch nationwide and the fourth in Cebu.

AboitizLand CEO Andoni Aboitiz, Robinsons President Robina Gokongwei-Pe, Lapu-Lapu City Mayor Paz Radaza and young actress Melissa Ricks were present at the opening and blessing.

Andro Yumang, assistant manager of AboitizLand's Commercial Leasing and Management Unit, said that with the addition of the Robinsons Supermarket in Pueblo Verde's blend of dining, retail, service, and modern office facilities, "residents, visitors, and workers in the nearby Mactan Economic Zone 2 can look forward to a more vibrant and active Pueblo Verde."

And as more new and exciting concepts in food and entertainment come in next year, Pueblo Verde will continue to become one of the major places to go to in Mactan.



AboitizLand CEO Andoni Aboitiz, Lapu-Lapu City Mayor Paz Radaza, actress Melissa Ricks, Robinsons President Robina Gokongwei-Pe graced the opening. The Robinsons Supermarket blessing and ribbon cutting was well attended by the Mactan community.



AJOYA CLUBHOUSE GROUNDBREAKING. All is set for the construction of the Ajoya Clubhouse. Mobilization for the project began on Nov. 10, 2010; it is due for completion in the third quarter of 2011. Present during the Nov. 13, 2010 groundbreaking at the clubhouse site were (from left) Globert Fernandez, construction management officer; Grace Lepiten, sales manager; Allan Alfon, AVP-External Affairs; Manuel Arbues II, VP for Marketing and Sales Team; *vecino* Jun Tumalak; broker and *vecino* Rosemary Plando; and Mrs. Soledad Tumalak.

President Aquino leads naming rites for biggest THICI vessel

By Rianne Tecson

President Benigno Aquino III led the naming and delivery ceremonies last Nov. 10, 2010 of the biggest vessel to be built in the country by Tsuneishi Heavy Industries (Cebu), Inc. (THICI) in Balamban, western Cebu.

The traditional Japanese ceremony was observed during the naming of the vessel—the mv Tenshu Maru. President Aquino then “cut the line” as a symbolic christening of the vessel before it made its maiden voyage.

“We are honored by the roles that (THICI) and the Aboitiz Group...played in this victory. Thank you so much for the investments you have made, for the jobs you have provided our people, for the trust and the confidence in our nation, and for expressing your solidarity with our agenda of hope,” the President said in his speech that followed the less-than-five-minute ceremonies.

Joining the President in the event were Tsuneishi Group Chairman Makoto Kambara, THICI President Shinji Watadani, Aboitiz Group officials led by Aboitiz & Company President Erramon Aboitiz and Chairman Jon Ramon Aboitiz, Finance Secretary Cesar Purisima, Energy Secretary Jose Rene Almendras, Cebu Gov. Gwendolyn Garcia, Rep. Pablo John Garcia (Cebu, 3rd district), Balamban Mayor Ace Binghay and other local government officials. Philippine Economic Zone Authority (PEZA)

Director General Lilia de Lima was also present.

In his speech, Jon Ramon Aboitiz announced that the combined production of THICI and Hanjin Heavy Industries in Subic has made the Philippines the fourth largest shipbuilder in the world. He also said that THICI is fully booked for orders until 2013 and that the company plans to hire 2,000 more workers in the next two years, aside from building more shipbuilding facilities.

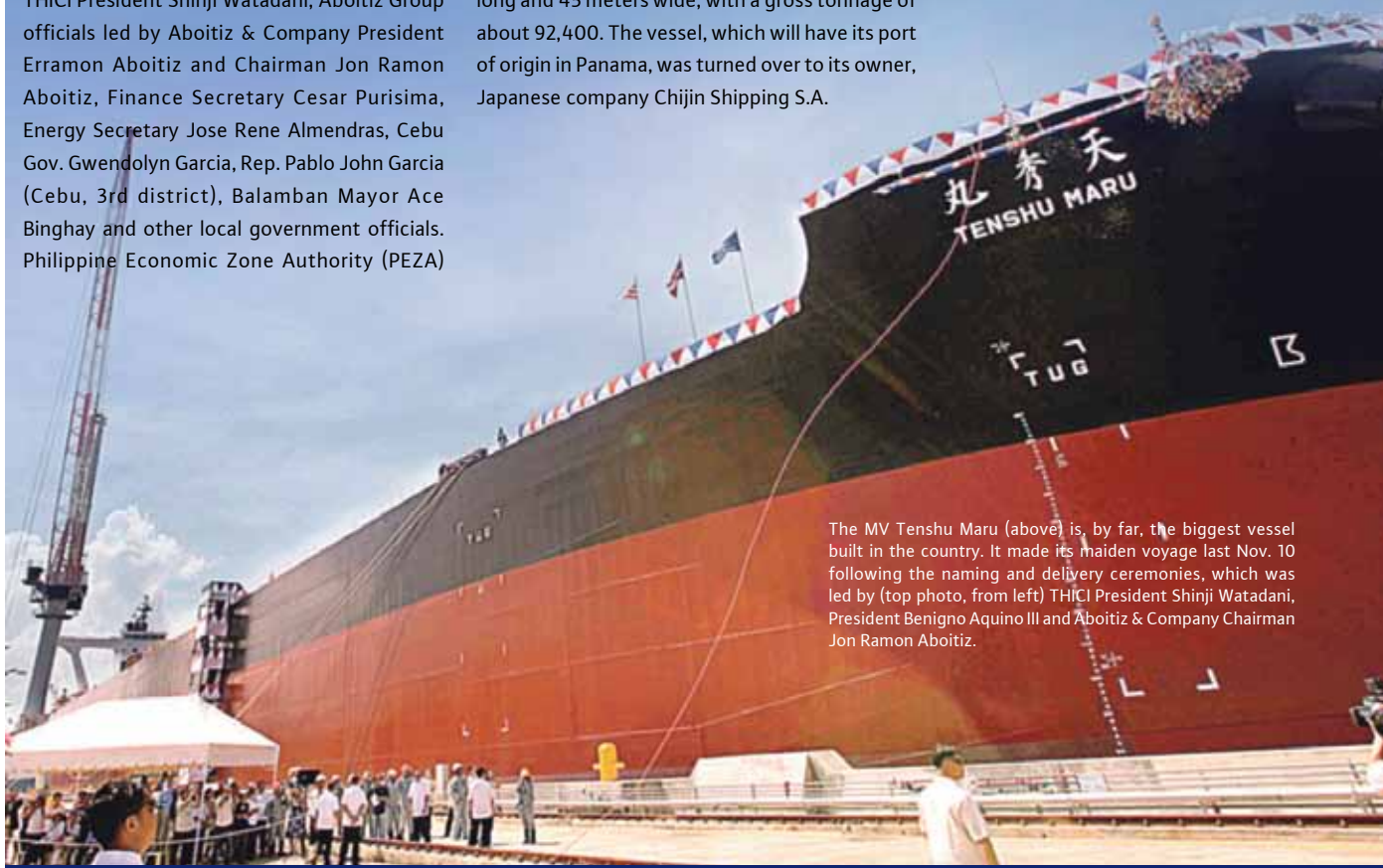
Watadani, for his part, thanked the Balamban community and the workers of THICI for their support in building the mv Tenshu Maru. He also assured provincial government officials of the company’s support by providing more employment opportunities and other projects for residents.

The 120th vessel built by THICI, the mv Tenshu Maru, a 180,000-DWT bulk carrier, is 286.9 meters long and 45 meters wide, with a gross tonnage of about 92,400. The vessel, which will have its port of origin in Panama, was turned over to its owner, Japanese company Chijin Shipping S.A.



The name Tenshu Maru is derived from a combination of three names that have had a significant impact on the operations of the Tsuneishi Group, of which THICI is a part.

Ten is the symbol letter of the Tsuneishi Group and comes from mv Tenshamaru, which was instrumental in the shipbuilding group’s development in the 1950s. Shu, on the other hand, is part of the name of Tsuneishi’s founder while Maru is usually included in the name of Japanese vessels.



The MV Tenshu Maru (above) is, by far, the biggest vessel built in the country. It made its maiden voyage last Nov. 10 following the naming and delivery ceremonies, which was led by (top photo, from left) THICI President Shinji Watadani, President Benigno Aquino III and Aboitiz & Company Chairman Jon Ramon Aboitiz.

Metaphil holds Recognition Night

By Zeny Novabos

Some 450 Metaphil *kaubans* from Balamban town and Mandaue City took center stage as the company celebrated its Recognition Night last Oct. 29, 2010 at the Casino Español de Cebu.

The highlights of the event included the recognition of service awardees, and the giving of the MVK (most valued *kauban*) award and other special awards to performing individuals and teams, promotions, partners, suppliers and subcontractors.

That night, Metaphil also launched its newest communication tool, the eKauban Builders.

Metaphil Chairman and CEO Roberto Aboitiz warmly thanked all *kaubans* (teammates) for using their *bugsay* (paddle) and “making Metaphil the number one construction and fabrication company.”

Metaphil President and COO Napoleon Pe, Jr., for his part, said “the recognition night was the first of a kind as *kaubans* will no longer spend on attires and, in so doing, promote the Metaphil brand.” For the first time, *kaubans* wore the company uniform.

The event was filled with fun, more so that selected *kaubans* entertained the team with songs, dances and a live band.

Aside from the service awards, MVK, special awards, most valued supplier, most valued subcontractor and gold supplier award, the following teams were recognized for their ISO audit involvement: Corporate Office, Human Resource, Heavy Equipment & Maintenance, Marketing, Contracts & Claims, Quality Assurance/Safety, Estimating, Engineering Design & Detailing, Information Technology, Procurement, Operations & Fabrication, Project Control, Construction (THICI Project) and Productivity.

The Technical Education Skills Development Authority 7, the Department of Labor and Employment 7 and Reintegration For Care & Wholeness Foundation, Inc. were also acknowledged as Metaphil's valued partners.



10-YEAR SERVICE AWARDEES



15-YEAR SERVICE AWARDEES



20-YEAR SERVICE AWARDEES



MOST VALUED KAUBAN



30-YEAR SERVICE AWARDEES



METAPHIL

10 Cebu City schools receive science laboratories

By Beryl Ann Manching

Ten public high schools in Cebu City can now expect improvement in the performance of their students in science subjects after receiving new science laboratories.

The donation was made possible by the Aboitiz Foundation, Inc., in cooperation with the Cebu City Government. The series of turnovers was done from Sept. 27 to 30, 2010.

The 10 public high schools that received the science laboratories were Pit-os, Talamban, Camp Lapu-Lapu, Busay, Ramon Duterte, Tisa, Bulacao, Pardo, Don Vicente Rama and Babag Integrated School.

Cebu City Vice Mayor Joy Augustus Young said the donation is a big help to the students, who will now get to see the equipment and other facilities that are mentioned in class discussions.

"We keep on focusing on the theories but not the real thing. *Lisod nang dili mo (students) kita sa tinuod,*" he said.

Department of Education (DepEd) Cebu City Division Schools Superintendent Dr. Rhea Mar Angtud cited an instance where one school that qualified for the final round in a science contest failed to win because the contestants have never seen a litmus paper before.

Angtud said that getting a complete science laboratory is very expensive, which made



Aboitiz Foundation EVP and Managing Trustee Sonny Carpio hands over a balance beam to a student from Camp Lapu-Lapu National High School as a symbol of the Foundation's support for the improvement of public schools' performance in science, both in the lecture and laboratory classes.

DepEd happy to receive assistance from Aboitiz Foundation.

"Aboitiz Foundation is glad to give assistance to deserving schools," Aboitiz Foundation manager Danny Cerence said. "Making these students better-equipped will make them excel. Jon Ramon Aboitiz, our president, would always say that 'A better educated youth means a better Philippines.'"

Aboitiz Foundation EVP and Managing Trustee Sonny Carpio originally planned this

project idea with Young, which led to its first implementation in Cebu City. The Foundation plans to replicate this project in key cities in Cebu in the succeeding years.

Seventy percent of the fund came from Aboitiz Foundation, while the City Government put up a counterpart of 30%. The science laboratories are good for all high school science subjects like integrated science, biology, chemistry and physics.

More computer laboratories refurbished

Five of the top-performing schools being supported by the Aboitiz Foundation now have refurbished computer laboratories, aside from getting computer sets, for them to use.

These five were Jugan National High School and Nangka Elementary School in Consolacion, Cabancalan and Subangdaku elementary schools in Mandaue, and Carreta Elementary School in Cebu City. Separate turnover ceremonies were held on Oct. 18 and 19, 2010.

"This is part of our integrated computerization program's continuity," said Sonny Carpio, Aboitiz Foundation EVP and managing trustee. "We recognize the need to equip our students with computer skills for them to become



Pupils of Nangka Elementary School gladly receive their refurbished computer laboratory from Aboitiz Foundation EVP and Managing Trustee Sonny Carpio (fourth from left).

more competent in the future."

Aboitiz Foundation's next move under computerization is to look for schools without computer teachers and provide full-time ICT

teachers for these. This project was borne from the fact that the DepEd has no item for computer teachers.

Aboitiz Foundation is currently testing this project in three schools to determine its success.

Upon hearing about the Foundation's plans, Cabancalan school principal Aliena Quimque said, "It's a good start. You could not imagine the children's enthusiasm during ICT class."

Assistant Schools Division Superintendent Dr. Nimfa Bongo thanked the Foundation for the "infinite blessings" it has given

to public schools. "For the teachers, now that you've seen Aboitiz Foundation's commitment to education, may you too be inspired to teach," she said. *-Beryl Ann Manching*

Aboitiz Foundation integrated computerization program goes a notch higher

By Beryl Ann Manching



Aboitiz Foundation President Jon Ramon Aboitiz is joined by EVP & Managing Trustee Sonny Carpio and education supervisor Victorina Veloso (2nd from right) during the MOA signing. Others present were principals of the beneficiary schools and the newly hired IT teachers.

Seeing the need for public schools to catch up with advancements in information technology (IT), the Aboitiz Foundation, Inc. has embarked on a new project that will bring its integrated computerization program to new heights.

Last Nov. 8, 2010, the Foundation signed a memorandum of agreement with three public schools in Cebu that will have one IT instructor assigned to each school to teach the subject for eight hours a day. These schools are Banilad Elementary School, Camp Lapu-Lapu Night High

School and Punta Princesa Night High School.

"As we shift from an industrial to a knowledge economy, IT will play a key role in our lives," Aboitiz Foundation president Jon Ramon Aboitiz said in his rationale. "This prompted us to be more aggressive in our campaign to see more schools with access to computers and students with the capability to use them."

Under its integrated computerization program, the Foundation donates licensed computer sets, multi-media packages and computer laboratories

to deserving public schools throughout the country. It also refurbishes computer laboratories as the need arises to make sure that students have continuous access to computers.

"But that is not where we want to end," Aboitiz added. "We want to make sure that these programs are sustained, and be assured that what we are giving is well-used and maximized."

Aboitiz Foundation considers placing computer teachers in public schools and having them teach regular computer classes as a supplement to its existing equipment donations, thus making its intervention holistic.

The Department of Education currently has no item for computer teachers. In regular public schools, IT is just one part of *edukasyong pangkabuhayan at panlipunan* (or technology and livelihood education). Making IT a full subject and subsidizing the IT teachers' salary is how the Foundation intends to help.

The project is presently undergoing a test run in the three schools. "After monitoring and evaluating its success, we intend to replicate it next year in other deserving schools so we may extend our assistance to them as well," EVP & Managing Trustee Sonny Carpio said.

On behalf of the three school principals, Belinda Navaja of Camp Lapu-Lapu Night High School gratefully accepted the Foundation's assistance. "We recognize our huge role in this endeavor. It is just right that we do our part in educating our students well, so we may equip them with the right skills that will help them succeed in the future."

Cooperatives receive training on credit management and internal control systems

By Beryl Ann Manching

The Aboitiz Foundation conducted a credit management and advanced internal control systems training for representatives of 19 cooperatives from all over Cebu last Nov. 24 to 26, 2010 in Banilad, Cebu City. The cooperatives were the Foundation's partner-implementors in various microfinance programs.

The training aimed to enhance the cooperatives' internal control systems, policies and reporting procedures as these greatly affect the efficiency of their projects. It is part of the Foundation's capability building and skills training activities under enterprise development, sharing its own strength in the area of processes.

The participants said the most interesting part of the training was the product design

workshop, where each cooperative presented their design and policies on credit and lending services. Resource speakers Joel Donan and Aboitiz Foundation Senior Project Officer Rowena Astillo then gave constructive evaluations of the presentations.

"Overall, it was a meaningful training. The topics were well discussed and we are glad to learn new things that we can apply as we run our cooperative," said Virginia Gayo of the Uling Multi Purpose Cooperative of Naga City.

"This is our way of showing our commitment to our partners in building viable communities," Astillo said. "We want to let them know that the



Nineteen cooperatives joined Aboitiz Foundation's most recent capability building and skills training on credit management and internal control systems, which was spearheaded by senior project officer Rowena Astillo (leftmost, third row) and community organizer Ivan Covacha (rightmost, second row). These cooperatives, who are the Foundation's partner-implementers in different microfinance projects, come from all over Cebu province.

Aboitiz Foundation is not just here to give grants or funding for project implementation. We also want to give them adequate tools and enhance their skills in managing their little businesses. This is our way of molding them to be successful entrepreneurs."

Aboitiz Group supports resettlement project with P5M donation

The Aboitiz Group recently turned over a P5-million check in support of ABS-CBN Foundation Inc.'s (AFI) Bayanijuan project, the first of five annual donations of the same amount committed by the Group.

Bayanijuan sa Southville 7 in Calauan, Laguna is the official resettlement site of Kapit Bisig Para sa Ilog Pasig, AFI's Pasig River rehabilitation program. The 107-hectare site is now home to 5,100 families who used to live under the bridge and along *esteros* of the Pasig River.

AEV, Aboitiz Foundation, UnionBank, ATS and SNAP each donated P1 million to the fund, which covers the cost of construction of a training and

livelihood center in Barangay Dayap, Calauan, Laguna. The building will later be turned over to the homeowners' association.

AFI Managing Director Gina Lopez said, "This is a very generous donation of P5 million for

livelihood in Calauan. This will be used to build a center there and that's a key strategic point towards the development of this resettlement site. The resettlement site is crucial to the Pasig River Project success and I really want to thank the Aboitiz family. They've been superb!"

For his part, Aboitiz Foundation President Jon Ramon Aboitiz said, "The Kapit Bisig Para sa Ilog Pasig is a very important project and the Aboitiz Group is very happy to be a part of it. We share the passion

of the ABS-CBN Foundation and its partners in cleaning up the river."

AEV President & CEO Erramon Aboitiz and UnionBank Chairman & CEO Justo Ortiz were also present during the check turnover were.



At the ceremonial check turnover were (from left) AEV President & CEO Erramon Aboitiz, ABS-CBN Foundation Managing Director Gina Lopez, Aboitiz Foundation President Jon Ramon Aboitiz, and UnionBank Chairman & CEO Justo Ortiz.

ERUF receives more assistance to save lives

By Beryl Ann Manching

On its 24th anniversary last Sept. 13, 2010, the Emergency Rescue Unit Foundation (ERUF) received P150,000 as financial assistance from the Aboitiz Foundation to fund its day-to-day rescue operations and continue servicing the Cebuano community.

At the check turnover were Aboitiz Foundation President Jon Ramon Aboitiz, EVP and Managing Trustee Sonny Carpio, and ERUF Director for Operations Medardo Batiller, who led a full force

of 21 volunteer paramedics.

Aboitiz Foundation gives this annual donation to support non-government institutions like ERUF that display exemplary performance, champion volunteerism and show the same passion Aboitiz has for service.

In 1986, ERUF started with less than 60 members receiving no monetary compensation. It had very meager funds and its equipment and vehicles were either donations or restored from

scrap materials.

Today, with the help of private organizations and the local government, ERUF boasts of modern equipment and is the only rescue unit in the country hosting a multi-response capability with internationally qualified complements for various rescue situations. Aside from being recognized nationally and internationally, ERUF's paramedics take pride in pursuing its vision of making Cebu a safer community.



IN FULL FORCE. The Emergency Rescue Unit Foundation team with Jon Ramon Aboitiz and Sonny Carpio and key ERUF officials (middle row, from left) operations head Medardo Batiller, board members Dr. Jesus Ravanes and Charlie Taguiam, and board treasurer Mona Li.



SUPPORT FOR THE DIFFERENTLY ABLED. Aboitiz Foundation EVP and Managing Trustee Sonny Carpio (second from left) shakes hands with Junior Chamber International Cebu-Mactan Channel president Eli Espina as he turns over the Foundation's P20,000 support for the First Arleigh Sitoy Run, Walk, and Roll For A Cause. The turnover was graced by Provincial Board Member Sitoy himself (3rd from left) and AboitizLand community relations officer Corazon Baybay (leftmost).

Aboitiz Foundation, Hedcor grant livelihood loans

By Joey Matias & Genevieve Toledo

The Aboitiz Foundation and Hedcor have granted soft loans to two cooperatives in the company's host communities to assist them in their livelihood projects.

The Lamut Multi-Purpose Cooperative (MPC) from Beckel, La Trinidad will use the P250,000 loan to buy seedlings, fertilizers and pesticides for cutflower production. The project is expected to generate an estimated income of P45,000 for the cooperative and about P125,000 for each of the 10 members who will propagate and sell the cutflowers.

The Sal-angan Banget MPC from Ampucao, Itogon was granted a P180,000 loan that will be used to buy piglets, feeds, insurance and other nutritional needs for the coop's swine-raising project. Four months after the project starts, the cooperative will have a potential income of about P15,000, while its four members who will raise the hogs will earn about P14,000 each.

The loans granted were based on the proposals submitted by the two MPCs to the Aboitiz Foundation through Hedcor. The checks were turned over to them on Oct. 28, 2010 along with a memorandum of agreement (MOA) signed by the Aboitiz Foundation, Hedcor, through its SVP Chris Faenar, and the MPCs. The MOA also covers the terms of payment.

The loans will be paid back with a 2% monthly interest. A 50% reimbursement of the interest will be given back if the cooperatives will pay their loans before the maturity date.

During the check turnover ceremony, PANC Territory Business Manager Maribel Damaso discussed different swine raising methods, swine care and feeding techniques practiced by the company.

In July, cooperatives from La Trinidad, Bakun, Sablan and Itogon, all host municipalities of Hedcor, were trained on how to create their project proposals subject to feasibility assessment and approval by the Aboitiz Foundation to determine if a loan will be granted.

SNAP-Magat aids typhoon Juan-hit Isabela



About 1,000 families affected by typhoon Juan in northern Isabela received food packs from SNAP-Magat, Inc. as part of the company's relief operations for significantly hit areas last October. The SNAP-Magat team led by Site

and Maintenance Manager Willy Ferrer (third from right) delivered the relief supplies to the Ilagan capital in Isabela. The relief goods were accepted by the Provincial Social Welfare Officer, and witnessed by local government officials.



BLOOD DONATION. Davao Light employees and their families participated in a daylong bloodletting activity last Oct. 2, 2010 as part of its commitment to help the Philippine Red Cross. The company's Community Relations and HR Departments jointly initiated the event in support of Davao Light's Labor-Management Council.



FEEDING PROGRAM FOR KIDS. Hedcor Sibulan team members assist students from Tudaya Elementary School who were recipients of a two-month feeding program sponsored by the AboitizPower subsidiary. The program served students with food rich in carbohydrates, protein and calcium. The feeding program supports the United Nations' Millennium Development Goal to provide proper and balanced nutrition, which is essential to aid the physical and mental growth of children especially those that are in their primary education. Tudaya Elementary is one of the host schools of the HIS-owned 42.5-MW Sibulan Hydropower Project in Sta. Cruz, Davao del Sur.
—Angelica May Aquino

Davao Light turns over new library hub building

By Vic Sumalinog



Davao Light EVP Art Milan (third from left) hands over to DepEd Division Superintendent Helen Paguican the ceremonial key to the newly constructed library hub for the second district of Davao City. The hub is inside the campus of F. Bustamante Central Elementary School in Tibungco.

The Department of Education (DepEd) in Davao City now has a new library hub equipped with books and facilities that are learning aids for students.

Davao Light & Power Company recently turned over to DepEd the library hub located at the F. Bustamante Central Elementary School campus. The hub has a librarian's office, a conference and computer room, a bookbinding room, a comfort room, and bookshelves. All windows are in steel casement and have built-in iron grills to ensure the security of books.

The project is part of Davao Light's continuing support to the DepEd's

"Adopt-a-School" program. It cost about P1.5 million with the electric utility putting up P1.350 million. The Davao City Government, under then Mayor Rodrigo Duterte, put in P150,000 as counterpart.

Davao Light EVP Art Milan, during the turnover ceremony, told DepEd officials that in partnering with the city government, the company was guided by its motto of "Passion to Serve."

Davao City Mayor Sara Duterte thanked Davao Light for being supportive to the cause for literacy. She cited the many city-initiated programs where Davao Light made its assistance readily available.

Hedcor Davao communities benefit from educational assistance projects

Students of Hedcor's host communities in Davao del Sur recently received a refurbished school building and stipend allowances from Hedcor, Inc., in partnership with Aboitiz Foundation, Inc.

The Tugbok High School (THS), an adopted school of Hedcor, was given a refurbished school building. The refurbishment included cleaning works, painting of the walls, and concreting of cracked walls. The school building, donated by Hedcor in February 2008, is seen to provide a good learning environment for the school's more than 800 students.

Barangay Tugbok is host to Hedcor's Talomo hydropower plants.

Aside from the refurbished school building, Hedcor and Hedcor Sibulan, Inc. also granted financial assistance to 30 top high school students of their respective adopted schools.

High school students from the THS, Catalunan Pequeno High School, Mintal Comprehensive High School in Davao, and Sibulan High School and Tudaya in Davao del Sur received more than P90,000 of stipend allowances for the whole school year.

The stipend aims to assist the students with their expenses on books, transportation, and allowance. *—Angelica May V. Aquino.*



Turnover of the Tugbok High School refurbished building.

VECO promotes IT in Tungkop, Minglanilla

The Tungkop National High School in Minglanilla town received 10 brand new computer units and a printer, and was given a year's worth of Internet access from the Visayan Electric Company (VECO) as part of the company's commitment to corporate social responsibility.

VECO VP for Administration and Customer Service Group Ricardo Lacson Jr. facilitated the turnover together with Tungkop National High School principal Zenita Obeso, students and PTCA president Teofilo Omambac.



Tungkop National High School Principal Zenita Obeso and students of Tungkop National High School receive the computer units with Internet connection from VECO VP-Administration and Customer Service Group Ricardo Lacson, Jr. At extreme left is PTCA President Teofilo Omambac.

In her welcome address, Obeso thanked VECO for the donation and assured to take care of the facility to benefit more students in the future. Lacson, in his speech, promised to implement more CSR projects in Minglanilla. *—Judith Ocana*



HEDCOR SUPPORTS OSYs, e-LIB. La Trinidad Mayor Gregorio Abalos and town councilors (top photo) receive a from Hedcor SVP Chris Faelnar P60,000—check for the Internet subscription fee and maintenance of the municipality's e-library. Launched in 2005, the e-library is equipped with six stations that have DSL and broadband connections. Below, Hedcor Community Relations Officer Romeo Catingub orients 12 out-of-school scholars (OSYs) from Hedcor's host communities in Benguet during the opening of their month-long welding course. The training conducted by the Technical Education and Skills Development Authority is part of the educational assistance extended by Hedcor and the Aboitiz Foundation. The scholarship includes full payment of the entire course, the power tools used and transportation allowance. The OSYs who underwent training in 2009 are now working for Hedcor in the maintenance and repair of hydropower system components. *—Joey Matias*

Pilmico donates two-classroom school building

Pilmico Foods Corp. and the Aboitiz Foundation turned over a two-classroom school building to Northeast II-A Central School in Dalipuga, Iligan City last Nov. 17, 2010.

The school building is equipped with complete toilet facilities, plastic armchairs, and black boards. Each classroom can accommodate up to 50 elementary level students.

Pilmico President & CEO Sabin Aboitiz and Department of Education (DepEd) Assistant Superintendent Fely Yu led the ribbon cutting and turnover ceremony.

In his message, Aboitiz said he is

hopeful the company “will be able to leave a legacy to Iligan that will be a surprise to everyone.”

In her acceptance speech, school principal Nila Buhion thanked the benefactors and promised to take good care of the building and maximize its utilization.

Yu also said DepEd will monitor the use of the building as well as the teachers in order to facilitate the learning of the students.

Pilmico VP for Operations Reano Gumalo, CSR Chair & Administrative Officer Maria Fe Capistrano, and other Pilmico team members were also present at the ceremony.



Pilmico Foods President & CEO President Sabin Aboitiz cuts the ribbon to formalize the turnover of the classroom building to DepEd. Assisting him is Assistant DepEd Superintendent Fely Yu.



DONATION OF LIBRARY KITS TO CAPAS SCHOOLS. Pilmico Animal Nutrition Corp. (PANC) recently donated library kits to the Capas East Central and Lawy Elementary School, both in Capas, Tarlac, as part of its program to support education-related initiatives. Members of PANC's Community Relations Committee and representatives from the two schools witnessed the turnover ceremony. The company also refurbished the library of Dolores Elementary School in Capas.

Pilmico sponsors Capas Brain Show 2010

Pilmico Animal Nutrition Corp. (PANC) and the Aboitiz Foundation recently sponsored the Capas Brain Show 2010, with the theme, “Bringing Ambition to Life”, which was participated by students of 20 elementary schools in Capas.

There were three representatives from grades four to six for every participating school. A series of easy-to-difficult questions covered the elimination round and into the championship round. Lawy Elementary School emerged champion, with AD Jimenez in second place and Aranguren Integrated School at third.

The winners received cash prizes: P15,000.00 for the champion; P12,000.00 for the second placer, and P9,000 for the third placer. The winning schools were also given a computer showcase for the champion and multimedia packages for each of the runners-up.

Interschool competition to gauge future computer geniuses

By Marxianne Quijano

Some 36 students from three elementary schools in Iligan City took part in an inter-school competition last Nov. 5, 2010 to test their knowledge in computers and its applications. The students came from Northeast II-A Central School, Severo Sara Memorial School and Luinab Elementary School.

Now on its fourth year, the interschool computer competition was hosted by Pilmico to gauge the computer skills of students from the three schools who were beneficiaries of an integrated program of Pilmico and the Aboitiz Foundation.

The students showed their computer proficiencies in five contest categories—theory and hands-on applications in Microsoft Word, Excel, Powerpoint and Paint. Winners were awarded with various medals and cash prizes.

Department of Education Division Superintendent Cherry Mae Limbaco, Pilmico Administrative Officer Maria Fe Capistrano, HR Officer Roly Ann Claro and the principals of the three schools attended the event.



Nurturing arts and culture appreciation in kids

By Arianne Manzo



AboitizLand CEO Andoni Aboitiz telling history through old Chinese ceramic shards collected around Cebu.

AboitizLand – Arts and Culture Heroes, in coordination with the Ramon Aboitiz Foundation, Inc.'s (RAFI) Kids at the Museum program, organized a historical field trip for Grade 6 students of the Don Calixto Yangco Sr. Elementary School, an adopted school of AboitizLand.

The group visited Mandaue's Bantayan sa Hari, Casa Gorordo and Fort San Pedro to let the kids appreciate Cebuano heritage and culture through singing of Cebuano songs, playing *tigmo-tigmo* (riddles) and *takyan*, and eating *binalot* and celebrating anything Cebuano. The kids were also treated to a Cebuano storytelling session and a chance to view AboitizLand CEO Andoni Aboitiz's personal collection of old Chinese ceramic shards.

Aboitiz said, "The excitement and wonder in their eyes as they experienced the whole day—from the games to the shards" is enjoyable, and that even "if just one or two decide to pursue a career in arts then it would have been doubly worthwhile!"

This activity is part of AboitizLand's seven-month "You Too Can Be A Hero" CSR program for the school, and is an expression of the company's brand promise of nurturing communities. This program consists of learning sessions conducted by AboitizLand volunteers every Friday afternoon for the school's grade 6 students. Aside from the Art and Culture Heroes that focus on art appreciation, other learning enhancement sessions in Math, Science, English and self-development are also being conducted.



PILMICO LIFE SUPPORT & FIRST AID TRAINING. To celebrate its 48th year in flour milling and its second year in feedmill operations, Pilimco Foods Corp. and the Philippine Red Cross Iligan Chapter worked together to conduct Basic Life Support and First Aid Training to 20 team members last September. The training aimed to equip Pilimco employees with the necessary skills on how to handle emergency situations, properly administer cardio-pulmonary resuscitation, manage first aid, do bandaging techniques, and emergency transfers. In the culminating activity, Red Cross members staged different emergency scenarios to test how much the participants learned from the training. –Marxianne Quijano

2nd Pink October a success

Around 300 beneficiaries comprising ME22 employees and residents of Basak, Lapu-Lapu City availed themselves of free medical services during AboitizLand's 2nd Pink October at Pueblo Verde, Lapu-lapu City last Oct. 23, 2010.

Jamila Liwalug, Pueblo Verde commercial leasing associate, said the event was an effort of various groups to disseminate information about breast cancer while rendering free medical consultation, dental check-up, tooth extraction and breast check-up. Liwalug said that Pink October 2010 was "bigger and better" where more partners and sponsors joined and supported the event.

Dr. Joseph Lim of I Can Serve Foundation gave a brief overview on breast cancer, while Micheline-Kierulf Farrarons and Marissa Alcosoba shared testimonials as breast cancer survivors.

The Air Force of the Philippines and Dr. Mary Hazel Odchigue-Pacayra provided dental assistance while LH Prime gave free breast check up. 360 Pharmacy and SV More Pharma gave free medicines and offered discounted medicines and vitamins.

ME22 and Pueblo Verde are industrial and commercial communities, respectively, of AboitizLand. –Arianne Manzo



Pilmico, CMEDFI teach Camotes womenfolk baking, hograising

By Farah Curaza

Representatives from the Pilmico Group spearheaded the day-long Camotes Businesswomen's Summit last Nov. 5, 2010 to teach residents skills that may open livelihood opportunities for them.

The summit, organized by the Cebu Micro-Enterprise Development Foundation, Incorporated, had Pilmico Foods Territory Business Manager Mark Daruca sharing important insights on bakery business strategies. Following his talk was a short cooking demo where some participants were given a free hand to participate.

Representatives from Pilmico's Feeds Division discussed with participants the merits of their Diamond Program, Pilmico's proven model for profitable hog-raising and swine production.

Camotes Island's main source of livelihood is fishing and farming. By teaching the women new skills, Pilmico provides them with new opportunities to grow and elevate their economic stature.



Pilmico Flour Territory Business Manager Mark Daruca (left) supervises a participant during a baking demo in Camotes. The baking demo and accompanying lecture on Bakery Business Strategy were among the activities in the recently held Camotes Businesswomen's Summit organized by Cebu Micro-Enterprise Development Foundation, Incorporated of the Ramon Aboitiz Foundation, Inc.

Public exposure, post awards program for Triennials laureates held

By Nancy Cudis



Awardees and finalists of the Ramon Aboitiz Foundation, Inc. (RAFI) Triennial Awards shared their inspiring stories to the public through fora and learning visits during the public exposure and post awards engagement program organized by RAFI in Davao last Nov. 20–23, 2010 as a way of increasing public awareness and understanding of their advocacies.

The program was composed of the RAFI Triennial Awards Xchange Series 7, a face-to-face encounter between and among the awardees, finalists, and other participants to increase awareness and understanding of the advocacies

of the laureates through learning visits; 3rd Circle of Laureates Conference, which gathers the laureates to consolidate and plan their initiatives in the next three years; and 2nd Leaders of Change Forum where the laureates showcased to the public the various programs and projects they have implemented.

Among the individuals and institutions from the Circle of Laureates who participated include Upi, Maguindanao former mayor and incumbent vice mayor Ramon Piang Sr., Domingo Tadena, Brokenshire Integrated Health Ministries Inc., Institute of Primary Health Care, Glicerio P. Lucrecia, SOS Children's Village Calbayog, and Edilberto Lantaca, Jr.

Together with some youth scholars from RAFI, they visited the Institute of Primary Health Care, Maharlika Foundation, Philippine Eagle Foundation, Malagos Garden Resort, Mrs. Soledad Duterte, Boystown Davao, Visayan Forum

Foundation Inc., and Mindanao Baptist Rural Life Center.

The RAFI Triennial Awards was created in 1996 to give recognition to individuals and institutions in the Visayas and Mindanao who make significant contributions to social development. It is one of the capabilities of RAFI in its comprehensive approach to elevating lives and communities.

RAFI holds Children's Festivals in Cebu towns

The Ramon Aboitiz Foundation, Inc. (RAFI) brought the Children's Festival to four towns in Cebu—San Francisco, Camotes Island; Pilar, Camotes Island; Oslob and Barili—in October and November where a total of 2,000 children experienced fun and learning.

The event aimed to help less fortunate children cope with their different vulnerabilities in a healthy way and regain a positive self-concept in developing their full potentials. RAFI partnered with the towns' local government units (LGUs) in spearheading the festival and have entrusted to the LGUs the selection of the children participants.

"Bringing the Children's Festival to the municipalities outside Metro Cebu hopes to address the clamor of the partner organizations since there are no similar event organized for less fortunate children offering them opportunities to enjoy, learn, and experience fully what it means to be a child," said Anabelle Fajardo, deputy executive director of RAFI's Dolores Aboitiz Children's Fund.



FUNDING FOR DEVELOPMENT PROJECTS. Aiming to uplift human dignity, provide quality basic education, and contribute to community transformation, RAFI will fund education-related projects of the Tambuyog Development Center and the Faculty of Education of the University of the Philippines Open University (inset). The two recipient institutions signed a memorandum of agreement with RAFI last November. RAFI President Roberto Aboitiz, Tambuyog Development Center Executive Director Arsenio Tanchuling, UPOU Chancellor Grace Alfonso, and other key project partners, were present at the MOA signing. –Jan Montilla



RAFI journeys to the past on Founder's Day

By Nancy Cudis



RAFI President Roberto Aboitiz and RAFI Vice President Jon Ramon Aboitiz toured Foundation employees at the Don Ramon Aboitiz House.

Employees of the Ramon Aboitiz Foundation, Inc. (RAFI) were treated to a day of fun, adventure, and discovery during the RAFI Founder's Day last Nov. 16, 2010.

After hearing mass, RAFInians set out on a heritage adventure that led them to places significant to their founders, Don Ramon Aboitiz and Don Eduardo Aboitiz.

These places include the Old Port Area, where Don Ramon and his clerk J. Yrastorza opened his abaca trading branch of Muertegui y Aboitiz at corner Lapu-Lapu and Magallanes Streets; Smith and Bell (now Prince Warehouse), one of the firms that came to rescue Aboitiz & Company when it was near bankruptcy in 1920; Cebu Metropolitan Cathedral, where Don Ramon was knighted; Gorones Building, which was once the office of RAFI; 1730 Jesuit House, which Don Ramon Aboitiz

wanted to buy to be transformed into a museum; Rizal Memorial Library, formerly a maternity clinic where RAFI Board of Trustees Treasurer Mikel Aboitiz was born; St. Theresa's College, where the house of Don Ramon Aboitiz used to be located; and Redemptorist Church, which was spared from being torched by the Japanese because of Don Ramon's appeal; among others.

The Yellow Team led by Constantine Samson, program officer of the Center for Integrated Area

Development of RAFI, bested seven other teams in the adventure race.

The heritage adventure ended with a tour of the Don Ramon Aboitiz House with RAFI President Roberto Aboitiz and Vice President Jon Ramon Aboitiz.

The Founder's Day culminated with the Employee Recognition Night where recognition was given to service awardees and top communication correspondents. Among the awardees was RAFI Chief Operating Officer Dominica Chua for her 35 years of service.

In his speech, Roberto Aboitiz encouraged the RAFInians to continue their passion to serve the less fortunate.



The RAFI family poses before the Don Ramon Aboitiz House, the final stop of the Founder's Day heritage trail.



Ten-year service awardees (from left) Peter Jay Alera, Yves Satiembre, Villasís Gimarino, Naomi Navacilla, Cresilda Suquib, and Edward Butal.

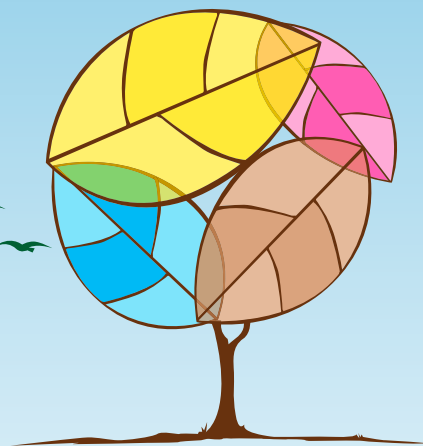


Top communication correspondents were recognized and awarded for their efforts of communicating their programs to the public.



RAFI Chief Operating Officer Dominica Chua, a 35-year service awardee, and RAFI President Roberto Aboitiz join Jocelyn Gerra (second from left) and Karl Hegel Damayo, both from the Culture & Heritage unit, who bagged the Spokesperson of the Year Award and Writer of the Year Award, respectively.

Aboitiz Group plants 30T more trees nationwide



An estimated 2,000 employees from 20 Aboitiz Group companies trooped to various tree planting sites last Oct. 16, 2010 to take part in the groupwide effort to plant seedlings nationwide for biodiversity enhancement.

A total of about 30,000 trees—composed of a variety of indigenous species that best fit the local landscape—were planted. Thriving indigenous trees encourage the propagation of endemic flora and fauna, leading to a healthier ecosystem. These trees are also expected to sequester an estimated 700 tons of carbon dioxide annually from the atmosphere.

“We plant trees because we want our indigenous birds and other animal species to thrive and inhabit our forests. We plant trees because we care for the next generation. We plant trees because of our Passion For A Better World,” Aboitiz Equity Ventures, Inc. (AEV) President and Chief Executive Officer Erramon Aboitiz said before the tree planting began.

Aboitiz joined over 500 Cebu-based team members at the VECO Reforestation Park in Barangay Tabunan, Cebu City, which is part of the Central Cebu Protected Landscape. They planted 15,000 trees, from which about 2,500 were dedicated to runners of the Aboitiz Race to Reduce Challenge last Aug. 22.

Volunteers from Manila-based companies

trekked to the vicinity of AP Renewables Inc.’s (APRI) geothermal plant in Makban, Laguna to plant a total of 1,200 trees. Other Luzon-based companies planted trees in their areas of operation. Some 1,800 trees were planted in Itogon, Benguet and Alfonso Lista, Isabela. A thousand trees were planted at the Mt. St. Rita Reforestation Area at the Subic Freeport Zone, and another thousand at Sitio Panal in Tiwi, Albay and in Concepcion, Tarlac. Around 500 trees were planted in Beckel, Benguet.

In Mindanao, volunteers from Davao-based companies planted 4,000 trees in Magtudod, New Carmen and New Valencia. In Davao del Sur, another contingent planted 1,500 trees in Sitio Lower Pogpog, Sibulan, Sta. Cruz. In other parts

of Mindanao, a group of volunteers planted 1,000 trees in Dinaig, Maguindanao, and another group planted 500 trees at the Amontay Watershed in Agusan del Norte.

Volunteers represented the following companies: AEV, AboitizPower, ATS, Pilmico Foods, PANC, UnionBank, Davao Light, Cotabato Light, VECO, Mactan EnerZone, Balamban EnerZone, AboitizLand, Cebu Industrial Park Developers, Inc., Therma Marine, 2GO, Abojeb, SNAP, Hedcor, APRI, and Aboitiz Foundation.

Volunteers from RAFI, the Aboitiz Future Leaders Business Summit, Banilad Night High School, and the Aboitiz Race To Reduce runners also took part in the event.



“We plant trees because we want our indigenous birds and other animal species to thrive and inhabit our forests. We plant trees because we care for the next generation. We plant trees because of our Passion For A Better World”

–AEV President and CEO Erramon Aboitiz



RAFI inks 14 partnerships for environment program

By Myryl Mendoza



PARTNERS FOR ENVIRONMENT PROTECTION. (Seated from L-R) Shangri-La's Mactan Resort and Spa General Manager Joachim Schutte, RAFI President Roberto Aboitiz, Aboitizland Chief Operating Officer Andoni Aboitiz, RAFI Chief Operating Officer Dominica Chua, (Standing from L-R) DELSAN Office System Corp. Business Manager Cliff Bargamento, Cebu Association of Biological Society President Evanjohnn Mendoza, wild birds expert Nilo Arribas, Cebu Mountaineering Society President Jonathan Consuji, Cebu Bloggers Society President Vernon Go, Aboitiz Leaders of Excellence Chairman Razilee Rae Ligaray, Niña Erica Uyamasuy of Saint Scholastica Academy, University of the Visayas (UV) College of Arts and Sciences Dr. Estrella Navarro, UV College of Pharmacy Dean Dr. Emma Yaun, UV Biological Society President Richiel Policher and Vice President Ralph Jieil Orbigozo, and private landowner Rudy Chua. Not in the photo are private landowner Ramon Vidal and environment advocate John Kiener.

The Ramon Aboitiz Foundation, Inc. (RAFI) is partnering with 14 individuals and institutions in restoring the Philippines' biodiversity through its Generation, REdemption, and Expansion of Natural resources INitatives in the Philippines (GREENIN Philippines) Program.

The partnership was sealed through a formal memorandum of agreement signing held at the Eduardo Aboitiz Development Studies Center last Nov. 19, 2010.

University of the Visayas-College of Pharmacy, land owners Rudy Chua and Ramon Vidal, wild life expert Nilo Arribas, and environment advocate John Kiener.

Under the agreement, the partners will collaborate with and support RAFI by adopting the GREENIN Philippines Program and

RAFI President Roberto Aboitiz and representatives from the 14 partner individuals and institutions signed the agreement. They include AboitizLand, Shangri-La's Mactan Resort & Spa, Aboitiz Leaders of Excellence, Cebu Association of Biology Students, Cebu Bloggers Society, Cebu Mountaineering Society, DELSAN Office System Corp., Saint Scholastica Academy, University of the Visayas-College of Arts and Sciences,

serve as the program champions by cascading program framework to its affiliates and subsidiaries located in different parts of the country. They will also plan and implement the program in accordance with the GREENIN Philippines Manual of Operations as well as undergo a comprehensive capability building program in implementing and managing the program.

For its part, RAFI will serve as program integrator and process holder, and closely coordinate with the partner in planning and implementing the program in accordance with the GREENIN Manual of Operations. It will also facilitate the transfer of program technologies, systems and capacities to program partners or implementers, and provide partners with necessary data and information required in program implementation. The program aims to rehabilitate and maintain the environment by collaborating with various institutions and businesses that promote the protection and rehabilitation of the environment by using native tree species.

Metaphil adopts GREENIN' PHILIPPINES

By Loi Resma

Metaphil formalized its adoption of the GREENIN' PHILIPPINES program of the Ramon Aboitiz Foundation, Inc. (RAFI) on Oct. 26, 2010. Metaphil President and COO Napoleon Pe, Jr. signed the Memorandum of Agreement with RAFI Executive Director for Integrated Development Rowena Alensonorin.

The program is in line with Metaphil's commitment to a sustainable environment. The company aims to fully restore biodiversity within its facility in Arpili, Balamban. The GREENIN' Philippines program will establish a biodiversity park and buffer zone to increase the vegetative cover of the area for wildlife to find shelter, create a filter that captures metal dusts from activities within the facility, and establish a mini nursery for educational purposes.

GREENIN' Philippines or Generation, REdemption, and Expansion of Natural resources INitatives in the Philippines aims to provide effective ways to arrest the degradation of forestlands with the end view of making the country greener and healthier.



Hedcor host community earns from garbage

By Genevieve Toledo

Residents of Hedcor host community Banengbeng, Sablan were given the opportunity to earn extra income from selling their accumulated household waste by taking part in the eco-market day held last October.

The program seeks to encourage communities to segregate trash and sell their recyclable wastes. It also aims to promote environmental awareness as residents are encouraged to segregate instead of the usual practice of burning trash—an age-old practice detrimental to the environment.

It is also in compliance with the Ecological Solid Waste Management Act of 2000, which “ensures proper segregation, collection, transport, storage, treatment and disposal of solid waste through the formulation and adoption of the best

environmental practice in ecological waste management excluding incineration.”

The residents of Banengbeng, one of the host barangays of Hedcor's 8-MW Ampohaw hydropower plant, earned over P21,000 for selling some 1.3 tons of recyclable wastes mainly composed of plastic and metals.

It was the first eco-market day that Hedcor held in its host barangays in Benguet. The activity will also be held in other host communities in the municipalities of Itogon, La Trinidad, Bakun and Tuba.

The activity was first launched in the communities in Davao City, which is host to five of Hedcor's hydropower plants, as well as in Davao del Sur where the 42.5-MW Sibulan hydro plant operated and maintained by Hedcor Sibulan is located.

Going gaga over trivia

By Rianne Tecson

It was a scene every teacher loves to see—students coming in to class prepared and eagerly waiting to answer each and every test question correctly.

Last Nov. 18 and Dec. 7, 2010, team members from different Aboitiz Group companies gathered to participate in the Aboitiz Trivia Night, a contest that tested not only what they learned in school but also on how observant they are and how updated they are with current events.

Take these questions, for example: How many traffic lights will you see on the road from Talamban proper to Asilo church, if you pass through the Archbishop Reyes flyover? Which word, if pronounced right, is wrong,

but if pronounced wrong is right? In which country was pop singer Rihanna born?

On both nights, AboitizLand team members proved they were a force to reckon with as far as trivia contests are concerned. The Pata Team won first place during the first night held at the ACO canteen, and the Fat & Team emerged as champion in the second run held at the VECO boardroom.

For an event organized primarily as a fund-raising activity for the kids of the Bacayan and Mabolo Elementary Schools, the prizes weren't really that much. But these and the free beer served on both occasions were surely more than enough to bring out every player's highly competitive spirit.



Christmas Out

20

CEBU

It has been six years since this beautiful tradition was born. And with every passing year the fulfillment is stronger than ever.

With much anticipation, thorough and careful planning, the Christmas Outreach by Cebu-based companies was successfully held last Dec. 4 at the USC Montessori grounds.

Some 260 volunteers from AEV, AboitizPower, Aboitiz Energy Solutions, Inc., AboitizLand, Cebu Industrial Park Development, Inc, Hedcor, Metaphil, ATS, Pilmico, Aboitiz Foundation, Aboitiz Futures Leaders' Summit alumni, as well as AEV and Aboitiz Foundation scholars were big brothers and sisters to 240 less fortunate kids from Sambag I and T. Padilla, whose houses were ravaged by fire this year.

Some of the volunteers acted as storytellers, Santa Claus, game masters, and timekeepers to make sure that all the kids enjoyed the activities.

Kids excitedly hopped from the Story-Telling Station, Santa's Station, Snack Station, Game Station and Magic Station. Then they had lunch together with their big brothers and sisters.



reach Program

To complete the Christmas spirit of sharing, each kid received a box filled with toys, prizes, loot bags, as well as groceries for their family's noche buena. -Edelyn Juntilla

MAKATI

The A-people of Makati brought cheers and smiles to children of Tejeros last Dec. 11 as they held their annual Christmas gift giving.

Some 150 kids giddily lined up outside the Makati Martial Arts & Sports Center while 75 "ates" and "kuyas" excitedly waited to meet their little "sisters" and "brothers."

AEV's Gabby Mañalac opened the event, which was also attended by Tristan Aboitiz, Sandro Aboitiz and Ian Paradies who gamely partied with the kids.

The fun-filled event had Kokoy clowns showing their crazy antics, the Jollibee mascot flaunting his dance moves, and the "ates" and "kuyas" participating in the games. All enjoyed having lunch together and had ice cream for dessert.

The children were very delighted as they opened their Samaritan boxes and brought home gifts, groceries and loot bags with big smiles on their face. -Jo-Cathrina Akol



TRANSFERS



Joanxa Chua
Senior Corporate Auditor
AEV

Joanxa joined Corporate Audit Team as Senior Corporate Auditor effective Oct. 18, 2010.

She directly reports to Richardson de los Santos. Before joining AEV, Joanxa was an auditor for ATS, based in Manila. Last year, she joined ATS Cebu as materials management supervisor. She is a magna cum laude Accountancy graduate of the University of San Jose-Recoletos and is a certified public accountant.



Miguel San Buenaventura
Trader, AboitizPower

Miguel was formerly a technical buyer of APRI before he joined AboitizPower's Trading Team under Maria Garcia last Oct. 18 as Trader. Miguel is an Electrical

Engineering graduate of the Mapua Institute of Technology.



Mabel Diana Murro
Administrative Assistant
AboitizPower

Diana was formerly with Therma Marine before she joined AboitizPower's Marketing and Sales Team last Nov. 8, 2010. Prior to

joining Therma Marine, she was the community relations officer of National Power Corporation from 2007 to 2010. She was also affiliated with MSP – SM COO as customer service assistant. Diana is a Psychology graduate of Ateneo de Cagayan.

WELCOME TO THE TEAM



Trijia Alrene Basa
HR Assistant
AboitizPower Generation

Trijia joined Kristine Rivera's team as HR Assistant last Nov. 22, 2010. Before she joined APGen, she was

the HR assistant for employee relations at Jollibee Worldwide Services, taking charge of organization, planning and administration of all HR work-life balance activities for the company. Trijia graduated from the University of Sto. Tomas with a degree in secondary education.



Marijo Cypriil Jamora
Information Security Specialist
AEV

Marijo joined the iCSD Team as Information Security Specialist effective Oct. 18, 2010. She directly reports to Jojo Sitoy. Before joining AEV,

Marijo was a trainer at Cebu Microelectronics, Inc. and was also the programs assistant and trainer of Out-of-The-Box Training and Productions. Marijo is an Industrial Engineering cum laude graduate of the University of San Carlos.



Hazel Joy Marie Ordenes
HR Specialist
AboitizPower

Hazel was corporate compensation and benefits manager of Sunwest Group of Companies before she joined AboitizPower. She

graduated from the University of the Philippines with a degree in Statistics and is a candidate for Master of Science in Industrial/Organizational Psychology at the De La Salle University. Hazel directly reports to Cindy Rivera.



Jun Ivan Covacha
Community Organizer
Aboitiz Foundation

Ivan joins Aboitiz Foundation as Community Organizer effective Oct. 11, 2010. He directly

reports to Rowena Astillo. Ivan was a project coordinator at the Social Action Center for Community Services and Development for four years. He is an AB Psychology graduate of the University of Southern Mindanao. He also took Master of Science in Extension Education in the same school.



Sherrie Anne Jimenez
Account Officer
AboitizPower

Anne brings with her seven years of experience in the power industry, being the corporate executive staff officer at the Power Sector

Assets and Liabilities Management Corp. and as corporate staff officer at the National Power Corporation. She graduated from the University of the Philippines with a degree in Chemistry and has a master's degree in Business Administration from the Ateneo de Manila University.



Liza Marie Estorninos-Patual
Paralegal, AEV

Liza was an administrative aide/finance officer designate at the Public Attorney's Office in Central Visayas. She also worked

as a marketing specialist and as administrative assistant/legal researcher at the Philippine Health Insurance Corporation. Liza earned her political science degree from the University of the Philippines in the Visayas-Tacloban College. She finished law at the Dr. Vicente Orestes Romualdez Educational Foundation.



Dave Gadiano
Trading Analyst
AboitizPower

Dave joins the AboitizPower Trading Team as trading analyst under Alberto Abella. Dave is a BS Economics

graduate of the University of the Philippines-Diliman. Before joining AboitizPower, Dave was price and research analyst of US Auto Parts Network (Philippines) Corp.



Aaron Paolo Maderazo
Oracle Application Specialist
AEV

Before joining AEV, Paolo was a project manager at Oasis Software, Inc. He is a computer engineering

graduate of the University of San Carlos, where he also earned his master's degree in software engineering. Paolo directly reports to Kenneth Lim.



Rubie Joy Pregoner
Paralegal, AEV

Rubie was an executive assistant at Lite Shipping Corporation and was an executive staff in the municipality of San Fernando, Cebu. She is a

BA Political Science cum laude graduate of the Cebu Normal University, where she also took up her Masters in Development Communication.



Juan Paulo Quinto
Infrastructure Supervisor,
AEV

Paulo was a hardware administrator - infrastructure of Vicsal Development Corporation. He also spent five years working in California as network and systems administrator. Paulo is a computer science graduate of the University of St. La Salle-Bacolod.



Roy Renconada
Account Officer
AboitizPower-Mindanao

Before joining AboitizPower, Roy was a marketing specialist at UCPB Savings Bank in Southern Leyte. He also used to work as the account officer of UCPB Cagayan de Oro and the officer-in-charge/business manager of UCPB Manila. Roy finished both his Management and Masters in Business Administration degrees at the Xavier University-Ateneo de Cagayan.



Lorebeth Rivac
Junior Accountant, AEV

Lorebeth joined the Accounting Team as junior accountant effective Sept. 13, 2010. She directly reports to Cielo Salud. Lorebeth is a cum laude Accountancy graduate of the University of San Carlos and is a certified public accountant.



Trixie Bernadine Ylaya
Branding Officer, AEV

Trixie joins the Reputation Management Team as branding officer. She directly reports to Carol Ballesteros. Before joining AEV, Trixie was an executive assistant to the head of Smart Communication Inc.'s public affairs department. She also worked as the company's senior sales training officer. Before Smart, Trixie taught at the University of San Jose-Recoletos, where she finished her AB Mass Communication and Masters in Development Communication degrees.

*Be so good they
can't ignore you*

—Steve Martin

Don Ramon Aboitiz AWARD OF EXCELLENCE

5 new winners for 2010 announced

By Vianney Yap

Five new winners of the Don Ramon Aboitiz Award of Excellence (DRAAE) were announced in December, bringing to six the number of winners for 2010.

The new 2010 DRAAE awardees are Lilian Carioso, Executive Vice President – Chief Finance Officer & Chief Resource Officer (ATS); Agnes Lacson, Senior Vice President – Chief Operating Officer (CitySavings); Ma. Elena Salita, Liaison Officer (Hedcor); Susan Valdez,

Executive Vice President – Chief Executive Officer (2GO); and Ramon Villordon, Jr., Senior Vice President (ATS).

Ana Liza Aleta, Assistant Vice President and I.T. Director of AboitizPower Generation Group was awarded in September 2010.

The winners received a DRAAE medallion and 10,000 AEV shares.

To date, there are now a total of 30 awardees since the awards were first given out in 1998.



LILIAN CARIOSO
ATS



SUSAN VALDEZ
ATS



RAMON VILLORDON
ATS



AGNES LACSON
CitySavings



MARIA ELENA SALITA
Hedcor

AEV's Jovy Tan is Group's first ATMC DTM

By Edelyn Juntilla

AEV Online Communications Manager Jovy Tan is the Aboitiz Group's first-ever Distinguished Toastmaster (DTM), the highest norm a Toastmaster can achieve.

Becoming a DTM requires perseverance, motivation and passion, attributes that DTM Jovy possesses. In becoming a DTM, one needs to have at least four to five years of dedicated service and leadership in one's local club, area and division. A DTM also must have performed more than 40 public presentations both within the club and in the community. It also requires achievement of both the Advanced Communication Gold and Advanced Leader Silver awards.

Fewer than 12,000 of Toastmasters' four million past and present members have achieved the elite DTM status, or roughly 0.3% of the total Toastmasters membership.

Jovy became a DTM when she conducted the Livelihood Classes Project under the Aboitiz Adopt-A-School in Banilad Night High School, where, for 10 months, she dedicated her Saturdays to the students.

Jovy has been a constant inspiration to her fellow Toastmasters, although she never needed a DTM norm to prove that she is exemplary when it comes to leadership and communication.

In all the tasks given to her, she accomplishes them with much passion and dedication. She has espoused the old and new Aboitiz brand promise in being the best in everything she does and not losing that passion to look for better ways of doing things.

One great example is how she led the Aboitiz Race to Reduce Challenge: Run for the Next Gen and getting around 2,500 runners to join the cause.

Aboitiz Toastmasters' Club leaps high to the next level

By Rhesel Joan Ranis

All geared up for a new beginning, the Aboitiz Toastmasters' Club (ATMC) moved to the next level as it inducted new members and installed new officers for 2011 at Casino Español de Cebu last Oct. 29, 2010.

AEV Chief HR Officer Txabi Aboitiz was the keynote speaker of the event, which had the theme "A Leap to the Next Level." District, division and area governors who spearheaded the induction ceremonies were ACS/CL Jorjames Sajulla (Division C Governor), ACB/CL Jeffrey Belontido (Area 22 Governor), ACB/CL Grace Paras (District 75 Lt. Governor for

Marketing) and DTM Leona Laluna.

The following is the new set of officers: President-CC/CL Olyzza Oyangoren; IP President-CTM Iris Louise Dorado; VP-Education-CC/CL Ma. Luzan Villanueva; AVP-Education-TM Janice Alegado; VP-Membership-CC Joanna Marie Mandap; AVP-Membership-TM Rhesel Joan Ranis; VP-Public Relations-TM Carminia Borja; AVP-Public Relations-TM Aileen Alcantara; Secretary-CC Mary Rose Armamento; Assistant

Secretary-TM Maricar Cabiso; Treasurer-TM Apryl Marie Taranza; Assistant Treasurer-CC/CL Dary Aran; Sergeant at Arms-TM Orville Avila; and Assistant Sergeant at Arms-TM Roberto del Rosario.

The following were the new members inducted by ACS/CL Jorjames Sajulla: TM Maricar Cabiso, TM Edza Zamboangon, TM Lorebeth Rivac, TM Roberto del Rosario, TM Maricor Vosotros, TM Warren Tompong, TM Sandra Delantar, TM Christel Ponce, TM Beryl Manching, TM Rogie Abala and TM Lyndie Mariano.



Media Game Night *Cebu*

By Rianne Tecson

Not even the heavy downpour stopped at least 100 local media friends of Aboitiz Group companies from having a night of fun and fellowship during the Christmas party for Cebu media last Nov. 26, 2010 at the newly opened Radisson Blu Hotel.

Divided into six teams, guests and executives alike competed against each other to win in each game station—Black Jack, Darts, Taboo, Pinoy Henyo, Movie Scene and Hoops—and bring home cash prizes.

The Red and Orange teams, led by AEV President and CEO Erramon Aboitiz and CitySavings VP for Marketing William Paradies, respectively, tied as overall champions.

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

Owing perhaps to the highly competitive spirits of the participants, both the Red and Orange teams ended up garnering the same number of points to tie for the grand prize.

Aside from the food, fun and fellowship, participants also looked forward to the loot bags given out. The one distributed this year was made more special as goodies coming from all over the country were placed in multi-purpose bins made from old newspapers.



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The power to care. The power to help.
The power to choose. You've always had it in you.
You can make a difference and do your part
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