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REACHING OUT FARTHER, WIDER





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ABOITIZ CSR:

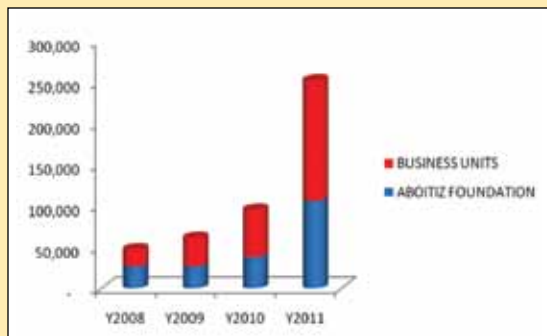
By Danny Cerence

Getting bigger, reaching out farther and wider

2011 was a banner year for corporate social responsibility (CSR) initiatives in the Aboitiz Group. The Aboitiz Foundation enjoyed an unprecedented increase in its projects portfolio to P252 million for 2011 from P95 million in 2010. The huge 163% increase in its 2011 budget from the previous year was brought on by the surge of revenues from Aboitiz Power and the operation of new business units (BUs) for the Aboitiz Power generation group. "CSR is an integral part of our business model. Our philosophy is such that the success of our business should benefit all our stakeholders, including our communities. We therefore feel it is

imperative that we match our business expansion with investments in our communities and social infrastructure," said Erramon Aboitiz, chairman of the Aboitiz Foundation & CEO of the Aboitiz Group. The Aboitiz Foundation and the Group's business units' CSR have been enjoying a steady increase in funds for the past four years. "The increase in budget was a yearly challenge. It only emboldened

us to work doubly hard as we set our sights to achieve the increased targets. We learned a lot of things along the way, especially on areas of projects identification, development, implementation, monitoring and evaluation," said Augusto Carpio III, managing trustee of Aboitiz Foundation. Other program components that Aboitiz Foundation and the BUs implement are in the areas of enterprise development, primary health and child care, and environment. They also have other corporate donations and initiatives.



Budget portfolios

Since the BUs had beefed up their own CSR, the Aboitiz Foundation has been training the BU teams develop, implement and manage their own projects. These were evident in the past four years, when the Group-wide CSR budgets increased

"CSR is an integral part of our business model. Our philosophy is such that the success of our business should benefit all our stakeholders including our communities. We therefore feel it is imperative that we match our business expansion with investments in our communities and social infrastructure."

-Erramon Aboitiz



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

–Jon Ramon Aboitiz

for the BUs, and while the amount of money for the Aboitiz Foundation increased, its percentage to total has decreased.

This is a testament that the strength of CSR is now more pronounced and spread across the Group and not only concentrated in its corporate headquarters in Cebu. This bodes well for the decision of the Aboitiz Group to move its corporate headquarters to Manila. When the move is finally done, the Aboitiz CSR in Manila will be ready and can already meet the demands of having its headquarters at the national capital.

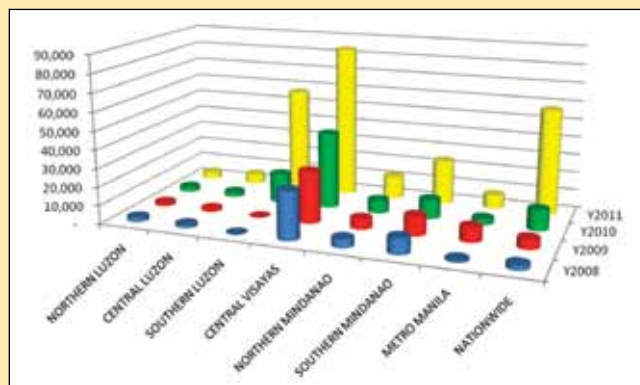
But for 2011, the budget trends (increase and decrease) have been altered because of additional funds for the Sendong relief and rehabilitation in Cagayan de Oro, Iligan and Dumaguete cities. This means that in terms of percentage, the Aboitiz Foundation budget increased again in 2011, while the budget for the BUs decreased. The halted budgets will continue their regular trend in 2012 when the Group-wide CSR funds come in.

our country’s progress,” said Jon Ramon Aboitiz (JRA), president of Aboitiz Foundation.

These projects included building classrooms, providing computer laboratories and computer units, granting scholarships, constructing science laboratories, and donating library kits.

Projects across the country

Projects of the Aboitiz Foundation and the BUs are now implemented across the country, mostly in areas where BUs are located. For 2011, the bulk of the projects was still done in Cebu, owing to the presence of the corporate headquarters there. This was followed by uniform projects done nationwide, like the AGAPP kindergarten classroom project. Projects in Southern Luzon were also implemented.



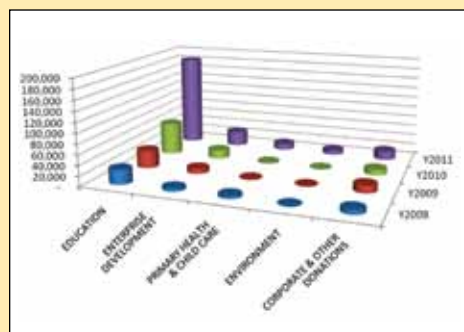
Since Aboitiz BUs are spread out from Luzon to Mindanao, there is already a balanced mix in the implementation of projects, depending on the reach and capabilities of the respective BUs.

The Aboitiz Foundation continues to adapt to the needs of the communities and the public school system, and to respond to the effects of climate change. “The CSR brand of Aboitiz will continue to grow and adapt to these changing needs,” JRA added.

Focus on education

Since the Aboitiz Foundation and the BUs see the importance of educating the youth, the biggest portion of their funds, at more than 64%, were channelled to education-related projects.

In 2011, education projects got the lion’s share at 72%. These interventions served a total of over 200 public schools and 1,533 public school scholars nationwide. “Support to education is our top priority. We look at all our interventions in education as building bridges for our youth. We take it as our responsibility to guide them, educate them, and make sure they are equipped with the knowledge and skills to be able to succeed in the future, and contribute to



Quick response to bring aid to Sendong victims

Responding to appeals for help, the Aboitiz Group quickly dispatched help to Cagayan de Oro (CDO) and Iligan cities and in Negros Oriental province in the aftermath of tropical storm Sendong.

Just hours after calamity struck, Aboitiz Group representatives were in CDO addressing the critical need for drinking water. Through its partner-organizations, thousands of bottles of drinking water were immediately distributed in evacuation centers and affected communities.

In Iligan, where Aboitiz business unit Pilmico Foods is located, company volunteers quickly began packing and distributing relief goods. The company also gave financial assistance to all its affected employees, some of whom lost their homes.

On the first working day after Sendong battered the affected areas, Aboitiz Foundation and business units nationwide launched their respective donation and fund-raising drives. Cash pledges were made while thousands of bottled water, canned goods and other food items, clothes, blankets, slippers and assorted medicines, among others, were transported daily to the affected areas.

The Aboitiz Foundation has also committed over P11 million in relief and rebuilding efforts focused on the two cities, said Aboitiz Foundation President Jon Ramon Aboitiz. He said the Foundation intends to give more financial aid. The Ramon Aboitiz Foundation has also donated to the relief efforts.

As of Jan. 4, total donations already reached over P9.2 million, representing donations from business units Davao Light & Power Co. Inc., Pilmico Foods Corporation, Aboitiz Equity Ventures, Inc., Visayan Electric Co. Inc., AboitizLand Inc., Aboitiz Foundation, Inc., and Aboitiz family members.

Of the amount, some P5.67 million has been spent to buy relief goods that were distributed to affected residents in the three areas. The remaining amount will be used for the relocation of the victims in CDO.

In action

In Northern Mindanao, team members from the Foundation, Therma Marine – Nasipit, and AboitizPower Sales & Marketing in CDO distributed bottled water, biscuits, canned goods, clothing items and kitchen utensils the week before and after Christmas.

Fifteen relief centers were set up in CDO for the distribution of goods to 8,327 families in 75 areas and evacuation centers.

In Iligan, team members from Pilmico Foods had been hands-on in the packing and distribution of over 12,000 relief packs to affected families, including those of their own team members, in 12 evacuation sites and affected areas. The company has also given financial assistance to Pilmicans who lost their homes during the floods.

In Dumaguete City and Tanjay City in Negros Oriental, relief efforts were also conducted after flashfloods claimed 38 lives and displaced 14,000 families.

Barely a few days before Christmas, a team from the Corporate Center in Cebu was mobilized to purchase relief goods and distribute these in Dumaguete and Tanjay cities. Local volunteers were also on hand to help in the distribution of 1,200 packs of relief goods.—**Danny Cerence, Rechiel Cordova, Kenneth Manzano, Rhea Embalzado & Rianne Tecson**



16 scholars get opportunity to implement own CSR project

By Rechiel Cordova

Sixteen students will have the chance to implement their own projects this year after submitting winning proposals during the Aboitiz Foundation's 1st Scholars' CSR Summit last Dec. 12 and 13 at the Mahogany Hall of Oakridge Business Park in Mandaue City.

The students, divided into three teams, will implement the following projects:

- Urban Agriculture of Team Tiknoys composed of Raymart Abellanos, Johanna Fretz Bayking, Winde Bontilao, Ronaldo Gonesto and Sandra Jane Soon;
- Declog, Segregate, Innovate: Green Fashion Revolution of Team Sakto composed of Charry Dela Cruz, Aldrich Noble, Chumescene Rebadomia, Aimee Sevileno, and Maxine Ann Taveros; and
- PANLambo of Team Ice Age composed of Tito Linao III, Kathrina Maika Montayre, Arvin Padilla, John Edward Ramirez, Jezrah Salmayor, and Adriel Gamier Sanchez.

Each team was given a budget of P200,000 to implement their project.

The students were among the 66 college scholars of Aboitiz Group companies—Aboitiz Foundation, AEV and VECO—who were



Winners of the 1st Scholars' CSR Summit beam with pride after receiving their plaques of recognition from the Aboitiz Foundation. Joining them for a posterity shot are Aboitiz Foundation officers and summit organizers.

participants of the two-day activity.

On Day 1 of the summit, executives from the different Aboitiz companies talked about corporate social responsibility (CSR) and shared their ideas and experiences to the scholars. This gave participants an overview and insights about CSR and allowed them to have a deeper understanding about its importance.

Attendees were Aboitiz Foundation EVP & Managing Trustee Augusto Carpio III, AEV SVP & Chief Human Resource Officer Xavier Aboitiz, VECO SVP for Engineering Sebastian Lacson, Aboitiz Foundation Trustee Romy Ronquillo, Ramon Aboitiz

Foundation Inc. President Roberto Aboitiz and AEV AVP for Corporate Communications Caroline Ballesteros.

The proposal-making workshop and competition was then held to allow participants to put their learning to use and to generate new innovative and meaningful projects.

Proposals were judged on the following criteria: feasibility, implementability and relevance (30%), originality/innovativeness (30%), sustainability (20%), teamwork (10%) and well written (10%).

Aboitiz Foundation hosts 1st ICT quiz show

Representatives from 45 public high schools in Metro Cebu got to test their knowledge on information communication and technology (ICT) during the Aboitiz Foundation's 1st ICT Quiz Show held last Dec. 10 at the Benedicto College Gymnasium in Mandaue City.

Each participating school sent one team, with each team composed of three students who are enrolled this school year. All participating schools have been beneficiaries of various ICT projects from the Aboitiz Foundation.

The quiz show had four rounds—elimination, quarterfinal, semi-final and final. Each round had three sets of questions, with 10 questions for each set.

Five teams were declared winners. Cebu City



Cebu City National Science High School students Jan Rommel Duterte, Meghan Marie Aliño, Mark Rizaldy Ramos (holding plaques) and coach Rommel Otero (3rd from left) are all smiles after winning the 1st Aboitiz Foundation ICT Quiz Show. Flanking them are (from left) Department of Education 7 ICT Coordinator Maurita Ponce, Aboitiz Equity Ventures, Inc. Chief Technology Officer Hoton Elicano, Aboitiz Foundation EVP & Managing Trustee Augusto Carpio III and University of San Carlos – South Campus Computer Animation Instructor Michael Montejo.

place), Mandaue City Science High School (3rd place), Pardo National High School (4th place) and Tisa Integrated School (5th place). They received cash prizes, tokens and sets of multi-media equipment from the Aboitiz Foundation.

Aboitiz Foundation EVP & Managing Trustee Augusto Carpio III and Department of Education 7 ICT Coordinator Maurita Ponce graced the event. Teachers and students from the different participating school also attended the activity.

The ICT quiz show aims to evaluate the impact and usefulness of the donated computers to the beneficiary schools as well as assess

National Science High School was named the grand champion, followed by Apas Night High School (2nd

their performance and learnings in the computer subject. —**Rechiel Cordova**

Aboitiz Foundation holds Adopt-A-School conference

By Jowelle Ann Cruz

The Aboitiz Foundation held a one-day conference on the Adopt-a-School Program (ASP) last Nov. 9 at the Aboitiz Corporate Center in Cebu City. The conference was attended by 36 CSR and accounting representatives from different business units across the Aboitiz Group.

Aboitiz Foundation EVP & Managing Trustee Augusto Carpio III formally opened the conference by highlighting the objectives of the forum. He also discussed the importance and impact of the Adopt-a-School program to the business units.

Adopt-a-School operations manager Merlie Asprer gave a presentation on the legal basis of the program, types of interventions supported,

step-by-step process on how to avail of it and the different projects under the ASP program, such as the annual Brigada Eskwela.

The conference also ironed out concerns and agreed on common grounds to make the application process easier and more efficient.



SUPPORT FOR EDUCATION. The Kaunlaran and San Rafael National high schools in Navotas City received 20 computer units in separate turnover ceremonies held last Oct. 14. The donations are part of the commitment of Aboitiz Foundation and AboitizPower to help uplift the quality of education in the country. During the turnover at Kaunlaran High School, Therma Mobile COO Jovy Batiquin said that he hopes that the equipment would help the students pursue excellence in their studies. Officials from both schools thanked Batiquin for the donation.
—*Nicolo Maro Quimbo*



CAPABILITY BUILDING. Partner communities of the Aboitiz Foundation underwent a two-day capability building seminar-workshop last Sept. 23-24 to help enhance their financial management and how to go about their daily operations. The training, dubbed "Credit and Delinquency Management and the Basics of Financial Analysis," was facilitated by Ma. Theresa Catipay (in photo), microfinance department executive director of the Ramon Aboitiz Foundation, Inc. The training employed a mix of lectures, discussions and structured learning exercises to better impart the concepts and strategies in delinquency management and in analyzing their financial statements. —*Jun Ivan Covacha*

Aboitiz Foundation gives financial aid to ERUF

A P200,000-financial assistance has been extended to the Emergency Rescue Unit Foundation (ERUF) to support the group in its operations.

The Aboitiz Foundation made the donation as part of its commitment to support non-government organizations that render exceptional and worthy deeds to communities where they belong.

Aboitiz Foundation President Jon Ramon Aboitiz handed over the check to ERUF treasurer Mona Li in simple ceremonies last Nov. 3 at the Aboitiz Corporate Center in Banilad, Cebu City. Joining them were Aboitiz Foundation Managing Trustee Augusto Carpio III and board trustee Romy Ronquillo.

In his message, Aboitiz expressed appreciation for and admiration to ERUF for doing a great job in providing efficient emergency medical and rescue services to Metro Cebu resident.

He added that he looks forward to continue helping the foundation.

On behalf of ERUF, Li assured the Aboitiz Foundation that they will "continue serving the people so that others may live."



Jon Ramon Aboitiz hands over the P200,000-check to Emergency Rescue Unit Foundation treasurer Mona Li as the Aboitiz Foundation's assistance to the organization. Joining them are Aboitiz Foundation trustee Romy Ronquillo and ERUF officers and staff.

2 Davao schools get computers; 9 bldgs in Kapalong rewired

By Vic Sumalinog

Two public high schools in Davao del Norte received five computer sets each from Davao Light last Nov. 4. The distribution utility firm also rewired nine buildings in Luna Elementary School.

The recipients—Luna National High School in Kapalong and La Libertad National High School in La Libertad—were given the computer sets upon the recommendation of education and local government officials.

Davao Light AVP & Panabo Branch Manager Reynold Felix led the Davao Light team during the turnover. Accepting the computers were the principals of the respective schools, and education and local government officials.

Meanwhile, nine buildings, or a total of 17 classrooms, and the covered court of Luna Elementary School have been rewired to prevent the occurrence of fires attributed to electrical faults brought about by overloading or substandard wires. Fires of this nature have brought billions of pesos in



Davao Light AVP & Panabo Branch Manager Engr. Reynold Felix (leftmost) hands over to Barangay Captain Rommel Beldua a computer printer while ComRel Manager Vic Sumalinog (3rd from left) hands over the keyboard to Luna National High School principal Juvelyn Pacatang. Witnessing the turnover are the representative of Mayor Edgardo Timbol and the DepEd Davao del Norte ICT coordinator.



Davao Light Panabo Branch Manager Reynold Felix is assisted by Fe Claro, principal of Luna Elementary School, in switching on the main circuit breaker to energize the newly rewired buildings. The project implemented by the Davao Light Panabo Branch office is the company's way of helping protect schools from fires caused by electrical circuit overload.

losses to the Department of Education.

Luna Barangay Captains Rommel Beldua of Luna and Dionisio Antoniano of La Libertad expressed their profound gratitude to Davao Light

for the support it has given to their barangays through its schools. They also encouraged both the students and teachers to maximize use of the computers.

Olongapo school gets new computers

Subic EnerZone Corporation (SEZ) donated 10 brand new computer units to Kalalake Elementary School (KES) last Nov. 18.

SEZ SVP & COO Dante Pollescas led the turnover of computer units to KES principal Anelita Dela Torre. Also present during the



Enthusiastic Kalalake Elementary School pupils try out the computer units while SEZ SVP & COO Dante Pollescas (back to camera) looks on.

turnover were Department of Education Supervisor I and Olongapo City District ICT Coordinator Ariel Lansang, SEZ CSR Coordinator Raymund Tamayo, and KES ICT Coordinator Eugene Dimalanta. After the ceremony, they proceeded to the computer laboratory to check the computers being tried out by some pupils.

"Ever since Subic EnerZone graced us with projects this year, our school has been called 'Kala-lucky'," Dela Torre quipped in her acceptance message. "We feel very thankful for SEZ's support to our school. Rest assured that we will be good stewards of your good deeds and we will take good care of these units and will fully utilize them." —*Raymund Tamayo*

VECO welcomes high school scholars

By Ronimay Ducay

The Visayan Electric Co. Inc. (VECO) is now offering high school scholarship programs as part of its move to expand education-related projects.

Last Sept. 23, VECO formally introduced its first batch of 40 public high school students, out of hundreds of applicants, who have been granted with scholarships under the "Pag-ayuda sa Malampuson nga Edukasyon" for school year 2011–2012. Also on that day, VECO recognized 16 schools in Metro Cebu that have been the distribution utility firm's partners in uplifting the quality of education in the country.

VECO EVP & COO Jaime Jose Aboitiz said that helping schools is just one way that VECO can contribute to society and that it is a privilege to give back. He promised that the company will implement more projects to the schools if they will take good care of what has been given. He also assured the scholars that their incentives would be doubled if they land in the top 10 of their classes by the end of the year.

In their respective responses, education officials, the scholars and their parents expressed gratitude to VECO and assured the company of their cooperation.



Therma Marine donation benefits all public elementary schools in CDO

Therma Marine, Inc. has donated 24,000 sets of basic school supplies to pre-school, kindergarten and Grade 1 students of all public elementary schools in Cagayan de Oro.

The donation—consisting of three pads of paper, three pencils, two composition notebooks and one plastic envelope—was made in partnership with Aboitiz Foundation.

In a ceremonial activity last Dec. 14, AboitizPower President & CEO Erramon I. Aboitiz presented Rep. Rufus Rodriguez (2nd district, Cagayan De Oro) with a set of school supplies to symbolize the official turnover.

“With education as our main thrust, we believe that equipping Cagayan de Oro’s students with school supplies complements our other education-



(From left) Pilimco President & CEO Sabin Aboitiz, AEV Government Relations FVP Ernesto Villareal, AboitizPower President & CEO Erramon Aboitiz, Rep. Rufus Rodriguez (2nd district, Cagayan de Oro), Rep. Maximo Rodriguez, Jr. (Abante Mindanao sectoral representative), AEV Government Relations AVP Susan Policarpio, and AboitizPower Chairman Enrique Aboitiz join hands for a better future.

related initiatives nationwide such as building schools, granting scholarships, and donating books, laboratories and computer equipment,” said Aboitiz. Meanwhile, Rodriguez said: “I am so thankful to

Aboitiz for their donation of school supplies to the indigent children of Cagayan de Oro. This will help the youth achieve their dreams of having quality education.”

SNAP-Benguet awards winning students in poster-making, essay-writing tilts



School won first place in the elementary division. Kafritzita Dolteo of Bila Elementary School placed second while Jenny Padsungay of Bila Elementary School placed third.

In the secondary division, Tony Omedio of Benguet State University, Bokod Campus won first

prize, Anthony Lamsis Jr. of Bokod National High School, Daclan was second while Kieth Claudio also of Bokod National High School, Daclan placed third.

In the essay-writing contest, a total of 26 students from 13 schools participated.

Junica Castañeda of Bangao Elementary School won first place in the elementary division, followed by Erika Medina and Diane Murray Camado, both of Daklan Elementary School, in second and third place, respectively.

Jelyn Menclo of Bokod National High School won first place in the high school division. Joshua Brent Sanone of Immaculate Conception School was in second place while Jessa Pigangay of Benguet State University placed third.

The winners received cash, computer sets and appliances.



DENTAL AID. Forty-six residents of Carreta trooped to their barangay hall last Nov. 4 for the first dental mission of the Visayan Electric Company, Inc. (VECO). They received free tooth extraction and other dental procedures performed by three volunteer dentists. Carreta Barangay Captain Eduardo Lauron said he was grateful to VECO for bringing the service to his barangay and to the three dentists who reminded the people to practice good oral hygiene. VECO Community Relations Manager Eric Ching said the distribution utility will hold a yearly dental mission in its franchise area. —*Rebecca Eufan*



‘CASH FROM TRASH.’ A third year Industrial Engineering student of the University of San Jose-Recoletos, Tito Linao of Barangay Garing, Liloan town is one of the few who have availed themselves of VECO’s scholarship program. Linao, who learned about the program from a newspaper clipping that a relative picked up at a public market, said he feels like having won the lottery after getting the scholarship grant. Since 2009, VECO has been providing scholarship grants to qualified dependents of its customers, sending a total of 62 scholars (22 college, 40 high school) to school. —*Rebecca Eufan*

VECO rewires Cathedral Museum

By Rebecca Eufan



Msgr. Carlito Pono and VECO EVP & COO Jaime Jose Aboitiz (2nd and 3rd from left, respectively) sign an agreement for the rewiring of the entire Cebu Cathedral Museum. Fr. Ryan Brigoli, VECO Community Relations Manager Eric Ching and ELJ Builders Incorporated Engr. Raymund John Jusayan witnessed the signing.

The Visayan Electric Company (VECO) is doing its share to preserve the Cebu Cathedral Museum as heritage repository housing valuable old religious artifacts in Cebu through a rewiring project.

Last Nov. 25, VECO EVP & COO Jaime Jose Aboitiz signed an agreement with Cebu Cathedral Museum Director Rt. Rev. Msgr. Carlito Pono to formalize the undertaking.

Through VECO's energy audit, old substandard electrical wires in the museum will be replaced with new ones. The replacement of wires helps prevent incidence of fire, especially that the

museum's building administrator preserved the century-old log foundations.

Msgr. Pono said the museum's construction is irrefutable. The building was completed between 1730 and 1760 and has never undergone an energy audit or electric inspection.

"This is the first time it has undergone electrical rewiring. For years, the museum has been considered fire-hazard, so most of its religious artifacts (had to be) placed in the Archbishop's Palace temporarily," he added.

The rewiring project will be completed in three months.



Geronimo, Bulaon named as 2011 SEZ CSR Men of the Year

By Raymund Tamayo

Subic EnerZone (SEZ) metering technician Robin Geronimo and substation engineer Richard Bulaon were named 2011 SEZ Corporate Social Responsibility (CSR) Men of the Year for devoting a significant amount of time in doing CSR work. The two were awarded last Jan. 9.

Geronimo, named the 2011 SEZ CSR Man of the Year, accumulated 33 manpower volunteer hours in seven different CSR activities namely: Brigada Eskwela, School Supplies Giving, Aboitiz Groupwide Tree Planting, Tree Planting 2nd Leg, Tree Planting 3rd Leg, International Coastal Cleanup, and Christmas Outreach Gift-Giving. Bulaon, as first runner-up, clocked in 26 hours in five activities. The basis of the award was the number of volunteer man-hours a team member had during the year.

SEZ AVP & General Manager Warell Kern Sario congratulated the awardees and encouraged everyone to "keep the flame of volunteerism and the passion to serve alive in our company."

Brand items were given to the awardees as token for their achievements.

6 schools in Makati, Navotas get library kits

By Jowelle Ann Cruz

As part of its commitment to inculcate the habit of reading among children, the Aboitiz Foundation donated library kits to six public elementary schools in Makati and in Navotas cities in separate occasions.

The first batch of turnover was held last August 22 at Pembo Elementary School and Rizal Elementary School.

During the turnover, Aboitiz Foundation EVP & Managing Trustee Augusto Carpio III said it is very important to have an enabling environment for students to learn. "These books are a way of sharing the dreams of the students that will help them succeed," he added.

The second batch of turnover was held last Sept. 2 at Guadalupe Viejo

Elementary School and Gen. Del Pio Elementary School I, also in Makati.

In Navotas, separate turnovers were held on Nov. 25 at the San Rafael and Tanza elementary

schools to coincide with the celebration of National Reading Day.

Navotas Mayor John Rey Tiangco encouraged the kids to read more books as it provides them a chance and opportunity to improve their knowledge. He ended by saying that he is happy with the partnership with the Aboitiz Group, as its impact on the community is very evident.

Officials of the beneficiary schools expressed gratitude for the donation and assured that these will be taken care of so more students may be able to benefit.

The library kit of the Aboitiz Foundation includes reference books, storybooks and other reading materials.





Christmas Outreach Program

2011

Aboitiz TMs bring joy to kids in Cebu, Makati

By Uny Calma & Christian Riconalla

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

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

These two tenets of the Aboitiz DNA were demonstrated when hundreds of volunteers from the Group spread holiday cheer to 260 kids from the fire-stricken barangays of Tejeros, Punta Princesa and Carreta last Dec. 3 at the Blessed John Seminary in Mabolo, Cebu City. A similar activity was held in Navotas City on the same day.

Volunteers who played Big Brothers and Big Sisters to the beneficiaries came from AEV, AboitizPower, Therma Mobile, Aboitiz Foundation, VECO, AboitizLand, Pilmico and Metaphil. Each of them responded to the call of spending precious time with the less fortunate.

The children were treated to a day of fun through a puppet show, carnival games and snacks, and the Santa's Corner where each of them were given toys, a Samaritan's box and a chance to be photographed with Santa Claus. The kids were also given grocery bags that they can share with their families for the Noche Buena.

As an added entertainment, a group of magicians played tricks and illusions, much to the delight of the captivated audience.

Mascots gave the very eager crowd a rousing dance number that made everyone in the room dance and clap to their hearts' content.

"It was truly a wonder to see all the happy faces of the children and how they absorbed all that was happening to them. It's a proof that everyone's hard work and support paid off," AEV Chairman Jon Ramon Aboitiz remarked at the Cebu outreach.



What the kids of Navotas taught me

By Christian Riconalla

Ever since I joined Aboitiz, it has become customary for me to join the yearly Christmas outreach activity organized by the HR team. Team members from different departments, and even some from the different business units of the Aboitiz Group, offer about half of their day's time to give joy and share the Christmas spirit with the underprivileged kids of a pre-selected area. For 2011, the Makati HR team chose the area of Navotas. On that warm Dec. 3 morning, I learned something from the kids there.

Growing up in an island in the South, I knew little about Navotas. Today, what I know about the place is that AboitizPower barges are moored there and also, what is written in Wikipedia and shown in Google maps. So like a kid on Christmas Day, I excitedly boarded our designated bus for my first-ever trip to Navotas.

As we got off the bus, we were greeted by the parents who had dropped their kids off at the outreach venue—one of the small community schools in the area. I was surprised to see well-behaved kids already seated at their designated tables. Despite the searing heat of the sun, they patiently waited for us to settle down and pick the kids (two per *ate* or *kuya*) to watch over. Then the program began and there were games and gift giving.

Sue Planilla of AESI Sales and I were lucky to have picked four shy kids namely Jen2x, Cecilia, Patrick and Nestein. They did not know each other as they lived in different areas of Navotas. After an awkward exchange of "hellos," Sue and I were able to quickly bond with them. In no time, they were already sharing stories of what's it like to live in Navotas (one comes from a family with 9 children). When we ran out of topics to talk about, I decided to tinker with my iPad. It did not take long for the curious Patrick to ask, "*May games ba yan?*" Not wanting to deprive him of the joy of playing with a new gadget and to quench his curiosity, I gave the tablet to him.

It took less than a minute before the other three kids gathered around the Patrick, also curious. Having all four of them got me worried and images of the iPad falling because of a battle royale on who gets to play with it came flashing in my mind. What Patrick did next stunned me for a minute or two. Carefully, he handed over the gadget to Nestein saying, "*Ikaw naman ang maglaro, tapos si Jen2x ang susunod.*" Much to my surprise, the kids had proven my gut wrong. They did not fight over the gadget; they quickly organized themselves to adopt a round-robin system on who gets to play with it. More importantly, they were all genuinely having and sharing a good time. Before

the outreach activity was over, they became good friends.

Most of us are familiar with the saying "It is better to give than to receive." I guess it is one of the guiding principles of our Christmas outreach. But what the kids of Navotas taught me that day is this: "To share is more often better than to give." The concept of sharing being better than giving was a bit of a paradigm shift to me. More often than not, we tend to argue that to give (whether during Christmas or any given day of a year) is the way to go. However, the practice of giving is more often taken for granted. To share, on the other hand, leaves a lasting impression on both parties. To share one's precious time with people in need has more meaning than simply handing over any amount of money, goods or gifts.

For three years now, I have often wondered why Aboitiz executives and their family members would really take time out to participate in the December outreach. I can only guess but I think I can now understand how they feel after the activity. Spreading cheer and giving joy to the kids by sharing one's time, care and laughter goes much further than simply giving them gifts. Memories of those precious shared moments live much longer than any kind of gift can.



Aboitiz BUs bring cheers to kids, indigenous people

By Raymund Tamayo, Arianne Manzo & Vic Sumalinog



Christmas, as they say, is for kids and those who are children at heart. It is also a season for giving gifts and sharing of blessings.

Last December, business units under the Aboitiz Group made hundreds of children, individuals with visual impairment, and indigenous people from Davao feel and enjoy the spirit of the Yuletide season by giving them presents.

In Subic, Subic EnerZone, in cooperation with Aboitiz Foundation, gave shoe boxes to 150 kindergarten pupils of Kalalake Elementary School in Olongapo City last Dec. 10. Each shoe box contained toys, school supplies, assorted candies, and other presents. Also during the activity, a pair of clowns entertained the children with fun games and magic.

Davao Light, on the other hand, made its gift giving a lot more meaningful by having the students of the Davao School for the Rehabilitation of the Visually Impaired as among its beneficiaries. Other recipients of the gifts were the wards at Love the Children Foundation and the kids at the Angel Barraquel Home. The children also played games and were also entertained by mascots.

The gift giving, held last Dec. 17 and 21, was supported by Samaritan Purse, an American charity organization that sends shoe boxes stuffed with Christmas gifts for the children.

Welmo Capoy, principal of the school for the blind, expressed gratitude to Davao Light, saying that by giving the gifts, the company allowed the visually impaired students to see the beauty of Christmas by just feeling it.

In Cebu, AboitizLand employees played Santa Claus to about 500 children of two barangays in Metro Cebu, treating them to a day filled with gifts, surprises and happiness.

AboitizLand President & CEO Andoni Aboitiz,

who was at the event, said it was a "pleasure to see the kids with super big smiles" while eating their meal, watching performances and playing games with mascots.

Each child went home with a backpack full of school supplies and assorted goodies.

Merchants of The Persimmon also participated in the Share-A-Gift program; they gave presents to their assigned children and treated them to food and games.

The Persimmon Plus team also staged a sing and dance and eco-parol competitions among public and private schools.

At the My Christmas at The Persimmon Plus sing and dance competition last Dec. 17, the Enchanting USPians of the University of Southern Philippines Foundation brought home the top prize for their poignant cosplay interpretation of a meaningful yuletide with playful lights, animated angels and piano and violin accompaniment. Lahug Elementary School, on the other hand, bested other participants with their *parol-cum-belen* made of shells.

The indigenous people in Toril, Marilog and Paquibato districts in Davao City, for their part, received sacks of rice from Davao Light in partnership with the Philippine Army's Task Force – Davao, headed by Col. Rey Leonardo Guerrero, the local government of Davao and the private sector.

Now on its eighth year, the "Pinaskuhan Para sa Lumad" activity facilitates the donation of an average of 55 sacks of rice per year. Davao Light turned over its contribution last Dec. 10.

Lt. Col. Roberto Rivas, Task Force executive officer, thanked Davao Light for its support, adding that the bigger volume of rice given to the project has allowed them to increase the number of beneficiaries.



RAFI holds forum on engaging businesses for a sustainable Cebu

By Mel Yan

The Eduardo Aboitiz Development Studies Center (EADSC) of the Ramon Aboitiz Foundation Inc. held the Understanding Choices Forum last Nov. 22 at EADSC.

The forum, which had Cebu City Councilor Nida Cabrera and former Cebu City Councilor Nestor Archival as speakers, presented a sustainability framework and discussed the role of businesses in ensuring sustainable development beyond local economic growth.

It also tackled the development of and compliance with the Environmental Sustainability Action Plan, which will be required of business establishments in Cebu City upon securing or renewing business and/or mayor's permit in 2013 in pursuant to the City Government's Sustainability Ordinance.

Entitled "Prosperity and Planet: Engaging Business as Stewards towards Sustainable Cebu," the forum was organized in partnership with Kaabag sa Sugbo and the Cebu City Government.



FOUNDER'S DAY. University of San Carlos President Fr. Dionisio Miranda (2nd from left), RAFI Trustee Fr. Ernesto Javier and RAFI Deputy Director for Operations Amaya Aboitiz led the opening ceremonies of the RAFI @ 45 exhibit last Nov. 16 at the Casa Gorordo Museum. The exhibit allows viewers to revisit important milestones in the history of RAFI and its founders, Ramon Aboitiz and Eduardo Aboitiz. The exhibit also shows RAFI's emergence and evolution as an institution. In the afternoon, service awardees were recognized while the Communications Team handed out awards. The day's activities were part of RAFI's year-long celebration of its 45th anniversary. —*Nancy Cudis*



BEST CLIENT. For being the Ramon Aboitiz Foundation Inc. (RAFI) Micro-finance 2011 Most Outstanding Client, Elvira Pantaleon (3rd from right) receives P25,000 cash and a plaque, which were given by (from left) RAFI Micro-finance Executive Director Ma. Theresa Catipay, RAFI Human Resources Officer Jeanette Zulueta, Mercantile Insurance Micro-insurance Department Manager Jose Ma. Dadvias, RAFI Chief Operating Officer Dominica Chua, and RAFI Micro-finance Bogo Branch Manager Jacob Tanza. In her acceptance speech, Pantaleon told the 3,289 women clients present during the RAFI Micro-finance 8th General Assembly last Dec. 3 to have a vision for their businesses and to persevere amid challenges. Agnes Lacson (inset), chief operating officer of City Savings Bank, was the keynote speaker. She pointed out three ingredients to becoming a successful micro-entrepreneur—vision, determination, and hard work. The sidelights of the event included a trade fair where various products from the different towns in Cebu were showcased; medical mission conducted in partnership with RAFI's Eduardo J. Aboitiz Cancer Center, which offered consultations and cervical screening to 450 women and children; and a Kid's Corner where children of the clients enjoyed a film showing, courtesy of the Dolores Aboitiz Children's Fund of RAFI.



CONTEMPORARY CEBU. Through the partnership of Alternative Contemporary Art Studio, Ramon Aboitiz Foundation Inc. (RAFI), and The Grove by Rockwell, the Contemporary Cebu art exhibit was formally opened at the Cebu City Museum last Jan. 4. The ribbon cutting was led by (from left, foreground) Amaya Aboitiz, RAFI deputy director for operations; Cebu City Councilor Margarita Osmeña, vice chairperson of the Cultural and Historical Affairs Commission of Cebu City; Massimo La Magna, overall supervisor of Pizzeria Michelangelo; and Cebu City Mayor Michael Rama. Contemporary Cebu is designed to bring national attention to contemporary Cebuano artists and their works. It is open to the public until Jan. 31.



AWARD OF MERIT. The Ramon Aboitiz Foundation Inc. (RAFI) won the "Quill Award of Merit for communication management: economic, social, and environmental development" for its Run 2 Plant 4 GREENIN' Philippines while its "Tree of the Month," a bi-monthly section in The Freeman, was declared finalist under the writing category of the communication skills division of the Quill Awards. (From left) RAFI Communications Officer Haidee Palapar, RAFI Deputy Director for Operations Amaya Aboitiz, RAFI Executive Committee Chairperson Ma. Cristina Aboitiz, RAFI Chief Operating Officer Dominica Chua, RAFI Integrated Development Executive Director Rowena Alensonorin, Biodiversity Assistant Myrly Mendoza, GREENIN' Philippines Program Coordinator Neil Papas, and The Freeman News Editor Lucky Malicay accepted the awards during the 10th Philippine Quill Awards held last Nov. 18 at Crowne Plaza Galleria Manila, Quezon City. —*Nancy Cudis*

AboitizPower is Asiamoney's Large Cap Corporate of the Year 2011

For the second year in a row, AboitizPower has been awarded by Asiamoney as the Philippines' Large Cap Corporate of the Year in the magazine's Best Managed Companies Awards 2011. Large cap companies are those with a market capitalization of US\$5 billion.

After winning the award for 2010, the company has "continued to notch up such impressive performance that we felt it deserved recognition this year as well," the international financial magazine explained in its Dec. 2011-Jan 2012 issue.

The magazine noted that a small group of conglomerates dominate the Philippine economy and "true large cap companies are few and far between." Of the few that exists, AboitizPower was "still the one to most consistently appear on analysts' lips" when asked about the Asiamoney award.

Said one Philippine equity research head, "Aboitiz definitely deserves to win on the power side, they've managed 2011 quite well despite (profit margins in) power dropping off from the previous year."

AboitizPower's net income in the first nine months of 2011 was P16.2 billion, down from P18.5 billion in the same period of the previous year. But according to several analysts Asiamoney had interviewed, this "12% decline reflects good management in the face of a plummeting electricity selling price."

AboitizPower has experienced unprecedented growth in recent years and continues to be on growth mode as it continues to break ground on new plants.

In 2008, Asiamoney named it the Medium Cap Corporate of the Year. After two years, it had moved to the large cap category.



MANAGEMENT MAN OF THE YEAR. Management practitioners from local and multinational companies in the country conferred last year its prestigious Management Man of the Year award on AEV and AboitizPower President & CEO Erramon I. Aboitiz (EIA). After a stringent selection process, the Management Association of the Philippines chose EIA not only for his business acumen and for being a model of management excellence but also for how the Aboitiz Group has contributed to national development. The awarding was held last Nov. 21 at the Rigodon Ballroom of the Manila Peninsula Hotel. Joining him are (from left) AEV Chief Risk Management Officer Rolando Cabrera, AEV FVP for Business Development Roman Azanza III, AboitizPower VP-Business Development Thomas Sliman Jr., UnionBank Executive Director for Corporate Philanthropy and Responsibility Maria Goolsby, AEV Corporate Secretary M. Jasmine Oporto, AEV Chief Reputation Officer Susan Valdez, AboitizPower Chief Financial Officer Manuel Lozano, AEV SVP-Group Treasurer Gabriel Mañalac, AboitizPower Independent Director Jose Facundo, and Pilmico President & CEO Sabin Aboitiz.

Corporate HR launches Office Relocation Forum

Corporate HR has launched the Office Relocation Forum as a feedback mechanism and communication channel regarding the transfer of the corporate headquarters of AEV and AboitizPower from Cebu to Manila.

The forum database, which can be accessed through the myaboitiz.net portal, is designed to accommodate all questions, clarifications, concerns, sentiments and opinions pertaining to the office transfer.

It is very simple to use and navigating it is easy. Team members may choose the anonymous button if they send a query but do not wish to be identified. All responses to queries will be published for everyone to read.

The appointed lead persons for handling matters on the office relocation are Mia Zamora and Cristine Cabatingan. They are also the appointed receivers of FAQs posted in the forum.

Move to Manila

AEV and AboitizPower President & CEO Erramon Aboitiz (EIA) announced the transfer of the corporate headquarters in a general assembly last Nov. 14. Aboitiz & Company will, however, retain offices in Cebu.

EIA cited the steady growth that AEV and AboitizPower have been experiencing in recent years as a major contributing factor in the decision to transfer.

"With our acquisitions in the past few years, over 70% of our profits come from businesses in Luzon. We have transformed ourselves from a regional company to a national enterprise, having to transact more with stakeholders based in the capital. Our main market and customers for electricity are in Luzon."

"Our growing investments in that region are demanding more and more of our attention. By continuing to be based in Cebu, we end up compromising many things in terms of being able

to deal with these stakeholders more effectively," said EIA.

"The move to Manila has been a discussion for generations. We feel it is high time to make the move," he added, admitting that the transfer was a challenging and difficult decision to make.

He said the company will extend whatever assistance is necessary to help team members who will be affected by the relocation, which is expected to be completed by June 2013.

While majority of the departments will be transferred to Manila, EIA said the corporate office in Cebu will continue to operate, with core teams continuing to service other Aboitiz Group business units based in the Visayas and Mindanao.

"Cebu will always be our heritage and our original home. But as professionals, we sometimes have to make tough calls and do what is best for the business. It is our responsibility to our shareholders as well as to ourselves to do what is necessary for what is best for the Aboitiz Group," said EIA. "But wherever our business will take us, Cebu will always be our home. And as we move to the bigger national arena, we will continue to be proudly Cebuano."



Building our Corporate Reputation through branding, social media trends

By Steven Getes



Two major challenges for corporate communications practitioners in this age of digital media are staying abreast with best practices on branding while keeping up with trends and business applications on social media.

In a bid to address these, AEV's Reputation Management Department (RMD) held last Dec. 1 & 2 the annual Brand Forum and Continuing Education Series (CES) to update the Aboitiz Group's brand and corporate communications champions on the latest trends in branding, social media and reputation management.

On Day 1, AEV Chief Reputation Officer Susan V. Valdez (SVV) gave an overview of and explained the relevance of having a reputation management system in place. She said the RMD team would implement the system to ensure that everyone does his share to build and enhance, protect and maintain our corporate brand reputation, which is the Group's most valuable asset.

AEV Brand VP Malu Salud shared fresh insights on how branding concepts should be applied and measured in terms of objectives. This made the

forum more interactive as the alignment of branding and communication concepts, and terminologies were discussed.

Also part of the program was a primer on social media, showing its evolution and its difference from traditional media. For the baby boomers at the forum, it was a walk down memory lane. Another highlight was the presentation of case studies on social media's business application.

SVV announced that plans for the development of a social media strategy are underway. The project will take off with the initial business application to be used on AboitizPower. The learnings taken from it will then be applied to other business units (BUs).

During the forum, the participants also identified and presented the communication programs of their respective BUs for 2012. The presentations paved the way for an open session of sharing and learning experiences and programs.

The highlight of Day 2 was the launching of the Aboitiz News Patrol (A-Patrol). Just like AboitizPower's Better Solutions Channel, A-Patrol aims to expedite the dissemination of news

and events in the Group. Also launched was the Online Event Tracker system where corporate communications team members from BUs can ask RMD's assistance for their events.

Another highlight was the announcement of winners for the 2011 CorpCom Awards. Hedcor was named the best corporate communications team and the Davao Light team was runner-up.

The other winners were:

Breakthrough Project

– **Better Solutions Channel**
(AboitizPower Brand team)

Best Newsletter

– **Hedcor Pulse**

Most Valuable Team Player

– **Karen Padawag** (Hedcor)

Most Punctual

– **Cotabato Light**

Most Collaborative

– **VECO**

Best in Writing

– **SN AboitizPower**



Hedcor, APRI recognized for superior environmental performance

By John Eugene Matias & Vince Tan

AboitizPower subsidiaries Hedcor, Inc., AP Renewables, Inc. (APRI)–Tiwi and APRI–Makban have been cited as three of among 15 companies to be awarded the Philippine Environment Partnership Program (PEPP) seal of approval for 2011. The awarding was held last Dec. 16 at the Department of Environment and Natural Resources (DENR) Social Hall in Quezon City.

The PEPP is a DENR partnership program with industries in cooperation with other environment-related agencies. It seeks to promote mandatory self-monitoring and compliance with environmental standards and to encourage voluntary self-regulation. The program also provides incentives and assistance to establishments particularly SMEs to achieve pollution prevention and cleaner production processes.



Hedcor's environment team led by its VP for Business Development Gregorio Jabonillo (second from left) receives the PEPP seal of approval from Environmental Management Bureau Director Juan Miguel Cuña (extreme left) and DENR Secretary Ramon J.P. Paje (extreme right). The PEPP is a partnership program of the DENR that encourages the private sector to conduct voluntary self-regulation through pollution prevention and cleaner production.



APRI AVP for Environment, Health and Safety Soc Patindol, Environmental Engineers Esmeraldo Martin and Judyann Guevarra, and Pollution Control Officer Merly Navarette accept the awards for APRI.

Hedcor was recommended for the PEPP by the DENR–Cordillera Administrative Region and submitted itself for validation last October and was awarded a Track 1 Certification “for going beyond compliance and being driven by competitiveness, image and supply chain requirements to improve performance.”

The Track 1 award is by no means easy to attain. First, a company should have no case(s) filed with the Pollution Adjudication Board for three years prior to the date of application. Second, it has to ensure full compliance with all applicable environmental laws, rules and regulations. Third, it has to have a proven record of superior environmental performance.

Benefits of being Track 1 awardees include relaxed reportorial requirements, simplified requirements for securing Environmental Compliance Certificates and longer validity of permits.

Being ISO 14001:2004 certified for Environment Management Systems, Hedcor's waste management allows for the regenerating, reusing and recycling of over 90 percent of its office waste. Apart from its waste management systems, environmental initiatives such as reforestation, watershed management and cleanup drives are a regular commitment to surrounding communities hosting the company's hydro plants.

“Our projects are always aimed at partnering with the environment and the community,” said Hedcor VP for Business Development Gregorio Jabonillo.

“Environmental protection should not be monopolized by the government offices but must be a responsibility of every citizen,” DENR Secretary Ramon Paje said in his speech during the awards ceremony. He said he believes that environmental protection can be best performed by the private sector. Secretary Paje and Environmental Management Bureau Director Juan Miguel Cuña handed out the awards.

Receiving the award for Hedcor were Jabonillo, Liaison Manager Benguet Gilbert Patacsil, and Environmental Officer Cranep Udan. On behalf of APRI, accepting the awards were Soc Patindol, AVP for Environment, Health and Safety, Environmental Engineers Esmeraldo Martin and Judyann Guevarra, and Pollution Control Officer Merly Navarette.

The DENR–PEPP Track 1 awards given to Hedcor and APRI definitely proves that Aboitiz cares about the environment!



Passion for A Better World

Aboitiz Race-to-Reduce Challenge

Change in consumption per person for the month of September 2011

	ATV Aboitiz and Aboitiz (subsidiaries)	APIC-Madison Aboitiz and Aboitiz (subsidiaries)	APIC-Tel Telecomunicaciones	COTABATO LEANT	CITYXAVIEROS Aboitiz and Aboitiz (subsidiaries)	DAVID LIGHT	HEDCOR Aboitiz and Aboitiz (subsidiaries)	HEDCOR Aboitiz and Aboitiz (subsidiaries)	LUZON HYDRO Aboitiz and Aboitiz (subsidiaries)	METAPUL Aboitiz and Aboitiz (subsidiaries)	METABEL Aboitiz and Aboitiz (subsidiaries)	PANC Aboitiz and Aboitiz (subsidiaries)	PLMCO Aboitiz and Aboitiz (subsidiaries)	SET Aboitiz and Aboitiz (subsidiaries)	SNAP-MORE Aboitiz and Aboitiz (subsidiaries)	SNAP-AREPP Aboitiz and Aboitiz (subsidiaries)	SNAP-BUILDUP Aboitiz and Aboitiz (subsidiaries)	UNIONBANK Aboitiz and Aboitiz (subsidiaries)	VECO Aboitiz and Aboitiz (subsidiaries)	ACCUPROSA Aboitiz and Aboitiz (subsidiaries)		
per person consumption (kg)	301	96	236	46	159	288	423	52	212	198	443	91	111	373	364	2412	1650	2	128	91	384	
% change vs. previous month	-6%	-1%	1%	-4%	-2%	-1%	-	-7%	-24%	-2%	-4%	8%	-7%	-6%	14%	57%	229%	-	7%	115%	-2%	15%
per person consumption (kg)	-	0.55	-	0.25	0.52	-	4.05	0.99	0.89	-	0.06	2.75	0.43	48.02	1.70	0.63	-	0.02	4.64	0.63	0.78	4.18
% change vs. previous month	-	9%	-	16%	13%	-	-	42%	-39%	-	-19%	-1%	10%	-24%	-18%	56%	-	-42%	-2%	-3%	-41%	-36%
per person consumption (kg)	0.78	-	0.25	0.41	0.26	0.55	-	0.78	0.18	0.78	0.40	0.13	0.32	0.58	0.13	0.60	0.15	0.46	0.16	0.33	-	0.39
% change vs. previous month	-3%	-	-	38%	17%	38%	-	-	-2%	-82%	3%	-28%	19%	-5%	-13%	-2%	-53%	18%	-9%	-1%	-	-1%

NOTES:

- 1 There was a total plant shutdown during August. Normal operations resumed in September.
- 2 The bank has added/suspended its office in another floor involving its departments.


LEGEND

- HIGHEST DECREASE
- WITH NOTES

Change in consumption per person for the month of October 2011

	ATV	Aboitiz and Aboitiz (subsidiaries)	APIC-Madison Telecomunicaciones	APIC-Tel Telecomunicaciones	COTABATO LEANT	CITYXAVIEROS Telecomunicaciones	DAVID LIGHT	HEDCOR	HEDCOR	LUZON HYDRO	METAPUL Telecomunicaciones	METABEL Telecomunicaciones	PANC Telecomunicaciones	PLMCO	SET Telecomunicaciones	SNAPMORE Telecomunicaciones	SNAP-AREPP	SNAP-AREPP	UNIONBANK Telecomunicaciones	VECO	ACCUPROSA Telecomunicaciones	
 per person consumption (kg)	313	96	211	36	166	322	418	50	212	-	191	521	93	132	328	318	2972	809	2	118	94	395
 % change vs. previous month	-4%	1%	-11%	-22%	-4%	12%	-1%	-5%	-	-	-4%	18%	2%	19%	-12%	-13%	23%	-45%	3%	-8%	3%	3%
 per person consumption (kg)	-	0.49	-	0.32	0.51	-	4.12	0.93	0.89	-	0.05	3.12	0.44	44.06	1.84	0.55	-	0.01	4.83	0.57	0.81	4.23
 % change vs. previous month	-	-12%	-	29%	-2%	-	7%	-3%	-	-	-8%	14%	3%	-8%	8%	-13%	-	-	4%	-9%	5%	1.2%
 per person consumption (kg)	0.82	-	0.22	0.42	0.13	0.53	-	-	-	0.25	0.30	0.13	0.28	0.56	0.12	0.69	0.28	0.22	0.23	0.34	-	0.36
 % change vs. previous month	5%	-	-13%	1%	48%	-4%	-	-	-	40%	-25%	-5%	-11%	-4%	-2%	15%	83%	-53%	46%	65%	-	-9%

Change in consumption per person for the month of November 2011

	ATV	Aboitiz and Aboitiz (subsidiaries)	APIC-Madison	APIC-Tel Telecomunicaciones	COTABATO LEANT	CITYXAVIEROS	DAVID LIGHT	HEDCOR	HEDCOR	LUZON HYDRO	METAPUL	METABEL	PANC	PLMCO	SET	SNAPMORE	SNAP-AREPP	SNAP-AREPP	SNAP-AREPP	UNIONBANK	VECO	ACCUPROSA
 per person consumption (kg)	312	99	-	53	153	285	388	50	212	-	208	532	96	105	366	321	3485	850	2	122	87	313
 % change vs. previous month	-0.5%	3%	-	-47%	-8%	-11%	-7%	1%	-	-	-9%	2%	3%	-10%	12%	1%	17%	-6%	-2%	4%	-8%	-17%
 per person consumption (kg)	-	0.40	-	0.25	1.05	1.89	4.41	0.79	0.89	-	0.06	3.34	0.44	57.62	2.41	0.62	-	0.04	4.95	-	0.86	5.05
 % change vs. previous month	-	21%	-	28%	-52%	-	-2%	-21%	-	-	-13%	-6%	-0.2%	-24%	-24%	5%	-	-70%	-2%	-	-6%	27%
 per person consumption (kg)	0.83	-	-	0.42	0.25	0.47	-	0.26	-	0.18	0.80	0.14	0.30	0.25	0.17	0.97	0.62	0.46	0.26	0.58	-	0.44
 % change vs. previous month	2%	-	-	90%	-12%	-	-	-	-	-29%	-	8%	7%	-54%	34%	41%	121%	115%	12%	7%	-	22%

NOTES:

- 1 Increase can be attributed to the following:
a) reproduction of OHS procedures for OHSAS 18001 preparation
b) materials for the plant inauguration
c) other regular compliance reports such as CMVR, and other various documents for the support services (Finance, CSR, HR, SM)
- 2 Increase is due to:
a) reproduction of management system procedures for distribution to the employees
b) materials used for the launching of the kagitingan program/ seminar
c) other regular compliance reports such as 2nd QSR SM and CMR, and the OHS reports.

LEGEND

- HIGHEST DECREASE
- WITH NOTES

Pilmico enters honor roll

For the Race to Reduce (R2R) results for September and November, business units in Mindanao and Luzon posted the highest consumption reductions. For October, Luzon-based business units turned in the biggest reduction results.

In September, Hedcor Ladislawa in Davao achieved the highest per employee reduction for energy, down by 24%, from the previous month. SNAP's Binga hydro plant had the biggest reduction of 42% in water consumption. Luzon Hydro, meanwhile, posted the highest reduction for paper, down by 62%, compared with the August results.

In October, SNAP's Binga plant got the credit for both energy and paper consumption reduction, while Hedcor Beckel registered the highest reduction of water.

In November, Pilmico Foods entered the honor roll for the first time, dominating both the energy and paper categories. The Binga plant posted the biggest reduction of water.

The earliest to submit their R2R results in September and November were Mactan EnerZone/Balamban EnerZone, and for October, it was Cotabato Light.—*Marge Gravador*

RACE TO REDUCE HONOR ROLL (September 2011)

	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	Hedcor Ladislawa	212 kWh	24%
Water	SNAP Binga plant	0.00286 cu. m.	42%
Paper	Luzon Hydro	0.18 reams	62%

RACE TO REDUCE HONOR ROLL (October 2011)

Energy	SNAP Binga plant	909 kWh	45%
Water	Hedcor Beckel	0.63 cu. m.	37%
Paper	SNAP Binga plant	0.22 reams	53%

RACE TO REDUCE HONOR ROLL (November 2011)

Energy	Pilmico Foods	105 kWh	20%
Water	SNAP Binga plant	0.04 cu.m.	70%
Paper	Pilmico Foods	0.26	54%

MOST PROACTIVE BUSINESS UNIT (earliest to submit Race to Reduce consumption data)

MONTH (2011)	BUSINESS UNIT	SUSTAINABILITY STEWARD
September	Mactan/Balamban EnerZone	Ronald Petilo
October	Cotabato Light	Jun Ticzon
November	Mactan/Balamban EnerZone	Ronald Petilo

Sustainability

INFO KIT 5



How much carbon dioxide is emitted by sending a text message?

Did you know that one text message emits 0.014 g of CO₂e? It is estimated that 32,000 tonnes of CO₂e are emitted for all text messages sent all over the world for a year.

“The biggest part of text message's footprint is the power used by your phone while you type—and of course by your friend's phone while they read what you've written. If the two of you take a minute between you to type and read the message, and you each have phones that consume 1 watt of power when in use, the message's footprint will be about a hundredth of a gram. This figure takes into account the transmission of a 140-character message across the network.”

Source: How Bad Are Bananas? By Mike Berners – Lee



Turning your Cell Phones Green

Along with the boom of digital devices are the consequences it has on the environment. Among these electronic gadgets, the most commonly used is the cellular phone.

Cell phones contribute to climate change because fossil fuels usually provide the energy used to manufacture, transport and charge them. The Philippines, being the world's text messaging capital according to a recent US study, must know the ways on how to decrease the environmental impact of cell phone use.

Davao Light gathered some simple tips that will help turn your cell phones green.

1. Unplug your phone charger when not in use

Like any other appliance, your phone's charger still draws energy when not unplugged even when it's not plugged to your phone.

2. Minimize your phone's backlight

Illuminating your phone's backlight longer than you need is a waste of

energy. Reduce its use to also save your phone's battery life.

3. Switch your phone off when in a can't-be-reached place

When inside a moviehouse, in an airplane or somewhere else you know you can't be reached, switch your phone off. Eventually, texts and emails will come later.

4. Only replace your phone when necessary

Don't buy a new phone until you need it or go for refurbished phones to save energy and prevent pollution.

5. Charge your phone only when necessary

Many people are used to charging their cell phones every night, whether the battery has been depleted or not. To be less wasteful, don't charge your phone until the battery really needs it.



Hedcor labor mgt. council is country's best

By Karen May Padawag

Hedcor, Inc. bested other companies nationwide after it was recognized with the Outstanding Labor Management Cooperation (LMC) Award for Industrial Peace during the LMC National Convention in Naga City last Nov. 9.

"As responsible corporate citizens, the management and rest of the Hedcor team ensure a good working relationship among all team members," said Hedcor President Rene Ronquillo.

"Being part of the Aboitiz Group, the company believes continuously improving labor relations is fundamental to good business performance," Ronquillo added.

The 7th National Search for Outstanding LMC Awards, led by the National Conciliation & Mediation Board of the Department of Labor and Employment (DOLE) and the Philippine League of Labor-Management Cooperation Practitioners, recognizes companies with success stories and best LMC practices.

LMC is a mechanism designed to preserve industrial peace by encouraging constant communication and positive interaction between workers and employers.

Hedcor's LMC members volunteer their time to the company's CSR projects to its host communities particularly in tree planting



Hedcor Human Resource and Quality Manager Carol Tuvera and HEU president Johnson Gonzales (6th and 7th from left, respectively) accept the Outstanding LMC Award for Industrial Peace during the LMC National Convention in Naga City. The award recognizes companies that exemplify industrial peace through partnership and communication between management and employees.

activities, medical programs, as well as Brigada Eskwela and livelihood projects under the Hedcor Kabisig Council, which was formed in 2005.

A further testament to the healthy working relations between management and employees was the signing of the collective bargaining agreement between the Hedcor Employees Union (HEU) and Hedcor management in September 2011 after only a seven-hour negotiation period – the fastest to date.

"AboitizPower recognizes the contribution of its employees as partners in business. We invest in our employees as they help steer our company's growth today and in the future. We will continue to invest

in building the technical and human resource capabilities of our employees as we usher a brighter era for the Aboitiz Group," said Erramon Aboitiz, AboitizPower President & CEO said.

In early 2011, Hedcor was a finalist to the Employer's Confederation of the Philippines' Kapatiran sa Industriya Award which recognizes companies that best promote industrial peace and harmony, quality and productivity, social accountability, and strategic visioning and partnering.

In 2010, Hedcor also received two national awards from DOLE agencies for its initiatives in providing a safe and healthy workplace—the Gawad Kaligtasan and Kalusugan Award for Occupational Safety and Health, and the Safety Milestone Award by the Bureau of Working Conditions. Hedcor is also OHSAS 18001:2007-certified for Occupational Health and Safety Standards by Certification International.

"Hedcor will continue programs that will strengthen workplace cooperation and partnership while fulfilling its commitments to stakeholders and communities," Ronquillo said.

Davao Light's SMART crew bats for faster response time

By Ruann May Pogado

Davao Light's Self-directed for Monitoring and Action to Reduce the response Time (SMART) Crew continues to step up to the challenge to be able to provide efficient and reliable power supply to its consumers.

This after Ateneo de Davao University's Social Research Office released the results of the 2011 Customer Satisfaction Survey showing that customers are more satisfied with Davao Light's emergency service than in 2009, when the program was launched. This high net satisfaction rate of customers has been attributed to the faster response time.

But with Davao City's increasing urbanization and traffic congestion, the SMART crew's response time is continuously put to a test.

"For (2011), we added two more SMART crews

who will now be using a four-wheel vehicle to cater to more customers and will soon be equipped with a mini bucket truck," said Engr. Mark Sam Banluta, Panabo branch supervisor.

Most SMART crew members use only a motorcycle for quicker response time. They attend to all emergency calls which will not require climbing poles, working on live lines and works that will involve more than one personnel.

"The satisfaction of our customers is the company's top priority. We may be a monopoly but we always find innovative ways to further improve our services." Engr. Socrates Arce, the current manager of the Distribution Services Department, added.

The SMART Crew was created to improve the response time of the emergency service within the city proper, ensuring that calls for assistance are responded to within 30 minutes.



Valfred Lampano, with Davao Light's SMART crew four-wheel vehicle, inspects a meter earlier reported by a customer having some concerns.

AboitizPower to send additional capacity to Mindanao by June 2012

Therma Marine, Inc. plans to transfer one of its four barge-mounted power plant units from Navotas by June 2012 to augment the tightening power supply in Mindanao next year, and in anticipation of the effect of the summer months and the continuing increase in demand for power.

AboitizPower intends to send one of the barges

either to Nasipit, Agusan del Norte or Maco, Compostela Valley, where the company has docked 200-MW power barge facilities, operated by Therma Marine.

“By bringing in this facility, Mindanao is assured of continued supply of reliable and affordable power to fuel its economy and provide convenience to the people of Mindanao,” AboitizPower FVP-Mindanao Affairs Bobby Orig said.

The barges are bunker C-fired diesel plants designed for peak load application, and will contribute to the country's power supply needs. When fully operational, the barges will have an aggregate deliverable generating capacity of 242 MW. It is worthwhile to note that the units have not been operating for almost five years. Upon the acquisition of the units last May 2011, AboitizPower immediately implemented rehabilitation efforts on the barges, so that these will be able to deliver prime output.



AboitizPower seals 20-year PSA with Melters Steel Corp.

AboitizPower wholly owned subsidiary Therma Luzon Inc. (TLI) recently sealed its partnership with Melters Steel Corporation (MSC) for a 20-year power supply agreement. MSC is a steel smelting company that produces steel billets from recycled metals.

Starting last Dec. 26, 2011, TLI now provides 40 MW of reliable, stable and affordable power to MSC's smelting plant in San Simon, Pampanga.

Luis Miguel Aboitiz, AboitizPower SVP for Trading and Marketing, said the company is pleased to partner with MSC to provide it with “the reliable energy that will power up and grow their business.”

“Melters is looking forward to a long and mutually beneficial partnership with AboitizPower. We are confident that through this long term partnership, we will be in a better position to compete in the steel manufacturing industry,” said MSC General Manager Ricardo Lim.



(From left) Nena Sy, Melters Steel GM Ricardo Lim, Therma Luzon EVP & COO Benjie Cariaso and AboitizPower SVP for Trading and Marketing Miguel Aboitiz seal the partnership with a handshake.



IMPROVEMENT. As part of its effort to continue providing quality service, Davao Light seeks ways to improve its facilities. The distribution utility recently sent Engr. Wilfredo Pacatang (leftmost), supervisor of the Distribution Services Department, to Futao Steel Pole Plant in Yixing, China to inspect the purchased steel poles that will replace Davao Light's wooden/rotten poles. Joining him were accountant Amily Lee Futao, engineering head Xi Jin Song Futao and 3rd Engr. Dwight Cervantes of Poleman Energy Company. —*Ruann May Pogado*



96 teams vie for 14th Aboitiz Football Cup; new categories added

The Cebu Football Association (CFA), in partnership with Aboitiz Foundation, Inc. kicked off its 14th season last Nov.19, at the Aboitiz Sportsfield in Subangdaku, Mandaue City.

Ninety-six teams from different schools and football clubs are competing under a league-type tournament in different age brackets both in men's and women's categories.

For this season, the following titles at stake are: Players 6, 8, 10; Boys 12,14; Men's U-19, U-23; Girls U-17, men's open and women's Futsal.

CFA tournament director Eleazar Toledo said that for this season, they did not limit the teams joining in each category.

They also added the men's U-19 and men's U-23 as new categories in preparation for the Philippine Football Federation's Smart and Suzuki regional finals this May.

Toledo also said that the outcome of the tournament would be the basis in determining Cebu's representative to any regional or national finals organized by the Philippine Football Federation (PFF). It is also the best venue to scout players who will become part of the national team.

During the opening, five tickets to the exhibition match between the Philippine Azkals against the Los Angeles Galaxy (with David Beckham) in Manila were raffled off to participating teams.

The Aboitiz Football Cup is the premiere football event and the longest running age-group tournament in Cebu.



LABORERS' WELFARE. Cotabato Light takes its responsibility towards its employees to heart, making sure it is updated on current trends that help promote the workers' welfare. One avenue for this is gatherings like the 8th Labor-Management Cooperation Convention held last Nov. 8-9, which discussed new perspectives towards forging strong partnerships between labor and management. Among the delegates were Cotabato Light VP Crise Ferolino and Cotalight Workers' Union president Edmundo Teves.



I KNOW IT! Cotabato Light team members eagerly participate in the trivia-inspired LEAP-Brand 101. The activity was part of a two-day event that also included a quarterly company business briefing. The event served both as a refresher course for employees about the AboitizPower brand and give them updates about the company's activities, projects and operations. —*Donjie Vertuoso*



BRAND REFRESHER. SEZ CorpCom, Branding & CSR Officer Raymund Tamayo explains to fellow team members the distribution utility's branding goals for this year. During the brand refresher held last Jan. 9, he also reminded colleagues about the importance of living the brand. —*Anielou Gelacio*

CitySavings opens new branch in Pampanga

City Savings Bank (CitySavings) continues to explore opportunities to be able to serve its growing customer base in Luzon by opening a branch in San Fernando City, Pampanga.

The Pampanga branch was opened last Nov. 25 as part of the bank's expansion plans. It is CitySavings' third branch in Luzon after its flagship branch and regional office in Ortigas was inaugurated last July. It is also the fifth branch that the bank opened in 2011 and the 30th branch in its network.

"San Fernando City is the regional center in Central Luzon, so we saw it as a strategic location that will help us in our move to expand and grow," AVP for Marketing Harry Abellana said. The area has some 53,000 clients that the branch can serve.

Nearly five decades in operation, CitySavings' growing customer base in Visayas and Mindanao (including some 100,000 public school teachers) has been enjoying the warm and helpful service that the bank is known for, together with its straightforward products.

"Every time we open a new branch, it's really this brand of warm and helpful service that we want to give our customers," said CitySavings VP for Operations William



CitySavings VP for Operations William Paradies (center) leads the blessing and ribbon-cutting ceremonies of the new CitySavings branch in San Fernando City, Pampanga.

Paradies. "This small bank may be growing but we're not leaving behind that small bank personality. We will continue to make it simple, easy, and understandable for the customer—because that's what excellent service is really all about."

The new branch offers deposit products such

as regular savings, ATM, students' savings, and Kaugmaon savings accounts, as well as high-yield time deposits for 5 and 7 years. Department of Education public school teachers can also avail themselves of salary loans.

CitySavings San Fernando is located at Suburbia Bldg., Maimpis, San Fernando City.



PARTNERSHIP. UnionBank and Mitsubishi Motors signed last Oct. 25 a partnership agreement to tap the overseas Filipino workers (OFW) market for its affordable financing packages under the Global Pinoy Auto Asenso Program. As a bonus, the Bank will also provide an exclusive pre-loaded OFW card that can be used for shopping, buying groceries, paying for fuel/gas and, possibly, a remittance feature. Among the signatories were (seated, from left) UnionBank EVP/CBG Guia Lim; Mitsubishi SVP-Marketing Orlando Alvarez, Jr.; Mitsubishi EVP-Marketing Taizo Furuhashi; UnionBank EVP/Consumer Finance Genaro Lapez; and UnionBank VP-Consumer Finance Leonides Intalan.



MODERN YET SIMPLE. Union Bank of the Philippines (UnionBank) placed second in the 1st Belenistas de Ortigas Christmas project, an undertaking of the Ortigas Center and University of Asia and the Pacific. Working on the theme "To seek for a king was their intent, and to follow a star wherever it went," participants were challenged to think creatively and out-of-the-box but at the same time, should reflect one of the main characteristics of Christ's birth—simplicity. UnionBank's entry took over a month of planning and testing, for the team to come up with a design that is worthy of and aligned with the bank's image. Ortigas Center won first place while San Miguel Properties came in third. —*Malu Evaristo*

Austal awards major contract to Metaphil

By Elliezer Simega

Austal, a global prime contractor based in Australia, recently awarded a contract worth approximately P240 million to Metaphil. Scope of work includes expansion and upgrade of shipyard facilities and refurbishment of a building located in Arpili, Balamban, west of Cebu and managed by Cebu Industrial Park Development, Inc. (CIPDI). The project began in November 2011 and will be completed this October.

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

The company, which already has shipyards in Australia and the United States, will primarily construct small and medium-sized aluminium passenger ferries, work boats and transfer vessels such as Wind Express, a series of wind farm support vessels in the Philippines. The shipyard will have the skilled workforce and facilities to be able to undertake service and maintenance work. Austal will retain its large commercial vessel manufacturing capability in Australia. Austal's kick-off operation will be supported by Metaphil's on-time project delivery. The construction arm of the Aboitiz Group, Metaphil focuses on delivering on its promise of reliability, integrity, safety and quality (RISQ) with 33 years of quality construction performance.

Metaphil engineering design represents PH in int'l tilt

By Zeny Novabos

A team of engineers from Aboitiz Construction Group Inc. (Metaphil) designed the Philippines' entry to the Global Building Information Modeling (BIM) award, a design competition using Tekla Structures software.

The team was led by Rommel Reynes, junior manager of Metaphil's Engineering Design and Detailing Team.

The design and modeling work is for a waste heat recovery unit, a unique equipment used in utilizing waste energy stream. The equipment design, which also includes a tower with platforms, stairs and handrails, is for Chevron, Inc. based in Borrow Island, Australia.

The local model competition was held from June to August. Metaphil's entry, which met all the required materials, was the most complex structure. The winning entry was submitted to Tekla Headquarters in Finland as the official Philippine entry for the Global BIM Award.

BIM is a process where building data is generated and managed throughout the building's life cycle. Tekla Structures is an advanced, premium-brand 3-dimensional software.

MII gets favorable IMS recommendation

By Loi Resma



Metaphil IMS certification project leader August Dacanay receives the audit findings from TUV-Rheinland lead auditor Jayzer Aquino. With them are TUV-R lead auditor Ronnie Alonzo, Metaphil Senior AVP for Operations Jonathan Bendebel, internal lead auditor David Cagasan and the members of the steering committee.

Metaphil International Inc. (MII) has been recommended for certification on two international standard management systems—ISO 14001:2004+Cor.1:2009 Environmental Management System and BS OHSAS 18001:2007 Occupational Health and Safety—for the scope of metal fabrication and assembly, including pressure vessels, structurals and pipings.

TUV-Rheinland lead auditors Eufonio Alonzo and Jayzer Aquino announced the result during the closing meeting of the recently concluded three-day audit.

The additional certifications will enable MII to upgrade into an integrated management system (IMS), thereby giving equal importance to profit, people and planet but still aligned with delivering

RISQ (reliability, integrity, safety & quality) as the company's value proposition.

The IMS certification project was led by August Dacanay as management representative, Eloisa Resma as deputy management representative and David Cagasan as lead auditor, together with the steering committee. Serving as consultant was Carmina Espiron.

The Aboitiz Construction Group, Inc. (ACGI), which manages MII, first got its ISO quality management system certification in 2002 while MII first got certified in 2010. In a separate engagement, TUV Rheinland announced that ACGI has been recommended for Environmental Management System and Occupational Health and Safety certifications.

Metaphil gets export project for Kingdom of Saudi Arabia

By Elliezer Simega

Metaphil has been awarded a P620-million contract from Daelim Industrial Co., Ltd. for the fabrication of stacks and ducts to be used in the Kingdom of Saudi Arabia.

Daelim, a Korea-based firm engaged in the construction business, has built a strong foundation as a plant specialist and has been recognized as a global contractor with leading edge technologies and excellent management abilities. It boasts of a distinguished record of performance in more than 24 countries.

The project includes the fabrication of 12 units stack and ducts for Sadara Mixed Feed Cracker Project in Saudi Arabia. Ducts are used in heating, ventilation, and air conditioning to deliver and remove air.

This project is expected to generate employment opportunities to more than 300 Filipino kaubans. The project is expected to be completed this July.



Linda Flor Hortezano

VP & Financial Controller
CitySavings

Linda is known for being meticulous in dealing with business transactions, firm in decision-making but equally approachable and helpful to those in need of assistance. She is also able to advise not only on the financial implications of business decisions but also contribute in the formulation of strategies and decisions to improve the bottom-line of the bank. Linda has been instrumental in the conversion of CitySavings' extension offices into a full bank branch, as well as the ongoing expansion of CitySavings in the entire country, from a competitive thrift bank to a soon national name. A member of the core management team, she is a key player in the bank's transformation and growth, having given 27 years of her life to the country's fast-rising banking institution.

DRAAE

Don Ramon Aboitiz
Award of Excellence

AWARDEE

PROMOTIONS



Jeanne Ouano

VP-Corporate Planning
AboitizLand

Jeanne will be involved in developing long- and short-term strategic corporate plans and assessing current business performance relative to strategic objectives. She will also work hand in hand with all support group team leaders and business unit heads of AboitizLand and Corporate Strategy Team of AEV in developing various strategies at all levels to achieve operational excellence, increase profitability and productivity. Jeanne has been with AboitizLand since 1994.



Warell Kern Sario

AVP
Subic EnerZone

Warell brings with him 19 years of experience in the Aboitiz Group, starting out as a line inspector for Davao Light in 1992. In 2002, he was assigned as the Engineering manager of Cotabato Light & Power Company. He was then promoted as Line Services Department Manager of Davao Light in 2004. Sario holds a bachelor's degree in Electrical Engineering and a graduate of both Basic and Advanced Management Development courses at the Asian Institute of Management.



Ann Aribas

Business Services Manager
AEV

Ann started as a business services officer when she joined the Group in 2009.



Rowena Astillo

Manager—Administration,
Enterprise Development, and
Primary Health and Child Care
Aboitiz Foundation

Prior to her latest promotion this year, Rowena served as the Foundation's senior project officer before getting promoted to supervising project officer, both in 2010. She joined the Foundation in 2008 as project officer.



Joanxa Marie Chua

Corporate Audit Manager
AEV Audit

Prior to her promotion, Joanxa was the audit supervisor of the corporate audit team. She joined the Group in 2001 as staff auditor of ATS. In 2005, she was appointed as branch finance officer but returned to ATS' audit team a year later as audit supervisor.



Rehnie Sicat

Area Manager
AboitizPower-Sales and
Marketing

Rehnie was a project engineer for AESI before transferring to AP Renewables, Inc. as technical account engineer in 2009. He then joined AboitizPower's Sales and Marketing team in 2009 as account officer.



Edelyn Juntilla

HR Officer
AEV

Eds started as an HR Assistant/Statistician when she joined the Group in 2005.

PROMOTIONS



Andy Navarozza



Sandra Delantar



Denise Marie
Custodio



Argielee Tupal

Corporate Auditor 2, AEV Audit

Andy, Sandy, Denise and Argielee all joined the Group in 2010 as Corporate Auditor 1.



Mary Ann Capistrano



Noreen Suerte



Rhesel Joan Ranis

Corporate Auditor 1, AEV Audit

Mary Ann, Noreen and Rhesel all held the position of Corporate Auditor 2 prior to their promotion. Mary Ann joined the Audit Team in 2010 while Noreen and Rhesel came in a year earlier.



Ricky Alcovendras

Associate Auditor 2
AEV Audit

Prior to his promotion, Ricky held the position of Associate Auditor 1. He joined AEV's Audit Team in 2008 as corporate auditor.

PROMOTIONS



Joanna Marie Abay



Cristina Roso

Paralegal 2, AEV

Yanyan and Tina were both Paralegal 1 prior to their promotion. Yanyan joined the Group in 2006 while Tina joined in 2008.



Mini Llanos



Maria Elizabeth Ybanez

Cashier, AEV Treasury

Mini and Beth were both assistant cashiers prior to their promotion. Mini started as a cashier/secretary of Abomar Corporation in 1993 before moving to the Corporate Center in 2003 to work as assistant cashier. Beth, on the other hand, started as an accounts receivable staff of Abomar Corporation in 1982. She then joined the Corporate Center in 2004 as assistant cashier.

HEART

True leaders lead not only with their mind and intellect, but they have a **heart** for their people.

Great leaders excel at what they do because they pay great attention to the human heart.

—Jon Ramon Aboitiz



Socorro Patindol

AVP for Environmental Management
AboitizPower-Generation

Soc has extensive experience in environmental policy and planning after having worked with various companies all over the Philippines and across Asia, including the Asian Development Bank and the World Bank. She earned her Human Ecology degree from the University of the Philippines-Los Baños (UPLB). She holds master's degrees in environmental resource management from UPLB and from the University College Dublin-National University of Ireland, Dublin. She also holds a doctorate degree in environmental science from UP Diliman.

TRANSFERS



Joselito Arriola

Operational Risk Manager
AboitizPower

Bebot will be in charge of establishing and implementing operational risk management, specifically for the distribution industry, integrating ISMS to further enhance the ability of distribution utilities (DUs) to meet corporate objectives and better position the organization for the future. Prior to his transfer, Bebot worked as Information System Management Office department manager of VECO since 2005 where he spearheaded the development of ISMS and its implementation framework to be used by all DUs, starting with VECO. Bebot is a licensed electronics and communications engineer and holds a master's degree in management.



Iris Louise Dorado

VP-Risk Management
CitySavings

Iris initially started as AEV Corporate Audit Manager in 2007 before getting promoted to AVP-Corporate Audit Team in 2009. Before joining the Group, she was the region finance officer of Monterey Foods and a senior internal auditor at San Miguel Corporation. Iris is a certified public accountant, internal auditor and QA validator. She also holds an IT Infrastructure Library certification.

WELCOME TO THE TEAM



Lydwena Eco

AVP-Project Development Team
AboitizLand

Lyds will oversee all project champions, business development and technical planning teams. She brings with her a solid experience in real estate project development, having been involved in multiple and large-scale project conceptualization, implementation and management. She used to be the project development division manager of Cebu Holdings, Inc. Lyds finished magna cum laude with a degree in Mathematics from the University of San Carlos. She also graduated with a Dean's Medallion for Academic Excellence from the School of Urban and Regional Planning of the University of the Philippines-Diliman. She also graduated with honors from the Ateneo Regis Graduate School, where she earned her master's degree in business administration.



Andy Torrato

AVP for Plant Security
AEV

Prior to joining AEV, Andy was the Safety and Security Manager of 2GO (NN-ATS Consolidated). He has served the Philippine Navy Armed Forces of the Philippines Naval Sea Systems Command, holding various positions. He has also worked for the Naval Education and Training Command and with the Philippine Fleet. Andy holds degrees in Biology from De la Salle University-Dasmariñas, Naval Systems Engineering from the Philippine Military Academy, and Computer Science from UP Diliman.



In the 12 months of every year, the thought of “good health” doesn’t really become a major concern, not until three weeks before our annual physical exam. What happens next is a flurry of diet watching, exercising (well, maybe just a little) and going back to Dra. Narcise to update our prescriptions.

There are also events that give rise to health cramming activities. These are the occasional high school reunions (“Oh God forbid that I run into my old flame looking like THIS?”), and weddings where your best friend asks you to be her maid of honor or best man (Sorry, Spanx hasn’t invented yet a body shaper for the arms). And a month before the Recognition Night and Christmas party, we try to go healthy too to make sure we will look good (OMG, I am sure there will be pictures uploaded to FBI!).

Somehow, all of the above are intermittent reminders for us. Up to a certain age, the idea of living a healthy lifestyle remains at the back of our minds until the reminders become daily occurrences. We get winded walking up a flight of stairs and our blood pressure goes above normal. An overall lack of energy that used to be rare becomes an almost daily thing. Then there is that mental fog that slows us down and the cornucopia of pain ranging from the lumbar (doesn’t this suppose to happen only to *lolos* or *lolas*?) to the neck and wrist, aches that we try to manage with pain relievers for as long as we can.

The objective of this new section is to bring the concept of Wellness to the forefront and not merely as an afterthought. But Wellness should not be seen as limited to nutrition, diet or exercise. Overall well-being stems from a life well planned and well lived. Hence, you can expect to see articles on time management, productivity, financial management and anything else that hopefully may help each one of us enrich our lives. Whichever way we may seek to help you get there, rest assured, the spotlight is on YOU hence, we named this section EYES ON YOU.

This being our maiden issue, we would like to throw in a few caveats. Wellness is a personal thing. It is understood that each one of us takes ownership of our health and because of that nothing is taken at its face value. The articles in this section will be provided for educational and informational purposes only, and are not intended to be substitutes for professional or proper medical advice.

New Year resolutions

that don’t need a lot of resolve

As can be expected, an article meant to come out right after New Year is expected to be all about New Year resolutions. Since I can’t remember a single resolution I managed to keep, I may not be the best person to write about sticking to resolutions. Then it hit me. How about doing an article about resolutions that don’t need a lot of resolve?

Most New Year resolutions almost always include getting healthy and being in more control (of our time, of our money, of our relationships, etc.), but here are a few suggested resolutions that don’t squeeze the willpower out of you.

CHOOSE TO BE HEALTHY. Choosing to be healthy does not necessarily mean a resolution to hit the gym at least 4 times a week; you’d be lucky if you’re able to do this for 3 months out of 12. It also does not mean losing 20 pounds through Atkins, South Beach or all the other diet programs that probably added a few million dollars to the authors’ pockets and a few pesos out of yours. If you managed to lose 10 pounds and kept them off, congratulations!

Below are a few healthy changes that are easy enough to make:

- **Change your cooking oil.** A lot of Filipino recipes call for the use of oil. The average *ginisa* recipe would need a tablespoon or two of oil so shifting to a more healthy option would definitely impact our cholesterol numbers during our annual physical exam. In his book *Healthy Aging*, Dr. Weil, one of the most respected names in Integrative Medicine, recommends the minimal use of

polyunsaturated vegetable oils like corn, sesame, safflower and soya, and more of mono-unsaturated oils like olive and canola. He goes on to warn about the dangers of heating oils to the point of smoking and reusing oils that have been heated to high temperatures.



- **Keep your consumption of processed foods to a minimum.** By processed foods, we refer to almost all pre-packaged products that are found on our store shelves. If you’ve ever wondered why food can manage to stay “fresh” on shelves for a long time past its manufactured date, that is because of the preservatives that have gone into the process. Since sodium is used in the food industry as a preservative, most processed foods contain a lot of sodium, which, in time, could lead to hypertension. Processed meats in particular





(Okay, I heard someone say "Oh, no, not my bacon! To which I say, "Oh yes, I do mean your bacon!") also contain sodium nitrite, which is highly carcinogenic once it enters the human digestive system.

An article in the website naturalnews.com, (The Real Reason Why Processed Meats are Dangerous to Your Health), describes sodium nitrate as widely regarded as a toxic ingredient known to wreak havoc on the body's internal organs. It was almost banned by the USDA in the 1970s but got vetoed by food manufacturers who claimed that there was no alternative to preserve their packaged

meat products. If you have a craving for your favorite food, I suggest you learn to cook it from scratch. Not only will that be good for your waist and your blood pressure, your internal organs will thank you too.

- **Shift from white rice to brown rice.** A research paper published in the Journal of American Medical Association in 2009 cited that diabetes has turned into a global problem, with the number of victims expected to grow from 240 million in 2007 to 380 million in 2025. A whopping 60% of the increase is expected to come from Asia. This boosts the argument to wean ourselves away from bleached and highly refined products like white rice.

But what if there was an alternative that not only is loaded with fiber, B vitamins and other phytochemicals but could also lower the risk of type 2 diabetes? Research by the Harvard School of Public Health has shown that replacing 50 grams of white rice with the same amount of brown rice lowered the risk of type 2 diabetes by 16%. This takes the opposite direction of white rice consumption that

showed that 5 or more servings of white rice per week were associated with an increased risk of type 2 diabetes.

And if those figures are not argument enough to make the shift, another study done by scientists at the Cardiovascular Research Center and Department of Physiology at Temple University School of Medicine in Philadelphia, has found a compound in brown rice that lowers blood pressure and may prevent heart attacks.

I am aware that the resolutions given above may not appeal to the budget conscious among us. Some of us might say the price difference between vegetable oil and canola, between white rice and brown rice, and giving up our instant noodles, will make us decide that this resolution is not for us. We only aim to throw the information out there so we will be aware of our choices. Perhaps, we can exchange a night out for brown rice? Give up a latte' so I won't have to eat instant noodles?

This is what is beautiful about a New Year; it is a time to start fresh to allow us to make better choices for ourselves and for our families. Happy New Year everyone!

Fish Sinigang without water



Ingredients:

1 large	tomato
1 large	onion
1 piece	radish
1 piece	siqua
as desired	sili kulikot
as desired	kangkong
5 tbsps	fish sauce
10 pcs	kalamansi
1 kl	fish of your choice

Ideally, a stainless steel pan should be used to cook this dish. A good substitute would be a clay pot. If none available, line your usual pan with banana leaves.

Bed the pan with sliced tomatoes and onions. Add fish, then cover with radish and siqua. Add sili kulikot. Top with kangkong. Add 5 tablespoons fish sauce.

Cover with banana leaves and cook for 10 minutes. Add the juice squeezed from 10 kalamansi ONLY after the dish is cooked.

Recipe by: Chef Chelo Echaves

Something **strange** happened in the **hospital**

Even though I had been force-fed Valium and another downer to calm me down, there was no mistaking what the guy in green scrubs was saying. The invasive cardiologist had just told me I needed a bypass after doing an angiogram. Of course, he was being most reassuring in his tone, adding that these procedures were increasingly common and a “walk in the park.” A rather expensive stroll, I thought to myself for a second. I looked past the guy in green and saw my wife in the glass-enclosed control room with a dire look on her face. It must be true then.

I looked back up toward the ceiling. Suddenly, all the possible causes of my newfound affliction paraded before me. Glistening *lechons*, around 20 of them, waltzed elegantly on their two hind legs. Legs of *jamón* hopped right behind, followed by around 10 slabs of *inihaw na liempo*. Then came a smattering of *chicharon*, skipping about in an orderly manner. I suppose these were the porcine family representatives. Steaks followed. I recognized rib eye at the head of this group. Other, less noble cuts followed, with *bulalo* bringing up the rear.

Pieces of perfectly fried chicken came next, proudly bearing a coat-of-arms that resembled an old guy with glasses and a funny goatee. Later I realized this was Col. Sanders and the KFC logo. There were lots of these bits of fried chicken—had I eaten that many in my lifetime? Butter came next. All my favorite brands—President, Arias and Lurpak were represented, all dazzling in their trademark colors. Strangely, a solitary wall clock dawdled right after butter.

A host of office colleagues and family members came next, waving gleefully. I recalled right then that I had been upset with them for some reason or another in the past. All the bosses I've had in my career materialized, including my wife and our kids in

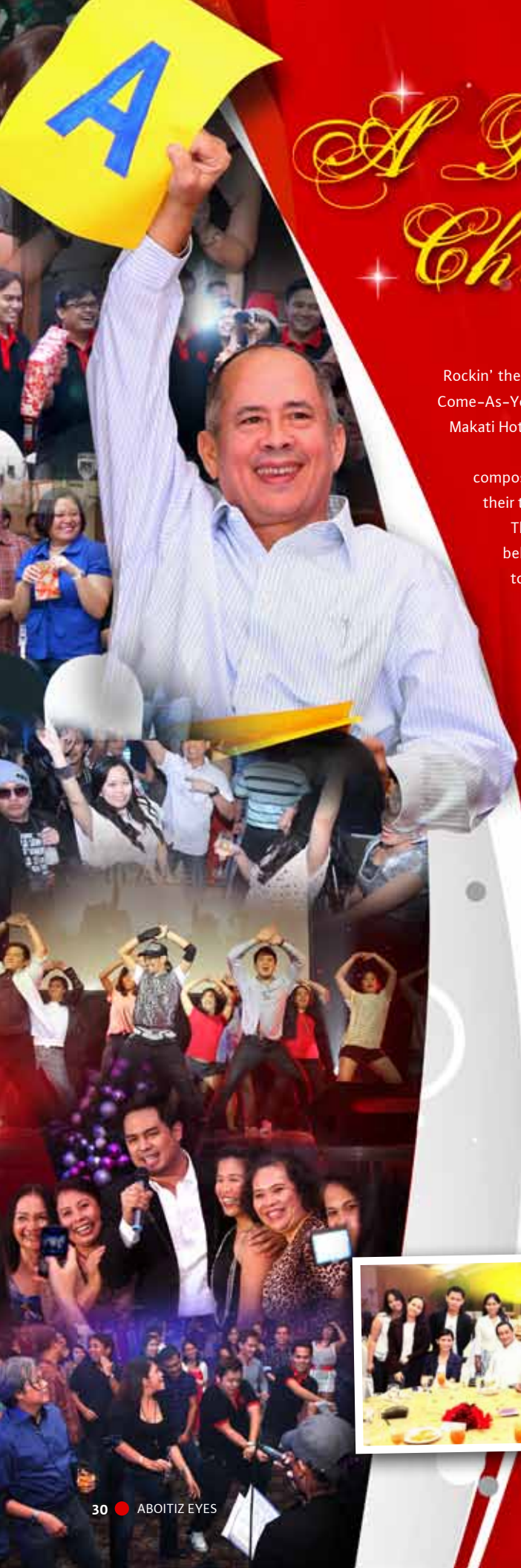
tow. Then a flurry of unrecognizable security guards, Cebu Pacific employees, hotel front-desk drones and traffic enforcers joined the party.

Next thing I knew, I was being wheeled back to the room from which I would check out the following day. Just to put an ending to the medical episode, they eventually ended up performing an angioplasty and stenting the underperforming artery.

Coming out of this experience, I realized that my gene make-up had a sinister hand in crafting that arterial anomaly. Yet it didn't help that my meals sometimes included some of the most draconian dietary inventions: grease, butter, animal fat. A propensity to get obsessed about getting things done the right way, or my way, wasn't doing any good. Ah, and that clock. Too much fussing about each and everything happening in a precise timing and cadence was causing undue pressure.

But what to make of that parade of sinfully delicious food and stress-inducing personalities and items? They were just passing through, some saying goodbye and others saying “don't fret too much.” To the food: it was nice knowing and eating you, but our days together are over. To the people: let's get on but with less stress going forward. To the clock: I'll try not to look you up too often.





A Rockin' Christmas Season!

By Margaux Herrera

Rockin' the night away is easy when you're having a great time. Such were the festive moods at the Come-As-You-Are Christmas parties of the AEV-AboitizPower offices in Manila on Dec. 9 at New World Makati Hotel, and on Dec. 16 at Casino Español de Cebu.

In the Manila party, the Aboitiz Got Talent contest was the highlight of the night. Six teams composed of team members and executives, some of whom impersonated foreign artists, displayed their talents to the delight and entertainment of the crowd.

The party in Cebu, meanwhile, was equally star-studded, with award-winning singer Jed Madela belting a few songs. There were performances by team members and executives, and a tribute to Sidy Deiparine, retiree and 35-year service awardee, was held.

Also during the Cebu party, the Accounting team was proclaimed winner in the lantern-making competition, besting seven other teams in coming up with a Christmas lantern made of recyclable materials. The winning lantern was then given to EIA as a sign of support and commitment to the future.

In both parties, raffle prizes and an equally fun exchanging gift activity kept everyone excited. And then came the time for everyone to sing and dance the night away.







A night of fun, trivia and much more

By Steven Getes

Media partners of the Aboitiz Group in Cebu City trooped to Harolds Hotel last Dec. 2 for their annual Christmas party, that time of the year when media practitioners are treated to a night of fun, excitement and fellowship.

The night began with VECO SVP for Engineering Sebastian Lacson formally introducing Susan Valdez as his successor as AEV chief reputation officer. This was followed by AEV President & CEO Erramon I. Aboitiz delivering his opening remarks, where he gave the guests a roundup of the significant events that took place in the company in the past year and thanked the media for being the Group's partner in its undertakings.

One of the highlights of that night was a fashion show for the Aboitiz Recycled Tarp project, where team members and team leaders wore outfits made of discarded tarpaulins, flour and rice sacks and other recyclable materials. The Freeman's Garry Lao was also given a special award for wearing the most creative outfit—bags and accessories made of soda can lids.

And then it was time for the much-awaited trivia game, where media practitioners separated into groups to go head-to-head with their colleagues. Everyone got their brains put to a test trying to remember answers on questions about entertainment, Aboitiz history and even Philippine History!

As the night wore on, only one thing was evident on the faces of everyone: answering trivia questions could be fun. To cap the night, each guest went home with a bag of delicacies from different partner communities across the country.

