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OUTLOOK 2011

AboitizPower
2nd Management Conference

UnionBank
Ubuntu-gether

Alter Space
on Facebook



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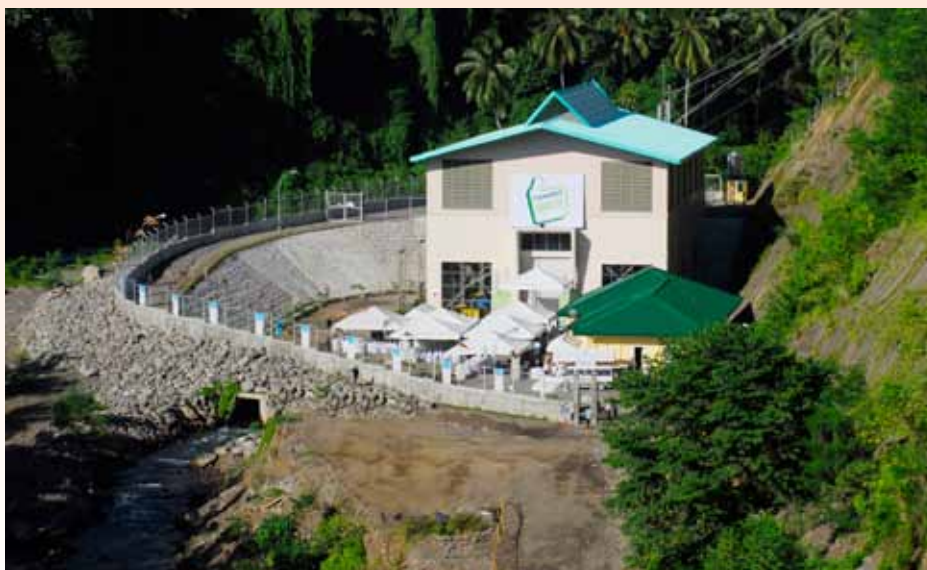


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BUSINESS REVIEW 2010

OUTLOOK 2011

Group CEOs review the past year's business highlights and share their outlook for 2011, revealing plans moving forward.



Erramon Aboitiz

After making great leaps in our generating capacity the past couple of years, 2010 was about putting those assets to work and selling the energy generated. We saw the full year effect of assets we took over in 2009, namely the 467-megawatt (MW) Tiwi-MakBan geothermal and the 700-MW Pagbilao coal power stations.

The drought that started towards the end of 2009 affected the ability of our hydro assets to generate electricity and provide ancillary services to the Luzon grid in the first half of the year, but things normalized as soon as the rains came in.

Three plants entered the fold in 2010. The two power barges, renamed Mobile 1 and 2, each with a capacity of 100 MW, were turned over in February and March, and immediately delivered energy to the then drought-plagued Mindanao grid. In March, the 42.5-MW Sibulan hydro plant generated its first kilowatt-hour (kWh), providing Cleanergy to Davao Light and Power Company, Inc. (Davao Light) customers and once again helping mitigate the Mindanao power shortage.

The first and second units of the three-unit 246-MW Cebu Energy Development Corp. (CEDC) plant in Toledo, each with a capacity of 82 MW, became operational in 2010, alleviating the nagging supply deficit in the Cebu-Negros-Panay grid. The third unit, completed in December 2010, will start operating soon.

All of these kicked up our generation group's electricity sales to 9,676 gigawatt hours (GWh) in 2010, up by over 100% from 4,619 GWh in the previous year.

Optimizing the output of the aforementioned assets was important because their availability allowed us to sell substantial quantities of power to the Luzon spot market when, in

stretches during 2010, conditions drove spot prices to unexpectedly high levels. Our plants were available to play a crucial role in partially covering the power supply shortfall in the Luzon grid caused by higher demand growth, major outages of other plants, due to either scheduled maintenance or equipment breakdown, and the effects of El Niño.

When utilities and industry saw how the process evolved, many became convinced of the benefit of contracting with generators such as AboitizPower. We managed to sign up an additional 150 MW of power supply contracts in 2010.

Our distribution utilities enjoyed very healthy growth in electricity sales, increasing by 9% over

“ In 2010, our plants were available to play a crucial role in partially covering the power supply shortfall in the Luzon grid caused by higher demand growth, major outages of other plants, and the effects of El Niño. ”



2009 levels, despite the power supply deficits that hounded Visayas and Mindanao throughout 2010.

The Visayan Electric Company (VECO) and Davao Light implemented the Performance-Based Regulation (PBR) system in 2010, with consequent and much-delayed adjustments in their respective regulatory asset bases and rates.

In our effort to stay ahead of the growth of our franchise areas and improve the quality of service of our distribution utilities, we expanded and enhanced our distribution networks by building new substations and purchasing sub-transmission assets of the National Grid Corporation of the Philippines. We also built a 36-kilometer 138,000-volt transmission line to directly connect the CEDC plant to VECO's distribution system.

We invested heavily on the acquisitions made over the past few years to assemble the portfolio we have today. We remain bullish on the prospects

of the Philippine economy and continue to develop generation projects that will augment our country's generation capacity. We are in various stages of pre-development for two clean coal projects and a number of small hydros.

We will continue to keep a watchful eye for acquisition opportunities in both the generation and distribution space. We will continue to actively participate in the privatization of targeted NPC assets being bid out by the Private Sector Assets and Liabilities Management Corporation.

AboitizPower business units continued to embrace CSR as a core focus throughout 2010. Those new to the fold adopted the Aboitiz Way and embarked on their respective social development initiatives with determination and enthusiasm. This commitment to share and serve has always been a hallmark of the Aboitiz Group.

A number of sustainability initiatives also took shape in the year, most significant of which is the ongoing Race to Reduce resource optimization program, which won the environmental excellence

category at the 2010 Asian CSR awards in Kuala Lumpur.

The year 2010 saw investors bid up the prices of AboitizPower and AEV stocks, propelling our market capitalization by 262% and 312%, respectively. Both companies are now among the top 10 companies in the Philippines in terms of market value. With these valuations come great expectations from and immense responsibility to our shareholders who are expecting us to continue the good work and deliver more of the same.

With its sterling performance in 2010, AboitizPower earned the distinct recognition from Asiamoney as the Best Managed Large Cap Company in the Philippines. We are honored by this recognition that inspires us to do even better.

Congratulations to all for a job well done and the terrific results. The banner year that has just gone by has set new benchmarks for us to beat in 2011. Let us continue to be driven by our Passion for Better Ways. Always driven—driven to lead, driven to excel and driven to serve.

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Justo Ortiz

2010 was a record year for Union Bank of the Philippines (UnionBank) and a fitting close to a roller coaster ride and our FOCUS 2010 strategy, which has now rolled over to FOCUS 2020. While we did not achieve our goal to become a top 3 bank by market capitalization, our principal achievement has been to establish a UnionBank brand for "Smart Banking" (relevant, expert, challenging convention), and to quadruple our market share in multiple dimensions, primarily asset/deposit size and revenue.

UnionBank grew its deposits 10X in 10 years vs. the industry of less than 3X, and was one of only three universal banks that decisively increased market share over the last decade. We now account for 6% of industry profits notwithstanding a 4% market share of assets and 2% of branch network.

In FOCUS 2020, we aim to leverage on the investments we have already made in our people, our processes, our network, our brand and our customer relationships in order to extract greater yields, expand our product and service offerings, broaden our customer base, and deepen relationships. We want to also increase share of our customer-based revenues to reduce the dependency on treasury-related revenues. The nerve center for the execution of these strategies shall be the branch.

As 2011 commences, we look forward to the continuing recovery from what probably was the worst recession since the Great Depression. Our operating margins shall continue to be compressed, and growth will have to come

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from volume increases and the expansion of our retail customer base through customized credit and cash management solutions targeted to communities of interest of existing large corporate and commercial banking relationships.

While general interest rate levels are expected to be low on account of loose monetary policy and fiscal stimulus across major economies, we cannot preclude the possibility that a forward-looking

market may begin to price in a more sustainable recovery and increasing inflation expectations translating into lower bond prices and increased volatility. This will provide both challenges and opportunities for earnings. All in all, however, we are optimistic about our prospects but cognizant of the risk management skill requirements that we need and which will, ultimately, serve as the differentiator between winners and losers.



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Mikel Aboitiz

2010 was a spectacular year for the Bank. Revenues were high and loan releases exceeded expectations. We set challenging goals and we delivered on our promise. The Bank was able to expand its capital base to over P1 billion and total resources of over P8 billion. This has resulted in one of the best operating efficiencies in the thrift banking industry with a low past due ratio of less than 1%, way below industry standards and among the highest capital adequacy ratios.

In 2010, we opened two new branches, one in Dumaguete City and the other in Calamba, Laguna, which marked the Bank's entry into Luzon, now making our branch network nationwide. We now have a total of 25 branches catering to more than 59,000 depositors and serving the financial needs of over 98,000 borrowers located all over the Visayas, Mindanao and Luzon areas. We were able to increase our number of ATMs to 12 units, from 4 in the previous year, installed in various sites to better serve our clients.

The Bangko Sentral ng Pilipinas (BSP) approved on Nov. 17, 2010 the proposed acquisition by Aboitiz Equity Ventures (AEV) and its wholly owned subsidiary Pilimico Foods (Pilimico) of additional shares in the Bank. This approval paved the way for the increase of AEV's beneficial ownership in the Bank from 42% to almost 100%. With this development, the Bank will now have greater access to resources to sustain its high level of growth, and to drive further expansion.

We will continue with our corporate social responsibility projects, still focusing on the sector that is of primary importance to us—education. We have partnered with the Department of Education (DepEd) in its Adopt-a-School program, donating over 50 computers to public schools in the Visayas and Mindanao. We also joined the Brigada Eskwela, a yearly project of the DepEd, and



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in 2010, our team members helped in the painting and beautification of their selected schools, thus forging a deeper bond with our teacher-clients. We also signed a covenant with the Young Minds Academy under the Ramon Aboitiz Foundation to sponsor more than 100 scholars over a four-year period and sponsored leadership training to selected public high school students.

2010 was another record-breaking year for the Bank and 2011 will still be another full year, with a lot of projects in the works. We are currently in the midst of building our organization in view of the Bank's expansion in the Luzon market. With this, new senior officers will be joining the management team and attractive career opportunities are available to all our team members and team leaders alike.



The Bank shall be changing its core banking system to Finacle, which promises to further improve processes and systems to better serve our clients. We are undertaking a re-branding process that envisions improving our brand image and making our customers' experience a more meaningful one.

We shall continue with our vision of a nationwide brand by expanding and putting up more branches in the Luzon area, with our regional office in Ortigas to be established in 2011. We will remain focused on our teacher market and be their preferred financial provider, as the Bank has a memorandum of agreement with DepEd for an automatic payroll deduction system.

Our greatest challenge in the coming years is to expand our customer base in the new market that we are embarking on, that is, entering the Luzon market while maintaining solid asset quality and cost controls. At the same time, we shall continue to grow and protect our existing market where we have branches/offices that are strategically located to penetrate our niche market. Each year, we will constantly strive to improve the kind of customer service that our clients have learned to expect from us.

With all these improvements, expectations are running high. We have set big targets for 2011, and though these might be ambitious, we are confident that with our team members' commitment, hard work, and passion to serve, the Bank's plans are very much achievable.



Sabin Aboitiz

2010 was an excellent year filled with many milestones. We had significant improvements in all segments. Total operating income improved by 33% due to higher sales volumes. Apart from this, operating results improvement was due to operating cost efficiencies and yield improvements.

Flour

Despite an increase in competition from lower priced imported flour, we were able to hold our flour sales volume. We had problems in supply or source of raw materials, particularly wheat, due to weather conditions in the US, Australia and Russia. The challenge was to maintain low costs despite rising prices of raw materials.

Feeds

Feed sales increased by 10% as we expanded our product line as well as our reach. In addition to our full line of swine and poultry feeds, we launched our game fowl feed "Salto" in January 2010. To keep up with the growing demand and increase in our sales particularly in the Visayas and Mindanao areas, we expanded our production capacity in Iligan. This helped us lower costs of transport for Visayas and Mindanao.

Swine

Our swine sales experienced very high growth in the first half of 2010 due to higher prices and demand. However, the latter part of the year saw a dramatic dive of prices due in part to the influx of imported meat. We are, however, optimistic of our growth and with our capability to keep costs lower. We expanded our farm capacity in preparation for the future.

OUTLOOK

Moving forward, we believe we have the right strategies in place. We need to maximize and

“ Our people program, Partners for Leadership, is in place to ensure we have the right people in place, supported by systems and processes to enable us to continue our growth.

grow our existing businesses while looking at opportunities to diversify into other segments of the food business that will complement our existing product lines. We will continue to create advantages wherever we can.

We enable growth through the consistent performance of products and supporting services. In everything we do, we deliver guidance, consistency and results, thus generating rewards to all our customers and stakeholders.

Our people program, Partners for Leadership, is in place to ensure we have the right people in place, supported by systems and processes

to enable us to continue our growth. To ensure our competitiveness in the market and increase customer satisfaction, we have projects such as the new storage warehouse and increasing the capacity of our unloaders. Farm 5 for our swine business is also under construction and will be operational by June 2011. This will allow us to increase our sow level to 8,500 heads from the current 6,500.

We have a busy year ahead of us, and although we face some challenging market conditions in 2011, we are confident of our future.





Andoni Aboitiz

Though 2010 was AboitizLand's first year in a matrix organization, we are pleased to highlight continuous improvement in sales and operations.

Revenues have grown by approximately 35% at P791 million as of November 2010 from the same period in 2009. This translates to residential sales of P666 million, or 322 units sold. Fastest-moving inventory for 2010 was for the Kishanta, Ajoya, and The Persimmon communities.

New projects formally launched within the period were the Pristina North Residences (an intimate townhouse block within the Pristina North master-planned community); The Persimmon Plus (the commercial component of the Mabolo condominium village, now with eight retail outlets); and the mid-income Filipino-inspired development, Ajoya.

During the last quarter, we turned over the first batch of finished units to The Persimmon West Tower *vecinos*.

Strong corporate partnerships resulted in a full year of events and outlet openings at the AboitizLand commercial communities. Capping off the period for commercial leasing was the opening of Robinson's Supermarket at Pueblo Verde.

For industrial operations, Mactan Economic Zone II (MEZ II) and the West Cebu Industrial Park (WCIP) remained competitive with P154 million and P106 million in revenues, respectively, as of November 2010. Though there were no major changes in locator profile, the past year was spent focusing on structural improvements, new lease agreements for the commercial components, and several social projects (library kit donations and marathons in Balamban; cleaning up sewers and spearheading the Earth Hour 2010 in MEZ II). MEZ II also just renewed its



“ We have ambitious growth targets that we are determined to meet no matter what the competitive landscape might be.

25-year lease contract with the Mactan-Cebu International Airport Authority.

Property management is poised to be one of AboitizLand's strongest facets in nurturing communities. In 2010, the Property Management Team (PMT) enhanced its organizational framework, while establishing improvements in the management of existing AboitizLand communities.

Other PMT projects-in-progress include the construction of a new wing at the ACO Building (for completion within 2011) and the property management of the CSB Corporate Plaza.

Internal Highlights

The year 2010 saw a 16% growth in manpower. Changes within the organization spanned from realignment of teams to creation of new ones.

Above their functional tasks, however, employees remained active in building the 'iCare' culture for AboitizLand. Successful 2010 initiatives included the 'You Too Can Be A Hero' enhanced learning sessions for Grade 6 pupils in Tawason; the AboitizLand Clubs' and iCare Batches' social projects (Chess Club tutorial sessions, Book Club Library Kit donations, iCare Batch 3 Tsinelas campaign, iCare Batch 4 Aboitiz Trivia Night), and the weekly iCare Stories (a spot-and-recognize program).

The internal implementation of 'Nurturing Communities' was complemented by the corporate ad campaign released in the fourth quarter of 2010. A series of collaterals communicates three

attributes unique to AboitizLand: Enduring ('*Kaya Nato Ni*'), Nurturing ('*Kahayahay*'), and Assuring ('*Wa'y Problema*').

What's for 2011?

2011 will be very, very challenging.

The Cebu property market is probably going to approach an overbuilt situation, which will demand more from AboitizLand in terms of creativity and focus if we want to continuously grow.

This is primarily due to the strong 2010 entry of major national players to Cebu. The strain engages us to have more innovative service and design offerings—a clear benefit to the end-users. We have ambitious growth targets that we are determined to meet no matter what the competitive landscape might be.

We should be able to launch several middle-end as well as high-end products this year. We will also begin work on the Subangdaku, Mandaue property, which is a long-term, mixed-use master plan.

The Pristina North commercial area is also set to open in late 2011, bringing retail options much closer to home for village residents and nearby communities.

Our real story for 2011 will be the unfamiliar challenges we'll overcome as a team. This includes responding better to internal changes and ever-shifting industry demands. AboitizLand expects to gain even deeper experience and broader insight, not just from market competition but also by benchmarking against our own best practices and goals.


METAPHIL

Roberto Aboitiz

2010 was a year of great effort for the construction group. Our work was rewarded with an increase in our order book to over P2 billion starting Jan. 1, 2011, the highest it has ever been. This is essentially made up of domestic projects involving mining, petroleum, ethanol plants and international works in our Balamban modular yard. We will be shipping out six 800-ton modules in June 2011, this will be the first-ever out of Cebu.

We invested P80 million for the purchase of a self-propelled module transporter (SPMT), the only one in the Philippines, to transport these six modules and future modules from the assembly area to the pier head for loading onto the ship. Additional revenue will be incurred by leasing out these transporters to heavy transport logistics companies during downtime for heavy cargo transport throughout the Philippines.

We continue to push our value proposition of RISQ,—R for reliability, I for integrity, S for safety, and Q for quality. We believe these are the



“ We look at 2011 as the beginning of the ‘step up’ program. We have been delayed by the international financial meltdown but based on the increased number of inquiries, we feel the demand is coming.

attributes our customers are looking for. We have very strong competition around the world and we need to become better and better at productivity procurement and processes to lower our cost of products. Our *kauban* spirit and drive is reflected in the way we live and work. Passion drives an acknowledgement that individuals and teams matter. Our *bugsay* philosophy continues to live and encourages us to give our very best. Every team member counts in the organization.

We have travelled the world extensively attending international conferences and making presentations. We have made our presence felt and we are in the process of getting prequalified in the suppliers' list and providing quotes. We want to be recognized as a quality company that can

be trusted to deliver. Our modular yard is already producing but still has unutilized capacity. We plan to fill it with work in 2011. At Metaphil, we look at 2011 as the beginning of the 'step up' program. We have been delayed by the international financial meltdown but based on the increased number of inquiries, we feel the demand is coming.

We are forming and developing an expanded organization to handle the increased level of work, and this will be our continuing focus and challenge. Providing meaningful careers for our talented *kaubans* is one of our commitments. We want to be considered a great organization to work in. The Metaphil brand is in the global marketplace and we are ready and eager to deliver on our promise.


**ABOITIZ
TRANSPORT
SYSTEM**

Endika Aboitiz

More than 100 years in the shipping business, Aboitiz Transport System (ATS) underwent a sea of change in 2010.

For the passage business, it added three new ropax vessels, including two SuperFerries that started sailing in July. This should result in further lowering the cost per slot that would translate to higher service margins from its frequency, speed, reliability, and overall improvement in service quality.

For ZGO, the supply chain solutions business

was fully integrated with the merger of former subsidiaries, Zoom in Packages (ZIP) and Reefer Van Specialists Inc. (RVSII), into ATS. ZGO integration is aimed at providing a more seamless solution to its clients while generating increased efficiency within the supply chain business.

Most recently, the Aboitiz family sold its stake in ATS to Negros Navigation Co. (NN) whose acquisition of ATS was boosted by an investment from the China-ASEAN Investment Cooperation Fund (CAF).



With the consolidation, the emerging ATS is seen to become a stronger company. The re-tooling and re-fleeting in the past years have prepared ATS to ably take on the challenges of the future.

With this consolidation, the emerging ATS is seen to become a stronger company. The re-tooling and re-fleeting in the past years have prepared ATS to ably take on the challenges of the future.

With the transfer of ownership to NN, ATS will be able to further lower its unit costs and enhance its competitiveness.

Alongside the continuous improvement in the domestic economy, ATS is set to benefit from the favorable economic weather conditions and partake its share in the nation's good harvest.

AboitizPower holds

2nd Management Conference

By Basti Lacson

"Either you decide to stay in the shallow end of the pool or you go out into the ocean."

With this meaningful quote from actor Christopher Reeve, Aboitiz Power Corporation (AboitizPower) President & CEO Erramon Aboitiz (EIA) kicked off the company's 2nd Management Conference at the Radisson Blu Hotel in Cebu last Jan. 18.

This annual gathering, which has the top brass of AboitizPower and Aboitiz Equity Ventures (AEV) in attendance, is fast becoming the event that sets the tone for the year and gives attendees a chance to hear the CEO himself as well as the other operating and functional heads of AboitizPower.

In his presentation, EIA's upbeat tone resulting from the anticipated 2010 results and gains in market capitalization gave way to seriousness when he discussed, among other things, the numerous opportunities for growth via greenfield and brownfield projects in the coming years as well as the challenges that will confront the company once open access is in place.

Other presenters were FVP-CFO Iker Aboitiz, FVP-Business Development Raymond Cunningham, Hedcor President & CEO Rene Ronquillo, EVP-Generation Antonio Moraza, SVP Trading & Marketing Luis Miguel Aboitiz, EVP-Distribution Jaime Jose Aboitiz, EVP-Strategy & Regulation Juan Antonio Bernad, and FVP-Chief Reputation Officer Sebastian Lacson.





Also in attendance were AEV Chairman Jon Ramon Aboitiz, AboitizPower Chairman Endika Aboitiz, Aboitiz and Company Vice Chairman Louie Aboitiz, AEV Director Roberto Aboitiz and AboitizPower Independent Director Jose Facundo.

In one sitting, all 83 attendees were treated to a distillation of an entire year gone by as well as a summary of the plans for 2011 and, in some cases, beyond, from varied perspectives of the presenters. As expected, many questions followed the presentations as our colleagues dug deeper to understand an issue or bring out an important point.

The main message everyone took away from the conference was that AboitizPower is indeed in the deep blue of the ocean and that despite a fine year in 2010, there is still a

lot left for everyone to do in the coming years.

"The AboitizPower conference gave us management's vision. It showed how far AboitizPower has come and how far it still wants to go. It was great to meet all the members of the team and showed that we have the people in the organization to make our plans real," said Juan Felipe Alfonso, AP Renewables, Inc.'s SVP for Corporate Services.

AEV FVP & Chief Technology Officer Hoton Elicano said, "A face-to-face meet provides so much value to the organization. This assures that we are all moving as one in the same direction, plus several sub-meetings, ideas and sharing happen during the breaks. And topped off with camaraderie over cocktails. Perfect."



It's time to LEAP!

By Mia Bontol

Selected representatives from different AboitizPower business units spearheaded on Dec. 9, 2010 the simultaneous launch of LEAP (Learn and Experience AboitizPower), a long-term program aimed at imbibing and living out the AboitizPower brand promise.

With the theme "Having A Sustainable Holiday," the launch kicked off with an AboitizPower brand refresher and LEAP program overview, and closed with a spiel on how Christmas is the perfect time for team members to provide better solutions by ensuring that it will be meaningful, and at the same time, be able to give back to Mother Nature. The event ended on a high note with the awarding of winners of the Make Your Own Recycled Christmas Ornament Contest.

The LEAP program aims to empower all team members with the idea that they are brand champions, no matter what field they are in. It is also designed to energize them to live out AboitizPower's brand promise of "better solutions," which in turn, stokes their passion for better ways. LEAP, which comprises weekly announcements, weekly contests and quarterly gatherings, is also a communication tool aimed at bringing teams closer together.

"Our decisions and actions today will have a major impact on the state of the planet we bequeath to future generations," said AboitizPower President & CEO Erramon Aboitiz (EIA) in a video message.

The AboitizPower brand journal, made specially for the occasion, was handed out during the launch. It had a personal note from EIA, which read: "We will continue to embrace the challenges and opportunities that come our way, always guided by our brand promise: Better Solutions for a Better Future. We are experts, proactive and responsible. This is the AboitizPower Way. Together, let's take the big leap now!"

Prior to the December launch, the brand champions participated in a two-day event in Makati last Aug. 26 and 27, 2010 where they attended learning sessions on advertising trends, the latest media landscape, event management tips, strategizing a PR campaign, and the value of using creativity in the workplace. Hands-on activities between each discussion kept the flow lively and allowed the participants to apply what they learned.

The attendees were from Hedcor, AP Renewables, Inc., Therma Luzon, SN-AboitizPower, Aboitiz Energy Solutions, Inc., Davao Light, Cotabato Light, Subic EnerZone, Mactan EnerZone, Balamban EnerZone, and Visayan Electric Company.

"By being here today, you are committing to become an AboitizPower brand champion, and we thank you for this. Each of your contribution is valuable to the brand team, and the company as a whole. We continue to serve as overall coordinator for brand-related initiatives, but for us to really meet our goal of having everyone live out 'better solutions,' we all need to work collaboratively," said AEV Chief Reputation Officer Sebastian Lacson in his opening remarks.





AboitizPower launches Alter Space on Facebook

Aboitiz Power Corporation (AboitizPower), one of the country's leading producers of cleaner and renewable energy, is tapping on the popularity of social gaming to educate Filipinos on environmental awareness.

Alter Space, which will be launched on Facebook this month, will be the first Philippine-made social networking game geared towards informing the public about environmental issues like reducing one's carbon footprint, choosing cleaner and greener energy sources, and making small lifestyle changes to help preserve the Earth's resources. It was conceptualized by Chris Cahilig Consultancy and developed by Proximity.

"Many people talk about the importance of saving the environment, but very few really address the issue. With Alter Space, we hope to encourage Filipinos, especially the youth, to be more mindful of the impact that their activities have on the planet," said AboitizPower President and CEO Erramon Aboitiz.

Social games are a significant draw for social networking site users. As of this writing, a staggering 56 million Facebook users play daily and 290 million play monthly. Up to 265 million Facebook gamers, meanwhile, spend 210 minutes playing games. Twenty percent of these game players even pay cash for in-game benefits.

Playing Alter Space is easy—a player needs to take care of his own little planet while keeping his carbon footprint levels low and keeping happiness levels up. He also has

to accomplish tasks and challenges while their carbon footprint is measured.

Every choice a player makes affects his environment, and the game always gives feedback as to whether the player's choice was environmentally sound or not. If the player fails to make the cleaner and greener choice, his virtual planet will experience disasters like smog, which cause his avatar to lose interaction, and heat wave, where he will have to perform extra tasks or pay a fee to bring his carbon footprint down.

Mini-games, meanwhile, provide game players an interactive way with which they could learn more about the different sources of cleaner and renewable energy. Harvesting alternative energy is how they earn points in their planet—a significant function of the game that encourages players to seek out and use alternative energy.

Practical tips, trivia and other features guide players along as they strive to make their virtual planet a cleaner and greener one.

While addressing the bigger issues of carbon footprint reduction and environmental preservation, Alter Space employs some uniquely Filipino features in doing so. The use of *pamaypay* (native fan), the playing of the game *sungka*, and eating what we call "dirty ice cream" are incorporated in the game.

“

Many people talk about the importance of saving the environment, but very few really address the issue. With Alter Space, we hope to encourage Filipinos, especially the youth, to be more mindful of the impact that their activities have on the planet.

—Erramon Aboitiz



Hedcor bags 2010 Safety Milestone Recognition Award

By Karen Padawag

Before 2010 came to a close, Hedcor won another prestigious award from the Department of Labor and Employment (DOLE).

Hedcor Safety and Environment Officer Joe Tabanda received the 2010 Safety Milestone (Smile) Award of the Bureau of Working Conditions–DOLE, for the company's run-of-river hydropower plants during the awarding ceremony held last Dec. 15 at the Traders Hotel in Manila. Hedcor was recognized for not incurring any lost time incidents from accidents for a specified period.

The 2010 Smile Award of DOLE's Bureau of Working Conditions honors companies and individuals who have achieved or contributed to safety milestones of no lost time incidents and who are compliant with general labor standards and occupational safety and health (OSH) standards.

"For our employees' welfare, we ensure that safety and health practices are top priorities in this company," said Tabanda. "We believe that a safe and healthy workforce renders higher productivity," he added.

Safety practitioners are likewise recognized for

their significant contribution and active involvement in the implementation of OSH programs and activities.

It is an incentive award given to a company that achieves excellent safety performance of having no lost time accidents (NLTA) for a certain period. The program aims to motivate and encourage more companies to be steadfast in the implementation of OSH programs and activities, facilitating compliance with the provisions of OSH standards and resulting in a safe and healthy workplace.

Companies were chosen by DOLE based on the following safety milestones achieved: no NLTA or zero lost time accidents for at least one year; at least one million safe man-hours with NLTA (can be less than one year); completed a construction project without lost time accidents (preferably with an average of 200 workers), and at least one



GIVING A SMILE. Three-time Safety awardee Engr. Jose Tabanda proudly shows the Safety Milestone awards he recently received from the Department of Labor and Employment. With him are Bureau of Working Conditions Director Brenda Villafuerte (left) and DOLE Undersecretary Lourdes Trasmonte.

million aggregate safe man-hours for several/consecutive/concurrent construction projects or an aggregate of one million safe man-hours achieved by several service/sub-contractors.

In October 2010, Hedcor and Tabanda received the highest honors at the 7th Gawad Kaligtasan at Kalusugan Awards, in recognition of the company's OSH initiatives.

Collaborative project on efficient water use in Magat launched

By Rhoda Santos

The National Irrigation Administration (NIA), Bureau of Fisheries and Aquatic Resources (BFAR) and SNAP–Magat launched on Dec. 15, 2010 an extensive agricultural and livelihood project in Isabela that aims to secure the productivity of farmlands and fishpond operations despite the impact of climate change on water supply.

With this project called DALOY MAGAT or Dependable Agriculture and Livelihood through Optimized Water Use Yearlong in Magat Dam, Isabela fishermen and farmers can effectively use available water resources and sustain business operations amid extreme occurrences of El Niño and La Niña due to effects of climate change.

A social collaboration between public and private organizations, DALOY MAGAT will equip fishermen and farmers with scientific water use and agricultural techniques to help them sustain their operations and mitigate impact of water shortage. It has been rolled out to 530 fishpond operators and farmers.

The project was launched during a memorandum of agreement signing held at the Carlos Salazar View Deck, Magat Dam

Complex in Ramon, Isabela. NIA Administrator Antonio Nangel, Bureau of Fisheries and Aquatic Resources Regional Director Jovita Ayson, SNAP–Magat CEO Emmanuel Rubio, SNAP–Magat Site and Maintenance Manager Wilhelmino Ferrer, and representatives of the Council of Irrigators

Association were present at the event.

Isabela was among the key provinces affected by the El Niño phenomenon in early 2010. The drought brought about a fish and crop failure, financial losses to the province, and concern for water security among residents.



FIRST DALOY SEMINAR. SNAP, in partnership with the National Irrigation Administration (NIA) and the Bureau of Fisheries and Aquatic Resources has successfully held the first DALOY seminar in Ambatali, Ramon, Isabela. Project DALOY (Dependable Agriculture and Livelihood through Optimized water use Yearlong) aims to teach local fishpond operators how to maximize profits from fish farming through fishpond management techniques and sustainable use of water from the Magat River. The program is part of SNAP's thrust for social change and environmental sustainability. In the photo are (front row, from left) Wilhelmino Ferrer, SNAP–Magat Site & Maintenance Manager, and Jaime Carag, Division Manager NIA–Magat River Integrated Irrigation Systems District III, together with fishpond owners and farmers in Isabela.

SNAP plants post safety milestones

By Rhoda Santos

SN Aboitiz Power's (SNAP) Binga and Magat hydropower electric plants received their 2010 Safety Milestone Recognition (SMILE) Award from the Department of Labor and Employment (DOLE) for logging in record man-hours without any lost time incident arising from workplace accidents.

Magat Plant received its third straight SMILE award for posting a safety record of 1,016,376 man-hours from April 26, 2007 to June 30, 2010. First-time recipient Binga Plant accumulated 697,303 man-hours without lost time incident (LTI) covering July 11, 2008 to June 30, 2010.

DOLE Undersecretary Lourdes Transmonte and Atty. Brenda Villafuerte, Bureau of Working Conditions (BWC) director, handed out the awards in a ceremony held on Dec. 15, 2010 in Makati. SNAP was represented by Magat Plant Operations Manager Romualdo Canadido and Safety Officer Cesar Vicente, Binga Plant Safety Officer Jess Palma, and SNAP AVP for Safety, Health, Environment, Security and Quality Nomer Reynaldo.

"Beyond these awards, our focus is to ensure the welfare of our team members by consistently

working to keep our workplace safe," SNAP CEO Emmanuel Rubio said in a statement.

The SMILE award is a recognition program of the BWC for companies that have at least a million safe work-hours without LTI or at least a year of operation or construction activities without any cases of LTI. The company must have complied with all occupational safety and health standards and BWC reporting requirements and has no pending labor case in any of the DOLE regional and central offices.

Since SNAP-Benguet took over Binga's operations from the government in 2008, Binga's safety record has gone up to 978,000 man-hours as of December 2010. Meanwhile, SNAP-Magat has posted close to 1,173,000 man-hours without LTI as of yearend 2010 since its privatization in 2006.

In October 2010, the Binga plant was conferred the certification to the standard set in the Occupational Health and Safety Assessment



Receiving the SMILE award for the Magat and Binga Plants are (from left): Magat Plant Operations Manager Romualdo Canadido and Safety Officer Cesar Vicente, and SN Aboitiz Power AVP for Safety Nomer Reynaldo. With them are BWC Director Atty. Brenda Villafuerte (2nd from right) and DOLE Undersecretary Lourdes Transmonte.

Series (OHSAS) 18001:2007. TUV Rheinland Philippines, Inc., a Germany-based provider of technical, safety and certification services, conferred the certificate in early October. Magat maintained the certification to OHSAS 18001:2007 it received last year after a successful surveillance audit also in October.

Feasibility study set for Magat expansion

SNAP-Magat, Inc. will proceed with the feasibility study for the expansion of the Magat hydroelectric plant from 360 megawatts (MW) to up to 540 MW.

SNAP-Magat CEO Emmanuel Rubio and National Irrigation Administration (NIA) Administrator Antonio Nangel signed the memorandum of understanding (MOU) on Dec. 15, 2010.



SNAP-Magat CEO Emmanuel Rubio (second from right) and NIA Administrator Antonio Nangel (second from left) sign the MOU for the study of the Magat Pumped Storage system. NIA Legal Officer Atty. Genever Dionio (leftmost) and SNAP-Magat Site and Maintenance Manager Willy Ferrer also sign as witnesses.

The MOU facilitates the gathering of information to determine the feasibility of expanding the capacity of the Magat plant for an additional 90 MW to up to 180 MW. The existing Magat plant was designed for two additional units.

The study will also include the feasibility of installing a pumped storage system where water stored in an upper reservoir is released into a lower reservoir through the penstock when power from the plant is needed. When demand for electricity is low, the turbines spin backward and pump the water back up into the upper reservoir, enabling a more efficient water use.

The result of the feasibility study will enable SNAP-Magat to evaluate whether to proceed with the construction phase of the project.

NIA is the government agency tasked with the operations of the Magat Dam and Reservoir, a multi-purpose facility that prioritizes irrigation for farmlands in Isabela and adjacent provinces. The Magat plant, located in Ramon, Isabela and Alfonso Lista, Ifugao, uses the same water used in irrigation for its power generation and is dependent on NIA's irrigation diversion requirement.

SNAP-Magat is a joint venture between SN Power of Norway and AboitizPower. -Rhoda Santos

ENERZONES' UPDATE

SEZ Admin Bldg completed

Subic EnerZone Corp. (SEZ) has completed the construction of its administration building's second floor. When the building was constructed in 2005, its second floor was left unfinished for possible future use. In 2010, with the growing SEZ family, the facility was completed to provide additional office space and conference rooms for the company's team members.

Four additional offices and three meeting rooms were put in place. The three meeting rooms can be converted into one conference room that can accommodate 50 to 70 persons. *—John Louis Ducos*

MEZ conducts substations' preventive maintenance

Mactan EnerZone Corp. (MEZ), in coordination with team members (TMs) from Balamban EnerZone Corp. (BEZ) and SEZ, conducted preventive maintenance of its two substations last Dec. 19 and 27, 2010.

This annual procedure ensures that all electrical equipment of MEZ is in proper working condition to provide reliable and efficient power to consumers of Mactan Export Processing Zone 2.

MEZ and BEZ TMs took charge of line rehabilitation, tie-breaker relay configuration, riser installation, and feeder removal, while their SEZ counterparts did the primary current injection test, and tests on vacuum circuit breakers and disconnect switches.

An accredited company contractor tested the 25MVA and 33MVA power transformer. Tests conducted were transformer turns ratio, insulation power factor, winding resistance, SF6 power circuit breaker contact resistance, and grounding resistance. The interruption took 76 hours, affecting 78 locators. *—Kim Khyber Anton Niño Ang*

MEZ installs two AVR sets

MEZ energized two sets of automatic voltage regulators (AVR) in its 25MVA substation at the Mactan Economic Zone II on Jan. 6, 2011.

Work on the project started on Dec. 19, 2010 with the mounting of fabricated steel members made of C-channel, the same size as those of SEZ's Cubi substation take-off structure.

On Dec. 27, conductors and other electrical components were installed.

Assisting MEZ Head of Technical Operations Ronald Allan Petilo and Project Engineer Kim Khyber Anton Niño Ang in the project was SEZ Project Engineer John Louis Ducos.

The project is a result of MEZ's plan to de-energize the feeder of its 33MVA transformer to give way for future reconstruction of the existing feeder take-off.



With the limited capacity of the existing 336.4MCM ACSR risers, it was agreed to bundle the risers from the vacuum circuit breakers to the AVR's 13.8kV bus in order to carry the total load of MEZ.

Presently, the 25MVA transformer and the 33MVA feeders have already been de-energized and power now passes thru the tie-breaker of the two substations. *—Kim Khyber Anton Niño Ang*

AboitizPower DUs start granting senior citizen's discount

By Ethel Natera, Emily Cancio and Arlene Valdez

AboitizPower distribution utilities (DUs) Visayan Electric Company, Inc. (VECO), Davao Light and Power Company, Inc. (Davao Light) and Cotabato Light and Power Company (Cotabato Light) have begun implementing the granting of senior citizens' discount after the Energy Regulatory Commission (ERC) released the Implementing Rules and Regulations last Jan. 5.

Under the law, DUs can start giving discounts after the guidelines are published in two newspapers of general circulation.

Republic Act 9994, otherwise known as the "Expanded Senior Citizens Act of 2010," provides for the granting of a 5% discount on the electricity consumption of senior citizens and at least a 50% discount to qualified senior citizens' centers and residual care/group homes.

Aside from the senior citizens' discount, all three DUs have a lifeline subsidy, which grants discounts ranging from 5 to 100%, to customers consuming 100 kWh and below.

To avail themselves of the discount, senior citizens must meet the following conditions: meter is registered in their name; is a resident of the household; and monthly consumption does not exceed 100kWh.

The discount is granted per household, regardless of the number of senior citizens residing therein.

On the other hand, senior citizens' centers, residential care institutions or group homes must be accredited by the Department of Social Welfare and Development to be able to avail of the 50% discount. The center must also be either government-run or organized and operated by non-stock, non-profit domestic corporations. It also must have been in operation for at least six months and has a separate meter for electricity.

Applications may be filed at VECO's SM City Cebu Full Service Center; at Cotabato Light's office on Sinsuat Avenue, Cotabato City; and at the Customer Retail Services Department of Davao Light on C. Bangoy Sr. Street or at its office along Km. 31 National Highway, Panabo City.

UNIONBANK

JAO's Message: UnionBank's 29th Anniversary

Good morning my fellow UnionBank warriors, a blessed new year to you all. Today we celebrate our 29th year—still quite young and full of ambition and promise of a bright future to come. We also mark a milestone, the close of **FOCUS 2010**, our strategic imperatives that have been constant company and guide over the last decade of challenges, excitement and fun. We can afford some levity because we look back with satisfaction knowing that we have accomplished much and lived up to our credo as bold, smart, self-driven

UnionBankers and truly made “**da diff**” for the communities we serve. We have made our mark through ‘smart banking’ and distinguished ourselves by being relevant, expert and always challenging convention, for which we have earned favor from our customers, received recognition and

awards, and have been imitated by competitors. But in spite all these, we are still **not** among the top 3 universal banks.

And so, we have rolled out **FOCUS 2020** and continue our quest. We keep the faith and stay close to the strategic imperatives that have served us well the last decade, but have understood that to succeed, we need to engage our customers and each other, we need to leverage on the foundations we have built—our capital, our customers, our network, our systems and processes, our brand, our people—and above all, we need to serve a higher purpose.

You have heard this all before. Some things never change. Why should they if they are grounded on basic truths and solid values? We are proud to have built a unique UnionBank culture, one that distinguishes us, one in which at the end of our lives, will allow us to look back and claim with fulfillment and contentment that we have left the world a better place than when we first came by—among other things, enabling communities through smart banking in the spirit of **ubuntu**!

There is one more thing. We must always always believe in ourselves. The indomitable spirit of the human being working in concert, with a common vision, rising up to quixotic challenges and conquering fears never cease to amaze and

inspire me. These extraordinary humans are in our midst, our heroes and champions, some of whom we honor today. They are our leading lights, examples for all to emulate not solely for their talents and skills, but more for their willingness to join the race, for their passion and commitment, for their will to win!

It is my wish that each and every UnionBanker becomes a hero and champion. It is our way, the UnionBank way. If each of you keep believing in yourselves, if each of you never say die, and if each of you have a ‘can do’ attitude, I am certain that my wish shall come true. And when that time comes, I am certain we shall finally attain our quest to become a top 3 universal bank. I just hope I don’t have to wait for too long! **Please hurry up!**

Come join me. Together, let's build a bank of enduring greatness. And so, once more, let us renew our commitment to UnionBank. Our Bank. Our Future.


Justo A. Ortiz
Chairman & CEO

Celebrating ‘Ubuntu-gether’

Union Bank of the Philippines (UnionBank) celebrated its 29th bank anniversary last Jan. 19 with the theme “Ubuntu-gether: Moving to the Beat as One.” Earlier anniversary celebrations were observed in Cebu and Davao on Jan. 7 and 14, respectively.

Ubuntu is an African-inspired concept, which articulates the idea that a person is a person only through other persons. We are a community; we are human only when we belong. This concept is the compass of UnionBank in its vision for 2020.

This was the same message highlighted by Chairman Justo A. Ortiz in his speech while President Vic Valdepeñas set a challenging goal for the UnionBankers.

One of the highlights of the event was an audio visual presentation participated in by the Bank’s senior management, where the significance of handing down the knowledge and wisdom of the past decade and how it would translate to FOCUS 2020 were emphasized.

In the same celebration, the Bank honored 160 “heroes and champions” for their exceptional contribution in various creative ways thru cost reduction schemes, process improvements, product features, customer service, among others. Also recognized were 351 service awardees.

As a grand finale, senior management led the UnionBankers in a fun community activity through a drum circle exercise, once again showcasing Ubuntu-gether. *—Laarni Arellano*



Stellar performance in 2010 for UnionBank's TISG

UnionBank's Trust & Investments Services Group (TISG) had a stellar performance in 2010. As of December 2010, Assets under Management (AUM) grew to 23,871 (in millions) or a 104.94% growth YTD, from 2009's 11,648 (in millions).

The Bank's TISG is highly ranked by local and international rating bodies and in broadsheets. According to BusinessWorld, it is among the top Unit Investment Trust Fund (UITF) and Mutual Fund Managers in the country. Its products are also on top of its class/category: UBP T-Bill 91 (18.855) for Intermediate Term Peso Bond Funds; UBP LTCI (10.77%) for Long Term Peso Bond Funds; UBP Dollar Bond (8.51%) for Medium Term Dollar Bond Funds, and UBP Large Cap (106.55%) for Peso Equity Fund.

According to Morning Star, a leading provider of independent investment research internationally, UnionBank's Large Cap Fund is No. 1 among Southeast Asian markets with 118.65% YTD. The same fund ranked 2nd for total dollar return basis in the last 5 years with 40.01%. The Bank's Philippine Peso Bond is No. 1 in total dollar return basis in the last 5 years with 15.5%. In year-to-date figures, 5-out-of-6 Fixed Income Funds are in the top 20 in Southeast Asia.

The following are the rankings of UnionBank's UITF vs. the other Trust Officers Association of the Philippines' (TOAP) UITFs:

Institutional Tax Exempt Portfolio: Ranks 3rd out of 5 funds in YTD returns for funds in the same category;

Current Income Portfolio (T-Bill 91): Ranks 1st out of 8 funds in YTD returns for funds in the same category; **Infinity Prime Fund:** Ranks 3rd out of 8 funds in YTD returns for funds in the same category; **Philippine Peso Bond Portfolio:** Ranks 2nd out of 8 funds in YTD returns for funds in the same category; **Long Term Current Income Portfolio:** Ranks 1st out of 6 funds in YTD returns for funds in the same category; **Large Capitalization Philippine Equity Portfolio:** Ranks 1st out of 12 funds in YTD returns for funds in the same category; and **Philippine Dollar Bond Portfolio:** Ranks 1st out of 5 funds in YTD returns for funds in the same category.

In May 2010, UnionBank was presented with the Lipper Award for excellent performance in its Peso Bond Funds.

UnionBank opens 3 new branches



The Bonifacio Global City branch officers and staff with SVP/Retail Banking Center Head Levi Villanueva, Business Manager Inez Polotan, and Sales Director Gerard Darwin.

Union Bank of the Philippines (UnionBank) simultaneously opened three new branches to close the year 2010, increasing its total branch network to 186. These new offices are located in the prime business districts of Taguig City, Manila and Palawan.

The Manila branch is located at the G/F ICTSI Administration Building, Manila International Container Terminal, MICT South Access Road with telephone number (02) 244-1864. Its business manager is Dave Morales while the branch manager is Isabel Ratio.

The branch at the Bonifacio Global City is at G/F Blue Sapphire Building, 2nd Avenue corner 30th Street with telephone numbers (02) 519-0324 and 519-9795. Inez Polotan is the business manager while Judith Lomboy is the branch manager.

The branch in Palawan is on J.P. Rizal Avenue, Brgy. Maningning, Puerto Princesa City with telephone numbers (048) 434-2007 and 434-2009. Its business manager is Ma. Carmen Espina while the branch manager is Nancy Verdejo. *-Malu Evaristo*



CITY SAVINGS BANK AMONG TOP 20 TAXPAYERS IN TACLOBAN. City Savings Bank (CitySavings) once again earned the distinction of being one of the top 20 business taxpayers of Tacloban City for 2010, replicating the recognition it earned in 2009. The awarding was held during the city's second year anniversary as a highly urbanized city last Dec. 18, 2010. CitySavings, along with other business establishments and individuals, was recognized for its contribution and valuable support to the city's development. CitySavings Tacloban Branch Head Carlos Molo accepted the award from Mayor Alfred S. Romualdez.

City Savings Bank opens 2nd branch in Iloilo

City Savings Bank (CitySavings) continues to look for ways to fulfill its commitment to serve at its best by opening its first branch for 2011 in the northwestern town of Leganes in Iloilo province.

The Aboitiz-owned thrift bank is opening its Leganes branch, located on Gustilo Street in Barangay Poblacion, to better serve clients living in Districts 4 and 5. It is the bank's second branch in Iloilo province; the first was opened in Iloilo City in 2004.

Bank officials led by AVP-Marketing Harry Abellana and Iloilo Branch Head Niel Jumawan attended the inauguration and blessing on Jan. 11, together with officials of the Municipality of Leganes headed by Mayor Ike Rojas and Department of Education (DepEd) represented by Leganes District Supervisor Editha Quintilla-Aguilles.

The new branch offers CitySavings' deposit products like regular savings account, ATM account, students' savings account, *Kaugma-on* Savings and Savings Plus accounts, and its high-yield time deposits. It also offers DepEd

salary loans to public schools teachers.

CitySavings Leganes is the seventh branch in Region 6, with the other branches located in the cities of Bacolod, Roxas, Kabankalan and San Carlos City, and in Antique province. *-Rianne Tecson*



Ceremonial Ribbon Cutting officiated by Hon. Mayor Ike Rojas and Dr. Editha Quintilla Aguilles. Assisted by AVP-Marketing Harry Abellana, Branch Head Niel Jumawan and Mrs. Rojas.

Golden harvests for Pilmico's Flour Division

By Farah Curaza



The awardees with Pilmico President and CEO Sabin Aboitiz, COO Michael Tan, and VP-Sales and Marketing Let Lubag.

The Flour Division of Pilmico ended 2010 with a bang after three of its territory business managers (TBMs) and Team Visayas bagged awards at the Golden Harvest Contest.

The awards were given out based on growth, quota achievement, daily sales outstanding, and growth for Bread flour and Wooden Spoon brands.

For the TBM category, Rene Dalute of Samar and Leyte was named TBM of the Year. Cyrus Suya (TBM-Iloilo and Negros Occidental) was first

runner-up while Mark Daruca (TBM-Cebu, Bohol, Masbate, Negros Oriental and Siquijor) was second runner-up.

For the Regional Category, Team Visayas won the Region of the Year award. Team Visayas is led by Regional Sales Manager Joel Enrique and has Daruca, Suya and Delute as members.

Team Luzon was first runner-up while Team Mindanao was second runner-up.

The awarding was held on Dec. 16, 2010 at the executive conference room of the Aboitiz Corporate Center in Makati. It was witnessed by the entire national sales and marketing teams, with Pilmico President and CEO Sabin Aboitiz, COO Michael Tan, and VP-Sales and Marketing Let Lubag awarding the plaques and cash prizes.



TOP SELLER. Aboitiz Land, Inc., Cebu's premier land developer, showed its appreciation to accredited brokers and developer's representatives during a Masquerade Ball held recently. Licensed broker Anthony Leuterio (second from left) went home with a Toyota Grandia as his prize for bringing in the highest sales in 2010. With him from left are AboitizLand executives Manny Arbues, SVP for Operations; President & CEO Andoni Aboitiz, and then VP for Marketing and Sales Pia Mantecon.

2011 bakery training schedule announced

By Farah Curaza

Pilmico will be offering three bakery training sessions this year as part of its commitment to provide excellent customer service and partners for growth.

All Pilmico dealers, bakers and bakery owners are invited to take part in any of the two-week sessions that will run from Feb. 6 to 19. The other sessions will be held on May 10 to 21 and on July 12 to 23.

Short courses will also be offered to Pilmico bakers and bakery owners who want to learn how to bake specific products. Breads courses will be offered on March 10 to 12; cake courses on April 14 to 16; all about cookies on June 9 to 10; steamed buns and noodles on Aug. 11 to 13, and pizza making on Nov. 10 to 12.

The training program includes both practical and technical lessons from bakery management to bakery mathematics. It is not a recipe-guided program. It will be facilitated by well-experienced Pilmico technicians who have undergone advance bakery training at the American Institute of Baking in Kansas, U.S.A and UFM Baking School in Bangkok, Thailand.

Participants on all courses will receive practical hands-on training and theoretical concepts of the products. Planning, preparation, hygiene and safety will also be covered. Participants are guaranteed to manage themselves in an actual baking environment after the training.

For more details about the training, interested applicants may e-mail Pilmico at customer_first@pilmico.com, or inquire from any Pilmico dealer or distributor.



SALTO AT WORLD GAMEFOWL EXPO. Pilmico Animal Nutrition Corporation, gamefowl feeds Salto, supported the Expo, an international exhibition for suppliers and enthusiasts, last Jan. 14-16 Trade Center in Pasay City. The event as a platform for Pilmico to showcase Salto products and services. Product users and endorsers were also on hand to entertain guests. Over 2,000 gamefowl enthusiasts visited the Salto booth; some went home with raffle prizes while others took part in the auction of gamefowl breeds from featured breeders. -Mark Yamson



Aboitiz CSR group leaps forward to a bigger 2011

By Danny Cerence & Anna Lea Lee Nataño

With the accomplishments of the previous year now the benchmark for projects within the Aboitiz Group, corporate social responsibility (CSR) teams of the different business units (BUs) are looking forward to bigger challenges for 2011, especially with the 163-percent increase of its budget allocation from P95 million to P250 million.

"This large increase is indeed very challenging and welcome, but it will put a great responsibility on the different teams towards proper allocation of resources in their respective communities we serve and to maximize their impact on those that need it the most," Aboitiz Foundation President Jon Ramon Aboitiz said during the strategic planning sessions of the CSR teams of the Group.

"In Aboitiz, we assure that we are a company that shares and serves. CSR is being promoted as an integral part of our brand that is 'One Team, One Vision.' We are all brand managers who can either add or detract values," Aboitiz added.

The first session had a total of 24 participants comprising CSR teams from the Power Group. It was held at the Asian Institute of Management in Makati City on Jan. 6 and 7. The second batch had 18 participants from the other special business units—land development, construction, banking,



With the dramatic increase in its funding for this year, the Aboitiz CSR Group is in for bigger challenges. The Group laid out their plans and projects for 2011 during two strategic planning sessions held in early January. Guiding the Group during the session were Aboitiz Foundation President Jon Ramon Aboitiz (center) and EVP/Managing Trustee Sonny Carpio (leftmost).

crewing and food. It was held at the Casino Español de Cebu on Jan. 10 and 11. Both sessions were facilitated by the Aboitiz Foundation.

During the sessions, Aboitiz Foundation EVP and Managing Trustee Sonny Carpio discussed the directions set by the Board of Trustess for 2011, while Danny Cerence, Aboitiz Foundation Manager for Project Development & Management, talked about new policies and enhancements for project development, guidelines and requirements.

The BUs also reported their plans for 2011 and their 2010 accomplishments, which gave other BUs insights about their success factors and

derived impact on the communities. This sharing allowed the participants to learn about how the projects were implemented successfully; they expressed optimism about being able to replicate some of these projects in their areas of operations.

"While 2010 is our new normal, the increase in the 2011 funds emboldens us to widen our horizons in project development, implementation and evaluation. We encourage all to make sure that the projects are well thought out, are in line with the directions set, and that project implementations would (ensure the wise use of) our resources," Carpio told the participants.

Aboitiz Foundation treats scholars to a fellowship

By Christel Ponce

Aboitiz Foundation treated its college scholars to a fellowship through the first-ever Scholars' Forum last Dec. 20, 2010.

The forum featured an inspirational talk from Aboitiz Foundation Trustee Romy Ronquillo, who openly shared to the 19 young scholars his wide-ranging experiences that led him to where he is now. As he said, "The decisions you make

today will be the ones you will live in the future. I am the result of my choices yesterday." He specifically pointed out the importance of espousing the right attitude in whatever one does, stating that "attitude is all it takes to succeed." He also inspired the scholars to dream and "dream big."

The gathering was held at Café Cul-de-Sac in Banilad, Cebu City.

Foundation EVP & Managing Trustee Sonny Carpio also shared a part of his own story and told the scholars to stand up for their dreams instead of letting others decide what's best for their future. He also told them to value their scholarship for they are the privileged few, and that a lot is expected from them because they are not just ordinary students.

AEV-HRQ's Vianney Yap

presented the opportunities in store for the scholars within the Aboitiz Group and the kind of people that the Group is looking for—A-people.

Scholars were also reoriented on the college scholarship policies and were encouraged to participate in company activities. Christel Ponce, project officer for scholarships, stressed to the scholars that although they are academically excellent students, they have to strike a balance between school and worthwhile activities.

After the forum, structured learning activities followed until evening, like the getting-to-know-you memory game, amazing race, tallest and strongest newspaper bridge, and charades with a twist. These activities tested the values of teamwork, leadership and flexibility. It was notable how the leaders inside them easily emerged.

The event concluded with a little Christmas party and get-together dinner.



Aboitiz Foundation Trustee Romy Ronquillo shares inspiring success stories and words of wisdom to the scholars.

Therma Marine launches CSR Program



TMI-M2 EVP and COO Jovy Batiquin turns over 15 brand-new computers and printers to Nasipit National Vocational School Principal Elvina Moron. Looking on is M2 Plant Manager Jan Risager



MOA signing with DENR representative Rosendo Asunto for the re-greening project of Amontay in Nasipit, Agusan del Sur.



The company's 15 high school freshmen scholars with Batiquin, Risager and TMI CSR Consultant Vic Sumalinog.

Therma Marine, Inc.-Mobile 2 (TMI-M2) marked the launching of its corporate social responsibility (CSR) program with two consecutive days of activities that outlined what the power generation company can offer to its partner communities.

On Dec. 9, 2010, 15 first year high school students who graduated either as valedictorians or salutatorians from elementary and currently enrolled in Butuan City public schools each received a P3,000 financial grant from officials of TMI. The company owns and operates M2, a power barge moored in Nasipit, Agusan del Norte.

At the awarding were Butuan City Mayor Ferdinand Amante, TMI EVP-COO Jovy Batiquin, TMI-M2 Plant Manager Jan Risager and TMI CSR Consultant Vic Sumalinog. Representing the Department of Education (DepEd) was Butuan City Division Supervisor Marilou Dedumo.

The following day, TMI-M2 conducted the following activities:

Signing of a memorandum of agreement for

the company's re-greening project in Amontay, Nasipit. At the signing were Rosendo Asunto of the Department of Environment and Natural Resources and the TMI-APC CSR team.

Signing of the deed of acceptance and deed of donation for TMI-M2's donation of 15 brand-new computers and printers to the Nasipit National Vocational School. School Principal Elvina Moron and DepEd Agusan del Norte Division Supervisor Ponciano Joven accepted the donations.

Program launch for the minor repairs of Barangay Sta. Ana Day Care Center. Heading the TMI-APC CSR team was EVP/COO Batiquin while Sta. Ana Barangay Captain Miguel Tadena led the barangay officials.

Nasipit Administrative Officer Manuel Abraham and Noly Namocatcat, corporate trading manager of Agusan del Norte Electric Cooperative, witnessed all the launching activities.

Therma Marine 1 turns over multi-purpose hall

Therma Marine, Inc.-Mobile 1 (TMI-M1) gave residents of Uswag-Gawad Kalinga Village in Barangay Kinuban, Maco, Compostela Valley an early Christmas gift last Dec. 18, 2010 when it turned over a multi-purpose hall, a facility that the community earlier asked for.

Aptly called the Unity Hall to symbolize the successful partnership of the public and private sectors, the facility was built in the Uswag-GK Village, which has given homes to 216 families displaced by the double landslide that hit a nearby village in September 2008.

The blessing and turnover of the multi-purpose hall came barely a month after TMI launched its CSR program. During the launching, Uswag-GK residents asked TMI, in cooperation with Aboitiz

Foundation, Inc., for a multi-purpose hall where they can hold various activities.

Present during the blessing and turnover were TMI EVP-COO Jovy Batiquin and Aboitiz Foundation EVP-Managing Trustee Sonny Carpio, who assured the community that there will be more projects to come as TMI's way of giving back to the community.

Compostela Valley Gov. Arthur Uy, Maco Mayor Arthur Carlos Voltaire Rimando and members of the Uswag GK Kapitbahayan witnessed the event.

Hedcor Sibulan gives aid to flood and landslide victims

Hedcor Sibulan immediately responded to urgent calls to help victims of the recent flashfloods and landslides that affected hundreds of families in Davao del Sur.

The company allocated P200,000 for the purchase of relief goods that were distributed to evacuees who sought temporary shelter at the Almendras and Inawayan gyms in the municipality of Sta. Cruz. The evacuees were given gallons of water, sacks of rice, canned goods and other food items, toiletries and medicines.

Aside from Hedcor Sibulan team members, also present during the distribution of relief goods last Jan. 19 were Sta. Cruz Mayor Joel Ray Cruz and his wife, Vice Mayor Alexis Almendras and family, and members of the 39th Infantry Battalion. -Rianne Tecson



TMI Mobile 1 team led by EVP-COO Jovy Batiquin awards ComVal Province Gov. Arturo T. Uy, the champion of Gawad Kalinga, a check for P870,000 representing the cost of the multi-purpose building for CSAP Uswag GK.

Energy conservation material to be used in public schools

By Rebecca Eufan



VECO officials Ricky Lacson, Ethel Natera and Eric Ching sign the MOA with DepEd's Ricaredo Borgonia to develop and produce science supplementary materials on energy for Cebu public schools.

Visayan Electric Co., Inc. (VECO) will develop science supplementary materials on energy for Cebu public schools in partnership with the Department of Education (DepEd) 7.

Dubbed "Development and Production of Science Supplementary Materials on energy (DPSSM)," the project formally kicked off with the recent signing of a memorandum of agreement between VECO and DepEd 7 officials.

The project is part of VECO's continued effort to intensify its corporate social responsibility projects through education. It emphasizes the importance of teaching energy and energy conservation and incorporating it in the public schools' science subject.

Over 100,000 public school students, teachers and administrators in Cebu are expected to benefit from the supplementary materials. The schools divisions of Cebu Province and the cities of Cebu, Lapu-Lapu, Mandaue, Naga and Talisay will serve as the pilot areas.

Ricky Lacson, VECO's VP for Administration and Customer

Service Group, said he hopes the project produces better awareness of the science behind energy.

"I am hoping more students will take interest and positively contribute to the power industry in the future," Lacson said.

For his part, DepEd 7 Director Recaredo Borgonia, said the immediate benefit of teaching proper use of energy is to reduce wasteful practices at home, in school, and in the community as a whole.

Strategies on proper energy and power consumption at home and in school will be demonstrated using the materials mentioned, and methods will be taught on how to compute energy consumption especially the electricity used at home.

Writers from the DepEd and experts from VECO will develop the DPSSM in a training-workshop. Pilot testing and finalization will be conducted before the DPSSM is uploaded in DepEd 7's Learning Resource Management and Development System.



DONATION TO POLICE. Cotabato Light HR/Comrel Officer Anna Lea Lee Nataño and Metering Supervisor Engr. Arsenio Jovero (second from left) turn over two brand new computer printers to the Sultan Kudarat Police Office represented by SP01 Kasim Purong and company.

APRI holds dental missions, donates armchairs to schools

AP Renewables, Inc. (APRI) held a series of dental missions called "Ngiting Kumukutitap" for residents of 25 barangays in Tiwi, Albay with the help of the Rural Health of Tiwi. Volunteers from the Philippine Army Dental Team and the Albay Provincial Health office as well as Dr. Jezriel Mendones were on hand to render their services. Some 700 residents enjoyed the free dental health services.

APRI Corporate Services SVP Juan Felipe Alfonso and APRI Tiwi facility management

consultant Bill Ruccius graced the missions that were held at the administration buildings of barangays Joroan, Naga, Cale, Tigbi and Nagas.

APRI also conducted a free vision screening for nine elementary schools in seven barangays in MakBan and donated armchairs to Bitin Elementary School. "We are making these donations to help provide these students a suitable learning environment wherein they could nurture their dreams," Alfonso said.

Davao Light sings carols for top customers



Singing all-time favorite Christmas songs, Davao Light's choir spread holiday cheer to the company's contestable customers last December.

For 10 days, the choir visited business establishments such as Legaspi Oil, Victoria Plaza Mall, TADECO, Davao International Airport, and ANFLOCOR. They also went to the offices of the Davao City Water District and the Davao City Government. The group brought a hearty spread of food for the customers, and sang their hearts out with joyful Christmas melodies.

This annual caroling, which was started in 2008, is Davao Light's simple way of expressing gratitude to its valued customers. These customers, who have an average demand of at least 1MW during the previous 12 months, warmly received the carolers.



(Left) APRI SVP for Corporate Services Juan Felipe Alfonso, Aboitiz Foundation EVP-Managing Trustee Sonny Carpio, APRI CSR Team's Jose Gerald Cubias and Glenda Bernardo with Sto. Tomas Municipal Mayor Renato Federico and Leodolfo Malabanan with the beneficiary children who underwent free vision screening. At right, Alfonso led the turnover ceremony of armchairs at Bitin Elementary School, with municipality representative Jao Cabral, Barangay Captain Apolino Navarette, DepEd Laguna representative Dr. Loreto Leonizo, and school principal Adoracion Quiatchon accepting the donations.

Davao Light installs solar-powered battery charger in GK village

By Vic Sumalinog



(Above) Solar-powered streetlights illuminate the center ground of the GK Violet Hills Village in Kibalang, Marilog. The solar panels (right) installed above the charging station at GK-Violet Hills in Kibalang, Marilog collect the energy from the sunlight and store it for use in charging the batteries assigned to each housing beneficiary.

Some 30 houses inside the Gawad Kalinga (GK) Village in far-flung Kibalang, a sitio in Barangay Marilog, Davao City, are now enjoying clean and clear light from fluorescent bulbs or compact fluorescent lamps.

This, as Davao Light also installed a solar battery charging station in the Kapitbahayan GK Violet Hills community located in the off-grid area. Kibalang is still several kilometers away from the nearest electric facility of Davao Light.

The solar lighting project in the GK village was implemented last Dec. 20; a month earlier, stakeholders signed the memorandum of agreement for the project. Among the signatories were Davao Light EVP and COO Arturo Milan, GK-Davao City Head Glicerio Rosario, and GK Kapitbahayan Violet Hills association president Celedonio Lacanilao Jr.

The homes of the beneficiaries in GK-Davao were lighted with LED bulbs using electricity from 13-plate batteries. Each household received a battery and three LED light bulbs. A fully charged battery can last up to 20 days with the three bulbs switched on at nighttime and switched off during the day. It can also operate a small black and white television set.

To ensure the safety and quality of the installation work, Davao Light linemen installed the wires and receptacles in the houses. They also put up three outdoor lights mounted on poles with individual battery and self-charging solar panels.

Aside from the solar lighting, Davao Light also funded the construction of the children's playground facilities.

Jun Lacanilao, the Kapitbahayan president, said the GK Violet Hills community is a fruit of trust to their fellowmen and of the capacity of each individual to move forward if they have the will and guidance from certain generous sectors.

Milan, in his turnover message, told the community to value the things they receive. He said the success of this pilot solar project could mean that more off-grid communities will have the chance to get "lighted" using the solar battery charger.

GK officials and advocates were present at the turnover, among them, Vic Rosario, Nilo Claudio, Brenda Milan, former councilor Tessie Maranon, Gus Dacudao, and Davao Light personnel led by Jun Ando and his team, Comrel Manager Vic Sumalinog and supervisor Fermin Edillon.

VECO fosters safety through rewiring

By Judith Ocaña

Four public elementary schools in Cebu became the beneficiaries of a recently completed energy audit and electrical system upgrade implemented by the Visayan Electric Company, Inc. (VECO).

The project answers the need to ensure the safety of students, teachers and the surrounding communities that might be affected by fire, whose main causes are faulty electrical wiring and use of substandard electrical materials.

VECO installed standard electrical wirings and safe circuit systems to replace all the sub-standard lines at the Garing National High School in Liloan, Arcelo Memorial High School in Consolacion, Pasil Night High School in Cebu City, and Cansojong National High School in Talisay City.

The first project turnover was held last Nov. 18, 2010 at the Garing National High School, followed by Arcelo Memorial High School the next day.

During the ceremony, VECO EVP & COO Jaime Jose Aboitiz thanked the school for accepting VECO in their community and for giving the utility firm a chance to help the institution.

Also present during the event were VECO VP for Admin and Customer Services Group Ricardo Lacson, Comrel Manager Eric Ching and Corpcom Manager Ethel Natera.

The PTA and the students, in return, thanked VECO for the project that helps eliminate the chances of school fires, thereby ensuring the students' safety.

The electrical wirings for Pasil Night High School and Cansojong National High School have been completed, with the project scheduled for turnover soon.



Veco VP for Admin & Customer Services Group Ricardo Lacson (right) and Garing Barangay Captain Ronaldo Alimoren turn on the power switch of Garing National High School's newly upgraded electrical system during the ceremonial lighting. The event was held last Nov. 18, 2010.

SEZ set to renew Adopt-an-Ambulance program

Subic EnerZone Corporation (SEZ) is set to renew in May its Adopt-an-Ambulance Program, a tie-up with the Subic Bay Metropolitan Authority's Emergency Medical Services (SBMA-EMS) group.

The project, which is now on its fifth year, allocates P100,000 for the maintenance and repair of eight ambulances adopted by the company.

The SBMA-EMS is part of the agency's primary rescue group comprising personnel from the Fire, Law Enforcement, and Public Health and Safety departments.

This year, the project will take effect from May to December, and will be subject for evaluation and renewal in January 2012. -Raymund Tamayo

Christmas Outreach for Kids



VECO

Some 200 indigent children from Barangays Subangdaku in Mandaue City, and Camputhaw, Ermita, Calamba, Carreta, Kasambagan and Mabolo of Cebu City were treated to a day of fun and gifts during the Visayan Electric Company's (Veco) Christmas outreach party last Dec. 11. Veco kaibigans and Veco scholars spent time to be the children's *ates* and *kuyas* for the day.

The wide storage area at the third floor was turned into a game zone, where game booths and stations of ice cream, cotton candy, popcorn, pop-a-balloon twister and a mini-theatre surround. Aside from the accessorized party place, Veco's Danilo Alfafara completed the Christmas atmosphere by showing up as Santa Claus, making him everyone's favorite photo icon. *-Rebecca Eufan*



DAVAO LIGHT

Around 150 children had a very merry Christmas last year as Davao Light team members treated them to a day of fun, games and gifts during their annual Kaibigan Gives Back outreach program last Dec. 18 at the SM Activity Center. The children from the City Social Services and Development Office presented their own rendition of Christmas carols, and performed dance numbers. Equally excited *ates* and *kuyas*, executives, and Aboitiz Future Leaders Business Summit alumni assisted the children throughout the party and later played Santa Claus by distributing Kaibigan Gives Back shirts and backpacks containing goods such as toiletries, school supplies and toys. *-Kiara Fe Calumba*

UNIONBANK

UnionBankers made their Christmas celebration more meaningful by spearheading a fund-raising campaign for the benefit of the kids of Bukid Kabataan and Children's Joy Foundation.

Bukid Kabataan is a shelter for abused children run by the Good Shepherd Sisters in General Trias, Cavite. There are 60 kids (ages 7 to 14) in this sanctuary for broken souls. With the help of formation programs and counseling, the kids are eventually re-integrated into their families and the community.

The Children's Joy Foundation is a service-oriented organization that provides kids with basic necessities, allowing them to enjoy life to the full in a protective and caring environment.

Funds raised by UnionBankers nationwide are intended for the shelter's operations this year. Employees made pledges via salary deduction or gave outright cash donations to be able to buy sacks of rice. Other donations included food items, clothes, toiletries, medicines, toys, books and furniture. *-Pam Galayo*

METAPHIL

Seventy-two pre-school children beamed with heartfelt smiles as they sat on their new colorful chairs and tables at the Arpili Elementary School in Balamban, and opened their gift boxes at the same time last Dec. 14. Metaphil International, in coordination with Aboitiz Foundation, made the outreach event possible.

"This is very good stuff. When the children feel goodness and see that the world cares and is not 'broken' because it can be fixed by people like us, this activity drives inspiration and fuels dreams. And, this is what children should feel and be doing," said Metaphil Chairman Roberto Aboitiz in his message.

In early 2010, Metaphil and the Aboitiz Foundation donated a two-classroom building for pre-school children to the Arpili Elementary School. *-Zeny Novabos*



ABOITIZLAND

Living up to its brand promise of nurturing communities, AboitizLand treated 500 children to a joyous and abundant Christmas during its annual Christmas Party and Gift-Giving last December.

AboitizLand team members prepared sumptuous holiday fare and loads of gifts for the children of Barangay Bacayan in Talamban, Cebu City and Barangay Canduman in Mandaue City.

The indigent children were treated to kids' favorite foodstuff and enjoyed a whole afternoon watching performances and playing games with popular fastfood chain mascots. Each child went home with a backpack of school supplies and assorted goodies.

"We'd like to be good neighbors and this is one of the many ways that we show the essence of good neighborliness is sharing our blessings with the communities around us," said Jeanne Ouano, AboitizLand VP for Corporate Planning and Corporate Social Responsibility.



AP RENEWABLES, INC.

AP Renewables, Inc. (APRI) MakBan and Tiwi held their first Christmas outreach for indigent children in their respective areas. APRI MakBan treated 150 children from Barangays Bitin, San Vicente and Limao to lunch, games, gifts, a magic show, and a photo session with Santa Claus. APRI Tiwi had the same treats for 100 kids from Barangay Putsan in Tiwi, Albay.

Envi leaders urge public to prepare for climate change effects

By Karen Gatus

House builders are urged to design structures that can withstand strong winds and changes in weather conditions that will eventually become common in the advent of climate change.

Illac Diaz, urban green planner and former actor turned social entrepreneur, gave this advice during the first of a two-part Understanding Choices Forum series on climate change recently organized by the Eduardo Aboitiz Development Studies Center of the Ramon Aboitiz Foundation Inc. (RAFI).

"A disaster-resilient structure always considers the natural flow of elements—use of natural light and ventilation, the management of water and waste, and making use of locally available and renewable materials like bamboo that is commonly found all over the country," Diaz said.

As an example, he cited "high-wind velocity classrooms" in Batanes, which use cheap and renewable materials that are three times stronger than regular hollow blocks.

Diaz initiated the Bottle School Project, utilizing indigenous materials—such as soil, silica ash, lime, and hair in 1.5-liter plastic bottles as substitute for hollow blocks—that low-income communities can use to build their houses and school buildings. In Cebu, the first building under this project will be built in Bantayan Island at the School of the



Speakers Illac Diaz and Atty. Tony La Viña (inset) urge the public to understand the causes of climate change and start preparing for its impacts.

Seas (Sand, Earth, and Air advocates) of the Law of Nature Foundation.

The Municipality of San Francisco in Camotes Island, Cebu, one of the 79 places in the world that has adopted the United Nations International Strategy for Disaster Reduction (UNISDR) Making Cities Resilient Campaign, is already making its preparations.

Vice Mayor Alfredo Arquillano said the municipality is following UNISDR's 10-point checklist by initiating programs that include allocation of budget for disaster risk-reduction; information and educational campaigns in schools and communities on the effects of climate change; organizing and training of disaster response teams; installing early warning and emergency

systems; and planting one million trees as natural buffers for storm surges and regulating land use.

Diaz and Arquillano were speakers of the first part of the Understanding Choices Forum series on climate change, entitled "Disaster-Resilient Communities in a Changing Climate" held last Oct. 29.

The second part held last Nov. 15, 2010, entitled "Climate Change and the Global Climate Politics," featured Lawyer Tony La Viña, chairman of the United Nations Collaborative Initiative on Reducing Emissions from Deforestations and Forest Degradation at United Nations

Framework Convention on Climate Change Conference of Parties, and Esperanza Garcia, director of Global Warming and Climate Change Initiatives for the International Youth Council, as speakers.

La Viña stressed the importance of understanding the global causes and impacts of climate change and the need to address it globally.

For her part, Garcia stressed the critical role of the youth in climate change.

"The world leaders convening in international negotiations are talking about the young generation's future; hence, each youth should get involved no matter how frustrating, disappointing the process be. Let us secure our future and for generations to come," Garcia urged.

RAFI @ Play

By Nancy Cudis



Under Camp 224, 22 RAFInians underwent a three-day ropes course program facilitated by the Kool Adventure Camp (KAC) of the Ramon Aboitiz Foundation Inc. (RAFI) last Dec. 2-4, 2010.

The RAFI @ Play program aimed to allow RAFI team members to level off and bond, identify individual and team strengths and areas to improve on, and enhance cooperation, commitment, team performance and synergy.

"The program was designed to support the development of an organizational culture anchored on the RAFI brand promise, attributes, and shared values," RAFI HR Officer Jeanette Zulueta said.

She said that unlike the previous runs of RAFI @ Play, the recently held program integrated branding principles that educated the participants to "look at the big picture perspective" and reflect on RAFI's brand promise as an "architect of change."

In their outdoor gear, the participants went through various low- and high-element activities. Low-element activities, which were held at Tambuli Beach Resort in Lapu-Lapu City, included connecting and controlling, problem-solving and awareness sessions. For the high elements ropes course, the RAFInians went to KAC camp in Punta Engaño and tried the Hi-Y, Pamper Pole, and High Wall.

Everyone graduated from the ropes course program after going through an activity that allowed them to affirm each other's strengths.

Much teamwork and coordination among RAFInians are required to complete the Climbing Wall, a high elements ropes course.





AEV Corporate Center, new set of BUs enter honor roll

More business units (BUs) continue to vie for and achieve the highest reductions in their power, water and paper consumptions.

In November 2010, the AEV Corporate Center in Cebu made it to the honor roll for the highest reduction in energy consumption. Subic EnerZone and Hedcor claimed the top spots for the water and paper categories, respectively.

A new set of BUs entered the honor roll for December 2010. APRI Makban led the pack for energy while VECO topped the list for water, and Pilmico for paper.

The most proactive BUs that submitted their Race To Reduce (R2R) consumption data the earliest were Ronald Petilo of Mactan EnerZone–Balamban EnerZone for November and Hedcor's Junessa Guimalan for December.

The bottom line goal of the R2R Challenge is to create consciousness among BUs and their team members to be responsible in the way they consume finite resources such as energy, water and paper. –Marge Gravador

RACE TO REDUCE HONOR ROLL (November 2010)

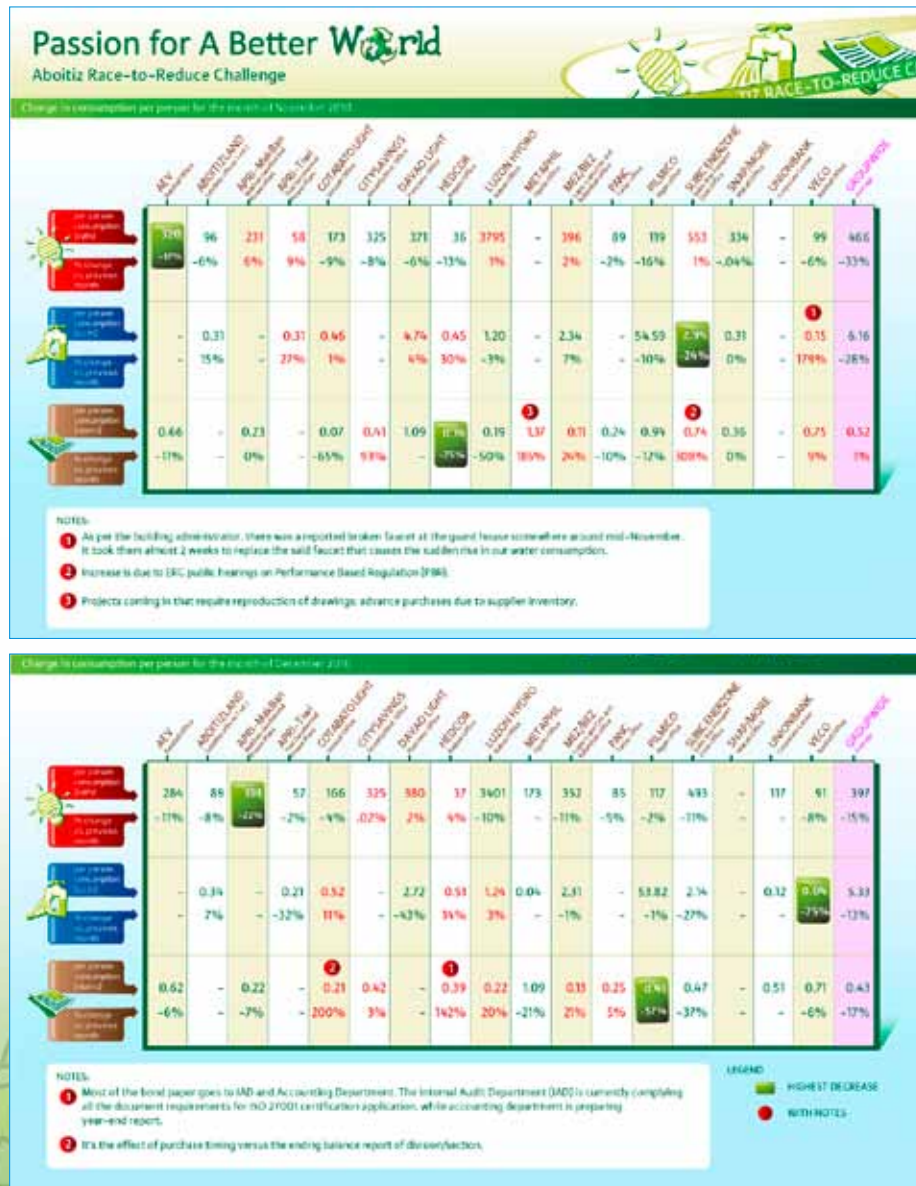
	BUSINESS UNIT	CONSUMPTION PER EMPLOYEE	PERCENTAGE REDUCTION
Energy	AEV	320 kWh	17%
Water	SEZ	2.94 cu.m.	24%
Paper	HEDCOR	0.16 reams	75%

(December 2010)

Energy	APRI MAKBAN	181 kWh	22%
Water	VECO	0.04 cu.m.	75%
Paper	PILMICO	0.41 reams	57%

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

MONTH	BUSINESS UNIT	SUSTAINABILITY STEWARD
November	MEZ BEZ	Ronald Petilo
December	HEDCOR	Junessa Guimalan



New Corporate Center building topping out ceremonies held

By Rianne Tecson

AEV President & CEO Erramon I. Aboitiz (EIA) led executives and team leaders in the topping out and blessing ceremonies of the new Aboitiz Corporate Center building held last Jan. 11.

The event marked the completion of major concreting works of the topmost part of the seven-story structure and the start of covering wall exteriors, glazing of windows, and placing interior equipment.

Aside from EIA, other executives present were Aboitiz & Co. Chairman Emeritus Enrique Aboitiz, AEV Chairman Jon Ramon Aboitiz, AEV Chief Information Officer Mikel Aboitiz, AboitizPower Director Jimmy Aboitiz, AboitizLand President & CEO Andoni Aboitiz, and AboitizPower CFO Iker Aboitiz.

Fr. Glad Niere officiated the blessing, followed by the actual topping out ceremony where executives and team leaders poured mixed concrete into a replica of the building structure.

In his message, EIA said he is excited about the new building, which “supports one of the principal objectives we have always had...of making Aboitiz a great place to work in, and (providing) all team members with the tools and working environment so we can perform at our very best.”

“We hope that this new building will position Aboitiz for future growth...help us attract, retain and optimize the best and the brightest...and make us proud of being part of the Aboitiz Group,” he added.

The new building, with an occupants’ space of approximately 5,800 square meters, will house the offices of at least 200 Aboitiz employees, including the projected additional manpower in the next three years. It is due for completion by the end of November 2011.

The building will feature “green attributes” that will help lessen the Aboitiz Group’s carbon footprint and eventually boost its already aggressive sustainability efforts. These features include inverter-type air conditioning equipment, LED technology for lighting systems, sewage treatment plant, rainwater catchment, windows glazing system to minimize solar heat penetration, aluminum cladding for additional insulation, a green roof that has gardens, and a building management system that monitors and automates equipment and utility operations.





ATS Board appoints JRA as new Chairman

The ATS Board has appointed Jon Ramon Aboitiz (JRA) as its new chairman and confirmed Sulficio Tagud Jr. (STJ) as president and CEO.

JRA replaced William Moses, who resigned last Jan. 21, 2011. The Board also appointed Francis Chua, currently president of the Philippine Chamber of Commerce and Industry, as independent director.

The other ATS directors are Jeremias Cruzabra, Mark Williams, Michelle Lu, Amb. Raul Rabe, Bob Gothong, and Endika Aboitiz.

A Nomination Committee has also been formed that will propose to the ATS Board for election the chairman and members of the Audit, Compensation, and Corporate Governance Committees. The Nomination Committee is chaired by STJ, with Williams and Lu as members.



Sandro Aboitiz to join AEV

Sandro Aboitiz, son of the late Al Aboitiz, will undergo a six-month business exposure at the Corporate Center in Cebu starting April 11, 2011. His internship will mostly be spent with the Corporate Finance and HR teams where he will be given special projects to accomplish.

Sandro brings with him his experience with Ernst & Young as M&A/Project Finance Associate, where he was exposed to executing

mergers and acquisitions mandates involving research, technical analysis, project proposals & preparing project presentations.

Before Ernst & Young, he was an audit intern at SGV & Co., where he analyzed business structures, key market forces, and assessed inherent business risks. His early exposure to the Aboitiz Group was with UnionBank as Summer Associate, where he helped develop their electronic banking information campaign.

Sandro graduated with a diploma in Accounting minor in Finance from Loyola Marymount University in Los Angeles, California.

CONSTRUCTION GROUP MOVEMENTS



Jaime Jose Aboitiz
Vice Chairman
Aboitiz Construction Group

Jim has joined the Construction Group as its vice chairman and will help oversee and support Metaphil management in steering the company toward greater success. He will be working closely with Metaphil CEO Napoleon Pe, Jr. and will be assisting Board Chairman Roberto Aboitiz.



Napoleon Pe, Jr.
CEO, Metaphil

Nap, who was previously president and COO, is taking over the CEO post from Board Chairman Roberto Aboitiz. A Don Ramon Aboitiz Award of Excellence awardee in 2006, his many accomplishments include the completion and operation of the fabrication facility in Balamban and the growth and expansion of Metaphil.



Anton Perdices
VP for Operations
Metaphil

Anton Perdices moves up as Metaphil's vice president for Operations. This was announced by Napoleon Pe, Jr., president and CEO, early in January as Metaphil reorganizes to gear up for a four-billion peso sales target. Anton joined Metaphil in 2008 as AVP for international marketing. His work exposure includes IT and human resources in Convergys, Inc., Rotech Healthcare, Inc. and Nortel Networks and IBM, all in Florida, USA. Anton finished his Management Information Systems degree at the Loyola College in Maryland.

TRANSFERS



Bienamer Garcia
VP-Distribution Customer Services
AboitizPower

Bien joined the Aboitiz Group in August 2002. In 2004, he was transferred to VECO to join the customer services group. That year, he became the company's VP for Administration and Customer Services Group, a position he held until 2006. Prior to his current AboitizPower promotion, he was VP-Administrative and Retail Services Group of Davao Light under EVP and COO Art Milan.



Bernard Mamuad
Security Manager
Expro Detective Services, Inc.

Bernard was the assistant team leader for Administrative Intelligence of Expro prior to his promotion. He took over the post of Jonathan de Leon, who has since been promoted as manager of AEV's Security Team.



Ma. Cielita Aniga
AVP-Distribution Human Resources
AboitizPower

Sye joined the Aboitiz Group in 1993 as Total Quality Management Coordinator of Davao Light and rose to become AVP for HR in 2000. In 2004, she rejoined the Group as VECO's AVP for HR and became part of the management team that was tasked to manage and transform the distribution utility.



Jackson Sotingco
AVP-Insurance Risk Management
AEV Makati

Jackson brings with him 15 years of experience in risk management and insurance underwriting. Before joining AEV, Jackson was a risk management manager for SN Aboitiz Power from 2009 to 2010. He also used to work with Unicon Insurance Brokers Corp., San Miguel Corp. and Phoenix Assurance & Co., Inc.



Jonathan de Leon
Security Manager
AEV Security Team

Prior to his transfer, Jonathan served as the team leader/supervisor of Expro since 2009. He is now directly reporting to Bing Mendezona and will be holding office at AEV-Cebu.



Marinet Belarmino
Manila Liaison Officer
AboitizPower

Marinet was the executive secretary of Benjamin Cariaso Jr. since 1998 when she first joined the Aboitiz Group. From the AEV Exolt, she is now with AboitizPower's DU Procurement and Logistics and is directly reporting to Clovis Racho.

PROMOTIONS



Pia Mantecon
SVP-Operations
AboitizLand

Pia has been with the Aboitiz Group for 15 years, starting out as a management trainee in ATS. Prior to her latest promotion, she was AboitizLand's VP for Sales, Marketing and Customer Service, a position that allowed her to play a significant role in streamlining operations. Pia is a Psychology graduate of the De La Salle University and holds a master's degree in management from the Asian Institute of Management.



Jeremy Tampon
Senior System Engineer
AEV-iCSD

Jerry joined AEV as systems administrator in 2007. He was promoted as systems engineer in 2009. In 2010, he successfully earned a license from VMware, Inc. as a VMware-certified professional on vSphere 4.



Ria Calleja
AVP-Branding
AboitizPower

Ria was previously the company's brand manager, a position she held since 2009. Before her transfer to AboitizPower, she served as retail sales/brand manager for AboitizOne from 2001 to 2009. Ria is an Economics graduate of the Ateneo de Manila University.



Rhesel Joan Ranis
Corporate Auditor 2
AEV

Prior to her promotion, Rhesel was corporate auditor 1. She joined AEV in 2009.



Pet John Rom
Corporate Auditor 2
AEV

Pet John joined AEV as corporate auditor 1 in 2009.



Natasha Neri
Talent Retention Manager
AEV-HRQ

Nats started as an HR Specialist for AEV in 2006. A year later, she became the HR Officer for organizational development and special projects. Before joining Aboitiz, Nats was connected with Abenson, Inc., Rustan's Commercial Corp., AZ Communications, and Mercer Human Resource Consulting.



Noreen Suerte
Corporate Auditor 2
AEV

Prior to her promotion, Noreen was corporate auditor 1. She joined AEV in 2009.



Jetlee Velante
Corporate Auditor 2
AEV

Jet joined AEV as corporate auditor 1 in 2009.

WELCOME TO THE TEAM



Juan Felipe Alfonso
SVP-Corporate Services
AP Renewables, Inc.

Prior to joining APRI, Ping was the general manager of Chemoil Energy Ltd., a Singapore listed company and established its logistics and fuel trading business in the country. He started his career as corporate finance consultant at Arthur Anderson/SGV & Co. He also used to be connected with Jollibee, both in the Philippines and in the US. Ping graduated from the Ateneo De Manila University with a Management degree in 1992. He earned his master's degree in business administration at F.W. Olin Graduate School at Babson College in Massachusetts.



Roland Gaerlan
VP-Marketing
AboitizPower

Roland has over 28 years of extensive experience in sales and marketing in various consumer goods, telecom and financial plans businesses. He was VP-Business Development of Advanced Contact Solutions before he joined AboitizPower. He is a member of various professional organizations such as the British and the American Chambers of Commerce. Roland is an Industrial Engineering graduate of the University of the Philippines and obtained his master's degree in Business Administration from the Ateneo de Manila University.



Roberto Orozco
AVP for Civil Site Construction
AboitizPower

Roberto has over 25 years of extensive experience in the fields of civil, structural and foundation engineering. Before joining AboitizPower, he was a senior civil and structural engineer of PacificTech Solutions and a technical operations manager of the Philippine branch of Ove Arup & Partners Hong Kong Ltd. Roberto is a member of the Philippine Institute of Civil Engineers and the American Institute of Steel Construction. He finished his civil engineering course at the Far Eastern University and obtained his master's degree in geotechnical engineering from Mapua Institute of Technology.



Angeli Abad
Regulatory Officer
AboitizPower

Angeli brings with her four years of experience in the power industry as trading analyst and senior finance specialist at the Power Sector Assets and Liabilities Management Corp. She graduated from the University of the Philippines with a degree in Economics and holds a master's degree in Business Administration from De la Salle University.



Janice Agbay-Abilar
Paralegal
AEV

Janice earned her Accountancy and Law degrees from the University of San Carlos. Before joining AEV, she was a job order employee of the Land Transportation Office. She also worked as an accounting staff at Auto Solutions, Inc. Janice is directly reporting to Attys. Francis Malilong and Cesar Bruan.



Ivy Chan
Business Process Engineer
AboitizPower

Ivy earned her Industrial Engineering degree from the Mapua Institute of Technology. Before joining AboitizPower, she worked with Cebu Pacific as business systems specialist and with Philippine Long Distance Telephone Co. as business analyst and quality assurance. She reports directly to Ana Aleta, AVP for IT in Makati.

WELCOME TO THE TEAM



Golda May Gabriel
Legal Intern
AEV

Golda was previously connected with Sycip, Gorres, Velayo & Co. as an audit staff. She is an Accountancy graduate of the University of San Carlos and earned her Law degree from the same school.



Tara Tsarina Perez
Legal Intern
AEV

Tara used to work at Etelecare Global Solutions as recruiting specialist. She was also a former project-based employee of AEV as HR Assistant. She is a cum laude Psychology graduate of the University of San Carlos and earned her Law degree from the same school.



Theresa Marie Puno
Legal Intern
AEV

Before AEV, Theresa was a legal researcher at SyCip, Salazar, Hernandez & Gatmaitan Law Offices. She also worked as an ESL Instructor at Philinter. A Mathematics graduate of University of the Philippines–Diliman, she finished Law at the University of San Carlos.



Trina Retuya-Beltran
Senior Finance Analyst
AEV

Before joining AEV, Trina was a senior audit assistant at China Banking Corporation. She also used to work as an audit assistant at Punongbayan & Araullo Audit firm. Trina earned her Accountancy degree from University of San Carlos and is a certified public accountant.



Valerie May Cruz
Talent and Attraction
Manager
AEV-Makati

Prior to joining AEV, Valerie was connected with Rustan's Supercenter as organization development manager. She also used to work at United Laboratories Inc. Figaro Coffee Systems and ABS-CBN Interactive. Valerie graduated from St. Scholastica's College where she completed the LiaCom program with the following degrees—Psychology, Guidance and Counseling and Commerce major in Marketing Management. She is currently pursuing her master's degree at the De La Salle University.



Al-shwaid Ismael
Associate General Counsel 2
AEV-Makati

Before he joined AEV, Atty. Al-shwaid was a practicing legal counsel specializing in corporate taxation, litigation (civil, criminal, commercial and labor), land disputes/acquisition, and real estate development at the Gregorio Araneta, Inc./Araneta Properties, Inc. He graduated cum laude from the University of San Carlos with a degree in Accountancy. He went on to finish Law at the University of Cebu, graduating magna cum laude.



Andrew Jose Mordeno
RMD Assistant
AEV

Andrew was a delegate of the 3rd Aboitiz Future Leaders Business Summit in 2008. He is a Business Management graduate of the Brigham Young University - Hawaii.

CITYSAVINGS APPOINTMENTS



Patrik Konrad Ticzon
VP for Sales
CitySavings

Patrik will be primarily responsible for driving national sales and business development strategies for our liability side. Prior to joining CitySavings, Patrik was the AVP/Branch Banking Group Area Head for Mindanao of the Bank of Commerce. He has a degree in Entrepreneurial Management from the University of Asia and the Pacific. He started his banking career at Asia United Bank as a sales officer and was then promoted to investment officer. He has also worked at Metropolitan Bank & Trust Company as regional marketing officer.



Ronaldo Tiamzon
AVP - Information
Technology
CitySavings

Bong will take charge of the bank's corporate technology strategies and will be based in Cebu. He is an Electronics and Communications Engineering from graduate of the University of the East. He started his career in the banking with Banco de Oro as network operations manager. He also got to work in banks in Saudi Arabia. When he came back to the Philippines, he joined Sterling Bank of Asia as AVP of their Information Technology Group.



Rosemarie Cabañes
HRQ Manager-Ortigas
CitySavings

Rose will be primarily responsible for the recruitment and staffing of CitySavings' Luzon branches and will be based in Ortigas. She will also handle other HR functions crucial to retaining and optimizing bank employees. She brings with her over 15 years of experience in the HR field. She used to be connected with H.I.R.E. Inc., Ceragem Philippines and Centennial Savings Bank. Rose has a degree in Management and Industrial Engineering from the Mapua Institute of Technology.

ERRATUM

In the previous issue of Aboitiz Eyes, Information Security Specialist Marijo Cypril Jamora of AEV-iCSD Cebu was inadvertently identified as a trading analyst of AboitizPower. The editors would like to apologize for the slip.

When a great adventure is offered,
you don't refuse it.

—Amelia Earhart

Aboitiz holds appreciation night for brokers

By Trixie Ylaya

The Aboitiz Group believes in expressing appreciation and gratitude for those who continue to support its businesses.

The Brokers' Night, now on its fourth year, was cooked up to highlight the company's appreciation for brokers and analysts for their continued support for Aboitiz. Thirty-three brokers and analysts were treated to cocktail drinks and sumptuous heavy hors d'oeuvres at the Society Lounge, Makati City last Jan. 13.

As AEV President & CEO Erramon Aboitiz said in his welcome speech, "We are very grateful for the effort you have all put in to understanding our businesses and relaying your findings to the investing public. Tonight's get-together is our humble way of saying thank you for your very valuable support."

"Brokers' Night was a great way to start the year. It was both useful and fun to have had the opportunity to meet and share our views on the year ahead with the Aboitiz management and other brokers," said Citibank's Karisa Magpayo.

For Ignacio Jose Soriano, senior analyst of Papa Securities Corp., the gathering was an excellent venue to meet the key men and women behind Aboitiz and to interact with their fellow brokers.

Indeed, it was evident that everyone had a great time talking business and making small talk about great ideas!

In a nutshell, Dante Tinga Jr. of Credit Suisse (Hong Kong) Ltd. aptly described Brokers' Night. "A good time was had by all. Proof that the Aboitiz Group treats everyone—even stockbrokers—like family."



AEV, AboitizPower Cebu teams go around the world

By Kim Villacrusis

Team members from AEV and AboitizPower in Cebu took a virtual tour around the world during their Christmas party held last Dec. 17, 2010 at the Cebu Parklane International Hotel.

Garbed in costumes representing their assigned countries, the team members held their own parade of nations to open the event. The countries that were represented were China, Brazil, Egypt, Greece, India, Israel, Japan, Philippines, Samoa, Saudi Arabia, Spain and USA.

The Treasury Group, in their sailor outfits, was adjudged the Best in Costume.

The team members and team leaders showed camaraderie and unity as they participated in breathtaking production numbers, fun-filled games and the revelation of the Secret Santa.

Highlighting the event was the announcement of AEV President & CEO Erramon Aboitiz congratulating the team members for a job well done for 2010 and setting the previous year's performance as the Aboitiz Group's "new normal."





It was a Las Vegas Christmas for AEV and AboitizPower Makati teams at the Mandarin Oriental Ballroom last Dec. 3, 2010. Party highlights included an exciting dance showdown and fun-filled Christmas games. iPods, an LCD TV, a digital camera and cellphone were among the raffle prizes. -JCAkol



Davao Light goes White, Wet and Wild

By Kiara Fe Calumba

Davao Light and Power Company, Inc. (Davao Light) celebrated a groundbreaking White, Wet and Wild *Kaibigan* Christmas Party, the ultimate foam party, at the Bluejaz Resort & Waterpark in Samal last Dec. 10, 2010.

Drumbeats and island snacks welcomed the *Kaibigans* in their white tank tops, coverups and shorts upon arrival, after a five-minute ferry ride on the resort's new pirate ship. Everyone enjoyed the various beach games, where several participated and won fun prizes.

After a sumptuous dinner, the evening's formal program began with one hot firedance peppered with Hawaiian dances. Program highlights were the honoring of 30-year service awardee Irwin Pagdalian, The Year That Was video, and naming the night's best dressed.

Davao Light President Jim Aboitiz, Dante Pollescas of the Enerzones, Jun Cubos of Davao Light, and Clovis Racho of AboitizPower graced the party.

As the band started to play, so did the foam start to flow and everyone grooved to the music and transformed into wet and wild party animals. As EVP & COO Art Milan described it, "It was the first of its kind and everybody had fun!"



Subic EnerZone's Pirate Quest

By Anielou Gelacio

Subic EnerZone Corp. (SEZ) celebrated the yuletide season with a Pirate Christmas Quest on Dec. 16, 2010 at the Subic Bay Yacht Club in the Subic Bay Freeport.

Wearing eye patches, brimmed hats, and pirate costumes, SEZ team members were all hands-on-deck as they embarked on an amazing quest to complete six different challenges while plundering as many treasures as possible along the way.

Divided into six pirate crews each headed by an EnerZone team leader, executives, team members, and guests competed against each other to win in each island station—Pusoy, Darts, Taboo, Pinoy Henyo, Movie Scene, and Hoops—and bring home cash prizes. All teams were given a treasure map to locate the islands and complete the challenges.

The Pirate Ship Samburu, led by Captain Pirate Irwin Pagdalian, AVP & GM of Mactan EnerZone and Balamban EnerZone, won the quest, followed by the Mogo-Mogo crew of Captain Pirate Frederick Coronel. SEZ SVP & COO Captain Pirate Dante Pollescas' Tambaqui crew grabbed third place.

SEZ General Manager Warell Sario opened the evening with a lighthearted message, greeting team members with happy holiday cheers, followed by a dance number from the Transmission and Distribution (T&D) group. Pollescas also gave a short Christmas message, wishing everyone another blessed year to come.

The evening's highlight was the announcement by Pollescas of team leader promotions. Ryan Griva was promoted to T&D Supervisor, while Frederick Coronel and Mars Escobar were promoted to PBR and QHRD managers respectively.

Five-year service awardees were also recognized, along with Davao Light seconded T&D Supervisor Elmer Amigo, who spent 18 months in SEZ as T&D department's team leader. Griva is taking his place as Amigo goes back to Davao Light.





Pilmico's Glam Rock-Red Light District

Pilmico Cebu's glamorous babes and rocker punks shook the penthouse of Level Ei8ht Rooftop Bar for the company's Christmas party last Dec. 14, 2010. With the theme Glam Rock, Pilmicans partied all night long to the music played by rock bands and the in-house deejay.

Down south in Iligan, Pilmicans had a Red Light District Christmas party at Condom-Inum Club. Alluring presentations from each department made the night truly unforgettable.

—Rhea Embalzado



Metaphil's talent-filled celebration

By Zeny Novabos

Over a thousand *kaubans* gathered to celebrate Christmas together at the shop floor of Aboitiz Construction Group, Inc. in Tipolo, Mandaue City on Dec. 15, 2010. About 200 came all the way from Balamban and project sites outside Cebu.

President Napoleon Pe, Jr. set the tone by informing everyone that "Metaphil starts 2011 with a huge backlog of over P2 billion," a first in Metaphil's history. He asked to "rally behind him in attaining the P4.5 billion *kaubans* of sales in 2011," again a major breakthrough as the company has not yet hurdled the P2-billion annual sales turnover in its over 30 years of experience.

Chairman Roberto Aboitiz gave insights on the global economic scenario as well as the Philippine and local scenario, and ended with the call on everyone to help attain the targeted sales turnover. Everyone cheered as he announced the promotion of Napoleon Pe, Jr. to CEO. What followed was another first in Metaphil: The top management team performed a popular dance number.

Several other dances followed from the different teams, including one from Balamban. No team was exempted from the presentation numbers. Indeed, the evening was filled with dance-and-song numbers, proof of how Metaphil abounds with so much talent. It was even made more fun with the live band, raffles, and giveaways. No one went home empty-handed.

Metaphil finds time to celebrate Christmas together with all *kaubans*. As it is a large family of over 3,000 team members working all over the country, separate Christmas parties were held in Balamban and in the project sites.

Kauban, the local term for teammate, connotes people working together to achieve more.

Proud to be *Kauban* is Metaphil's program to instill the corporate values of customer focus, teamwork and excellence, and the company's promise of RISQ (reliability, integrity, safety and quality).





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