



### axiom of the month

“Good actions give strength to ourselves and inspire good actions in others.”

- ancient Greek philosopher Plato

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## Fueling Inspiration

2006 will be marked by the many challenges that we faced as a company, challenges of such magnitude that were at times thought to be simply insurmountable. We responded to the landslide in Guinsaugon, Southern Leyte that buried thousands of unwary residents. We worked for over three months to clean up the shores of Guimaras stained by a major oil spill in August and restore the promise of the province. In December, we were among the first to help people in the Bicol region after supertyphoon Reming slammed into the region, leaving thousands of people homeless in many instances, hopeless.

But hope is never lost. Despite these events, there are as many, if not more, instances of good things that came our way. And with it, every reason to be inspired.

Our Tulong Aral ng Petron now has 5,000 children studying in public elementary schools. A good number are outstanding scholars. Just as important, the first batch of 1,000 that we nurtured will graduate from Grade 6 in the next school year.

Our Petron Schools continue to grow in number, with many serving the needs of the children in conflict-afflicted Mindanao.

Our new youth entrepreneurship program yielded its first batch of graduates for the internship component in Petron service stations; it also resulted in a competency-based curriculum for possible future adoption in all high schools nationwide.

Our depots across the country have been bastions of corporate social responsibility in their respective areas, as they actively undertook programs for the environment, education and health of people in the surrounding communities.

Petron Foundation marked a decade of leading us into actively caring and sustainably for the community and the environment.

God bless Petron this coming year, so Petron may in turn continue to help others in need.

Atty. Jose Jesus G. Laurel  
Vice President for Legal and External Affairs  
and General Counsel

## TULONG KAPWA Petron fuels hope to Bicol Region in the aftermath of super typhoon Reming



Petron Foundation's Tulong Kapwa Relief Operations for the victims of super typhoon Reming which recently devastated the Bicol region, joined the Malacanang-initiated Mercy Mission caravan. Last December 12, more than 200 six and ten wheelers, containing different relief goods and were sponsored by different private companies, LGUs, NGOs, government agencies and other concerned groups made the grueling 8-hour trip to Albay and Camarines Sur.

Petron's participation in the caravan is actually its second batch of assistance to the region. It includes three truckload of family packs consisting of groceries, rice, assorted canned goods and Treats bottled water. One of the very first company to react to the tragedy, Petron had already mobilized its employee volunteers as early as December 3. Employee volunteers repacked the items into individual family packs and had them ready for transport. On short notice and on a weekend, Ohlet Apuhin supervised the repacking team, from purchasing the relief goods to readying them for transport.

Petron, through the Foundation, also coordination closely with NDCC and LCF regarding the private sector's participation in the relief operation. For this operation, Petron divided its volunteers into one team each for Albay, Camarines Sur and Marinduque. A six wheeler truck containing 1,000 packs of the items was turned over to Vice Governor Salvo Fortuno of Camarines Sur. Another ten wheeler containing 1,500 packs of relief goods made its way to Legaspi where 13 volunteers, including 4 dealers distributed the relief goods. In Camalig, ten volunteers assisted the local DSWD in distributing the goods to the residents. And another truck was sent via RoRo to the island of Marinduque where 17 employee volunteers helped the local DSWD in distributing the relief goods to 1,450 families. The Petron volunteers were joined by other volunteers from SMI and Mirant.

Prior to this concerted assistance, Petron had already dispatched two trucks of relief goods immediately to Legaspi and Naga last December 6. 1,500 packs of the relief goods was turned over to Governor Fernando Gonzales of Albay while another 1,000 packs of relief goods was received by Camarines Sur Vice Governor Fortuno.

Petron Foundation continues to monitor the relief efforts in the region and is ready to extend further assistance as necessary.

## Dateline: **GUIMARAS**

## Grateful from Guimaras

**Petron brought to the island province reading programs for elementary students and business learning for college kids ... and garnered accolades from students, parents and teachers.**

Petron brought the Sa Aklat Sisikat (SAS) and the Bright Minds Read (BMR) reading programs to grade one and four students, respectively, to more elementary schools in the island-province of Guimaras, giving more children enough reason to hope for a brighter future.

Here are what the students, teachers, principals and parents have to say about the reading programs:

*"Before being introduced to the reading program, the children would always go to the playground and play before and after their classes. Now, we don't need to tell them to study, they want to read the books even in their own free time. We now have fluent readers in our classes, and they read with high levels of comprehension. They really improved their reading skills."* - Mrs. **Marilou Tanaleon**, principal of Constanacia Elementary School in Constanacia, San Lorenzo

*"Nasasayahan po ako sa mga librong nabasa ko na dahil nadagdagan ang talento ko at nabago rin po ang ugali ko, dati po ay laging laro lang po ang gusto ko, pero dahil po sabi ni Ma'am, me prize para sa makaka-perfect na mabasa lahat ng libro, nagustuhan ko rin pong mabasa lahat."* - topnotch reader **Aimee Joy Gabasa**, 10, who has already read all 60 books of SAS

*"My daughter likes to read more stories. She always tells her two younger brothers the stories she read from the books. She became talkative and articulate at home, especially when retelling the stories. She also learned how to write little stories by herself. These stories are her own ideas, not based on what she reads. My husband enjoys listening to his child relay the stories to her brothers. My daughter now spends more time reading than playing, its already a habit with her."* **Lilibeth Gabasa**, mother of Aimee

*"We are deeply indebted to this program. It is a big help not only to the students but to us teachers as well. The program developed their habit of reading, even during their free time. It improved their level of comprehension. Even those slow readers try to read. They show they have ideas when we ask them to present dramatization or even drawing projects, or creating poems. They find the books very interesting. They cooperate with each other and seem to genuinely enjoy reading the books. For our part, we apply to teaching the techniques we learned from the program."* - Grade four teacher **Leonor Yanger**

*"The children developed their talent for drawing, even composing poems on their own after reading the storybooks. The program also gave us teachers new strategies which can*

*persuade the children to read more. The stories in the book selection are very well-chosen. There is integration of values, local setting. The materials are very attractive and colorful. These are plus factors which help develop the children's love and interest for reading."* - Nueva Valencia Central School principal **Daisy Solis**

*"Every time the reading schedule comes, the children were already inside the classroom. Before the reading program, they go home to eat during lunch. Now they prefer to eat at the canteen instead, and use the extra time to read the books. Not only had they developed their comprehension, they are also showing their talents brought about by playing characters in the books they read. They have overcome their shyness by performing in front of their class and playing different characters from the books."* - Principal **Jessy Gamlanga** of Magamay Elementary School in Nueva Valencia

*"This is really one good project that helps the children. They not only enjoy reading but they also learn so much from the different books and the activities. They try to outdo each other in reading as many books as they can in the one hour allotted to reading. Some of them can read two or three books in one hour and most of them can read with comprehension."* - **Melba Gonzaga**, principal of Dona Lucia Locsin Memorial School in Cabano, San Lorenzo

*"My pupils now love reading. They request for more time to read even if the stories are repeatedly told them, they are still interested. They read faster now after six sessions of BMR. We can also integrate the lessons into other subjects like Karapatan, Tungkulin, Makabayan. I am personally happy with these results. I have aroused their interest in reading. I am happy to see them opening their dictionaries whenever they encounter words that are not familiar to them."* - **Arlyn Infante**, grade I teacher

*"We have 44 students here who are taking part in the reading program, 17 males and 27 females. They have just finished their pretest. Although some books are not suited for RBEC (revised basic education curriculum), and some objectives are not found in some books, still, we can say that the result of the program is*

*very encouraging, not only to the kids but also to us teachers. The Read-a-Thon encouraged the children to read, but they get bored if ordinary books are given them at mealtime."* - Principal **Natividad Solis** of Bugnay Elementary School



Bugnay Elementary School BMR teacher Mrs. Cirila Capilitan in one of her sessions.

***‘We were given the rare opportunity to touch lives and fuel HOPE anew.  
Does it still matter what circumstances brought me to Guimaras?’***



I don't care what circumstances brought me to this island. What mattered was that I went to fulfill a mission for Petron: to conduct WIWAG at the Guimaras State College (GSC) in Buenavista, Guimaras from Nov. 20-24.

I must admit I had nagging thoughts as I boarded the plane for Iloilo. But all these vanished when I was warmly received by the administration and the students of the school.

Twenty-five commerce, information technology, and HRM students attended the program. Petron was the second private entity to sponsor this entrepreneurship module at the GSC. The first was Trans-Asia Oil & Energy Development Corp. (Guimaras Power Plant), which conducted a WIWAG run barely two weeks before the oil spill incident.

The island folks' warmth and hospitality were like breath of fresh air to us from Petron. Petron Foundation's Allan Victorino, resource speaker on Corporate Social Responsibility, was worried about how Guimaras students would react to his topic, but it turned out his fears were unfounded. His presentation was so enlightening the students marveled at the extent of our company's CSR programs.

Taking time out from their duties as Depot Engineer and ASE in our Iloilo Depot and Sales Office, Joey Ortega and Noel Viloria adeptly handled the topics on production and marketing, respectively. They not only shared their experiences in the corporate world, but generously gave valuable personal insights to the delight of the students.

While it was my first time to set foot on Guimaras, I considered the trip a nostalgic homecoming of sorts. I felt a sense of belonging in the land of my grandparents; my Lolo came from Janiuay, Iloilo and Lola was from Talisay, Negros Occidental, where I was born and lived until I was five. This is why I can speak the local dialect, which fortunately came in handy in dealing with Guimarasnons.

Graduation day came and the students proved they were capable of springing surprises. To our delight, they sheepishly took out the small tokens they painstakingly prepared the night before, including a computer-generated "thank you" card embellished with dedications. I was so touched by the gesture that tears

welled in my eyes while delivering my personal message. Later, I and my co-instructor from Alay Buhay Foundation had a heyday signing autographs on students' manuals and Petron T-shirts. Though euphoric from surviving the five-day program, the students' faces could not hide the sadness they felt knowing that the program had come to a close.

During the graduation rites, Brian, a student from Group 1 says: "This program has helped us make more meaningful decisions. WIWAG will serve as our foundation and weapon when we enter the world of business. After the WIWAG, we shall walk out of that door with much more confidence and faith in our heart."

Deans Jose Villasis and Leontina Tarrazona of the College of Business Administration appealed to Petron to sponsor at least one WIWAG run every semester.

Aside from the certificates of appreciation we received, Dean Tarrazona personally cooked "suman" (sticky rice in thick coconut milk and muscovado), prepared some Guimaras goodies, and gave us a specially packed 'pasalubong'. We did not expect to get anything in return for our efforts - the joy of having shared our knowledge and the little talent we have with the GSC students was more than enough.

When we bid our goodbyes, Dean Villasis clasped my hand and Dean Tarrazona hugged me. Their hearts were overflowing with gratitude to Petron! And why not? The WIWAG almost did not materialize due to initial lack of enrollees.

At 7:20 p.m., the plane was back in Manila. I was happy to be back home, with fond memories of a teaching stint in a gem of an island, hundred of miles away from Petron. Fate had a way of bringing us together. We were given the rare opportunity to touch lives and fuel HOPE anew. Does it still matter what circumstances brought me to Guimaras?



*Susan Jo, Noel Villoria, Joey Ortega, Kelly Cedeño and Allan Victorino shared their time and talent to introduce the youth of Guimaras to the world of business.*

*- Contributed by Susan T. Jo*

## Dateline: GUIMARAS

*Petron and partners launch initiatives to provide alternative livelihood to the people of Guimaras.*

WHEN oil accidentally spilled into Guimaras shores last Aug. 11, not only did nearby residents lost the chance to go to its pristine beaches, most fisherfolk were also left without livelihood.

Concerned entities such as Petron, non-government organizations, and several government agencies such as the Technical Education and Skills Development Authority (TESDA), and the Departments of Science and Technology, Trade and Industry, and Social Welfare and Development came up with alternative livelihood projects for the Guimaras folks.

Through the sponsorship of Petron, TESDA started community-based training for enterprise development (CBTED) projects for the affected folks. Following its proven methodology, TESDA conducted capacity building for selected groups so it could spawn a village enterprise. The following were the projects implemented in Guimaras:

### *Kaing Making*

This was conducted in Sitio Tarug, Barangay Poblacion on Nov. 6-7 as per the request of the barangay captain.



### *Resin Gift Items*

One of the most promising projects sponsored by Petron was the manufacture of resin gift items. The training was done in Barangay Igdarapdap in Nueva Valencia. The product uses resin, a versatile material used in a variety of applications such as figurines and fiberglass-reinforced plastic products. Gift items like paper weights, keyholders and other souvenir items were designed to support Guimaras' tourism industry. Twenty-eight participants showed interest in the project that was funded mainly by Petron.



Most of the project materials had to be ordered from Manila because of their unavailability in Iloilo. An upgrading training would be conducted early next year to focus on products to be marketed. In the pipeline is the production of souvenir

items using buri, shells, bamboo twigs, and similar items. Corals are also another product niche for Guimaras though they are not yet being produced in the export market.

## Residents Get Second Chances



### *Lantern Making*

In Cabalagnan, Petron also sponsored the Solar Star lantern making, a bamboocraft industry for residents. The training was held from Oct. 28 to 29.

### *Cosmetology*

Petron also partnered with Splash Foundation and TESDA in offering a five-day course in basic cosmetology in Guimaras. The training program started on Nov. 27 and 67 Guimaras women attended the sessions.



Participants came from Nueva Valencia and adjoining towns Buenavista, Jordan, Sibunag and

San Lorenzo. The course was open to women from 18 to 40 years old.

The course will help augment the income of Guimaras women by offering haircut, perming, manicure, pedicure, hot oil treatment, highlite and foot spa.

The first training day was held at the Philippine Science High School in Alaguisoc, Jordan. Succeeding sessions were held at the Capitol gym, where models for hair cutting were willing to participate.

Aside from certificates of completion, participants also received beauty kits with haircutting materials, manicure/pedicure sets, foot scrubs, pumice stones, hair dye brushes, frosting caps and shower caps. With the kits, newly trained young women in Guimaras could immediately offer their services and earn a living.



### Saving Sarangani Bay

*Sarangani Bay is again teeming with life – thanks to the Petron GenSan Depot volunteers and partners.*

Six months after Petron's General Santos Depot took on the challenge of breathing life into Sarangani Bay, the waters are now teeming with marine life again.

Last Nov. 11, volunteer divers Cris Dearne and John Heitz, proponents of the Artificial Reef Dome Project, along with City Environment divers, took samples of sea grasses at the Bawing Pier area. They also inspected the artificial coral reef domes installed by Petron employee volunteers and partners last April. They found that corals, sea urchins, fishes and other sea creatures have started to live on the artificial domes.

The project was conceived on April 1, 2005 when the two foreign divers sounded the alarm over the continuous destruction of the marine ecosystem in the Bay, mainly due to illegal fishing activities.

To celebrate International Earth Day in April 2006, a contingent from Petron General Santos Depot, composed of employee volunteers and their families, contractors and their personnel and Petron dealers, teamed up with the Tuna City Scuba Center, the project's frontrunner, to install 55 concrete domes at Bawing Depot's foreshore area. Joining them were Petron Dealers volunteers from the CENRO-Buayan Office, EMB-DENR representatives, City Environment Office, PCAPI Region 12, City Engineer's Office, Dupalco & Family Beach Resort Owners and other residents. As a result of the joint efforts, a total of 2,050 concrete domes have been installed on Sarangani Bay.



With the initial success of the project, employees and staff of Petron's General Santos Depot now intend to make Petron Bawing Foreshore a marine sanctuary. By installing concrete reef modules on the sea bed in areas where the natural coral reef has been damaged and in areas where corals do not exist, Petron is helping create a new habitat for fish and other marine life.

### From coast to honor

*Petron-led BCCF gets international recognition for coastal management.*

THE Bataan Coastal Care Foundation (BCCF) was recently cited for its excellence in promoting public-private partnerships in coastal and marine management. BCCF is the consortium of Bataan-based industries supporting the province's Integrated Coastal Management (ICM) program.

The Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) recently conferred its first-ever special awards to BCCF and four other groups in a formal ceremony. PEMSEA is a regional program supported by the Global Environment Facility, the United Nations Development Programme, and the International Maritime Organization.

The ICM sites of Xiamen, China and Batangas Bay, as well as Port Klang in Malaysia and Bangkok Port at Port of Tanjung Pelepas, Malaysia were recognized for the port safety, security, health and environmental management category, respectively.

Petron Foundation Project Officer Allan Victorino received the recognition in behalf of BCCF. Petron was the primary mover in organizing the Foundation and has been among its major contributors. The company also heads the BCCF Executive Committee since 2000.

PEMSEA Regional Programme Manager Dr. Chua Thia-Eng said BCCF played a key role in the successful development and implementation of the Bataan ICM program, together with the Provincial Government of Bataan and its stakeholders. The ICM program was launched in

### PBR on CSR:

*Not just medical and environmental, pang-isports pa!*

LIMAY, Bataan - Indefatigable. That's what you can call the employees of the Petron Bataan Refinery (PBR) after spending their two straight weekends in September performing their civic duties of caring for the community and the environment.

Last Sept. 16, PBR employee volunteers, doctors and nurses conducted an annual medical mission in Barangay Alangan, in partnership with the local government led by Barangay Captain Cesar dela Rea.

Around 600 residents of the barangay received free dental and medical services, and free medicines at the PBR's *Pagamutan sa Barangay Alangan* project. The medical mission was another occasion for Petron to reach out to residents living near the Refinery. It is also an opportunity for employee volunteers to meet their stakeholders face to face.

PBR employees a week later again donned their volunteer's cap to join the coastal cleanup in Barangay Kitang 1 in Limay. This was in celebration of the International Coastal Cleanup Day, where some 120 participants from PLT and Peninsula School helped clean up the shores.

Petron's *Kontra Kalat sa Dagat* team, led by Vil Tila and Dindo Enriquez, was able to collect 1,000 kilos of trash from their designated 500 meter cleanup site. The coastal cleanup began seven years ago and is now an integral part of the Bataan Integrated Coastal Management Program.



Not limiting their community involvement to medical and environmental missions, PBR employees participated in the 2<sup>nd</sup> Inter-Municipality Sports Tournament last November 15 at the Limay's People's Center. Organized by the Municipality of Limay (led by Mayor Nelson C. David and Vice Mayor Melchor L. Fernando), the tournament was attended by representatives from six participating municipalities and Petron.

February 2000. BCCF was formally organized four months later, with the explicit goal of being the active private sector partner of government in sustaining the long-term initiative.

As a result of the ICM program, two landmark initiatives were undertaken in Bataan: the publication of the Bataan Sustainable Development Strategy and the development of the Coastal Zoning Use Plan. Other efforts include the campaign against illegal fishing, putting up of supplementary livelihood programs, and the regular conduct of coastal cleanup and mangrove reforestation.

The PEMSEA recognition night was among the sidelights of the East Asian Seas Congress held December 12-16 in Haikou City, China. The event, hosted by the Chinese government and organized by PEMSEA,



from L-R: Bataan PG-ENRO Godofredo de Guzman; PEMSEA Regional Programme Director Dr. Chua Thia-Eng; Petron Foundation Project Officer Allan Victorino; PEMSEA Senior Program Officer Adrian Ross and BICMP OIC Alexander Baluyot

provided a region wide platform for the sustainable management and development of the seas of East Asia. Over 700 representatives from governments, UN agencies, international organizations, NGOs, industry, academia and youth attended the Congress.



## Project Joy 2006: Ten years of bringing children cheer

*This year's celebration was an austere but still-meaningful event.*

THERE was no stopping Petron from bringing cheer to children this Christmas as it mounted its traditional Project Joy gift-giving activity this month.

Now on its tenth year, Project Joy was made possible through the generosity of Petron employee volunteers who came to spend valuable time with some 4,000 children, including scholars of Tulong Aral ng Petron and children from the shelter homes of the Department of Social Welfare and Development (DSWD).

While gift-giving and merrymaking were again the highlights of the activity, Petron decided to make Project Joy 2006 an austere but meaningful event. Instead of holding Project Joy in a sprawling venue, children were invited to different venues in Metro Manila in different dates. This is in the light of the typhoon that ravaged Bicol region, where Petron is channeling funds for relief efforts.

What made Project Joy 2006 a more meaningful event was the presence of volunteers from World Vision Development Foundation as co-organizers of the program. As Petron's partner in Tulong Aral ng Petron, World Vision's task also extended to helping bring about Project Joy.

Employees of global financial institution Credit Suisse and volunteers from Tribong MFI (Meralco Foundation Institute) also participated in the gift-giving activity. Credit Suisse is sending 100 children to school through Tulong Aral, while Tribong MFI has been a consistent partner of Petron in disaster operations. Parents, teachers, and DSWD workers also took care of bringing the children to the venues, with some even preparing short programs and presentations.

With steady partners like these and the gratifying smiles of children, many of whom have literally grown up with the yearly activity, Project Joy continues to be a promise that Petron faithfully keeps each year to celebrate the most blessed occasion of all.

**Spreading joy.** Volunteers from Credit Suisse (led by Vice President Martin Bautista), Meralco Foundation, DSWD, Petron Corporation and World Vision took time to share a special Christmas with the children.

