

# ripples

VOLUME 2 • MAY 2011

The official company newsletter of  
Maynilad Water Services, Inc.

Fat Tuesday  
on a Friday  
Snapshots  
of the MVPO  
Mardi Gras  
Parade

## Victorious!

### Path to glory

*The stories behind our uphill climb toward victory*

### In it to win it

*Maynilad employees who brought home the medals*

## Victorious!

Victory is sweetest when it is achieved through hard work, personal sacrifice and dedication. In this issue of *Ripples*, we share the stories behind our quest to achieve the overall champion crown in the 2nd MVP Olympics (MVPO).

We hope that by sharing the struggles and feats of our coaches, team managers and athletes, all Maynilad employees will develop a "champion's mindset" which will enable our company to provide excellent service to our customers and deliver superior value to our stakeholders.

In line with our goal to continuously improve our newsletter, we are also introducing a new set of columns to enhance your reading experience. These columns will be published in rotation with the previous sections that you've come to love.

Enjoy our special MVPO issue!

Cheers,



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## Maynilad dominates 2nd MVP Olympics

By Mark Isaiah David

Maynilad dominated the recently concluded 2nd MVP Olympics, besting 16 other MVP companies including powerhouse teams PLDT and Meralco, who came in at 2nd and 3rd places, respectively. Approximately 2,000 athletes participated in the event.

Garnering a total of 16 golds, five silvers, and six bronze medals, Maynilad emerged as the "Overall Champion" in the three-day sports festival that featured various athletic events and fun games.

"The long hours of hard work and practice paid off. We believed in our individual and collective strengths and we were able to bring out the best in each other," an ecstatic Ricky Vargas, Maynilad president and CEO, shared. "This is the new Maynilad—guided by six winning values: Bilis, Bihasa, Bigay-todo, Bayanihan, Edib, 'Bah, Galing!'"

MVP Olympics project director Patrick Gregorio extolled the annual sports event saying, "More than a competition, this is really a vehicle for nurturing camaraderie among the various MVP companies. And aside from having fun, we also want every employee to develop an active, healthy lifestyle. Like what our Chairman, Manuel Pangilinan, always says, 'Sports is a powerful catalyst for change.' It motivates each one of us to become better persons. It gives us courage to surmount challenges. It can even offer an escape from poverty. Sports can be the answer to our desire to lead better lives."

Other companies that joined the sports fest include Smart, ePLDT, Metro Pacific Investments Corp., TV5/Mediaquest, Philex Mining Corp., Makati Medical Center, Cardinal Santos Medical Center, Davao Doctors Hospital, Our Lady of Lourdes Hospital, Riverside Memorial Hospital, Metro Pacific Tollways Corp., Outback Steakhouse, Burger King, and SPI Global.



President Ricky Vargas (extreme right) celebrating with Maynilad employees.

## ripples

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## In it to win it!

Who brought home for Maynilad 16 golds, five silvers, and six bronze medals? Here are the names of the employees whose blood, sweat and tears earned for us ultimate victory in the 2nd MVP Olympics.



### GOLD

#### LAWN TENNIS

**Athletes:**  
Antonio Buelna  
Tomazito Fuentes  
Ma. Christina Ojeda  
James Patrick Pang  
Reginald Indon (coach)  
Julius Iglesias (coach)

Some words from Julius Iglesias on *Event highlights* – “Our unforgettable experience is the Mix Doubles match between Maynilad and PLDT, where we fought against the previous gold medalist. We scored 7-3, but PLDT was able to catch up and tied the score to all 7. It was scary, but eventually we won.”

*What it means to win* – “It enhanced the image of Maynilad in tennis history.”

*Lessons learned* – “If the coach, team manager and players put more effort in their training and seek divine help in each game, they will definitely be rewarded.”

#### BADMINTON

**Athletes:**  
Ralph Nelson Cajandig  
Paulo Jay Dawal  
Conrad Soriano (coach)

#### CHESS

**Athletes:**  
Barron, Celedonio  
Gabing, Manuel  
Fumar, Reynaldo  
Guerra, Romie Lord  
Purad, Rodolfo  
Regalado, Joven

#### HARDIGRAS

**Representative:**  
Noel Bandalan

#### DANCE SPORT

**Performers:**  
Katherine Ann Paleracio (plus 1 Bronze)  
Nino Joseph Bacsafrá  
Filipina Rico-Carambae (2 Golds)  
Iris Carangcarang (2 Golds)  
Josephine Datu (coach)

Some words from Josephine Datu on:

*Event highlights* – “On the day of the competition, we all woke up at 3a.m. to prepare for the 9a.m. competition. The dancers were excited, nervous and anxious, knowing that this is the first time our company will join the Dance Sport. Our own dancers had zero knowledge of Latin and Standard dance. They competed against professional dancers and still emerged as winners.”

*What it means to win* – “Sacrifice. Winning does not come easy. You need to want it, work hard for it, and give all that you’ve got.”

*Lessons learned* – “It is hard to balance work and training since all dancers come from different offices with different workloads and schedules. A lot of problems were encountered during the training but we managed to overcome it as a TEAM.”

#### WOMEN'S VOLLEYBALL

**Athletes:**  
Dianna Mae Diaz  
Charisse Vernon Ancheta  
April Joy Mercene  
Roiza Piedad  
Margarita Pepito  
Ma. Josephine Cafranca  
Philippe Joanne Ayson  
Joanna Marie Dela Pena  
Beverly Boto  
Naeella Nica Gulman  
Sheila Jumaquio  
María Nina Lopez  
Andy Luna (coach)

Some words from Andy Luna on:  
*Event highlights* – “The unforgettable highlight for us was winning against the powerful PLDT in the championship round. We were perceived as the underdogs, but our team prepared well.”

*What it means to win* – “Winning entails a lot of preparation and determination. Despite our limited resources, we were able to win because we really wanted Maynilad to stand out as the best.”

*Lessons learned* – “In order to win, one needs a lot of discipline, patience and hard work.”

#### MEN'S VOLLEYBALL

**Athletes:**  
Alhaisip-Lap  
Guillermo-Garran Jr.  
Jared Ian Cruz  
Billy Edzel Sabumba  
Josefino Samco  
Darwin Pagaduan  
Henry James Sacramento  
Eden Canlas  
Satanie Paggi Jr.  
Christzady Neil Samson  
John Marfil III  
Jasper Jan Adorador  
Joey Velasco (coach)



#### WHOPPER EATING CONTEST

**Representatives:**  
Reynaldo Celestino  
Rafael Inigo Dela Cruz  
Emmanuel Real  
Glorious Cathy Salazar  
Roel Espiritu (coach)



#### TRACK AND FIELD

**Athletes:**  
Florida Gonzales  
Anthony Nonato (plus 1 Silver)  
Cheryl Tolentino  
Marilyn Ruiz (coach)  
Mark Capati (coach)  
Richard Garcia (coach)

Some words from Richard Garcia on:  
*Event highlights* – “Upon arriving at the track oval, our team joked among ourselves that we should already have a Gold by 8:30 a.m., and another one by 9a.m. Luckily, we produced it.”

*What it means to win* – “It is a positive motivation for the team.”

*Lessons learned* – “Hard work and self-discipline are the keys to winning.”

#### BASKETBALL

**Athletes:**  
Peegay Barua  
Romel David  
Billy Ray Cabact Atack  
Jay-R Tagana  
Bonifacio Campos  
Von Harry Lanera  
Arold Basilio  
Aldrin Inocentes Margallo  
Marvie Ray Miranda  
Roberto Bako  
Erwin Castillo  
Jaime Serrano  
Ryan Moreno  
Michael Joseph Bulgan  
Jose Roy Arcusa  
Erico Lopez (coach)



Some words from Erico Lopez on:  
*What it means to win* – “Winning instantly placed Maynilad on the MAP. We are now at par with the Groups ‘top-companioner’ (i.e., PLDT, SMART, Merabco). Anything is possible if you plan and carefully prepare for it.”

*Lessons learned* – “Right Attitude + Right People + Right Training and Tools = Achievement of Goals.”

### SILVER

#### BADMINTON

**Athletes:**  
Ayesa Mendoza  
Angelica Portillo

#### TABLE TENNIS

**Athletes:**  
Roberto Hilario Jr.  
Ferdinand Fajardo  
Edmundo Perez  
(coach)



#### PADYAK

**Representatives:**  
Joanna Joyce Bianes  
Aiza Jusay  
Rolando Luis  
Gilbert Tesalona  
Larry De Castro  
Florencio Perez  
Espayco Salvador  
Jaymar Balag  
Lhiza Porciuncula (coach)  
Beth Obanil (coach)



### BRONZE

#### CHEER DANCE

**Performers:**  
Raphael Paolo Arguillo  
Peter Renan Baraga  
Rochel John Chavez  
Pearl Chen  
Ephraim Dela Cruz  
Avegal Depanay  
Jeffrey De Vera  
Karen Keith Ismael  
Mary Grace Lopez  
Ann Margaret Mangondon  
Nicol Palomas  
Maria Natasha Rina  
Kristoffer Julius Tabuso  
Bernesto Tagarac Jr.  
Danielle Ann Valdez  
Jonathan Gestani  
Earl Nicolai Velasco  
Jose Ramuel Yedra  
Russel De Castro



#### DANCE SPORT

**Performers:**  
Rosaline Bautista  
John Emmanuel Martinez  
Marvina Ives Acacio

#### TRACK AND FIELD

**Athletes:**  
Richard Perez  
Sonny Dayao  
Richard Mendoza  
Mary Rose Lontajo  
Jmes Felices

#### TUG OF WAR

**Athletes:**  
Raymond Ian Pascual  
Ricardo Valdivia Jr.  
Arman Cabanog  
Ruby Palad  
Vislacion De Leon  
Sherlyn Dc. Mendoza  
Janica Suarez  
Melissa Solbaga  
Reynaldo Mautlon  
Maximo Jose Ramos  
Sam Del Rosario (coach)

## Path to glory

By Reggie Jordan

Joe Paterno, one of the most prolific coaches in U.S. college football history, once said "the will to win is important, but the will to prepare is vital." Indeed, in sports, just as in work, preparation is key to success and winning.

Prior to the MVP Olympics, many of our team managers, coaches and athletes demonstrated tremendous resolve in preparing for the games. Months before the games started, Team Maynilad was deeply immersed in building its line-up, preparing the physical conditioning of players and talents, designing and polishing plays, and mobilizing support from the whole organization.

Joey Velasco, head of Accounts Payable and team manager of the Volleyball Team, shares that he and his team were already practicing their plays and running tune-up games with collegiate volleyball teams as early as January. This was not easy, according to Joey, since he had to balance his work at the office with the demands of being a team manager.

Other employees made personal sacrifices as well. RJ Chavez of Water Network and a member of the Cheer Dance Team, recounts their dedication in preparing for the Olympics. "Threetimes a week, after office hours, our team met at Balara. Practice started at 6:30 p.m. and would last until 9:30 p.m. Many of us had to commute home after the long and physically-demanding sessions."

Practice sessions were long and difficult. Central NRW's Fina Carambas recalls spending at least five days a week practicing their dance sport routines two months prior to the competition. "Hindi pa kasama ng mga Sabado at Linggo nang malapit na yung competition."

Dance coach Edna Ledesma was a strict taskmaster who



Fina Carambas doing the Jive with her partner Kris Cataoguing.



Grueling practice sessions enabled the Cheer Dance Team to perfect their stunts.

constantly pushed Fina to duck her posture and energy level. "Every day, I did 300 sit-ups and various curl-ups and jumps just to prepare my body for the grueling physical demands of competitive ballroom dancing. After each session, I would literally break into tears because of the physical and emotional exhaustion. But I persisted and didn't give up," she shares.

Badminton team manager Conrad Soriano, for his part, says most of his efforts went into strategizing his team's training. "Almost half of my time managing the team went to planning, organizing and coordinating daily practice sessions. I organized tune-up games, researched on new play techniques and physical conditioning exercises for players, and interviewed various professional badminton coaches and players."

The managers, coaches and players would all attest to the demanding preparations that went into the MVP Olympics. But in the end, all these hard work and sacrifices paid off. Team Maynilad took home a total of 27 medals, leading the coveted title of Over-all Champion.

"The whole experience for me was very fulfilling," Joey says. "It made me believe that any goal could be achieved if you would just prepare well."

Indeed, victory belongs to those who prepare for it.

## What made the 2nd MVP Olympics better than the first?

By Yang Villa

Last year, we were fourth overall. Now, we got the top spot.

For sure, this fortunate turn makes the 2nd MVP Olympic is the more exciting one for Maynilad. But if you ask our athletes, performers, coaches and spectators, there is more to this year's MVP that makes it better compared to the first.

We decided to get our employees' thoughts on the matter and we turned up gold, as the following feedbacks show.

"Our unity worked to our full benefit. We won medal after medal, not because of the will to beat the other teams but because of teamwork and cooperation. That's what the Water Dragons can do! I hope and pray that we can sustain this dedication so we can be ready for the 3rd MVP Olympics!" -Fay Ambagan, Admin Services Supervisor, Muntinlupa BA



"The best thing is the preparation of every athlete, the mindset of getting the GOLD! Though I was not able to witness the games, the excitement of the employees even before the start of the Olympics was really overwhelming." -Jolly Lucas, Head, O&M/Engineering and Construction

"To me, the 2nd MVP Olympics was better because Maynilad was better -stronger and more competitive! Last year kami di masyadong prepared ang team Maynilad dahil kulang sa practice." -Mara N. Gans, Head, Call Center Management

"The cheers and the full support of the Maynilad Family from Day 1 to Day 3 made the 2nd MVP Olympics better than the first." -Mira de Leon, Network Officer, Water Network

"What I admired most is the spiritual support offered to uplift the morale of the athletes, and for the success not only of the MVP Olympics but for the success of the company. Mabuhay, Maynilad team!" - Teresita Hapel, Supervisor, BA Support Services



"Higit na maganda ang MVP Olympics ngayong taon kesa sa nalarang taon dahil sa dala-dalang Maynilad Team ang tolong pinakamahalagang bagay na ayang naging dahilan ng ating paglapanan sa PAG-ASA, PANANAMPALATAYA, at PAG-IBIG. Pag-asa na sa dulo ng paglapanan ay nag-aabang sa aming tropayag Pananampalataya na gagabayon tayo ng Lumikha sa adhalain natin na manalo; at ang pinakamahalaga sa lahat, lumahok tayo na kakalikip-ang Pag-ibig at buong puso nating pinakita na karapat-dapat tayong manalo!" -Znel Gratiola, OIC, Geographic Information System

"I used the incentive prize money I won to pay for the tournament fee of public school kids' softball and baseball teams that I coach during the weekends. The 2nd MVP Olympics would always be more memorable and better than the first because, beyond winning any medal, it provided me the opportunity to help public school kids participate in a competition of their own." -Arfael de la Cruz, Relations & Officer, Key Accounts Management

"It was the strong desire of all participating companies to bring home the most-coveted Overall Championship title which made the 2nd MVP Olympics better than the first. This year, teams were more competitive and well prepared after being trained by experts in the field. This year's Olympics was taken more seriously by everyone." -Rosal Ortiz, Head, Talent Acquisition



## Celebrating our victory

By Khookie Bartista

It was the sweetest of victories: Maynilad beat last year's champion by one point, proving that it could compete and win over the "giants" of the MVP group of companies.

Such a win deserved a grand celebration. Hence, after a solemn thanksgiving mass led by Rev. Fr. Nono Alfonso, S.J., Maynilad employee-athletes, performers and guests converged at the Celebrity Sports Plaza on April 6 to celebrate their success.

The program showcased the talents of the Maynilad performers who participated in the MVP Olympics. Giving an exciting start to the occasion are the company's resident ballroom dancers as they reprised their respective Dance Sport events: Waltz (Joseph and Kat), Tango (Eranan and Khookie), Cha-cha and Rumba (Sandy and Lyka), Samba (Ives and Kat) and Jive (Kris and Fina).

As if these hot numbers were not enough, the dance floor smoldered even more with the surprise performance from dance professionals Edna Ledesma-Azuno and Joji Cabanman. Naturally, an encore was called for, so Edna swayed to another Latin dance for the audience.



CHCOD head Roy Eralle handing out token cash incentives to the MVP winners.

Ballroom eventually gave way to street dances, and Maynilad Batch 8 cadet Eran Sabello and Judy Manalang dazzled the audience with their moves.

The audience got a chance to catch their breath as the program gave way to the company's singers: Anne Diansipile of Corporate Logistics, and reigning "Maynilad Idol" Yang Vila of Business Development. After this enchanting serenade, the audience received another exciting jolt as the Maynilad Cheer Dance team popped on stage with their chants and breath-taking stunts.

These exciting performances were further highlighted with the inspirational message delivered by Chot Reyes,



Ecstatic Maynilad employees hold up their trophy and crowd around Hijo, the MVP mascot.

PBA head coach of the Talk 'N Text Telegig Texters, Reyes talked about what it means to be a champion, stressing that it entails a lot of sacrifice and hard work. He said it's important to keep one's spirits up when everyone else is feeling down, otherwise victory could never be achieved.

Recognizing the efforts of the athletes and performers, Maynilad's management team headed by President Ricky Vargas and CHCOD head Roy Eralle surprised them with token cash incentives to reward them for their hard work, and to inspire them to do even better next year.



Maynilad's Dance Sport representatives, shown here after winning at the MVP, rocked the victory party with their dance performance.

## Maynilad signs P7B loan agreement

By Mark Isiah David

Maynilad recently signed a P7-billion Omnibus Notes Facility and Security Agreement to partly fund its capital-expenditure (CAPEX) programs for 2011 and 2012. Aside from improving operational and network efficiency, the CAPEX programs will also allow Maynilad to meet its service obligations and achieve sustainable growth.

BDO Capital & Investment Corp. and the Development Bank of the Philippines (DBP) acted as mandated joint lead arrangers of the 10-year Corporate Notes Facility, which will be funded by DBP, Land Bank of the Philippines, China Banking Corporation, Security Bank Corporation, Bank of the Philippine Islands, BDO Leasing and Finance, Inc., and BPI Asset Management and Trust Group. BDO Trust and Investments Group

acted as facility agent for the transaction. An initial drawdown of P3.5 billion was undertaken last March 30.

According to Maynilad Chief Finance Officer Randolph Estrella, the loan has an average life of 9.25 years and will carry a fixed interest rate.

For 2011, Maynilad has allotted more than P8.5 billion for its CAPEX programs. P3.7 billion would be used to expand service coverage and improve service levels while P2.6 billion has been earmarked to bring down water loss.

Another P1.6 billion would go to Maynilad's wastewater program. The rest of the 2011 CAPEX budget are for water sources, water production, natural calamity mitigation and other projects.



The signing of the P7B Corporate Notes facility held last March 2011.

## German certification organization honors Maynilad BCP

The ROBUST-ASSIST project of the German certification organization DEG ICFW Bankengruppe honored Maynilad for its Business Continuity Management Systems that are up to par with BS-25999 standards. Maynilad's Business Continuity Plan (BCP) assesses risks (natural calamities and man-made threats) and creates programs for disaster and crisis preparedness using risk reduction, readiness, response, and recovery systems.

In the photo are (from left) Kris Carangarang and John Emmanuel Martinez of Maynilad, Eleanor Tan, Project Manager for Customized Services of TÜV Rheinland Philippines; Francisco Arellano, Head of Maynilad GESH; Bathula Raja Kumar, Senior Process Consultant of ASSIST; and Richard Garcia of Maynilad.



# Fat Tuesday on a Friday: One Colorful Parade

By Karmina Alejandro

The Mardi Gras—French for “Fat Tuesday”—was a big Friday night party that had employees of the MVP group of companies parading their most creative costumes around the Meralco Compound in Pasig City, during the formal opening ceremonies of the 2nd MVP Olympics last March 25.

With over 500 costume-wearing employees, this event had the biggest number of active participants ranging from company executives to male and female personnel. Costumes were varied: 23 local regions of 6 different countries, superhero attire, mythical creatures, and even fun twists on the traffic cones and electric poles.

To add to the festive atmosphere, employees also brought in bands and live dancers to perform during the parade, including celebrities like the Mocha Girls and Regine Tolentino.

Maynilad's very own, Noel Bandalan from the Water Maintenance Unit of the Parangue Business Area, took home the “Best in Costume” award and defended the crown previously won by People Program and Employee Communications and Development Specialist Bandalan's blue body paint featured transparent water, beaded sequins strung from 15-inch overcoats and secured, bagged gold medal for MVP.

On this spread, we share some of the most memorable winners of the MVP Mardi Gras.



## DOC RIC SAYS

Got some health and wellness concerns? Our resident medical expert, Doc Ric, will help you address these concerns to keep you in excellent shape!

By Ricardo Jose Miranda, M.D.

## Getting back into the game after an injury

Dear Doc Ric,  
I injured myself while playing basketball. Since my team relies on me to win our games, I feel pressured to heal fast, in time for the finals. What can I do to get better, faster? – Worried ball player

Dear Worried ball player,

For a competitive athlete, getting back into shape and regaining physical confidence after an injury is especially challenging, because the path to full recovery is a long and gradual one.

While a recreational athlete's main goal would be to just return to the activity, a professional athlete's goal is to do so at a higher level of performance.

You must get a medical clearance from a doctor before playing basketball again. Meanwhile, below are other useful tips that will help you avoid aggravating an injury and minimize the discomfort of getting back into shape.



- 1** Build up your general condition slowly. The healing process needs adequate time. Going back too early now may leave you with a permanent injury. Patience at this stage counts.
- 2** Stay focused and motivated during your rehabilitation. A perfect start to recovery would be to maintain enthusiasm and commitment while slowly resuming your fitness regime, designing your personal diet and nutrition plan, and improving your overall health.
- 3** Start with the warm-ups specific to your sport. Do warm-up exercises that don't hurt you. Do some stretching and pull back immediately if you feel pain during reconditioning.
- 4** Ease into a work-out on a regular basis. To maintain your fitness level, participate every few days in a general activity (walking, running, swimming, etc.) that you enjoy and can do without exacerbating the injury. Start with your core muscles, or those that surround your spine between the neck and hips, to ensure your body is stable. Once you are able to control balance and core strength, you can add more weight training.
- 5** Keep building up until the length of time and intensity of exercise increases. Practice the skills of your particular sport by performing repetitive exercises. This will build back the strength that has been lost due to injury.
- 6** Return to live practices. Follow your health adviser's advice on the extent of your physical activities and inform your coach of your current limitations. Keep your involvement low intensity, avoid contact that can result in damage, take more breaks, and keep reviewing your technique to determine if a change in tactics is necessary.
- 7** Avoid real to live game or live action. Eventually when you feel confident that your strength has returned, get back into the game.
- 8** Don't neglect your mental preparation. Conditioning your mind is an important part of this whole process. What you think and how you perceive your injury will have great impact on your recovery process. Visualize a safe, healthy, and gradual successful return and you will have won half the battle.
- 9**

## Maynilad champions Philippines bikes for water

By Kamina Alejandro

Following the success of "The Philippines Walks for Water," Maynilad continues its advocacy of raising awareness for the need for safe, reliable and affordable drinking water through sports by championing "The Philippines Bikes for Water."

The event, held last April 16 to 19, was carried by Le Tour de Filipinas—the multi-stage event which is one of only two cycling events in Southeast Asia certified by the Union Cycliste Internationale (UCI), the highest governing international cycling body.

Seventy-five bikers, including seven international teams and the best local riders in the country, pedaled the 500 kilometers from Roxas Boulevard in Manila, Balanga (Bataan), Iba (Zambales), Lingayen (Pangasinan), and all the way to Baguio (Benguet).

The organizers chose to carry the advocacy "Philippines Bikes for Water" since most parts of the race were staged on world-famous tourist destinations found along coastal areas. They found it



Opening of the 4th Leg of Le Tour de Filipinas.

a suitable venue to educate the public regarding the urgency and importance of issues related to water, as well as to empower people to take part in necessary solutions to combat these problems.



Maynilad's Patrick Gregorio and Ricky Vargas (2nd and 3rd from left, respectively) with representatives from Smart Sports.

Team Azad University of Iran took home the gold with a total time of 9:30:40 and a total distance of 506.90 kilometers. The local contingent gave a strong showing with Team 7-Eleven and Team Smart bagging the second and third places, respectively.

Patricia Bernudes-Hizon, Maynilad Head for Advocacy and Marketing, believes that this advocacy would be an effective avenue to push for sustained access to clean water. "Even on a local level, we want to drive the importance and urgency of the need for potable water. This is for our children, and the future of our nation," she said.



Patrick Gregorio, Epok Quijano, and Gov. Armand Espino Jr. raise their hands along with the top starters for the 4th and final leg of Le Tour de Filipinas 2011, including Oscar Bandoler of Team Smart who got the Polka Dots Jersey Award (King of the Mountain).

## BREAKTIME

By Kamisa Alejandro

Curious about what other Maynilad employees do out of work? This section will share with you the interesting and sometimes unique interests of our co-employees.

### In the work of promoting Christian values

In and out of the office, Lourdes "Malou" Apon likes to keep herself occupied. Despite her hectic schedule as the Head of Cash Management, she sees to it that she makes time for the two things she values most—her faith and her family.

Malou and her husband, Ting, tie these things together through their involvement in family-related advocacies. "It all started when we became members of the Couples for Christ in our parish 12 years ago. Presently, we are active members of the Christian Family Movement (CFM)," she explains.

The CFM is an international organization and movement of families called to witness to Christ. According to Malou, the organization reinforces Christian values and encourages families to reach out "in action to others." Through evangelization, CFM hopes to inspire other families to share the importance of building family ties.



Malou and Ting (second row, fourth and third from left, respectively) with the rest of the Apon family, during the wedding of their youngest daughter.

"We family believe that a strong family anchored on Christian values will create a strong community and, ultimately, a strong nation," she stresses.

At present, Malou and Ting also act as facilitators in regular seminars conducted at the Immaculate Heart of Mary Parish in Quezon City, and as couple-speakers on the topic "God's Plan for His Church" during regular Parish Renewal Experiences. These stints are quite enjoyable for Malou because it allows her to meet other families and share triumphs, achievements and challenges.



Malou and husband, Ting, in Shanghai China during their annual CFM trip.

At one point, Malou even took to the radio to share her evangelical work to the greater public, guesting a number of times in a program called *Ala! Una ang Pamilya* in Radio Veritas (DZRV 846).

Malou believes that her family is able to sustain what they do despite their busy schedules because they find joy in it. "I think it's a blessing," she says, "that in the process of doing what we are passionate about, we are able to touch the lives of others."



Helping the registration for a breakfast forum on the Reproductive Health (RH) Bill sponsored by CFM Diocese of Cebu.

## MARKETING MIX

By Patrick C. Gregorio

Maynilad's division head for Commercial and Marketing gives employees a vivid account of the company's marketing and advocacy efforts through the new column.

### Building a culture of champions

"Sports is a powerful catalyst for change. It motivates each one of us to become a better person. It gives us the courage to surmount challenges and conveniences offer escape from poverty and the answer to our desire to lead better lives."—Manuel V. Pangilinan

I love sports. Our Chairman MVP and President Ricky Vargas love sports when we see the hard work that goes into the perfection of an athlete's skill. Whatever type of sports activity a person is engaged in, he is bound to become a better human being because of it—physically, mentally, emotionally, and even spiritually.

The more obvious benefit of sports is that it serves as a means for keeping fit and having fun. There's also the fact that it develops social skills, boosts confidence, and fosters a positive attitude whatever a game's outcome.

We definitely want to cultivate these skills in today's competitive business environment.

President Ricky has long tested the value of sports as a great equalizer. People have equal opportunity to win based chiefly on their merits, whatever their position in the corporate hierarchy. We've seen this happen during the MVP Olympics. Differences were set aside as employees fought side-by-side to win a Gold for their company.

Indeed, what President Ricky said about Maynilad held true on that day: "Ang tunay na ginto ay nasa puso." A very simple message that holds a lot of meaning. The heart is an integral component in building champions.

#### Sports advocacy... an enabler

There's also the not-so-obvious benefit of sports to a company: it reinforces the corporate brand. How? A lot of people love sports—young and old, rich and poor. This makes it a powerful promotional tool that cuts across all advertising demographics.

A company involved in sports is not only able to market its products to a wide range of audiences, it also associates itself with the noble endeavor of supporting local athletes.

Take the case of our sister company, Smart. Owing to its involvement in sports, people not only see Smart as a telecommunications giant; they now see Smart as a sincere partner and a responsible corporate entity that contributes to nation building through the promotion of Philippine sports.



Our ultimate mission is to help the millions of Filipinos who still have no potable water. Once we've accomplished this, we'd have contributed greatly to nation building.

#### Maynilad's new marketing orientation

Fortunately, Maynilad is now taking this same route. And with the recent development of its Commercial and Marketing Division, the company can more aggressively make its positive presence felt not only within the West Zone but also in the entire country.

A public utility is a business that provides essential services. Maynilad's water and wastewater services are so basic to life that people tend to take it for granted. But with our marketing and advocacy efforts, we hope to change this perception and inspire a better appreciation for our role in improving lives.

Our ultimate mission is to help the millions of Filipinos who still have no potable water. Once we've accomplished this, we'd have contributed greatly to nation building. This task may seem daunting, but it's definitely doable. I believe it will happen if ours is a culture of champions.

Do you have commendable co-workers who deserve recognition? Submit your their stories of excellence. Ripples will publish the best employee profiles that demonstrate remarkable work attitude, leadership ability and customer service skills.

## Izzan Sabello: Dancing his way to success

By Rhodde Bautista



The world is his stage, and dance is what shaped his life story.

Izzan Sabello is a man who expresses himself best through dance. As a kid, he was captivated by the street dance challenges held in their neighborhood. This fascination compelled him to practice his

own moves and, eventually, join dance competitions along with his friends.

Dance was a blessing to him in more ways than one. It helped him get a scholarship, and provided additional income since he gave cash prizes won from dance contests to his mother.

Life was great until his father suddenly lost his job. For months, his parents and four siblings struggled financially. His mom needed to work, and all his earnings from dance gigs covered his family's expenses.

This situation took a heavy toll on his academics that eventually, he lost his scholarship. Over time, things got better. His father was able to regain his job, and he graduated from college. He was also able to pass the

license exam for Electronic and Communications Engineering.

Not long after that, Izzan heard that the famous '90s dance group Street Boys were holding auditions for an extra member. His passion for dance won out, so he dropped everything else and successfully danced his way to that vacant spot.

As a certified Street Boys member, Izzan joined the group in all their TV bookings, tours and trainings, where they were closely followed by screaming fans. But after a year of fame, he began to feel unsatisfied. "Passion ko talaga ang mag-sayaw. Pero sabi nga ng papa ko, walang mangyayari kung pamilya sayaw na lang. Maganda 'yan habang bata pero dapat maghanda sa kinabukasan."

Following his father's advice, he applied for a job with a stable company that would give him a great opportunity to grow as a professional. Izzan is now a cadet engineer with Maynilad.

From these experiences, he learned that passion does not end when you pursue other goals in life. Passion resides in the heart, and no matter how difficult life gets, he will always have that passion to keep him happy.

## Maynilad uses new technology to repair leaks

In line with its aggressive campaign to bring down water losses, Maynilad has started using the Tyfo® Fibrwrap® Pipe Rehabilitation System for its pipe repair operations.

Maynilad is the first water company in the Philippines to use this technology, which allows the repair of primary pipelines from the inside, thus minimizing road excavations during leak repair operations.

Water companies usually need to expose the pipe before it can be repaired. This often results in traffic

build up, higher costs and longer repair schedule. With Tyfo® Fibrwrap®, Maynilad contractors need only to expose the beginning and end part of a broken primary line in order to conduct the actual leak repair.

Aside from minimizing the excavation of roads, this technology also prevents internal diameter loss of the pipe since it doesn't add more than one-fourth-inch thickness to the pipe. It even prevents corrosion-related damages to recur in rehabilitated pipe segments. Equally important, this innovation allows emergency repairs to be completed in a shorter amount of

time—approximately 48 to 72 hours.

Maynilad President and CEO Ricky Vargas said the technology is just one of Maynilad's initiatives to bring down non-revenue water (NRW) in the West Zone. "We want to recover more water for our customers at the soonest possible time, so we are constantly on the lookout for technologies and innovations that will allow us to do this," he said.

For 2011, Maynilad has allocated more than P2.6 billion to reduce its NRW which is currently at 50%—the lowest in its history.

## Service on two wheels

By Paolo Depto

At the bustling city of Manila, our Sampaloc Business Area (BA) has taken a unique approach to delivering excellent customer service. To address customer needs more efficiently, their zone specialists have turned to riding bicycles during their rounds.

To some, it may not seem like much but this idea has enabled the "front men" to resolve issues and address varying concerns in a shorter amount of time.

Efren Santos is one of the zone specialists who first made use of bicycles. He was just going about his daily business one day when he saw a contractor roaming around in a bicycle. This inspired him to use one in his own line of work.

Zone specialists typically handle several blocks that require long walks, so most of their time is spent moving from area to area. Now, with the aid of a bike (transported to the zones via their team's service vehicle), Efren is able to handle more cases in less time.



BA Operations head Chris Lichauco conferring with zone specialist Efren Santos before his daily field work.

Sampaloc BA Zone 3 head Silver James Almanan said that through the biking scheme, zone specialists are able to keep up with the high volume of workload assigned to them daily. Now, one bike can visit over 20 houses in one day—definitely a commendable number, and difficult to achieve if specialists have to walk.

Sampaloc BA head Bernard Padilla believes that having a grid-type road network of a zone area can best be serviced using bicycles. "It enhances the mobility for our zone specialists and generates more savings for the company. The health benefits are also significant," he adds.

Innovative customer service need not be expensive or complicated, as our Sampaloc BA has ably demonstrated. Sometimes, all it takes is a simple solution, a lot of concern, and a strong sense of personal commitment.



More Maynilad customers are visited because of the zone specialists' speedier method of roaming their respective zones.



## Maynilad becomes first PHL company to receive GHG ISO certification

By Mark Isiah David

Maynilad recently became the first company in the Philippines to receive the ISO 14064:2006 certification for the verification of its greenhouse gas (GHG) or carbon footprint quantification and reporting initiative from TÜV Rheinland.

Maynilad president and CEO Ricky Vargas lauded the accomplishment. "We are very proud to be the first in the country to get this ISO certification. This is a testament to Maynilad's commitment to environmental preservation."

ISO 14064:2006 is the international standard for GHG accounting and verification. The standards define international best practice in the management, reporting and verification of greenhouse gas data. These greenhouse gases are the precursors of global climate change.

Vargas explained that the inventory is crucial since it is the initial step in reducing a company's carbon footprint. "In order to become a greener company, we have to first establish our baseline or starting point. From there, we can determine how successful we are in reducing our carbon footprint."

Carbon footprint is defined as the total set of greenhouse gas emissions produced by an entity (organization/product/person)—from sourcing, to production, to consumption.

This inventory will define Maynilad's management plan to improve energy utilization and reduce its power consumption. With this, Maynilad will also lower its air



Maynilad president and CEO Ricky Vargas receives the ISO 14064:2006 certification from TÜV Rheinland Phils. COO Tristan Arwan Lorenat.

pollutant generation, and in doing so, ultimately cut its greenhouse gases emission.

Maynilad's GHG inventory was undertaken in response to the government's advocacy to reduce carbon emissions. Based on the completed GHG inventory, around 91% of its greenhouse gas emissions come from purchased electricity used to power its booster and pumping stations. Maynilad is now in the process of developing a company-wide roadmap towards reducing emissions.

## DDSSTP head wins Outstanding Pollution Control Officer Award

Dagat-Dagatan Sewage and Septage Treatment Plant (DDSSTP) head Christian Mark Datu was conferred the Outstanding Pollution Control Officer Award by the Laguna Lake Development Authority (LLDA) for ensuring that Maynilad's wastewater plant adheres to environmental standards. The Award is granted yearly to encourage companies to reduce pollution beyond compliance through public recognition.

Under Datu, the DDSSTP has also received two "BLUE" ratings for complying with the LLDA's standards and regulatory requirements.

Maynilad's DDSSTP is the first facility of its kind in the Asia-Pacific Region given an Integrated Management System (IMS) certification.

Left photo: Christian Mark Datu receiving his award as an outstanding Pollution Control Officer



## Mayor Strike Revilla, Maynilad team up to help Bacoor fisherfolk

Maynilad and Mayor Strike Revilla will be working together to develop a livelihood program for 4,000 impoverished fisherfolk of Bacoor City.

Aside from encouraging the beneficiaries to form a cooperative, Maynilad will also provide the Bacoor City fisherfolk with equipment to help them start and sustain a livelihood program that will revitalize the city's famed mussel industry.

A microfinancing program and values formation module will also become part of the project.

Maynilad president and CEO Ricky Vargas explains the water company's latest initiative: "Poverty alleviation is a key component of our Corporate Social Responsibility framework. We want to improve the lives of the marginalized people in our operation area in any way we can. *Dapat tulungan ang nagtatrabaho ng mangangal.*"



## Tube & Co.



## Controllership

Every day, the Controllership Department puts their razor-sharp eyes and exceptional analytical skills to work in order to record business transactions, monitor the proper use of assets, and produce the necessary financial information to support management decision-making.

For maximum efficiency, Maynilad Controllership head Arturo Celso Baranda said his department's structure has been organized to align with the major business processes and operating activities of the company.

Controllership is currently composed of five sections: Financial Reporting, Accounts Payable, Accounts Receivable, Materials and Fixed



Arturo Celso "Butch" Baranda with his managers: (L-R) Marjorie Poraz, Liza Maravilla, Jovellito Valasco, and Baby Perita Santos.



Keeping track of the business entails analyzing voluminous data.

Assets, and Tax Compliance. Besides being convenient for providing proper decision support, this structure has likewise proven to be good for sustaining an efficient external audit process.

Baranda, who has worked with several major corporations, admits that managing the Controllership Department of Maynilad presents its own unique challenges. In particular, he stresses the need to sell the idea of "fact-based decision making."

"To illustrate, a manager who no longer has enough Operating Expense (OPEX) budget balance may resort to misstating OPEX by recording the expenses as Capital Expenditures instead. He may want to look good in terms of his budget as a KPI (key performance indicator), to the detriment of proper financial reporting to key financial statement readers like the board of directors, stockholders, creditors, banks, etc. This action, if widespread and not corrected, will likely lead to



Just another busy meeting at the office.

misinformed decision making," he explains. "That is why we work hard to teach the value of proper financial reporting in our dealings with the other departments."

Clearly, the people under Controllership fill more than the traditional role of "bean counters."

"I like our role of providing management decision support. It is when we are able to correlate financial and operating data to generate management information that we are able to create a higher level of value in Controllership. When we are able to bring down cost and improve revenues, I get satisfaction from my job," Baranda said. —Jon Caspi