



Bughaw ng ZAMSURECO-I

The Official Publication of Zamboanga del Sur I Electric Cooperative, Inc.

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PHILRECA President and ZAMSURECO-I GM/CEO Jose Raul Saniel (center) together with PHILRECA GM Wendell Ballesteros (left of President Saniel), Board of Directors and local dignitaries.

Electric Cooperatives Nationwide Convene for PHILRECA's 37th Annual General Membership Assembly

General Managers, Board of Directors and officers representing various electric cooperatives nationwide convened during the 37th PHILRECA Annual General Membership Assembly with the theme "Lighting Homes, Improving Lives and Enhancing Inclusive Growth and Progress" in SMX Convention Center, Davao City last August 3-4, 2016.

National and local dignitaries attended the opening ceremony. Among of which are Department of Energy (DOE) Secretary Alfonso G. Cusi together with DOE Undersecretary Arwin Ardon, DOE Spokesperson Pete Ilagan and Davao City Councilor Hon. Diosdado Angelo A. Mahipus.

On behalf of Davao City Mayor Sara Duterte-Carpio, Hon. Mahipus extended the message of the Lady Mayor, which stressed more of the major development that rural electrification has contributed in the lives of Filipino living in the countryside.

"Rural electrification has definitely shaped the future that is awaiting in our countryside. It ensures intensified information, dissemination through the aim of technology and is of immense help to our youth who no longer have to deal with darkness in the pursuit of their learning." Hon. Mahipus delivered.

Through the Lady Mayor's message, Hon. Mahipus then addressed Philippine Rural Electric Cooperatives Association, Inc. (PHILRECA) and its delegates saying, "I hope that PHILRECA will rise up to the challenge of bringing light to more communities so that our people can reach to their fullest potentials. I encourage all of you to continue your advocacies and assist the government in achieving its objective for its people."

PHILRECA Board President and concurrently ZAMSURECO-I General Manager and Chief Executive Officer, Jose Raul Saniel, delivered his message enclosing the theme of the annual gathering. He pointed out the role performed by electric cooperatives as partner of the government in nation building through the provision of electricity access and services in rural and urban areas.

"Access to electricity opens up windows of opportunities that can improve people's welfare; fuels growth by enhancing capacity thus, builds possibilities for poverty reduction and better living standards of people." Board President Saniel said.

He also emphasized the timeliness of Philippine President Rodrigo Duterte's 10-point agenda, which is to increase competitiveness and the ease of doing business in the conduct of PHILRECA's annual event.

In reference to President Duterte's first SONA, Board President Saniel cascaded Duterte's challenge to private distribution utilities and electric cooperatives to exercise their corporate social responsibility (CSR) by making direct connection to relocation sites and depressed areas to help avoid squatter-like conditions in relocation sites. (Continues on page 2)



ZAMSURECO-I BOD President Perla Sudiang and Vice President Herby Pacaloga holding the banner of ZAMSURECO-I during PHILRECA's Ceremonial Parade of the EC Banners

GM's Message

It is with great pleasure that I welcome you to the first release of the official publication of Zamboanga del Sur I Electric Cooperative, Inc. (ZAMSURECO-I) dubbed as “Bughaw ng ZAMSURECO-I” in the province of Zamboanga del Sur, Republic of the Philippines.

We trust that as you scan the pages of this newsletter, you will find valuable information regarding a wide-array of topics that may be of interest to you on our business operations.

This newsletter aims to bring its audiences to a unique level of information dissemination as to the recent Cooperative’s operation, latest relevant statistical data, and other information concerning the electricity distribution industry. Current events as well as upcoming programs and activities of the Cooperative are likewise presented here along with important updates.

As we consistently strive to maintain the quality of the services we offer, we look forward to your comments and suggestions regarding our publication. Thank you and more power.

Onwards, ZAMSURECO-I!



JOSE RAUL A. SANIEL
General Manager/CEO

PHILRECA's 37th Annual General Membership Assembly (from page 1)



JOSE RAUL A. SANIEL
PHILRECA President/
ZAMSURECO-I General Manager/CEO



ALFONSO G. CUSI
DOE Secretary

Sanuel, further encouraged all delegates to rise up to challenge by stressing a major point. *“For PHILRECA and its member electric cooperatives to be able to effectively act in harmony with President Duterte’s directive and 10-point agenda, this gathering must take this opportunity to discuss and come up with a collective all-inclusive set of recommendations and action agenda through proposed legislations, policy/regulatory issuances and pursue collaborative agreements between and among concerned government agencies to overcome this problem.”* Sanuel said.

Meanwhile, Keynote speaker, DOE Cabinet Secretary Alfonso G. Cusi highlighted the direction of the Department of Energy under Philippine President Rodrigo Roa-Duterte’s term, which will be geared towards the protection of the Filipino consumers.

“We will therefore exhaust all efforts to ensure access to adequate, affordable and reliable electricity as a recognition of the primary importance of power in enhancing the quality of the lives of all Filipinos especially that those living in the far-flung areas of the country.” DOE Secretary said.

Secretary Cusi also informed DOE’s main project plan to connect major islands of the country to the main grid specifically to interconnect MIMAROPA via Caticlan to the grid for purposes of exchange of power.

Secretary Cusi reported that one of the areas that is being look at to reduce the cost of electricity is the possibility of using the Malampaya Fund, Cusi said that during the cabinet meeting with the President, he said

“I presented a plan of using the Malampaya funds to pay some stranded debts and costs so that we can lower the universal charge that we are passing on to the consumers.”

The Secretary however said that initiative requires procedural deliberation in the Congress yet showed persistency that he is still determined to pursue the agenda.

Secretary Cusi then ended his speech by challenging everyone to render concrete actions subsequent to the annual assembly in line with the theme *“Lighting Homes, Improving Lives and Enhancing Inclusive Growth and Progress.”*

On the other hand, the conduct of the business meeting covers emerging topics in line with current trends and national issues. Pressing topics discussed were as follows: Proposed Electric Cooperatives Disaster Management Fund and Proposed ECs Buffer Stock Fund.

A motion was thereafter pushed from the body to pass a bill in order for the standard realization of the said initiatives.

During the second day of the convention, series of updates were presented to all delegates including NGCP Transmission Development Plans and Programs, ERC Regulatory Updates, Automated Metering Infrastructure and Solar Power projects.

The two-day event successfully ended with the awarding of major raffle and consolation prizes.

PHILRECA is a non-stock, non-profit national organization, which is comprised of 121 member electric cooperatives in the country. Together, its membership provided electricity service for more than 10.9 million consumer connections all throughout the Philippines.





From left to right
Maurecio V. Garban, Jr., Jeffrey A. Rabon, Danilo R. Lumayas, Glenn Santiago G. Malalis, Dennis C. Colegado, President Perla G. Sudiang, GM Jose Raul A. Sanieel, Herby M. Pacalioga, Marivic A. Chaves & Jose C. Villaflo

ZAMSURECO-I holds 23rd Annual Regular Representative Assembly

As a yearly convention between ZAMSURECO-I and its participating stakeholders comprising Multi-Sectoral Electrification Advisory Council (MSEAC) and Accredited Delegates (AccDels), ZAMSURECO-I holds its 23rd Annual Regular Representative Assembly bearing the theme “ZAMSURECO-I @ 44: Resiliency Amidst Power Industry Dynamic Changes” at Municipal Gymnasium, Poblacion, Ramon Magsaysay, Zamboanga del Sur last 20 August 2016.

Local government officials and media sector representatives graced the event. Among others are Hon. Bienvenido Culve, representing Pagadian City Mayor Romeo Pulmones, Municipal Mayor Leonilo D. Borinaga Sr. of Ramon Magsaysay, Mr. Gideon Corgue of Philippine Information Agency and Mr. Alejandro E. Gesta of Kapisanan ng Broadcaster ng Pilipinas of Region IX.

The Municipality of Ramon Magsaysay, being the second-time venue of ZAMSURECO-I's annual event, caused Mayor Borinaga to express his gratitude on his message. *“Wala mi nawad-i sa paglaum tungod kay nasayod mi nga duna mi’y kapartner ug kauban na mutabang namo pagpalambo sa lungsod sa Ramon Magsaysay, wala’y lain kon dili ang ZAMSURECO-I. Daghan kaayong salamat, ZAMSURECO-I”*. Mayor Borinaga Sr. said.

Concurrently, Mayor Borinaga Sr. also inducted six (6) newly appointed members of the Multi-Sectoral Electrification Advisory Council namely Ms. Gina B. Bulosan of District 7, Dr. Diosdado Sumaylo, Ms. Juliet M. Ledama and Mr. Nicasio Sarcena of District 3 and Ms. Marialina Rose C. Banaybanay together with Ms. Evelyn B. Mirabueno of District 2.

For the first time ZAMSURECO-I conferred awards to dedicated MSEAC partners for their service loyalty to the cooperative in recognition to their active, dedicated and continuous service and participation as MSEAC member

and during MAGMA events, accordingly. Media partners were also provided a plaque of appreciation in their continuous support in ZAMSURECO-I's news and updates streaming affairs.

Meanwhile, the business meeting during the afternoon session tackled crucial topics including General Manager's Report on regulatory updates as regards to Retail Competition and Open Access (RCOA), benefits of Competitive Selection Process and Amendments on Meter Deposit Refund and special project, Advanced Metering Infrastructure (AMI).

In the common issue of power supply, General Manager and Chief Executive Officer, Jose Raul Sanieel assured that power supply is stable at present as existing power plants generates sufficient power.

GM Sanieel also informed the body that ZAMSURECO-I entered into renewable energy contracts with various Independent Power Producers (IPPs) in support of the renewable energy development program of the government. These contracts comprise the following: a 10-MV contract of solar power with Astronergy, which will be constructed in Pagadian City; a 7.9-MW Salug Dako mini-hydro project with Clean and Green Energy Solutions and a 3-MW hydro power plant with Hedcor, owned by Aboitiz Power.

“ZAMSURECO-I, being a responsible organization, supports renewable energy contracts as this is good for us, good for the environment and good for Mother Earth.” GM Sanieel quoted in promoting the environmental benefits of signing said renewable energy contracts.

The highlight of GM/CEO Sanieel's report covers special project, Automated Metering Infrastructure (AMI), an ICT-based system that integrates smart meters, communication networks and data management system between distribution utilities and customers.

Out of 121 electric cooperatives in the country, only five (5) were included with the on-going pilot project of AMI, a joint undertaking among National Rural Electric Cooperatives Association of America (NRECA), National Electrification Administration (NEA), Department of Energy (DOE), Energy Regulatory Commission (ERC), Philippine Rural Electric Cooperatives Association (PHILRECA) and five (5) chosen electric coops. Among of which includes ZAMSURECO-I.

GM/CEO Sanieel expounded the features, advantages and benefits of AMI specifically in the integration of all its systems in monitoring of big loads, meter reading and disconnection, immediate action of complaints that will lead to transparency, efficiency gains and reliability of service.

“We are now applying information communications technology in our business processes operations. With this technology, ZAMSURECO-I will soon be at par with U.S electric cooperatives or European distribution utilities.” GM/CEO Sanieel said. He expressed optimism that ZAMSURECO-I will be able to catch up with big electric Distribution Utilities in the country in terms of ICT adoption in the future. (Continues on page 4)



23rd Annual Regular Representative Assembly (from page 3)



CSP, otherwise known as Competitive Selection Process, opens opportunities for cheaper power rates as DOE and ERC recently allows bidding process of power supply from generation companies. *“Competition is good for us because it will bring down the cost of prices with good quality services,”* GM/CEO SanieI said.

On the other hand, rules on Retail Competition and Open Access (RCOA) poses threat to electric distribution utilities, as retail electric competitors will rise in supplying electricity to Electric Cooperatives' contestable market.

In delivering his side, he explained, *“We are preparing for that when in fact PHILRECA as well as other electric cooperatives including ZAMSURECO-I supports Meralco's move to file a case in the Supreme Court against the that particular ruling of ERC.”*

Moreover, he disseminated that said ERC rules restricts Electric Cooperatives from serving contestable market as only retail electricity supplier (RES) approved by ERC shall only be allowed.

“Losing our big load customers shall result in increase in cost of electricity that's why we need to be very innovative. We need to be very efficient. We are already reviewing strategies to enable us to prepare and counter the impact should this rules be fully implemented. We have to improve our services that we are delivering to you.” GM SanieI addressed to all delegates.

Formal deliberation of major national issues was also discussed specifically Philippine President Rodrigo Duterte's SONA mandate to electrify households and extend its electricity services to informal settlers as part of its corporate social responsibility initiatives.

“Electricity is not just a privilege but a basic right for all Filipinos which

is the essence of Pres. Duterte's SONA message” GM SanieI said. With so many restrictions which serves as barriers for providing electricity to informal settlers to obtain electrical permits in the issue of uncertified land ownership, he encouraged all MSEAC partners and Accredited Delegates to unify and help ZAMSURECO-I on the matter.

Thereafter, MSEAC Junelle Pondora of Tambulig pushed a motion in support to the Board of Director's resolution requesting local government units as counterpart in the said issue by means of relaxing its electrical permit requirements.

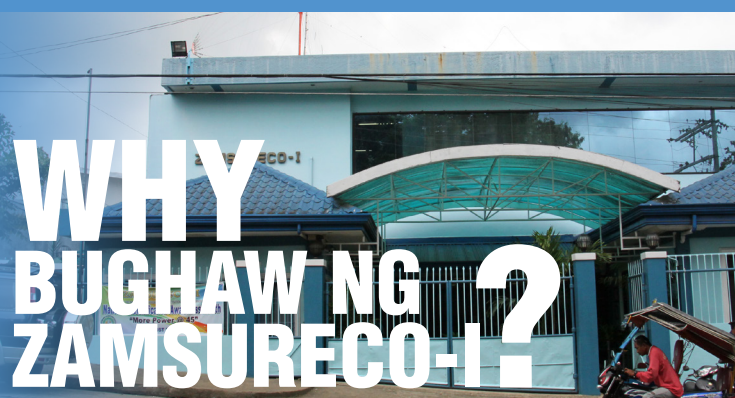
In addition, MSEAC Recto passed a resolution addressed to the Department of Interior and Local Government (DILG) Secretary to issue a memorandum circular to suspend requirements such as permits and licenses relative to the connection of electricity specifically in the remote areas and relocation sites thereby materialize the objective of the said mandate.

Board Treasurer, Marivic Chavez, thereby agreed by Engr. Pederanga, also supplemented the issue in her statement to suspend not only permitting fees but to waive requirements so that ZAMSURECO-I could already provide electricity services to households recipients.

Nearing towards the end of the session, a number of MSEAC and AccDels commended ZAMSURECO-I for the smooth success and proceedings of the 23rd ARRA.

A total of 271 MSEAC representatives and 209 Accredited Delegates attended the assembly representing 93% of the total number of delegates.

The annual assembly ended with a raffle draw and awarding of consolation prizes.



Considered as one of the “leading” electric cooperatives in Mindanao and in the Philippines, ZAMSURECO-I has never ceased in introducing programs and initiatives that will enhance delivery of services for the welfare and best interest of its valued member-consumers. And on its quest to sustain efficiency gains, ZAMSURECO-I is delighted to launch the first release of its newsletter dubbed as “BUGHAW NG ZAMSURECO-I”

“Bughaw” is the Filipino term for the color Blue. Based on various research literatures, blue is the most commonly used shade in corporate identity. Accordingly, blue is the color that represents:

1. Trust and Responsibility - the responsibility that ZAMSURECO-I is all the time accountable to its member-consumers and endeavors to continuously earn the trust and confidence of its member-consumers through efficient and sound operations.

2. Sincerity - the Cooperative's genuineness in rendering services to the people and the communities the Cooperative serves within its franchise coverage, as their partner in economic growth and development.
3. Reliability - from a psychological perspective, the color blue represents reliability. ZAMSURECO-I endeavors to provide reliable and efficient services to its member-consumers.
4. Generous - this is evident in the various community involvements of the Cooperative through its various CSR programs/activities.
5. Persistency - the Cooperative is steadfast in its commitment of satisfying its member-consumers through quality and prompt services
6. Inspiration - the Cooperative breeds motivation to make its member-consumers happy rooted on the belief that our member-consumers is the primary reason that “keeps us going, growing, and glowing.”
7. Integrity - it resonates the Cooperative's credibility in realizing its core purpose and delivering its services to its stakeholders in alignment of its mission, vision and core values.

The term “Bughaw ng ZAMSURECO-I” is also conceptualized through the ideals and principles of GM/CEO Jose Raul SanieI.

As ZAMSURECO-I gives birth to its Official Newsletter, we would like to share with you our feelings of joy and pride as we step up to another milestone. We will altogether keep track of the comings and goings of ZAMSURECO-I as we go through the next pages.

SPOTLIGHT

GM SANIEL: A DECADE OF DYNAMIC REFORMS & INNOVATIONS

June 21, 2006 to June 21, 2016



“The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy.” - Martin Luther King, Jr.

Positive corporate image, value-added business process innovations, satisfied stakeholders, sustained 100% collection efficiency, below the cap system loss, Triple AAA Mega Large Category, 100 points rating, and Green Classified Coop. These are just some of the remarkable contributions brought by the exemplary leadership of ZAMSURECO-I's third General Manager and CEO, Jose Raul Agustero-Saniel.

Behind a great leader is a great story. As GM Saniel celebrates his 10th year anniversary in ZAMSURECO-I, we stride backwards as we journey together in his formative years as a leader who transformed a 180-degree turn of the Coop's general operations.

In ZAMSURECO-I's 44 years of service, its latest decade (2006-2016) revolves around years of remarkable change and major turnaround of events. Through the great leadership and inspiration of an erudite and visionary man, the wheels of change steered towards the positive direction to the roadmap of reforms, innovations and excellence.

Prior to his installment in office, GM Saniel underwent through the rigorous selection process conducted by the National Electrification Administration (NEA). Known to have possessed both intellect and wit, he surpassed the process and was confirmed by NEA to lead as newly General Manager and Chief Executive Officer of ZAMSURECO-I.

When GM/CEO Jose Raul A. Saniel assumed office as the third General Manager and CEO on June 21, 2006, the Cooperative was left at the bedrock of operational and organizational dilemmas, financial instability and low corporate image. Reflected through frequent incidents of brownouts, poor customer service, high prevalence of customer complaints, slow and long processing of electric service applications, low morale of employees, high systems loss of 21%, among others that resulted in an over-all standing of Category B, it severely eroded stakeholders' trust and confidence in the Cooperative and its personnel. Highly criticized as inefficient, poorly managed, and unfriendly-organization way back in 2006, GM/CEO Saniel converted obstacles into opportunities as he restored ZAMSURECO-I's over-all operations by means of innovative ideas, strategies, and concrete initiatives. (Continues on page 6)

GM SANIEL: A DECADE OF DYNAMIC REFORMS & INNOVATIONS

(from page 5)

Setting clear and concrete objectives ahead, he revisited the mission & vision statement of the Cooperative and enforced its implementation through its newly enhanced corporate targets and core values.

Veering towards a new direction in enhancing "CUSTOMER-CARE" service, sustainable workable strategies have been institutionalized such as Establishing A Set Of Minimum Quality Standard For ZAMSURECO-I Collection Centers And Providing Incentives to Collection Agents aimed at building the image of ZAMSURECO-I as a customer-friendly organization. The Cooperative also entered into an Agreement with One Network Bank. Beginning 24 September 2006, the bank started accepting payments from ZAMSURECO-I member-consumers thus, offering convenience and comfort to paying customers. In addition, he pushed for the passage of Board Resolution No. 130, "A Resolution Fully Supporting and Approving Management's Decision to Organize ZAMSURECO-I Action Center (ZAC) for Rapid Support, Maintenance and Complaints; RA 7832 Violations; and to Arrest the Worsening Level of ZAMSURECO-I's System Loss"

In his persistent drive to bring down the cooperative's system losses, he created the "Task Force Supgo Electricity Pilferage" on 29 August 2006, which was instrumental in achieving the Cooperative's below the cap system loss. In a span of six (6) months upon entering in the power distribution industry, the crucial problem of 21% systems loss of ZAMSURECO-I was reduced to 18% at the end of 2006. It dramatically decreased further to 13% in 2007 meeting ERC & NEA's standard system loss cap within just one year of operations.

Remarkably, the battle against systems loss was successfully pursued under the wing of GM Saniel that was recognized by NEA as Electric Cooperative with Highest Percentage Reduction in System Loss for the year 2007 during the 2008 Lumens Awarding Ceremony. The modest gains that have been accomplished reflect his determination to provide better service to the Cooperative's consumer-members, and improve ZAMSURECO-I's operational efficiency and viability.

In the proceeding years, guided by his roadmap, robust immediate actions were undertaken. Several initiatives were vigorously pursued. Manual processes were automated. Systems were integrated. Procedures were standardized and innovations were launched. The massive restoration of ZAMSURECO-I's over-all operations caused an increase in brand loyalty and recognition.

He pinned ZAMSURECO-I in the map of highly innovative and leading electric cooperatives in the country as he streamlined business processes and introduced advanced internal practices, which includes automation of its internal business process such as Read and Bill System, On-line Billing, Telling and Cashiering Systems, Warehouse Inventory Management System and Consumer Information Management System.

He polished topsy-turvy accommodation of customer complaints and drove into the creation of Z4Cs: ZAMSURECO-I Customer Care Call Center integrated with GPS Vehicle Fleet Tracking Monitoring System and Auto Broadcast System. He established on-line infrastructure facilities such as: (a) Voice Over Internet Protocol for internal and external communication system, (b) Internet Station in various offices, (c) dedicated Webmail, (d) Video Conferencing facility for online meetings and (e) Interactive Website that serves on-line customer power bill inquiry, on-line customer electric service applications and customer queries and complaints, among others aimed at service efficiency.

As an economist and a graduate of Masters in Communications Management in Strathclyde University Business School in United Kingdom, his expertise and significant experience in various aspects of information and communications technology (ICT) development-related works in universities and in the government has augmented the slow-drive of the Coop's internal affairs.

GM Saniel outmaneuvered all odds as he builds bridges between gaps in terms of ZAMSURECO-I's relationship with its various stakeholders. Living by the business principles of customer care and responsiveness, he designed professional schemes and systems in bringing the services of the cooperative closer to the people as he initiated the establishment of facilities and infrastructures in the form of Online Collection/Bayad Centers in strategic places and municipalities with installed CCTV cameras; ZAMSURECO-I Action Center (ZAC) quick response team aimed at customer satisfaction.





During his first five years, it seems like GM Sanieel had already maximized the Coop's potential to rise above adversities yet it proved in the later years that his major milestones were just the beginning of ZAMSURECO-I's metamorphosis.

He opened opportunities when he authored a "Transformer Rent-to-own Scheme" wherein customers who are unable to fully acquire transformers are allowed to rent and eventually own the unit. Responsive to the needs of its stakeholders, the scheme also enabled ZAMSURECO-I to diversify its operations and engage in other customer-oriented services.

In the aspect of human resources, GM Sanieel embarked on the adoption of Biometric Personnel Timekeeping System. He regularized 79 casual employees. He pushed development programs and policies that focused and fostered the welfare of its workforce in areas of employee health and safety, employee discipline and compensation and benefits, which led to a major boost of employees' morale. Further, he vigorously pursued capacity building and training programs as part of the over-all strategy of capacitating and enhancing productivity of the employees through proper ethics, values formation, skills upgrade, among others. Part of which includes off-work on Saturdays to enable work-life balance, Physical Friday Fitness, issuance of safety tools to technical personnel and professional gears to Meter Readers and Forced Savings scheme among employees.

GM Sanieel also pushed for technical reforms and programs in its aim to sustainably reduce systems loss through massive pole metering and replacement of defective kwh meters, conduct of regular clearing and massive rehabilitation of power lines, which resulted in affordable services to customers and financial stability of the Cooperative.

Bearing the leadership quality of a risk-taker, he prioritized major investment on high-quality tools and equipment such as hotline maintenance tools, 69 kv line tools and equipment, boom trucks, thermal scanners, kwh meter calibrating machine, current and potential transformer testing equipment, Phoenix rewinding facility, and Corona system loss monitoring facility.

Critical new substation facilities were also constructed to segregate distribution of power in respective coverage areas in Brgy. San Jose, Pagadian City in 2008 ; Culo, Molave in 2016; and on-going substation projects in Tikwas, Dumalinao and Upper Bayao, Tukuran aimed at ensuring power quality and reliability.

One of his technical innovations was the creation of Mobile Warehouse equipped with communication facility. It is a compact mobile vehicle that features embedded tools, equipment and materials needed for Taskforce Sugpo Operations. Faster rehabilitation work is done as it provides immediate access of materials and entails smooth flow of resolving technical power line and electric service installation issues.

Collaborative efforts between Internal Audit Department and Electronic Data Processing Department in support with area personnel under the direction of GM Sanieel were recognized as sustained 100% collection efficiency for 10 consecutive years from 2006 to 2015 set a groundbreaking record in the history of ZAMSURECO-I.

Propelling higher towards customer delight, GM Sanieel packaged series of Corporate Social Responsibility (CSR) programs that features added value and long-term effect to its stakeholders. Infused with creative ideas and smooth execution, some of the following CSR initiatives continue to furnish

business relations every year: Sinsilyo-sa-Lata Feeding Program, Brigada Eskwela and LGU Electric Check, Blood Letting Program, Tree Planting Activity, Medical/Dental Outreach for Indigent Families, Accommodation of OJT and SPES, supporting the Children's Joy Foundation and Sustainable Livelihood through Livestock Dispersal Program.

Undeniably, the man behind the banner of ZAMSURECO-I stood firm and tall despite the hurdles in the power industry. His remarkable achievements and outstanding leadership attract attention and give inspiration amongst business partners, key officials, leaders, and other stakeholders thereby gaining prestige in the power industry as he received major awards conferred by the National Electrification Administration such as Sec. Francisco G. Silva Leadership Award (2007), Sec. Francisco G. Silva Grand Leadership Award (2009), General Manager of the Year Award in the years 2009, 2010 and 2014.

Paired with built-in trust and confidence of his ZAMSURECO-I and power industry family, he was elected as Association of Mindanao Electric Cooperative (AMRECO) Vice President in 2007 until 2014. Currently, he holds major positions as RENECA, RENAGMEC President in Region IX, Philippine Rural Electric Cooperatives Association (PHILRECA) President and Board Vice President of Rural Electric Financing Corporation (REFC) and Rural Electric Trading Corporation (RETC).

His unique management style and leadership skills indeed bring honor to ZAMSURECO-I as it achieved Turn Around Electric Cooperative Award in 2007, Best in Collection Performance Award (100%) for the years 2006, 2007, 2008, 2009, 2010, 2011, 2014. Further in 2011, it achieved a recognition for Best in Collection Performance Award for its Consistent 100% collection performance for the last five (5) consecutive years and other several major awards from 2006 to 2014. Notably, the coop received the highest award to be given to electric cooperatives which is the "Emmanuel Pelaez Award" in 2008 for its total performance excellence from the National Electrification Administration. In addition, the coop was a three-time special awardee for EC which earned Excellent Rating in Scorecard on EC Corporate Governance in 2008, 2009 and 2010.

At present, ZAMSURECO-I still stands in its own pedestal as the Cooperative sets sail for more adventures in its journey towards continued excellence. Through GM Sanieel's pioneering efforts, ZAMSURECO-I skyrocketed towards the "A-list" of electric cooperatives in the Philippines. His story of unique leadership in a decade is a living proof that strategic planning, flawless execution and the value of innovation breed excellence.

As a tribute of his 10 years of leadership excellence in ZAMSURECO-I, his family and his workforce surprised him with a special video presentation last August 25, 2016. Filled with memorable messages and gifts, employees returned back the favor as a way of thanking the good manager for his unrelenting support and major contributions.

Amongst family, he is a loving member. Amongst colleagues, he is a good friend. Amongst leaders, he is an inspiration. And amongst ZAMSURECO-I family, he's a mentor, a servant and a game changer.

We leave our hats off, GM Sanieel!

44th FOUNDING ANNIVERSARY WEEKLONG CELEBRATION 2016

ZAMSURECO-I MEDICAL/DENTAL OUTREACH & FEEDING PROGRAM BENEFITS 778 RESIDENTS OF BARANGAY TULAWAS



A total of 778 happy faces of various kinds; from children to adults were seen last 22 August 2016 as ZAMSURECO-I extended its medical and dental outreach and children's feeding program to the residents of Barangay Tulawas, Pagadian City.

Through the collaboration with key persons and professionals in the field of public service, education and medicine, the CSR activity was successfully conducted with 256 beneficiaries in medical outreach, 59 in dental outreach and 463 children beneficiaries in the feeding program.



Hon. Lorenzo Escudero, Barangay Captain of Tulawas, conveyed a message of gratitude to ZAMSURECO-I for choosing their barangay as the recipient of the Medical/Dental Outreach and Feeding Program. According to Barangay Captain Escudero, the conduct of the said outreach is timely and relevant to the needs of its residents as Barangay Tulawas bears high population of indigenous people, which dominantly consists of farmers.

BOD Member of District V, Director Glenn Santiago Malalis, also responded with words of appreciation to ZAMSURECO-I Management for prioritizing District V as the beneficiary for this year's CSR program.



ZAMSURECO-I's General Manager and Chief Executive Officer, Jose Raul Saniel, imparted a brief and concise message in acknowledging its partners for the conduct of the said event. He further stated the intention of the said project is for ZAMSURECO-I to give back to its serving communities for the support it continuously receives from its member-consumers.



With the active engagement and support of the following medical professionals: Dr. Roberto Pastoriza, Dra. Delia Pastoriza, Dra. Liz Parangan, Dr. Leopoldo Colegado, Dr. Isabelo Manzo, Dr. Jovito Glepa, and Dra. Corazon Punzalan, the medical and dental outreach successfully conducted.

The 2016 Medical/Dental Outreach & Feeding Program is strongly guided by this year's founding anniversary theme: "ZAMSURECO-I @ 44: Resiliency Amidst Power Industry Dynamic Changes".

ZAMSURECO-I PARTNERS WITH PHILIPPINE RED CROSS FOR BLOODLETTING ACTIVITY



In line with the ZAMSURECO-I's goal to contribute largely to its stakeholders, ZAMSURECO-I, in collaboration with Philippine Red Cross, spearheaded a Bloodletting Activity as part of its Corporate Social Responsibility initiatives at ZAMSURECO-I Heroes' Hall, Pagadian City last 22 August 2016.

A total of twenty-seven (27) employees donated 27 bags of blood comprising an equivalent of 12,150 cc.

Four (4) Red Cross volunteers namely Faizal Catong, RMT; Katherine Talaoc, RMT; Mary Joyce Leineth Asoy, RMT and Teodora M. Ortiz, RN together with the assistance of blood bank physician, Dr. Aurito Ampong, M.D. and Red Cross Coordinator, Ms. Hiraliza Muñoz administered the said bloodletting program.

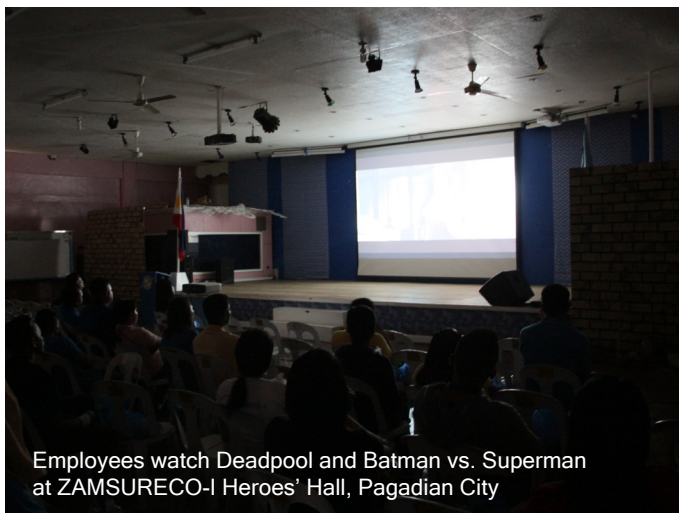
ZAMSURECO-I issued certificates of appreciation to the Philippine Red Cross Committee - Region IX for their continuous support in the Cooperative's CSR program.

ZAMSURECO-I has been a consistent donor for 13 consecutive years to date.

The bloodletting initiative is conducted in connection with ZAMSURECO-I's 44th Founding Anniversary weeklong celebration.



ZAMSURECO-I TO DONATE FILM SHOWING PROCEEDS TO FEEDING PROGRAM ACTIVITY



Employees watch Deadpool and Batman vs. Superman at ZAMSURECO-I Heroes' Hall, Pagadian City



Employees concentrate on the gist of the movie

As the idiomatic expression goes "Hit two birds with one stone."

As a way of returning back the favor to its stakeholders, ZAMSURECO-I organized a two-in-one fundraising activity participated by its employees entitled "Film Showing for a Cause" and will donate all proceeds to the Coop's institutionalized CSR activity known as "Sinsilyo sa Lata Feeding Program Activity."

The Film Showing for a Cause, which was held in the afternoon of 23 August 2016 at ZAMSURECO-I Heroes' Hall, served a dual purpose as both ZAMSURECO-I internal and external customers benefit from the program.

As a form of recreational activity, all employees took a short break from their respective work duties to watch two entertaining fiction movies namely: Batman vs. Superman and Dead Pool which are personally selected by General Manager and CEO, Jose Raul Sanieel.

On the other hand, total proceeds of the film showing will directly benefit less-privileged communities within the franchise area of ZAMSURECO-I.

Ticket costs Php 250 and is shouldered through the employees' salary.

The noble cause, which is on its 4th year, aims to foster the welfare of its employees and its serving member-consumers.

The said activity is also held as an expression of gratitude to its participating stakeholders for its utmost and continuous support as ZAMSURECO-I commemorates its 44th Founding Anniversary.

ZAMSURECO-I CELEBRATES ITS 44TH FOUNDING ANNIVERSARY THROUGH A THANKSGIVING MASS



"The word resiliency may be defined as the capacity to recover from or adjust to change". These are just some of the words delivered by the officiating priest, Rev. Fr. Rene Herrera during the homily.

Forty-four (44) years since its founding, ZAMSURECO-I commemorates its anniversary through a thanksgiving mass last 25 August 2016 at San Jose Parish Church, Pagadian City.

For the first time in history, ZAMSURECO-I marks its 44 years of service at San Jose Parish Church as the Cooperative aims to route all its neighboring parishes within the coverage of its franchise area for an all-inclusive celebration.

The theme of the 44th founding anniversary which forefronts "Resiliency Amidst Power Industry Changes" was reflected through the act of unity manifested as ZAMSURECO-I Board of Directors, officers and employees together with MSEAC, AccDels and its corresponding stakeholders attended the solemn activity.

Rev. Fr. Rene Herrera, San Jose Parish priest, stressed in his homily the essence of the yearly celebration, which focuses on giving thanks to the Lord for another successful year filled with blessings. Fr. Herrera also believed that through God's call of faith and commitment of true service to the Lord, the Cooperative would remain resilient amidst industry challenges.

Meanwhile, GM/CEO Jose Raul Sanieel in his message shared words of wisdom, to quote, "This sacred place must remind us all that we are servants of God and we work for the glory and honor of God by means of serving our member-consumers."

The Thanksgiving Mass, being a form of spiritual nourishment, bears highest importance and greatest value among ZAMSURECO-I's weeklong activities as it serves as an avenue for enriching harmonious relationships among the general membership of the Cooperative.



ZAMSURECO-I SUPPORTS NEA-EC NATIONWIDE TREE PLANTING PROGRAM



In the country's approach to a Greener Philippines, ZAMSURECO-I supports National Electrification Administration and Electric Cooperatives Nationwide Tree Planting Program by means of ZAMSURECO-I's conduct of its "Clean and Green Program and Tree Planting Activity" last 23 August 2016.

A total of 2,460 seedlings consisting of 2400 Mahogany and 60 Narra seedlings were planted within ZAMSURECO-I Area I Sub-Office Compound, Switch, Ramon Magsaysay.

Members of the Board of Directors and ZAMSURECO-I Management, Staff, and workforce headed by GM/CEO Jose Raul Saniel, together with the active support of five (5) MSEAC partners participated the annual activity.

GM/CEO Saniel, who is known to have inner passion for the environment, gave the instructions and briefing to all employees and stakeholders prior to the tree planting proper.

The said CSR initiative bearing the theme "Magpakabana sa Kahimtang sa Kinaiyahyan" was also organized in observance of National Electrification Awareness Month which falls on the month of August.

The Tree Planting Activity and Clean and Green Program was held as one of the lined up activities in celebration of ZAMSURECO-I's 44th Founding Anniversary.



Dir. Maurecio V. Garban, Jr.



Dir. Jose C. Villafior



Dir. Danilo R. Lumayas & Dir. Herby M. Pacalioga



Dir. Jeffrey A. Rabon



Nevy Saliot - MSEAC

EMPLOYEES SHOW TEAMWORK IN PARLOR GAMES 2016



Lineman Louie Recilla, representing the team of Area II, showed persistency to win the Cup Balloon Blowing Game.



GM Saniel and workforce shared laughter during the Balloon Popping Game.

To strengthen employees' work-life balance, ZAMSURECO-I organized series of exciting parlor games for its personnel last 24 August 2016. Sub-divided into four teams, ZAMSURECO-I players showed enthusiasm and teamwork as they aimed to win the spot for first place.

Conducted at midday from 10 am to 12 noon, ZAMSURECO-I players were unstoppable despite the striking heat of the sun. Strategies and tactics were demonstrated as four teams engaged into a fun and exciting play. The friendly competition urged players to work together as four teams scored close and tight results in the middle of the games.

Held at the fields of Area I Sub-Office, Ramon Magsaysay, a total of eleven (11) various games ranging from easy to difficult were actively participated by four teams representing each area office.

Game coordinator, Mr. Gideon "Jhun" Corgue of Philippine Information Agency, administered set of group games such as Nose Dive, Collapsed Pyramid, Cup Balloon Blowing, Wet Ball, Passing The Balloons, Tilt a Cup and Pop Top.

At the end of the game, results showed as follows: Central Office and Area I shared the spot and proclaimed as grand champions, Area II was announced as first-runner up and Area III held as second-runner up. Packs of personal necessities were stored as prizes for all proclaimed team winners.

The Parlor Games, held as second part of the day's program, was lined up as one of the events of ZAMSURECO-I's 44th Anniversary weeklong celebration.



EXCITING PRIZES AWAIT FOR PROMPT PAYORS RAFFLE DRAW 2016

Due to its 10-year successful streak of 100% over-all collection efficiency, ZAMSURECO-I organized a professional scheme as a way of expressing its gratitude to its prompt-paying member consumers.

Exciting prizes await as ZAMSURECO-I runs an exclusive raffle draw for its prompt payers last 26 August 2016.

Major prizes in stored were the following: a 6.0 cu.ft refrigerator as first grand prize followed by one unit of 32-inch LED TV as second major prize and mini component as third prize. Consolation prizes were also stashed consisting of basic commodities such as sacks of rice, packs of grocery items and packs of convenience products.

A total of twenty-seven (27) prompt payors and twenty (28) member-consumers luckily won major items and consolation prizes, respectively. Winners of the raffle draw promo were sourced from eligible member-consumers who paid their monthly electric bills for the month of July ahead of the specified due dates.

The said raffle draw was simultaneously conducted in all ZAMSURECO-I's Area Offices.

The prompt payors' raffle is held in observance with weeklong celebration of ZAMSURECO-I's 44th Founding Anniversary.



First Prize Winner

FUN WALK FOR MOTHER NATURE PARTICIPATED BY STAKEHOLDERS



A total of 382 participants composed of 8 Board of Directors, 77 MSEAC and other member-consumers and 297 ZAMSURECO-I employees forgathered early morning at ZACC Office, Molave, Zamboanga del Sur to participate in the "Fun Walk for Mother Nature 2016 on August 24, 2016."

The said program includes special activities such as Fun Walk Racing Competition, Search for the Best Slogan and Best Group Chants and Yells.

Participants ranging from young to adult were classified in the Fun Walk Racing Competition based on the following categories. Class A Category was subdivided into two: individual employees ages 20 to 39 years old and individual employees ages 40 years old and above; Class B labeled as group category composed of Area Offices and Class C composed of external stakeholders namely MSEACS, member-consumers and athletes.

During the short message of General Manager and Chief Executive Officer, Jose Raul A. SanieI, he stated, "The purpose of this is to create awareness. We need to care for Mother Nature. We know that climate change has affected us so much not only here in the Philippines but other countries as well, globally."

"I believe this is one of the very important ways of creating awareness to humanity for taking care of our Mother Nature." GM/CEO SanieI said.

Engineer Clifford M. Ferolin, the Head Executive Assistant of ZAMSURECO-I, gave the briefing and instructions for the said important event.

Computer-generated slogans bearing messages that call for protecting the environment were hung on the participants' necks as they walk towards the finish line bounding to the Area 1 Sub-Office, Switch, Ramon Magsaysay, Zamboanga del Sur that was initiated at 6:00 am onwards.

The judges for the said competition were Mr. Ernesto B. Tomo, a dance performer and choreographer, Mr. Gideon "Jhun" C. Corgue,

information officer of PIA and Dr. Lazara L. Capadngan, a public school principal.

Chairman of the Panel of Judges, Dr. Capadngan proclaimed winners of the different contests. Cash prizes and consolation awards were also granted amounting from Php 500 to Php 3,000, accordingly.

FUN WALK RACING COMPETITION

CLASS A CATEGORY (AGES 20-39)	WINNERS
1st Finisher	#58 Nicson L. Catada
2nd Finisher	# 139 Christopher Lingganay
3rd Finisher	#39 Noel Lomonggo

CLASS A CATEGORY (AGES 40 UP)	WINNERS
1st Finisher	#88 Legaspi Cabatcha
2nd Finisher	#86 Felix Alberio
3rd Finisher	#93 Joel Baluran

CLASS B CATEGORY (GROUP)	WINNERS
1st Finisher	Area II
2nd Finisher	Area III
3rd Finisher	Central Office

CLASS C CATEGORY (AGES 21 AND UP)	WINNERS
1st Finisher	#10 John Alcala
2nd Finisher	#12 Charles Alcala
3rd Finisher	Clifford Alcala

SEARCH FOR THE BEST SLOGAN

SLOGAN COMPETITION	WINNERS
Best Team Slogan	Central Office
Best Individual Slogan	Mr. Roy Raterta

GROUP CHANTS AND YELLS

CHANTS AND YELLS	WINNERS
Grand Champion	Area III
1st Runner-Up	Central Office
2nd Runner-Up	Area II

The eight-kilometer fun walk was one of the lined-up activities in commemoration of ZAMSURECO-I's 44th Founding Anniversary with the theme, "ZAMSURECO-I @44: "Resiliency Amidst Power Industry Dynamic Changes"



ZAMSURECO-I VARIETY DANCE COMPETITION FEATURES WORLD'S ANCIENT MYTHOLOGY



At par with ZAMSURECO-I's mission to fully capacitate the potential of its workforce, ZAMSURECO-I organized a Variety Dance Competition among its employees featuring four of the World's Ancient Mythologies held at ZAMSURECO-I Heroes' Hall, Pagadian City last 25 August 2016.

Conceptualized themes and stories specifically Roman, Norse, Egyptian and Greek mythology were assigned to four teams namely Central Office, Area-I, Area-II & Area-III Sub-office, respectively.

Prior to the formal competition, General Manager and CEO Jose Raul SanieI, stressed in his welcome message the concept of this variety show enables a new form of learning to all of its employees as each contingent reviews the mythical stories of the ancient civilization.

"Competition drives to excellence" GM/CEO SanieI stated. Thus, he firmly believes that said dance competition serves as a learning experience among the contenders.

All group presentations intricately featured the attributes of gods and goddesses of the ancient civilization. Stories of popular gods and deities such as Apollo and Cassandra of Roman mythology, Osiris and Isis of Egypt, Thor and Freya of Norse and Hercules and Hera of Greek mythology represented by the eight (8) individual contingents captured the attention of the audience.

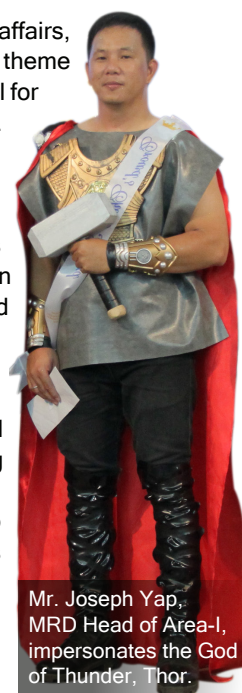
Chairman of the Panel of Judges for the Group Category, Dr. Claribelle C. Maquilava in her statement supports GM/CEO in his introductory message. "I agree with what GM SanieI said that competition drives to excellence because otherwise we wouldn't be challenged." Dr. Maquilava said.

Further, as a school head directress, she also believed the same concept goes with academics. "When there's a competition, we have to do some rigour and research just to let our contestants win." Dr. Maquilava said.

Being a consistent judge in ZAMSURECO-I's affairs, Dr. Maquilava was impressed with this year's theme and later expressed her gratitude to GM SanieI for conceptualizing and initiating the said activity.

Among the four group contingents, Chairman of the Panel of Judges, Dr. Claribelle C. Maquilava, proclaimed Central Office as Group Variety Dance Over-all Champion bearing an over-all score of 95.63% followed by a tie between Area I and Area II while Area III landed 3rd place.

Meanwhile in the individual category, Area-I MRD Head, Mr. Joseph B. Yap impersonating the God of Thunder, Thor, was proclaimed as the Ancient Mythological God. Yap also harvested series of special awards such as the Most Dominating Hero Award, Best in Heroic Costume, Best Interview and Crowd's Choice Award.



Mr. Joseph Yap, MRD Head of Area-I, impersonates the God of Thunder, Thor.



From Left to Right: Panel of Judges, Dr. Capadngan and Mr. Ernesto B. Tomo with the final four Ancient Gods & Goddesses, Michael Espra as Apollo, Chyn Libre as Cassandra, Joseph Yap as Thor, Cheryl Pacatang as Freya and Chairman of Panel of Judges for Group Category, Dr. Claribelle Maquilava

Moreover, Chairman of the Panel of Judges for the individual category, Dr. Lazara L. Capadngan, proclaimed Ms. Chyn B. Libre, HR Staff of Central Office, portraying the priestess Cassandra of Troy, as Best in Talent and Impersonation.

The Board of Directors, family and relatives of ZAMSURECO-I employees, dance trainers and academicians graced the event.

The Variety Show Competition is one of the segment activities of ZAMSURECO-I's 44th Anniversary Weeklong Celebration.



Area-I: Norse Mythology



Area-II: Egyptian Mythology



Area III: Greek Mythology



Central Office: Roman Mythology



Gods & Goddesses with GM SanieI & Board of Directors



ZAMSURECO-I AWARDS TOP PERFORMING WORKERS AND LOYALTY AWARDEES

“According to the study thoroughly conducted by Forbes Magazine and Harvard Business Review, organizations that recognize their employees experience high productivity and higher profit thus result to employee satisfaction and better employee wellness compared to those organizations who don’t.” GM/CEO Sanieel highlighted. These are just some of the strong points of his anniversary speech last 25 August 2016.

In recognition to the contribution and exemplary performance of its workforce, ZAMSURECO-I awarded eighty-three (83) top performing employees, ten (10) group awardees and seventeen (17) loyalty awardees during its 2016 Employees’ Recognition Ceremony last 25 August 2016 held at ZAMSURECO-I Heroes’ Hall.

ZAMSURECO-I General Manager and Chief Executive Officer, Jose Raul Sanieel, in his opening remarks gave a resounding message which focus more on the cause of the momentous event. According to GM/CEO Sanieel, the awarding ceremony centralizes on giving recognition to the most important assets of the organization, which are its human resources.

“Recognition is a human need. It is basic.” GM/CEO Sanieel stated. He mentioned that there exists a reason behind the need for recognition as this roots from the early stage of human development. *“It is innate because we are molded to be recognized”* he added.

In relation to the event, he said, *“Here in ZAMSURECO-I, we value recognition because we value people.”*

GM Sanieel addressed all top performing employees by expounding the deeper essence of the said event. According to him, the said event is also about the Hebrew term called Hoda which means *“giving thanks to the Lord.”*



“I give thanks to all of you for your service and for your commitment. We are one of the top performing electric cooperatives in the country and you are a large part of these accomplishments.” GM/CEO Sanieel elaborated.

Set of performance-based awards were categorized into three groups namely, Individual Category, Group or Team Category and the General Manager’s Citation Award Category.

Equally important, a seniority-based award otherwise known as the loyalty service award was also given to employees who are serving the Cooperative for 15, 20, 25 and 30 continuous years of service.

Being the head of the Institutional Services Department and Chairman of the Awards Committee, Ms. Azucena A. Lagura presented the composition of the criteria for judging for individual category and group category award.

A total of seventy-five (75) individual employees and ten (10) group awardees composing of departments, divisions and sections were granted a plaque of recognition in demonstration of their excellent performance for the year.

Meanwhile, GM/CEO Sanieel also awarded eight (8) employees under the vied General Manager Citation Award signifying their unique and special contribution to the over-all operations of the Cooperative.

During a special intermission number, the loyalty awardees rendered an entertaining rodeo performance which captured the attention of the audience.

For the third year, ZAMSURECO-I accorded a customized souvenir item with an engraved corporate seal to seventeen (17) loyalty awardees. A corporate pin, 10-karat gold for 15 years in service; 10-karat gold corporate pendant for 20 years in service; 10-karat gold corporate ring for 25 years and 10-karat gold with one diamond ring for 30 years of service.

BOD President, Director Perla G. Sudiang, congratulated all awardees during her special message and encouraged all employees to work hard and love their respective jobs.

On the other hand, Mr. Herle Insalada, who is serving the Coop for 20 years, shared his personal experiences as a service dropping lineman. *“I want to thank the Management sa inyong salig nga gihatag diri kanako. To my co-employees, daghang salamat sa inyong pagsabot kanako, sa mga experiences ug sa inyong pag-uban kanako sa field, ulan man o init. Salamat usab sa inyong suporta ug acknowledgment matag adlaw. Thank you so much ZAMSURECO-I for trusting me as one of your linemen and I promise to serve more.”* Mr. Insalada said.

ZAMSURECO-I Board of Directors and employees’ family and relatives attended the said event.

The Employees’ Recognition Ceremony is held as an integral activity in commemoration of ZAMSURECO-I’s 44th Founding Anniversary.

GM/CEO SANIEL AND BOD MEMBERS RING CONCERN FOR MOTHER NATURE



JOSE RAUL A. SANIEL
General Manager/CEO



MAURECIO V. GARBAN, JR.
Board Member, District VIII



JEFFREY A. RABON
Board Auditor, District VII



HERBY M. PACALIOGA
Vice President, District II



DANILO R. LUMAYAS
Board Member, District VI



JOSE C. VILLAFIOR
Board Member, District IV

“The best time to plant a tree is 20 years ago and we are realizing it today so that 20 years from now, the next generation - our children and grandchildren will benefit from this investment.” thus GM/CEO Saniel quoted in his introductory statement.

General Manager and Chief Executive Officer, Jose Raul Saniel and members of the Board of Directors of ZAMSURECO-I marked resounding messages pertaining to the conduct of the its annual “Tree Planting and Clean & Green Program” participated by its stakeholders last 23 August 2016 .

During the opening program held at Area I Sub-Office Compound, GM/CEO Saniel explained the environmental consequence that industrialization has caused to Mother Earth. Alarmed by the pressing issue on climate change, GM Saniel stated, *“The problem with us human beings in this modern world is that we look at trees right now as commodity. We see trees at the economics point of view and as a peso sign and that I think is wrong.”*

As a constant traveller, GM/CEO Saniel opened up about his personal experiences. *“I travel a lot all over the country. I used to live in Imus, Cavite. Before, I could see a lot of trees but today, if you go to Cavite you will no longer see the trees that once been there because agricultural lands were converted into subdivisions.”*

GM/CEO Saniel, an advocate for the preservation of Mother Earth, stressed the symbiotic relationship of man and nature.

“Human beings and trees co-exist; we could not live without them. If only we look at trees as member of this community, I think we would not be in this kind of situation.”

GM/CEO Saniel said.

Members of the Board of Directors who attended the yearly activity of ZAMSURECO-I also expressed their viewpoint on the matter.

“I hope that what we do today will be deeply engraved in our hearts and in our minds. Let us say a prayer before we plant trees so they would feel valued and grow healthy”. District VIII Director, Maurecio V. Garban Jr., said.

Director Jeffrey A. Rabon of District VII who expressed his gratitude to GM/CEO Saniel for conducting the said activity shared his concern. *“Though this is just a small activity, it would still generate a big impact to our Mother Earth. If these living species do not exist, we may not have fresh air to breathe that keep us, human beings, alive.”* Director Rabon pointed out.

Director Herby M. Pacalioga of District II also gave a brief yet inspiring message. *“I’m encouraging everyone to spread this good deed to our neighbors. If we wouldn’t plant trees today, time will come that we shall be living in a dry and arid place.”* Director Pacalioga highlighted.

District VI Director, Danilo R. Lumayas, also emphasized, *“If we will not set in motion today’s tree planting activity, what then will be the future of our children and our children’s children?”*

Jose C. Villafior, District IV Director, supported the messages of his co-members of the Board as he pursued, *“The importance of this activity is for us to sustain the advocacy in order for the next generation to experience our rehabilitating efforts in creating a beneficial environment.”*

GM/CEO Saniel encouraged ZAMSURECO-I employees to support the environmental advocacy by means of sustaining the abundance of trees in the surroundings. *“What we are doing right now is a program for the future. We are investing for the future.”* thus Saniel stated.

The half-day institutionalized CSR activity ended with a productive outcome as all ZAMSURECO-I employees, members of the Board of Directors and stakeholders participated in the tree planting activity resulting in a total of 2,460 seedlings planted.

ZAMSURECO-I, a multi-awarded electric cooperative which celebrates its 44 years of service, is also known for its active participation in social, spiritual and environmental undertakings in the community.



ASSOCIATE JUSTICE LAGURA-YAP AND FORENSIC EXPERT MENDOZA SPEAKS ON ANTI-SEXUAL HARASSMENT AND DRUG-FREE WORKPLACE



JUSTICE MARILYN LAGURA-YAP
Associate Justice, Court of Appeals,
Cebu City



JUDE DANIEL MENDOZA, RMT
Drug-Test-In-charge, PNP Regional Crime Lab, Office 7,
Cebu City

"I care for my ZAMSURECO-I family." GM/CEO Saniel said in his opening message.

To fully reinforce the Cooperative's recently implemented policies, ZAMSURECO-I invited Associate Justice Marilyn Lagura-Yap and Forensic Expert Jude Daniel Mendoza to speak on Anti-Sexual Harassment and Drug-Free Workplace during its seminar awareness for its employees last 09 July 2016.

A total of 308 employees attended the seminar awareness at ZAMSURECO-I Heroes' Hall.

General Manager and Chief Executive Officer, Jose Raul Saniel, delivered vital points to ponder in his opening message as he said, *"We will be treated to a different kind of trip called an educational trip. The purpose of this seminar is to educate us, improve our efficiency and foster relationships among and between employees of ZAMSURECO-I"*.

"Let us apply what we learn as this will create a multiplier effect towards our family and co-employees." GM/CEO Saniel said, encouraging its constituents to participate in the discussion.

Forensic Expert Mendoza, a non-uniform police personnel of Philippine National Police Region VII and Drug Test-in-Charge of PNP Crime Laboratory, shared her expertise on the Kinds and Effects of Dangerous Drugs enclosing the Salient Features of R.A. 9165 otherwise known as Comprehensive Drugs of 2002.

Being acquainted with the ill effects of the substance for years, Mendoza dissuade all participants to engage from the involvement of the said substance as it only destroys physical and mental health as well as social relationships.

Resource speakers, Justice Lagura-Yap and Forensic Chemist Mendoza, considered the conduct of the seminar as timely and relevant due to President Duterte's main agenda to eradicate the rampant issue on illegal drugs.

According to Mendoza, the PNP is in the middle of conducting a body count as per mandate by the new administration. In addition, PNP Region VII was tasked to complete a region-wide drug test examination on its 7,000 plus personnel. *"As of last night (08 July 2016), we had completed around 2,829 personnel."* Mendoza said.

Meanwhile, Justice Marilyn Lagura-Yap, Associate Justice of the Court of Appeals Cebu City, presented a comprehensive lecture on R.A 7877: Anti-Sexual Harassment Law of 1995.

As a Criminal Law professor in USC Cebu, Justice Lagura-Yap cited that acts of sexual harassment as deduced from R.A 7877 could be committed in three places known as WET, which stands for workplace, education and training environment. *"An act of sexual harassment is unlawful. Under this law, it is a crime and there is a punishment for it."* Justice Lagura-Yap said. Acts that are punished involves acts that demand, request and require any sexual favor.

Explaining the features of the law, she also pointed out that even if the victim does not accept the demand or request of the accused, the fact that it requires sexual favor is already an act of sexual harassment. *"The accused cannot say he's not held liable because the mere demand and request is already the act of sexual harassment."* Justice Lagura-Yap reiterated.

Justice Lagura-Yap said the person who commits the crime and the environment where the crime is committed are important elements in a sexual harassment case.

All persons, regardless of gender, can be victims of sexual harassment. *"Women as victims are most likely used as a point of reference because nowadays women would come out openly and report on any incidence that would affect them. Statistics are high on women who are victims because they resort to court for their grievance."* Justice Lagura-Yap stressed.

Justice Yap also referred, *"The way that the law defines wherein there is sexual favor demanded from the victim may be that direct; but there are also acts that might be sexually harassing. Although there's no sexual favor that serves as the medium, there are acts that would create hostile environment in the workplace."*

In reference to Justice Yap's lecture, if an accused committed an offensive act in the absence of sexual favor, it is also considered as sexual harassment as it causes intimidation to the sense of the victim and is unhelpful to the workplace. *"It is in your point of view as regards this form that will matter."* Justice Lagura-Yap said.

The one-day seminar concluded with an open forum. Relevant questions raised include GM/CEO Saniel's concern as regards to employer's conduct of a surprise drug test to its employees.

Forensic Expert Mendoza answered, *"With our Republic Act 9165, it is every right and prerogative of employers to ensure a drug-free workplace. The Management and the proprietors are privileged to conduct random drug testing to all employees anytime."*

The Seminar Awareness on Anti-Sexual Harassment and Drug-Free Workplace is conducted in correlation to the recently implemented memoranda circular and Board Resolutions No. 068 and 069 Series of 2016, respectively.



NEA CONDUCTS SEMINAR-WORKSHOP ON BALANCED SCORECARD TO REGION 9 ECS

A total of three (3) electric cooperatives from Zamboanga Peninsula participated during the comprehensive 5-day Regional Seminar-Workshop on Balanced Scorecard: Strategy Formulation and Execution conducted by the National Electrification Administration (NEA) last 11-15 July 2016.

Representatives from ZAMSURECO-I, ZAMSURECO-II and ZAMCELCO composing of General Manager, Board of Directors, Managers, officers and staff attended the seminar-workshop at ZAMSURECO-I Heroes' Hall, Pagadian City.

Being the host electric coop for the said activity, ZAMSURECO-I General Manager and Chief Executive Officer, Jose Raul Saniel, welcomed all participating guests through his welcome remarks enclosing the importance of the subject matter, *"The Balanced Scorecard actually is a simple tool yet a very powerful one. It allows us, management and organization, to measure organizational performance, come up with concrete plans and programs, actions and strategies and if well-implemented will result in improvements in our operations."* GM/CEO Saniel stated.

Present NEA officials were Director Judith Alferéz of Public Affairs Office; Ms. Brigida Gavino, Manager of Corporate Planning; Mr. Allan Jeffrey de Guzman, Corporate Planning Analyst; Ms. Ruth Ramirez, Chief Economist of Strategy Management Office; Ms. Cynthia Lisondra, Senior Corporate Analyst of Strategy Management Office and Ms. Josefina Ravago, Supervising IRD Officer.

Director Judith Alferéz of NEA Public Affairs Office set the direction of the 5-day activity prior to her presentation of NEA's Journey on Governance saying *"We are here to plan-out."*

Director Alferéz also pointed out that electric cooperatives must look at every angle before setting a move. Factors such as current status of the power industry, impact of different legislations and policies, conduct of introspection with co-equals and customer service. In addition, she also mentioned that electric cooperatives must view its current situation in terms of geographic location and must conduct risk management to come up with out-of-the-box solutions coupled with value-added innovations.



Participants from ZAMSURECO-I show teamwork in the formulation of its EC Roadmap



GM Saniel presents ZAMSURECO-I roadmap entitled "Journey to Excellence"

During her brief presentation, Director Alferéz explained that the Balanced Scorecard consists of four perspectives. First is the Learning and Growth Perspective, which focuses on internal clients who must be well-equipped in order to serve its outside market. *"Human Resources are the best investment and the best human capital."* Director Alferéz said.

Second is the Internal Processes Perspective, which signifies as the backbone system of the business operation as it establishes work process & procedures and law & order in an organization.

Third is the Financial Perspective, which she referred to as the *"funding requirement for an electric cooperative to survive."* And fourth is the Stakeholder Perspective, which comprises internal and external customers. Based from President Duterte's SONA mandate, Director Alferéz stressed that each coop must serve its stakeholders with promptness paired with honesty and sincerity.

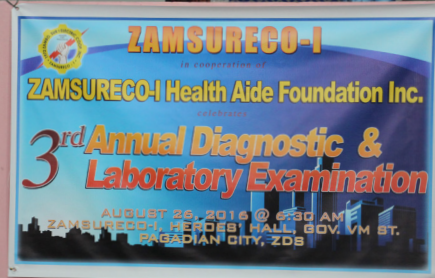
Meanwhile, Ms. Brigida Gavino initiated the seminar-workshop proper. Series of workshops conducted include SWOT Analysis, The EC Dream, Revisit and Formulation of Vision, Mission, and Corporate Values, Formulation of Strategy Map and Formulation of Organizational and Departmental Targets.

The Seminar-Workshop ended with presentation of each Coop's organizational and departmental targets for the year 2016.

The Balanced Scorecard is a strategic planning and management system that is used in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor performance against strategic goals.

NEA, being the mother agency of all electric cooperatives nationwide, aims to increase competitiveness among all electric cooperatives by means of conducting relevant trainings and enhancing development of EC's over-all operations.

ZAMSURECO-I employees undergo Annual Medical Check-Up



As a way of maintaining the well-being of its workforce, ZAMSURECO-I, in collaboration with Pagadian Diagnostic Center initiated an Annual Medical Check-up for its employees last 26 August 2016. A total of fifty-three (53) employees were able to partake during the first day of its diagnostic program.

The Medical Check-up, which took place at ZAMSURECO-I Heroes' Hall covers series of tests including FBS, CBC, serology test (Hepatitis B Screening), lipid profile, chest x-ray

and ECG. Expenses incurred are shouldered through ZAMSURECO-I Health Aid Foundation, Inc. otherwise called as ZHAF, a foundation built to cover employees' medical care and hospitalization fees.

Through the active engagement of Pagadian Diagnostic Center staff, headed by its administrator, Ma. Christina Cabahug, RMT, the first batch of medical check-up was done successfully.

As of 13 September 2016, a total of 165 employees have availed the physical and medical check-up. Said undertaking will push through for a month to enable all employees to fully avail of its services.

In its entirety, the conduct of the said activity is centered on ZAMSURECO-I's ultimate goal to increase level of health awareness and ensure positive state of wellness among its employees.

ZAMSURECO-I ANNOUNCEMENTS

A. PRE-ELECTION MEETING 2016

This is to inform our valued member-consumers and stakeholders that ZAMSURECO-I will conduct a pre-election meeting on the following dates and venues:

Date	Day	Time	District	Municipality	Venue
October 5, 2016	Wednesday	8:30 AM	I	Tambulig	Municipal Gym
		1:30 PM		Molave	
October 7, 2016	Friday	8:30 AM	II	Don Victoriano	Municipal Gym
		1:30 PM		Josefina	
October 11, 2016	Tuesday	8:30 AM	II	Dumingag	Municipal Gym
		1:30 PM		Mahayag	
October 13, 2016	Thursday	8:30 AM	III	Midsalip	Municipal Gym
		1:30 PM		Sominot	
October 14, 2016	Friday	8:30 AM	III	Ramon Magsaysay	Municipal Gym

We hereby invite everyone to attend the said meeting as relevant information shall be discussed regarding the conduct of the District Board Election. Topics for discussion include: (1) Election Guidelines and (2) Qualifications & Disqualification of a Position of Directorship.

B. 2016 DISTRICT BOARD ELECTION SCHEDULE

This is to announce that ZAMSURECO-I 2016 District Board Election shall be conducted through the following dates:

DISTRICT	MUNICIPALITY	ELECTION DATES	DEADLINE OF FILING OF CERTIFICATES OF CANDIDACY IN A DISTRICT
I	Tambulig	November 13, 2016	November 3, 2016
	Molave		
II	Don Victoriano	November 26, 2016	November 16, 2016
	Josefina		
	Dumingag		
III	Mahayag	December 03, 2016	November 23, 2016
	Midsalip		
	Sominot		
	Ramon Magsaysay		



You are so BLESSED

When you are lonely...

Keep your lives free from the love of money, and be satisfied with what you have, for God has said,

"I will never leave you; I will never abandon you"

(Hebrew 13:5)

SAFETY MATTERS

Top 10 Rules for Electric Safety for your Kids

To play it safe around your home, just remember the rules for using electricity the right way.



1. DON'T plug a bunch of stuff into one outlet or extension cord. - It could damage the electrical system in your house or even cause a fire.
2. Make sure all electric cords are tucked away, neat and tidy. - Pets might chew on electrical cords, and people might trip and fall.
3. DON'T ever climb the fence around an electrical substation. - If a ball or pet gets inside the fence, ask a grown-up to call the electric company - they'll come and get it out for you.
4. DON'T yank an electrical cord from the wall - Pulling on a cord can damage the appliance, the plug or the outlet.
5. Fly your kite far away from power lines or substations. - The kite and the string may conduct electricity - sending it right through you to the ground.
6. Ask a grown-up for help when you need to use something that uses electricity.
7. DO look up and look out for power lines before you climb a tree. - The electricity can go right through the tree branch - and right through you!
8. Have a grown-up put safety caps on all unused electrical outlets. - Covering outlets will also help save energy by stopping cold drafts.
9. Remind your mom or dad to watch out for power lines when they're using a ladder, chainsaw or other outdoor equipment.
10. Keep electrical stuff far away from water. - Most electrical accidents around the house happen when people use electricity near water.



Source: <http://www.alliantenergykids.com/PlayingItSafe/ElectricSafety/000552>



FIGHT THE BITE DAY AND NIGHT



During mosquito season, ZAMSURECO-I in coordination with Department of Health (DOH) would like to spread awareness to its stakeholders through the following simple yet preventive steps to protect themselves and their families from mosquitoes and mosquito-borne diseases such as ZIKA VIRUS.

Here are some things you can do:

- Empty items that hold water like flower pots, birdbaths, tires and toys. It only takes a teaspoon of water for mosquitos to breed.
- Keep windows screen repaired
- Keep yards and shrubs trimmed
- Fix outdoor pipes and leaky faucets
- Limit outdoor activities when mosquitos are most active. The mosquitos that carries the Zika virus is active in the day-time
- Dress in light-colored, long-sleeved, loose fitting clothes
- Use an approved mosquito repellent and follow directions.

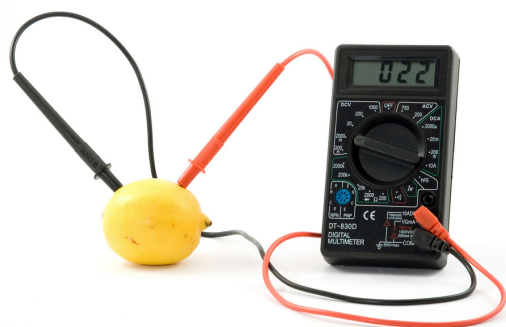
Brighten Up Your Day with Our Trivia!

1. Lightning Starts at the Ground and Strikes Up to the Sky



That's right! The storm cloud overhead isn't generating the lighting you see streaking across the night sky. The whole process takes about one-millionth of a second and can be seen with high-speed photography.

2. A Lemon Battery can Power an Average Cell Phone



Here's a very specific hypothetical situation: Let's say one night you're out walking on top of a warehouse roof. All of a sudden, the roof buckles, and you fall inside. Unfortunately, all the doors are locked, and there's no way out. Luckily, you have your cell phone with you. Unluckily, the battery is dead, and there is no sort of charger to be found. After a few minutes, you discover crates and crates of citrus fruit - lemons in fact. You then locate a spool of wire, a box of copper roofing nails, and a box of zinc-coated galvanized roofing nails. What do you do?

To power an average cell phone, you'll need a power source that can put out around 5.5 watts. You can make a lemon battery!

15 Surprising Facts About The Energy We Use

1. Electricity can be created using water, wind, the sun, and even animal waste.
2. Ever wondered why birds that sit on power lines don't get electrocuted? If a bird sits on only one power line it's safe. If the bird touches any part of its body to another line, it creates a circuit, causing electrocution.
3. Electric eels can produce strong electric shocks of around 500 volts for both self-defense and hunting.
4. Before electricity was a way of life, ancient Egyptians were aware that lightning and shocks from electric fish were very powerful. They used to refer to these fish as the "Thunderers of the Nile."
5. 18% of total emissions comes from operating our homes.
6. Heating and cooling account for about 56% of the energy use in a typical home.
7. We spend 10% of our electricity bills on lighting.
8. Electricity is sometimes used as electroconvulsive therapy (ECT), where patients are given electrically induced seizures in order to treat psychiatric illnesses.
9. Our demand for energy grows by about 3% per year.
10. At any one time in most households an average of 8 appliances are left on stand-by. (Stand-by is an appliance's "off" setting, but the appliance continues to use about 85% of the energy it uses while on—often so that it can listen for signals from remote controls.)
11. Energy-efficient washing machines use about 1/3 less electricity than older machines.
12. The first central power plant in the U.S. was Pearl Station, in Manhattan. It was built in 1882 and served 85 customers.
13. 90% of the energy used by traditional bulbs is wasted in producing heat.
14. About 25% of all the energy we use to heat our homes escapes through single-glazed windows.
15. The world's biggest light bulb is located in Edison, New Jersey. It's 14 feet tall, weighs eight tons, and sits on top of the Thomas Edison Memorial Tower.

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