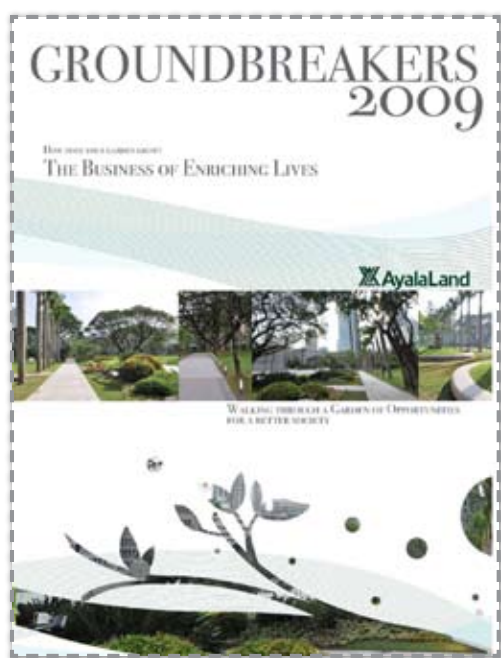






# Doing Groundbreakers differently



Every issue of Groundbreakers comes with a standard invitation to employees to send in their stories for publishing in the company magazine. After all, this publication is for ALIzens and should contain stories 'by ALIzens'.

This is why we brought the 'by lines' back in this issue.

We are delighted to note that many colleagues have started to share various stories happening within their own SBUs and have even begun to write the stories themselves. In fact, last March, a writing workshop entitled Writeshop was conducted by ALI Corporate Communications and ALI Corporate Learning and Development to spark interest in news and feature writing. Most of the writers in this issue attended the said skills-building seminar.

Corresponding for the ALI magazine is something we highly encourage.

Just as well, we are calling on everyone to actively participate in Groundbreakers by giving feedback about the

magazine. We made this more interesting and easy to do in this issue. See page --

### What else did we do differently?

We infused some interactive features in this issue that added some zest into this otherwise 2D publication. In keeping with the times and ensuring that our readers are kept interested, we offered something new through Green Thumb. This is a "first" for the ALI magazine. See page --.

Beyond these, our efforts to communicate our unstoppable stamina and unwavering spirit as ALIzens and as a company remain our most important goal. Every issue is a chance to showcase our people's achievements, inspire pro-activity, and enhance collaboration among colleagues.

### Be part of Groundbreakers.

Tell us what you like (and don't like) about this Mag...and get a chance to win special gifts from Groundbreakers!



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- Flor Sarmiento • JP Aguirre • Reynand Vinan • Jen Chua • Andy Tan • Rolli Bondoy
- Monique Castaneda • Zarah Hernaez • Joy Sanciangco • Ed Duldulao • Crystie Garcia • Kate Villasenor • Cris Huvalla
- Jona Atotubo

### Acknowledgments

- Dan Abando • Richard Yap • Mike Milaor • Steve Dy • Che Uy • Pam Perez • Mike Asinas • Joel Luna • Eunice Acejo
- Joyce De Guzman • Rachel Aviado • Izza Anabo • Ricky Celis



# Message from the President



**Antonio T. Aquino**  
**Much like Ayala in my heart**  
"I've seen the spirit of this organization. We can do all these things. We have a legacy to deliver nothing but the best for the Filipinos,"

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Makati Central Business District

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(Above) ATA at work, (Below) Greenbelt 5



ATA with SLMG Team



ATA with ALP Team



ATA with AMG-ABG Team

ALI-gator comic strip

# Four-pillar strategy shared to ALI

By Aye De Celis



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The company's Annual General Stockholders' Meeting (AGSM) was held on April 14, 2010 at the Hotel Intercontinental Manila with members of the ALI board led by Chairman Fernando Zobel de Ayala and ALI President Antonino Aquino presiding over the meeting.

Apart from programmed activities that the company goes through every year, the AGSM became an opportunity to share with ALI stockholders the company's four-pillar strategy and sustainability efforts. Details of these efforts were explained by the President in his very first report to ALI stockholders.

"Beginning this year, we will increase our presence and visibility in existing geographies and also expand to new core growth markets...Since we have set a target of doubling our net income, growth must clearly be at the heart of our strategy. This is also premised on the realization that with the quality of our brand, our landbank and all the other resources at our dis-

posal, we should really be operating at a far higher level and be able to put some distance between ourselves and our competitors," said Mr. Aquino.

Another feature during this year's meeting was the participation of the Corporate Marketing and Sales Group which organized a mini-exhibit and sales booth that showcased the company's latest products. They also helped develop the 2009 Corporate AVP which was launched at that time.

Once again, the successful event was spearheaded by the Finance Group's Investor Communications and Compliance (ICC) Department headed by Mr. Alfie Reyes. Other teams also worked hand in hand with the ICC team to make sure everything ran smoothly. These were Internal Audit which manned the registration booth, Corporate Communications which handled media relations, and the ALI Secretaries Network which ushered guests and distributed food and giveaways.

## Manila Water to flow through NUVALI

ALI recently signed a memorandum of agreement with sister company Manila Water Corporation (MWC) which formalizes the companies' commitment to "jointly develop and operate a water and wastewater utility service company that will serve Ayala Land Group's real estate developments south of Manila, including the Ayala Land Group's showcase community – Nuvali."

## Ayala Land Inc. and Anflogroup sign Joint Venture Agreement for CDO Development

by Gail Yambao  
*(verify if she wrote this)*

Ayala Land Inc. signed a joint venture agreement with Anflo Management & Investment Corp. and Mindanao Motors Corp. ("the Anflogroup"), for the development of a 3.2-hectare property along CM Recto at the heart of Cagayan de Oro's economic hub. Identified as a high growth area, Cagayan de Oro is a trade and commercial center serving as a transport hub for Northern Mindanao.

In 1997, the Ayalas and the Floirendos also sealed a partnership to develop The Regency at Salcedo, a residential condominium in Makati City, and later in 2007 a mixed-use development in Davao City called Abreeza.

The centerpiece of the development will be a shopping mall that will offer basic conveniences addressing the everyday needs of the city, as well as unique, dining, entertainment, and

retail concepts that will serve not only the immediate communities but also tourists and transients.

With a total initial investment of approximately P2.5 billion, the project is expected to spur growth and create about 10,000 new jobs.

## ALI, ACC to jointly develop Palawan resorts

Ayala Land, Inc. (ALI) has taken another step forward in its foray into the resort and leisure segment. The company recently entered into a partnership with the Asian Conservation Company (ACC), owner of the El Nido Resorts, for the development of responsible tourism destinations in Northern Palawan.

"We are excited to have ACC as our new partner, not just for their unique experience in managing island resort properties but also for their strong adherence to a quadruple bottom line approach in preserving the environment around their resort properties," said Antonino T. Aquino, President and Chief Executive Officer of ALI.

Ayala Land first ventured into the resort and leisure segment with its development of Anvaya Cove, a premiere residential enclave and resort in Morong, Bataan, that is also active in marine conservation in the area. The company quickly followed this with a similar development called Amara in Cebu.

ACC, through its subsidiaries under the Ten Knots Group, owns and operates the multi-awarded El Nido Resorts in Lagen and Miniloc Islands in Northern Palawan. The partnership between ALI and ACC is expected to develop more eco-friendly resorts and help boost tourism in the country.

(leave space for one more signing)



From left: Leo Montenegro, AVIDA President, Jun Bisnar, NUVALI General Manager, Meean Dy, SLMG Group Head, Rene Almendras, MWC CEO and President, Antonino Aquino, ALI CEO and President, Bobby Dy, RBG Group Head, Dan Abando, ALVEO President

# Five Partners cited during ALI's 1st Design Partners' Luncheon

By Cris Huvala

Valued partners were awarded for their years of exceptional service and performance in handling many of ALI's major projects. Architectural firms *Leandro V. Locsin and Partners*, *Aidea Philippines* and *GF & Partners Architects Co.*, quantity surveyor *Davis, Langdon and Seah, Philippines, Inc.*, and engineers *Aromin Sy and Associates Inc.* were awarded plaques of distinction during the company's 1st Design Partners' event held early this year at the Hotel Intercontinental Manila.

The luncheon was organized by the Innovation and Design Group (IDG) led by its group head and ALI's Chief Architect Joel Luna, with the able support of both ALI's project and group heads.

The objective of the event was to provide an opportunity for ALI's senior architects, project teams and senior management to interface with the various architectural and engineering consultants that ALI taps for its projects. It also served as a way for ALI to extend its appreciation for the continued support and cooperation of the designers, architects, and engineers for the many years and many projects that they have worked on together. The event was graced by ALI Chairman Fernando Zobel de Ayala and ALI president Antonino T. Aquino.

In his brief address, Mr. Aquino described the current and future directions of the company, particularly in the areas of sustainability, social responsibility, and nation building.



ALI-gator comic strip



## Ayala Land Premier: Synergy, Energy and Teamwork

**With record-breaking sales and new project launches in uncharted territories, the ALP Team laughs off the pressure...with a few sips of beer.**

These days, when you walk through the halls of the second floor at Tower One, you can feel the atmosphere crackling with energy. Everyone is bustling about, all with somewhere to go, something to do. Off to a sales rally, jump to a planning session, speed off to the site for a construction check or hop to a turnover meeting with clients. The only thing missing is Journey's Don't Stop Believing playing in the background. One thing is definite: everyone's energies are high, people are laughing, and all walk with a purpose in mind. Everyone is motivated.

As I sniffed around on the possible causes of this phenomenon, I realized that a series of events worked to our advantage. What's great is that everyone seems to want to sustain this feeling.

### CHALLENGES, STRETCHES... AND MORE CHALLENGES

Many people would say that their most rewarding experiences resulted from some sort of challenge. For the people at ALP, these are everyday occurrences.

At the start of the year, new projects Park Terraces and Santierra were launched at a frenzied pace. From Marketing & Sales to Projects, to IDG and so on, people stretched them-

selves to be able to deliver products of ALP standard ahead of schedule. Needless to say, the results were amazing (sales targets were then pushed upward) and the sense of accomplishment after these events motivated the ever competitive ALP Team. And for the teams behind soon-to-be-launched projects like the Sea Breeze Verandas, West Tower, Park Terraces II, etc., they are in a state of anticipation to show the rest of ALP, even ALI, what they can do.

Now at ALP, we learn new concepts, we stretch our minds --- all while walking in the same direction.

### BEYOND THE SALES TARGETS

From my queries about why this new ALP Team is a success, I realized that our group, truly, is filled with people that are not only competent in the work they do but are also great in their interpersonal relationships. Relationships with the different ALI departments are smooth-sailing. Lunches and dinners with our Sales Channels are becoming more frequent. Discussions here are 10% work-related (whoops, sorry boss). We gain new friends, and conversations are genuine.

### OF BEERS AND CHEERS

Once a month, the troops gather for its Five Thirsty -- a venue for more than just chomping down on hearty meals and drinking below zeros. Since we spend our days focusing on our KRAs, work becomes our primary medium for interaction. Scenarios before were

formal, necessary, even technical. After our recent group shindigs, everyone's characters transformed, somewhat. We saw our colleagues from a different perspective. The bonding talks lead to relationships that are more open and trusting. After our Boracay Getaway last March, hidden barriers seem to have broken down. The work atmosphere now is excellent, and so was our job performance (based on the results). We pull back, we relax, we celebrate. We feel better about our workplace. We feel a connection to it, to our ALP team.

And so at Ayala Land Premier, I must say that we are all aligned on our purpose. We feel challenged at the enormous mountain in front of us, but with the whole group in a great big bear hug, I know that the mountain is just a puny, little ant mound.





### NCCA Awards Ayala Malls Group

By Mitch Hernandez

Ayala Malls Group, recognized for innovative retail developments, building beyond commercial spaces and designing state of the art lifestyle centers has once again been recognized for its design and architecture by the National Commission for Culture and the Arts (NCCA) 'Ani ng Dangal Awards'

One of its premium shopping and lifestyle destinations, Greenbelt, was awarded for Design and Architecture, under the Multi-Disciplinary Arts category. The award was presented and given by Her Excellency, President Gloria Macapagal Arroyo. This recognition was received by Ayala

Malls Group Senior Vice President and Group Head Marivic Añonuevo and Ayala Malls Group Vice President and COO Rowena Tomeldan. Also present were Ayala Malls Group Assistant Vice President Myrna Fernandez and General Manager of Greenbelt AC Ocampo. This year, 41 awardees were given the prestigious honor for showcasing exemplary performances, and for upholding Filipino artistic excellence in the international arena.

This recognition is yet another award for the Ayala Malls Group, for consistently winning internationally for the design of its Malls. Indeed, Ayala Malls Group provides the Filipinos with the finest shopping and lifestyle experiences possible.

### Market! Market! Anvil Press Release

Market! Market! was awarded the prestigious Anvil Award of Merit for Public Relations Programs under the Community Engagement category in the 44th Anvil Awards. The Public Relations Society of the Philippines, organizer of the Anvil Awards, gave its seal of approval to the mall for its successful Tarpaulin Bag promotion conducted in July 2008.

Market! Market! was able to give rewards to its shoppers while providing livelihood to marginalized communities, used tarpaulin materials were disposed of properly and the use of plastic shopping bags reduced – a testament of Market! Market!'s and Ayala Malls' commitment to sustainable development and a greener environment.



From left to right: Ms. Ma. Lourdes L. Espina, APR (Chairperson, 44th Anvil Awards Committee); Mr. Butch S. Raquel, APR (2009-2010 PRSP President); Mr. Francis J. Colayco, (Founder and Director, Inspire Leadership Consultancy); Ms. Ma. Victoria E. Anonuevo (Senior Vice President and Group Head of the Ayala Malls Group); Ms. Charmaine N. Bauzon (General Manager of Market! Market!); Ms. Rowena M. Tomeldan (Vice President and COO of the Ayala Malls Group); Mr. Joseph F. Reyes (Deputy General Manager of Market! Market!); Mr. Francisco J. Colayco (President, Colayco Foundation for Education); and Mr. Jones T. Campos, APR (2008-2009 PRSP President).

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# Expanding Boundaries Growing with the Times

By Martin Arranz (ABG)

### Growth. Expansion. Synergies.

These words reverberate around our halls as ALI pursues an aggressive stance in its growth. To date, Ayala Land Businesscapes alone has launched five new office developments across the country. These include developments in Two Evotech in NU-VALI, Sta. Rosa, Laguna, the Baguio-AyalaLand TechnoHub in Camp John Hay, Baguio City, La Union, Peak A in Cebu City, Cebu, the Iloilo-AyalaLand TechnoHub in Smallville, Iloilo City,

and Ayala Northpoint TechnoHub in Talisay, Bacolod City.

Moving into new territory always possess new challenges for ALI's project team. New ventures and opportunities such as these are usually met with a mix of excitement and anticipation. This was the case when ALI broke ground for its first mixed-use development in Baguio, *Baguio-AyalaLand TechnoHub*.

### Choosing a strategic location is very important.

In the case of the Baguio project, May Florentino, Head of Office Leasing, expressed how the project's location makes a big difference in complementing the product to be offered.

"Being located inside Camp John Hay is itself a very strong selling point for the project since this is the place to be in Baguio. The strategic location and ambience of the development cannot be matched elsewhere," she said.

On the other hand, first-time projects pose new challenges as well.

Cherryl Uy, Project Development Manager, narrates one such challenge.

"Baguio-Ayala Land Technohub is located in an area that is home to over three thousand trees, many of them

old Benguet pine trees. While this poses a challenge for the planners it also sets the stage for a beautiful and unique project. Buildings will be built around the trees making it a relaxing and invigorating place to work."

The company is embarking on a very challenging feat this year with targets set at ----- billion. This has allowed more interaction between colleagues and groups. Now, more than ever, enhanced synergies and teamwork will help achieve the organization's vision of enhancing land and enriching lives for more people.

**Baguio Technohub**  
Caption:  
Purple is now officially called The Baguio-Ayala Land Technohub. The project will be built on a 12-hectare parcel of land in the Camp John Hay Special Economic Zone. It is envisioned to be an integrated IT community consisting of five to seven low-rise buildings and a retail area that aims to boost economic activity in the city



The Team.ABG



Our President Tony Aquino welcomes Baguio local government officers Congressman -----, Mayor Reinaldo Bautista, and Vice Mayor Daniel Farinas.



ABG marketing



Steve Dy and Pam

Two Evotech groundbreaking (April 13 2010)  
Baguio-AyalaLand TechnoHub groundbreaking (April 27 2010)  
Peak A groundbreaking (June 4 2010)  
Iloilo-AyalaLand TechnoHub groundbreaking (June 11 2010)



**In support of ALI's 4-pillar strategy**  
**Mike Millaor Project Director – CMD**  
 With the vast changing preferences of the market today, a great challenge posed to CMD among others is the promotion of effective and efficient construction methodologies and project execution. To attain this in line with the 4-pillar strategy, CMD must be keen on supplying preemptive responses to immediate areas for all ALI projects. This demands the aggressiveness to focus on areas such as proper sequencing of work activities to eliminate reworks and improve product quality, progressive and proactive achievement of 100% zero punch list and 100% zero complaints during the Defects and Liability Period, and the encouragement towards promoting sustainable development thru the use of "green" materials (e.g. use of engineered wood flooring, CFL lighting fixtures, motion-sensor lighting fixtures, dual-flush toilets, etc.). Through this consideration, CMD - ALP RB is geared to be instrumental in contributing to the implementation of ALI's 4-pillar strategy through focusing on the mentioned areas. We also recognize the support of ALI colleagues in providing increased efficiency and productivity which resulted to surpassing CMD's targets.

**GAME PLAN**  
**CMD sets direction for 2010**

By Jona Atotubo

The Construction Management Division (CMD) held its first Townhall for the year. Team members from Ayala Land, Alveo and Avida participated in this rallying event to make sure each one was on board in the flawless execution of CMD's 2010 Operating Plan following ALI's 4-Pillar Strategy.

Dan Abando, CMD Group Head, emphasized the group's critical role in delivering projects on time, within cost budgets and within planned quality standards. He further added that CMD should always be guided by its Operating Principles of Teamwork, Impartiality and Transparency, Integrity, Effective and Efficient and Continuous Improvement.

Meanwhile, the event formally kicked off the implementation of some CMD Initiatives which were designed in 2009. Among these initiatives were the launching of the CMD Operating Manual and the Quality Assurance

Manual, which includes role definition and critical operating guidelines that will enhance ALI's construction operations.

According to Richard Yap, CMD Construction Head, CMD has laid the groundwork to support ALI's 4-pillar strategy.

"Our initiatives will enable us to plan and implement construction projects better, faster and at an optimal cost which will contribute to ALI's growth targets, margin improvement and capital efficiency. On the area of organization development, CMD continues to develop a pool of technical people and regularly implements cross-postings which give us the capability and flexibility to address SBUs technical requirements," he said.

Leading the group of CMD personnel, together with Dan Abando, were other CMD executives Vic Ahorro, Richard Yap, Anthony Castillo, Mario Monsalve, Bernie Espiritu and Bong Filart who each presented a key initiative for 2010.



**Evotech**

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# Our people, Our Events



## ALI joins Run for Home

The Globe-Ayala Land Run for Home held on March 21 was the 5th major running event, of 25 so far, in 2010. This was according to Anna Lampa of RunnerSpeak, a sports show aired on QTV 11 which covers most of the race events in the country. Such runs are now a staple in the corporate events menu considering the huge support they get from the public.

Participation in recent marathons reached thousands. Particularly for Run for Home, more than eight thousand runners registered. Running has indeed become the latest sports craze and a new campaign platform for companies, their products and charitable causes.

An estimated 60 Ayala Land employees were spotted during the run. It was the first time for some employees who signed up for a short 3k stretch, while the majority joined the 5k category. Experienced runners signed up for the more challenging 10, 15 and 22 k routes. At the finish line, some ALI runners shared excitedly how they traversed the sloping routes particularly at the Greenbelt area and the Buendia flyover. They were clearly happy to have accomplished a personal fitness challenge.

Leading the ALI runners were ALI President Tony Aquino and Vice-President and Group Head of Strategic Land Bank Management Meean Dy, who completed the 10k challenge, and Senior Vice President and Group Head of Ayala Land Businesscases and Ayala Malls Marivic Anonuevo, who ran the 3k race.

There was a short program after most of the runners had completed their runs. Everyone gathered around the stage to witness the formal handover of the one million peso donation to Habitat

for Humanity which is the event's main beneficiary. Presenting the check to Ricky Jacinto and Francisco Del Rosario Jr. of Habitat for Humanity were Ayala Corporation (AC) Chairman Jaime Augusto Zobel de Ayala, ALI Chairman Fernando Zobel de Ayala, Tony Aquino, Globe President Ernest Cu, IMI President Art Tan, and AC Strategic Human Resources Head JP Orbeta.

The Ayala Group has partnered with Habitat for Humanity for a relocation project in Calauan Laguna in cooperation with ABS CBN Foundation's Kapit Bisig Para sa Ilog Pasig program. Through this program, impoverished families living along the Pasig riverbanks will be provided with homes at the ALI-developed relocation site and possible livelihood opportunities to help them start anew.

This year, participants to Run for Home converged at Ayala Avenue in front of Tower One for the official gun-start to the various races. Hosts Reema Chanco and Boy Ramos kept everyone up and ready. The finish line was located at Paseo de Roxas beside the Ayala Triangle Gardens, where food and freebie booths were installed. Many participants stayed on after the event to enjoy the gardens on that sunny Sunday morning.

Similar to last year, where the event was held at Bonifacio Global City, the run featured Globe's electronic micro chip timer which digitally records the runner's time at specific route points and total race record. With the micro chip, runners' records may even be automatically displayed on one's Facebook account. A "green" feature was also introduced this year with race shirts made from recycled material.

## Off to NUVALI for exciting trail runs

The North Face Thrill of the Trail in NUVALI was one exhilarating adventure. The first run of its kind to be held in NUVALI was interestingly timed on Valentine's Day. It was organized by the leading outdoor sports brand The North Face in partnership with Ayala Land. Thousands signed up and converged at the starting line right across Solenad at the break of dawn to participate in one of three categories. These included 11k and 22k runs for individuals and an 11k couples run.

Jun Bisnar, General Manager of NUVALI, said that the Thrill of the Trail will set the pace for similar events in NUVALI in the coming years.

"We have lined up more outdoor activities and nature attractions in NUVALI. For this event, one of our objectives was to give runners a break from their usual road runs. NUVALI's natural landscape provided that refreshing route. Many people are not aware that within our project are natural ravines and waterways that are perfect for outdoor adventures. It's what makes NUVALI unique. It is a community where the air is clean because there is an abundance of green spaces and families can enjoy a good balance between work and play," he said. Several more runs have been held in the area after the valentine run. These were:



## Easter Sunday at the Gardens

The Ayala Triangle Gardens was the perfect place for an egg-hunt! Over 250 kids came with their parents and other relatives for some exciting outdoor fun. There were food kiosks and lots of entertainment. Clowns, jugglers, and a bunny mascot kept the kids entertained. Their faces were painted with all sorts of cute designs and their funny photos were taken at the animated photo booth. Their cool caricatures were even drawn by expert sketchers. The kids (and some parents) also got a chance to ride the jumbo slide.

According to Anna Garcia-Ramos, SLMG Marketing Manager for Makati, the objective for creating traditionally celebrated events like Easter stems from a community-building perspective.

"We would like Makati CBD residents to feel a sense of belonging. To feel part of a thriving and progressive community, where weekends are occasions to enjoy their very own gardens" she said.

Since ATG opened its doors to various pedestrian-friendly activities, more people have come to know and are now drawn to this refreshing spot of green within the Makati CBD.



# Our people, Our Events



## ALI joins Run for Home

The Globe-Ayala Land Run for Home held on March 21 was the 5th major running event, of 25 so far, in 2010. This was according to Anna Lampa of RunnerSpeak, a sports show aired on QTV 11 which covers most of the race events in the country. Such runs are now a staple in the corporate events menu considering the huge support they get from the public.

Participation in recent marathons reached thousands. Particularly for Run for Home, more than eight thousand runners registered. Running has indeed become the latest sports craze and a new campaign platform for companies, their products and charitable causes.

An estimated 60 Ayala Land employees were spotted during the run. It was the first time for some employees who signed up for a short 3k stretch, while the majority joined the 5k category. Experienced runners signed up for the more challenging 10, 15 and 22 k routes. At the finish line, some ALI runners shared excitedly how they traversed the sloping routes particularly at the Greenbelt area and the Buendia flyover. They were clearly happy to have accomplished a personal fitness challenge.

Leading the ALI runners were ALI President Tony Aquino and Vice-President and Group Head of Strategic Land Bank Management Meean Dy, who completed the 10k challenge, and Senior Vice President and Group Head of Ayala Land Businesscapex and Ayala Malls Marivic Anonuevo, who ran the 3k race.

There was a short program after most of the runners had completed their runs. Everyone gathered around the stage to witness the formal handover of the one million peso donation to Habitat

for Humanity which is the event's main beneficiary. Presenting the check to Ricky Jacinto and Francisco Del Rosario Jr. of Habitat for Humanity were Ayala Corporation (AC) Chairman Jaime Augusto Zobel de Ayala, ALI Chairman Fernando Zobel de Ayala, Tony Aquino, Globe President Ernest Cu, IMI President Art Tan, and AC Strategic Human Resources Head JP Orbeta.

The Ayala Group has partnered with Habitat for Humanity for a relocation project in Calauan Laguna in cooperation with ABS CBN Foundation's Kapit Bisig Para sa Ilog Pasig program. Through this program, impoverished families living along the Pasig riverbanks will be provided with homes at the ALI-developed relocation site and possible livelihood opportunities to help them start anew.

This year, participants to Run for Home converged at Ayala Avenue in front of Tower One for the official gun-start to the various races. Hosts Reema Chanco and Boy Ramos kept everyone up and ready. The finish line was located at Paseo de Roxas beside the Ayala Triangle Gardens, where food and freebie booths were installed. Many participants stayed on after the event to enjoy the gardens on that sunny Sunday morning.

Similar to last year, where the event was held at Bonifacio Global City, the run featured Globe's electronic micro chip timer which digitally records the runner's time at specific route points and total race record. With the micro chip, runners' records may even be automatically displayed on one's Facebook account. A "green" feature was also introduced this year with race shirts made from recycled material.

## Off to NUVALI for exciting trail runs

The North Face Thrill of the Trail in NUVALI was one exhilarating adventure. The first run of its kind to be held in NUVALI was interestingly timed on Valentine's Day. It was organized by the leading outdoor sports brand The North Face in partnership with Ayala Land. Thousands signed up and converged at the starting line right across Solenad at the break of dawn to participate in one of three categories. These included 11k and 22k runs for individuals and an 11k couples run.

Jun Bisnar, General Manager of NUVALI, said that the Thrill of the Trail will set the pace for similar events in NUVALI in the coming years.

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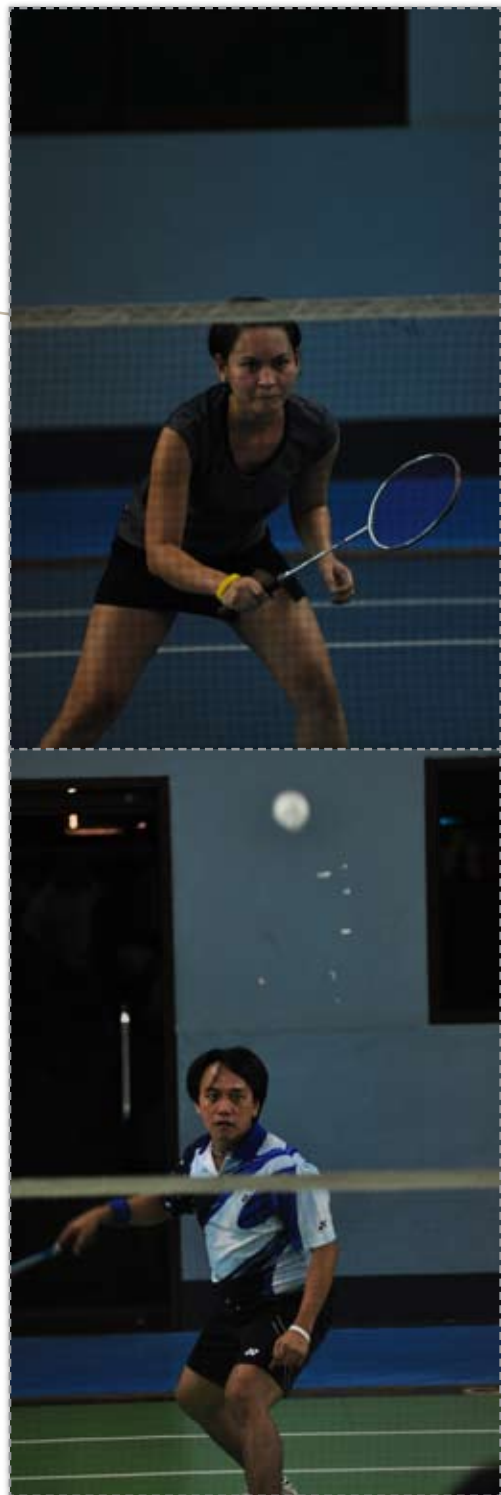
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### Blue Team wins anew in ALI Shuttlefest

By Reynand Viñan

Ayala Land's Summer Sports Festival started with an exciting badminton showdown on May 8 at the Centro Atletico in Cubao Quezon City. The inter-color tournament was participated in by five teams - Blue, Red, Yellow, White and Green- composed of players from various ALI departments.

The Blue Team, with players from HR, SLMG, FBDC, Vismin and Finance, unleashed its heavy arsenal to claim the over-all championship in this year's Badminton Inter-color Tournament. The team has won the badminton championship for three straight years now. Meanwhile, the Green Team represented by AVIDA, MDC, APSI and ALVEO got the first runner-up trophy while the Red Team managed to salvage the 2nd runner-up trophy. The rest of the teams put up a serious fight despite the absence of some of their players.

The powerhouse Blue Team contingent added new young bloods which further increased their chances of sweeping the annual badminton event. Led by Men's Doubles Level 1 Gold Medalists Reynand Viñan and Rene Mandapat, the Blue Team relentlessly pursued all possible Gold Medals in the tournament tallying 5 out of the 8 Gold medals. Rodel Manansala and Jeric Lim of Men's Doubles Level 2 demolished their closest rivals Noel Ignacio and Roy Oliva of the Green Team in the opening rounds and rolled over their other opponents to win the gold medals.

Joefil Jocson and Russell Flores scared the wits out of the Blue Team when they pulled out a set 1 win over the perennial level 1 champions Reynand and Rene. However, the former broke down in the second set and were unable to sustain their gallant efforts due to pressure. Joefil and Russell bowed out in the third set and finished the event with silver medals. Joseph Juachon and Chito Fernandez of the Red Team also pulled a surprise win over Noel Kintanar and PJ de Villa and claimed the Gold medals for Men's Doubles Level 3. Stephen Comia and Arnel Hernandez, meanwhile, won over their Men's Doubles Level 4 counterparts and brought home Gold medals.

Mabi Rosimo and Chie Lazatin of Yellow Team were pushed to their limits by Red Team's Robert Bala and Joey Torrijos for

the Mixed Level 1 Championship. It took Mabi and Chie three sets and a bag of extra tricks to dispose of their Red Team opponents to finally win the level crown. Cherie Fernandez and Jay Mendoza methodically defeated other Mixed Doubles Level 2 pairs through impressive badminton footwork and fundamental skills.

Net Albuquerque who teamed up with Jun Felisilda of Blue Team showed her veteran moves in returning several forehand smashes by George Cadhit. In the last part of the second set, Ses Sesebreño dropped the shuttle just behind the net but the player Net lobbed the shuttle giving George a clear smash. With pure instinct she was able to return the shuttle after Jun's miss and received another thunderous smash from George. Net dubbed as a "tournament player" for showing up only in major tournaments, unearthed her motor skills as she inadvertently followed up her earlier move with a deeper catch. This time the shuttle went over the head of the unsuspecting Ses knowing that the rally should have been killed by that time. George missed a backhand and lost the set. The gold medals went to Net and Jun while George and Ses, took home the silver medals.

Marzs Botenes and Orly Paule of the Red Team out-hustled and out-ran Alvin Cadalin and Jas Alfonso of the Blue Team for the Novice Non-Gender Doubles Championship. Roland Celis and Pam Paguirigan of the Yellow Team won the Bronze.

Leading the 2010 Summer Sports Festival Technical Committee and welcoming everyone to the games was Zarah Hernaez of HR Employee Relations. She was supported by HR's Rey Pascual and SBU team coordinators Markus Leyble of the Green Team, Tess Bulan of the Yellow Team, Rene Mandapat of the Blue Team, Erick Calupe of the Red Team and Miko Abella of the White Team. Reynand Vinan was the emcee for the event. Erick Calupe offered a prayer for the group while the team captains led their teams for the oath of sportsmanship. Rodel Manansala and Noel Kintanar presented the awards to the winners. The event was organized by ALI-HR to develop players who will represent the company in the 2010 JZA Sports Tournament.



ALI-gator comic strip

### Blue Team takes another crown, wins Bowling Championship

The Red Team was shorthanded. The Blue Team took advantage.

Team Captain Erick Calupe, who willed the Red Team to reach the finals missed the scoring ability of JZA Cup player Jun Jusayan who could have assisted him in pinfall production. Meanwhile, Blue Team Anchor Rene Mandapat lived up to the challenge of carrying the Blue Team after striking his foundation frame and followed it up with a first ball strike in the tenth frame of the final match.

As a result, the 2010 AyalaLand Intercolor Bowling Tournament Championship Trophy went to the Blue Team. The Red Team narrowly lost to the Blue Team in a low scoring bowling game, at 639-607, to place 2nd. The Green Team finished 3rd. Mabini Rosimo got the male high game at 208 while Divine Lopez won the female high game at 187. The tournament was held on Saturday, May 15, at the Green Valley Bowling Center in Pasig City.

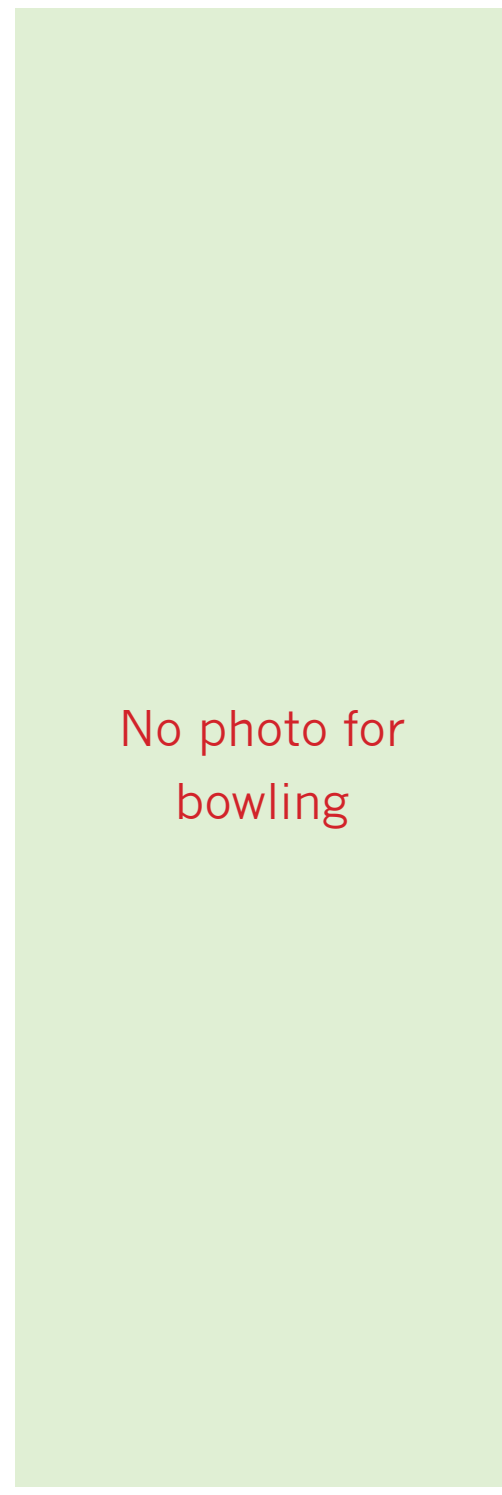
In an unusually low ballgame, the final five of the Blue Team, composed of Team Captain and pacer Reynand Viñan, Arnel Hernandez, Cards Ebia, Net Albuquerque, SLMG MT Stephen Comia and anchor Rene Mandapat, had their worst performance in six games. Still leading by one mark in the 8th frame, the Red Team was almost sure of the crown. Then they were hit by a series of unlucky splits and sleepers, similar to what the Blue Team initially experienced. This gave way to a very tense last two frames. The Red Team's Joseph Salcedo, Raynald Herrera, Jeng Seng, Dennis Mendoza and Anchor Erick Calupe tried to salvage a win but only Erick managed to get a strike at the 9th frame. As the showdown loomed in the last frame, several conversions of the Blue Team took some of the pressure off, enabling Rene to finally strike the dagger in his last frame for the win. The Red Team, with smiles and heads proud after a nerve wracking game, took the 1st runner-up trophy.

It was a no-contest for the 2nd runner-up award as the Green Team composed of Antonette Jimenez, ALI MT's, Dez Cruz and Divine Lopez, Clarisse Venegas and Kiko Gonzales outgunned the final five of the Yellow Team, played by Ariel Jarillas, Ariene Hacha, Lala Henson, Team Captain Al Navera and Anchor Mabi Rosimo. Their final score was 758-655.

The Red Team ended the finals hope of the Green Team after defeating them earlier in the semis showdown. Tied at 718, Erick Calupe and Markus Leyble, Captains of their respective teams, were requested to roll the last ball in a do or die frame. Erick threw a strike and Markus was left with a split, giving the Red Team a chance to face the top seeded Blue Team.

In the seeding round, Blue Team Final Five, Rey Pascual, Arnel Hernandez, Alvin Odejar, Ellen Nemenzo, Jas Alfonso, Jonel Flojo and Leah Reyes amassed 2863 pinfalls to lead the league. The Green Team followed at 2673. Trailing by less than 30 pinfalls was the Red Team at 2648, followed by the Yellow Team at 2593, and the home bound White Team at 2247. The final four faced each other in 1-4, 2-3 semis format and winners/ losers brackets in the finals. The White Team of Team Captain Miko Abella, Atty. Dodgie Lagazo, Atty. Mena Ojeda, Loy Danila, Ching Tenorio and company exited the tournament early after finishing 5th.

The medal and trophy awards were presented by Zarah Hernaez, 2010 ALI Sports Chairperson. The event was organized by the HR Group, represented by Rey Pascual. Ayala Land hopes to finish strong in the Ayala Group of Companies annual bowling tournament following the high level of performance shown in this tournament by the old and young players alike.



### Green Weekend at Solenad, NUVALI

The Green Weekend at Solenad, NUVALI, was launched last March 20 with visitors from the subdivisions and offices in the south, and amazingly even families from as far as Quezon City, enjoying the fair and festivities.

This Green Weekend is a monthly organic and artisan community fair dedicated to the appreciation and protection of the environment. This celebration is part of NUVALI's goal to redefine urban living by advocating modern lifestyle in a sustainable eco-community. It will be held every third weekend of the month.

In line with NUVALI's campaign for a sustainable and health-conscious community, the vegetables sold at the market were grown without the use chemical fertilizers or genetically modified organisms, and the meat are from free-range farms, which means they are friendly to the environment and good for the health.

In one Green Weekend, M Café's renowned Chef Sau del Rosario even shared his culinary expertise with food lovers in a cooking demonstration using healthy recipes for good eats.

For more details about Green Weekend and other upcoming NUVALI events visit [www.nuvali.ph](http://www.nuvali.ph) or call 0917-5-ASK-NUV (275-688).

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# Brigada Eskwela



JUNE 2010

## Ayala CEOs

### build houses for relocated families

AC Chairman Jaime Augusto Zobel de Ayala (JAZA) and ALI Chairman Fernando Zobel de Ayala (FZA) led top executives of the Ayala Group of companies in laying the initial frameworks for building 175 homes in Calauan Laguna to be awarded to Pasig River relocatees.

As announced to the public last year, the Ayala Group will support efforts to rehabilitate the Pasig River through ABS CBN Foundation's Kapit Bisig para sa Ilog Pasig project. This aims to provide hundreds of families living along the Pasig River with new homes in a safer and more suitable location while various environmental cures are being undertaken for the dying river. For close to two decades now, the number of illegal settlers living along the riverbanks has grown increasingly and has added to the degradation of the city's primary waterway.

"The Kapit Bisig para sa Ilog Pasig project is a huge project that only a multi-sectoral collaboration can manage because it needs a full range of solutions from housing, livelihood, clean water, to health services, education, sanitation and waste management. The Pasig River represents an opportunity for a new approach in thinking towards such a critical resource. I have decided to get involved both personally and through the companies I work with, in the relocation efforts for the people living in the banks of the river... I believe that with everyone's committed assistance, we can bring this river back to life again," said FZA during his speech in last year's AD Congress where he was the keynote speaker.

A total of 175 houses will be built by the Ayala Group on the 12-hectare land in Calauan Laguna owned by the national government. It is quite meaningful for the conglomerate since it celebrated its 175th Anniversary in 2009.

The Ayala Group engaged Habitat for Humanity for this project as it shares similar social development goals with the conglomerate. It is not ALI's first time to tie-up with Habitat for Humanity. In 2007, many ALI employees joined community members, beneficiaries, and other volunteers in constructing economic houses for families living in the Tondo and Canlubang areas.

To initiate the Calauan project, the CEO's and Senior Management Team of the Ayala Group – AC, ALI, AFI, MWC, BPI, IMI and Globe- went to the project site last April 23 to launch the Ayala Build project. The heat of the sun did not stop the gung-ho Ayala troop from installing the initial frames that will hold the houses together. JAZA and FZA were very focused on the work at hand. They were joined by other CEO's including Ernest Cu of Globe, Art Tan of IMI, and Gigi Montinola of BPI. FZA came with Mrs. Kitkat Zobel who did her share of the workload together with other spirited women.

Apart from building the houses, ALI will play an active role in ensuring that the families relocated in Calauan will enjoy a much improved way of living by providing work and livelihood opportunities that will keep them from returning to their impoverished situation in the city.

You know you have the heart of a volunteer when you:

1. Go beyond your comfort zone to help others.
2. Are compelled to share your blessings to the less fortunate.
3. See things through the eyes of those who need help the most.

By Zarah Hernaez





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By Zarah Hernandez



## Hero orphans benefit from company program

Ayala Land (ALI) recently turned over funds raised through an internal corporate program to Hero Foundation Inc., a non-profit organization providing financial support to orphaned families of military personnel.

For two years now, Hero Foundation has been the beneficiary of the ALI Human Resources' project "Hero Donation Cards" wherein employees are encouraged to give special Hero Christmas cards as gifts to family and friends instead of the usual tokens. It also encourages various company departments to send out Hero cards as gifts to customers and corporate partners.

The donation was handed over to HERO Foundation's Executive Director General Renato Garcia by Ayala Land President and CEO Antonino Aquino. They were joined by General Roberto Manlongat, ALI Vice President Jun V. Bisnar, ALI Vice President and Human Resources Group Head Pinky T. Ruiz, ALI Vice President and Treasury Head Augusto Bengzon, and ALI Corporate Communications Head Jorge T. Marco.



Ayala Land continues to support HERO Foundation and considers the organization's close to 1,000 scholars as a regular beneficiary of its corporate programs. Children of Filipino soldiers who are either killed in action or incapacitated for life use HERO's assistance for educational needs beyond their school tuition fees. These could be school supplies, transportation, and meals which are basic daily necessities for students. The lack of pocket money, in fact, has been reported to be the top-most reason for dropping out of school.

HERO Foundation was formed in 1987 by former president Corazon C. Aquino and then Executive Secretary Gen. Renato De Villa, who called on the business community to give back to the country's "heroes." Its mission is to improve the lives of orphaned families by ensuring that the children these soldiers left behind will get a proper education, become employable and eventually support their families.

## Rug-making boosts NUVALI Alay sa Komunidad efforts

### May pera sa basura.

This was discovered recently by members of the Pag-asa Vesta Plains (PVP) and Pangarap Neighborhood Association (PNA) communities in NUVALI where a group of industrious men and women, with the help of ALI, has started its own backyard rug-making business.

Recycling textile scraps and turning them into saleable rugs is NUVALI's latest Alay sa Komunidad – May Kabuhayan livelihood project following the successful paper-weaving and charcoal briquette-making projects initiated in the same communities last year.

In coordination with social enterprise Rugs to Riches (R2R), who is in charge of training some members of the community, NUVALI introduced the rug-making opportunity to supplement other ongoing programs. This hopes to involve and impact a greater number of people in PNA and PVP. Over 600 families live in the said communities.

"More than anything, we want to change mindsets among the members of the communities that we affect and that affect us. We want to equip them by giving them skills-training which

they can use to effectively improve their living conditions," said John Estacio, Operations Manager of NUVALI.

Currently, 40 people have been trained and will eventually be involved in the actual production of the rugs. Although production has not officially started, the community is expecting to produce close to 5,000 rugs per month.

ALI has also helped in linking the community to potential buyers. In fact, according to John, the demand for such a product is quite high.

The model for such an initiative is similar to that of NUVALI's basket-weaving and charcoal briquette-making efforts where sustainability or "green" objectives are aligned with economic or entrepreneurial goals.

Alay sa Komunidad is NUVALI's umbrella program for the various CSR initiatives that the company is offering neighboring communities. These programs include Alay sa Edukasyon, May Kabuhayan, Alay sa Kalusugan, and Akbay Barangay.

**Others: Vesta relocation groundbreaking**



### Kamusta na ang Tindahan natin?

For Mang Ajo and many of families who were relocated from Vesta, life has improved with the community cooperative set in place through the assistance of ALI. Their initiatives include the community sari-sari store, Tindahan Natin, which is now the exclusive distributor of Pepsi products in the area, a food catering service, basket weaving and charcoal-making, and rug-making.

### Mang Ajo shares:

Pangkabuhayan noon ay pansarili at kulang ang sistema. Ngayon ang pangkabuhayan ay hindi lang para sa isang pamilya kundi para sa lahat ng kasapi. May sistema rin itong pinairal at pinapatupad.

Pangarap namin na maalagaan, mapalago at mapadami ito dahil malaki ang tulong nito sa pamilya at komunidad. Halimbawa, pagmaunlad na ang pangkabuhayang katulad ng Tindahan Natin at napadami ito, andyan ang empleyado, paaral sa mga kasapi at ang tulong sa komunidad. Unang-una malaking tulong na sa mababang halaga binebenta ang mga produkto dito.

## Ayala Land switched off for Earth Hour, saved 8 mWh



Ayala Land Inc. (ALI) saved a whopping 7,612 kWh of electricity as it joined the whole world for Earth Hour 2010 last March 27 with a variety of “switch-off” events at its malls and facilities around the country.

This is equivalent to 4,056 kilograms of CO2e (carbon dioxide emissions) not discharged during that hour. This year’s savings topped last year’s results by 30 percent due to the increased participation among ALI-managed properties and its occupants.

“Initiating these types of activities and supporting campaigns that have a huge impact on our planet and our future reflects our commitment to environmental stewardship and going all-out for sustainability,” said Jorge Marco, ALI’s Head of Corporate Communications. “Earth Hour sends an important message in the fight against global warming and we all need to get involved in that effort.”

Erick Calupe, Associate Director for Residential Group of Ayala Property Management Corporation (APMC), said awareness programs such as conducting seminars and issuing circulars about the environment, as well as events such as The Ayala Recyclables Fair and tree planting sessions, are just some ways to engage public participation.

“As property managers, environment protection is part of our daily opera-

tions. Anything and everything we do impacts on the environment and we make sure that we don’t contribute further to its degradation but rather contribute to its longer existence,” Calupe said.

At the Ayala Triangle Gardens, the Makati City Department of Environmental Services in cooperation with ALI, Ayala Foundation Inc., Manila Water Company, and WWF-Philippines hosted the Earth Hour program featuring song and dance numbers from various community organizations. The highlight of the program was the ceremonial “switch off” of lights by the buildings surrounding the gardens and around the Makati CBD.

At the Ayala Malls, stores actively participated in Earth Hour and partially closed their lights between 8:30 and 9:30 in the evening.

Glorietta 4 Park in Makati held a live concert featuring bossanova artist Sitti to boost public awareness for the global campaign, while light jugglers and the Tribu Carlota band brightened up Trinoma in Quezon City.

Candle-lit paper bags, meanwhile, surrounded the garden for a serene ambience at MarQueue in Pampanga.

Other ALI properties, including residential communities and office buildings, participated in turning lights and major appliances off during Earth Hour.

## ALI paints Ayala Ave Clean!

More and more products that benefit people and the environment are now being made available by responsible companies. Our employees got to use one such product during this year’s Earth Day celebration.

A unique, earth-friendly activity called Paint Ayala Ave Clean was recently held as part of the line up of activities for Earth Day.

An estimated 200 enthusiastic employee-volunteers from the Ayala group of companies and the Department of Environmental Services (DES) of the Makati City government painted the walls of the underpasses along Ayala Avenue with Boysen’s latest innovation – Knoxout (Air Cleaning) Paint. The product contains certain chemical components that when activated by sunlight breakdown air pollutants such as nitrogen oxides.

Excited to try the new product and to make sure pedestrians benefit from this air-cleaning paint, volunteers from ALP, AMG, ALVEO, APMC and MDC, together with lovable ALLigator, walked to their assigned wall in front of Insular building and painted away.

AFI Executive Director and COO of Ayala Foundation Inc. (AFI), one of the conglomerate’s staunch drivers of “green” living and sustainable development, expressed his thanks to everyone who participated in the event.

“Our decision to take care of the environment may probably be one of the most significant lifestyle decisions we will be making in our lifetimes. From the way we conduct our lives at home to the way we operate in our work spaces, design and build our buildings and products, and carry out our services, we will have some impact on the environment. The most important thing we can do is to recognize that and make the necessary adjustments in our lifestyles to be able to take care of the earth much better,” said Mr. Luz.

The Paint Ayala Ave Clean activity was held in tandem with Makati’s yearly anti-air pollution program Tigil Buga, which is a rally for motorists cruising along Ayala Avenue to switch off their engines for one full minute as a stand for the environment. Volunteers waved giant, hand-shaped sign boards and marched in the middle of Ayala Avenue to participate in this event.

The event was organized by the Ayala Foundation in cooperation with the Ayala Group of Companies, the Makati City Department of Environmental Services (DES), and Boysen Paints, who sponsored all the paint required for the activity.

Both activities sparked off a whole week of Earth Day action in Makati which also includes a tree planting activity that aims to keep the city clean and “green.”



AR-SR  
Combined



# Ayala group plants 3,000 trees



"This is a great opportunity for our companies to follow through our commitment in improving the lives of more people. We have to continue to be pro-active in initiating these activities so that more people will be involved in protecting the environment. NUVALI is Ayala Land's biggest effort in sustainable development. We hope to continue to be the preferred place for activities such as these," said Mr. Aquino.

Six hundred employee volunteers from The Ayala Group of Companies converged at the 1,700-hectare NUVALI in Laguna to plant 3,000 trees as its first major environmental engagement for 2010. The activity came at the heels of the conglomerate's first Sustainability Summit held last November where the triple-bottom line approach to sustainability was underscored. This approach has given the Ayala companies a stronger resolve to synergize on actionable goals that promote the three vital components of sustainability - social development, environment protection and economic growth.

The 1st Ayala Group Tree-Planting engaged employees from Ayala Corporation, Globe, Bank of the Philippine Island (BPI), Integrated Micro-electronics Inc. (IMI), Manila Water, Ayala Automotive and Ayala Land, with each employee planting three to five tree saplings. The activity kicked off NUVALI's Corporate Tree-Planting

program which aims to plant a total 200,000 trees along a 17 kilometer stretch of open area. The event also jumpstarts a slew of volunteer and social development programs that the various Ayala companies will engage in as one group.

Ten plant species were planted in the area. These were Molave, Kalumpit, Pagsahingín, Igyo, Kusebeng, Palawan Cherry, Mango, Palo Maria, Harpullia and Balitbitan. The tree species were carefully chosen as these are best-suited for the area. The chosen trees are sturdy and hardwood types that are ideal for urban forestry. The Molave, in particular, is known for its resilience being one of the hardest woods among tree species. The Palawan Cherry, on the other hand, takes on an ornamental character especially when its flowers are in full bloom. The trees were planted in a 7-hectare area of NUVALI which is Ayala Land's largest eco-friendly community in South of Metro Manila. The area will add to the

numerous patches of greens within the project and will hopefully become another bird sanctuary. NUVALI, in fact, has recently been frequented by bird watchers.

Before the volunteers were transported to the tree-planting site, Ayala Land CEO Antonino Aquino welcomed everyone to the event.

Afterward, a briefing on the proper way to plant trees was conducted by NUVALI resident horticulturists. This was followed by a ceremonial tree planting by representatives from the participating Ayala companies. The first six saplings were planted by representatives from the Ayala Group of Companies, including (from left to right) Ben Chng, Senior Managing Director (Singapore) of IMI, Cy Shong, Managing Director (China) of IMI, Ronald Goseco, Head of Logistics and Administration Group of Globe, Toti Barcelon, COO and Senior Managing Director for Global Operations and

Baby Nuesa, CFO and Senior Managing Director for Corporate Resources of IMI, John Philip Orbeta, Director for Human Resources of Ayala Corporation, Ruel Maranan, Group Director - Operations and Project Delivery and Frank Beaumont, Group Director - Operations and Project Delivery of Manila Water, and Antonino T. Aquino, President and CEO of Ayala Land Inc.

On the way to the tree planting site, Ayala Land employees were happy to see that many of the trees they planted in previous years have grown bigger. This year, with the involvement of other Ayala companies' and with more hands plowing the ground, a greater number of trees will grow and a greener neighborhood will be nurtured.

Leave space for a feature on the ALI NURSERY  
And a side bar on "What you did not know about the Mahogany"



**What you didn't know about the Mahogany trees in Makiling**  
According to our very own horticulturist Mike Asinas, the Mahogany tree which is known for its hardwood qualities and is popularly used for furniture-making, is not a very "sustainable" tree. In fact, Mahogany plantations are considered "green deserts" by many scientists because these inhibit the growth and existence of other flora and create an imbalanced ecosystem.

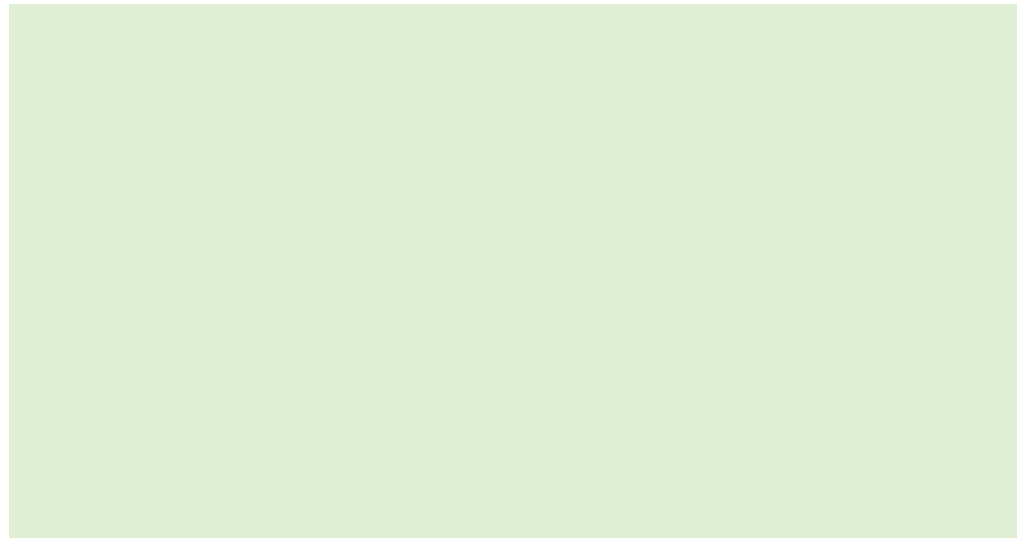
"The seeds of the mahogany tree contain a chemical that has been proven to be harmful to other tree species around it. When these are blown to the ground, the soil becomes inhospitable to other plants. Apart from this, the leaves of the Mahogany are bitter and do not appeal to birds and other wildlife as food," shares Mike.

Mahogany was initially propagated in the Mount Makiling forest of Laguna in the early 1900s. As these trees have germinated and propagated quite easily and had become a thick plantation, many native species in the area have ceased to exist.

This is why Ayala Land encourages planting local tree species in its projects. Many of these native trees are sturdy, provide necessary shade and, more importantly, promote biodiversity.

In January this year, the ALI employees planted ten local plant species in NUVALI during the Ayala Group tree planting activity. These were Molave, Kalumpit, Pagsahingín, Igyo, Kusebeng, Palawan Cherry, Mango, Palo Maria, Harpullia and Balitbitan.





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**Bring GREEN home!**  
Inspired by the Garden roof deck at Market! Market! which was recently awarded by the ..... the ..... award for this ingenious first step in the field of urban agriculture , we thought you might be interested to start a vegetable garden at home.  
  
It will be a great way to share the joy of growing and nurturing "green" to your family, especially your kids. Start this project with them and take the chance to impart the value of going green and what sustainability could mean for them and the future generation.  
  
**Here's how the fun works...**  
  
Take a photo of you and a family member planting the seeds together and submit the photo to [ourplacefeedback@ayalaland.com.ph](mailto:ourplacefeedback@ayalaland.com.ph) and get a chance to win CINEMA TICKETS!  
  
And more...

The type of seed in this pouch is the very nutritious Okra.  
  
Take a photo of your vegetable garden or plant as soon as you see green sprouting and submit the photo [ourplacefeedback@ayalaland.com.ph](mailto:ourplacefeedback@ayalaland.com.ph) and get a chance to an EGC with P5,000 worth of credits!  
  
GO GROW this vegetable. Here's how:  
1. On a pot (preferably rectangular) or a garden plot, take a seed and plant it half an inch deep into the soil (you can buy good quality soil if you wish at any gardening store). If you are planting in a larger area, plant Okra seeds in rows a feet or two apart.  
2. Okra plants grow well in warm weather so plant the seeds where these can get full sunlight.  
3. Water the plants moderately.  
It takes almost two months for the plants to reach maturity. The moment it produces seed pods of 3 to 4 inches long, harvest them immediately to encourage it to grow more pods.

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