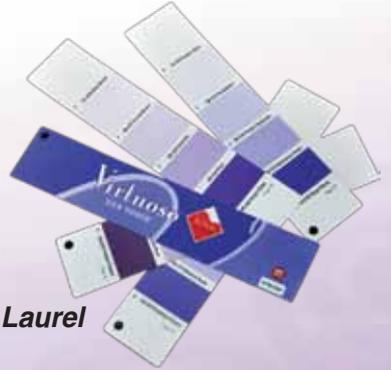




The Feng Shui Color of 2011

by Gretchen Laurel



What do Da Vinci, Cleopatra, and 75% of young children have in common?

Well, all of them favor purple over any other color in the spectrum. Da Vinci liked it because he believed that meditating under a purple-colored light improved meditation by a factor of 10; Cleopatra thought it brought out her beauty; and little children think that purple is happy and bright.

This 2011, they're not the only ones who can bask in this shade, as the experts deem it to be the luckiest color of them all in the Year of the Rabbit. The ancient science of Feng Shui says that colors are important because they determine the energy patterns and overall ambience of the home. Feng Shui practitioners and the color experts from **Pacific Paints (Boysen) Philippines, Inc.** share the top reasons why you should surround yourself with 2011's royal color of fortune:

Purple can help you with your finances

Being the color of extremely deep water (which means wealth in Feng Shui), purple is considered the ultimate color of prosperity. Wearing purple shirts or ties is a must for salesmen and bankers, whereas painting the southeast wall or corner of the living room a royal purple color is a good way to enhance business opportunities.

Purple can help your children become more creative and successful

Thinking of repainting your child's play room or activity area? Then you should consider the color purple. Aside from being considered attractive by most young children, purple is also believed to enhance children's imagination. Want to inspire creativity in your child? Paint his or her bedroom's west wall purple. Is your child a burgeoning artist or actor craving recognition? Paint his or her bedroom's south wall purple to boost their chances of being noticed.

Purple helps you gain recognition

Purple is the color most associated with royalty and power—and even the practice of Feng Shui concurs with this. Being a 'power color,' purple should be added to the south wall of business establishments for added prestige and power. Business owners are especially encouraged to practice this.

Purple can help you attain peace, wisdom, and growth

As posited by one of history's greatest thinkers, Leonardo da Vinci, purple enhances meditation by clearing the mind. So to make the most of your personal "me-time," paint your places of sanctuary—like prayer rooms or meditation rooms—with this color.

With its spectrum of colors and Feng Shui associations, **Boysen® Paints** lets you channel positive energy inside your home with its quality paint colors that come in different styles and are suitable for different home materials. Choose the paint colors that best fit your needs and start the year of the Rabbit right!

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Hongkong: Eco Expo Asia 2010

The 2010 Eco Expo Asia organized by the Hong Kong Trade Development Council (HKTDC) was held in AsiaWorld-Expo Hong Kong from 3 – 6 November, 2010. The theme “Business Solutions to Climate Change” was aptly stated as a response to the worldwide agenda on climate change.

As the only Filipino company that joined the exhibition with a very unique product of its kind, Boysen Paints was able to attract much attention from visitors coming from Mainland China, USA, Australia, and other countries from Europe and Latin America. A lot of dealership inquiries were generated from the same.

The event opened doors for **Boysen® KNOxOUT™** to be used in upcoming projects in the region as architects, developers, and contractors have expressed keen interest. The exhibit is focused on air quality, energy efficiency, waste management, and eco-friendly products available in today’s market.



Singapore: BAQ 2010 Convention

BAQ 2010 was organized by the Clean Air Initiative for Asian Cities (CAI-Asia) in partnership with the National Environment Agency, Land Transport Authority, Singapore Exhibition and Convention Bureau, Asian Development Bank and The World Bank.

The convention was held in Singapore from November 9 to 11, 2010 at the Suntec Singapore International Convention & Exhibition Centre. **Boysen VP Mr. Johnson Ongking** and Cristal Global’s Mr. Brian Pickett together presented **Boysen® KNOxOUT™** during the breakout session that gathered much curiosity and excitement from air quality experts around the world.

Boysen® was one of the corporate sponsors of the event that drew a total of 550 delegates from 35 different countries.





Taiwan:
Taiwan International Building,
Construction & Decoration Exhibition

The Taipei International Building, Construction & Decoration Exhibition opened in Taipei World Trade Center Taipei Taiwan (China) on 16 Dec 2010, up to 19 Dec 2010. The event, held by Supperline International Enterprise Co. Limited - a professional trade show organizer, showcased the latest products, service, and trends in the industry. This event was made possible through **Boysen's** collaboration with Unicoat Enterprises, a paint company based in Kaohsiung, Taiwan, which specializes in floor coatings. **Boysen® KNOxOUT™** is geared to complement their current product line. With a very good response from the exhibition visitors, Unicoat has already placed an initial order of a container-load of **Boysen® KNOxOUT™** signaling the start of an air cleaning revolution in Taiwan. 🗑️





ACI Wins GKK Awards

Atlantic Coatings, Inc. recently received one of the prestigious awards in the field of occupational safety and health,- the Gawad Kaligtasan at Kalusugan (GKK) as an institution and **Gretchen A. Fontejon** was awarded the DOLE Secretary's Award together with Dr. Onesimo Panaligan (Team Energy Sual) and Engr. Jose Tabanda, Jr. (Hedcor, Inc. -Benguet).

*"I am really proud of **ACI** receiving the GKK Award, said **Johnson Ongking**, vice president of **Atlantic Coatings, Inc.** To be recognized by DOLE as one of the best Filipino companies in occupational health and safety really shows how committed the **ACI** Family is in achieving excellence in all aspects of its operation. It's an outstanding recognition and I congratulate the whole **ACI** Family."*

*"Special congratulations to **Gretchen Fontejon** for receiving the GKK DOLE Secretary's Award, we are very fortunate to have one of the nation's best occupational health and safety practitioners in the **Boysen Family**", Mr. Ongking added.*

The Gawad Kaligtasan at Kalusugan (GKK) is a national award given bi-annually by the Department of Labor and Employment (DOLE) in recognition of outstanding achievements and best practices of establishments and individuals on seven (7) aspects in OSH: safety control and emergency preparedness; industrial hygiene and occupational health programs; environmental protection, community relations and social accountability programs; capability building on occupational safety and health (OSH); OSH management system and international safety rating systems; and OSH indicators and green productivity. The GKK is a component of the Zero Accident Program, one of the flagship programs of DOLE spearheaded by the Occupational Safety and Health Center (OSHC).

Initially there were 51 entries from all over the country, 3 companies and 3 individuals received the GKK DOLE Secretary's Award, 12 other companies received the GKK Institutional Award and six employees received the GKK Individual Award. There were also four Recognition Awardees and an entry from the informal sector received a special award.

Each entry underwent a three-phase selection process. Forms and supporting papers were reviewed by OSHC staff which resulted in a shortlist of companies and individuals. Representatives from OSHC, Regional OSH Networks and DOLE Regional Offices visited the shortlisted entries for an on-site verification of the documents they submitted. Judges from DOLE, Employers' Confederation of the Philippines (ECOP), Trade Union of the Philippines and Allied Services (TUPAS) and OSHC determined the winners.



From L to R : **Dr. Teresita D. Cucuenco**, OSHC Executive Director, **Mr. Roland Moya**, Deputy Director General Employers Confederation of Philippines, **Rosalinda D. Baldoz** - DOLE Secretary, **Engr. Gretchen A. Fontejon** - GKK DOLE Secretary's Awardee, **Engr. Micaela Laila A. Flores** - ACI Plant Manager, **Mr. Johnson D. Ongking** - VP for Production, **Atty. Lourdes M. Trasmonte** - DOLE Undersecretary, **Mr. Vladimir R. Tupaz** -President, Trade Union of the Philippines and Allied Services (TUPAS)

Last December 2010, **Atlantic Coatings, Inc** also received the Safety Milestone (SMILE) Recognition Award from the Department of Labor and Employment- Bureau of Working Condition (DOLE-BWC). The said recognition is given to deserving companies that achieved Zero Lost Accident for a certain period of time.



From L to R : **Dir. Atty. Brenda L. Villafuerte**, Bureau of Working Condition (BWC), **Micaela Laila A. Flores**, Plant Manager, **Usec. Lourdes M. Trasmonte**, DOLE Undersecretary, **Gretchen A. Fontejon**, EHS Manager.

ACI Awarded DENR Seal of Approval for 2010

Atlantic Coatings, Inc. (ACI) once again brought golden prestige by being only one of two homegrown Filipino companies to receive the DENR Seal of Approval for the year 2010. The government is imposing a more relaxed regulation and is granting a faster process for obtaining environmental compliance certificates (ECC) to 16 companies found to have exceeded government's expectation in environmental compliance.

The first eight awardees are AMKOR Technology, Inc. (Biñan, Laguna); AMKOR Technology, Inc. (Muntinlupa City); **Atlantic Coatings, Inc.** (Trece Martires City, Cavite); Coca-Cola Bottlers Philippines Inc. (Ilgan, Isabela); Kraft Foods Philippines (Sucat, Parañaque); Nestle North Distribution Center (Meycauyan, Bulacan); Nestle South Distribution Center (Calamba, Laguna); PSI Technologies, Inc. (Taguig City).

The Department of Environment and Natural Resources (DENR) has recognized these companies for having complied with all environmental laws and for having been free from any single case against them filed by anyone with the Pollution Adjudication Board.

KATAPATAN

Binabati namin kayo sa inyong katapatan dahil isinauli ninyo ang bagay/pera na hindi sa inyo. Sana'y magsilbi kayong inspirasyon sa mga kasamahan natin sa ating kumpanya. Mapalad ang kumpanya dahil bahagi kayo ng **BOYSEN FAMILY!**

Connie Agunod
Elorde Balingbing

Jun Borja

Ruben Dagdag

Violy de Leon

Frailan Dineros

Jommar Rosario

Ronald Tolentino

Raymond Opolinto

Fresh Paint: A New Start for the New Year

by Engr. Cris Moreno

With the New Year comes another fresh outlook in life. A typical cliché when another year unfolds. People tend to create new perspectives in life.

A fresh coat of paint jives with the turn of the year by bringing a spanking aura to any living space. Here are five ideas in case you decide to strike the brush on that wall this 2011:

1. No More Plain Jane

Tired of the one-dimensional color? Liven up your walls this year with the **Boysen® Decoré™** product line. It simulates the complex and distinct decorative finish of European designs right at your own home. Choose from **Boysen® Decoré™ Classic** (creates a flat faux-finish look), **Boysen® Decoré™ Suede** (evokes the stylish look and luxurious feel of brushed suede leather) or **Boysen® Decoré™ Perlescente** (metallic faux-finish design) with their respective array of patterns to choose from. Your walls will no longer look dull, exuding elegance and style this year.

2. Marble Jumble

The elegance of Italian marble can now be achieved with **Boysen® Marmorino™**. Chipping off marble to space while chipping off sums of money from your budget is no longer a problem with this innovative product. The lime-based, zero VOC, decorative marble finish has antibacterial properties and is watertight. If you desire that Italian marble appearance, accent your interior walls with **Boysen® Marmorino™**!

3. Toughen Up

With the promise of more rainfall this year, it is never bad to be extra cautious. As early as now waterproof your

surfaces from the onslaught of bad weather. For maximum strength, **Boysen® Plexibond™** Cementitious Waterproofing System, disperses liquid upon contact and prevents water seepage when applied on bare horizontal and vertical substrates. For high-rise buildings and mega structures, **Boysen® Elasti-kote™** Elastomeric Wall Covering provides 100% elastomeric waterproofing by bridging hairline cracks and crevices on concrete walls. In 2011, when the going gets tough, the tough gets going with **Boysen's** array of waterproofing solutions!

4. The Ever Changing Hue

Feeling assertive this year? Whatever your mood is, **Boysen®** has just the complementing color. With a wide palette of colors to choose from our **Mix-&-Match™** in-store tinting outlets located nationwide, you will definitely have a mood-compatible shade while-you-wait!

5. Go Green in 2011

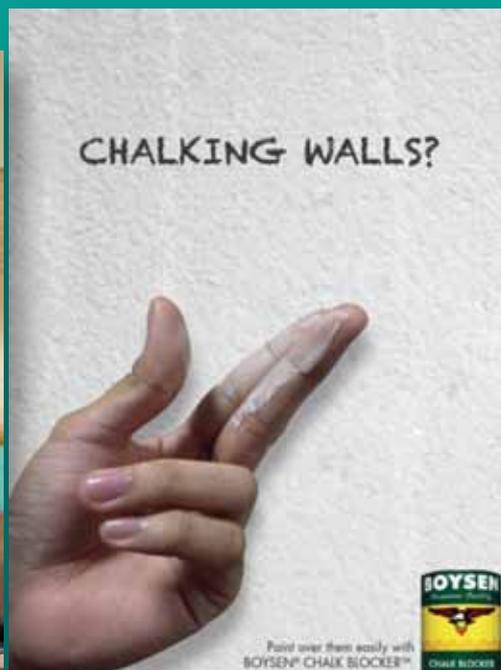
Why not paint with Mother Earth in mind? Imagine giving a new look to your walls while saving the environment at the same time! Much like hitting double jackpots in a single bet! Paint with **Boysen® KNOxOUT™** and help clean the air from harmful noxious gases. **Boysen® Permacoat™** Latex, **Boysen® Healthy Home™** Antibacterial Odor-less Latex, **Virtuoso™** Silk Touch™, and **Boysen® Ecoprimer™** complies with the VOC (volatile organic compounds) requirements of most green label standards.

Whatever the year 2011 holds, **Boysen® Paints** will continue to add color to our lives through quality, innovative, and environment-friendly products. May we all have a prosperous and colorful year ahead! 🎨

Boysen® New Products:



Boysen® Eco-Primer™
Eco-friendly Acrylic Waterbased Primer



Boysen® ChalkBlocker™
Eco-friendly Acrylic Waterbased
Masonry Surface Conditioner



Boysen® Matte Shield™
Acrylic Waterbased Clear Matte Coating

HABIT II- BEGIN WITH THE END IN MIND

“To begin with the end in mind means to start with a clear understanding of your destination.”

-Stephen Covey-

There might be things that are beyond our control, as life takes its natural course, but proactive people don't just sit down and wait for things to happen, they make things happen. We all have the power to create the kind of life we want to have.



Begin with the end in mind is the paradigm that all things are created twice, the mental then the physical – a recipe first before a delicious dish; a blueprint before a building. Creating the life we want to have requires a clear understanding of what is truly important to us. If you have attended Stephen Covey's 7 Habits of Highly Effective People Seminar, one activity included is writing your Personal Mission Statement. Covey said that a personal mission statement defines the values and principles that will be followed in our day-to day activities and long-term planning. Covey asks participants to identify their roles and relationships in life and what they want to accomplish in those roles.

An example of a role might be: mother. You might have a long-term goal of being the best mother imaginable. Other roles may be – friend, son, brother, teacher, community developer, etc. Since the list of roles is endless, you can focus on just seven (7) roles. For each role, think of the things that you want people to say about you. This will help you set your long-term and short-term goals.

Habit 2 is also based on principles of personal leadership, which means that leadership is the first creation.

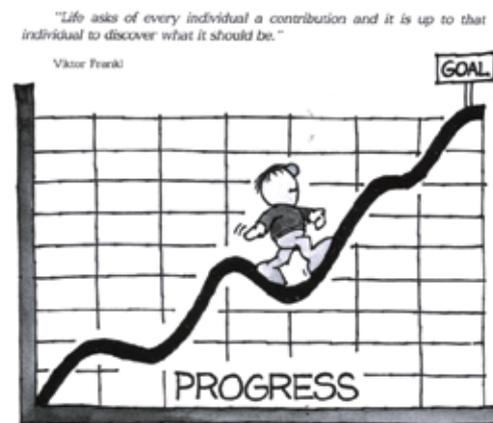
Management is the second creation. Management is doing things right, leadership is doing the right things. Often people get into managing with efficiency, setting and achieving goals before they have even clarified values.

Stephen Covey has a list of recommended activities for implementing this habit. Two of them are:

1. Look carefully at your list of values and principles. Does a pattern emerge? Is this really the person that you are? Or want to be?
2. Identify a project that you have coming up. Apply the principle of visualizing the final outcome. Write down the results that you desire and the steps that you need to take to achieve those results.

Writing our Personal Mission statement is actually a journey of self-awareness and self –discovery.

Jeremy Neo, recommends this activity: “Close your eyes and allow yourself to relax. Allow yourself to be transported 5 years into the future. I want you to see yourself. See what you're doing, see how people around you are treating you, see what kind of an apartment you're living in, the kind of relationships you have – with your family, friends, neighbors, and colleagues. With that picture in mind, allow yourself to come back to present time.



What must you do now to reach what you saw in 5 years time?

Do you have the answer to that question? If you have a clear picture of what you have to do now, good for you! If you only have a rough idea, give yourself more time to think about it. It is after all a decision that will impact your life forever!”

If you already have your Personal Mission Statement, now is the time to revisit it. Reviewing it inspires us and reminds us of the important things in our life that we want to focus on so that we can include them in our weekly plans.

Mission and vision statements are complementary to each other. Vision statements show us an idealized description of our ultimate destination, while mission statements represent our chosen paths to get there.

Our mission statement is not cast in stone. It will continue to change and evolve as we gain insights about ourselves and what we want out of each part of our life. We can design the kind of life we want – our very own masterpiece.

“A mission statement doesn't have to be some big formal document. It can even be a word or a phrase or something creative and entirely different such as an image or symbol.”

“A Family Mission Statement, why not?”
Together with the members of your family, you can create a Family Mission Statement. Here are some family meeting questions to help you do it.

- Think of a happy family – What makes them happy?
- Think of an unhappy family – What makes them unhappy?
- What I like about our family?
- What do we need to avoid in our family?
- My ideal family would be ...
- I think we were given each other so that ...

References:

- <http://GeordieAbroad.com>
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- Always Begin with the End in Mind by Jeremy Neo
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- Being Happy by Andrew Matthews
- Google.com

Editor's Note



For your comments, suggestions and contributions email us at boysenbrush@gmail.com