



More Medals for Boysen's Flower Series

Re-count: The Philippines wins four medals at 2010 New York Festivals Advertising Awards



PRINT - BRONZE
TBWA Santiago Mangada Puno
"Lily" Boysen Paint



PRINT - SILVER
TBWA Santiago Mangada Puno
"Violet" Boysen Paint



ART & TECHNIQUE - BRONZE
TBWA Santiago Mangada Puno
"Orchid" Boysen Paint

PHILIPPINES, AUGUST 17, 2010 - Although the Gold World Medal remained elusive, the Philippines had metal to take home: one Silver and three Bronze medals at the New York Festivals International Advertising Awards last June. TBWA Santiago Mangada Puno's Flower Series for **Boysen Paint** continued its winning streak with a Silver for "Violet" in Print, and Bronzes in Print for "Lily" and in Art & Technique for "Orchid".

Executive Creative Director:
Melvin Mangada
Creative Director/Art Director:
Manuel Villafania
Creative Director/Writer: Bryan Siy
Art Director: Denise Tee
Photographer: G-nie Arambulo
Print Producer: May Dalisay
Final Artist: Romar Quiroz
Account Director: Kara Filamor

PHILIPPINE FINALISTS

OUTDOOR

TBWA Santiago Mangada Puno
"Orchid" **Boysen Paint**

PRINT

TBWA Santiago Mangada Puno
"Hibiscus" **Boysen Paint**
TBWA Santiago Mangada Puno
"Orchid" **Boysen Paint**

ART & TECHNIQUE

TBWA Santiago Mangada Puno
"Hibiscus" **Boysen Paint**
TBWA Santiago Mangada Puno
"Lily" **Boysen Paint**
TBWA Santiago Mangada Puno
"Orchid" **Boysen Paint**

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BOYSEN OLYMPICS 2010

by Engr. Eileen Grace L. Lui

Pacific Paint (Boysen) Philippines Inc. (PPBPI) held its annual Boysen Olympics last July 31, 2010 at Amoranto Sports Complex, with the theme "Strengthening our Commitment to Service and Quality through Athletic Achievements and Aspirations".

The day started with an invocation followed by an opening remark from **Mr. Justin Ongsue**. The Production Engineers and Staff led the warm-up exercise. Drizzle did not stop the participants in the morning events of marathon, obstacle course, tug-of-war, swimming and basketball shoot-out.

The fun continued with the Cheering Competition by all the teams: **Titan[®]**, **Roofgard[®]**, **Konstrukt[®]**, **Permacoat[®]**, **Nation[®]** and **Virtuoso[®]**; after which the group of Sales, Accounting and Warehouse presented a dance number and the Marketing Band serenaded the PPBPI family while having lunch. New parlor games were introduced like wood walker, egg relay and turnover.

Mr. Johnson Ongking awarded the winners and gave the closing remarks. Time was too short to get to know everyone but this worthwhile activity is certainly one of the most anticipated company events every year. 🏆



Events

RUNNING	
TEAM	Rank
Titan	1st
Permacoat	1st
Konstrukt	2nd
Roofgard	3rd

SWIMMING	
TEAM	Rank
Virtuoso	1st
Titan	2nd
Permacoat	3rd
Nation	3rd

BASKETBALL	
TEAM	Rank
Nation	1st
Permacoat	2nd
Titan	3rd
Konstrukt	3rd

TUG OF WAR / OBSTACLE COURSE	
TEAM	Rank
Permacoat	1st
Nation	2nd
Virtuoso	2nd
Roofgard	3rd

PARLOR GAMES	
TEAM	Rank
Nation	1st
Titan	2nd
Virtuoso	3rd

CHEERING	
TEAM	Rank
Nation	1st
Permacoat	2nd
Titan	3rd

OVER-ALL CHAMPIONS

TEAM	RANK
Titan	1st
Permacoat	2nd
Nation	3rd

BOYSEN and PRC Honors Top Ten New Architects

June 2010 Batch

August 2, 2010
Shangri-la Hotel Makati



The PRC Board of Architecture, **Boysen Paints**, and distinguished professionals of the practice assembled to welcome the top ten board passers of the recent licensure examinations for architects. Listed below are the recipients of the award.

- 1st Architect Shamcey Gurrea Supsup
University of the Philippines-Diliman
- 2nd Architect Alvin Dela Cruz Dimalanta
University of the Philippines-Diliman
- 3rd Architect Francis Gonzaga Lanuza
University of the Philippines-Diliman
- 4th Architect Jared Aaron Remias Cruz
Pamantasan ng Lungsod ng Maynila
- 5th Architect Jeremy Roy Aurora Sanchez
University of the Philippines-Mindanao
- 6th Architect Joana Lisa Reyes Dungca
University of the Philippines-Diliman
- 7th Architect Christian Immanuel Ducante Cruz
University of the Philippines-Diliman
- 7th Architect Nerelyn Sausa Montuya
University of the Philippines-Diliman
- 8th Architect Marquel Ruloma Macaballug
University of the Philippines-Diliman
- 8th Architect Neil Andrew Uy Menjares
University of San Carlos
- 9th Architect Astin Go Lee
University of Santo Tomas
- 10th Architect Mark Deo Layosa Mostoles
University of the Philippines-Diliman

This season's inspirational message came from National Artist, Architect Francisco "Bobby" Mañosa. PRC Board of Architecture Chairman, Hon. Architect Armando N. Alli, FUAP was the guest of honor. 🖌️



Children Comes First

by: Engr. John Paul Alteza

Toril, Davao City, September 25, 2010 – PICE Davao Chapter, Inc. partnered with **Boysen Paints** to render community service to LOVE THE CHILDREN FOUNDATION in Brgy. Marapangi. The foundation started in 1999 with Mr. & Mrs. Anton and Charito Chua. It aims "to provide a better alternative home aimed to develop the children's full potentials with the environment that is physically and socially conducive, emotionally and mentally supportive, culturally sensitive and spiritually rehabilitative that to the end they become God-fearing, morally upright, productive, healthy and useful citizens." Children not more than 4 years of age are their utmost priority. Right now, a total of 37 are given care. The foundation sought assistance for the rehabilitation and repainting of their shelters. A short program and party was also made in addition for the entertainment of the toddlers. 🖌️

Boysen Supports Efren Penaflorida's Kalingain Batang Mahirap Learning Center

By Jaymee Primavera



(L-R): Justin Ongsue, Timothy Uyecio and Johnson Ongking with 2009 CNN Hero of the Year, Efren Penaflorida.

Pacific Paint (Boysen) Philippines, Inc. donated paints for the 3-storey learning center built by Dynamic Teen Company, a youth oriented group co-founded by Efren Penaflorida, 2009 CNN Hero of the Year.

The Kalingain Batang Mahirap Learning Center, which embodies the goals and purposes of Kariton Klasrum, will serve as a halfway house for underprivileged children in Cavite and will provide them access to quality education. It will have classrooms, a conference room, library, toilet facilities and sleeping quarters.

Efren's team envisioned a healthy and environment friendly learning center and for this reason, chose **Boysen** products. **BOYSEN**®, the leading paint company is known to support programs and advocacies that help the environment and the community. 🖌️

Boysen Joins Bantay Kalikasan by Engr. Gretchen A. Fontejon



September 04, 2010, ACI Compound, Trece Martires City, Cavite – **Atlantic Coatings, Inc.** (ACI) continues to demonstrate commitment in protecting the environment by signing the Memorandum of Agreement (MOA) adopting the Bantay Langis and Bantay Baterya Project. The MOA signing is made in coordination with ABS-CBN Foundation's Bantay Kalikasan and business partners Genetron International Marketing and Philippine Recyclers, Inc.

Bantay Kalikasan, the environmental media program of ABS-CBN Foundation, Inc., created the Bantay Langis Project – an advocacy and media campaign to inform the public on the dangers of improper handling and disposal of used industrial and engine oil and the Bantay Baterya Project – an advocacy and media campaign to inform the public about the dangers of improper lead-acid battery disposal.

"The participation of **Atlantic Coatings Incorporated** has once again proven its true commitment to its corporate social responsibility by way of responsibly disposing its wastes. By so doing, the monetary value of its donated toxic wastes will go a long way in furthering Bantay Kalikasan's efforts toward environmental conservation and restoration" said Mr. John Paul Balayon, OIC Operations Manager of Bantay Kalikasan.

The Bantay Langis Project aims to recycle used oil that can save up to 90% of usable petroleum-based materials. It can also lower importation of oil to as much as 75% and can save as much as 25% in costs as an alternative fuel while the Bantay Baterya Project aims to collect used, junk lead-acid batteries for recycling into fresh raw materials for the production of new batteries and consequently, aid in the eradication of pollutants which harm human life and the environment.

The used oil and used battery donation scheme has a "do-the-environment-good" multiplier effect. The income generated from the donation is used to fund other Bantay Kalikasan environmental projects like "Save the La Mesa Watershed" Project, the Bantay Kalikasan Environmental Hotline (which takes reports of ecological problems and malpractices), the Magandang Pilipinas Ecotourism Project (which aims to establish sustainable communities in tourist sites in the Philippines), and the Pasig River Rehabilitation Project.



(L-R): **Gretchen A. Fontejon** - EHS Manager; **John Paul Baylon** – OIC Bantay Kalikasan; **Johnson D. Ongking** – VP Production; **Micaela Laila A. Flores** – Plant Manager; **Genovevo Sebastian** – President, Genetron International Marketing; **DJ Gregorio** – Project Officer Bantay Kalikasan and **Jocelyn T. Panen** – Marketing Officer and PCO, Genetron International Marketing

Basura Mo, Sagot Ko by Engr. Gretchen Fontejon



(L-R): **Gretchen Fontejon**-EHS Manager, **Councilor Koki Cunanan**-Chairman on Environment Trece Martires City, **Laila Flores**-Plant Manager, **Agnes Basilio**-Falcon Enterprises and **Honeylet Barbosa**-Environment Committee Chairman



June 2010 – **Atlantic Coatings, Inc.** launched the "Basura Mo, Sagot Ko" Recycling Program in celebration of the World Environment Day. It is one of the company's flagship programs that aims to encourage employees and their families to practice the 3R's (i.e., Reduce, Reuse, and Recycle). This includes proper waste segregation in their own homes to emphasize that wastes can still be profitable when properly segregated.

"With the lesson we experienced from the effects of Typhoon Ondoy, wherein all rivers and canals were clogged with plastic bags, it is about time we encourage the community to collect and segregate all the household garbage. In this way, we're not only helping the environment but we also make money out of garbage", said **Engineer Laila Flores**, plant manager of ACI.

The program also targets to provide assistance to local government units in complying with the requirements of RA 9003 otherwise popularly known as the Ecological Solid Waste Management Act of 2000. ACI employees, residents, neighboring companies, and local officials of Brgy. Hugo Perez along with accredited scrap buyers (Darwin Tristan Trading, OSCPJ Junkshop and Falcon Enterprises) participated in the said event. Councilor Koki Cunanan, Chairman for the Environment of Trece Martires City came to witness the event.

The Beauty of Permaplast + Wallguard

by Engr. Xavier Sol Villacruz



It has been three years since the JY Building, located in Lahug, Cebu City, was completed. It makes me smile whenever I look up and see how the **Konstrukt™ Permaplast™ + Boysen® Wallguard®** Paint System and the metal cladding look similar. Some people might not see the difference save for the dirt adhering to the composite panels.



This result proves to be no surprise. **Wallguard®** has been marked as a dirt-resisting paint right from the start. As for the cladding, try not cleaning your car for three years. Imagine that? 🖌️

They Are Painters

by Engr. Cris Moreno

Their hands get smudged in every brush stroke. Their meticulous eye sees to it that every detail is covered. Their audacity lifts them up, braving heights, adding hues to the urban landscape. Their hard work and skill creates masterpieces of both grand and simple spaces. **THEY ARE PAINTERS.**

Boysen® is proud of these unsung heroes of society. Without them our lives will lack the diversity of colors it has today. Their artistry realizes the designs of brilliant interior designers and architects.

One of today's sought after painting contractors is AC Trojan Industries. How did they start? How did they manage to thrive? Let us discover and dig deep into the life of a painter.

AC Trojan Industries was founded in 2000 and has been involved in a lot of high-rise painting works. Its proprietor, Mr. Armando Celis, started doing small paint jobs in 1985. "My very first job was a bungalow in Better Living, Paranaque. The contract amount was less than Php 5,000.00, labor and materials", stated Mr. Celis. The company has kept a long list of satisfied customers since.

What could be his strength? Apart from his skills, he personally attests to the product he applies.

"Since 1985, I have done numerous projects mostly using **Boysen®** products. I was given an accreditation certificate in 2004 and from there repainting high-rise building projects has been our specialty." he expounded.

According to him, **Boysen®** is renowned for quality as evidently preferred by construction professionals and end-users alike. "We adhere to a basic principle and that is customer satisfaction. By using **Boysen®** products, we can be sure of a lasting relationship with our clients", he continued. He also added the distinct advantage of having ready technical support. "Whenever I encounter inquiries from clients, I get the immediate response which we can relay to our customers."

Armando's testimony is only one of the many tales that has brought jobs and made entrepreneurs of countless Filipinos. AC Trojan Industries is part of the growing list of **Boysen's** accredited painting contractors. 🖌️

(from page 6) Be Proactive

Covey said that we need to work towards our desired outcomes rather than waiting for them just to "happen". We should have the initiative and responsibility to make things happen." We can't keep blaming other people for what is happening in our life.

According to Covey, "proactive people use proactive language --I choose I will, I prefer, etc. On the other hand, reactive people use reactive language--I must, If only, There's nothing I can do. Reactive people believe they are "powerless victims" and are not responsible for what they say and do--they have no choice."

"Proactive people, instead of worrying about things or conditions over which they have little or no control of, focus their time and energy on their Circle of Influence. They work on the things they can do something about. Reactive people focus their

efforts in the Circle of Concern--things over which they have little or no control."

The experience of Victor Frankl should serve as an inspiration to all of us. In the everyday grind of life, we have to make decisions — (doors to lock and unlock, roads to tread, etc), and stand by it.

Reality check. Any "prisons" we've been in our life are "prisons" of our own making, our own choices. Being proactive is easier said than done. But it is never too late to start being proactive now. We can start with the simplest things: how to react to a dissatisfied customer, to an annoying co-employees, when stuck in traffic?


It is better to act than be acted upon. 🖌️

Sources: •The Seven Habits of Highly Effective People by Franklin Covey
•http://www.articlealley.com/article_2249_24.html

•Man's Search for Meaning by Victor Frankl •"steve" <http://2leadership.com>
•© 1999 Stockholm Film Review

Introducing the “Microsite” Online Tool for Boysen

by Tracy Tsang

The “Microsite” elaborates the benefits and features of Microban antimicrobial technology in Boysen’s paint products. This is especially useful as a quick and economical tool to further inform the online public. 

To access, key in:
www.microban.com/partnersites/boysen



PARADIGM

by Irma Hernandez Madera

HABIT I: BE PROACTIVE

“I will give you two minutes and I shall time you by my watch. In these two minutes, you will get fully undressed and drop everything on the floor where you are standing. You will take nothing with you except your shoes, your belt, and suspenders and possibly a truss. I am starting to count – now!”

“With unthinkable haste, people tore off their clothes, as the time grew shorter, they became increasingly nervous and pulled clumsily at their underwear, belts and shoelaces. Then we heard the first sounds of whipping, leather straps beating down on naked bodies.”

“The first night in Auschwitz we slept in beds which were constructed in tiers. On each tier (measuring about six-and-a-half to eight feet) slept nine men, directly on the boards. Two blankets were shared by each nine men. We could, of course, lie only on our sides, crowded and huddled against each other, which had some advantages because of the bitter cold. Though it was forbidden to take shoes up to the bunks, some people did use them secretly as pillow in spite of the fact that they were caked with mud. Otherwise, one’s head had to rest on the crook of an almost dislocated arm.”

“We stumbled on in the darkness, over big stones and through large puddles, along the one road leading from the camp. The accompanying guards kept shouting at us and driving us with the butts of their rifles. Anyone with very sore feet supported himself on his neighbor’s arm. Hardly a word was spoken; the icy wind did not encourage talk.”

These scenes were captured in the book, “Man’s Search for Meaning” written by Victor Frankl, a survivor in Nazi concentration camp. If you live during this time and was forced to live in the concentration camp, would you be able to endure the realities of such life or would you succumb to depression and eventually just wish to die?

In the midst of the suffering he was experiencing Victor Frankl finds meaning

Auschwitz concentration camp

“We who lived in concentration camps can remember the men who walked through the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that everything can be taken from a man but one thing: the last of the human freedoms—to choose one’s attitude in any given set of circumstances, to choose one’s own way.”

“...we need to work towards our desired outcomes rather than waiting for them just to happen”. We should have the initiative and responsibility to make things happen.” We can’t keep blaming other people for what is happening in our life..”

In **Life is beautiful (La vita è bella)**, a movie by Roberto Benigni, Guido Orifice, his wife Dora and their son Joshua have been sent to a concentration camp. Dora is separated from them. Guido was able to convince Joshua that their imprisonment is a game, the guards are part of the game, thus, they have to observe certain rules to win the game to be able to get the prize –a real tank (Joshua’s unfulfilled birthday wish).

Guido even after his heavy work in the camp has to keep a happy face to Joshua so that the latter would continue to believe that everything is a game. Though Joshua sometimes complains that he cannot find any other children competing for the prize, Guido told him that they are better at hiding than Joshua and only the child best at hiding will win. Guido knows the real reason is that the children were all gassed once they arrived

In the book Man’s Search for Meaning, Victor Frankl concludes that “the meaning of life is found in every

moment of living; life never ceases to have meaning, even in suffering and death.”

The movie, Life is Beautiful, on the other hand is funny and yet it was able to capture the realities of the concentration camp. Needless to say, it shows how Guido was able to MAKE A CHOICE in the midst of his circumstances, that despite his suffering, he was able to make his son believe that everything was a game.

There is no doubt that the two stories mentioned above are perfect examples of being proactive.

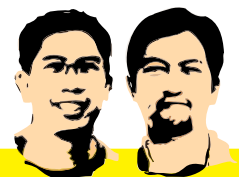
Be Proactive is the first habit according to Stephen Covey, author of the “Seven Habits of Highly Effective People”. According to Covey, “Be Proactive is taking responsibility for our behavior. Our behavior is a function of our decisions, not our conditions. Proactive people are driven by values.

Between the stimulus (what happens to us) and the response (how we react to it) is our greatest power--we have the FREEDOM TO CHOOSE our response. As human beings, we have:

- Imagination -- the ability to create in our minds beyond our present reality.
- Conscience -- an inner awareness of right and wrong.
- Independent will -- the ability to act based on self-awareness.

(continued on page 5)

Editor’s Note



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

Best of Cheers! Art and Vergel