



JAPI closes another productive year



The students/JA Achievers together with Mr. Krishna Alejandrino (center) – JAPI Executive Director, Mr George Macasero- (Left) President ESP and Mr.Jimmy Siybaucó -(Right) BMC President

The JAPI student-achievers have recently concluded 2008 with another milestone in their training. Last November 28 to 30 and December 10 to 14, the student-achievers had the opportunity to experience an actual retail distribution activity for their products through the Asian Business Expo in SMX Convention, Mall of Asia, Pasay City and the Balikbayan Expo in SM Megamall, Mandaluyong City, respectively.

Both trade shows tested the marketability of JAPI products produced by its program's mini-companies and affirmations of the student-achievers' patience and hard work.

Other activities implemented by JAPI include a sponsored seminar during the Asian Business Expo with Jaime Siybaucó, Business Mentors Club President, Mona Liza Serrano Lee, Chair, Entrepreneurship, Miriam College, and Mylene Abiva, President, Philippine Marketing Association as speakers who shared meaningful insights on the challenges faced and skills needed by entrepreneurs today.

Opportunity for media encounters were carried out by Krishna Alejandrino, JAPI Executive Director, Joselito Jess Dimayuga, President, Junior Executive Association (JEA), Sharlene Jimenez, VP-Internal, JEA.

JAPI is likewise instrumental in the re-launch of the Junior Executive Association (JEA), an organization that actively participated in ensuring the high standard of training provider to the student-achiever

2008 was truly a productive year for JAPI members and its student-achievers, a testament of the organization's tradition of service excellence.

SELECTED SNAP SHOTS: JAPI ASIAN BUSINESS EXPO AT SMX CONVENTION CENTER



Total Petroleum Philippines Partners with JAPI

By: Efrellene Galula and Sharlene Jimenez

As a wholly-owned subsidiary of TOTAL SA in France, the world's fourth-largest oil and gas company and a world class chemical manufacturer, Total (Philippines)



Corporation is dedicated to setting the standard not only for business and financial performance, but also for taking responsibility of the business processes to produce an overall impact in the society. In connection with, Total is currently implementing projects promoting social responsibility in the areas of environment, education and community partnership. Through the active participation of its employee volunteers, Total is committed in helping out the community and

creating significant influence among the target beneficiaries and locations of its corporate social responsibility (CSR) programs.

Last year, Total launched the Employee Volunteerism Program (EVP) in order for the company's employees to gain a deeper meaning and a whole new perspective of work. The EVP aims to improve employee engagement by allowing the employees to volunteer and personally involve themselves in the conceptualization and implementation of the CSR projects. In relation, the employees were asked to submit proposals of their recommended beneficiaries. The suggested beneficiaries are then evaluated and selected in terms of goal congruence and how the company could extend help considering the budget.

One chosen entry in the EVP was the partnership of Total with the Junior Achievement of the Philippines, Inc. (JAPI) in helping college students learn about the key areas of entrepreneurship, work readiness and financial literacy. The project was proposed by an employee Mr Bong Bella of Total in coordination with the JAPI Executive Director Mr. Krishna Alejandrino. Being a legitimate NGO and having objectives which are in line with the company's education thrust, the JAPI partnership project was chosen out of seven nominees.

As part of the partnership, Total offered to create a mini-library in the JA Center. The mini-library will provide achievers with free access to books and other references which will aid them in developing their skills, abilities and confidence as future entrepreneurs. Also, the company is considering the option of donating computers to the center. Through these initiatives, learning business becomes easy and accessible for the students.

Moreover, Total will forge stronger partnership with JAPI as Total employees volunteer to be mentors and advisers of these privileged college students in the field

of Marketing, Finance and Production of the JAPI Mini-Company program. Nonetheless, Total is willing to take part in JAPI's future endeavors in pursuit of its mandate to educate people in the field of business.

Total Philippines Human Resources and Administration Manager Amy Helena Morella, asserts the importance of venturing into CSR projects which aims to provide quality education in the country. For her and Total as a whole, constant pool of talents is considered necessary in order to sustain the nation. This is the reason why the company heavily engages its programs in education, thus the choice of partnership with JAPI. Also, she said that the collaboration of Total with JAPI is a win-win situation for the company and for the society. Aside from being able to help students develop their entrepreneurial skills, the partnership is Total's way of branding the company to the students. The collaboration will introduce and expose



Mr. Krishna Alejandrino-JAPI Executive Director (second from right) together with Total (Philippines) Corporation Executives. From the Left is Mr Bong Bella, second to him is Ms Chat Osi and from the right side is Ms Amy Helena Morella/photo by JA Writers Guild

Total to the students enrolled in JAPI. Thus, the company will be able to sell the company to future leaders who are equipped with the necessary skills and hands-on experience of managing a mini-company.

Aside from the partnership with JAPI, Total also engages in other projects under the education thrust which include scholarship programs in Bataan Peninsula State University (BPSU), Don Bosco Youth Center (DBYC) and Technological University of the Philippines (TUP). The

scholarship program offers full tuition fee and book and uniform allowance to deserving Engineering students of the said schools. Moreover, Total is also providing the fuel requirements of GMA Kapuso's project "Unang Hakbang sa Kinabukasan" which gives complete set of school materials to Grade 1 students in public schools all over the country. The company also provides diesel requirements of Childhope Asia's 2nd Mobile Education Van (MEV) that offers alternative/basic education to street children in 6 major cities of Metro Manila who have no access to education..

Through the partnership with JAPI and other various corporate social responsibility programs in the areas of environment, community partnership and especially in education, Total indeed became the catalyst of change towards a better and brighter future not only for its beneficiaries but for the country as a whole. Certainly, Total has greatly managed to affect positive changes in our nation.