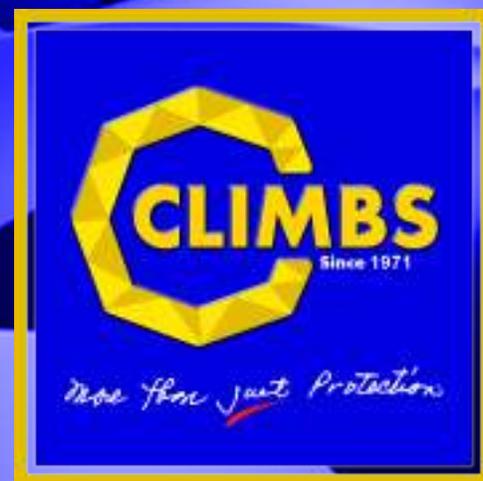


# CLIMBS journal

*3rd Issue*



**EDITORIAL**

Editor in Chief FERMIN L. GONZALES  
Editorial Consultant ROMULO G. AMARADO  
Executive Editor ADMARIE D. MARCELO  
News Editor RAUL M. PREGON  
Executive Producer BLESILDA LAGANG-CUMBA  
Distribution Managers ANTONIO R. DOSDOS  
SYLVIA R. QUINESIO  
RENAN P. DIAZ  
Design CYRIL M. BABIA

**WRITERS**

LAURICE ICEE INOSA MARIETTA MAGALLONES  
DELIA MARTINEZ MAYR JHOREY BASADRE  
DONNA MICHELLE DIZON  
BERNADETTE BETE DIVINA SOBRIO

**EXECUTIVE COMMITTEE**

ATTY. PABLO P. GARCIA, Chairperson  
MGEN. GILBERT S. LLANTO, Vice Chairperson  
ATTY. ANTONIO A. ALCANTARA, Director  
FR. ELMO MANCHING, Director  
LILLIAN D. SILUBRICO, Independent Director

**ARTICLES**

We welcome articles from CLIMBS offices, subsidiaries and affiliates. If you would like to submit or discuss a possible article, please email Blesilda Lagang-Cumba at [brandmgt@climbs.coop](mailto:brandmgt@climbs.coop)

**FLG CORNER**

1 Retirement and Challenges

**FEATURE**

2 Coop Execs, CAC Officers 'Very Satisfied' with CLIMBS Performance

**INSIDE NEWS**

- 3 CLIMBS joins MEFIN Public Private Dialogue in Mongolia
- 3 PRRD graces Mindanao Business Conference 2017 in CDOC
- 4 CLIMBS learns "sales strategy of today"
- 4 Health insurance is the insurance of tomorrow – Pacific Insurance Conference
- 5 National Agriculture Cooperatives Forum held in CDOC
- 5 CLIMBS Signs Work Immersion Partnership with Iponan National High School - Senior High School

**IN THE LOOP**

- 6 Cosmopolitan-CLIMBS Preneed Company Launched
- 6 CLIMBS, DAP Forge Partnership for Coop Capacity Building Program
- 6 CLIMB Presents its Institute Model and Experience in the ICA's Global Conference and General Assembly in KL

**EVENTS**

- 7 46th Annual General Assembly

# Retirement and Challenges

Fermin L. Gonzales  
Group CEO



"Retirement is an emblem of achievement. It is not the end but a beginning of one's accomplishments to become a guiding light of those who follow" – RGA

After our General Assembly in Bacolod come April 20-21, 2018, my stint at CLIMBS as president and chief executive officer will end. Early last year I indicated to our Board of Directors my desire to retire, although, I think I am still physically and mentally competent to handle the job, but I just simply believe that this is now the appropriate time to handover the management of CLIMBS to our younger leaders. This is empowerment at its best.

Our Board of Directors has appointed Mr. Noel Raboy to take my place. I am proud to say that Mr. Raboy is a home grown talent and has grown with CLIMBS.

I have been with CLIMBS for more than 30 years and had the opportunity to become part of the journey of this great institution. I am grateful that in my own little way I was able to contribute in making CLIMBS what it is today.

Looking back in retrospect, it is still very vivid in my memory the humble beginning of CLIMBS. I remember that with a handful of men and women together, we braved the challenges to make CLIMBS grow and becomes relevant to the people. We had a lot of setbacks but we persevere because we really believed that CLIMBS is a hope in the cooperative movement, besides, we perfectly understood that such experiences are but a part of the birth pains of growing.

Today, I say without fear of contradiction, that we had already put in place the operating efficiencies or competencies in CLIMBS such that it is now very capable to do its mandate. In fact it has survived for 30 years in the perilous sea of competition.

CLIMBS is now equipped with competitive and much improved products and services and strong linkages and connections, built in years of extensive marketing, networking and professional and personal relationship development. It's Board of Directors and other officers and management and staff are known to be men of integrity and competence.

Let me also add, that the sustained support of member-investors to CLIMBS is certainly a part and parcel of its achievements.

To my mind, the greatest challenge of CLIMBS is how to further accelerate its growth to sustain the headway it achieved and continues to survive in the competition. But I am confident that with our sustained support there will be no room for failure.

Let me conclude this piece by expressing my sincere gratefulness to all the leaders and members of cooperatives all over the country for your support to CLIMBS through the years under my management. My profound thanks also to the past and present officers of CLIMBS, the management and staff for their outstanding support, companionship and friendship that made my job at CLIMBS more meaningful, productive and a delightful experience.

God Bless us all.

## Coop Execs, CAC Officers ‘Very Satisfied’ with CLIMBS Performance

Table 2. Overall Satisfaction Scores for CEO (Ranked)

CEO Overall Satisfaction Scores - RANKED		
Attribute	Score	Level of Satisfaction
Courtesy of officers/staff of CLIMBS	4.41	Very Satisfied
Helpfulness and proactiveness of officers/staff	4.26	Very Satisfied
Value for money	4.25	Very Satisfied
Quality of services	4.22	Very Satisfied
Overall ease of doing business	4.18	Very Satisfied
Expertise of CLIMBS officers/staff	4.13	Very Satisfied
The problem solving skills of officers/staff	4.10	Very Satisfied
Responsiveness of CLIMBS officers/staff	4.06	Very Satisfied
Time commitment	3.95	Very Satisfied
Clarity of process	3.94	Very Satisfied
Weighted Score	4.15	Very Satisfied

Being committed to exceed the expectations of cooperatives and their members by doing superior performance, CLIMBS conducted a Client Satisfaction Survey (CSS) through an independent party during the second quarter of this year.

It aims to assess what improvements it needs in terms of customer service, after sales services and products and determine the insurance protection needs of the cooperative and its members excluding the coverage that they already possessed.

The survey was conducted through a Computer Aided Telephone Interview methodology to 175 respondents comprising 51% Coop Executives and 49% CAC Officers.

An overall interpretation of the quantitative scores showed that CLIMBS performance for all attributes fell under the “Very Satisfied” level of satisfaction.

Both groups rated CLIMBS highest of about 4.18 to 4.41 on the attributes of Courtesy of Officers/Staff, Helpfulness and Proactiveness of Officers/Staff and Value for Money.

On the other hand, CLIMBS scored lowest at 3.80 to 3.95 on the attributes of Time Commitment and Clarity of Process.

When asked for suggestions on how to

improve the Experience with CLIMBS and Needs and Expectations, the more prominent responses are that about 16.94% commented on “improve speed process”, 11.48% on “improve communication/coordination”, 9.78% on “expand or extend new service” and 7.07% on “conducting seminar and orientation”.

A more in-depth examination of the results showed that majority of the respondents are requesting for faster processing of claims, faster delivery of policy forms or feedback or documents.

In contrast, the request to expand or extend

new service was made up of notably varying inputs which consisted of health care products, coverage for agriculture insurance, expand coverage beyond 70 years old, extend insurance coverage, international business, mutual fund implementation, expanded health programs, education and retirement programs.

Interestingly, there were significantly less suggestions for Non life products which only mentioned comprehensive insurance, motorcycle insurance and calamity insurance.

CLIMBS management recognizes the result of the survey and is committed to fulfilling its member’s unfulfilled needs, expectations either directly or indirectly especially on corporate responsiveness and CAC training needs.

To this, CLIMBS looks for long term solutions which are not limited to enhancing functionality of website or creating mobile application for cooperatives, members and CACs by equipping it with practical features that will assist its users and/or investing in online training/orientation on demand that will capacitate CLIMBS to satisfy its members requests or conveniently enable the members to watch product orientations or listen to speakers discuss new products and services.

Table 3. Overall Satisfaction Scores for CAC (Ranked)

CAC Overall Satisfaction Scores - RANKED		
Attribute	Score	Level of Satisfaction
Courtesy of officers/staff of CLIMBS	4.19	Very Satisfied
Quality of services	4.18	Very Satisfied
Expertise of CLIMBS officers/staff	4.11	Very Satisfied
Overall ease of doing business	4.10	Very Satisfied
Value for money	4.07	Very Satisfied
Responsiveness of CLIMBS officers/staff	3.99	Very Satisfied
Helpfulness and proactiveness of officers/staff	3.91	Very Satisfied
The problem solving skills of officers/staff	3.88	Very Satisfied
Time commitment	3.80	Very Satisfied
Clarity of process	3.80	Very Satisfied
Weighted Score	4.00	Very Satisfied

## CLIMBS joins MEFIN Public Private Dialogue in Mongolia



The PPD brought together forum format among the regulators from six (6) member countries of MEFIN to discuss good practices, lessons and next steps in regulations, business model and consumer protection.

It aims to exchange knowledge on initiative and progress of inclusive insurance for SMEs in MEFIN members and other countries in Asia; understand good practices on quality

and regulations and business models on inclusive insurance for SMEs and its application to agriculture, climate change and mining related enterprises; and discuss ways forward of MEFIN member to address the issues and challenges in SME insurance.

The event was attended by more than a hundred participants from different countries and was graced by Dr. Davaasuren Sodnomdarjaa, Chairman of Financial Regulatory Commission in Mongolia, Mr. Daniel Passon, GIZ Country Director of Mongolia, Dr. Antonis Malagardis, Program Director of GIZ Regulatory framework promotion of Pro-poor Insurance Markets in Asia and Mr. Oscar Verlinden, Lead for the MENA Region, Access to Insurance Initiative.

To them, the SME sector is considered the “engine

of growth” in most economies of Asia. Micro and SMEs compose 97%-99% total enterprise in the APEC Region and contributes more than 50% of the GDP (China, Indonesia, Japan, Korea and US) and to employment creation.

Mr. Dante Portula, Senior Advisor of GIZ RFPI Asia has discussed about broad possibilities of products to offer along the SME value chain, examples of SME Insurance products from developed economies and illustration of an agri-based SME value chain and the potential products to offer of which Dosdos was one of the panellists.

Among the topics included was on Agriculture SME Insurance and Impact of Climate Change on SMEs, SME Insurance in the mining sector, Challenges on SME Insurance and Access to Insurance Initiative.

## PRRD graces Mindanao Business Conference 2017 in CDOC

CLIMBS Life and General Insurance Cooperative participated in the 26th Mindanao Business Conference (Minbizcon) hosted by the Cagayan de Oro Chamber of Commerce and Industry Foundation, Inc. (OroChamber) on September 7-9, 2017 at the Xavier Estates Sports and Country Club, Xavier Estates, Cagayan de Oro City.

Around 1,000 business executives, investors, industry players, policy makers, micro, small and medium enterprises (MSMEs) had attended the business conference with the theme: “Emerging Opportunities – ONE MINDANAO.” Dignitaries from other countries also graced the event despite stricter security measures in Mindanao which is under martial law due to the Marawi crisis.

The event presented policy recommendations crafted from different industry players and submitted to President Rodrigo R. Duterte. One of the key institutional recommendations was the transfer of the electric cooperatives, currently under the jurisdiction of the National Electrification Administration (NEA) to the



Cooperative Development Authority (CDA) in order to “enhance organizational productivity, accountability, effective management and increase economic benefits”.

CLIMBS, a regular member of the Oro Chamber, is also one of the exhibitors in the MINBIZCON 2017. In the regular General Membership Meeting of the Oro Chamber, CLIMBS President and CEO Fermin L. Gonzales updated the local business sector of the activities of CLIMBS.

The Oro Chamber recognized the vital role that CLIMBS plays in the insurance and cooperative sectors nationwide, particularly in Cagayan de Oro and all over Mindanao.





## CLIMBS learns “sales strategy of today”

CLIMBS VP-Mindanao Mr. Renan P. Diaz and CLIFSA President & COO Mr. Henry Lopez attended The Economic Times Sales Strategy Summit 2017 in Grand Hyatt, Dubai last September 26-27, 2017 among the 120+ senior industry professionals from Asia, Africa, Middle East and Europe who are responsible in creating revenue for their businesses.

The key themes for the summit were to gain insights on newer ways to keep sales force optimally engaged, discover novel techniques from industry experts on predictive analytics and learn how to help enhance the overall performance of sales forces.

The two-day summit discussed topics on diversification, loyalty programs, technology, motivating sales staff and drive engagement and

performance, transforming approach, e-commerce altering selling patterns, digital transformation, art of sales, investment opportunities and why sales leader can never be replaced by technology.

It also included proper segmentation of costumers emphasizing that knowing your costumers consist of studying different generations parallel to its specific needs and wants.

As stated by Mr. Diaz the two day training was all about making sales, starting from marketing to sales which is the backbone of the business. To him, everything that has been talked about was already applied and practiced in CLIMBS although the technologies that is being proposed during the summit are far more advanced that of what we have in CLIMBS.

## Health insurance is the insurance of tomorrow - Pacific Insurance Conference

Some five delegates from Sales and Marketing were sent by CLIMBS to attend the Pacific Insurance Conference on November 19-22, 2017 in Hong Kong which offers networking opportunities and workshops to discuss current industry trends and innovations with colleagues across Asia.

The advancement of medical technologies and the aging society was also discussed on how this protection gap can be addressed through insurance educational campaign and insurance product innovation and partnership in the distribution through health care services, pharmaceuticals, telecommunication and businesses or services where it can be incorporated as a basic commodity.

Among the topics included in the plenary sessions were on smart technology and its impact on people behaviour and the insurance industry. The change of attitude of the millennial towards insurance and how they think that health is a status symbol was one of the key words agreed by the speakers coming from the insurance industry innovators of Asia.

They also discussed the way traditional insurance do promotion differ from dealing with the new millennial market in the mobile first generation. Investment on video, animation and similar platforms is ideal in the next years in insurance promotions activities with attention on activities that stimulate positive customer experience.



It appeared that the said conference challenges the status quo, and promotes experiment, collaboration, partnerships, access to health data and new products, technology and digital marketing which traditional insurance business needed to focus to win in the next five years without losing the authentic feeling and interaction with the clients and purpose of the insurance service.

Some of the notable resource speakers of the conference were executives from Sun Life Financial, Munich Re, AXA, AIA, Swiss Re, MetLife Insurance, AIA Group, Gen Life, Manulife and guest

honours Hong Kong government leaders, Financial Secretary Paul Chan, Secretary for Financial and the Treasury Special Admin Region James Lau and Chief Executive Officer of Insurance Authority John Leung.

Joined by Vice Chairman MGen. Gilbert S. Llanto, VP for Luzon Antonio Dosdos, VP for Visayas Sylvia Quinesio, VP for Mindanao Renan Diaz, Brand Manager Blesilda Lagang-Cumba and EA to the President and CEO Laurice Icee Inosa represented CLIMBS to the said conference.

## National Agriculture Cooperatives Forum held in CDOC

Sec. Leoncio B. Evasco, Jr, of the Office of the Cabinet Secretary was the Inspirational speaker of the National Agriculture Cooperatives Forum, on November 23- 24, 2017 at Grand Caprice, Limketkai Center, Cagayan de Oro City. It was associated with Agricultural Cooperatives all over Philippines with the theme "Advancing Agri-cooperatives towards ASEAN integration". There are 260 delegates with 105 primary Coops.

The two- day program had Usec. Orlando Ravanera, Administrator of the Cooperative Development Authority talked about the state of agriculture coops. Later, success stories and challenges of agricultural cooperatives were shared by representatives from banana, cacao, coconut, coffee and dairy industries. There was also an industry analysis and studies by commodity starting from trends to opportunities of each agricultural product.

"When Climate Change happened it went to the extent that there is no crop that can give both food and water" said Ms. Luz Brenda T. Balibpria, PCA. To her the coconut industry is the biggest industry to the fact that lots of countries appreciate coconut.

According to her United States of America replaced drinking soda with coconut water which is nutritious and good for the body. Coconut is the only agricultural crop that has lots of uses. There was also a partnership



between Philippines and China wherein China will send experts to train Filipinos on Agriculture.

"In agricultural crops there are lots of things to talk about, Philippines need a council that can push forward for sustainable development of agriculture in the Country", said Dean Roel R. Ravanera, XSF.

The rice industry was presented by Ms. Alice B. Mataia of Philrice. To her, Philippines rice industry is not that competitive especially in ASEAN Integration. On her presentation she showed how much is the cost to produce 1 kilo of rice and it was presented that Philippines needs 12.00 to produce 1 kilo

while Vietnam needs 6. 53 and Thailand for 8.87.

There was also a panel discussion about Initiatives of Cooperative Federations and NGOs in support of Agri-cooperatives.

According to Ravanera, it would be better in the next forum to have categories of crops in order to focus and discuss success factors and challenges and issues on each category.

Ms Felyn Lovely Pao who represented CLIMBS Life and General Insurance Cooperative presented CLIMBS overview and its products. CLIMBS was one of the sponsors of the event, they provided laptop bag kits, ball pens and raffle prizes.



### CLIMBS Signs Work Immersion Partnership with Iponan National High School - Senior High School

The CLIMBS Life and General Insurance Cooperative had signed a Memorandum of Agreement with Iponan National High School Senior High School on October 9, 2017 at CLIMBS President's Office.

The main objective of the agreement is to support the Government's program thru DepEd Secondary High School Curriculum wherein Grades 11 and 12 students will undergo an eighty hours (80) hours of

hands-on experience relating to their chosen track.

The hands-on training will start November 15, 2017 and will end approximately third week of January. The MOA signing was signed by

CLIMBS President and CEO Mr. Fermin L. Gonzales, Ms. Roxan F. Aliboyog-Compensation & Benefits/ Training & Development Specialist, Ms. Niña B. Batara-CLIA- Legal and Iponan National High School Principal and Teachers.

Every Wednesday students from Iponan National High School will do their hands-on training. There are 10 students who are now having their OJT in CLIMBS.

## Cosmopolitan-CLIMBS Preneed Company Launched



Cosmopolitan Memorial Chapel, a private sector and CLIMBS Life and General Insurance Cooperative have merged together and now called Cosmopolitan CLIMBS Life Plan Inc. (CCLPI).

CCLPI is a private-cooperative partnership which is the first and only in the industry, so far. The entity has received earlier the pre-need license issued by the Insurance Commission, hence, it is now authorized to sell life plans in the Philippines as per Insurance Commission certificate of registration and license no. PN-2017-19-O issued on August 9.

On October 2, 2017 the CCLPI was launched at Marriott Hotel Manila, No. 2 Resorts Drive Newport City, Pasay City, Metro Manila. The activity was presided over by Insurance Commissioner Dennis Funa.

Mr. Renato Dychangco, the Chairman of CCLPI, said that the company aimed at delivering protection not only to the rich but of ordinary people, as well.

“A private sector and a cooperative have merged together. Our promise to the buying public is to make sure their protection not only now but in the years to come. We are informing the public that we will be catering not only for the people that have money but also to people from all walks in this world,” said Mr. Renato Dychangco.

The President / COO of CCLPI, Mr. Noel Raboy believes that a lot of people will be able to be assisted with Cosmopolitan-CLIMBS once

their product is publicized. “With the birth of a preneed company that focuses on life plans, it is very exciting. We can serve a lot of people especially in the grassroots because of the affordable plans that we will offer very soon,” Raboy added.

“It is now the time that the private sector and the cooperative sector can join forces. We aim to serve the marginalize sector or the grassroots. And with the synergy, we know that there is no room for failure,” Mr. Fermin L. Gonzales, CCLPI Group Executive Officer assured.

## CLIMBS, DAP Forge Partnership for Coop Capacity Building Program



The CLIMBS Life and General Insurance Cooperative signed a Memorandum of Understanding with the premier institution, Development Academy of the Philippines (DAP) for a nationwide capacity building program of coop leaders through CLIMBS Institute of Financial Literacy (CIFL) or CLIMBS Institute. The ceremony took place at the Marco Polo Hotel Ortigas on October 18, 2017.

The CLIMBS Institute, the training and education arm of CLIMBS, has recognized the ever-changing needs of Cooperative leaders and managers in the Philippines. The partnership with DAP will pave the way for a Masteral Degree Program on Cooperative Management that will be offered through blended learning.

The CLIMBS Institute continues to upscale the capabilities of cooperative leaders by providing trainings that are relevant and

effective. These trainings are designed with full understanding of the cooperative context, with the goal of improving the quality of leadership, necessary for various cooperatives of the country to harness their potentials.

Directors and Managers are brought in together so that new learnings and/or methodologies are better translated into action when implemented back to their own cooperatives within their own context.

The ceremonial signing between the two parties were headed by CLIMBS President and CEO, Fermin L. Gonzales and DAP President and CEO, Atty. Elba Cruz which was also witnessed by CLIMBS representatives from the Board of Directors and Officers, Mr. Eric Dizon, Ms. Ma. Theresa Drueco, Ms. Marlene Sindayen and CIFL ED, Ms. Donna Dizon with staff from the Luzon operations office. Also present were key officer from the DAP with its Chancellor of Graduate School, former Senator and Ambassador, Orlando Mercado in attendance.

## CLIMBS Presents its Institute Model and Experience in the ICA's Global Conference and General Assembly in KL



The International Cooperative Alliance's (ICA) biennial Global Conference and General Assembly last November 12-19, 2017 in Kuala Lumpur, Malaysia has culminated with other ASEAN side events on the cooperative sector, with ANGKASA, the apex cooperative in Malaysia as the host.

The CLIMBS Institute of Financial Literacy (CIFL) or CLIMBS Institute, was chosen by the ICA and the ILO panel as one of the presenters on the session, "Cooperatives and the future of work".

In that session, CLIMBS Institute Executive Director and concurrent Project Director, Donna C. Dizon shared the Institute model and experience, particularly on how it addresses the challenges regarding human resources management and needs of cooperatives in the Philippines and the ways to make it a more sustainable model in response to the United Nation's sustainable development goals.

The Global Assembly was attended by more than 1,000 cooperators from 98 nations. This year's theme: "Co-operatives: Putting People at the Centre of Development" demonstrates how "our world carries great wealth, of which the resourcefulness of people is the most important. Serving the needs of people, we co-operatives are a growing and sustainable

form of enterprise which put people at the centre of growth. "

Keynote speakers in the Opening and Closing plenaries reiterated the important role that cooperatives play in the 21st century and beyond. Ms. Linda Yueh, an economist, talked about sustainability issues, rebalancing challenges and the new global middle class in the advent of globalization and digitalization. In her closing address, sustainable development pioneer and former Prime Minister of Norway, Dr. Gro Harlem Brundtland, inspired and challenged the delegates to continue to make cooperatives work as viable models of growth and sustainability.

In addition, different learning sessions, workshops and learning tours were attended by the participants that opened doors for strategic partnerships in the ASEAN and global communities. Among of which are the workshop on Campus Cooperatives for the Coops4Dev campaign that included a campus

visit to the Universiti Putra Malaysia, home of a student-cooperative business hub; and the session/workshop on "education that has career impact and relevance" - addressing the ways to approach education in cooperative management that supports creative thinking and collective leadership.

Outgoing ICA President Monique Leroux described the gathering aptly in the opening gala, " we are united in diversity and that's what makes cooperatives exceptional!".

Delegates also welcomed the newly-elected ICA President, Mr. Ariel Guarco from Argentina.

Along with Ms. Dizon, the CLIMBS Life and General Insurance Cooperative was represented by its Executive Vice President and Chief Financial Officer, Ms. Admarie Marcelo, CPA and Directors, Ms.. Lillian Silubrico and Ms. Ma. Theresa Drueco.

## events



46<sup>th</sup>  
Annual General Assembly  
April 20-21, 2018 (Friday & Saturday)  
SMX Convention Center, Bacolod City

2018 Theme  
**CLIMBS** Complete Financial Solutions for Inclusive Growth



CLIMBS Life and General Insurance Cooperative

## CLIMBS Life and General Insurance Cooperative

Email: [head\\_office@climbs.coop](mailto:head_office@climbs.coop) Website: [www.climbs.coop](http://www.climbs.coop)



Head Office: Cagayan de Oro City - Area Offices: Quezon City - Baguio City - Naga City - Cebu City - Davao City - Iloilo City