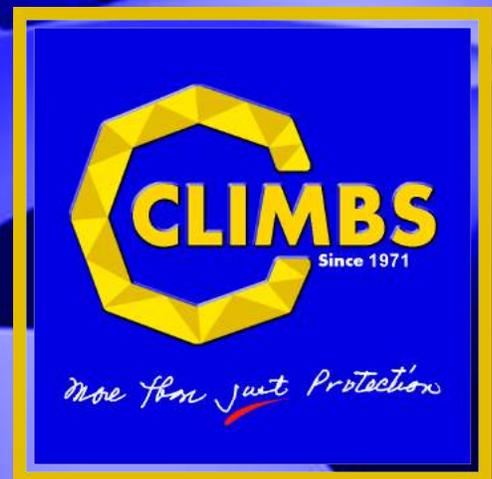


CLIMBS journal

2nd Issue



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ARTICLES

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Raboy is now CLIMBS President and CEO



A homegrown talent of CLIMBS is now its president and Chief Executive Officer following the retirement of the institution's erstwhile head Mr. Fermin L. Gonzales, last April.

Noel D. Raboy, a sociology and anthropology graduate with an Executive Master in Business Administration (MBAex) degree, started working with CLIMBS in 2001 as HR Officer.

Raboy was practically a part of CLIMBS journey from a humble beginning to where it is now. As CLIMBS grew bigger so with his position. From August 2002 to June 2006 he was the General Agency Manager of CLIMBS in the Visayas.

Employing his amiable and sincere personality, Raboy was instrumental in persuading bigger cooperatives in the Visayas to join with CLIMBS. He used his assets in doing the same to other cooperatives in the country.

From July 2006 to July 2011, Raboy was the Coop Life General Insurance & Financial Services Agency (CLIFSA) general manager.

He became the Vice President and Chief Marketing Officer of CLIMBS from 2011 to 2016.

In 2017 he was appointed president and Chief Operations Officer of Cosmopolitan CLIMBS Life Plan Inc., a subsidiary company of CLIMBS.

Raboy, married with three kids brought to his present position a wealth of experience and knowledge in cooperativism and insurance business he acquired from trainings in the Philippines and abroad and from day to day actual application in the workplace.

These trainings include the following: Leadership Development Program from Singapore College of Insurance; ASEAN Youth Insurance Management Course Batch-4 in Bangkok, Thailand; and the School for Advance Insurance Learning in Danang Vietnam 2 and 3, which are program of ASEAN Insurance Council.

In November 2017, almost all of the Board of Directors of CLIMBS voted Raboy to succeed Mr. Gonzales.

CLIMBS embarks on sales initiatives to sustain growth



Newly-installed CLIMBS President and CEO Noel D. Raboy lost no time in putting in place initiatives, in consultation of course with other executives in the organization, to sustain the growth and development of CLIMBS.

Raboy, officially assumed the position in May 2018.

He told CLIMBS Journal that CLIMBS is now strengthening its sales force and embarks into other activities, such as improving its distribution channel, installation of tele-marketing technology and streamlining operation to explore and enhance other opportunities that CLIMBS is capable of achieving.

Regionalized sales force

Raboy said CLIMBS has put up offices in all regions in the country and has assigned a Regional Sales Manager (RSM) for each region. While, in the past there were only around five RSM, nationwide, today, he said the number was increased to 16.

The regions he said were divided into different areas. For example, Regions 1, 2 and the Cordillera Administrative Region were grouped into one area. Region 3 and the NCR are also brought together to form another area, and so on. Each area, Raboy said is under the supervision of the Area Sales manager (ASM).

He added that the RSM and ASM are all employees of CLIMBS, but he clarified that CLIMBS did not hire new employees. What the management did he said was to realign

some positions and re-assign some employees.

The Battleground

Raboy also said that bigger focus in terms of sales efforts is in Luzon, which he described to be a battleground considering its huge market, yet, CLIMBS penetration in the area is only 11 per cent, way below the 20 percent CLIMBS had hit both in Visayas and Mindanao.

Raboy added that in Luzon, there are also CLIMBS sales people assigned to sell its products and services to new markets, such as rural banks, lending institutions, mutual benefit associations and other financial entities.

Meanwhile, Raboy said CLIMBS is also banking on its General Agencies, which he said are manned by non-employees and are motivated by commissions.

Distribution Channel

Mr. Raboy also said a business unit that

focuses on enhancing customer and sales agent satisfaction has been set up also.

The idea is for the unit to focus on individual policy, such that once a sales of insurance is closed the customer can immediately get his or her policy. At the same time, Raboy said the agent can also collect his or her commission at once.

Tele Marketing

It was realized that many policy holders did not know other products of CLIMBS. In this light, Mr. Raboy said a team will be organized to get in touch with these holders and offer them other products and services of CLIMBS. Then another team will talk to them face to face.

Other products and Services

Raboy also said that there are other products and services that are now awaiting approval from the Insurance Commission.

He is also hoping that CLIMBS members will continue to support the initiative of the organization.



CLIMBS 46th GA draws biggest crowd, so far



Some 1,500 stakeholders and guests of CLIMBS attended the cooperative insurance's 46th general assembly at the SMX Convention Center in Bacolod City on April 22 and 23, 2018.

With the theme "CLIMBS Complete Financial Solution for Inclusive Growth" the assembly was so far, the most well-attended of any of CLIMBS' general assembly since its founding in the 70's, although every year the number of participants to the activity has also been growing.

Among the highlights of the assembly, aside from the usual speeches of guests and deliberation of reports, was the formal turn-over of leadership in the management of CLIMBS from its erstwhile President and CEO Fermin L. Gonzales to Mr. Noel D. Raboy.



Raboy was earlier appointed by the Board of Directors to succeed Gonzales who retired from CLIMBS effective April 23, 2018. Gonzales' leadership was credited for making CLIMBS what it is today.

The two-day assembly also featured Educational Forum where CLIMBS' subsidiaries presented their updates and some products to the attendees.



On the night of April 22, 2018, CLIMBS Excellence Awards was also held in which members of CLIMBS were recognized and awarded. There were three categories of the awards - Capital Infusion, Millionaire's Club, and Top Producer of the Year.

The Awardees received plaques of appreciation.

During the awards night Ms. Giselle Sanchez, actress / host / comedian entertained the audience.



A representative of CDA Chair Orlando Ravanera delivered a message in his behalf during the first day of the assembly.

On Sept. 23, 2018 Atty. Dennis B. Funa, Insurance Commission Commissioner delivered his keynote speech, after which the general assembly proper followed and was done at 3 o'clock in the afternoon. Subsequently, election of officers took place and the winners were proclaimed by the Elecom.





Perpetual connection with coop

For me, once you are in a cooperative, you will always be in the cooperative - a perpetual connection.

I retired from CLIMBS on April 21, 2018, after more than 30 years of serving the organization.

However, my retirement from CLIMBS does not in any way terminated my connection with the cooperative movement in general and even in CLIMBS in particular.

The Board of Directors of CLIMBS has appointed me Director Emeritus of the organization. Much as I want to focus on my retirement, to do other things which failed to do while working in CLIMBS, my love to cooperativism was quite insurmountable. So, here I am, still very part of CLIMBS, although in a limited function, which is more on policy making.

Not only that, I was also appointed President and CEO of Cosmo CLIMBS Life Plan Inc., an affiliate of CLIMBS, a pre-need company. Having been one of those who conceptualized and organized this company, it's difficult also for me to say no, especially that I am really convinced that the products and services offered by this company are very beneficial to cooperative members and the public in general.

Besides, if am not mistaken, this partnership between CLIMBS and Cosmopolitan is a trailblazing effort in the coop movement, and to become part of it is already a success.

Meanwhile, in the succeeding issues of CLIMBS Journal I will be giving you updates about our pre-need company, the Cosmopolitan CLIMBS Life Plan. Bye for now.

inside news

CLIMBS' Dosdos shares ideas in international insurance dialog in Sri Lanka



Some 80 insurance supervisors, industry leaders, government authorities and insurance experts from MEFIN-member countries, collaborated in the 5th Public Private Dialogue (PPD) on Inclusive Insurance on March 21-22, 2018 at Galle Face Hotel, Colombo, Sri Lanka with the theme "Cracking the code of Insurtech for Inclusive Insurance in the Area of Climate Risk & Agriculture."

CLIMBS Vice-President for Luzon Mr. Antonio Dosdos spoke in the 4th plenary session with the topic "Insurtech in Climate Risk Insurance." Among the 3 panelists, he presented Climate risk situations and inter-agency cooperation in the country, and his expectations from MEFIN regarding CRI.

"We try to attach CRI to the existing products so that the products will be disseminated to every cooperative members. We also would like to talk to local governments to sell out MI", said Mr. Dosdos.

He put emphasis on several points regarding disaster and climate risk insurance in which support from government authorities is highly essential. Also, Mr. Dosdos offered actions regarding challenges in inter-agency cooperation and how it can be addressed.

Some of these challenges are: **proper coordination and regular dialog with concern agencies; making a coordinating body creative to get a smooth and correct**

implementation of plans and programs on disaster/calamity protection; the need for the government to have a program to be coordinated by the office of the cabinet secretary on disaster protection; and making insurance providers proactive in the coordination with the regulatory and government agencies to provide disaster protection in the Local Government Unit (LGU) level.

The two-day forum featured 5 plenary sessions with the following topics: Insurtech platforms: blockchain and other artificial intelligence; Proportionality in times of disruption, Insurtech cases: Sri Lanka spotlight, and Insurtech in Agriculture.

The event aims to provide opportunity to insurance supervisors, insurance industry and other stake holders to exchange knowledge and discuss issues and solutions to further develop the market of micro- insurance in its respective jurisdictions.

Mr Peter van den Broeke, Senior Policy Advisor of the IAIS, and one of the speakers, was impressed of the outcome of the activity and indicated his intention to attend future PPDs because RFPI had a job well done.

CLIMBS levels up 'frontliners' capacity



CLIMBS top management continued to capacitate its frontline people.

In fact, months back some 45 sales agents from CLIMBS, CLIFSA and General Agency Manager (GAM) took part in the Business Review 2018 at SMX Convention Center in Bacolod City on April 18, 2018 under the auspices of CLIMBS Institute for Financial Literacy (CIFL).

Erstwhile CLIMBS President/CEO Mr. Fermin L. Gonzales and former EVP/CFO Admarie Marcelo spearheaded the activity.

In Mr. Gonzales' inspirational message he shared the humble beginnings of CLIMBS, emphasizing the different challenges the entity has to undergo in making what it is now.

Among the topics and speakers during the activity were: **Cooperative Values and Principles** delivered by Ms. Admarie Marcelo (EVP/CFO); **Life Underwriting Functions** presented by Mr. Danilo Dollera (VP/COO); **Non-life Forms and Approved Products** articulated by Mr. Ulysses Zulueta (Non-life Division Manager); **Life Claims Guidelines & Supporting Documents** provided by Ms. Erlwin Mejares (Life Division Manager), **Non-life CLAIMS Guidelines and Requirements** shared by Ms. Lou Jopson (Non-life Underwriting Supervisor); **Updates of IC and Data Privacy Act** presented by Mr. Reynaldo San Andres (VP/Compliance

Officer); **Results of Customer Satisfaction Survey** taken up by Mr. Raul M. Pregon (VP/Chief Marketing Officer); and **CAC Updates** given by Ms. Marietta Magallones (National Training Officer).

In the training proper the agents were taught how to use the SPIN Selling Technique presented by Ms. Donna Dizon (CIFL Executive Director/ CLIMBS Project Specialist).

After which, an evaluation to determine whether the agents learned the technique was made, through role playing. Thereafter, the agents were tasked to evaluate and recommend inputs on the presentations.

The activity was capped by the signing of the Sales Target Contract for 2018 with Mr Pregon administering the activity.



CLIMBS, CommLinked Inc. ink MOA to promote insurance on line



CLIMBS Life and General Insurance Cooperative has entered into a Memorandum of Agreement with CommLinked Inc.,

designed to promote financial literacy to their members and to use the on line technology to market micro insurance products using the website www.empoweringfilipinos.ph,

The ceremony was held during the 46th Annual General Assembly of CLIMBS on April 20, 2018 at SMX Convention Center, Bacolod City. Then CLIMBS President and CEO Mr. Fermin L. Gonzales and CommLinked Inc. President Ms. Rowena K. Tan signed the agreements on behalf of their respective companies, witnessed by MGen Gilbert Llanto, CLIMBS Vice Chairman, CLIMBS Vice-President for Luzon Mr. Antonio Dosdos (standing) and PRU Life VP Mr. Kenn Ramirez.

The agreement also envisioned for the partnership to add value to various sectors and groups through the enhancement of business systems using online technology.

The partnership is aligned with the adoption and implementation of Enhanced Microinsurance Regulatory Framework which aims to enhance the insurance systems to become more effective and efficient providers of micro-insurance with the help of online technology.

CLIMBS executives, sales, marketing draw sales plan



CLIMBS Executives and members of its marketing and sales force have plotted the organization's sales target this year and have proposed strategies on how to attain the objective.

Such undertaking was one of the main features of CLIMBS sales conference on March 7-8, 2018 at Diamond Suits in Cebu City.

The issues and recommendations brought up during the activity were the following: **sales roles and functions** from Area Sales Manager (ASM) to Regional Sales Manager (RSM) and General Agency Manager (GAM); **new business accounts incentive** wherein sales personnel is entitled to additional cash

incentive for every new account closed equivalent to 0.1% of the gross premium for the 1st remittance; **proposed CLIMBS excellence awards policy and guidelines** in order to recognize significant contribution of member cooperatives to the premium product of CLIMBS; **proposed 2018 CAC achiever award criteria; launching of CLSP with free HIB; and business forum schedule** for the purpose of sustaining connections with their stakeholders.

Part of conference was the consultative meeting among CLIMBS executives. In the meeting then in-coming CLIMBS President and CEO Noel D. Raboy Raboy requested the other executives to help him during the transition of management leadership - from Mr. Fermin L. Gonzales to him – emphasizing teamwork as a necessity to sustain the growth and development of CLIMBS.

Gonzales retired from CLIMBS in April 2018.

Meanwhile, according to then VP & CMO Mr. Raul M. Pregon a letter of agreement signed by GAM, RSM and ASM should be drafted for the acknowledgement of Sales Team on the Sales KRA Matrix. Also, it has been agreed that CLIFSA will focus on the installation of new and existing agencies with full backing of

CLIMBS. And there will be re-alignment of SDS, RSM and ASM. There was also a proposal of a new marketing units namely Accelerate CAC franchising, Direct Marketing and Digital Marketing.

In the March 8 meeting, the marketing people presented proposals to the body, while Mr. Pregon offered the final output of the group from sales. It was the consensus of the group that some of the proposals can be implemented at once, while the others need further review. Actuary Manager Ms. Dona Namoc presented the Coop Life Savings Plan with free Hospital Income Benefit.

During the culmination program in the evening on that day, some participants were given the CLIMBS Excellence Awards. National Sales Training Officer Ms. Marietta Magallones announced the cash incentive awardees as Karen G. Caslangan, IV C. Laurente, Esraelita Booth, Jocelyn F. Duka, Liberato A. Ramos, Joel L. Sabularse, Joice C. Oida, Jobelle Pannig, Lorina B. Gabato, Conrado L. Blanco, Ronald D. Vilas, Ruth Thelma Loking, Papias D. Dagaya, Nilo E. Redulla, Felyn Love P. Pao, Eden O. Apas, Noel A. Viscayno, Edgardo O. Apoya, Analene T. Bollo, Shella L. Dantes, John O. Diona and Chared A. Naliponguit.



Spearheaded by its new President/CEO Mr. Noel D. Raboy, CLIMBS held its second convocation for this year at the parking area of CLIMBS on June 19, 2018 at 2:00 in the afternoon.

Members of CLIMBS top management, CLIFSA President/COO Mr. Henry Lopez together with his employees, and CLIMBS employees attended the activity. In his speech Mr. Raboy pointed out that the

CLIMBS holds 2nd convo for 2018

ongoing transition is for the common good of everyone. Members of the top management were announced and each gave their welcome addresses.

The new members of the top management are: Mr. Raul Pregon- VP for Operations, Mr. Antonio Dosdos- VP/Chief Marketing Officer, Mr. Renan Diaz- VP for Sales, Mr. Reynaldo San Andres- VP for Finance, Mr. Deal Noel Benegrado- VP for Corporate Planning, Mr. Ulysses Zulueta- AVP Non-life and Ms. Nancy Ortega- AVP Life.

Mr. Aldren Masas, Chief Accountant presented financial statement of the Organization as of May 2018, its profit and loss state. Later, Mr. San Andres, VP for Finance presented on the Data Privacy Act. He expounded the importance of Data Privacy and how individual should be responsible on their

data, as well as importance and penalties that violators will be facing.

Subsequently, forum started where CIFL Executive Director Ms. Donna Dizon facilitated. Some employees shared their thoughts and support to the transitions of the organization. Later, Ms. Delia Martinez, HRAD Manager closed the convocation by encouraging everyone to be excited and eager in claiming challenge. The event was closed at 5 in the afternoon while dinner is served.

The event was an avenue to welcome the new management and to show support of whatever transitions that the organization will be making, get financial updates and also brainstorming of strategies that would best help the organization.

CLIMBS personnel take gender sensitivity training



Gender Sensitivity Training is a basic tool in understanding how gender shapes a person's role in the society and how individuals developed and how it affects relationships towards work.

In this light, on March 12, 2018 some 13 females and 18 males from various

departments of CLIMBS Life and General Insurance Cooperative underwent a Gender Sensitivity Training at N Hotel Cagayan de Oro City.

The training was spearheaded by then CLIMBS President & CEO Mr. Fermin L. Gonzales and was facilitated by 7 speakers from CLIMBS- GAD Team.

The objectives of the training were to make participants know, understand and reflect on Gender Concepts, Gender Roles, Gender Issues, Gender Equality and Legal Foundation, Personality Development, Self-enrichment and Family Enrichment. Topics on personality development and the self-enrichment were uniquely designed for CLIMBS staffs only.

The first speaker discussing gender concepts was Mr. Ruel Arsua. Ms. Arvie Rose

Pagtulon-an followed with her discussion on Gender Roles. Presentation on Gender Issues was done by CIFL Executive Director, Ms. Donna Marie Michelle Dizon. In the afternoon, the session was opened by Ms. Niña Flor Batara discussing about Gender Equality and its Legal Foundation focusing on women and children in relation to Anti-violence against Women and Children Act (Anti-VAWC Act). CIFL Program Director Ms. Blanche Jalalon talked about personal and sex hygiene in her Personality Development Session. Ms. Marietta Magallones provided short questionnaires to everyone pertaining to love languages, after which she discussed each love languages relating to her topic which is Self-enrichment.

The training's last session was given by CLIMBS- GAD Committee Chairperson, Ms. Norma Pereyras. It was interactive and reflective.

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