



PACIFIC

The official newsletter of DNR Offshore and Crewing Services, Inc.



GENERAL ARCADIO MAXILOM

General Arcadio Maxilom Y Molero (November 13, 1862 – August 10, 1924) was a Filipino teacher and hero of the Philippine revolution. He was born in Tuburan, Cebu to Roberto Maxilom (his Father was a Gobernadorcillo of Tuburan from the years 1862-65), the town Gobernadorcillo and, Gregoria Molero. His family were members of the local gentry, or principalia.



Maxilom's first exposure to education was through the cartilla. Later on, his education was further broadened by a Tuburan Parish Priest who tutored him. From the years 1877 – 1881, Maxilom was a school teacher in Tuburan. He worked as a teacher in a local school before joining the Katipunan, whose activities in Cebu were led by a young Negrense, Leon Kilat.



In 1882, he became a Secretary of Peace in Tuburan. This was a position that he held until 1888. After this, he was voted to become a 2nd Lieutenant by the Principalia in the area. In 1892, he was elected as Gobernadorcillo until 1894. Afterwards, he became the Municipal Captain until 1896.



After Kilat's betrayal and assassination, Maxilom continued the revolution in Cebu. Under his command, the Katipunan was able to regroup in the central highlands, which Spanish forces found impenetrable. On December 16, 1898, Maxilom wrote a letter to the Spanish authorities in Cebu, demanding that the latter surrender. Weary after incessant fighting, the Spaniards quickly responded, asking Maxilom for two to three days to leave the province. By Christmas eve, the Spaniards have left, leaving behind only three Catholic clerics.

Maxilom is best remembered for stubbornly refusing to surrender to the American occupying forces even as his fellow revolutionaries in Manila and Cebu were starting to capitulate or collaborate with the new colonial power. He finally surrendered on October 27, 1901.

Virtually forgotten after the revolution, Maxilom died in his hometown of Tuburan, after a long bout with paralysis, on August 10, 1924. His funeral cortege, joined in by leading revolutionary figures including Emilio Aguinaldo, stretched some four kilometers, in what remains to this day the longest in Cebu's history. Mango Avenue, one of Cebu City's main thoroughfares was renamed General Maxilom Avenue in honor of the great Cebuano Revolutionary General. It was also previously called Mango Avenue because before the buildings along side the road, they were all mango trees.

SOURCE: Spring of Hope All About Tuburan

WIND POWER BECOMING TOO CHEAP TO SUPPORT ITSELF

Major efforts to bring down the cost of generating wind power should be restrained, the head of a turbine-making major has warned, citing the industry's limited ability to continue investing in new technologies and enterprises.

The cost of wind power has recently dropped to levels that allow a challenge to such fossil fuels as coal and natural gas, thanks to an enormous investment boom in green energy.

"What we've clearly achieved is that wind power is now cheaper than anything else. But I believe we shouldn't make it too cheap," Siemens Gamesa's Chief Executive Andreas Nauen said as quoted by Reuters.

In Europe, wind and solar are reportedly significantly cheaper than coal, natural gas and nuclear power. Driven by the green transition aimed at addressing climate change, demand for wind turbines is at a record high. However, lower prices and increased competition have seen producers' margins squeezed.

"We have probably driven it too far," Nauen said, stressing that the sector wouldn't be able to invest in innovations if the drive to cut the cost wind power continues at the same rate.

Rising costs stemming from the global supply crunch and high prices for such raw materials as steel are also eroding the operating margins of turbine makers.

Earlier, Siemens Gamesa, one of the world's largest suppliers of wind energy technology, as well as its major rival Vestas, warned they have been able to pass on to customers a part of these higher costs, which is likely to be reelected in higher auction prices and power purchase agreements overtime.

Governments around the world have been phasing out generous wind subsidies, opting for more competitive contract tenders, and favoring project developers that submit the lowest bids.

"We need to change auction systems in the future," the top manager said, suggesting that criteria such as local job creation should be considered instead on focusing only on price.



Source : RT Live

Photo Credit : Global Look Press/Christian Charisius



ALL ABOUT MARKETING

By: MARIEBEL S. FLORES

Marketing Account Executive, IMC

Surely this pandemic really created a havoc on all industries worldwide and in order to survive and/or sustain the business, companies resorted to reducing its workforce, decrease productions, suspend operations for the meantime, etc., Here at DNR Offshore, the management opted to mobilize its marketing operations not only to maintain its existence in the industry but to expand its services to the maritime business in general. Now the company is opening its door to Green energy projects and all sea-going vessels including cruise lines.

At this juncture, let us talk about marketing and how we do it.

What Is Marketing?

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Understanding Marketing

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

Product, price, place, and promotion are the Four Ps of marketing. The Four Ps collectively make up the essential mix a company needs to market a product or service. Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps.

THE FOUR Ps:

• Product

Product refers to an item or items the business plans to offer to customers. The product should seek to fulfill an absence in the market, or fulfill consumer demand for a greater amount of a product already available. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

• Price

Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost price, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

• Place

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?

• Promotion

Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerilla marketing.

Promotions vary depending on what stage of the product life cycle the product is in. Marketers understand that consumers associate a product's price and distribution with its quality, and they take this into account when devising the overall marketing strategy.

What Are the Goals of Marketing?

An important goal of marketing is propelling a company's growth. This can be seen through attracting and retaining new customers.

Companies may apply a number of different marketing strategies to achieve these goals. For instance, matching products with customers' needs could involve personalization, prediction, and essentially knowing the right problem to solve.

Another strategy is creating value through the customer experience. This is demonstrated through efforts to elevate customer satisfaction and remove any difficulties with the product or service.

Hopefully we were able to share to you some helpful insights on the topic.

Reference: INVESTOPEDIA



LATEST ON THE GULF

One of President Joe Biden's boldest environmental campaign promises was to ban new oil and natural gas leasing on public land and water. But this time his administration will open more than 80 million acres in the Gulf of Mexico to auction for drilling.

After taking office in January, President Biden issued Executive Order 14008, which called for a review of the federal oil and gas leasing and permitting program for the onshore and offshore. The 18-Page report issued on Friday (Nov. 26) primarily focused on necessary reforms to the fiscal terms, leasing process and remediation requirements related to the oil and gas programs. In parallel with the review, Interior suspended federal lease sales in the Gulf of Mexico (GOM), the Arctic National Wildlife Refuge in Alaska and on federal lands in several states. The review is part of President Biden's goal to put the United States on a path to a carbon-free power sector by 2035 and a carbon-neutral economy by 2050.

The administration tried in its first days in office to put a stop to new oil and gas drilling. On January 27, Biden signed an executive order that paused new permits and directed the Department of Interior to launch a "rigorous review" of existing programs related to fossil fuel development.

But a lawsuit filed in March on behalf of 13 states led to a judgment that blocked Biden's pause.

"Millions and possibly billions of dollars are at stake," Judge Terry Doughty wrote in his ruling. Doughty was nominated in 2017 to the US District Court for the Western District of Louisiana by then-President Donald Trump.

The Biden administration is moving forward with the new leasing, and White House press secretary Jen Psaki said their hands are tied.

"We're required to comply with the injunction; it's a legal case and legal process," Psaki told reporters Monday. "But it's important for advocates and other people out there to understand that it's not aligned with our view, the President's policies or the executive order that he signed."

Psaki said the US Department of Justice is appealing the Louisiana decision. But in the meantime, the sale is going forward, and some environmental advocates are strongly criticizing the administration for not taking stronger action to block it.

The U.S. oil and natural gas industry need not fear a federal drilling ban — for now — but royalty rates may be hiked for the first time in a century and leasing terms could be tightened based on an analysis by the Department of Interior.

On the other hand, the American Petroleum Institute (API), Western Energy Alliance (WEA) and other industry groups blasted the report, which was issued under the radar the day after Thanksgiving, when many U.S. businesses were closed. "During one of the busiest travel weeks of the year when rising costs of energy are even more apparent to Americans, the Biden administration is sending mixed signals," said API's Frank Macchiarola, senior vice president of policy, economics and regulatory affairs. "Days after a public speech in which the White House said the president 'is using every tool available to him to work to lower prices and address the lack of supply,' his Interior Department proposed to increase costs on American energy development with no clear roadmap for the future of federal leasing."

Consumer Energy Alliance President David Holt said the "deliberative process undertaken by the Department of Interior...should not turn into ways to further hamper energy production by creating regulatory uncertainty or costly policies, which stifle investment with excessive regulations and policies that curtail sensible energy development."

The administration wants to move toward a net-zero carbon emissions economy but at what cost, Holt asked.

"Getting to net-zero without crushing the economy needs smart environmental and energy policies that recognize the role oil and gas must play in meeting our basic energy needs for decades to come," he said. "Any other policy is fantasy, and the cost of that fantasy is enduringly higher energy prices for Americans."

The Center for Biological Diversity (CBD) and the Natural Resources Defense Council (NRDC), among other environmental groups, said the review had not gone far enough.

"Greenlighting more fossil fuel extraction, then pretending it's OK by nudging up royalty rates, is like rearranging deck chairs on the Titanic," said CBD's Randi Spivak, public lands director. "There's no time left for baby steps that let the fossil-fuel industry wreak even greater havoc on the Earth."

NRDC's Alexandra Adams, senior director of federal affairs, said Interior was "formally taking responsibility for and seeking to address something that has long been widely acknowledged: we have a broken and outdated leasing system. The administration and Congress must seize this opportunity to fix these problems. Beyond that, it is time to embrace critical climate and environmental reforms that will sustain our local communities and safeguard our incomparable oceans and public lands."

House Natural Resources Chair Raúl Grijalva sharply criticized the administration for moving forward with the lease before making its review public, just days after the COP26 climate summit in Glasgow.

"This administration went to Scotland and told the world that America's climate leadership is back, and now it's about to hand over 80 million acres of public waters in the Gulf of Mexico to fossil fuel companies," Grijalva said in a statement. "This is happening under the same lax environmental and safety requirements and inadequate financial assurances that have put Americans in harm's way for decades."

Though it came too late to prevent the auction from going forward, environmental advocates suing the administration hope to get a decision on their case by January 1, before the resulting leases would go into effect.

"We set our schedule so that we have an opportunity to get a decision before then," Hardy said.

SOURCES: CNN Ella Nielsen
NGI Carolyn Davis



ROYAL CARIBBEAN REPORTS US\$1.4 BILLION LOSS, BUT EXPECTS TO BE PROFITABLE FOR THE FULL YEAR 2022

Royal Caribbean Group released its third quarter 2021 financial results, which reflect a US\$1.3 billion loss while restarting more than half of its ships.

In fact, Royal Caribbean Group was able to get two-thirds of its ships back in operation, although the Delta variant of Covid-19 delayed booking progress.

The company championed a few key statistics from the quarter before diving into its financials:

- Over 500k guests sailed across its five brands, including Royal Caribbean International. Over 1 million passengers are expected before the year ends.
- By the end of 2021, 50 of the 61 cruise ships in the Royal Caribbean Group should be back in service, representing almost 100% of its core itineraries and approximately 80% of worldwide capacity.
- Sailings for 2022 are booked within historical ranges and at higher prices than 2019, even when including future cruise credits (FCCs).
- Guest satisfaction scores and onboard spending per passenger are both at the highest levels in the Company's history.
- The Group expects to be cash flow positive by spring and profitable for the full year 2022.
- Constructive dialogue with the CDC leading to the end of the prescriptive CSO in January.

Third Quarter Results

Royal Caribbean Group posted a US\$1.3 billion loss for 2021, compared to a US\$1.3 billion loss in the third quarter of 2020.

The company also reported Adjusted Net Loss of US\$(1.2) billion or US\$(4.91) per share for the third quarter of 2021 compared to Adjusted Net Loss of US\$(1.2) billion or US\$(5.62) per share in the prior year. The Net Loss and Adjusted Net Loss for the third quarter of 2021 are the result of the continued impact of Covid-19 pandemic on the business.

The good news is 11 more cruise ships returned to service, which means there are 40 cruise ships across all the Royal Caribbean Group brands operating today. This represents 65% of the fleet capacity have restarted cruises.

SOURCE: Royal Caribbean Blog

By: Matt Hochberg



GMRC & GRC

By: MICHELLE G. VALENCIANO

HR Manager

Remember during your elementary years the first and foremost subject is G.M.R.C. the acronym for Good Manners & Right Conduct. More recently our beloved President and Chairman of the Board made a joke about a post initiated by our Corporate Communication concerning the acronym GRC pretending not to understand it and said that he thought it was G.M.R.C.. Well after we explain to you what is the meaning of GRC you will somehow find out the relevance of GMRC with GRC.

GRC is the term covering an organization's approach across these three practices: governance, risk management, and compliance. The first scholarly research on GRC was published in 2007 where GRC was formally defined as "the integrated collection of capabilities that enable an organization to reliably achieve objectives, address uncertainty and act with integrity." The research referred to common "keep the company on track" activities conducted in departments such as internal audit, compliance, risk, legal, finance, IT, HR as well as the lines of business, executive suite and the board itself.

Governance, risk management, and compliance are three related facets that aim to assure an organization reliably achieves objectives, addresses uncertainty and acts with integrity. Governance is the combination of processes established and executed by the directors (or the board of directors) that are reflected in the organization's structure and how it is managed and led toward achieving goals. Risk management is predicting and managing risks that could hinder the organization from reliably achieving its objectives under uncertainty. Compliance refers to adhering with the mandated boundaries (laws and regulations) and voluntary boundaries (company's policies, procedures, etc.)

GRC is a discipline that aims to synchronize information and activity across governance, and compliance in order to operate more efficiently, enable effective information sharing, more effectively report activities and avoid wasteful overlaps. Although interpreted differently in various organizations, GRC typically encompasses activities such as corporate governance, enterprise risk management (ERM) and corporate compliance with applicable laws and regulations.

Organizations reach a size where coordinated control over GRC activities is required to operate effectively. Each of these three disciplines creates information of value to the other two, and all three impact the same technologies, people, processes and information.

Substantial duplication of tasks evolves when governance, risk management and compliance are managed independently. Overlapping and duplicated GRC activities negatively impact both operational costs and GRC matrices. For example, each internal service might be audited and assessed by multiple groups on an annual basis, creating enormous cost and disconnected results. A disconnected GRC approach will also prevent an organization from providing real-time GRC executive reports. GRC supposes that this approach, like a badly planned transport system, every individual route will operate, but the network will lack the qualities that allow them to work together effectively.

Basic concepts

- Governance describes the overall management approach through which senior executives direct and control the entire organization, using a combination of management information and hierarchical management control structures. Governance activities ensure that critical management information reaching the executive team is sufficiently complete, accurate and timely to enable appropriate management decision making, and provide the control mechanisms to ensure that strategies, directions and instructions from management are carried out systematically and effectively.
- Obligational awareness refers to the ability of the organization to make itself aware of all of its mandatory and voluntary obligations, namely relevant laws, regulatory requirements, industry codes and organizational standards, as well as standards of good governance, generally accepted best practices, ethics and community expectations. These obligations may be financial, strategic or operational where operational includes such diverse areas as property safety, product safety, food safety, workplace health and safety, asset maintenance, etc.
- Risk management is the set of processes through which management identifies, analyzes, and, where necessary, responds appropriately to risks that might adversely affect realization of the organization's business objectives. The response to risks typically depends on their perceived gravity, and involves controlling, avoiding, accepting or transferring them to a third party, whereas organizations routinely manage a wide range of risks (e.g. technological risks, commercial/financial risks, information security risks etc.).
- Compliance means conforming with stated requirements. At an organizational level, it is achieved through management processes which identify the applicable requirements (defined for example in laws, regulations, contracts, strategies and policies), assess the state of compliance, assess the risks and potential costs of non-compliance against the projected expenses to achieve compliance, and hence prioritize, fund and initiate any corrective actions deemed necessary. Compliance administration refers to the administrative exercise of keeping all the compliance documents up to date, maintaining the currency of the risk controls and producing the compliance reports.

If not integrated, if tackled in a traditional "silo" approach, most organizations must sustain unmanageable numbers of GRC-related requirements due to changes in technology, increasing data storage, market globalization and increased regulation.

There you go. GMRC entails discipline in building up a character, in turn having the right character provides the advantage of critical thinking hence achieving the GRC for your company/business is just a walk in the park.

HAPPY HOLIDAYS!

MGV 2021





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From all that I have witnessed and observed working with him these last few years, I personally want to extend my gratitude and recognize Romy for all that he has done and for always giving his 110%.

JESSE GARCIA

GIS OFFSHORE SUPERINTENDENT

EMPLOYEE SPOTLIGHT



We would like to recognize Romy Arante (Scaffold Builder) for his dedication and service on the project crew at BP Mad Dog for over 16 years. This past week, BP Leadership and the crew celebrated and recognized him for all of the contributions he has provided to Mad Dog over the years. Romy will continue to support GIS and help to serve BP and other clients in the Gulf of Mexico. Congratulations and thank you, Romy!

BY : GIS

JOKE OF THE YEAR

A day in a multinational company head office: **Special High Intensity Training**

In order to assure the highest levels of quality work and productivity from our employees, it will be our policy to keep all employees well-trained through our one program of Special High Intensity Training. **(S.H.I.T.)** We are striving to give our employees more S.H.I.T. than any other company. If you feel that you do not receive your fair share of S.H.I.T., Please see your manager, you will be immediately placed at the top of the S.H.I.T. list. Our managers are especially skilled in seeing that you get all the S.H.I.T. you can handle. Employees who will not take S.H.I.T. will be placed in the Department of Employee Evaluation Program. **(D.E.E.P.S.H.I.T.)** Those who failed to take S.H.I.T. will be referred to Employees Attitude Training **(E.A.T.S.H.I.T.)**.

Since most of our managers were required and finished S.H.I.T. they need not do any S.H.I.T. anymore because they are full of S.H.I.T. already. If you are already full of S.H.I.T., you may be qualified to train others. We can then add your name to our Basic Understanding Lecture List **(B.U.L.L.S.H.I.T.)**. Those who are full of B.U.L.L.S.H.I.T. will get S.H.I.T. jobs and can apply for a Promotion to Director of Intensity Programming **(D.I.P.S.H.I.T.)**. If you have any questions, kindly direct them to our Head of Training **(H.O.T.S.H.I.T.)**.

Thank you,

Boss in General
(B.I.G.S.H.I.T.)



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