

10 October 2003

Dear Alex,

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Good day. Hope you consider this reading.

The not-so-well telephone conversation we had last Wednesday and the text message you sent that night to Siuko prompted me to write you where I could better explain than in phone. Please correct me if ever I have misunderstood you.

In all modesty, allow me to express my personal point of view on how you handle things in the company now. After declaring that you are on leave sometime in March, then fly to Zamboanga and visit main office about a few times thereafter wherein the last time you came was to see the SGV auditors whom you engaged the service to audit our system. By the way, did you ever inform your Papang or your Mamang about the conduct of that audit since they are the immediate high ranking corporate officers here? Isn't it proper that due respect must be given them about that engagement? As I gather, not even your Mamang knows about that, however, she accommodated the auditors well.

I really wonder how you relate now with the company. Do you still look after the problems on operations? Does it still matter to you that some tramping vessels encounter problems on maintenance and cargoes? Does it still matter to you that MV Lady Mary Joy 2 has yet to complete her drydock after pass six months now? Manila office has to forward their problems to Zamboanga office, have you abandoned your responsibilities? When was the last time you talked to Butch about transferring to terminal office later give him order thru programmer Sheila - to transfer to Camins CY which was basically different from the instruction he directly received from you? What is so ironic, Butch as Personnel Manager has to get instruction from Sheila. Now, how would you expect us to understand your "new" way of running the company?

This is not to say that I am not in conformity with the "new" system that you are trying to introduce, rather, I just would want that whatever it is that you deemed better for the company will be made clear, not to us, your employees but to the members of your family considering that the firm is a family oriented one. Just take for instance of your directive that Butch, me and Siuko to transfer to Camins CY office. Personally it would be an advantage to me since my transportation expense would be lessened, so how could I contradict? Anyhow, now that you made clear of your reasons about the transferring, at least we understand though it should be, at least, Butch being the senior employee among us (me and Siuko) to be transferred have been consulted before hand taking also into account like -

1. Will we maintain the issuance of ticket forms, blank BLs and DRs if we have our office at Camins? It would indeed be very inconvenient considering the distance from port to veterans is much more accessible than from port to Camins.
2. How would documentations of vessels records and employees file be?
3. Where and how will hiring of employees (Deck and engine officers and Purser) be?

I take it your new mission for the company is to adapt to the information technology with the introduction of computerization to stay competitive in the industry which in no doubt is for the betterment of the company. Correct me if I am wrong, you failed to present the idea to the other members of your family? Or you attempted to but easily give-up when there was resistance from other member?

I do not agree when you said your Papang and your Mamang do not know how to operate the business. In the first place, they were the one who started it. Your mother who has not reached college for one thing possesses that unique intelligence in handling a business that is very rare in businessman; Your Papang as well has a good relationship with high ranking government and private personnel; Your brother Nelson who is a lawyer but humbly admitted he does not know the company's operation (this happened during the meeting held with us before the programmers/encoders transferred to Boulevard office) could handle legal affairs; With the assistance of Bobong and Jayjay who are equally active now and participate in the day-to-day operation; Above all, with your incomparable advanced "know-how" in managing the business, with 6 of you to work hand in hand complementing each other, there is no question that the business will not succeed.

I really suggest that all members of your family will hold a meeting to discuss about the operations of ASLI before things is worsened. Allow each one of you to give suggestions/objections/comments/etc. Of course, one has to express it in a more polite manner. It will be more sensible if done in well-mannered way for better understanding. After which analyze and evaluate what is best for the company. Then, finally, agree on a decision. Should hundred percent of the member will not agree, at least, consider the decision of majority. Open communication is probably the key here.

Thank you very much for giving this your attention.

Respectfully yours,

A Beth