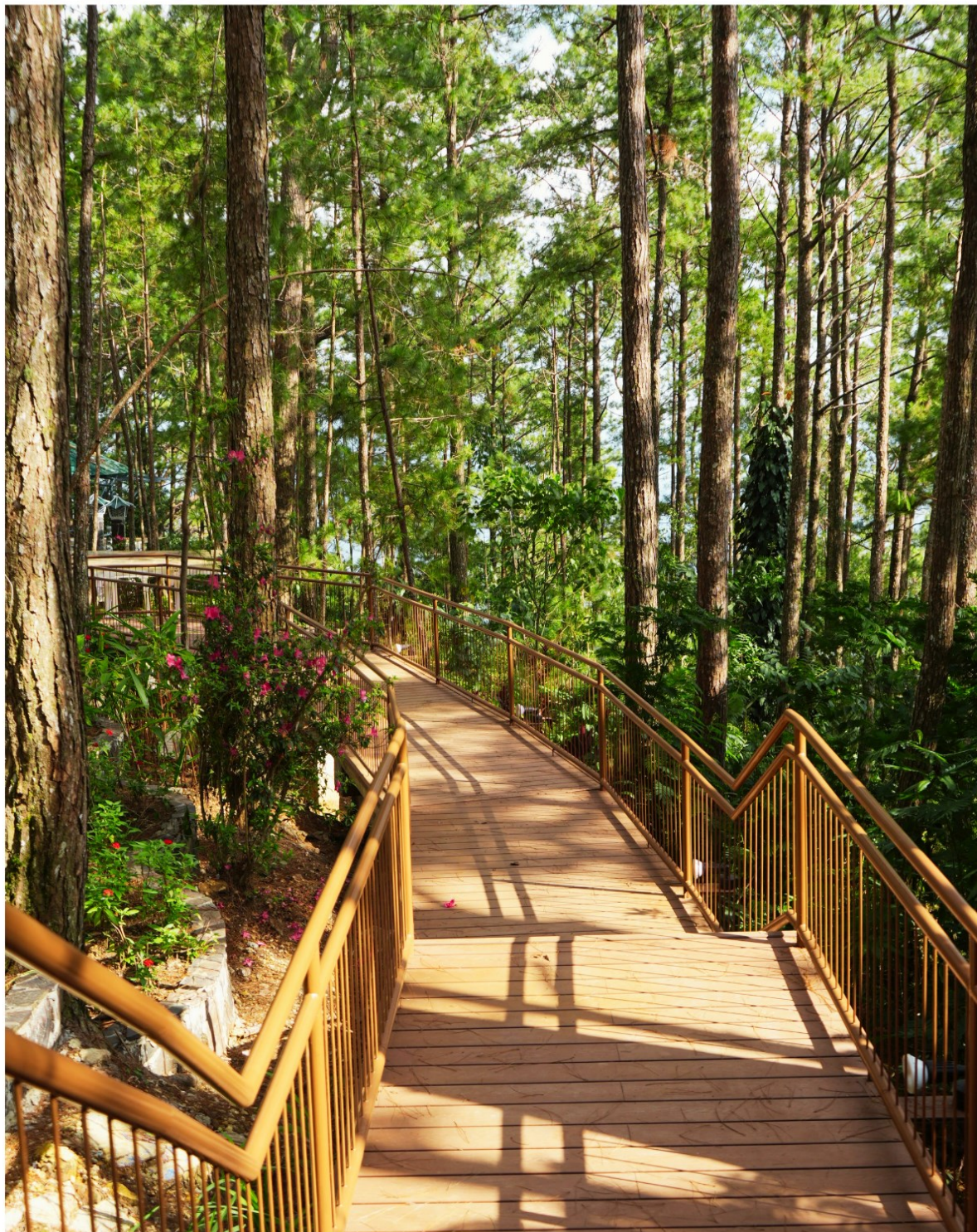


Republic of the Philippines
Office of the President

JHMC

JOHN HAY MANAGEMENT CORPORATION
a member of The BCDA Group

JOHN HAY MANAGEMENT CORPORATION ANNUAL REPORT



ISSUE NO. 3 2024

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ABOUT THE COVER

This walk under the canopy of towering Benguet Pines is located at the Secret Garden, Camp John Hay.

Constructed in 2024, this newly refurbished garden provides a unique perspective of the forested area and is a perfect spot for nature lovers and those seeking tranquility.

VISION

JHMC shall develop and transform Camp John Hay into the premier ecotourism and investment destination in the Philippines.

MISSION

People empowerment in JHMC to be stewards of the forest watershed with effective regulations to transform Camp John Hay (CJH) into the premier ecotourism and investment destination in the Philippines:

- 1. To sustainably develop, manage, and promote CJH as a vibrant ecotourism and investment hub, fostering economic growth, responsible environmental stewardship, and community and stakeholders' empowerment;
- 2. To manage and enhance CJH as a model of sustainable development, delivering exceptional ecotourism experience and creating opportunities for investment while preserving its natural and cultural heritage;
- 3. To lead the development of CJH with integrity and innovation, ensuring it thrives as an ecotourism and investment destination that benefits the environment, economy, and community; and,
- 4. To provide world-class ecotourism and investment opportunities in CJH through sustainable practices, customer-focused services, and partnerships that benefit the local community and the nation.

CORE VALUES

- S – Stewardship
- P – Passion
- I – Integrity
- C – Commitment
- E – Excellence
- S – Spirituality



1. CAMP JOHN HAY

Atty. Marlo Ignacio V. Quadra

FROM THE PRESIDENT

“
At John Hay Management Corporation, we uphold responsible environmental stewardship and sustainable development. This year has been a significant period in preserving Camp John Hay's heritage, all while providing revitalization and fabrication of new essential infrastructures through substantial investments. These milestones highlight our efforts toward managing a balance between nature and progress
”



At JHMC, we are dedicated to upholding excellence as stewards of Camp John Hay. Throughout this year, we have achieved significant milestones by meeting our missions and goals, sustaining our sustainable practices, and preserving the estate's environmental assets for their optimum use.

2024 has been transformative, marked by learning, growth, and resilience. We not only embraced these qualities but also championed them. As we continue to deliver quality services through key projects, we've strengthened relationships beyond our stakeholders to include the entire community. These enhanced services and projects, achieved through collaborative efforts and meticulously crafted programs and engagements, have positioned JHMC prominently on the map of environmental stewardship and outstanding social responsibility.

As we enter another year of development and progress, let us celebrate our achievements and recognize these accomplishments as tokens of gratitude for the Filipino people's trust. This is not a new beginning but a continuation of the opportunities we've taken in order to realize our vision and create a lasting impact as we continuously aim to benefit all stakeholders and contribute to their well-being.

I acknowledge the trust and unwavering commitment to accomplishing our mission for our stakeholders, collaborators, and the community. May we continue to move forward with more innovations in protecting our natural resources while embracing new opportunities for a greener future for Camp John Hay.

FROM THE VICE PRESIDENT

John Hay Management Corporation has consistently demonstrated exceptional performance throughout its history. I am privileged to contribute to its ongoing success and continued growth. Guided by our mission and vision, JHMC is committed to achieving sustainable development and promoting environmental stewardship. Through dedication, strategic, and diligent efforts, JHMC has continuously improved over the years.

JHMC's commitment extends to preserving natural resources and cultural heritage for future generations. We take great pride in protecting our forest and enhancing the environment, particularly Camp John Hay, as we recognize the intrinsic value of nature. With JHMC's strengthened dedication, we remain steadfast in advancing this initiative, ensuring its long-term success. The future distribution programs will play a crucial role in maintaining and expanding these efforts.

Earning the trust of our stakeholders, partners, and community is essential to achieving JHMC's vision. This is proof of JHMC's unwavering commitment to excellence and progress that we have continuously worked to fulfil our mission through developing strong and meaningful connections and collaborations with our stakeholders, community, and partners as we achieve initiatives for lasting benefits for everybody.

On behalf of the JHMC team, I extend our deepest gratitude to all stakeholders who believe in JHMC, including the Chairperson and Members of the JHMC Board, our President and CEO, partners, and community members. The JHMC community profoundly values your strong support, which will build a lasting foundation for achieving our missions. With unity, purpose, excellence, and the power of spirituality through the guidance of our God, we proudly represent JHMC, striving toward a sustainable and prosperous future.



Jane Theresa G. Tabalingcos

GRAFIK HOTEL COLLECTION:

Redefining Luxury and Modern Design in Baguio City

Grafik Hotel Collection is set to become another highlight of Camp John Hay, bringing a fresh take on luxury and modern design that promises to elevate the hospitality scene in Baguio City.

With a strong emphasis on guest experience, the Grafik Hotel Collection aims to capture the spirit of what makes Baguio truly special, inviting visitors to enjoy a new level of comfort and style. The 256 upscale accommodations on 5,700 square meters of land in Camp John Hay will also feature food and beverage outlets, a grand ballroom, meeting spaces, and a spa.

The Grafik Hotel Collection is expected to bring a vibrant new energy to Baguio City, blending seamlessly with the city's unique topography. Mr. Francis Gotianun, Senior Vice President of Filinvest Hospitality Corporation, cannot contain his excitement about welcoming guests, and he is hopeful that the Grafik Hotel Collection will have a significant impact on the local tourism scene. This promising development reflects the city's ongoing growth and appeal to tourists.

Another major milestone for Filinvest, the Grafik Hotel Collection at Camp John Hay will be the first dual-brand property under Grafik Hotels and Resorts and Quest Hotels and Resorts. This expansion will continue Filinvest's thrusts to explore more places beyond Cebu, Clark, and Tagaytay. Added to that is the dimension of partnering with Chroma Hospitality, FDC, and Archipelago International from Singapore, giving a perfect mix of local insights and global expertise.

Looking forward to 2025, Grafik Hotel Collection is more than just a hotel; it symbolizes new beginnings and endless possibilities. Located in the midst of Camp John Hay, it will create a lively atmosphere as it draws in both locals and foreign guests. The hotel aspires to be a hub where everyone can gather to explore and enjoy Baguio's irresistible beauty, making unforgettable memories along the way.



BREWING

SINCE 2002



In a well-placed move that brought immense delight to coffee lovers, Camp John Hay welcomed Rustan Coffee Corporation, operating Starbucks, which had its lease contract renewed with the John Hay Management Corporation (JHMC) and the Bases Conversion and Development Authority (BCDA).



The renewal offers a venue where coffee is not just a beverage, but a language that encapsulates culture, ritual, and conversation, binding people together. Starbucks' continued presence in the John Hay Special Economic Zone is synonymous with community relaxation and coffee bonding, fostering a welcoming environment where individuals can gather and connect.

This partnership highlights the importance of business sustainability and the role of coffee in creating shared experiences. The commitment to sustainability resonates with both companies, demonstrating their dedication to responsible practices and long-term impact. As people sit down with a cup of coffee, they not only enjoy the rich flavors but also partake in a tradition that spans generations and cultures.

The renewal underscores how central coffee is to life and relationships, cementing Starbucks as the go-to meeting place for friends, families, and colleagues alike. Whether it's catching up with a loved one, holding a business meeting, or simply taking a moment to unwind, Starbucks provides a consistent, comforting space where meaningful interactions thrive.



Mokuha Cafe's minimalist aesthetic creates a serene atmosphere, perfect for relaxation near the Historical Core. It embodies warmth and elegance, making it an ideal destination for those seeking tranquility and peace. Expertly blended with the art of brewing, from rich aromas to smooth flavors, every sip is a sensory delight.

Every sip of the cup leaves an unforgettable taste. Both hot and cold versions bring a special tasting experience. The special coffee produced a fine scent in every order.

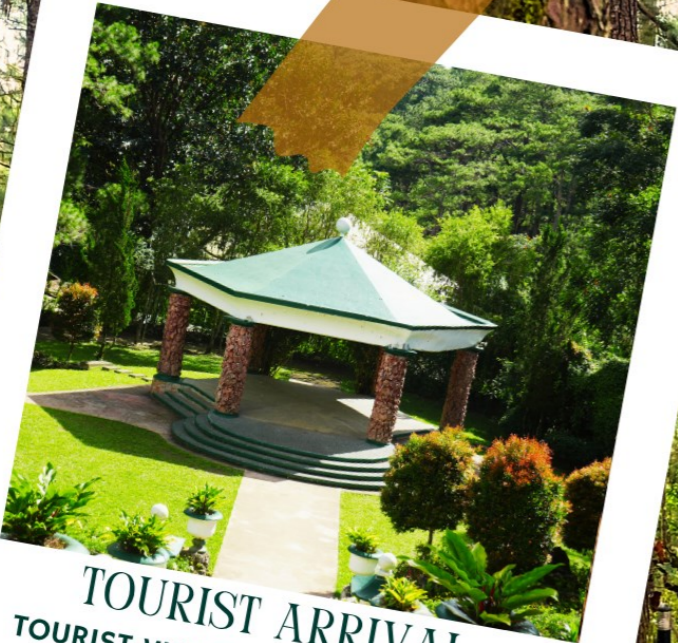
Situated within the serene surroundings of Camp John Hay, Mokuha Cafe is a delightful haven that enhances the area's alluring ambiance. It provides an amiable retreat where every sip induces calm.

OTHER LOCATORS INCLUDE


- Export Overruns/Simplicio Reyes
- PSD Corp
- Santiago's Mobile Restaurant
- St. John Paul Learning Center II



SIP A CUP OF SERENITY AT
MOKUHA CAFE



TOURIST ARRIVAL
TOURIST VISITS 7,277,508
INCOME GENERATED:
PHP. 10,659,221.20
7.62% INCREASE FROM
2023'S PHP. 7,717,007.00

 Secret Garden, Camp John Hay



CAMP JOHN HAY'S TICKET PRICING STRATEGY PROVES EFFECTIVE IN 2024



Historical Core revenue from admission tickets increased by 7.62% in 2024, totaling PHP 10,659,221.20, compared to PHP 7,717,007.00 in 2023. By the end of 2024, Camp John Hay generated higher ticket admission revenue than the previous year, showcasing the effective management of the Historical Core as a tourist spot.

In 2024, a total of 7,277,508 tourists arrived, lower than the 7,873,829 tourists recorded in 2023. Despite the decrease in visitor numbers, ticket admission revenue rose significantly, reaching PHP 10,659,221.20. This positive outcome indicates the effectiveness of the current ticket pricing strategy.

The data shows that the Historical Core remains a popular tourist spot in Camp John Hay due to its historical significance and green aesthetics.

OVER PHP 7M IN CASH DIVIDENDS REMITTED TO THE NATIONAL GOVERNMENT

On April 23, 2024, the John Hay Management Corporation (JHMC) proudly turned over PhP7,326,319.61 in cash dividends to the National Government for fiscal year 2023. This impressive accomplishment reflects JHMC's ongoing success in maintaining a positive operating income since 2010. The remittance was made in response to a formal request from Secretary of Finance Ralph G. Recto, who, on April 8, 2024, called for a 75% dividend rate.

Since its first declaration back in 2016, JHMC has contributed a total of PhP68,529,772.30 in cash dividends. This achievement outlined the corporation's dedication to financial responsibility, transparency, and its role in advancing national development through regular contributions to public funds.

TIMELY ISSUANCE OF REGULATORY PERMITS AND CERTIFICATIONS

Throughout the year, a total of remarkable 90.20% of the 6,532 applications for regulatory permits and certificates were processed punctually as required. This feat speaks volumes of the unflinching commitment and relentless hard work of the Environment and Asset Management Department (EAMD), the Office of the Building Official (OBO), and the Special Economic Zone Administration Department (SEZAD). These offices have exceeded expectations to provide prompt and consistent services, an indispensable element in facilitating seamless processes and addressing the needs of its stakeholders. Behind this figure is a testament of dedication and quality—an encouraging reflection of what these offices do in serving the people with integrity and effectiveness.



BLISTT REGION'S SIGNIFICANT CONTRIBUTION TO JOHN HAY ECONOMIC ZONE

In 2024, the total number of employees recorded within the economic zone was 4,477. These employees are classified as being from either the BLISTT (Baguio, La Trinidad, Itogon, Sablan, Tuba, and Tublay) areas or non-BLISTT areas.

BLISTT represents the agglomeration of Baguio City and the other five municipalities of Benguet Province, providing a significant workforce for the economic zone.

Notably, 90% of the employees, totaling 4,029, were from the BLISTT region, while 10%, totaling 447, were from non-BLISTT areas. This 90% indicates that the BLISTT region significantly contributed to the workforce of the John Hay Economic Zone throughout the year.





JOB GENERATION

Camp John Hay proudly generated 4,447 jobs in 2024, with 90% of employees hailing from BLISTT (Baguio City, La Trinidad, Itogon, Sablan, Tuba, and Tublay), driving growth and opportunities locally



SUSTAINABILITY

- 360 degrees of Benguet Pine Forest
- 4,000 Benguet Pine tree and 10,000 Benguet Coffee propagated in the nursery for the various greening programs.
- native specie plant propagation



NEW LOCATORS

Eleven (11) new locators have established their presence at Camp John Hay, driving forward its growing investments and expanding ecotourism efforts in the area.



ENVIRONMENTAL FEATURE

Good air quality all throughout the year as monitored by Environment Management Board.

TASTE THE HISTORY: *The Flavors of Hay Diner*



Established by the Americans in 1900, Camp John Hay originally served as a rest and recreation facility. Beyond activities like golfing and theater, food also played a significant role in shaping its legacy. The sweet, nostalgic scent of freshly baked bread remains etched in the memories of many, serving as a reminder of the American era that continues to influence Camp John Hay, decades after their departure.

Today, American culinary influences take center stage at Hay Diner, the newest food destination along Sheridan Drive, set to open in 2025. Showcasing classic American comfort food staples like chicken and waffles, steak and eggs, s'mores pancakes, smash burgers, and pot roast, the diner brings the heart of American cuisine to the cool mountain air.

The menu is thoughtfully crafted to cater to every meal, from hearty breakfasts to satisfying dinners. Each dish provides a comforting, familiar taste of home—whether it's a stack of pancakes or a juicy burger, diners can indulge in the timeless flavors of America's favorites.

Outdoor seating allows guests to take in the relaxing pine tree-filled surroundings, while a landscaped garden offers the perfect backdrop for gatherings.

Hay Diner welcomes everyone looking to satisfy their cravings for American comfort food at any time of the day. To complement the meals, espresso-based coffees will be available all day.

Step inside an inviting space where the classic American diner ambiance meets contemporary design. With a focus on warm, attentive service, The Hay Diner aims to create a welcoming atmosphere for all who visit.

Set to become a go-to spot for those craving authentic American comfort food, Hay Diner brings the beloved flavors of the U.S. right here to Camp John Hay.



Unlocking the Wonders of Birdwatching at Camp John Hay Trail

Nestled amidst the urban jungle of Baguio City, Camp John Hay Trail offers a serene haven for nature enthusiasts and avid birdwatchers alike. The scenic beauty of this natural sanctuary has captured the attention of people like Norman Marigza, a naturalist and astronomer who has found his passion for photography intertwined with his deep-seated love for environmental conservation.

From an early age, Norman's curiosity about the natural world was sparked by his travels and his mother's environmental work. Today, armed with a camera and determination, he endeavors to capture the intricate beauty of wildlife through his lens, using his images as a powerful tool to raise awareness about the importance of biodiversity and environmental preservation.

The lush surroundings of Camp John Hay Trail provide an ideal backdrop for Norman's noble pursuit. This verdant habitat is home to a diverse array of avian species, including the elusive Luzon fanged frog, the diminutive forest frog, the East Asian bullfrog, and an abundance of birdlife. Enthusiasts can revel in the thrill of birdwatching, seeking out encounters with colorful birds like the purple-throated sunbird, blue-headed fantail, blue-rock thrush, scale-feathered malkoha, chestnut-faced babbler, rusty-breasted cuckoo, olive-backed sunbird, sulfur-billed nuthatch, and other indigenous and migratory birds that call this ecosystem home.

For Norman, the early morning hours are particularly enchanting as the forest comes alive, transforming into a vivid bird kingdom. It's during these peak hours that birds engage in a mesmerizing array of behaviors, like grooming and hunting, providing a symphony of nature's finest melodies for birdwatchers to savor.

Sharing a fond memory, Norman recounts a close encounter with an oriental honeybuzzard. *"There was one time I was with my significant other on the trail, and we had a close encounter with a scale-feathered malkoha. This encounter was not brief; I know it noticed us, but it kept doing its thing, grooming and singing. To this date, that memory still lingers in me,"* he said. To him, this encounter serves as a poignant reminder of the profound connection between humans and the natural world, inspiring a sense of respect and stewardship for the environment.



Great Egret



Oriental Honey Buzzard

Norman's keen observations have also revealed an intriguing snake lurking within the trail. This snake has distinct patterns that have puzzled local snake enthusiasts, for they cannot properly identify it. His hope of encountering this snake once more and capturing it through his lens would be like hitting a jackpot for him as a naturalist and a testament to the unyielding charm of the untamed Camp John Hay trails.

While his dedication to environmental advocacy through birdwatching is commendable, his journey also highlights the curiosity that resides within each of us. The thrill of spotting a rare bird through the lens is comparable to the excitement of stumbling upon a legendary Pokémon in the tall grass, evoking a rush of excitement and amazement at the beauty of the natural world.

Indeed, Camp John Hay Trail attracts not only explorers and nature lovers but also the curious at heart. Each step along the trail unveils layers of secrets waiting to be discovered, offering a glimpse into the rich biodiversity that thrives within this forested area.

Birdwatching is becoming increasingly popular in the photography industry, not just as a fascinating activity but as a useful way of demonstrating biodiversity and the basic interdependence of all living things. The fascination of birdwatching, as seen through the eyes of enthusiasts such as Norman Marigza, acts as an inspiration that transforms into a deeper comprehension of all things nature.

In every rustle of leaves and the sweet chirp, Camp John Hay Trail invites us to pause, listen, and marvel at the kaleidoscope of life that unfolds before our eyes. It is a testament to this forested area's enduring beauty and birdwatching's timeless charm. This pursuit kindles a sense of wonder and a newfound respect for the captivating avian residents that grace this unique trail.

A Haven for Nature Enthusiasts and Avid Birdwatchers.



Scale-feathered Malkoha

NEW PLAYER IN THE CAMP THE FRENCH BAKER

Peach Danish



The French Baker Bakeshop has recently joined the John Hay Special Economic Zone, adding a delightful touch to the gastronomic experience of visitors. Known for its exquisite pastries and bread, The French Baker brings a taste of Paris to the cool mountain air of Baguio City.

This new addition complements the existing culinary offerings within Camp John Hay, providing visitors with a diverse range of dining options. From the freshly baked croissants to the delectable tarts, The French Baker ensures that every bite celebrates its French culinary artistry.

All photos from <https://thefrenchbakeronlinebaguio.com/>



“ENHANCING CULINARY EXPERIENCE”

The bakeshop's presence not only enhances the food scene but also contributes to Camp John Hay's overall charm and appeal as a premier destination for leisure and dining. With its commitment to quality and authenticity, The French Baker is set to become a favorite spot for both locals and tourists seeking a unique and satisfying culinary experience.

The arrival of The French Baker Bakeshop marks an exciting chapter in Camp John Hay's growth, promising to delight visitors with its exceptional offerings and contribute to the area's thriving hospitality sector.



Raisin Oatmeal

RENEWED PARTNERSHIP STRENGTHENING ECO-TOURISM AND HOSPITALITY

Le Monet Hotel
and Filling
Station Operator



On December 17, 2024, BCDA and JHMC partnered with Stern Real Estate and Development Corporation, operator of Le Monet Hotel and Filling Station food court. This collaboration ensures business continuity within Camp John Hay, fostering inclusive economic development and job opportunities for Filipinos.

Stern, known for its flagship Le Monet Hotel and unique Filling Station food court, has been in the region's eco-tourism and hospitality sectors. BCDA President Engr. Joshua M. Bingcang assured partners that their conditions would improve through collaboration with BCDA, highlighting Le Monet Hotel as the first beneficiary.

BCDA Chairperson Atty. Hilario B. Paredes emphasized a smooth transition and harmonious business environment, reinforcing the promise of business continuity in John Hay. The 2,000-square-meter property will remain a prime destination for leisure and dining in Baguio City. Stern has committed to upgrading its properties to meet the standards of the John Hay Special Economic Zone Comprehensive Master Plan—the signing event led by Engr. Bingcang and Stern Executive Vice President Eric Owen Singson, Jr., marks the beginning of a promising partnership for Camp John Hay's future growth.



INFRASTRUCTURE REPORT

The John Hay Management Corporation (JHMC) remains committed to sustainable development, infrastructure improvement, and heritage conservation. The year 2024 marked significant progress in various infrastructure projects aligned with our mission to enhance facilities while preserving this vital economic zone's natural and historical essence.



ENHANCEMENT OF THE HISTORICAL CORE PHASE 2: SECRET GARDEN

On June 28, 2024, JHMC, along with Guava Construction, successfully completed the construction of three (3) strategically located Forest Ranger Stations in Happy Hallow, Loakan, and Hillside. These stations serve as critical outposts for environmental protection and forest conservation efforts, enhancing the safety and security of Camp John Hay's ecological areas.

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CONSTRUCTION OF THREE FOREST RANGER STATIONS

On June 28, 2024, JHMC, along with Guava Construction, successfully completed the construction of three (3) strategically located Forest Ranger Stations in Happy Hallow, Loakan, and Hillside. These stations serve as critical outposts for environmental protection and forest conservation efforts, enhancing the safety and security of Camp John Hay's ecological areas.

SAFETY AND SIGNAGES IN JHSEZ

JHMC successfully implemented two projects aimed at improving navigation and safety within JHSEZ. The installation of signage, completed on May 20, 2024, enhances wayfinding and accessibility for visitors.

On the other hand, road safety features, fabricated and installed fully on March 25, 2024, were implemented to ensure safer and more efficient transportation within the zone. These initiatives contribute to a more organized and secure environment for all stakeholders.



As part of JHMC's sustainable initiatives, the construction of a Wastewater Treatment Plant is currently underway, with 2.19% completion as of December 31, 2024. Once completed, the facility plays a crucial role in wastewater management and environmental compliance within the John Hay Special Economic Zone (JHSEZ).

JHMC is also modernizing street lighting within JHSEZ to improve energy efficiency and safety. The consulting phase of this initiative is nearing completion, with the implementation of the smart street lighting system expected by mid-2025.

Another enhancement project initiated in 2024 is the improvement of the JHMC Office Complex. To further enhance service efficiency and accommodate stakeholder needs, JHMC has scheduled improvements to its office building. This project includes upgrades on the first and third levels of the office complex, with a notice to proceed issued on January 7, 2025.

These initiatives not only ensure the preservation of the ecological balance within JHSEZ but also contribute to the overall development and well-being of the local community.

MOVING UP TO 5TH PLACE



“A Milestone in Corporate Governance Excellence”

The Corporate Governance Scorecard (CGS) Assessment for Calendar Year 2023 concluded with an awarding ceremony on November 25, 2024, at the Philippine International Convention Center (PICC). The presence of the JHMC Board of Directors, Atty. Kristoffer Lee Dance and Atty. Rudolf Steve Jularbal, along with JHMC President and CEO Atty. Marlo Ignacio V. Quadra demonstrated JHMC’s dedication to upholding the values of accountability, transparency, and efficient management within the public sector.

At this year’s awards ceremony, the Governance Commission for Government-Owned and Controlled Corporations (GCG) recognized corporations excelling in good governance. John Hay Management Corporation (JHMC) surpassed expectations by advancing from sixth to fifth place in the list of GOCCs with the highest CGS Rating for CY 2023. For two consecutive years, JHMC has maintained its status as one of the top-performing GOCCs in the country. This achievement signifies not only compliance with standards but also the adoption of practices that positively impact stakeholders and communities beyond its immediate reach. JHMC also received special recognition for its outstanding stakeholder relationships.

This award was made possible by the unwavering dedication and hard work of the entire JHMC team, whose passion and efforts drive JHMC to set new benchmarks for excellence in corporate governance.




JHMC PASSES TÜV AUDIT FOR ISO 9001:2015 RECERTIFICATION

John Hay Management Corporation (JHMC) recently underwent a two-day comprehensive audit for Quality Management System (QMS) recertification assessment from Technischer Überwachungsverein (TÜV). The audit evaluated JHMC’s commitment to continuous development and meeting the standards required for ISO 9001:2015. It covered various departments, including Public Administration for Business Development and Events Management, Regulatory Services, Forest and Environment Management, and Land and Asset Management.

After a thorough review, TÜV auditors have assured that JHMC follows the quality management system standards as recognized globally. Based on this review, the recertification for ISO 9001:2015 has been recommended. This means that JHMC has committed itself to maintaining high efficiency in its processes and providing better services to the workforce, clientele, and the community at large.



 Golf Course, Camp John Hay

Established in the 1900s and redesigned in the 1990s by Jack Nicklaus, the Camp John Hay Golf offers an elevated golfing experience. Perched at 5,000 meters above sea level, the meticulously designed 18-hole par 69 golf course spans 5,001 yards. As you navigate the course, breathe in the fresh mountain air and enjoy the scent of Tifway 419 grass on the fairways and Bentgrass on the greens.

COMMUNITY ENGAGEMENTS

Corporate Social Responsibility Projects



EMPOWERING YOUTH

The workshop aimed to educate young people on the complexities of adolescent sexuality and reproductive health. JHMC believes equipping youth with knowledge and skills through such training can significantly reduce or prevent teenage pregnancies, leading to healthier and more informed decisions among the community's young people.

Over the years, JHMC has consistently engaged in corporate social responsibility initiatives, particularly for students and youth, through its Karunungan Project.

REDUCING TEEN PREGNANCY THROUGH PEER EDUCATION IN BAGUIO CITY

In response to the rising number of teenage pregnancies in the Cordillera Region, the John Hay Management Corporation (JHMC), the Baguio City Health Services Office, and the Engineers Hill Healthcare Facility joined forces to conduct a "Peer Education Training on Adolescent Sexuality and Reproductive Health" workshop. Held on August 23rd, 24th, and 26th, the workshop saw participation from students of Saint Louis University, the University of the Cordilleras, Baguio College Technology, Pinsao National High School, San Vicente National High School, and Baguio City National High School.



SUPPORT TO LOCAL PRODUCERS

The John Hay Management Corporation (JHMC) and the Department of Social Welfare and Development (DSWD) have partnered through the Sustainable Livelihood Program (SLP) to provide local producers a platform to showcase their products. This initiative aims to improve participants' socio-economic status through microenterprise development and employment facilitation. JHMC's corporate responsibility enhances this goal by highlighting the cultural and environmental backgrounds of the products.

The showcased products include organic produce, bread, chili pastes, eggs, soft brooms, handicrafts, trendy buttons, cultural woodenware, and crochet dolls. This partnership demonstrates JHMC's dedication to the welfare of surrounding communities, including Crystal Cave and Asin Barangays, by supporting their sustainable livelihood.



HEALTH CARAVAN

Corporate Social Responsibility Projects

Health on Wheels: Mobile Medical Outreach in Barangays

"Bringing Health Closer to Home: Empowering Communities Through Accessible Care"



The John Hay Management Corporation (JHMC), the Baguio City Health Services Office, and the Engineers Hill Health Center Primary Care Facility, along with barangay health workers, conducted a Community Health Caravan at Camp 7 and Poliwes barangays on November 7, 2024.

The caravan provided free health services to residents, including medical check-ups, medicines, TB and chest x-rays, and non-communicable disease screenings.

The event also included bloodletting activities and the distribution of free medicines and vitamins to beneficiaries.

This initiative responded to the requests of the Punong Barangays and aligned with the goals of the participating agencies. Aimed at addressing the needs of those seeking accessible medical support, the activity highlighted the importance of proper health and well-being care.

It underscores JHMC's commitment to its corporate social responsibility programs, offering services that positively impact the community's health and wellness. By providing accessible medical support, JHMC addresses immediate healthcare needs, fosters health awareness, and builds strong community relationships.



ELEVATING PERFORMANCE

“SUSTAINABLE DEVELOPMENT
REQUIRES HUMAN INGENUITY.”



JHMC CONTINUES TO SUPPORT A SAFE
AND RESPECTFUL WORK ENVIRONMENT

REPUBLIC ACT 1131 OR THE SAFE SPACES ACT

Serves as a cornerstone of JHMC's Gender and Development initiatives. Covering all forms of gender-based sexual harassment (GBSH) committed in public spaces, the law enables JHMC to strengthen its commitment towards promoting gender equality and inclusivity.

FIRE SAFETY AWARENESS TRAINING

As a mandatory step in JHMC's work process and a provision under RA 9514, or the Fire Code of the Philippines, employees are equipped with the proper knowledge to proactively prepare and respond effectively to fire-related emergencies. JHMC prioritizes the well-being of its stakeholders, reinforcing responsible and conscious stewardship.

EMPOWERING PEOPLE

Camaraderie is the foundation of a harmonious and productive workforce. Recognizing the essence of employee welfare and culture, JHMC employees participated in a team-building activity as part of the company's development initiatives. The activity alleviates workloads and fosters trust, collaboration, and cooperation. Through these events, JHMC upholds its commitment to employee welfare and meeting corporate standards.

HEALTH AND WELLNESS

JHMC Promotes Employee Wellbeing Through Sports

In 2024, the Human Resource Division (HRD) successfully implemented its Health and Wellness Program. The program is structured upon a series of weekly activities that foster a balanced and healthy work-life environment. A highlight of this initiative includes volleyball and basketball games held at the IHG Open Court on June 21, 2024.

These activities offered employees a dynamic way to stay spirited, reinforcing a sense of teamwork and a unified culture—qualities essential in the workplace. The employees enthusiastically showcased such attributes through athletic abilities, friendly competition, and mutual sport.

Beyond the physical benefits, the program also allowed employees to unwind and reconnect with colleagues in a more relaxed, albeit high-energy, setting. This initiative expands on JHMC's ongoing commitment to nurturing employees' cultivation of stronger workplace relationships with each other and with their peace of mind.

The Health and Wellness Program observed weekly throughout the year, has proven to be impactful towards enhancing JHMC's workforce. With more vibrant workforce engagement and healthier interactions, there is indeed more to come.

On October 30, 2024, JHMC marked the successful conclusion of its Health and Wellness program with a high-spirited event despite the threat of Typhoon Leon. Employees displayed remarkable enthusiasm, actively participating in a series of competitive games and a Halloween-themed mini-pageant. The event celebrated camaraderie and resilience, with winning teams and individuals receiving tokens in recognition of their dedication and efforts.

The closing activity highlighted JHMC's unwavering commitment to promoting health and wellness, embodying its core value of perseverance in the face of adversity. It reflected the very essence of the program: encouraging employees to thrive and maintain a positive outlook despite the hurdles.

Through initiatives like these, JHMC continues to prioritize the holistic well-being of its workforce, reinforcing the importance of sustaining both physical and mental health while fostering connection and collaboration.





**STRENGTHENS
BASA BAGUIO
BOOK DRIVE**

*with Employee
Book Contributions*

The John Hay Management Corporation (JHMC) has pledged its support to the Basa Baguio Book Drive, an initiative led by the City Government. This aligns with the goals of JHMC's Karunungan Project, highlighting its commitment to promoting literacy and educational advancement in the community.

The Basa Baguio Book Drive aims to enhance literacy and education by collecting books and educational materials. Recognizing the value of such initiatives, JHMC encouraged its employees to contribute, resulting in a significant collection of books. These donated books were handed over to the Philippine Economic Zone Authority (PEZA) for sorting and consolidation on May 10, 2024.

COMMITMENT TO EDUCATION AND WELL-BEING

JHMC's active participation in the Basa Baguio Book Drive underscores its dedication to corporate citizenship and social responsibility. Believing that education is the foundation of societal progress, JHMC invests in educational initiatives and community programs through its Karunungan Project. This project aims to provide educational opportunities and resources to the community and beyond, ensuring access to knowledge and learning for all.

GENDER AND DEVELOPMENT

BENCHMARKED FOR ITS GAD INITIATIVES



The John Hay Management Corporation (JHMC) showcased its commitment to gender and development empowerment by hosting the Authority of the Freeport Area of Bataan (AFAB) for a benchmarking discussion on Gender and Development (GAD). This event covered GAD-related processes, project planning and development, gender-responsive policies, and other general work involvement. JHMC and AFAB shared their best practices for maintaining a gender-

responsive workplace through in-depth discussions, presentations of strategies, and site tours, allowing AFAB to see how JHMC's programs are implemented and their impacts.

Also, JHMC actively participated in the 4th Investments Promotion Agencies' Gender and Development (GAD) Forum, held on October 7-8, 2024, in Pasay City, where JHMC's shared goals were highlighted alongside other national agencies.



John Hay Management Corporation (JHMC) participated in the 4th Investments Promotion Agencies' Gender and Development (GAD) Forum on October 7-8, 2024, in Pasay City. The event, hosted by the Board of Investments (BOI) and the Department of Trade and Industry (DTI), gathered key agencies to discuss gender-responsive governance.

JHMC highlighted its ongoing commitment to gender equality in the workplace and community. Over the years, JHMC has implemented various GAD-focused policies and programs, such as capacity-building initiatives, gender-sensitive infrastructure, and inclusive language. JHMC's mission aligns with national GAD goals, emphasizing inclusive economic development and equality in all operations.



*JHMC Gender and Development
logo*



📍 Historical Core, Camp John Hay
On November 25, 2024, the Bell House and Amphitheatre in Baguio City dazzled with festive lights, creating a magical and enchanting atmosphere for the season.

121 YEARS of CAMP JOHN HAY

A Journey of Strength, Resilience, and Transformation

The John Hay Management Corporation has joined in celebrating the 121st year of Camp John Hay, looking back at the camp's strength, resilience, and success over the years. It has transformed into a haven for businesses and families through the efforts of the camp's stakeholders.

The celebration featured a lighted parade from Ayala to the Historical Core, complete with lights, balloons, and lively music by the Jose P. Laurel Elementary School Marching Band. Chanting and cheers resounded from various groups of participants, such as the Le Monet Hub and AyalaLand Hub.

The John Hay Management Corporation commemorated the 121st anniversary of Camp John Hay. It marked its strength, resilience, and accomplishments. It was a haven transformed into a commercial and family-oriented haven by the efforts of the stakeholders.

The activity came in the lighted parade marching from Ayala to the Historical Core, alongside balloons and sounds from the Jose P. Laurel Elementary School Marching Band. Several sectors participated in choruses and shouts as groups showed off their cheer during the celebration.



New Article

A Holiday Experience: THE ADVENT FAIR AT BELL HOUSE

Imagine yourself walking into the Bell House in Camp John Hay during the Advent Fair. The air is filled with the enticing aroma of freshly baked goods, accompanied by the harmonious symphony of laughter and lively conversations.

As you begin your journey through the fair, you're greeted by an array of stalls brimming with traditional holiday delicacies and mouth-watering homemade goodies. The scene is vibrant and bustling—children engage in games and revel in their fun while adults meander through stalls, admiring and purchasing homemade crafts and original souvenirs.

You find yourself drawn to a nearby workshop, where a local master artisan demonstrates their craft with skill and finesse. Watching them work is truly mesmerizing, and you deeply appreciate their artistry.

All around you, live music fills the air, adding to the festive atmosphere. You can't help but tap your feet to the rhythm and perhaps even join in with a chorus or two. The sense of community and collective spirit is palpable, and you realize that this experience at the Advent Fair held at the Bell House is nothing short of magical.

FOREST CARE



Sustaining our forests is not just about preserving trees; it's about nurturing the entire ecosystem, ensuring biodiversity, and fostering a healthier planet for future generations.

In 2024, JHMC, spearheaded by its Environment Management Division, implemented forest care activities within the John Hay Special Economic Zone (JHSEZ), John Hay Reservation Area (JHRA), and areas of Benguet like Tublay, Bokod, and Tuba. These activities focused on biodiversity improvement, waste management, and sustainable forest ecosystem maintenance.

The activities included propagating ornamental plants and seedlings of the trees, carrying out thinning operations, removing invasive alien species, composting, assisting natural regeneration, maintaining firelines, and establishing greenbelts. Thinning and pruning operations were held to ensure trees and plants continued to grow and develop healthily.

Fireline maintenance was made in Kadaclan, VOA, Lower Dagsian, Scout Barrio, and Barangay Hillside. Established firebreaks prevented the spread of established greenbelts. Composting helped improve the soil and diminished waste. Some preparations for new tree planting provided the establishment to grow.

JHMC propagated and provided 13,234 ornamental pots that helped with landscaping and beautification. These ornamentals replaced the mortalities existing in the Historical Core as well as enlivened other areas like the new JHMC office building. The nursery hosted 7,320 forest tree seedlings composed of Benguet Pine and Coffee Arabica that were distributed in support of the tree planting of JHMC and partner agency programs.

As part of the "Bioinvasion and Proliferation of Native Plant Species in Camp John Hay" project, 150 pots of native plant seedlings were cultivated and planted within the JHSEZ in collaboration with the University of the Philippines (U.P.) and Benguet State University (BSU).

JHMC partners with organizations for environmental management programs. JHMC-EMD, or the Environment Management Division, is in charge of promoting forest stewardship and biodiversity conservation. In coordination with academic institutions and the DENR, the JHMC-EMD conducted workshops and training sessions on sustainable forest management, biodiversity conservation, and climate change adaptation. These activities intend to enhance participants' knowledge and skills in effectively managing forests and natural resources and enforcing environmental laws while promoting safe environmental practices.



7,320 forest tree seedlings of Benguet Pine and Arabica Coffee propagated



13, 234 pots of ornamental plants were propagated and maintained to support landscape maintenance and beautification



3,240 seedlings of Benguet Pines and Arabica Coffee planted and/or donated to partners for reforestation



GOOD Air Quality Index throughout 2024 with an average of 17 particulate matter 10, ug/m3

HONORED AS GOOD WATER STEWARD BY EMB-CAR

JHMC's commitment to water quality management was recognized at the Regional Water Quality Management Summit (RWQMS) on December 5, 2024, at Lafaayette Luxury Suites, Baguio City. JHMC has developed strategies for sustainable use of natural resources, demonstrating excellence in achieving efficient and safe water systems within the JHRA.

This achievement shows that JHMC's vision of a sustainable future is within reach, benefiting both the community and the environment.



JHMC BOARD STRENGTHENS PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

JHMC uplifts its commitment to collaborative governance through high-level engagements with the City Government of Baguio, with JHMC Board of Directors Chairman Junie Cua, Director Catherine de la Rosa, and JHMC President and Chief Executive Officer, Atty. Marlo Ignacio V. Quadra meeting with Mayor Benjamin Magalong. Both leaders recognized the importance of community engagement, responsible tourism, environmental conservation, and efficient disaster management.

This partnership actively conveys JHMC's dedication to fostering a synergized framework and inclusive growth, ensuring that Camp John Hay remains a model for sustainable ecotourism hub and corporate stewardship.



COMMITMENT TO ENVIRONMENTAL STEWARDSHIP AND SUSTAINABLE TOURISM

The EMS recertification audit of the W3-SOLUTIONZ TRAINING & ASSESSMENT CENTER for the John Hay Management Corporation affirms the latter's commitment to forest stewardship and protection of the environment. This audit is an essential assessment tool for sustaining conformity to environmental management standards under EMS 14001:2015 within Camp John Hay.

The audit examined how JHMC adheres to EMS 14001:2015, assessing its environmental policies and verifying the contribution of the natural environment to its core mission. It also evaluated how environmental concerns are integrated into daily operations to uphold the long-term ecological health of Camp John Hay. This supports JHMC's goals, as it keeps Camp John Hay as a prime tourist destination in the country while serving as a model and symbol of environmental stewardship.

The EMS recertification audit reinforces JHMC's vision of promoting sustainable tourism by ensuring strict compliance with environmental management standards. It guarantees that the natural beauty and biodiversity of Camp John Hay are preserved and enjoyed by visitors, while safeguarding these vital resources for future generations. In doing so, the organization strengthens its commitment to the environment and the community through a sustainable balance between tourism and conservation, thereby ensuring effective forest stewardship.



98.10% ATTENDANCE RATE DEMONSTRATES THE BOD'S EXEMPLARY COMMITMENT

Throughout 2024, our Board of Directors truly showed their dedication by maintaining a high attendance rate at all board meetings. Their constant presence highlights their commitment to the corporation's success and effective governance.

This level of dedication and attendance showcases their collective effort in governance, strategic planning, and ensuring our continued growth. Their active involvement in board meetings has been key in driving forward important initiatives and addressing critical issues, setting the corporation up for a successful year ahead.

Overall, the Board of Directors achieved an impressive attendance rate of 98.10% for 2024.

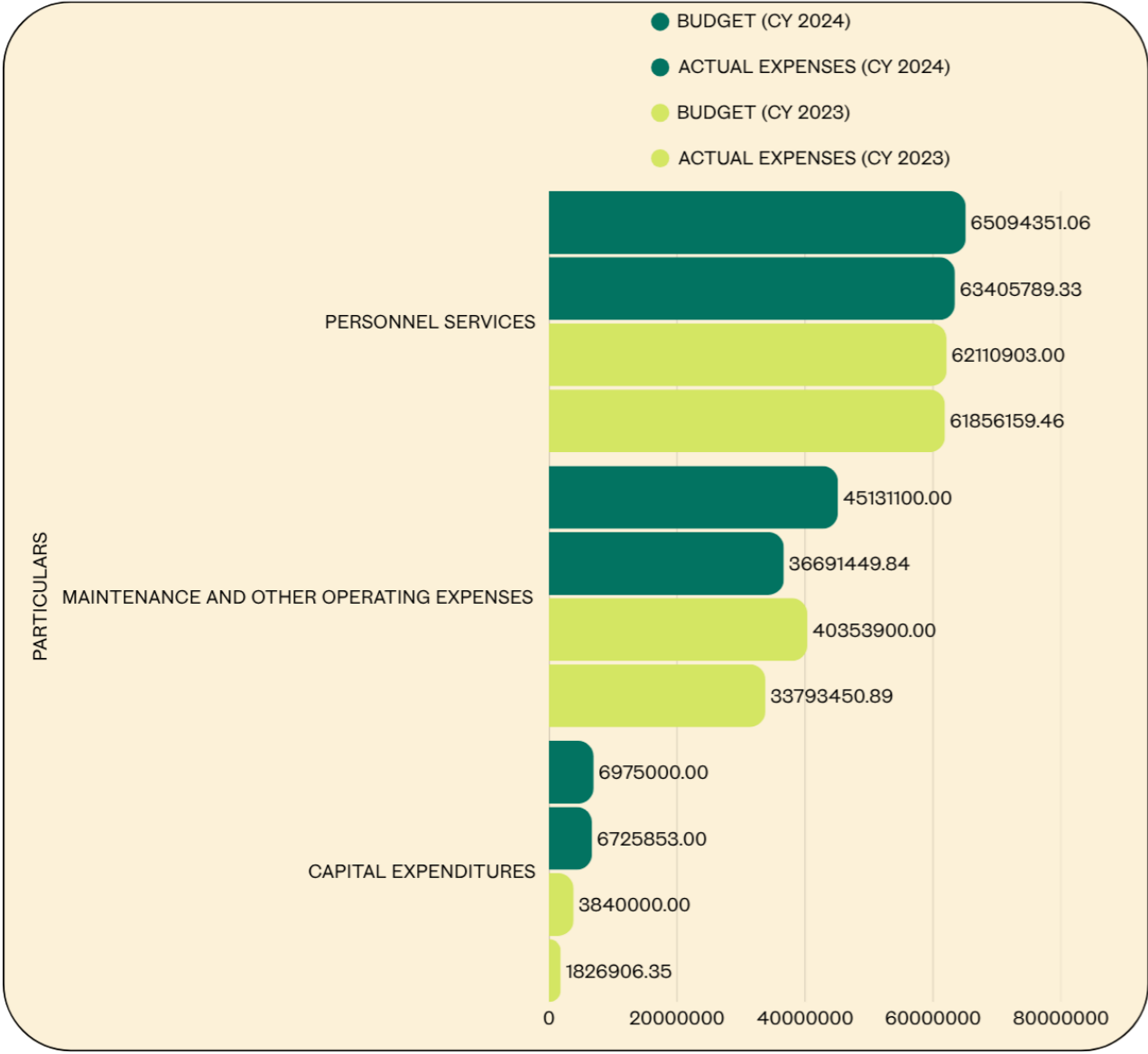
BUDGET AND ACTUAL EXPENDITURES

Smart Spending

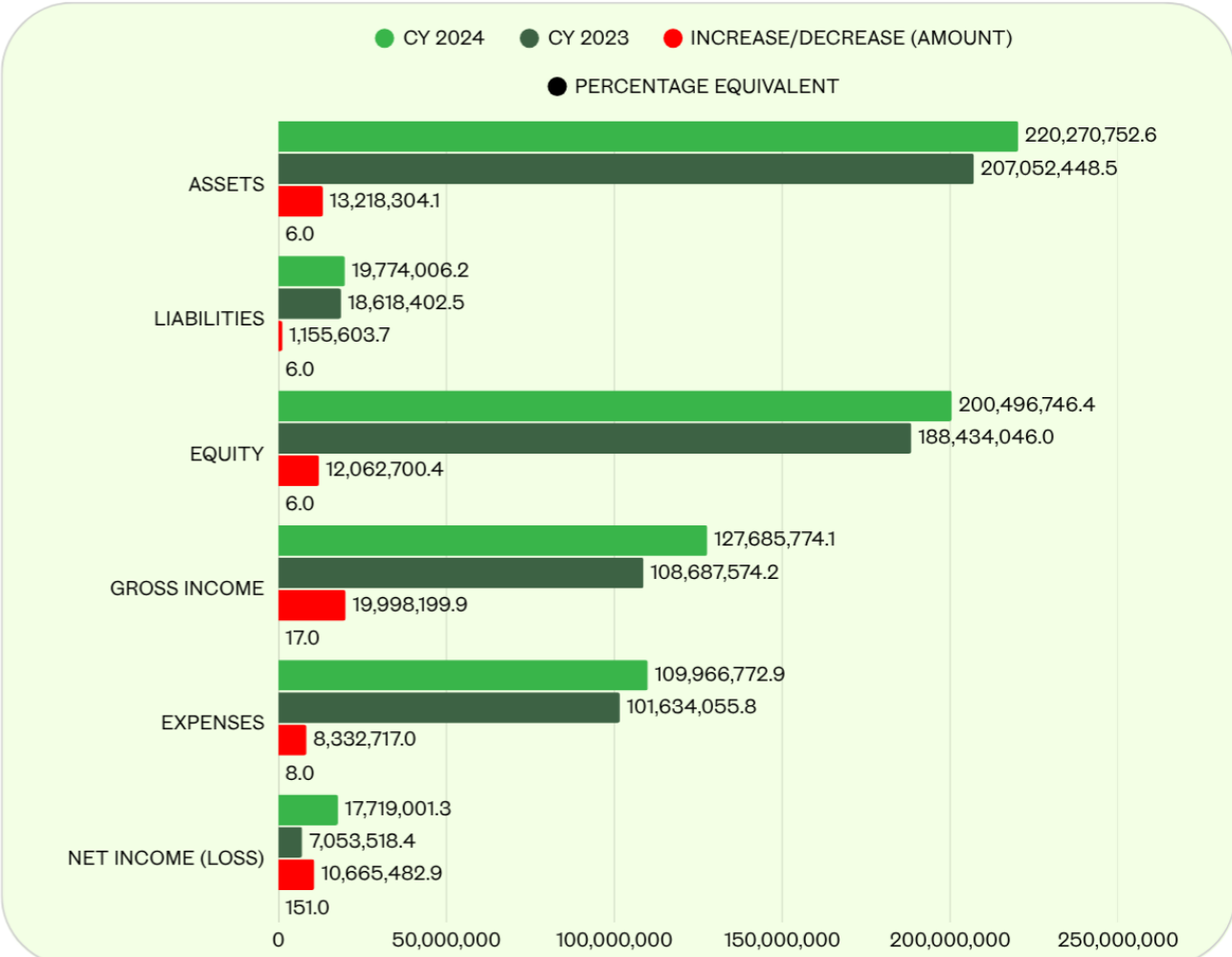
The John Hay Management Corporation (JHMC) remains committed to responsible financial management and operational efficiency, ensuring that resources are used effectively to support staff, operations, and the long-term development of Camp John Hay. JHMC's commitment to labor relations, facility maintenance, and infrastructure development is strengthened by increased allocations for personnel services, operational expenses, and capital investments in fiscal year 2024. These efforts are consistent with its goal to preserve Camp John Hay's history while promoting economic and environmental sustainability.

In 2024, JHMC allocated ₱65.09 million for personnel services, prioritizing employee welfare, competitive compensation, and retaining talented people. Actual spending was ₱63.40 million. The corporation's operational expenses (MOOE) increased to ₱45.13 million, covering facilities maintenance, environmental protection, and tourism operations. However, the actual expenditure of ₱36.69 million indicates a cost-effective technique. JHMC increased capital expenditures to ₱6.97 million to boost tourism infrastructure and operations.

JHMC preserves Camp John Hay's prestige through financial planning and appropriate spending, ensuring the organization's long-term viability and relevance to future generations.



COMPARATIVE FINANCIAL POSITION AND RESULTS OF OPERATIONS



John Hay Management Corporation (JHMC) has a healthy financial position, as evidenced by sustained growth and effective management. In 2024, total assets increased by 6% to ₱220.27 million from ₱207.05 million in the previous year. This expansion reflects the organization's steady financial situation and potential for future growth.

Liabilities increased 6% to ₱19.77 million from ₱18.62 million in 2023. JHMC's equity increased by 6% to ₱200.50 million from the previous year's ₱188.43 million, demonstrating a strong financial sheet.

Gross income increased by 17% to ₱127.69 million from ₱108.69 million in 2023, signifying operational achievement. This income rise illustrates JHMC's deliberate efforts to maximize earnings and improve financial sustainability.

Expenses rose by 8%, totaling ₱109.97 million, up from ₱101.63 million in the prior year. This increase reflects ongoing investments in operational efficiency and service improvements. The net income increased by 151% to ₱17.72 million, from ₱7.05 million in 2023. This huge gain reflects excellent cost control and revenue optimization strategy.

JHMC's overall financial performance in 2024 showcases its resilience and commitment to sustainable growth, ensuring continued development and service excellence.



Result of the Department of
Energy audit on January 23, 2024



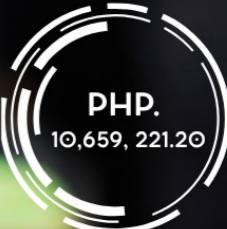
Customer satisfaction
measurement rating



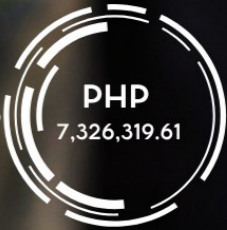
Number of locators
keeping the vibrant CJH
investment



Revenue generated



Cash Dividends in 2023



Employment generated, 90%
sourced from Baguio City, La
Trinidad, Itogon, Sablan, and
Tublay (BLISTT)



Sustaining
STEWARDSHIP
in Numbers

A YEAR OF FINANCIAL STEWARDSHIP AND STRATEGIC PROGRESS

CHAMPIONING CLEAR AND RESPONSIBLE USE OF FUNDS

The Board's Finance Committee demonstrated a robust commitment to accountability and transparency for the finances of JHMC. In 2024, it tracked and evaluated budget monitoring reports, reviewed and approved budget reclassification requests and supplementary budgets, as well as examined the quarterly financial statements on a regular basis.

These achievements testify to the Committee's dedication to managing funding resources, ensuring sufficient funds for corporate activities, and assessing financial expenditure on capital investment and investment. Based on this progress, the board has laid a strong foundation for greater financial stability and growth on which JHMC can position itself to provide strategic objectives at a financially secure level.



EMPOWERING FINANCIAL INTEGRITY: AUDIT COMMITTEE MILESTONES

In 2024, the Board's Audit Committee made tremendous strides in enhancing the organization's internal control systems and financial oversight. They implemented action plans and timelines based on the COA's audit suggestions to ensure JHMC's adherence to regulatory compliance. The committee scrutinized and passed several financial reports, including the Quarterly JHMC Financial Statements for CY 2024. They supervised, monitored, and evaluated JHMC's Internal Control, Management Control, and Compliance Control through regular meetings. These controls were enhanced by intensive oversight since the committee's recommendations for improvement were endorsed and passed on to the JHMC Board of Directors.

The internal audit office had a clear structure and reporting line to the Audit Committee, thus providing independence and objectivity in reporting. Considering the outcome of audit activities and management's actions on recommendations, the Audit Committee considered the Internal Control System of JHMC as robust, healthy, and sound for the year 2024.



BEYOND OVERSIGHT: ADVANCING JHMC'S STRATEGIC EDGE

DRIVING ORGANIZATIONAL EXCELLENCE

The Board Organizational Development Committee of the JHMC is crucial for pushing the strategic growth of the corporation and ensuring everything fits the corporation's mission and vision. The work revolves around the provision of a fair, transparent, and competitive environment. They come up with clear procedures that help them decide on director and officer compensation so that decisions can be based on the specific needs of the corporation. They also regularly study the organizational setup to ensure it remains aligned with the goals and objectives of the corporation. Continuous evaluation of potential growth needs ensures that compensation package levels are adequately competitive in an industry.

The committee, in recent months of 2024, has also made significant contributions. They analyzed the proposed JHMC reorganization, the table of organization, and the staffing pattern to support the corporation's strategic direction. They further analyzed and submitted recommendations for amendments to several JHMC personnel policies, which the board approved subsequently. These show the commitment of the committee to maintaining a sound and dynamic organizational structure that shall ensure the continued success and competitiveness of JHMC.

The JHMC Board of Directors continues to champion the corporation's long-term success and sustainability through steadfast governance and strategic foresight. In its ongoing monitoring of policies and organizational strategy, the Board ensures JHMC remains agile, competitive, and responsive to evolving industry dynamics. Complementing this role, the Board—through its Audit Committee confirms that the GOCC's internal control and risk management systems are adequate and functioning effectively. This assurance reinforces JHMC's commitment to transparency, accountability, and resilient corporate stewardship.

STRATEGIC INITIATIVES ADVANCED BY THE JHMC BOARD

The JHMC Board actively pursued initiatives that aligned with its strategic goals, including: the Branding Workshop to elevate market presence; the 2024 Panagbenga Float showcasing BCDA-JHMC's commitment to social responsibility; the DICT lease for a North Luzon Data Center to boost digital infrastructure; and the lease of VOA Log Homes and cottages to unlock additional revenue from BCDA-managed assets.

It continues to ensure that the corporation has long-term viability and competitiveness through strategic initiatives by the JHMC Board. This keeps the board remain abreast with the current business trends and industrial developments that help keep JHMC a dynamic and forward-looking organization.

POLICY ON THE CODE OF DISCIPLINE

The policy aims to maintain productive, safe, and pleasant working conditions to foster a culture of transparency, accountability, and respect in the JHMC. It establishes employees as disciplined and responsible, embodies integrity to maintain a positive and productive work environment, and upholds the highest standards of behavior and conduct. It outlines the process for disciplinary actions, including filing complaints, investigating, and charging penalties categorized into grave, less grave, and light offenses. This is to apprise employees of the corresponding penalties for offenses and violations of the policy created.

RECRUITMENT, SELECTION, AND HIRING

This policy establishes employees to ensure recruitment and retention. It aims to provide all qualified Filipinos with equal employment opportunities based on excellence and fitness, as well as promotions and transfers. It expedites appointment processing and approval without discrimination and with fair treatment. It also consists of guidelines and following the procedures and protocols to ensure fairness, transparency, and excellence to qualify candidates. This policy was designed to support the goals of providing effective and efficient services that promote the JHMC's culture of excellence and professionalism.

ANTI-SEXUAL HARASSMENT POLICY

The policy has been adopted from R.A. No. 7877, "The Anti-Sexual Harassment Act of 1995," and R.A. No. 11313, "The Safe Spaces Act of 2019." It consists of procedures for reporting, investigating, and penalizing the offenders. This also handles complaints and increases awareness and understanding of sexual harassment regardless of gender, sexual orientation, level, function, seniority, and other protected characteristics. The policy has been established to provide a protected and respectful workplace for all employees, clients, OJTs, and other persons transacting official matters or business with JHMC to be treated with dignity and respect.

CONTRACT PREPARATION AND MONITORING POLICY

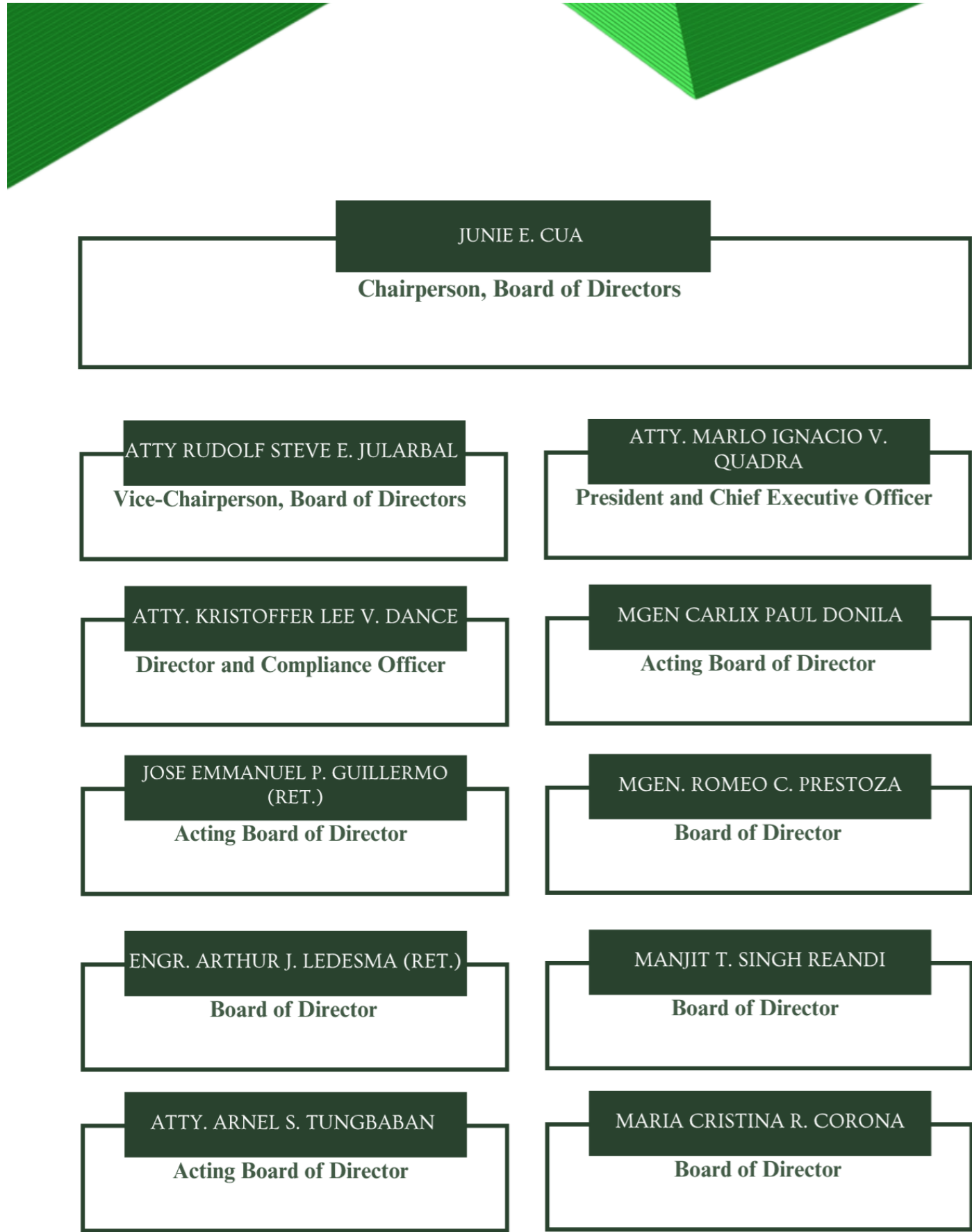
The policy establishes proper enactment of the contract preparation and monitoring, which involves preparing and submitting compliance reports and non-compliance in required responsibilities, including written notices, suspension, and termination. The policy ensures that all corporation contracts comply with GOCC-related laws, rules, regulations, and guidelines. This policy aims to create efficient and effective agreements and contracts that manage operational risks such as unexpected additional costs, delays, inferior quality, and violations of terms and conditions of the contract to maintain JHMC's core mandate and proper governance principles.

POLICY ON THE ISSUANCE OF AN AUTHORITY TO OPERATE

The policy's objective is to ensure the locator's compliance with the necessary permits and clearances to conduct business inside the John Hay Special Economic Zone following the permit submission procedures. Its goal is to ensure that the zone is a safe and healthy environment for businesses to operate and contribute to the development of the JHSEZ, as they are following the laws and regulations that provide a process for obtaining permits and certificates. It promotes responsible behavior and sustainability, as it will benefit not only the locators but also the community.

POLICY FOR THE CONDUCT OF FAIRS OR BAZAAR IN CJH

The policy aims to standardize the efficient and compliant execution of fairs and bazaars hosted in Camp John Hay while creating an established event organization framework. It establishes the comprehensive, fair, and bazaar management process from implementation to monitoring and report preparation after approval from the JHMC Board and distribution to the stakeholders afterward. The safety and operational procedures, as well as the environmental and regulatory standards, must be strictly followed to achieve economic growth at Camp John Hay.



PROFILE



JUNIE E. CUA

Chairperson, JHMC Board of Directors
 Chairperson, Executive Committee
 Member, Finance Committee

NOT holding more than five (5) positions in
 GOCCs and publicly-listed companies

Date of First Appointment: June 7, 2024

Mr. Junie E. Cua is a seasoned public servant with a distinguished career spanning decades in governance, legislation, and policy-making. As the Chairperson of the John Hay Management Corporation (JHMC) Board of Directors, he brings extensive leadership experience and a deep commitment to public service.

Mr. Cua earned his Bachelor of Laws degree from the University of the Philippines College of Law and holds a Bachelor of Science in Business Administration from the University of the East. His strong academic background laid the foundation for his extensive career in governance and policymaking.

He has held various high-level government positions throughout his career. His tenure as Representative of the Lone District of Quirino in the 18th Congress (2019–2022), 12th to 14th Congress (2001–2010), and 8th to 10th Congress (1987–1998) underscores his longstanding dedication to legislative work. During these periods, he played a pivotal role in shaping national policies, serving as Chairperson of the Committee on Appropriations, Committee on Good Governance, Committee on Trade and Industry, and Committee on Banks and Other Financial Intermediaries. His expertise in fiscal management and economic development has been instrumental in driving meaningful legislative reforms.

Beyond his legislative contributions, Mr. Cua served as Governor of the Province of Quirino from 2010 to 2019, where he spearheaded transformative initiatives that enhanced infrastructure, education, and public services. His governance efforts significantly contributed to the province's economic and social development. Earlier in his career, he was appointed Presidential Assistant for Northern Luzon (1998–2001) under the Office of the President, further strengthening his leadership in regional and national administration.

From August 2022 to May 2024, Mr. Cua served as Chairperson of the Philippine Charity Sweepstakes Office (PCSO), where he played a key role in enhancing the organization's operations, ensuring transparency, and improving the delivery of charitable services to Filipinos nationwide. His leadership in PCSO further demonstrated his dedication to effective governance and public welfare.

Mr. Cua's dedication to governance extends beyond public service roles. Since 2008, he has been the Chairperson of the Philippine Red Cross Quirino Chapter, actively engaging in humanitarian efforts and disaster response initiatives.

With his vast experience in governance, legislative expertise, and strong advocacy for public service, Mr. Cua is a valuable asset to the JHMC Board of Directors. His leadership ensures that the corporation upholds its mandate with integrity, strategic foresight, and a commitment to sustainable development.

PROFILE



ATTY RUDOLF STEVE E. JULARBAL

Vice-Chairperson, Board of Directors
Member of the JHMC Board of Directors

Member, Risk Management Committee
Member, Audit Committee
Member, Executive Committee
Member, Business Development Committee

NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Date of First Appointment: June 01, 2020

Atty. Rudolph Steve E. Jularbal is a distinguished legal professional and corporate leader with extensive experience in media, communications, and regulatory compliance. He currently serves as the Vice Chairperson of the Board of Directors of the John Hay Management Corporation (JHMC) and has been a Member of the Board since 2020.

Atty. Jularbal obtained his Bachelor of Science in Commerce, Major in Management & Marketing from Saint Louis University in 1975. He later pursued his Bachelor of Laws at the University of the Philippines, graduating in 1979. His strong academic foundation paved the way for a career spanning more than four decades, covering legal practice, corporate. Throughout his professional career, Atty. Jularbal has held key leadership positions in various organizations. Since 2011, he has served as the Vice President for Legal & Regulatory Compliance, Vice President for AM Operations, and Station Manager of DZRH at the Manila Broadcasting Company. He is also a Board Member and Corporate Secretary of the company. From 2001 to 2011, he practiced law through his own firm, the Jularbal Law Office, specializing in corporate and media law. Prior to that, he held significant roles such as Vice President for Legal & Regulatory Compliance at Nextel Communications Philippines, Inc. (1999–2001) and Vice President for Legal & Regulatory Compliance at the Elizalde Group of Companies (1986–1999).

Beyond his corporate engagements, Atty. Jularbal has been actively involved in legal education and policy advocacy. He has conducted lectures on Ethical Practices in the Broadcast Industry in academic institutions and as part of the advocacy programs of the Kapisanan ng mga Brodkaster ng Pilipinas (KBP). His contributions extend to public service, having held an Honorary Membership in the Committee for the Special Protection of Children under the Department of Justice, where he played a key role in formulating the “Guide to Media Practitioners in Coverages Involving Children”, launched in 2008.

Atty. Jularbal also provided critical assistance to the National Telecommunications Commission (NTC) in drafting regulations for the migration to digital television broadcasting and digital FM broadcasting in the Philippines. Furthermore, he was an active participant in various Technical Working Groups in Congress, contributing to the formulation of significant media-related laws, including those on Anti-Pornography, Libel, and other legal provisions affecting the broadcasting industry.

His dedication to education was also evident in his tenure as an Instructor of Commercial Laws at Saint Louis University, College of Commerce, from 1981 to 1987.

With his extensive legal expertise, leadership experience, and commitment to ethical broadcasting and policy development, Atty. Jularbal continues to play a vital role in shaping the governance and regulatory framework of JHMC and the broader media industry in the Philippines

PROFILE



ATTY. MARLO IGNACIO V. QUADRA

PRESIDENT AND CHIEF EXECUTIVE OFFICER
Chairperson / Member, Executive Committee
Chairperson/Member, Special Committee on CJHDevCo Concerns and 19 Conditionalities
Member, Audit Committee
Member, Business Development Committee
Member, Finance Committee
Member, Governance Committee

NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Date of First Appointment: October 02, 2023

Atty. Marlo Ignacio V. Quadra currently serves as the President and Chief Executive Officer of the John Hay Management Corporation (JHMC), having elected to the role on 07 June 2024. Prior to this, he was appointed as a member of the JHMC Board of Directors on 02 October 2023, and subsequently designated as Chairperson of the Board in January 2024. His progression into the Corporation's top executive role reflects both his deep commitment to public service.

Atty. Quadra earned his Bachelor of Laws degree from Saint Louis University (SLU) in Baguio City in 2003 and passed the Philippine Bar in 2007. He holds a Bachelor of Arts in Philosophy, also from SLU. His foundational education was shaped by his years at the Immaculate Conception Minor Seminary in Vigan, Ilocos Sur, and Saint Joseph Institute in Candon City.

In the private sector, Atty. Quadra built a solid reputation in the legal field as a Partner at the Quadra Pastor-Quadra Law Office, where he practiced from 2008 until his assumption of government service. His areas of expertise include litigation, corporate law, and legal consultancy. He also served as Corporate Secretary of the Cordillera Golfers Foundation, Inc., reflecting his involvement in civic and professional organizations.

Atty. Quadra's leadership style is marked by integrity, diligence, and a collaborative approach—qualities that now guide his administration of JHMC's operations and strategic development efforts within Camp John Hay.



PROFILE



ATTY. KRISTOFFER LEE V. DANCE

Director and Compliance Officer

Chairperson/Member, Special Committee on CJHDevCo
Concerns and 19 Conditionalities
Member, Governance Committee
Member, Risk Management Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 20, 2024

Atty. Kristoffer Lee V. Dance currently serves as Director and Compliance Officer of the John Hay Management Corporation (JHMC), following his appointment to the JHMC Board of Directors on 20 May 2024. He brings to the organization extensive legal experience, a deep understanding of government operations, and a strong commitment to ethical governance and public accountability.

A seasoned litigation lawyer, Atty. Dance has handled a wide range of legal matters including criminal defense, property and land titling, intellectual property, and various civil cases. He is the founding partner of Dance & Associates Law Office and previously served as a partner at Fariñas, Fariñas-Agustin, and Partners Law Office. His legal acumen is further supported by his role as a retained lawyer for the Department of Social Welfare and Development – Cordillera Administrative Region (DSWD-CAR) and as an election lawyer during the 2013 and 2016 national elections.

Beyond private practice, Atty. Dance has a rich background in public service, having served in various capacities in both national and local government units. His government experience includes assignments with the Office of the City Mayor of Baguio, the City Budget Office, and the DSWD-CAR. Notably, he contributed to major legislative and codification projects such as the Baguio City Environment Code and Investment Code.

Atty. Dance holds a Bachelor of Laws degree from the University of the Cordilleras and a Bachelor of Arts in English from Saint Louis University. He is currently pursuing his Master of Laws at San Beda University. He is also an Assistant Professor at the University of the Cordilleras, further exemplifying his dedication to legal education and public policy.

His commitment to leadership and community service extends to civic engagement, having served as President of the Baguio Pines City Lions Club and as a Board Secretary and Trustee of Balay Sofia, Inc. He has been a resource speaker on local legislation, gender-neutral writing, and environmental management, and has participated in numerous legal, governance, and development seminars.

Through his diverse experience in litigation, governance, education, and civic service, Atty. Dance brings to the JHMC Board a strong foundation in law, ethical compliance, and a sincere commitment to public service



MGEN CARLIX PAUL DONILA

Acting Director

Chairperson/Member, Audit Committee
Chairperson/Member, Risk Management Committee
Member, Nominations, Remunerations, and Organizational
Development Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 20, 2024

Major General Carlix P. Donila (Ret.) is a member of the Board of Directors of the John Hay Management Corporation (JHMC), having been appointed on 20 May 2024. He brings to the Board decades of leadership and management experience in both military service and the civilian government sector.

MGen. Donila began his public service career when he entered the Philippine Military Academy (PMA) in 1974. He graduated in 1978 with a Bachelor of Science degree and was commissioned as a Second Lieutenant in the Armed Forces of the Philippines (AFP), joining the Philippine Air Force (PAF). The following year, he became a certified military pilot and went on to serve as an instructor pilot for eight years.

PROFILE

Over the course of his military career, MGen. Donila took on increasingly critical roles in personnel administration, operations, logistics, and training. He flew various aircraft types, including the Bell 212, BO 105, Puma, and UH-1H helicopters, while serving with the 250th Presidential Airlift Wing and other tactical units. His operational assignments, particularly as Director for Operations of the 3rd Tactical Operations Wing in Zamboanga City and as Group Commander of Tactical Operations Group 11 in Cotabato, placed him at the forefront of counterinsurgency efforts in Mindanao.

As a senior officer, he held key positions such as Executive Officer of the Deputy Chief of Staff for Personnel at Camp Aguinaldo and Deputy Commander of the Air Education and Training Command. He was appointed Wing Commander of the 530th Air Base Wing in Zamboanga City and later served as Air Force Inspector General. He retired in 2012 with the rank of Major General, completing more than 38 years of honorable military service.

Following his retirement from active duty, MGen. Donila continued his commitment to public service. He served as Manager of the Inspectorate Division of the Philippine Postal Corporation in 2012-2017 and as a Human Resources and Administration Consultant at the National Printing Office from 2019 to 2022. In 2024, he joined JHMC as a Director.

He holds a Master's in Management with a specialization in Public Administration from the Philippine Christian University, a Master of Arts in Strategic Studies from Deakin University in Melbourne, Australia, and a Graduate Diploma in Defense Studies from Massey University in New Zealand.

MGen. Donila is actively involved in several civic and alumni organizations, including the Australia-Philippines Alumni Association, Philippine-New Zealand Alumni Association, PMA Alumni Association, and PMA Makatarungan Class of 1978 Association.

A recipient of numerous military awards and commendations, MGen. Donila is known for his exemplary service, principled leadership, and integrity. Outside his professional life, he enjoys practical shooting, biking, walking, badminton, and the occasional round of golf.



JOSE EMMANUEL P. GUILLERMO (RET.)

Acting Director

Chairperson, Audit Committee
Chairperson, Finance Committee
Member, Business Development Committee
Member, Risk Management Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 20, 2024

Mr. Jose Emmanuel P. Guillermo currently serves as the Officer-in-Charge (OIC), Chairperson of the John Hay Management Corporation (JHMC), following his election by the JHMC Board on 07 April 2025. He was earlier appointed as Director on 20 May 2024 and Corporate Treasurer on 16 September 2024.

With more than four decades of combined experience in accounting, corporate management, and entrepreneurial leadership, Mr. Guillermo brings to the Board a strategic perspective grounded in finance, operations, and enterprise development.

He graduated cum laude from Saint Louis University in Baguio City with a degree in Bachelor of Science in Commerce, Major in Accounting. He was honored as Alumnus of the Year in 2024. He went on to complete his Master's in Entrepreneurship with High Distinction at the Asian Institute of Management (AIM). He also holds a Doctor of Humanities from the Piedmont College of Theology of Asia Pacific and a Doctor of Philosophy in Business Administration (Honoris Causa) from Asia University International. In 2024, he completed his Doctor of Philosophy in Business Management, major in International Business, at the Philippine Christian University.

Mr. Guillermo is a Certified Public Accountant (CPA) having passed the licensure examination in the early 1980s. His professional career began in finance and auditing, having worked as a Junior Auditor for Allied Banking Corporation and then as Regional Accountant and Regional Finance Officer for San Miguel Corporation from 1984 to 1996.

Currently, Mr. Guillermo serves as President and CEO of the Royal Class Group of Companies, overseeing operations in transport, petroleum, logistics, retail, and construction. He also holds leadership roles in other companies, including Royal Class Petroleum Philippines, Inc., Royal Class Transport & Logistics Corporation, AG&P Construction Corporation,

PROFILE

and others. His vast executive experience underscores his deep understanding of enterprise management and good governance—qualities that contribute significantly to his role in the JHMC Board.

Dedicated to lifelong learning, Mr. Guillermo has completed international executive education and training programs, including courses at Harvard University (Kennedy School and Business School), Wharton School of the University of Pennsylvania, Walden University, and AIM, among others.

Mr. Guillermo is also active in civic and professional organizations. He is a long-time leader and member of the Rotary International, the Philippine Institute of Certified Public Accountants (PICPA), the Management Association of the Philippines (MAP), the Philippine Chamber of Commerce and Industry, and several other industry and business groups.

With his extensive expertise in business management, finance, and corporate governance, Mr. Guillermo is committed to advancing JHMC's mandate of sustainable development, transparency, and public service within Camp John Ha.



MGEN. ROMEO C. PRESTOZA

Director

Chairperson, Governance Committee
Member, Nominations, Remunerations, and Organizational
Development Committee
Member, Risk Management Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 6, 2024

Major General Romeo C. Prestoza (Ret.) was appointed to the Board of Directors of the John Hay Management Corporation (JHMC) on 06 May 2024. With a distinguished military and civilian career spanning over four decades, he brings to the JHMC Board unparalleled experience in leadership, national security, operations management, and governance.

General Prestoza is a proud alumnus of the Philippine Military Academy, having graduated with a degree in Bachelor of Science in 1978. He completed further military education through the Air Force Officers' School, where he was named Most Outstanding Student, and the Command and General Staff Course. His intelligence training includes courses with the Special Intelligence Training School and the Australian Secret Intelligence Service (ASIS).

His extensive military service culminated in his appointment as Chief of the Intelligence Service of the Armed Forces of the Philippines (ISAFP) from 2008 until his retirement in 2010. Prior to this, he served as Commander of the Presidential Security Group (PSG) from 2006 to 2008 under the administration of President Gloria Macapagal-Arroyo. His notable international assignments include serving as Air Attaché to the Philippine Embassy in Washington, D.C. and Philippine Force Representative to the United Nations Command (Rear) in Tokyo, Japan.

From 2018 to 2019, General Prestoza served as Sergeant-at-Arms of the Philippine House of Representatives, further expanding his experience in legislative and institutional security.

In the private sector, he is currently the President of Basic Holdings Corporation and Fortune Tobacco Corporation, and Head of Security for the Lucio Tan Group of Companies and Affiliates. He also serves as a security consultant for Feedmix Specialist Inc. II.

Throughout his military career, General Prestoza held numerous key intelligence and leadership roles, including Commander of ISAFP's various Military Intelligence Groups (MIGs), and Chief of Operations and Intelligence Division. He also served as Instructor Pilot and Flight Commander of the Philippine Air Force Flying School in Lipa City.

His outstanding service has earned him 87 military and civil awards, including the Order of Lakandula (Maringal na Pinuno), Presidential Merit Medal from the United States Secretary of Defense, the Outstanding Achievement Medal, Distinguished Service Star Medals, Bronze Cross Medals, Silver Wing Medal, and United Nations Service Medal.

He is an active member of several civic and alumni organizations, including the Association of Generals and Flag Officers, the Knights of Columbus, and is the Chairman of the Board of Trustees of the PMA Makatarungan Class of 1978.

General Prestoza's steadfast commitment to national service, organizational excellence, and institutional security makes him a vital contributor to JHMC's mission and leadership.

PROFILE



ENGR. ARTHUR J. LEDESMA (RET.)

Director

Chairperson, Finance Committee
Chairperson/Member, Risk Management Committee
Member, Nominations, Remunerations, and Organizational
Development Committee
Member, Special Committee on CJHDevCo Concerns and 19
Conditionalities
Member, Business Development Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 6, 2024

Engr. Arthur J. Ledesma currently serves as a Director of the Board of the John Hay Management Corporation (JHMC), having been appointed on 06 May 2024. A licensed civil engineer and seasoned executive, he brings with him over four decades of experience in engineering, construction management, corporate governance, and civic engagement.

Engr. Ledesma earned his Bachelor of Science in Civil Engineering (BSCE) from the Mapúa Institute of Technology in 1974. He completed his elementary studies at De La Salle College, Taft Avenue, and his secondary education at De La Salle Greenhills. He is a licensed civil engineer, with a proven background in infrastructure and real estate development.

He has held executive and leadership roles in various private sector organizations. He is the Vice President of A.J. Ledesma Construction Corporation, a position he has held since 1978, and he also served as President of MOLCS Concrete Industry, Inc. from 2000 to 2008. Additionally, he has been a Director of the Valero Tower Condominium Corporation since 2010.

Beyond his professional career, Engr. Ledesma has been an active figure in community organizations. He has served as a Board Member of the Merville Park Homeowners Association since 2015 and previously held board positions in the Parañaque South Admiral Homeowners' Association and the World Community for Christian Meditation – Philippines.

With his strong foundation in engineering, governance, and community development, Engr. Ledesma continues to be a dedicated public servant, committed to advancing transparency, accountability, and development through his work at JHMC.



MANJIT T. SINGH REANDI

Director and Compliance Officer

Chairperson/Member, Special Committee on CJHDevCo
Concerns and 19 Conditionalities
Member, Governance Committee
Member, Risk Management Committee

NOT holding more than five (5) positions in GOCCs and
publicly-listed companies

Date of First Appointment: May 20, 2024

Manjit T. Singh Reandi was appointed as a Director of the Board of the John Hay Management Corporation (JHMC) on 08 April 2024. He was subsequently elected by the JHMC Board as President and Chief Executive Officer on 07 April 2025.

A dynamic entrepreneur and executive leader, Mr. Singh Reandi brings to the JHMC Board extensive experience in finance, public administration, corporate operations, and social impact initiatives.

He holds a Bachelor of Science in Commerce from Lacson Colleges, and earned his Master's in Professional Studies, major in Public Administration, from Cavite State University in 2020. He also completed the Leadership and Management Development Program at the Ateneo Graduate School of Business, as well as professional courses in marketing strategy, digital transformation, and family business management.

An accomplished entrepreneur, Mr. Singh Reandi is the Founder and CEO of ReCash Prime Finance Corp., Pluma

PROFILE

Builders Co., and Reandi Realms Realty. He also served as CEO of Reandi OPC, Chief Finance Officer of Papa Sarwan Lending Corp., and held key leadership positions in Peacock Direct Loans Inc. and Peacock Financing Corp. His work spans industries including finance, housing, real estate, and construction, and has been marked by a strong emphasis on strategic growth and ethical operations.

In addition to his professional engagements, Mr. Singh Reandi is actively involved in civic and humanitarian causes. He currently serves as a Board Director of the Philippine Red Cross – Makati Chapter and of the North Luzon School for the Visually Impaired, Inc., and is a Past President of the Rotary Club of Forbes Park, through which he has championed education, community development, and inclusive service.

With a broad skill set covering entrepreneurship, operations management, public service, and financial leadership, Mr. Singh Reandi is well-positioned to contribute to the mission and strategic direction of JHMC, particularly in driving sustainable development and economic resilience within Camp John Hay.



ATTY. ARNEL S. TUNGBABAN

JHMC Acting Director

Member, Finance Committee
Member, Governance Committee
Chairperson/Member, Nominations, Remunerations, and Organizational Development Committee
Member, Special Committee on CJHDevCo Concerns and 19 Conditionalities

NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Date of First Appointment: May 20, 2024

Atty. Arnel S. Tungbaban was appointed as an Acting Director of the Board of the John Hay Management Corporation (JHMC) on 20 May 2024. A practicing lawyer and former court official, he brings with him a rich background in legal service, public sector governance, and community leadership.

Atty. Tungbaban earned his Bachelor of Laws from San Beda College in 1988 and completed his undergraduate degree in Economics (AB Economics) at the University of the Cordilleras in 1984. He completed his early education in Ilocos Sur, graduating from Alilem Central School and Saint Joseph Institute in Candon City.

He began his legal career in public service as Clerk of Court at the Regional Trial Court in Candon City, Ilocos Sur, a position he held from 1990 to 2004. Following this, he transitioned into private practice, establishing himself as a Partner at Tungbaban Law Office, where he continues to serve. He is also currently the Legal Counsel of St. Martin de Porres Hospital and the Metro Bangued Water District.

Atty. Tungbaban has contributed to legal education, having served as an instructor at Baguio Colleges Foundation and Candon Community College-University of Northern Philippines (CCC-UNP) in Candon City. He is a member of the Guardian's Brotherhood and has been involved in voluntary civic work since 1992.

With over three decades of combined experience in legal advocacy, public service, and education, Atty. Tungbaban brings integrity, sound judgment, and a deep understanding of governance and institutional processes to the JHMC Board.



MARIA CRISTINA R. CORONA

Acting Director
Member, Audit Committee
Member, Governance Committee
Member, Nominations, Remunerations, and Organizational Development Committee

NOT holding more than five (5) positions in GOCCs and publicly-listed companies

Date of First Appointment: September 16, 2024

Ma. Cristina R. Corona is currently serving as Acting Director of the Board of Directors of the John Hay Management Corporation (JHMC), a position she assumed on 16 September 2024.

Her long-standing association with JHMC dates back to 2001 when she was first appointed as a member of the JHMC Board of Directors, a role she held until 2010. During this period, she also served as Chairman and President of JHMC from 2007 to 2010.

Director Corona holds a Bachelor of Arts degree in Communication and Child Study from Maryknoll College in Quezon City, where she was consistently included in the Dean's List. She later pursued graduate studies at the Ateneo de Manila

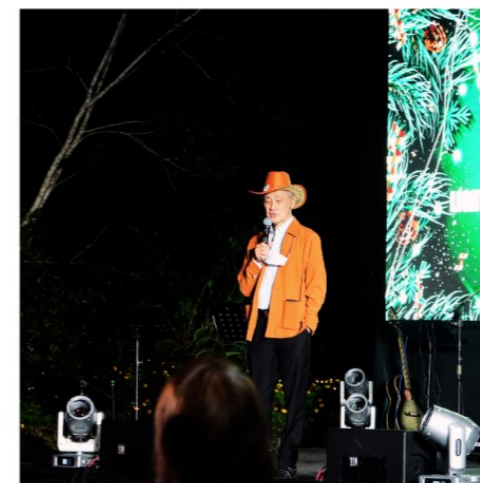
PROFILE

University, earning a Master of Arts in Industrial Psychology. Her academic and professional background has equipped her with deep insights into human behavior, organizational management, and institutional reform.

Her professional expertise spans education and culture, government service, leasing and finance, and real estate. Over the years, she has taken on various roles as a chief executive, director, educator, and research assistant in the social sciences, underscoring her versatility and commitment to nation-building.

Board of Directors

PHOTO SNAPS



FORMER MEMBERS OF THE BOARD OF DIRECTORS IN 2024

ALLAN R. GARCIA

JHMC President and Chief Executive Officer

BGEN. EDUARDO B. DAVALAN (RET.)

JHMC Director
JHMC Corporate Treasurer

PBGEN. RONALDO F. DE JESUS (RET.)

JHMC Director

CATHERINE A. DE LA ROSA

JHMC Director

CHARITO R. DULAY

JHMC Director

ALEJANDRO F. FERNANDEZ, M.D.

JHMC Director

ATTY. OSCAR T. FIEL

JHMC Director

PMGEN. RUFINO G. IBAY JR. (RET.)

JHMC Director

GLORIA F. PERALTA

JHMC Director

ATTY. CHRISTIAN PAUL L. ULPINDO

JHMC Director

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Republic of the Philippines
Office of the President

JHMC

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