

The President Speaks

Life Goes On

"We cannot rest on our laurels as past achievements do not count in life, only new ones do."

Amidst all the natural calamities that caused millions of Filipinos to lose virtually everything that they own in just a few hours or days, we at 1ST Valley achieved another milestone with our bank now reaching the P3 billion in assets mark. What an irony, a grand achievement back dropped by all the devastations occurring at the same time!

While we have much to celebrate and be thankful for, we must think first of our fellow citizens who are now desperate to put new order to their lives. The least we can do is pray for their success in turning around their lives and at the same time contribute as much to help them tide over.

As a bank, we did our modest share with our contribution coursed through the ABS-CBN Foundation. I hope, individually, we would also likewise help the distraught in whatever best way we can.

After all is said and done, life goes on. The search for continued growth and progress looms ahead of us. We cannot rest on our laurels as past achievements do not count in life, only new ones do. While we have hit a successful formula that helped us to growth, there is no assurance that the very same formula will be as productive for the future. Thus, it is incumbent upon us to learn new ideas and devise new programs so we can replicate or better still surpass our attained successes.

We just created the office to handle marketing, product development and branching. I am hopeful that with greater focus on these undertakings, we can achieve further advancements.

We have likewise re-emphasized the need to make our micro-finance undertaking more efficient. I look forward to even better results in this area. As you all know, the gains we attained were underpinned by the use of the best practices advocated by our MABS program. Let us not consign the principles learned therein to the past rather let us put them to even greater use!

Let us all continue to work together and propel our bank to even greater heights! ☺

