

**VISION:**

Raquel Pawnshop INSIDER is the most effective instrument where the company, employees and customers can communicate.

**MISSION:**

Raquel Pawnshop INSIDER's mission is to maintain the company's culture through the enhancement of its image and to create awareness in the pawning industry by advocating its unique motto, "Palagay ang Loob Ko!"

**Raquel Pawnshop Marks its 25<sup>th</sup> Anniversary with a Grand Celebration**

by: Monico C. Cornejo Jr.



Raquel Pawnshop celebrated its 25<sup>th</sup> Anniversary Grand Party last April 2, 2011 at Queen Margarete Hotel, Brgy. Domoit, Lucena City. The red carpet entrance was paraded with elegant yet formal attire of the Board of Directors, Senior Officers and the entire Raquel Pawnshop employees. Distinguish guests of Raquel Pawnshop such as bank partners, business advisers, general services providers, sponsors and friends also came with their winsome attire.

The program formally started with the welcome remarks of Raquel Pawnshop's Corporate Secretary and Vice President for Acquired Properties. She acknowledged all the guests, sponsors, business advisers and business partners of the company who exerted extra efforts only to witness the celebration.

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**President of Raquel Pawnshop Receives CPPI Special Recognition**

by: Maridel A. Merle

Raquel Pawnshop through its President who was one of the nominees for the Pawnbroker for Year Award for 2011 received a special recognition from CPPI (Chamber of Pawnbrokers of the Philippines, Inc.) last December 5, 2010 at Quezon City Sports Club during the CPPI National Convention and Election with the theme "Fulfilling Responsibility to Help Create a Better Community."



The search for pawnbroker of the year was created to recognize the efforts of a pawnshop through its representative in improving the condition of its community, emphasizing their accomplishments and highlighting their contributions to the pawnshop industry and the country. The award was given to inspire more pawnbrokers to be more involved in finding solutions and to challenge status quo through the services and/or activities that they rendered to the community where they belong.

President of Raquel Pawnshop who is a member of Pawnbrokers of the Philippines was commended by several people including prominent leaders from different sectors who believe in the advocacy of Raquel Pawnshop to education as well as the series of community

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**A Sterling Beginning to a Golden Future**

25<sup>th</sup> anniversary is a significant accomplishment for a company as it marks a quarter of a century in the business and celebrates a golden future in the industry. According to Wikipedia organization 25<sup>th</sup> anniversary can be called as “quadranscentennial” although most of us call it silver anniversary.

To a couple for example, silver anniversary marks an unfathomable foundation of love and marriage vows. In an organization, silver anniversary signifies gaiety of past successes, culmination of present accomplishments and preparation to face the future with new and creative methods of improving itself. But whatever we call this celebration we will end up with only one conclusion and that is to celebrate and to give thanks for the victory that we all have gotten.

Raquel Pawnshop, being the most progressive, innovative and customer-driven pawnshop company in the country glitters in the celebration of its 25 years of remarkable services to its valued customers and consumers. Raquel Pawnshop is very fortunate to have reached 25<sup>th</sup> year in the industry considering that the business started in a year where Philippine economy was uncertain. Because of the perseverance, passion for work and faith in God of the pioneer employees of Raquel, a single pawnshop increases as years piled up and many more members of the company came into picture with their unique ideas, knowledge and skills that contributed tremendously to the triumph of the company.

Everyone will agree that people are the best assets a company could ever have and Raquel Pawnshop benefits a lot in this aspect, from the top management level down the line. If not with the initiative of the Board of Directors to capitalize in a pawnshop business we will not experience what it is like to be part of Raquel. The people in the middle and underneath level of the company’s hierarchy equally portrayed vital roles in an effective and efficient operations of the business. If not for their dedication to work and superb performance to their assigned duties, the company will not reach its goal. In celebrating the 25th year, Raquel Pawnshop honors the loyalty awardees of the company who deserves recognition for their faithful services.

Raquel Pawnshop takes pride in reaching its quadranscentennial of providing superior quality products and services through united efforts of its owners, management and staff. The celebration of the company is a sterling beginning to a golden future.



**MESSAGE FROM THE BOARD**

Reaching silver year in the pawnshop industry is a blessing. To reach this point in the business is considered one of the most special accomplishments of our company.

Being in the business for 25 years takes a lot of perseverance, hard-work and dedication to work but simply loving what I am doing gives me true fulfillment. I have gained friendship with a lot of our customers who later on became my “Kumare and Kumpare.” I experienced attending two baptismal ceremonies at the same time, to be a god mother at the wedding every week or every month and even invited to be in many occasions of our customers which really mean something else for me. Establishing this good relationship with them only proves that they really trust me and the company as a whole.

It was not an easy journey for Raquel Pawnshop to reach 25<sup>th</sup> year. Just like others, we also experienced tough times that we almost wanted to give up most especially during the times that we are just starting but surpassing these trials make the fruits of our labor even sweeter.

The success of Raquel Pawnshop is not just for us alone but for our valued customers, employees, business partners and business advisers as well who supported and trusted Raquel Pawnshop for a long period of time. In the celebration of our 25<sup>th</sup> year we would like to give our deepest appreciation and gratitude to all of you.

As we begin to face many years of hopes, we will be focused to our direction, to strike our goal, and find not just the better but the best that we can offer to our valued customers and consumers. I know leading this path takes a lot of passion and strength but I have no worries because I believe God will guide us. Equipped with faith, love and unity we can all say “PALAGAY ANG LOOB KO!”

HAPPY ANNIVERSARY TO ALL OF US!

R.R.R.

# Raquel Pawnshop Honors Loyalty Awardees' Service

by: Mhiles D. Acabado

The contribution of our employees is critical not only to the success that we have achieved over the past years but a key to the future as well. We value the diversity of workforce, skills and experiences that they bring to our company.

Twenty - one employees of Raquel Pawnshop received loyalty awards in the celebration of the company's 25<sup>th</sup> Anniversary last April 2, 2011. The special ceremony which was held at the Queen Margarett Hotel, Lucena City featured presentation of plaques by Raquel Pawnshop management to all employees who have rendered five, ten, fifteen and twenty-five years of service.

The awardees were given recognition to their undying support and dedication to work by helping the company to be progressive and effective in terms of superior quality products and services to its customers and consumers.

Here are the Raquel Pawnshop Loyalty Awardees:

### Five - Year Awardees

### Ten - Year Awardees



( From left to right ) Edward Magbuhos, Rommel Jandusay, Teresa Teorica, Diana Gumarang, Donna Enverga, Lorena Reyes, Rosecell Castro, Mary Grace Martinez, Audry Papiña, Recilda Pontioso, Rhoda Raquel (Presentor), May Raquel Lacuesta (Presentor) and her daughter, Ann Rosavher Malinao, Catherine Valenzuela, Hazel Caballes, Blezy Atienza, Monico Comejo Jr. and Cris Gerald Mangubat

( From left to right ) Ronaldo Raquel (Presentor), Maria Carina Banta, Joselito Martizano and Recilda Pontioso (Presentor)

### Twenty Five - Year Awardee

### Fifteen - Year Awardees



( From left to right ) Rochelle Lustado, Pablito Raquel (Presentor) and Annabelle Caban

Raquelita R. Rafa (third from the left) With her parents and family

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## Raquel Pawnshop Marks its 25<sup>th</sup> Anniversary with a Grand Celebration ... from page 1

Immediately after, the President of Raquel Pawnshop gave her heart-warming message. She looked back and expressed her gratitude to the people who helped the company succeed amidst every challenge that they had faced along the way. Raquel Pawnshop President also unveiled the new face of the company with a new company logo.

Chairman of the Board of Directors of Raquel Pawnshop shared equally inspiring thoughts citing humility, perseverance and faith to God as key elements to succeed.



*Raquel Pawnshop chorals singing the new company jingle "Palagay ang Loob Ko"*

During the celebration the new company jingle was introduced. Mr. Robert More Jr., Ms. Marilyn Tomelden and Mr. Rommel Subeldia rendered songs of success to serenade the occasion.

The formal affair was highlighted with the awarding of the highest loyalty award which was received by the President of Raquel Pawnshop being loyal to the service for 25 years. The said award was presented by the Chairman of the Board of Directors of Raquel Pawnshop. Commensurate recognition was also given to employees who have rendered five, ten and fifteen years of faithful service.



*Raquel Pawnshop Chairman of the Board giving his inspirational message*

*President of Raquel Pawnshop delivering her meaningful message*

After the awarding ceremony, employees and guests sang and danced to their delight. They were accompanied by live bands with their lively music until dusk.

Before the party ended, anniversary books and souvenir mugs were given to guests while employees received mugs and company pins.

Sidelights of the affair were the photo booth where in attendees can pose for several shots using different props available and have a print-out after several seconds and the raffle draws where in refrigerator, washing machine and microwave oven were the three grand prizes.

## President of Raquel Pawnshop Receives CPPI Special Recognition ... from page 1

services that the company has bestowed. These serviceable activities that Raquel Pawnshop has established were the livelihood program entitled "Libangang Pinagkakaitaan Handog ni Ate Raquel" in year 2007 with the support of TESDA (Technical Education and Skills Development Authority) which was participated by citizens from Tayabas Quezon. Raquel Pawnshop's gift giving and feeding program to Lakawan, Mate and Reymar Elementary Schools from year 2008 up to present was recognized. Raquel Pawnshop's collaboration with ABS-CBN Sagip Kapamilya and GMA Kapuso Foundation in helping the victims of typhoons Ondoy and Pepeng in year

2009 and their project called "An Opportunity to Reach Out and Share" which aims to reach the under privilege people like the children of DSWD Reception and Action Center in Lucena City likewise the elders and preparatory pupils of Kiwanis Club of Lucena in year 2010.

Among the nominees, President of Raquel Pawnshop was chosen by the CPPI awards committee as a recipient of a special citation honoring her active participation and commitment to Corporate Social Responsibility through the company's persistent CSR activities for many years. CPPI President said that "Raquel Pawnshop and its President is a true face of pawnshop industry."

## Raquel Pawnshop Honors Loyalty Awardees' Service

... from page 3

When asked of what makes a Loyalty Awardee stay constant and true to Raquel Pawnshop? Some awardees gave their answers:

"Bilang isang empleyado, tungkulin ko po na gumawa ng tama, maging modelo sa aking mga kasamahan, upang gayahin at tularan sa kung ano man po ang narating ko sa ngayon. May mga pagkakataon po na nakakapagtampo, lalo na po kung puro puna ang nakikita sa atin, pero para sa akin po ang palagi ko pong iniisip ay patutunayan ko na maganda ang aking hangarin, na ako ay gagawa ng tama, upang maging maganda ang aking pangalan, at marating kung ano man po ang nararapat para sa akin." - **Ms. Teresa S. Teorica, Vault Custodian, 5 - year Loyalty Awardee**

"Raquel Pawnshop continuously trusts me and believes in my knowledge and abilities. I think that would be enough for me to stay constant and true to them. I will always be grateful for all the opportunities and support that they are giving to me." - **Ms. Mary Grace S. Martinez, Western Union Officer, 5 - year Loyalty Awardee**

"Marami pong mga bagay ang nakakapagpanatili sa akin upang maging tapat ako sa ating kompanya. Una po ay mababait po ang ating mga boss. Pangalawa po ay masaya po ako sa aking trabaho kasama po ng aking mga co-employees na tumutulong sa akin at sumusuporta. At higit sa lahat, gaya po ng ating kompanya, ay may values din po akong pinapangalagaan. Ito po ay ang aking pangalan na kailan man ay ayaw kong mabahiran ng kahit

anumang makakasira sa akin at sa aking pamilya." - **Mr. Joselito M. Martizano, Purchasing Head, 10 - year Loyalty Awardee**

"Bilang isang Loyalty Awardee kaya po hanggang ngayon ay nandito pa rin ako at nananatiling naglilingkod sa Raquel Pawnshop ay dahil masaya po ako sa aking ginagawa, ginagalawan at sa pamamalakad ng Raquel Pawnshop. At dahil na rin po sa napakalaking tulong na ibinigay ng Raquel na habang - buhay ko pong tatanawing utang na loob kahit po siguro pag dating ng araw. Nais ko rin pong ibalik 'yong tulong na 'yon na binigay nila sa akin sa pamamagitan ng maayos na pagtatrabaho." - **Ms. Rochelle U. Lustado, Appraiser, 15 - year Loyalty Awardee**

"I am happy with my work. It continually helps me growing because of the trainings, seminars and conferences that I have attended. There is a sense of fulfillment in my work as one of the Board of Directors and owners because we were able to provide jobs to deserving individuals as well as turning the mission of the company into reality. I realized that you will find real happiness with the people you work with and the support you get from the company."

- **Ms. Raquelita R. Rafa, President, 25 - year Loyalty Awardee**

Truly, the company is committed to its development and recognizing its employees who will be part of the overall future workforce to operate and render excellent customer service and become the Philippines' leading pawnshop. Congratulations!

## Silver Anniversary Party Stand Outs

by: Michael John L. Boragay and Monico C. Cornejo JR.

During the 25<sup>th</sup> Grand Party and Awards Night, the glittering dresses and elegant attires of Senior Officers set the standard of being chic and classy. But guests and employees had their own ways that made them standouts at their own very rights! This prompted us to come up with the selection of these special citations while reviewing the photos provided by the company official photographer, MJB Productions:



### Ms. Head Turner

This personality created an impression that made audience utter "wow" and compelled everyone to take her a second look. This award goes to Ms. Catherine Valenzuela.

### Ms. Hundred Dollar Legs

She boasted an asset of a Miriam Quiambao that is envied by girls and admired by boys. This long-legged lady is Ms. Guinalyn Guisihan.



### Mr. Eye Catcher

He possessed looks, style and charm of a celebrity that would be impossible to have him left unnoticed. Mr. Eye Catcher is no other than Mr. Marvin Bryan de Silva.

### Dancing Queens

They showed exceptional poise and gracefulness on the dance floor regardless of their stature. The selected dancing divas are Ms. Tess Palma, Ms. Analyn Uri, Ms. Nerissa Huerto and Ms. Recilda Pontioso. ... continue on page 10







# Raquel Pawnshop's Silver Anniversary: A Round-Up

by: Michael John L. Boragay

There is a lot to love about Raquel Pawnshop Silver Anniversary Party. The glamour! The celebration of success! The night full of fun and excitement! And as promised we are here to take a look back of what had happened during that night as well as to highlight the party's BEST!

Sometimes, a look back is the best look. Raquel Pawnshop's President and the Corporate Secretary at the same time Vice President for Acquired Properties equally stand out in their stunning red gown. The Vice President for Marketing, the Corporate Treasurer and a Member of the Board shine in their simple yet classy outfit. Violet seems to be the "hit and favorite color" during that night. The ladies were striking and the gentlemen cleaned-up as well. The Chairman of the Board, the Vice President for General Services, and the Vice President for Operations look great in their suits. Everyone actually deserves recognition since all came prepared and dressed up exceptionally for the event.

The photo booth and the red carpet entrance added excitement and drama for the employees and guests.

Messages and speeches are always significant part of any event. President of Raquel Pawnshop delivers a very solicitous and generous speech during that night. When she thanked all the people who played important role to the success of the business, everyone felt the message very heartwarming and touching.



One of the highlights of the celebration was the loyalty awarding. Employees who are celebrating their 5 years, 10 years, 15 years and 25 years of service to the company were recognized. The President of Raquel Pawnshop was the recipient of the highest award, as she also celebrates her 25<sup>th</sup> year in the company.

To give some entertainment, selected Raquel Pawnshop employees sang their own rendition of the new company jingle entitled "Palagay ang Loob Ko." Another group of employees showcased their dancing prowess by performing two dance numbers that heated up the dance floor. Both groups nailed their performance. They will surely receive three YES' if ever there are panel of judges and they will surely hear the popular phrase "you got it!" Credits go to Ms. Mary Grace Martinez and Mr. Monico Cornejo Jr. for supervising the intermission numbers of the employees. The more or less a month of rehearsals really paid-off. Kudos to all the participants!

It was so good to see everyone enjoying the party. Everyone were dancing and having fun. As one of the songs says "And when you get the chance to sit it out or dance, I hope you dance!" and it was so amusing to see everyone took the chance to dance, have fun and enjoy the moments.

One of the most exciting and much awaited parts of the party was the raffle draws. The company has given away huge prizes such as refrigerator, television, washing machine, turbo broiler, microwave oven, cell phone and lots of consolation prizes. Ms. Portia Arella won the grand prize, thanks to her "lucky charm." Although most attendees were not able to win any of the raffle prizes, they did not go home empty-handed because there were souvenir items given to employees and guests. Company pins were also distributed to employees. Coffee table books were given to sponsors. Other copies of these books will be displayed to all Raquel Pawnshop branches. The coffee table book was produced by the Marketing Department headed by the Vice President for Marketing and supervised by Ms. Katherine Moreno.

All in all it was a successful celebration with people who made Raquel Pawnshop what it is right now - a key player in the pawning industry. Congratulations to the Silver Anniversary Committee led by the Vice President for Management Services, with the support of Ms. Myla Acabado, Ms. Maridel Merle, Mr. Michael John Boragay, and the entire Human Resource Department for coming up with a successful event.

So that's about it for this year. For those of you who missed the party, we hope you enjoyed this round up and we look forward in doing it all again next time.



A ceremonial toast led by the Chairman of the Board of Raquel Pawnshop was also done that makes the celebration unforgettable.

Stage design matters. The physical environment of any event carries an important message. Upon seeing the stage design, one can already feel that the night is going to be special. From the lightings, the flower arrangements, the drama of switching from old logo to the new one was admirable. Thanks to Ms. Ana Chemelyn Naz and to the General Service Department for the wonderful stage design.

With regards to the food, the sweet and sour pork was delectable while the pork bites were flavor full. Wines and beverages were perfectly picked as well. (Based on the rating of GSD wines were "seven-star", they really seemed to enjoy the wines during the party!)

## *A Preview of Tomorrow*

by: Sharon O. Gaytano

After an exhausting business meeting I had earlier, I decided to turn on the television to unwind myself and to relax a bit during break time. It was very timely since Raquel TV commercial was currently airing. I was so impressed with the advertisement. It was very appealing to the public especially to the masses. Additional reason why the commercial was a hit was due to the very catchy company jingle that accompanied the TV Commercial. Credit should be given to the Marketing Department for coming up with an excellent concept and production. Based on the feedback presented in the meeting a while ago, the TV ad helps to capture market share especially to new branches nationwide. That is good because as far as I can remember in the presentation of "Plans and Achievements Report" presented earlier in the meeting there will be more branches to open locally and abroad in three months time to finally launch Raquel's owned Money Remittance, another milestone for Raquel Pawnshop.

As I was sitting in an elegant sofa, resting my body and mind after the long meeting, I can't help but to notice the very functional design of the office. It was very spacious and organized. The General Services Department was really doing great in providing a good working environment to all employees by ensuring comfort and safety in the workplace.

A glossy and colorful magazine in my table captures my attention. It is the latest edition of Raquel Pawnshop INSIDER. The headline is "Former Raquel Pawnshop President Elected as President of Chamber of Pawnbrokers of the Philippines." I excitedly read the news article recognizing the overflowing admiration and support to former president of Raquel Pawnshop of her family, Raquel management and employees. They acknowledge her continuous sharing of abilities and passion to the field that she truly loves.

On the next page of the INSIDER Magazine is an article featuring the successful grand opening of *Raquel Grand Bazaar* selling not only acquired jewelries, laptops and cell phones but also varieties of home appliances, signature bags and watches, hi-end gadgets, vintage cars and so much more. Numerous guests and well-known personalities visited the event and most of them went home with quality and reasonable priced items of their choice. Customers availed it thru cash or credit card basis, with big discounts and freebies that everybody enjoyed. The Acquired Properties Department was so dedicated to work for the success of this business in the long run.

Next to it is an article about the journey to success of the five year old Raquel Hotel and Restaurant Business featuring different amenities, facilities and food specialty of the growing business venture of the company. The rising numbers of its clients and guests visiting the place could not hide the fact that it is one of the most promising Hotel and Resto in the City.

I can't help but be inspired with all the articles I am reading as I reach the center page of the magazine which is the gallery section showing the different outreach programs like sponsoring feeding programs, helping the out-of-school youth, initiating environmental related activities and other ways of giving back to the community. It's so touching to see smiling faces of children and elders handling gifts and goodies, they don't have to say a word to extend their gratitude, it is seen already on their heartfelt smile and hugs.

I continue browsing the pages of the INSIDER Magazine and I noticed a picture of a happy customer interviewed by the staff of INSIDER. The satisfied customer said how glad she is being

an avid customer of Raquel Pawnshop because of its unique services that brought her convenience and satisfaction. She noted "You are a pioneer in Pawnshop industry to ever introduced '*Online Pawnshop Transactions.*' Anytime, anywhere I can be able to check online the status of my pawn items, receive email of reminder letters, pay my dues on line or use my *e-card* whenever I have time to visit my favorite branch. See how you are making my life easier and hassle free." "Truly our customers are the inspiration on why we keep on pursuing to improve our products and services to gain customer satisfaction and appreciation", the editor replied.

Though I'm not yet finished reading and exploring the INSIDER Magazine, I hurriedly prepare my things because I have to attend to another meeting on the 10<sup>th</sup> floor of the building where the Office of the President is located. On my way to the elevator I got the chance to talk to some employees as we walk in the corridor going to the elevator, they are excited talking about their plans on where to spend their upcoming vacation, of course to bond with their families and friends. All of this because of their pretty good monthly salary, incentives and bonuses that they are consistently receiving due to their tremendous performance of hitting sales target and giving excellent result to every task given. In addition to this I learned that these employees are living in a first class compound with huge parking area and complete facilities. All the retired employees are enjoying their retirement benefit, comfortably living with their loved ones.

Success of the company is being imparted to all employees that motivate them to produce more than what is expected from them. It is really good to see happy and well motivated employees who work hard and then savor the fruits of their labor thereafter. Thanks to a good program and policy of the Human Resource Department.

The elevator opens on the 10<sup>th</sup> floor as I glimpse 'bye for now' to my co-employees. I politely entered into the President's Office. The President with a warm smile asked me to sit down and give the report. I courteously smiled and say "Good afternoon, here is the Financial Report for this month." Accounting, Audit and Operations Department was already in the conference to present also their reports. After the meeting, everyone in the conference was so happy and excited with the good news; Raquel Pawnshop had reached its "PARADISE", and expects that the next strategic planning will be held in Thailand. WOW! Raquel Pawnshop indeed was soaring high. I think I need to buy my new travelling bag for this trip and to make a long list of people whom I have to give "pasalubong!"

Then all of a sudden my cell phone rung that makes me AWAKE from sleeping. I read the message from an office-mate saying "Are you ready? Can we go in 15 minutes? I don't want to be late in the party." I smiled and say "What a very nice and inspiring dream I had" as I glance to my colored maroon gown and that I will be wearing in the Silver Anniversary party tonight.

This article is dedicated to the Board of Directors, Senior Officers and to all the employees who are working hard for the success of the company. Though this vision is quite big, no-thing is impossible if we work together just like the song says "*We're all in this together, and it shows when we stand hand in hand, make our dreams come true.*"

# Silver Milestone

by: Adrian N. Paunil

A journey through time is neither an easy task nor a simple mission. You must be equipped with love, passion, wisdom and commitment to stay strong. You should be well established to stand from the outburst of unexpected struggles and challenges that will come along the way and should be founded by strong visions, effective actions and of course support from different people in your surroundings who would praise or criticize to mold you.

Keeping on track and enjoying a period of long existence is the same with private couple and company. In the life of every couple, there are times when they used to have setbacks in terms of financial aspects but concrete and rational budgeting fixed it all. Others encounter trouble emotionally demoralizing each partner that could lead to breakdown. Open communication and personal counseling ease such difficulty. Mental fatigue that could lead to poor decision making could also be observed, but continuous reading and socialization with others could solve this dilemma.

This is similar to what is being experienced by a company. Uncertainty of crisis should be anticipated to consider you operating in the long run. This is when coherent planning must be established. In terms of financial stability, strategic actions should be applied. Establishing employee-employer relationship will also add to boost the moral and productivity of your most important asset. Exposing them in seminars and different forms of socializations will help attain personal and corporate growth. Lastly, giving back to stakeholders all their supports will surely pave the path of success through providing employment opportunities, realization of the hopes of every individual and sowing the value of public service nationwide. These are the factors to consider in making a simple dream into reality.

Reaching silver milestone is a very special moment to mark in time. For a couple, as they traveled life's road, they shared sun and clouds, joy and sadness, and throughout it all, they had always walked together, keeping pace with each other, and together scanning the horizon for the next adventure. And for a company like ours, this moment is the perfect time to look back at the good times and a time to look ahead to live, to share and continue making part of history by fulfilling the dreams of every Filipino people.

## Silver Anniversary Party Stand Outs

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### Dancing Kings

They really made fire on the dance floor by their flashy and energetic moves. Mr. Felix Patrick Bagon, Mr. Marvin Bryan de Silva and Mr. Angelo Efren Ngo deserve to be named as the Dancing Kings.

### Sessionistas Award

These individuals stayed at their seats but with different interest. They enjoyed having a session with drinks and mix that the bar tender offered while watching the show. These employees are from GSD who were too shy that they opted to stay their faces away from the camera.



### Girl Power Award

This award goes to all-girl group who preferred to discuss girl thing while keeping their poise for every pose they had. These are the present and former employees of Area 1.



### Best in Stolen Shot Award

This award goes to the Area Managers and Area Officers who are expert in pretending that they are not aware that a shot is being taken. As a matter of fact, this shot is the best proof - everybody is well-set. (Is this really stolen?)

## "Palagay Ang Loob Ko"

*Raquel Pawnshop Full Song Jingle*

*Lyrics By: Mr. Marne Kilates*

*Music By: Mr. Robert More, Jr.*

May sandaling lalapit  
Ang mga pangangailangan  
Lalo na pagsapit  
Ng tag-ulan

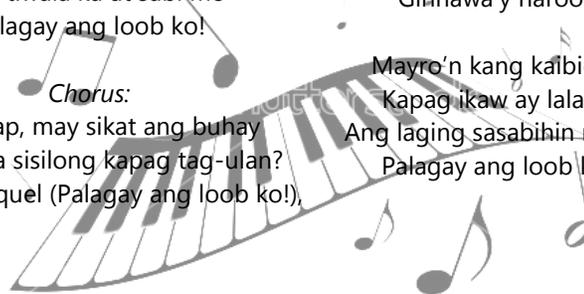
Kay Ate Raquel (Palagay ang loob ko!)  
Kay Ate Raquel, Ate, Ate Raquel  
Palagay ang loob ko!

Mayro'n kang kaibigan  
Na laging mahahabilinan  
May tiwala ka at sabi mo  
Palagay ang loob ko!

At sa bawat panahon  
Ay may lilim, May ambon  
Kung saan ka panatag  
Ginhawa'y naroon

*Chorus:*  
May ulap, may sikat ang buhay  
Kanino pa sisilong kapag tag-ulan?  
Kay Ate Raquel (Palagay ang loob ko!),

Mayro'n kang kaibigan  
Kapag ikaw ay lalapit  
Ang laging sasabihin mo na  
Palagay ang loob ko!



# RAQUEL @ 25

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**RAQUEL PAWNSHOP**

**Mission Statement:**

We are a dynamic company in the Philippines providing superior quality products and services that will improve the lives of our customers and consumers. Consequently, we will be rewarded with their continued patronage, reasonable profits and best value for our shareholders, enabling us to contribute to the prosperity of our people and our surrounding communities.

**Vision:**

The most progressive, innovative and customer-driven Pawnshop Company.

**Core Values:**

- Continuous Improvement
- Innovation and Creativity
- Positive Attitude
- Customer Service Excellence
- Integrity
- Teamwork

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**Raquel Pawnshop Launches  
NEW CORPORATE IMAGE and TAGLINE**

by: Katherine A. Moreno



*Raquel Pawnshop with the previous logo and tagline –  
“Kaagapay sa Oras ng Pangangailangan”*



*Raquel Pawnshop with the new logo and tagline –  
“Palagay ang Loob Ko”*

Raquel Pawnshop in its 25<sup>th</sup> Anniversary officially launched the new trade mark of the company. With pride and honor, President of Raquel Pawnshop unveiled the company’s brand new face with its new logo and tagline.

This new logo in brief description is a red ribbon that loops with a heart shape forming a general shape of a mother and a child in an embrace. This is purposely created to have a representation of the company’s vision to always stand ready to help its customers and for them to say “Palagay ang Loob Ko,” - the new tagline of the company.

The new trademark of Raquel Pawnshop with unique marks and brand components are set to create a more contemporary company image and corporate style in a consistent manner. The redesigned and updated logo is just one solution of the company towards a nationally recognized branding campaign.

Raquel Pawnshop already started using the new trade mark in some of the signages of branches that was opened in the last quarter of 2010 and later on existing branches with old signage will be replaced with a new one to show the public of the company’s new look. In addition, new company logo and tagline will be seen on printed materials like pawn tickets, marketing paraphernalia like calendars, flyers and give aways and the company’s website.