

# The PALiner

D I G I T A L

Philippine Airlines' Official Publication



## A LEGACY OF EXCELLENCE

MARKING MILESTONES OF SERVICE AND SUCCESS;  
SHARING STORIES OF THRIVING TOGETHER



SCAN TO VISIT  
THE WEBSITE  
AND VIEW THE  
LATEST ISSUE  
OF THE PALINER

THE ANNIVERSARY ISSUE

IN THE SPOTLIGHT: SAMMY'S GIFT TO MUSIC  
UNCOVER THE BREATHTAKING CAUAYAN  
PASSION IN MOTION

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# The Chairman's Corner

Dear fellow members of the PAL Family,

This 2025, we celebrate 84 years of Philippine Airlines—an achievement that is a product of deliberate action. It is the result of years of dedicated service forged by the untiring commitment of countless individuals and fortified through partnerships and industry-wide collaboration.

Looking back on more than three decades that I have been honored to lead this remarkable company, I cannot help but be proud of how far we have come. We inherited a struggling airline, saddled with structural limitations. Today, I see a Philippine Airlines that is competitive, innovative, and forward-looking, focused on its mission of service and blazing new trails in Philippine skies and beyond. Our progress reflects the vision, dedication, and hard work we've all contributed to achieve this success.

Looking ahead, I have confidence in our ability to scale even greater heights. Our decades of experience have taught us one fundamental truth: customer-centricity is the cornerstone of enduring success. In honoring our deep commitment to *Buong Pusong Alaga*, we shall continue to strive to exceed expectations and adapt swiftly to meet the evolving needs of our passengers.

Ranking second among the Top 10 Travel Brands in Southeast Asia for 2024 is an apt celebration of our 84th anniversary. Congratulations, PAL Family, for being **"a firm favorite among Filipino consumers."**

Through all our blessings, let us not forget to pay forward to keep the cycle of kindness going. Our very own PAL Foundation recently became a licensed auxiliary social welfare agency of the Department of Social Welfare and Development (DSWD), allowing us to expand initiatives to uplift more people in communities across our islands to assist in nation-building for a stronger society.

I invite you all to participate in this undertaking. Together, let us continue leading this industry with passion, resilience, and genuine care from the heart.

Thank you for supporting our company and our country.



**DR. LUCIO C. TAN**  
PAL Chairman and  
Chief Executive Officer

Cruising above the clouds:

# Rising Through Industry Demands

Working as a team, we have built a strong foundation and achieved operational and financial milestones because of the growth mindset we have all willingly embraced and cultivated in Philippine Airlines. We can accomplish more and allow for more improvements if we remember that excellence is not a one-time achievement but a daily pursuit that demands constant evaluation and adaptation.

I encourage all of you to take pride in your contributions. Once again, we landed in Cirium's top ten honor roll for the Most Punctual Airline in Asia, moving to seventh place in 2024 from eighth place in 2023. We fortified our network by opening new routes from Cebu to Ho Chi Minh City (Saigon) and Catarman, recognizing that Cebu plays a vital gateway role in improving connectivity for our archipelagic country and thus promoting economic development, tourism, and cultural exchanges.

Building a culture of excellence and collaboration is a must, not a choice, if we want an environment that permits trust, openness, mutual support, and respect. We can get inspiration from the 95 PAL employees who recently received service awards for having been with us for 25 to 40 years.

A month before our anniversary, we hosted the 76th PAL Interclub Golf Tournament in Bacolod City, continuing an astounding run for the nation's unofficial international team golf championship. The PAL Interclub spirit of sportsmanlike competition reminds us how important it is to preserve formidable relationships and robust support systems that produce vigorous teams.

The commitment to improvement starts with us. Let us continue to make history as a legacy to ourselves, our colleagues, and the future of our Philippine Airlines.

God bless us all. Mabuhay!



**CAPT. STANLEY K. NG**  
PAL President and  
Chief Operating Officer



# The PALiner

EXCLUSIVE



# HONORING THE PILLARS OF OUR SUCCESS

by JEANNE MARIE PHYLLIS TAN

## NUMBER OF SERVICE AWARDEES

### PAL EXPRESS (2P)

ACCOUNTING	1
CABIN CREW OPERATIONS	2
FLIGHT OPERATIONS	1
HUMAN RESOURCES	2
MAINTENANCE OPERATIONS	3
TREASURY	1
<b>TOTAL</b>	<b>10</b>

### PHILIPPINE AIRLINES (PR)

AIRPORT OPERATIONS	5
CARGO BUSINESS	1
CONTROLLERSHIP	2
CUSTOMER EXPERIENCE	5
FINANCIAL PLANNING & ANALYSIS	2
FLIGHT OPERATIONS	48
FUEL MANAGEMENT	1
IT OPERATIONS	1
NETWORK PLANNING & EXTERNAL AFFAIRS	1
OC & CEO	1
OPERATIONS	1
PROCUREMENT & LOGISTICS	1
QUALITY	1
REVENUE INTEGRITY	9
SAFETY	1
SALES	5
<b>TOTAL</b>	<b>85</b>

**GRAND TOTAL 95**

Philippine Airlines (PAL) started 2025 by proudly recognizing its members who reached significant milestones of 25 to 40 years of service. There were 95 awardees, and two (2) celebrated their 40th year with PAL—a testament of their love for the industry and a firm belief in the company's future.

PALers, especially these remarkable individuals, have played an integral role in the airline's growth, resilience, and achievements. Their unwavering commitment to the company and its mission and vision has shaped PAL's legacy and set a high standard for excellence, collaboration, and innovation. It is only fitting that they are honored for going above and beyond their responsibilities and inspiring colleagues to stay loyal and dedicated to enhancing the travel experience of PAL passengers.

In recognition of their service, employees with 25-40 years of service received special awards:

- **25 years of service:**  
A wristwatch and a Certificate of Recognition.
- **30 years of service:**  
A plaque with PEARL inlay, PHP 15,000 cash, one Positive Space Trip Pass and hotel accommodation for the employee and one eligible dependent for up to four days and three nights at any PAL service destination.
- **35 years of service:**  
A plaque with JADE inlay, PHP 25,000 cash, one Positive Space Trip Pass and hotel accommodation for the employee and one eligible dependent for up to four days and three nights at any PAL service destination.
- **40 years of service:**  
A plaque with RUBY inlay, PHP 35,000 cash, one Positive Space Trip Pass and hotel accommodation for the employee and one eligible dependent for up to four days and three nights at any PAL service destination.

# SERVICE AWARDEES 2025

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## PAL EXPRESS (2P)

	DEPARTMENT	YEARS OF SERVICE	LOCATION
CID, Miss Maria Bernadette L.	Human Resources Department	25	MNL
DELGADO, Miss Hazel R.	Accounting Department	25	MNL
FRANCISCO, Miss Sharon S.	Cabin Crew Operations	25	MNL
MARCELO, Mister Raul B.	Treasury Department	25	MNL
MARIANO, Miss Michelle O.	Cabin Crew Operations	25	MNL
MERCADO, Mister Aloysius Ignacio T.	Human Resources Department	25	MNL
ONGLUICO, Miss Machille A.	Flight Operations Group	25	MNL
PATINDOL, Mister Jim D.	Maintenance Operations	25	MNL
SALINGUHAY, Mister Jasper A.	Maintenance Operations	25	CEB
UNTALAN, Mister Virgilio J.	Maintenance Operations	25	CEB

## PHILIPPINE AIRLINES (PR)

	DEPARTMENT	YEARS OF SERVICE	LOCATION
ANDAL, Miss Jenniffer M.	Cargo Business Department	25	MNL
CASTRO, Captain Daniel Oliver M. II	Safety Department	25	MNL
DELOS REYES, Captain Glenn V.	Flight Operations Department	25	MNL
ESTRADA, Mister Jonna James C.	Customer Experience	25	MNL
GALANG, F/O Reginand D.	Flight Operations Department	25	MNL
GALICIA, Mister Jubel Raymund O.	Sales Department	25	PPS
LAYUG, Miss Marianne C.	Network Planning & External Affairs Department	25	MNL
LIGON, Miss Janice Lee Y.	Sales Department	25	MNL
LOZADA, Mister Joey D.	IT Operations Department	25	MNL
MIRASOL, Mister Edwin D.	Sales Department	25	LAO
NODORA, Miss Marites P.	Customer Experience	25	MNL
REYES, Miss Maria Victoria U.	Customer Experience	25	MNL
SERAPIO, Captain Alexander A.	Flight Operations Department	25	MNL
SORIANO, Miss Azeleah Niña V.	Customer Experience	25	MNL
TUAZON, Trng. Captain Sheryll J.	Flight Operations Department	25	MNL
ADAMAS, Mister Gener S.	Flight Operations Department	30	MNL
BUSMENTE, Mister Ormille P.	Flight Operations Department	30	MNL
CORONEL, Miss Marie Rose V.	Flight Operations Department	30	MNL
DEGUMA, Miss Ailene M.	Flight Operations Department	30	MNL
ENRIQUEZ, Mister Eric Van Christiane L.	Flight Operations Department	30	MNL
GOSALVEZ, Mister Marco Antonio S.	Flight Operations Department	30	MNL
KANUKA, Mister M.	Airport Operations Department	30	KIX
KARGANILLA, Mister Dino Arnaldo A.	Flight Operations Department	30	MNL
KO, Miss Rose Marion B.	Flight Operations Department	30	MNL
KOHNO, Miss Etsuko	Airport Operations Department	30	FUK
LOBO, Miss Maria Josefina R.	Flight Operations Department	30	MNL
PADRE, Mister Francisco P.	Flight Operations Department	30	MNL
PALANG, Miss Ma. Celina S.	Flight Operations Department	30	MNL
ROCHA, Captain Julio Victor Z. II	Flight Operations Department	30	MNL
VALDEZ, Mister German H.	Flight Operations Department	30	MNL
VICENTE, Miss Cecilia C.	Flight Operations Department	30	MNL
VICENTE, Mister Rodolfo H. II	Flight Operations Department	30	MNL
YAO, Mister Elvis A.	Fuel Management Department	30	MNL
YAP, Miss Janice J.	Flight Operations Department	30	CEB
ADRIANO, Mister Alfred G.	Airport Operations Department	35	MNL
ALFONSO, Miss Catherine K.	Flight Operations Department	35	MNL



# SERVICE AWARDEES 2025

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PHILIPPINE AIRLINES (PR)	DEPARTMENT	YEARS OF SERVICE	LOCATION
ARAULLO, Mrs. Mary Ann L.	Flight Operations Department	35	MNL
ARCINAS, Miss Katherine A.	Flight Operations Department	35	MNL
BABON, Miss Cecilia O.	Flight Operations Department	35	MNL
BALBUENA, Miss Raquel D.	Flight Operations Department	35	MNL
BANZON, Miss Maria Lani S.	Controllership Department	35	MNL
BARBA, Miss Adelene P.	Revenue Integrity	35	MNL
CABANDA, Miss Lerma B.	Financial Planning & Analysis Department	35	MNL
CABRERA, Miss Mary Ann Z.	Flight Operations Department	35	MNL
CAPILI, Miss Genedina A.	Flight Operations Department	35	MNL
CASTRO, Miss Laura A.	Revenue Integrity	35	MNL
CO, Miss Evelyn Ruby D.	Financial Planning & Analysis Department	35	MNL
CONCEPCION, Miss Janet Miriel L.	Flight Operations Department	35	MNL
CONDE, Miss Teresita P.	Operations Group	35	MNL
CONDRILLON, Mister Lino A.	Airport Operations Department	35	MNL
DE JESUS, Mister Gerardo S.	Flight Operations Department	35	MNL
DELA CRUZ, Miss Clara V.	Revenue Integrity	35	MNL
DELA TORRE, Miss Natividad Gil O.	Sales Department	35	CEB
DENOGA, Miss Patricia Grace P.	Quality Department	35	MNL
DERILO, Miss Leah S.	Sales Department	35	MNL
DIZON, Mister George Allan M.	Flight Operations Department	35	MNL
DOMINGO, Miss Imelda C.	Controllership Department	35	MNL
DORE, Miss Gemma Teresa D.	Flight Operations Department	35	MNL
DUCOT, Miss Pilar S.	Revenue Integrity	35	MNL
ESAGA, Miss Edna L.	Procurement & Logistics Department	35	MNL
ESGUERRA, Miss Conchita P.	Revenue Integrity	35	MNL
ESPIRITU, Miss Revelyn S.	Flight Operations Department	35	MNL
FERNANDEZ, Mister Arnold B.	Flight Operations Department	35	MNL
FRANCIA, Mister Raymund T.	Flight Operations Department	35	MNL
HERRERA, Miss Agatha Christina N.	Flight Operations Department	35	MNL
LINGAO, Miss Marie Candace Pia R.	Flight Operations Department	35	MNL
MATIAS, Miss Maria Rowena Z.	Flight Operations Department	35	MNL
MURPHY, Miss Carol Lyn A.	Flight Operations Department	35	MNL
PARDO, Miss Barbara M.	Flight Operations Department	35	MNL
RAGAZA, Miss Maria Finla O.	Revenue Integrity	35	MNL
RAMOS, Miss Susan A.	Flight Operations Department	35	MNL
ROBLEZA, Mister Ferdinand D.	Flight Operations Department	35	MNL
ROMULO, Mister Erick Paul M.	Airport Operations Department	35	MNL
SACIDON, Miss Rowena T.	Revenue Integrity	35	MNL
SAGUIN, Mister Marvin B.	Flight Operations Department	35	MNL
SAGUIN, Miss Rochelle Nieves V.	Flight Operations Department	35	MNL
SAYO, Miss Bethelyn S.	Office of the Chairman & Chief Executive Officer	35	MNL
TANG, Miss Edrose Mae A.	Flight Operations Department	35	MNL
VARGAS, Miss Loida P.	Flight Operations Department	35	MNL
VILLAROMAN, Miss Cecille D.	Revenue Integrity	35	MNL
YSRAEL, Mister Jorge L. Jr.	Flight Operations Department	35	MNL
ZOMIL, Mister Dominic M.	Customer Experience	35	MNL
ZUNIGA, Miss Mary Rose C.	Revenue Integrity	35	MNL
ESTANIEL, Miss Maria Elena R.	Flight Operations Department	40	MNL
MANARANG, Miss Arlene C.	Flight Operations Department	40	MNL



## THROUGH THE LENS OF AN HC ORGANIZER

by MINETH EVANGELISTA

My first experience attending a Service Award event was not as an organizer but as a dependent of my father, the late Ricardo O. Lontoc Jr., a former PALer from the Maintenance and Engineering Department over 31 years ago. As a dependent, I felt immense pride in my father's accomplishments and looked forward to reaching my milestone as a second-generation PALer.

I never imagined joining the Human Capital (HC) Department and organizing this event. But I've realized it's a journey of dedication, meticulous planning, and a bit of magic that starts at least a year before the celebration. Connecting with awardees and sharing in their excitement is incredibly rewarding.

The event's success lies in the groundwork laid by HC. It begins with

market research to ensure the program stays relevant and competitive. I'm proud that PAL consistently exceeds market standards, always striving to offer the best for our employees while balancing best practices with cost-effectiveness.

After establishing the program's relevance, we move to budget planning, identifying awardees, procuring awards, and ensuring availability. We tracked every detail to ensure a seamless process.

Despite all this groundwork, our goal as organizers is simple: to make employees feel cherished and appreciated. True to our company's mantra, we strive to keep the spirit of *Buong Pusong Alaga* alive through our employee programs in the Human Capital Department.

### SERVICE AWARDS 2025 CHECKLIST:

- ✍ Finalize the list of awardees
- ✍ Check the awards inventory to ensure availability
- ✍ Confirm the event date and secure the venue and our Executives at least three (3) months before
- ✍ Design the stage backdrop, invitations, photo wall, and more
- ✍ Request proposals from caterers, LED suppliers, and other vendors
- ✍ Send invites and track RSVPs
- ✍ Collect photos of awardees for video presentations
- ✍ Finalize all suppliers and prepare payments
- ✍ Finalize program flow and committee assignments
- ✍ Coordinate with Corporate Affairs for event coverage







## A DAY TO REMEMBER

*Our honored service awardees inspire excellence.*







**NATIVIDAD GIL DELA TORRE**  
35 YEARS

I am so blessed and grateful to the airline. It has allowed me to travel abroad. I am also proud to work with PAL; I will do my best to save the airline. PAL structures its work processes, develops its workforce, and cares for their wellness to balance work and health.

To PALers, work hard even if nobody is looking at you, guard the company assets as if you are the owner, and lastly, take care of the customers, the source of our revenues that pay our salaries to feed our family.

**LERMA CABANDA**  
35 YEARS

I feel honored and privileged to work with PAL. As for PAL benefits, my family enjoyed the perks of being fly-free to different PAL destinations worldwide. Feeling grateful, I realize that my unwavering trust and love for PAL cannot be measured by 35 years alone—but by my choice to stay during turbulent times, remain resilient through headwinds, and overcome unexpected challenges. With God’s grace, counting more years ahead, we have a stronger bond as the PAL Family and continue soaring high Philippine Airlines.

**CAPT. ALEXANDER SERAPIO**  
25 YEARS

It is with great pride that I am a part of the flag carrier. If not for PAL through its Aviation School offering scholarships back then, I would not be what I am now.

My family, including my siblings, can reunite with relatives and friends now residing in different parts of the world. Thank you, Philippine Airlines.

To future generations of PALers, work with loyalty and dedication. After many years of hard work, we can proudly say, *“We are the Heart of the Filipino.”*

**JENNIFFER ANDAL**  
25 YEARS

This milestone reflects the years of incredible experiences, growth, and relationships that have made the journey fulfilling. Thank you to my beloved Philippine Airlines for the recognition and for creating an environment where I can contribute, learn, and, thrive. To my colleagues and mentors, this is as much yours as mine—you make the work truly rewarding.

Here’s to more years of growth, collaboration, and impact. Grateful for the past and excited for what lies ahead!

**CAPT. DANIEL OLIVER CASTRO**  
25 YEARS

I love PAL because of its profound impact on my life. Growing up with a father who was a PAL pilot, I saw firsthand how the airline provided for our family—not just with the essentials but with opportunities that shaped my future. PAL didn’t just meet our needs; it opened doors. One of the opportunities it gave me was attending the flying school, helping me discover my life’s passion and purpose.

Today, as I reflect on my journey, I am deeply grateful. It’s a legacy I’m proud to be part of.



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# IN THE SPOTLIGHT: SAMMY'S GIFT TO MUSIC

by IAN SAN GABRIEL

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One afternoon, I was thinking of a story to feature in **The PALiner** anniversary issue. Out of the blue, my friend Jay Marfal sent me a link to a Philippine Airlines (PAL) YouTube video. William Smith spoke to the camera, sharing his experiences on the airline's first flight. It was part of a long-forgotten anniversary video celebrating PAL's 50th year in 1991.

The video piqued my interest, so Jay introduced me to Johanne Climaco, the video owner on YouTube. Johanne is the son of musical director Samuel "Sammy" Climaco, who composed the score of the anniversary video.

Cut to one Saturday afternoon—I sat across Sammy, his wife Marvi, and Johanne. Sammy shared his story and deep passion for music, which led him to work on numerous projects, including TV commercials for PAL.



**ENTHUSIASM SO INFECTIOUS.**  
*Sammy, 71, is still passionate and animated.*



**WINGS FOR A NATION.**  
*The PAL documentary garnered interest and appreciation recently when Johanne uploaded the file on YouTube.*



**CARMEN MADRID, PIONEERING FA.**  
*She recounted her time flying during the golden age of travel.*





**MUSIC RUNS IN THE FAMILY.**

Sammy's dad, Joe Climaco (center), was a musical composer and a film director under LVN.



**MUSIC RUNS IN THE FAMILY.**

A young Sammy recording on the guitar.

**ROCK, BABY, ROCK**

Born into a musically inclined family in Manila, Sammy is the son of LVN film director, composer, and actor Jose "Joe" Climaco to Beatriz "Betty" Silos.

Surrounded by a household filled with music, Sammy developed a love for the guitar at an early age, inspired by Led Zeppelin and Jimmy Hendrix. His grandfather, Juan, taught him classical guitar. At age 14, he was the lead guitarist for the bands "Ultimate Jury" and "Child of Morning," with then-PAL AVP-Advertising and Promotions Jess Garcia on drums.

During these formative years, he began arranging songs for his band, including blending voices, which would later be crucial in developing musical scorings for ads. Music was his world. Sammy's father, Joe, continuously guided him, ensuring that Sammy grasped music well, not just in theory but in application.

"Some singers of the day started to hear about me. I started arranging for Ray Ann Fuentes, Tillie Moreno, and Richard Tan of the *Circus Band*. I made arrangements for *Ambivalent Crowd* and some for *New Minstrels*," he recounted.

While arranging for other bands, Sammy was also busy forming, managing, and arranging music for his bands, such as "Apocalypse" and "The Assembly." He would eventually discover new talent like Vernie Varga, who became a member of *The Assembly* and clinched the role of musical director of many popular TV shows. One thing led to another, meeting key people from different ad agencies as he honed his skills further as a composer and arranger.

So when his collaborator from REACH Advertising, Manny Gutierrez, became the head of advertising for PAL in the 1980s, all the pieces came together. Sammy landed the assignment to compose music for the airline's 50th-anniversary campaign. It was an opportunity Sammy wouldn't pass up as an aviation enthusiast. By this time, he had all the experience to deliver a campaign fitting for a storied company like PAL.

**A GOLDEN OPPORTUNITY**

The partnership with Sammy began in 1988, with some campaigns for PAL, including musical arrangements for ad campaigns, such as "The Golf in the Philippines" and other destination ads. This collaboration eventually culminated in the 50th-anniversary campaign.

The 50th-anniversary campaign aimed to give people a deeper understanding of PAL. Sammy shared, "We showed the different facets of the company, the different departments, and what each one is doing and how they contribute to the company as a whole."

The airline's story would not be complete without its people. The almost one-hour documentary-like video injected interviews with past and present PAL employees, such as Capt. Ben-Hur Gomez, then head of flight operations; Luis Barrientos, the airline's most senior employee in 1991; and Carmen Madrid, a former flight attendant who was one of the pioneers from 1946 to 1954. The



**WORKING WITH THE SUPERSTAR.**  
Sammy (center, on the podium) and his band performing at Nora Aunor's show, "Superstar," which he musically directed later.



**FATED TO HAPPEN.**  
Sammy (rightmost) and then PAL head of Marketing Jess Garcia (2nd from right) created music together in "Child of Morning."



**THEIR KIND OF QUALITY TIME.**  
Sammy and his relatives formed the "Family Band" in 2011. They usually collaborated on various recorded and live projects.

documentary featured the people who have shaped the airline's legacy.

**"IT HAS TO BE CLASS."**

In explaining what goes on in developing the arrangement of the jingle, Sammy said, "Most of the time, lyrics would come from the agency, but sometimes the agency will give the jingle composer the creative freedom."

He further added, "We were free to be innovative."

When creating jingles, Sammy emphasized the importance of considering the audience. "When you do something for PAL, it has to be class."

The process would begin when Sammy receives the director's offline edit. He sometimes imagines the music, as the offline material often had gaps. In these cases, the footage would only consist of a green screen, and he would refer to the script or storyboard for guidance.

"First, I have an idea of the melody I want. I write it down, real music writing with do-re-mi (notes). Establish the time speed, either 120 or 90," Sammy explained.

Holding his stopwatch and watching the offline video, he would mark the timing from the intro to the next section for scoring "mano-mano." He said, "I have to make sure I do not miss a point."

When developing the jingle, Sammy stressed the importance of measurement, cadence, and phrasing. As a trained musician, he also shared one of his rules is to avoid altering the syllabication of the lyrics and focus on perfecting the melody.

Sammy said that each segment of the PAL documentary had distinct music to reflect different characters, "The stewardess training scene was very dainty, while I wanted the pilots to feel like James Bond, the hero—the man."

Sammy even compared the opening of the hangar revealing the 747 to a King Kong moment. He asserted, "Don't be satisfied with the first turnout when composing a jingle. The first melody you think of is what you call typical. It has got to have some depth."

Fast-forward to 2025, when Johanne, his son, began uploading his father's works on YouTube, including the PAL documentary. The videos sparked nostalgia. People engaged with them, sharing their PAL stories. Johanne said, "After seeing the video results, it touched many people's hearts and the relatives of those featured."

Sammy's family felt that the video created a connection. The others, the music they heard years ago, continue to make a mark in their subconsciousness.

Reflecting on the PAL material created 34 years ago, Sammy remarked, "It shows we did a good job."





**BEYOND MUSIC, TOUCHING SOULS.**

*Sammy believes that music's true power lies in its ability to stir emotions in the listener.*



# PAPPY GUNN: THE MAN WITH A MISSION

by IAN SAN GABRIEL



## **ALWAYS ON THE GO; NEVER WASTING TIME.**

*Pappy Gunn (2nd from right) explains his ideas on low-level attacks to his team.*

It was 1941. The Philippines, a Commonwealth territory under the United States (US), was on the brink of becoming a free nation under the Tydings-McDuffie Act of 1934. Its capital, Manila, was one of the most progressive cities in Asia, often referred to as “The Pearl of the Orient.”

The country’s aviation scene was booming, with regular Clipper flights operating between the Philippines and

the US via the Central Pacific route. In the 1930s, local airlines rose, including the Philippine Aerial Taxi Company (PATCO). When PATCO folded, it paved the way for Philippine Airlines (PAL) to start flying on March 15, 1941.

One key figure in building the airline was Paul Irvin Gunn, an Arkansan native with experience as a Navy pilot and aircraft mechanic. He arrived in Manila in 1939 as Andres Soriano’s

personal pilot and later became the fledgling airline’s Chief Pilot and Operations Manager. Gunn was an all-around guy, overseeing the airline’s day-to-day operations, flying passengers, and scouting potential routes. In the following months, he flew PAL’s Beechcrafts, transporting 125 pounds of gold or passengers from Paracale to Baguio, a hill station where he could escape the sweltering heat in Manila.

Peace was short-lived. The dreaded news came on December 7, 1941, when the Japanese bombed Pearl Harbor. A few hours later, they appeared in the skies of the Philippines, including Davao, but only bombed Clark Field in Pampanga and Camp John Hay in Baguio.

Time was of the essence. Gunn quickly evacuated PAL’s Beechcraft to the decommissioned Grace Park Airfield in Caloocan, where he hid the plane in the nearby La Loma Cemetery.

The country was at war. A hodgepodge of civilian aircraft and brave individuals were pressed to military service to ferry supplies and personnel to and from Bataan and Corregidor.

Gunn became a Captain, while PAL superintendent of maintenance Dan Stickle became the First Lieutenant. Other PAL pilots, Harold Slingsby and Louis Connelly, joined them. Their mission immediately began upon order



to take the Beech 18s to Clark Field and transport personnel to Del Monte Bukidnon Airfield, where the surviving US B-17s had taken cover.

The mission was perilous. The red Beech 18s, easily identifiable due to a distinctive color, became prime targets. The planes had to fly at low levels to avoid detection. On several occasions, the red Beechcrafts encountered Japanese Zeroes. Gunn would often dive just above the treetops, trying to outmaneuver the nimble Japanese planes. His experience as a Navy pilot frequently saved them.

Amid the chaos of war, the PAL planes even faced friendly fire while transporting equipment and personnel. At one point, NP-C54 required repairs. PAL's team patched its leading edge with a tin roof and fixed the bullet holes on its skin. Meanwhile, another Beechcraft, NP-C56, remained unscathed. The planes often made it through Luzon to Del Monte, then flew to Borneo before heading to Darwin, Australia.

Gunn's exploits and skills earned the admiration of many younger pilots, and they began calling him "Pappy." As the Allied forces began dispatching crates of P-40 Kittyhawks to Australia, Gunn led the assembly of these aircraft with American and Australian personnel.

He gathered the pilots from the Philippines to help, and after completing the assembly, he led them to Java, Indonesia, in preparation for combat.

Gunn continued flying solo missions to the Philippines, rescuing more fighter pilots from Del Monte, Bukidnon. However, Pappy's luck eventually ran out. While flying NP-C56, he encountered a Japanese patrol seaplane over Moro Gulf. The Japanese strafed the Beech 18, which crashed into a coconut plantation. The plantation owner, one of their repeat passengers during peacetime, saved Gunn and his copilot. By sheer luck, they went back to Darwin.

Despite losing the PAL Beechcrafts, Gunn remained active in the war by moving to flying the US B-17 Flying Fortress. He also started experimenting with the aircraft using skills learned in the Navy. He modified A-20 Havocs and installed several fifty-caliber machine guns on their noses, thus making them lethal. His experiments led Major General George Kenney, commander of the Fifth Air Force in the Pacific, to assign Gunn to

his staff as a "special projects officer" and ordered him to modify 16 more A-20s, including installing bomb racks to drop parachute fragmentation bombs. These modified aircraft played a crucial role in the successful raid against a Japanese airfield in 1942.

Pleased with the success of the initial modifications, Kenney ordered Gunn to continue working on other "projects," which led to victories in the Pacific theater. Gunn, promoted to major, later returned to the Pacific, where a Japanese bombing attack on Leyte in late 1944 left him wounded and removed him from active duty. Despite his family's captivity at the UST internment camp, Gunn continued working tirelessly to help end the war. He eventually reunited with his family after the Philippines' liberation.

Gunn retired from the Army as a full colonel on June 30, 1948, due to physical disability. Post-war, he resumed his work with Philippine Airlines until he eventually left to start his own charter airline company.

SOURCES: VARIOUS INTERNAL AND EXTERNAL MATERIALS, INCLUDING AUTHOR JOHN R. BRUNING'S "INDESTRUCTIBLE" AND PETER DUNN'S "AUSTRALIA @ WAR"



**TOP:** Pappy Gunn wearing his military uniform (from Larry Hickey's collection).  
**BOTTOM:** One of the PAL Beechcraft Model 18s pressed into military service.



## FEATURED DESTINATION:

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*Photo from the Province of Isabela*

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# UNCOVER THE BREATHTAKING CAUAYAN

*by ABIGAIL CRUZ*

According to history, the Spaniards discovered Cauayan along a lush plantation of bamboo trees located in the heart of Isabela. Hence, the city derived its name from the word “kawayan,” which means bamboo. Known for its

historical, cultural, and natural sites, Cauayan City offers a peaceful atmosphere, making it an ideal destination for travelers seeking a laid-back vibe. A trip to this charming city is worth taking when visiting Northern Luzon.



### OUR LADY OF THE PILLAR PARISH CHURCH

Our Lady of the Pillar Parish Church is the oldest church in Cauayan City. Founded in 1741 during the Spanish colonial period, the centuries-old church features a grand interior and a rich history that fascinates devotees. The church is one of the community’s most beloved religious structures, recognized by the National Museum of the Philippines as one of the Most Important Cultural Properties due to its historical and cultural significance.

### HACIENDA DE SAN LUIS ECO-TOURISM PARK

In the 1780s, tobacco was the most profitable product in Cauayan. The Hacienda de San Luis was once a “tabacalera,” or a tobacco plantation. Historical structures, including the Tabacalera Warehouse and the La Insular Bodegas, remain visible today from the Spanish colonial era.

Hacienda de San Luis, the city’s first eco-tourism park, sits along the Cagayan River and houses the Museo de San Luis. Visitors can enjoy a thrilling 30-foot-high zipline, offering a majestic view of the Cagayan River, and learn tobacco’s production and reproduction processes in the days of the Manila-Acapulco galleon trade.

### MUSHROOM CENTER

Cauayan is often called the “Mushroom City of the North” because of its thriving mushroom industry, alongside rice and corn as the top agricultural products of the city. In Barangay Tagaran, there is a Mushroom Center where visitors can learn more about mushroom cultivation, production, and end production. Some popular items are mushroom sisig, empanadas, and ice cream.



**THE OLDEST IN THE CITY:**  
*Our Lady of the Pillar Parish Church*



**AN ECO-TOURISM PARK:**  
*Hacienda de San Luis*



**A LOCAL FAVORITE:**  
*Mushroom Center*

Philippine Airlines (PAL) successfully launched its Manila-Cauayan-Manila service on January 15, 2025, providing a new gateway to the North. This milestone reduces the 10-hour-long land trip from Manila to Cauayan to a one-hour flight.

FLIGHT	ETD	ETA	FREQUENCY
PR 2018 MANILA-CAUAYAN	1325H	1430H	DAILY
PR 2019 CAUAYAN-MANILA	1525H	1640H	DAILY

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THE PAL CABIN CREW DANCE CREW

# PASSION IN MOTION

by JEANNE MARIE PHYLLIS TAN



In the dynamic world of aviation, where balance, coordination, and flexibility are essential, Philippine Airlines (PAL) Cabin Crew members have forged a unique bond that transcends their professional roles through the PAL Cabin Crew Dance Crew (CCDC).

PAL CCDC is a vibrant community where individuals from diverse backgrounds come together to connect, move, and grow, driving personal growth and collective energy toward inclusivity.

Dance becomes a powerful means of connection and self-expression, strengthening personal and professional relationships. Trust, dedication, and joy intertwine, creating a family that thrives on mutual support and shared passion. Their commitment and discipline have earned admiration within the PAL Family and beyond.





## **EMBRACING INDIVIDUALITY**

*PAL CCDC celebrates each member's journey and transforms it into strength.*









### **THE FORMATION AND INCLUSIVITY: BUILDING STRONGER CONNECTIONS**

The PAL CCDC began as an informal gathering when the department sought performers for the PAL In-Flight Center (IFC) Christmas Party 2007. Ivan Calatrava (resigned) led the group composition, inviting Wrick Udani, Mike Carpio, Amor Maximo, Princess Tolentino, Diana Torres, Cara Ylagan, and Camille Toledo-Lapan.

Since its inception, PAL CCDC has steadily grown, welcoming dancers from diverse backgrounds and skill levels. This mix of experiences and styles gives the crew a unique flavor, allowing each member to express themselves freely while celebrating individuality. While many members gravitate towards hip-hop, the crew also embraces a variety of genres, including modern, jazz, folk, street, and contemporary, among others.

The benefits of joining the crew go beyond just physical activity. For many, it is a confidence booster, a way to challenge personal limits and a space for personal growth. What truly sets the PAL CCDC apart, however, is its emphasis on inclusivity. New members are always welcomed by both seniors and peers, fostering a sense of belonging, building friendships, creating mentorship opportunities, and encouraging dancers to push their creative boundaries while feeling comfortable and confident in their skin.

### **THE PREPARATION AND PERFORMANCES: OVERCOMING CHALLENGES TOGETHER**

As of writing, FS Amor and FA Camille, in coordination with the Cabin Crew Division and PAL Management, oversee the group's activities and projects. Preparing for a performance is no easy task; members constantly communicate, exchange schedules, bid flights, or get special assignments to make time for practice sessions. While they aim to hold group rehearsals at least 1-3 days before each showcase, they also thrive in solo rehearsals, using demos and tutorials to prepare.

Some members even recalled an instance when they had to dance alongside a local music group for a PAL corporate video, with only a few hours to practice and shoot simultaneously. Despite the challenges, PAL CCDC has consistently delivered stunning performances—whether at corporate events, such as ICCT, IUT, and PUT graduation ceremonies, the PAL Christmas party, or Fitness Friday dance classes at PAL IFC.

In March 2024, PAL CCDC performed at the Fly With Her event to celebrate International Women's Month. The performance honored all the women in the aviation industry, recognizing their strength and contributions. The female members were overjoyed and proud of the positive feedback they received from their families, friends, and colleagues. The experience was nothing short of surreal, leaving them inspired and hopeful for more opportunities to showcase their talent in future events like this.





### **THE TANGO AND BRIDGES: STRENGTHENING BONDS AT WORK**

At PAL CCDC, the magic of dance extends far beyond the stage. The bonds formed in dance translate seamlessly into their daily professional lives. As they perform together, they grow in sync and learn cooperation, discipline, hard work, and trust while enabling a safe and secure environment that brings joy and excitement. They also refine essential skills like time management, attention to detail, and fitness—qualities that help them excel as cabin crew members, ensuring smooth flights and happy passengers. Their passion for work and dance needs commitment, consistency, and dedication.

PAL CCDC nurtures an environment where communication flows effortlessly across all ages and experiences, boosting morale and collaboration. Members are not just colleagues—they are friends who make the workplace feel like home. This supportive and accommodating atmosphere facilitates a positive mindset where everyone feels valued and at ease, regardless of their role. The sense of family improves the group's dynamics and increases success in their competitive fields.



PAL CCDC has big dreams for the future. While their performances have primarily been internal, the crew looks forward to expanding their horizons and maybe representing PAL in dance competitions. Their vision is to create a more inclusive dance community within the company that promotes the PAL DNA and *Buong Pusong Alaga*.



# MUCHAS GRACIAS, WAMOS AIR

by IAN SAN GABRIEL

Philippine Airlines (PAL) recently engaged Wamos Air to temporarily provide two (2) dual-class Airbus A330-200s for PAL's Manila to Melbourne and Manila to Sydney flights. This wet lease partnership with the leading European charter carrier ran from June 01, 2024 to February 01, 2025, ensuring that PAL managed its fleet effectively and maintained operational resilience during that period."









The Wamos Air team did a courtesy visit to PAL's head office before the start of the flights in June 2024.



Upon learning of their deployment to the Philippines, the Wamos Air team of pilots and cabin crew was excited about the experience. Captain Pascual, who commanded the last PR212, shared, "I immediately thought of my history classes in school and told myself, 'I want to go!'" He added, "From the start, I was eager for the experience – I knew it would be worth it. I'm very happy and grateful to Wamos Air for giving me this opportunity."



PAL's Capt. Roland and Capt. Leo checked if things were ready for the first Wamos Air deployment.

As a charter carrier, Wamos Air often collaborates with other airlines. Purser Adrian expressed his excitement about working with PAL, "We were really happy because we volunteered for this opportunity. We wanted to experience something like this—flying with a crew from another airline, meeting new people, and immersing ourselves in a different culture."

Flight Attendant Aitana found it amusing that Spain and the Philippines share many similarities, "This is our first time in the Philippines, and we have enjoyed exploring places like Intramuros and the historical city. Learning about the country's history, visiting its beautiful churches, and discovering cultural landmarks like the *Instituto Cervantes*—closely tied to Spanish heritage—has been fascinating." She further added, "We also found the language very interesting. It sounds like a mix of Spanish, English, and its unique elements."









*Sydney Station Manager Julie Bartholomeusz checked on the last PR 212 flight operated by Wamos Air.*



*Captain Pascual was in command of the last PR 212 under Wamos Air.*



*PAL Flight Purser Elva accepted a gratitude token from Wamos Air Flight Purser Natalie and Flight Attendant Aitana.*



*First Officer Nadia described her Filipino colleagues as “very polite, friendly, and hardworking.”*



*Flight Purser Elva, together with Flight Purser Adrian of Wamos Air.*



*The partnership ended with each member beaming smiles on their faces.*



FP Elva also mentioned, “I had a great opportunity to expand our horizon, especially in emphasizing flight safety according to EASA’s (European Union Aviation Safety Agency) standards.” For her, the experience was a valuable “takeaway” she would apply to enhance PAL’s safety standards.

The bond between the two teams grew over the months, culminating in an emotional farewell on the final Sydney flight. Crews exchanged heartfelt hugs and symbolic tokens upon arrival in Manila, carrying unique experiences as they moved forward with their respective journeys.

The aircraft lease arrangement later transitioned to a damp-lease arrangement, with most of the cabin crew composed of PAL staff, while two (2) Wamos Air pilots continued commanding the aircraft.

One trait the Wamos crew admired in their Filipino colleagues was the natural care and hospitality shown to passengers. Aitana shared, “Your approach to customer service always exceeds expectations, ensuring that every passenger enjoys a memorable journey. We believe this is what sets you apart. Additionally, teamwork and strong communication are two (2) key aspects we deeply appreciate.”

Flight Purser Adrian added, “First of all, we believe the hospitality and kindness of the Filipino people are on another level. You are always warm, cheerful, and genuinely welcoming. Your joy for life is truly contagious.”

Eight (8) months quickly flew by, and it was time for the Wamos Air team to say goodbye to a country that had

become their second home for six (6) months. The Melbourne route reverted to PAL aircraft on January 1, and the Sydney route concluded with EC-NUI operating its final PR212 Sydney to Manila service for PAL on February 01, 2025. When asked what she would miss most about the Philippines, First Officer (FO) Nadia shared that she would miss the people, as she felt they had become a big family.

When asked what she would take back to Spain, FO Nadia said, “I’m already taking all the wonderful moments we shared in Manila, Sydney, and Melbourne.” She added, “I’ll carry them in my heart. I’m sure we’ll see each other again!”

PAL’s Flight Purser (FP) Elva reflected on her time working with the Wamos Air team, “Working alongside Wamos crew of different cultures is an enriching experience. [It had been about] harmoniously working together, bringing PAL inflight service standards at its best.”

Effective February 01, 2025, all PAL flights to Sydney and Melbourne began operating with a tri-class Airbus A330 aircraft. Passengers once again enjoyed Premium Economy class seats in a private cabin and PAL-curated content on each seat.

The RAVE audio-video-on-demand in-flight entertainment system offered over 300 hours of movies, TV shows, and music.

PAL’s highly professional Filipino pilots helmed every flight, accompanied by an all-Filipino crew of flight attendants. Trained to uphold PAL’s strict safety standards, they also extended the airline’s signature “*Buong Pusong Alaga*” (*wholehearted care*) brand of gracious Filipino hospitality to all passengers.



# A DASH OF SUCCESS: PAL'S INSTRUMENT OF CHOICE

by IAN SAN GABRIEL

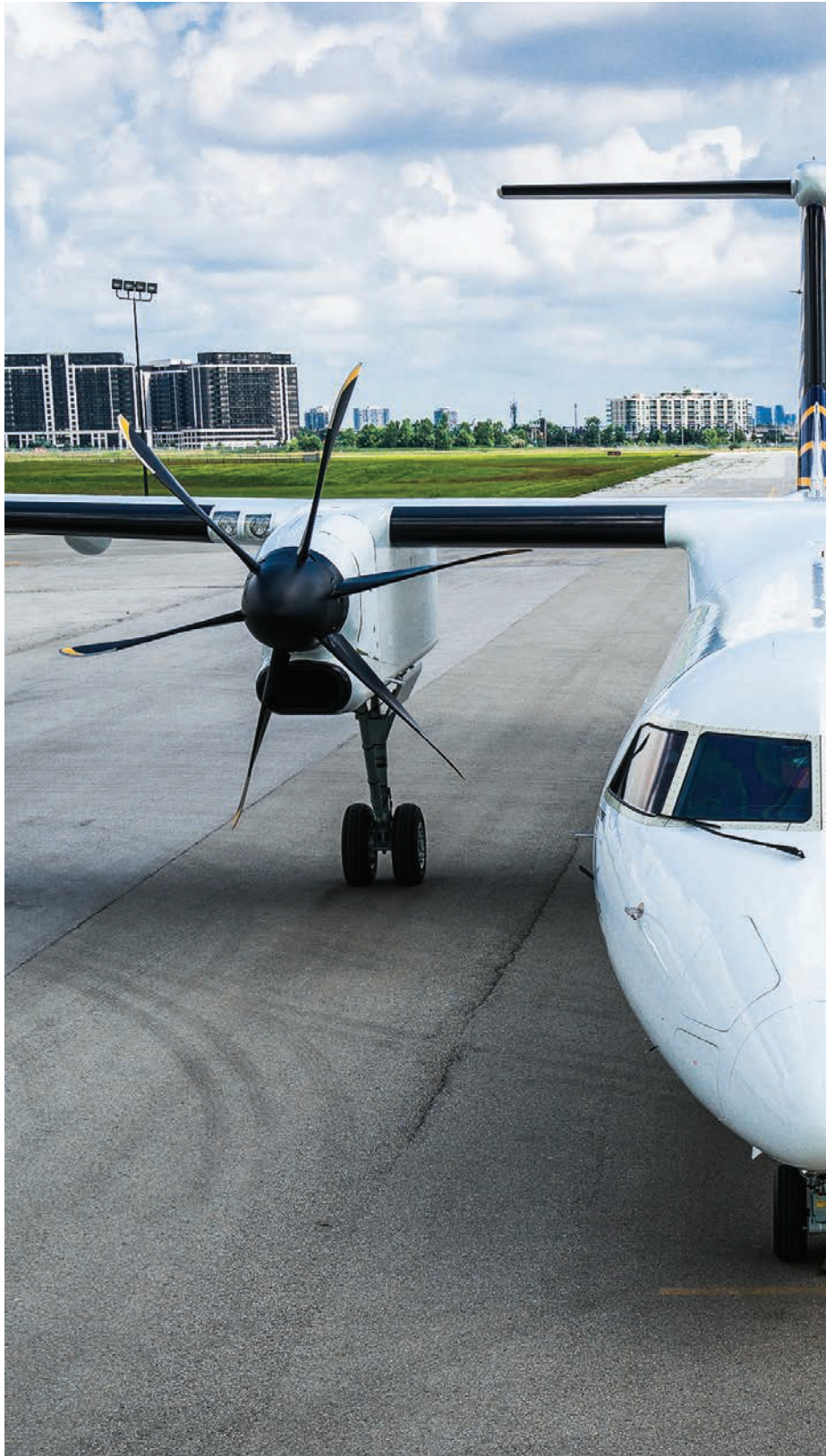
Through the years, Philippine Airlines (PAL) has operated a thriving network of inter-island routes from its various hubs. In 1953, PAL flew its first De Havilland aircraft, the Otter, which was pivotal in establishing the airline's Rural Air Service (RAS) network. With its ability to land on short strips, the Otter became an ideal feeder for larger trunk airports.

Decades later, the De Havilland Canada Dash 8 (formerly the Bombardier Q family aircraft) became the backbone of the airline's many inter-island routes.



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In 2008, these aircraft joined the PAL fleet under its sub-brand, PAL Express. The Bombardier Dash 8 family, which includes the 50-seater Q300 and the 76-seater Q400, became familiar equipment and a staple for servicing many of the airline's leisure destinations and played a pivotal role in revitalizing PAL's Cebu hub, marking its return after nearly a decade of absence. As the Dash 8 fleet evolved, the introduction of the NG (Next Generation) model on August 01, 2017 notably enhanced the passenger experience. The NG featured a quieter cabin, thanks to the noise and vibration suppression (NVS) system—an upgrade that became standard across the entire turboprop family, ensuring a more comfortable and pleasant flight. Today, PAL has eleven Dash 8 NGs in service.







The Dash 8 400 NG cabin was also improved with larger overhead bins, newer seat designs, LED lighting, new ceiling panels, and dished window sidewalls, contributing to a more comfortable journey.

The Dash 8s can accommodate 86 passengers in a 2-class layout. Comfort Class offers six passengers in a 2-2 configuration with up to a 33-inch seat pitch for added comfort, while the Economy Class can accommodate 80 passengers with a 29-inch seat pitch. All seats inside can comfortably recline up to 3 inches.



Beyond cabin comfort, the Dash 8s have a maximum speed of 360 knots, significantly faster than other commercially operated turboprops in the country. They can cruise at an altitude of 27,000 feet and cover a distance of 2,040 km, allowing them to operate farther than the ATR 72, which has a range of only 1,528 km. This increased range gave PAL a competitive edge, enabling the airline to serve markets beyond the reach of conventional turboprop aircraft.



Overall, the Dash 8 has proven to be an indispensable asset to Philippine Airlines, consistently linking remote towns to major cities and fostering economic growth across the archipelago—connecting more people, places, and possibilities.

# PAL RESUMES FLIGHTS TO BEIJING



Starting last March 30, 2025, PAL operates thrice-weekly nonstop flights to Beijing Capital International Airport, deploying Airbus A321 aircraft with 168 to 199 seats, offering Business Class and Economy services. With this, the flag carrier will now have the biggest network of flights from Manila to four cities in Mainland China: Beijing, Shanghai (Pudong), Xiamen, and Quanzhou (Jinjiang).

Beijing is the world's eighth-largest city and home to renowned historical treasures that draw millions of visitors from around the globe, including the Great Wall of China, the Forbidden City, the Summer Palace, and the Temple of Heaven (shown above).

FLIGHT	ETD	ETA	FREQUENCY
PR 358 MANILA-BEIJING	0655H	1155H	TUESDAY, FRIDAY, SUNDAY
PR 359 BEIJING-MANILA	1255H	1800H	TUESDAY, FRIDAY, SUNDAY





**FLY WITH PAL.**

*Ron of Travel Specialist Venture was all smiles playing Miles or Bayong, hosted by PAL Sales and KC Montero.*

**PSP SHOUTS, “HATAW NA!”**

Passenger Sales Philippines (PSP) welcomed 2025 with a vibrant, 90s-inspired party, “*Hataw Na!*” held at the LKTJ Center. The event brought together around 400 guests, including travel partners, tourism boards, and hotels, providing an opportunity to celebrate joint accomplishments, strengthen existing partnerships, and unveil strategic initiatives.

Before the program officially began, attendees had a blast posing at the photo booth, writing messages on a colorful graffiti wall, and enjoying arcade games like claw machines, catcher games, and *Tekken*. When MTV VJ KC Montero entered the ballroom, he instantly energized the crowd with games like “*Name That Tune*” and “*Miles or Bayong*.” The “*Miles or Bayong*” winner earned 10,000 Mabuhay Miles on the spot, while raffle winners received Economy Class tickets for domestic, regional, and international flights.

PAL President and COO Capt. Stanley Ng and PAL OIC EVP-General Counsel Atty. Carlu Fernandez, with other PAL executives, engaged with PAL’s industry guests throughout the night, reinforcing the airline’s commitment to its partners. Meanwhile, Sales personnel led discussions on best practices and product enhancements.

The event wouldn’t have been complete without an unforgettable performance by *Freestyle*, one of the most iconic Filipino bands of the 90s, evoking a wave of nostalgia. DJ Allen del Rosario kept the energy high with classic 90s tracks until late into the night alongside Tanduang, one of *Hataw Na!* sponsors.



**BEYOND THE SKIES.**

*PAL instilled the principle of putting the country first among NDCP students.*

**NDCP VISITS PAL**

The National Defense College of the Philippines (NDCP) students of their current Masters in National Security Administration (MNSA) Regular Course (RC-60) visited the LKTJ Center in Pasay on March 3, 2025.

The trip was both an academic exercise and a chance to broaden their perception of how national security and economic growth converge. As the Philippine flag carrier, PAL stands at the center, rallying for national development.

PAL executives and key personnel warmly welcomed the class and hosted a tour of PAL training facilities, flight simulators and The PAL Museum, to help the students appreciate PAL’s history, operations network and adherence to safety and quality standards.

# PAL AND MAYA ELEVATE THE MABUHAY MILES EXPERIENCE



## **PAL AND MAYA PARTNERSHIP TAKEOFF.**

*(L-R) Ms. Magdalena Surtida, Maya Head of Credit Cards Business; Mr. Pepe Torres, Maya CMO; Mr. Gelo Madrid, Maya Bank President; Mr. Khurram Malik, Maya COO; Mr. Shailesh Baidwan, Maya Group President and Maya Bank Co-Founder; Mr. Orlando Vea, Maya Founder and CEO and Maya Bank Co-Founder; Capt. Stanley Ng, PAL President and CEO; Atty. Carlos Luis Fernandez, PAL OIC EVP-General Counsel; Ms. Anna Bengzon, PAL CFO, Mr. Alvin Miranda, PAL VP-Marketing; Mr. Gino Domingo, PAL AVP-Loyalty.*

PAL and Maya joined forces to enhance the Mabuhay Miles experience. With the country's leading Digital Banking App partnering with the Philippine flag carrier, members can experience innovative ways to earn and enjoy their rewards, with exciting enhancements rolling out this year.

To kick off the partnership, Maya users can qualify to fly in Business Class for free throughout the year. By spending, saving, or borrowing money with Maya, users can earn raffle entries for international and domestic flights—bringing them closer to their next adventure.



SAVORING SWEET MEMORIES:

# PAL'S LOVE LETTER TO FILIPINO CULINARY HERITAGE

As Philippine Airlines (PAL) celebrates 84 years of connecting people and places, it also honors a legacy of sharing the best of the Philippines with the world. PAL marks the occasion with a specially curated dessert selection—a tribute to Filipino sweet flavors that evoke nostalgia, transcend borders, and tell stories of heritage and shared experiences.

From March 15 to May 31, business class passengers on select routes can indulge in the Trio Bite-Sized Dessert Plate, featuring *Classic Leche Flan* with slow-simmered cantaloupe syrup, candied orange, and coconut cream, Southern Chocolate Ganache Cake Slice, and *Pacencia* with Mango Buttercream Filling.

### FILIPINO CLASSICS WITH A TWIST

A staple in Filipino celebrations, *leche flan*—our take on crème caramel—is a rich, velvety custard made with egg yolks, milk, sugar, and vanilla, often compared to *crème brûlée*. For PAL’s anniversary, this beloved dessert gets an elevated twist: an even creamier texture, a drizzle of slow-simmered cantaloupe syrup, a white chocolate topping, and a layer of crushed mango beneath.

The Southern Chocolate Ganache Cake Slice is a decadent treat crafted from high-quality cacao beans grown by skilled artisans in Davao. On the other hand, the *Pacencia* with Mango Buttercream Filling brings together delicate meringue cookies and the sweetness of the Philippines’ world-renowned mangoes.



### SWEET TWISTS ON SPECIAL ROUTES

#### • Trio Bite-Sized Dessert Plate

Available for business class passengers flying to Los Angeles, San Francisco, Seattle, and New York, with an option to enjoy *halo-halo*, a cheese platter, or ice cream.

#### • Southern Chocolate Ganache Cake Slice

Served on flights to Honolulu and Australia alongside a cheese platter or ice cream.

### A LEGACY OF HEARTFELT CARE

Every dessert reflects PAL’s commitment to warm, heartfelt service—an enduring promise, “*Care that comes from the heart.*”

Through these desserts, PAL treats its passengers who have been part of its 84-year journey. It also highlights how Filipino flavors can bridge cultures, create connections, and make every flight more memorable.

### WHAT A TREAT!

(LEFT) Trio Bite-Sized Dessert Plate;  
(TOP) Southern Chocolate Ganache  
Cake Slice



# PAL AWARDS 2025 GOES TO DAVAO

by ALPHA VEGA

Philippine Airlines (PAL) recently held its first-ever back-to-back PAL Awards in Davao City. Hosted at Discovery Samal, the event brought together PAL's most valued travel partners and top executives for a grand recognition of excellence in travel and aviation.

The PAL Awards Philippines commenced on March 3, 2025. Department of Tourism Region XI Regional Director Tanya Tan showcased Davao's vibrant and diverse offerings. RD Tan highlighted the unique blend of natural beauty, cultural heritage, and exciting activities that make the place a must-visit destination.

PAL Vice Presidents Salvador Britanico Jr. and Alvin Miranda shared the airline's latest updates, underscoring its vision of leading innovation and providing excellent customer service in the aviation industry.

The PAL Awards International followed on March 5, with industry partners flying in from various countries. At the beach-front in Samal, industry leaders exchanged valuable insights, shared best practices, and discussed ways to overcome challenges.

PAL and DOT arranged a tour showcasing Davao's key tourist attractions to celebrate the region's charm and reinforce PAL's commitment to promoting Philippine tourism. This enriching tour included visits to the awe-inspiring Philippine Eagle Center, the grandeur of Malagos Garden Resort, and the bustling Poblacion Market.

As the airline continues to soar to greater heights, anticipation builds for the next PAL Awards, where top performers will again take center stage.

CORPORATE UPDATES





## CORPORATE UPDATES

### WORKING TOWARDS AN EFFICIENCY THAT IS DISTINCTLY PAL



#### **SMARTER AND FUTURE-READY.**

*SAP implementation strengthens compliance, enhances control, and ensures PAL aligns with the best practices in the aviation industry.*

## CORPORATE AFFAIRS UPDATES



### SHOP FOR A CAUSE

Since August 2024, The PAL Museum has introduced a diverse range of merchandise, showing no signs of stopping in 2025. From everyday essentials to unique collectibles, the museum offers something for every enthusiast, with new surprises always on the horizon. Some of the most coveted items include the jackets, baseball caps, and the tote bag found on the left. Purchasing museum merchandise supports PAL's legacy and PAL Foundation.

Visit or contact The PAL Museum:

#### **OPERATING HOURS**

- TUESDAY - FRIDAY | 1000H - 1500H

#### **EMAIL ADDRESS**

- [ThePALMuseum@pal.com.ph](mailto:ThePALMuseum@pal.com.ph)

# CE GIVES BACK: A PURPOSE-DRIVEN COMMUNITY SUPPORT



## **LEAVING NO ONE BEHIND.**

*PAL CE demonstrates that service and genuine care from the heart exceed flight passengers' expectations by supporting MOP communities.*

The Customer Experience (CE) Department's commitment to service extends beyond passengers to communities in need. In 2024, CE Gives Back, a quarterly outreach program in partnership with the Missionaries of the Poor (MOP), took shape, ensuring sustained efforts that create lasting and meaningful impact.

As MOP supports abandoned children and senior citizens, CE has established continuity and measurable progress. This ongoing relationship allows employees to build genuine connections with residents and caregivers, turning each visit into an opportunity to share kindness and humanity. CE Head, Mac Munsayac explained, "CE Gives Back is more than an initiative; it shows our commitment to helping others and making a real difference. By partnering with MOP, we support a community and give our team a chance to connect, grow, and find a deeper purpose. It's about working together to create lasting change and feeling fulfilled, knowing we're making a positive impact."

CE Gives Back has transformed the lives of participating employees and beneficiaries over the past year, fostering purpose and unity within the department. Employees have found fulfillment in serving a higher cause, strengthening engagement and teamwork beyond their daily work. This initiative aligns with the PAL DNA of Collaboration and Ownership, as it encourages employees to work together toward a shared goal, enhancing camaraderie and teamwork. At the same time, they take responsibility for making a meaningful impact, recognizing that service is not just a duty but a commitment to the communities they touch.

CE plans to expand the program by increasing participation and exploring new ways to reach out to those in need—proving that when commitment and compassion drive service, they can transform lives.





## CARE FROM THE HEART

*PAL CE brings comfort to MOP residents through a heartfelt violin performance*









**A WARMER WELCOME.**

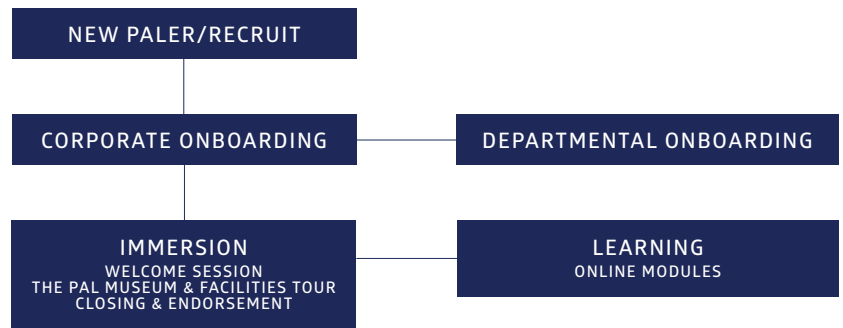
*PAL HC curated an improved onboarding program to extend genuine care to PAL employees.*

**THE PAL EMPLOYEE TAKEOFF ONBOARDING PROGRAM**

The PAL Employee Takeoff Onboarding Program is more than just an introduction—it’s a bold step toward ensuring that PALers feel valued, heard, respected, supported, and empowered from day one. Powered by HC Employee Experience (EX), this program takes a human-centered approach, putting employees’ needs and experiences at the heart of everything.

**PAL LISTENS AND TAKES ACTIONS**

Through continuous feedback and active listening, HC has identified and addressed challenges to make the onboarding experience smoother, more efficient, and impactful for each PALer. Every initiative ensures a seamless start to building confidence, safety, and success:



PAL commits to improving employee experience based on insights to foster a culture of care.



**A PALER IN THE MAKING.**

*One of the kiddie crew members strutted like a real pilot.*

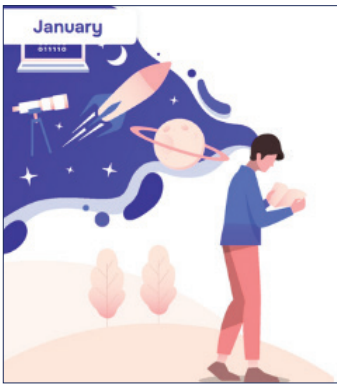
**PAL GROUP FAIR: KIDDIE CREW EXPERIENCE**

On February 28, 2025, PAL introduced the children of PALers to the exciting world of aviation through the Kiddie Crew Experience.

Dressed as pilots, flight attendants, and mechanics, participants engaged in interactive activities and facility tours at the LKTJ Center. They also had an up-close encounter with PAL personnel.

Through these experiences, they learned about various aviation careers and the thrills of flying. This program hoped to inspire the next generation of PALers.

WELLNESS SCREENING 2025



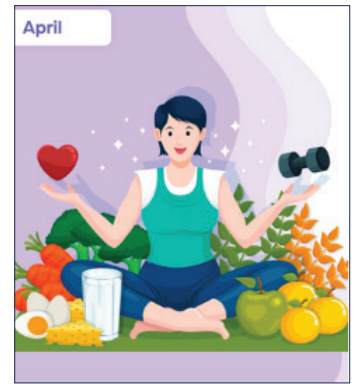
INSTILLING PRACTICAL HABIT TIPS



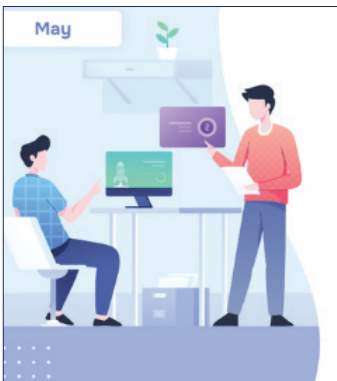
UNDERSTANDING LOVE LANGUAGES



CELEBRATING WOMEN



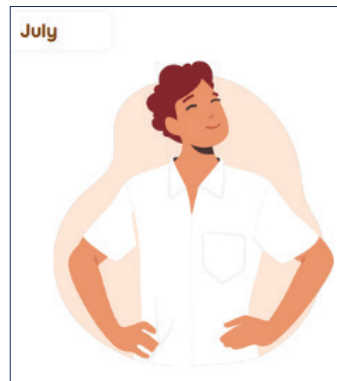
VALUING BODY AND NUTRITION



CARING FOR OUR COLLEAGUES



BUILDING GENDER IDENTITY



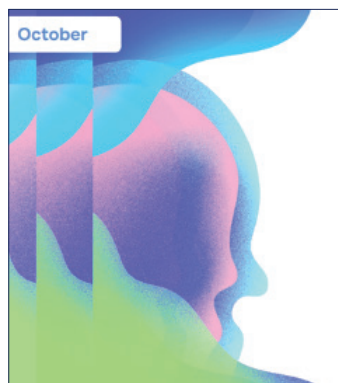
CELEBRATING MEN



EMBRACING THE FILIPINO IDENTITY



NAVIGATING TRAUMAS



PRIORITIZING MENTAL HEALTH



MANAGING STRESS



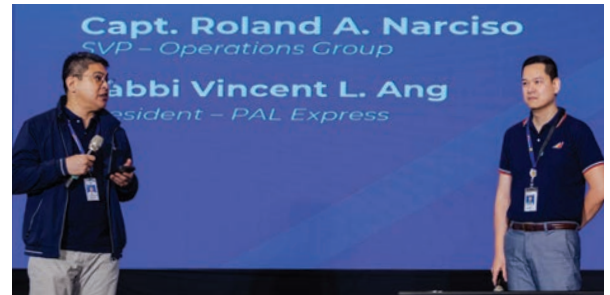
REJOICING THE BIRTH OF JESUS

**ELEVATING THE EMPLOYEE EXPERIENCE AT PAL.**

*HC supports PALers by promoting their holistic wellness and creating an environment where employees can thrive.*



2025 Q1 TOWN HALL SESSION



**AIRPORT OPERATIONS DEPARTMENT**

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**NICCOLO MARJO PAOLO E. LIRA**  
AIRPORT GROUND STAFF, MANILA

He acted on the concerns expressed by a passenger from Vancouver in a social media post on PAL's service that cited a defective wheelchair.



**DJOHAYRA INDUCTIVO LIRA**  
AIRPORT GROUND STAFF, MANILA

She assisted Niccolo Marjo Paolo E. Lira in fulfilling the Vancouver passenger's requests, including rebooking and compensation.



**JUSTIN A. PENDON & SHINJIRO OKUHIRA**  
DUTY MANAGER AND STATION MANAGER, GUAM

They maintained their composure while rebooking and addressing passenger concerns after the cancellation of a PR 111 Guam-Manila flight.



**IBRAHIM KHALIL MAKKAWI**  
STATION MANAGER, RIYADH

He assisted 32 children traveling as a group to Manila, coordinating with cabin crew to ensure their comfort throughout the flight.

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**EXEMPLIFYING BUONG PUSONG ALAGA.**

*These thumbs-ups are a testament to the dedication of PAL airport personnel, proving that wherever they are, they are always committed to delivering exceptional PAL-branded service.*



## DIGITAL TRANSFORMATION DEPARTMENT

The following system analysts under the Solutions Development Unit received a thumbs-up from their Manager, Ralph Hardy Kho, after completing the initial phase of The PALiner website. This transition supports the Corporate Affairs Department in reaching more PALers—current and retired—through airline stories:

- Michael Dwight S. Del Rosario
- Genesis Isaiah Paul G. Gaspar
- Angel C. Juarez
- Margie Rose G. Leynes
- Jeffrey Durant S. Tan



**ANGEL C. JUAREZ**  
SYSTEMS ANALYST IV



**MICHAEL DWIGHT S. DEL ROSARIO**  
JUNIOR SYSTEMS ANALYST



**MARGIE ROSE G. LEYNES**  
SYSTEMS ANALYST I



**GENESIS ISAIAH PAUL G. GASPAR**  
SYSTEMS ANALYST I



**JEFFREY DURANT S. TAN**  
SYSTEMS ANALYST IV

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### **COLLABORATION THAT DRIVES EXCELLENCE.**

*These system analysts met all website requirements and successfully educated their clients on web development.*

# PAL FOUNDATION RECEIVES THE 50TH GOLDEN LEGACY AWARD FROM PHC



**NOT JUST IN THE BUSINESS OF FLYING, BUT CHANGING LIVES.**  
Captain Stanley K. Ng, President of PAL Foundation (center), receives the 50th Golden Legacy Award from PHC officials led by Dr. Avenilo L. Aventura Jr., PHC Executive Director (third from left), on February 16, 2025.

The Philippine Heart Center (PHC) presented the Golden Legacy Award to the Philippine Airlines (PAL) Foundation during its 50th-anniversary celebration at the Manila Hotel, following the theme, “PHC Golden Legacy: Five Decades of Heartfelt Service.”

The award honors the PAL Foundation for its ongoing support of PHC, especially its Medical Travel Grant program, which helps underprivileged patients and their companions fly to Manila for life-saving treatments. In addition to supporting patients, the Foundation aids PHC in establishing regional centers nationwide by utilizing the airline’s airlift capacity and resources.

The PAL Foundation has tied up with PAL’s Mabuhay Miles with a Mission, encouraging members to donate miles to support their advocacy work.

## PAL FOUNDATION GIFTS RICE SUPPLIES IN CGY

In celebration of Philippine Airlines (PAL) 84th anniversary, the PAL Foundation, in partnership with Barangay Nazareth of Cagayan de Oro City, distributed sacks of rice to nine (9) orphanages in the city of Golden Friendship, benefiting about 400 residents.

Beneficiaries include Home Care for Girls, Balay Paglaum, CSWD Women Development Center, Oro Dalampanan Shelter, Home for Girls, Reception and Study Center for Children, House of Hope, House of Joy/ Divine Love, Balay Canossa Foundation.





# SWING INTO ACTION: DRIVE, CHIP, PUTT, AND CONQUER

by JEANNE MARIE PHYLLIS TAN

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In February 2025, the 76th Philippine Airlines (PAL) Interclub Golf Tournament brought together over 1,500 golfers from across the Philippines and beyond to Bacolod, Negros Occidental. More than just a competition, the event fostered camaraderie among seasoned professionals, rising talents, and golf enthusiasts, proving once again that the sport is as much about friendships formed outside the greens as it is about skill.

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## **EASTRIDGE-PRIMEHOMES CROWNED NEW CHAMPION**

The biggest story of the tournament was Eastridge-Primehomes' wire-to-wire victory in the Men's Championship Division, marking their first-ever title. The team finished with 415 points, a commanding 21-point lead over defending champion Manila Southwoods.

"Finally. This is very sweet," said Gimo Asuncion, Eastridge's nonplaying skipper. "It has been quite a long journey for this team, a journey that had its heartaches and lessons."

Ronel Taga-an led the final round with a spectacular three-under-par 67, worth 39 points, while Jeff Lumbo (35) and Edison Tabalin (32) contributed to Eastridge's closing 106 points. Gary Sales, the businessman who helped build the team in 2021, praised their resilience, "The boys performed so well. I am very proud of what this team has done. This victory didn't come easy for us."

## **SOUTHWOODS FALLS SHORT**

Defending champions Manila Southwoods entered the tournament as the favorites, having won six (6) of the last seven (7) championship titles. However, they couldn't keep pace with Eastridge, finishing second with 394 points,

led by Perry Bucay (35), Zeus Sara (32), and Santino Laurel (32).

Nonplaying captain Thirdy Escano acknowledged the team's challenges, particularly the potential loss of key players to college scholarships from the United States, "We gave it a good fight but just fell short. We will be going back to the drawing board."

Meanwhile, Del Monte finished with 363 points, including 94 in the fourth round, and successfully defended the Seniors Championship against Southwoods.

## **ADVOCATING GOLF AND SPORTSMANSHIP**

The PAL Interclub continues to honor golf and sportsmanship by uniting people from different walks of life. Local communities showed immense support, especially when Eastridge-Primehomes won the Men's Championship division for the first time, displaying the heart of the Philippine golfing community.

The PAL Interclub has proven that in golf, as in life, victories are not based on scoreboards. It also teaches us the value of overpowering challenges, building connections with teammates, and creating lasting memories.



A full-page photograph of a male golfer in mid-swing on a grassy hillside. He is wearing a blue patterned polo shirt, dark shorts, a white belt, white sneakers, and a dark blue cap with a red logo. The background is a lush green landscape with trees and foliage. The text 'The PALiner' is overlaid in the upper right, with 'ON THE SCENE' in a white box below it.

The PALiner

ON THE SCENE



The PALiner ON THE SCENE



**STRIKE, SMILE, REPEAT.**

*Embracing the challenge and rhythm of the game, every moment on the course leads to a great experience.*



# End Frame

Known for its lush landscapes and innovative people, Seattle—the Emerald City—is PAL's newest destination in North America. Boeing 777 Second Officer Lemuel Royce M. Auxilio captured this photo from Kerry Park. His take: "Coffee lovers and aviation enthusiasts will surely visit this city!"

Get your photos featured; email us with your best shots at [ThePALiner@pal.com.ph](mailto:ThePALiner@pal.com.ph).





The PALiner

D I G I T A L

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