

SPECIAL EDITION 1
2020


ForestLake
PARKS. CHAPELS. MEMORIAL SERVICES.
A Better Place.™

INSPIRE

THE OFFICIAL NEWSLETTER OF FOREST LAKE

Creating Better Days

Forest Lake launches webinar series
advocating mental health & well-being



Journalist and Grief Coach
Cathy Babao teaches
Creating Better Days webinar
attendees how to thrive in our
brand new world



CNN Philippines'
Angel Jacob as the first
Creating Better Days
webinar moderator



Mental Health First Aider
Zarah Hernaez shares her wisdom
on how to adapt and create
#ABetterNow



I stand with all of you now, during this critical moment. This is truly a momentous occasion that will be written down in Forest Lake history well into the future.

We are presently in an environment where any business endeavor or decision is weighed against the very real threat of Covid-19; causing havoc amidst the population as well as the economic impact of the global lockdowns.

For our company Forest Lake, we too stand at a time of turbulence and uncertainty as we all know. Aside from the economic downturn as well as the local industry shift to “essential only purchases” make our todays a little more difficult than our yesterdays.

Until a vaccine is released, we are now living in this “new normal” where social distancing and an aversion to mass gatherings are typical of everyone’s day to day.

“In order to survive and reach our vision, we must embrace change.”

To ensure everyone in our Forest Lake family is safe during this pandemic, we have had to make sacrifices by re-aligning our priorities to protect the well-being of our employees. I have never been prouder of our company that took strides to take care of its own through various forms of assistance.

Now I talk about our “tomorrows” and let’s be certain about one thing here: There will be a tomorrow!

In order to survive and reach our vision, we must embrace change. The current style of our business is meeting people in groups. Be it with our mass selling campaign during the launches of new parks and events such as General Assemblies & Undas, to our burials and wakes. Gatherings have always been our bread and butter.

How do we do this in the current environment? We will need a modified version of together by adapting to a growing digital environment. This digital push is something we all must undertake collectively in one way or form. Be it from the agent level of forming networked communities within Facebook, Instagram and the like, to a more centralized corporate endeavor of digital marketing communications.

We must adapt to the current environment where “remote everything” is the norm. From our collections, sales and marketing to even our viewing.

Together we will weather this storm and together we will grow, for it is not only in the now that we will survive but the future where Forest Lake will thrive.

Thank you, be well, and stay safe.

ANTONIO V. SYYP
CHAIRMAN

-May 22, 2020 Town Hall Closing Remarks-



To Our Forest Lake Family,

We reach out to you during these extraordinary times with fervent hope that our message finds you and your loved ones safe and in good health. The difficulty this pandemic has brought to countless individuals, families, and businesses across the globe has been tremendous. Our heart goes out to all who are experiencing pain and suffering during this time.

We at Forest Lake are determined to adjust to the new reality by continually striving to realize our vision:

"To build a better place where generations of family memories are treasured, immortalized and celebrated by the living."

And accomplishing our mission:

"To offer accessible and affordable memorial parks and services managed by a professional team dedicated to provide value, innovation and personalized service."

As an essential service provider to the communities where we are present in at least 30 locations all over the Philippines, Forest Lake has continued its chapel services in Biñan, Laguna while parks have remained open for interment services where the local government has given permission. Measures have been implemented to keep employees and customers safe to limit risk of exposure while ensuring essential operations and services continue.

Being one with our customers during this crisis, Forest Lake has offered a payment extension of two months and penalties for deferring amortization payments have been waived. Our customers have also been given options to avail of discounts and an online payment system has already been set up through internet banking to make payments as convenient and safe as possible.

Moving forward we will continue to implement precautionary measures and a skeleton workforce to reduce office employees' and clients' risks. Through digital transformation we will introduce online facilities reducing the need for physical contact through e-commerce where purchases may be made online. We will also be equipping our sales force with online trainings such as e-learning programs and webinars.

"We are determined to adjust to the new reality by continually striving to realize our vision and mission."

COVID-19 has changed the way we grieve and come to terms with loss. We aim to address this by taking our grief therapy services online facilitated by our certified grief coaches to help the bereaved learn how to cope with death so they may continue to live productive lives after their loss.

The impact of this global pandemic on the individual and society continues to be massive. We assure you that we are prepared for the transition during this new reality.

While we share the burden the world now carries, we also recognize the lessons we have learned collectively—that we as one human race and family can be united regardless of nationality and religion in order to heal, survive, and thrive.

We offer our heartfelt gratitude to all the front liners in this battle, including our very own office and chapels employees as well as our sales agents and parks' interment crew—we stand together with you as we continue our fight for A Better Place.

With one voice we cry, *"Gabay Pinas!"*

ALFRED XEREZ-BURGOS, JR.
PRESIDENT

-May 22, 2020 Town Hall Address-

Forest Lake kicks off CREATING BETTER DAYS Webinar Series

Forest Lake recently launched CREATING BETTER DAYS, a webinar series advocating mental health and well-being featuring journalist and Grief Coach Cathy Babao and Mental Health First Aider Zarah Hernaez, moderated by well-being advocate Angel Jacob. Cathy is trained in grief counseling at the Center for Loss and Transition in Fort Collins, Colorado USA and Zarah is a Mental First Aider from the National Council For Behavioral Health in Washington DC, USA.

Forest Lake President Alfred Xerez-Burgos, Jr. in his opening message said, "Given these challenging times that are causing feelings of overwhelm, fear and uncertainty, we wish to help you rediscover clarity, calm, and confidence. Recognizing the pandemic has changed the way we grieve and come to terms with loss, we are offering this webinar as a channel to provide you with newfound knowledge and tools that you can use, so you may thrive in this brand new world by learning how to adapt and create a better now."

The webinar audience had a chance to win functional health products from Synnovate Pharma Corporation, the natural products company of Unilab. Apart from bottles of Sekaya Botanic Infusions, Integraid products were also raffled off. Audience members were also given the opportunity to schedule a free one-on-one session with each speaker—the first 10 to sign up on the online registration system are now looking forward to their private online session with Grief Coach Cathy Babao and Mental Health First Aider Zarah Hernaez.

Forest Lake's Managing Director for Operations, Sales and Marketing, Alby Xerez-Burgos closed the webinar by saying, "We hope that you were able to take away valuable life lessons that will help you navigate confidently through life's twists and turns. We wish for you to feel empowered so you may move forward and flourish in this new world we're living in. Thank you for being here today and joining us as we continue our fight for a better place. Together let us keep CREATING BETTER DAYS ahead. Stay healthy, stay safe and well!"

Through the free CREATING BETTER DAYS webinar series Forest Lake aims to empower its audience with the knowledge and tools needed to thrive in our brand new world by learning how to adapt and create #ABetterNow.

Please visit www.forestlakememorialparks.com to learn more. You can also like and follow Forest Lake on Facebook @ForestLakeMemorialParks and Instagram @forestlakememorialparks.



Sekaya Philippines shared this Skin Care Pack as a raffle prize for Creating Better Days



One webinar participant got to take home this bottle of Holy Basil from Integraid.



Integraid offered L-THEANINE as one of their raffle prizes for webinar participants.

The webinar topics discussed were:

- 7 Misconceptions of Grief – Learn how to navigate through the pain of loss (loss of your loved one, loss of your job or business, loss of what you believe as normal)
- 5 Reasons for Ritual – Know how to find closure and move forward as we change the way we grieve during the pandemic
- 4 Ways to Manage Your Anxiety, Fear, and Uncertainty of the Future – Movement, Breathing, Grounding and Reframing Your Thoughts
- 3 Tools to Creating A Better Now
 - How to be focused and productive while working from home, plus learn how to:
 - Shape your now using organizational tools (The 7 S Framework)
 - Rally your troops forward (The Family Meeting)
 - Move forward with confidence (The Blank Slate Exercise)



Cathy S. Babao is a journalist and grief coach with a graduate degree in Family Psychology and Education from Miriam College. She is trained in grief counseling at the Center for Loss and Transition in Fort Collins, Colorado, USA. Cathy has a private practice in Manila and holds grief and writing workshops.

Together with Forest Lake's A Better Day Grief Therapy Program, she has facilitated the Good Grief Workshops series to teach the bereaved how to cope and live meaningful, healthy and productive lives after loss.



Zarah R. Hernaez is a mental health advocate and US Certified Mental Health First Aider (National Council For Behavioral Health, Washington DC, USA). She has made it her personal mission to raise awareness on mental health issues and conduct talks, interventions and counseling.

In 2018, she was lauded and awarded by the World Health Organization as Mental Health Ambassador, for her communication campaign video on Mental Health and suicide prevention

Forest Lake Holds First Virtual TownHall Meeting



Antonio V. Syyp
Chairman



Alfred Xerez-Burgos, Jr.
President



Alfred Xerez-Burgos III
Managing Director for Sales, Marketing,
and Operations



Juan Carlos Xerez-Burgos
Director for Business Development



Giovanni Acorda
Group Manager for Human Resources



Ruperto L. Rivera, Jr.
Group Chief Finance Officer

Approximately 140 attendees were present during the first-ever virtual town hall meeting held over Zoom on May 22, 2020. The event brought together head office employees as well as sales directors and park employees including park managers and park officers.

The town hall address was delivered by Forest Lake President, Alfred Xerez-Burgos, Jr. who emphasized that the company is determined to adjust to the new situation by continually striving to fulfill the vision and mission. Giovanni Acorda, Group Manager for Human Resources, shared updates and directions from HR while reiterating the company's priority of keeping our employees healthy and safe. The next three speakers communicated how vital it is to change the way we are doing things in order to adjust to the new normal. Ruperto Rivera, Jr., Group Chief Finance Officer took the audience through the company's financial standing and shared why even during this crisis, business is good. He ended his talk by sharing the company's game plan to surviving the pandemic. Managing Director Alfred Xerez-Burgos III shared the Covid-19 Recovery Road Map for Operations, Sales & Marketing; he emphasized the role of digital marketing and how Forest Lake's products and services remain relevant now more than ever as well as what makes Forest Lake a sound investment even during these challenging times. Juan Carlos Xerez-Burgos Director for Business Development gave updates on how the company is striving to continue growing and expanding the business. The event ended on a high note with Forest Lake's Chairman, Antonio V. Syyp who gave the closing remarks while inspiring the audience to embrace change in order to reach our vision.

Welcome dear visitors. Please help Forest Lake continue to be a better place by observing these

1. Visitation hours are from 8:00 A.M. to 5:00 P.M. only.



2. Upon entry to the park, our staff shall conduct a no-touch thermal scan of your body temperature. Kindly also disinfect your hands with alcohol or sanitizer at the entrance gate.

3. If your temperature is above 37.5 degrees and/or you are showing symptoms like coughing or sneezing, our staff will advise you to go to a doctor for check-up. You may visit the park once you are well.



4. Kindly make sure to wear a face mask as we require it upon entry and while you are inside the park premises.

5. Please maintain a safe social distance of one meter from each other.



6. To ensure safe social distancing practice, only a maximum of 10 persons shall be allowed to enter per grave site/family at a time.

7. Kindly limit your visit to one (1) hour only so that we could accommodate other visitors as well.



8. To keep our environment clean, kindly dispose of your garbage properly in designated areas only. Please refrain from bringing food and drinks into the lawn.

9. There will be one designated restroom in the park that you can use during your visits and it will be regularly sanitized for everyone's safety.



10. At this time, we are required to prioritize visitations to your loved ones. Leisure activities inside the park such as Zumba, picnics, aerobics, walking/jogging, and biking shall not be allowed.

All guidelines are subject to change upon new directives given by the DOH and the Local Government Unit, and we shall update you of any changes. We very much appreciate your cooperation in adjusting to the new normal.



Forest Lake MEMORIAL PARKS A Better Place. Work From Home GUIDELINES



Schedule of Telecommuting/Work From Home (WFH) is Monday to Friday, 8:30 AM to 5:30 PM

The WFH KRA Monitoring Sheet for each employee shall be submitted to HRD on following these dates:
Every 5th of the month (covering 16-30/31 of the previous month)
Every 20th of the month (covering 1-15 of the current month)



All employees should log in and out online using MyPrime from Mondays to Fridays.

Employees on Telecommuting/WFH Program are subject to company's Code of Conduct and Policies.



Ensure access to your laptop/desktop and mobile phone regularly during work hours. Please answer work-related calls, SMS e-mails, and online messages during these hours.

Make sure that you are reachable through MS Teams, Skype or Zoom during these hours. Please be online during scheduled meetings or teleconferencing.



Shall you be asked to report to the head office or branch by your immediate superior, please do so at the designated time or the earliest possible time once you receive the notice.



Any changes in your work schedule shall be subject for approval by the respective Department Managers.

Ensure that your work area is safe and conducive to work from home arrangement. This includes proper use of equipment issued by company.



Ensure that all required tools for work from home set up are available. This includes but not limited to:
(a) Broadband connectivity (b) Company provided laptop/desktop which meets MIS security compliance.

Make sure that there is always an internet connection in your work area. Immediately inform your Department Manager of any failure / interruption in the equipment / internet connection in your workplace.



Always protect corporate and personal information and only use available technologies that promote security and privacy. The Data Privacy Act of 2012 shall apply to this Telecommuting/WFH Program.

The Department Manager shall review from time to time the need to continue with the WFH Program with respect to certain employees, depending on the operational requirements and Management direction of the Company.



The Department Manager may cancel or revoke any approved WFH arrangement for the following reasons. (a) Performance issue, (b) HR-related case or issue (disciplinary action or case), (c) Security incident, (d) Client complaint

Forest Lake Biñan Inaugurates Deluxe Chapels



Forest Lake Biñan Deluxe Chapels Inauguration and Blessing took place on March 11, 2020

Forest Lake Chapels Biñan held an inauguration and blessing of their brand new Deluxe Chapels on March 11, 2020. The event was attended by Forest Lake's officers including Chairman, Antonio V. Syyp; President, Alfred Xerez-Burgos, Jr; Managing Director for Operations, Sales and Marketing, Alby Xerez-Burgos; General Manager for Chapels, Arnel Lacorte; Group Manager for HR, Vonn Acorda; Park Operations Head for Luzon, Gomer Orbista; Engineer Eric Ortega. Guests present were Barangay Captain of San Vicente, Hon. Apolinario A. Alzona, Barangay Captain of Tubigan, Hon. Felix M. Cabrera, Maricar Xerez-Burgos, Mar Aguas, Bilit Rosal, and many more friends and family who showed their support and offered their congratulations.

The new Deluxe Chapels features a Mediterranean inspired architectural design and facilities include a private family room, mini kitchen, and toilet and bath. Standard chapels are also available as a more affordable option, featuring air-conditioning and individual sinks while a function room dedicated for chapel activities is likewise available. The Deluxe Chapels were designed to be combined so that more space may be provided which is very much needed during these times of necessary physical distancing. The inauguration and blessing of the Deluxe Chapels took place on March 11, 2020.



Isabel Xerez-Burgos Rosal, Forest Lake Chairman Antonio V. Syyp, Tubigan Barangay Captain Felix M. Cabrera, San Vicente Barangay Captain Apolinario A. Alzona, Consultant Eric Gallardo, Forest Lake Managing Director Alby Xerez-Burgos, Forest Lake Chapels GM Arnel Lacorte, Maricar Xerez-Burgos.



Forest Lake Chairman Antonio V. Syyp, Forest Lake President Allfred Xerez-Burgos, Jr., Tubigan Barangay Captain Felix M. Cabrera, Forest Lake Managing Director Alby Xerez-Burgos, San Vicente Barangay Captain Apolinario A. Alzona, Forest Lake Chapels GM Arnel Lacorte, Forest Lake Director Mario M. Aguas



Honored guests, friends and family show support and offered congratulations during Forest Lake Deluxe Chapels Biñan Inauguration and Blessing





Join us as we
take the next



ForestLake
National
Sales
Convention
ONLINE!

Stay Home, Stay Safe, And Save Lives



Forest Lake's #ItsBetterToStayHome social media contest was launched in April 2020 to reward their social media audience for staying home—because staying home means staying safe and saving lives. The contest encouraged their online community to share what makes staying at home better and more fun during the quarantine. It was Forest Lake's way of rewarding their community members for staying home in order to help promote health and safety during the pandemic. Five winners were announced and awarded with cash prizes: Lizel Nimfa (P1,000), Criss Zio (P2,000), JC Kaya (P3,000), Garlitos Lenra (P4,000), and Jayson Garrido (5,000). The contest inspired positivity among the Forest Lake online community, which was very much needed during these challenging times.

"Supermama" A Mother's Day Tribute

Honoring front liners and moms was the theme of "Supermama" Forest Lake's Mother's Day tribute video. It has received nearly 60,000 views since it was launched in May 2020. You can watch "Supermama" on both Forest Lake's Facebook Page and Instagram on IGTV @ForestLakeMemorialParks.



Forest Lake launched "Gabay Pinas" a public service offering updates, tips, and guidance to help their social media community members during the pandemic. Facebook followers have stay tuned to the page with updates on COVID-19 cases and how to stay healthy and safe. It also inspired "Creating Better Days" Forest Lake's Webinar Series advocating mental health and well-being, which was launched on June 28, 2020. The first webinar featured speakers Cathy Babao, who is a grief coach and journalist, as well as Zarah Hernaez, a mental health first-aid. The webinar offered valuable information and lessons on how to find closure and move forward as we change the way we grieve during the pandemic, ways to manage anxiety, fear, and uncertainty of the future, as well as tools to creating a better now.

A Better Online Experience.

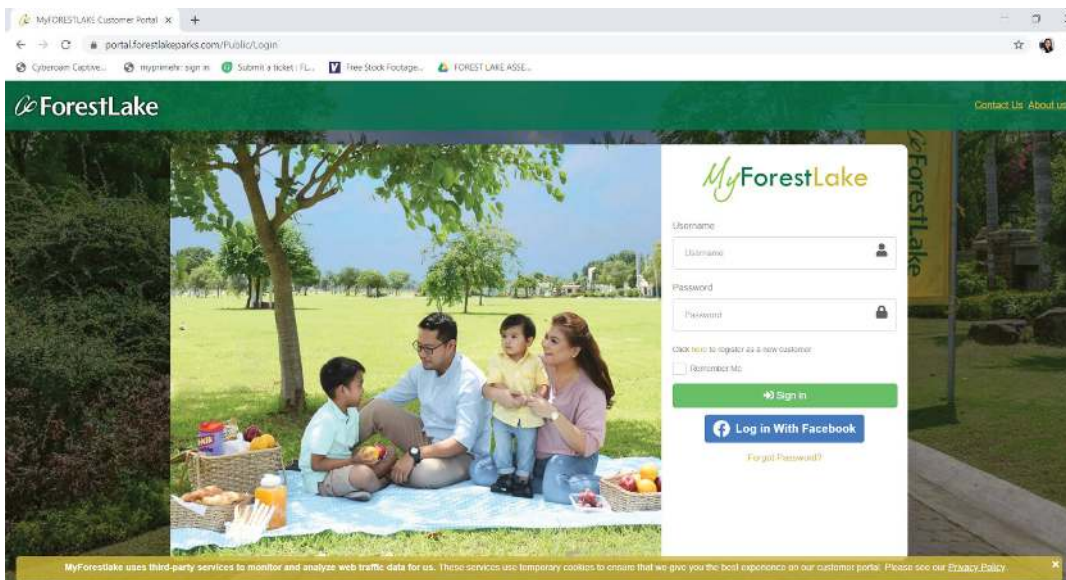
A better, more personalized experience is coming soon.

From buying lots, paying your monthly dues, booking a chapel or signing up to become one of our agents, Forest Lake will be providing a new online experience soon.



MyForestLake

Watch out for Forest Lake's **Customer Portal** coming soon!



The Customer Portal is a Customer Relationship Management (CRM) system where clients may monitor their own account, make online payment and purchase lots. Its features include: online billing, online payment, and online lot purchase. As an online customer service system, it enables Forest Lake to create a digital relationship with our customers and be a source of relevant and real-time information. It is also a platform to profile, classify and tailor-fit customers' future needs as well as a platform for research by sourcing new customers across traditional borders.



A Better Place.™

Do you have property for sale?

Be our partner as we expand to locations nationwide.



PROPERTY SPECIFICATIONS:

1. Size range must be from 8 to 20 hectares
2. Location should be 1 to 5 kilometers from city property with a population of at least 150,000
3. Property should be accessible by good roads and public transportation

*Existing memorial parks may be considered

NORTH LUZON

Jaddie Defensor: 0906-155-8541
Angel Muncal: 0932-373-7651

SOUTH LUZON

Fatima Sangga: 0917-707-2159
Herbert Kawson: 0927-280-2969

CENTRAL LUZON

MK Legaspi: 0905-335-8123

VISAYAS

John Alfred Jarobel: 0961-761-6288

MINDANAO

Ernest Villarante: 0927-935-3786

www.forestlakememorialparks.com