

## Did you know that

The participation of GAMMA in FISE, the trade show, was a success? Thanks to all those who visited us and supported us!

## News from GAMMA

### New Products

For GAMMA it is very important to listen to its customers' requests, so we have been working for some time in the development of iron fittings for the distribution lines.

Today, we proudly share with you that we can offer the following products to the market:

- U type hanging Rings
- Line post insulator bolts
- Bolt for pin type insulators
- Dead end clamps
- Eye nuts



This is one step further in the search for offering to facilitate our customers their purchase and installation of insulators every day.

### Results of our BASC re-certification

During the week of November 16 we had the visit of Mr. Sergio Restrepo, an international auditor at GAMMA doing a re-certification audit of the BASC security system; the results were excellent. The great strengths of our system were highlighted and there were no observations or non-conformances worth mentioning.

This is one more achievement for our Company that highlights the seriousness and professionalism with which we face our responsibilities.

## Results of the EPSA Evaluation

During the month of November we received the results of the follow-up evaluation for the April - September 2008 period done by EPSA. We obtained a grade of 97.48 points. The aspects evaluated were: Quality, Service, and Compliance. These results allow us to be considered as a Highly Reliable Company, which makes a very happy and presents a challenge to continue in the path to continuous improvement.

## Award Granted to our Manufacturing Manager

Our Manufacturing Manager, Ivan Dario Morales, was in Japan for two weeks with a scholarship granted by JIC (Japanese International Cooperation Agency) to be trained in “Quality Management and Kaizen”, in the city of Nagoya, Japan. We are certain that all the learning acquired during those days will represent great contributions to the Company and the Electric Sector.

## This is how we are doing with TPM (Total Productive Maintenance)



We initiated our activities with TPM at our offices with a team formed by people from the Technical and the Process Department.

Currently, we count on nine teams of step 2.

During the month of October, the step 2 teams received training on different tools that help them find different root causes for the equipment problems.

## News from CORONA

### In contact with our CEO

#### What did I learn? 12 months, 12 Lessons

Albert Einstein once said, “A good crisis is a terrible thing to waste”. This thought seems to be very clear and powerful, but only once you’ve lived through one like the one that just passed, can you truly internalize his words. The last 12 months have been very challenging for many companies throughout the world and Corona, including Mansfield and Orchid were no exception.

Since the meltdown of Wall Street and the Financial Sector between October and November of 2008, our Company faced a series of challenges that tested our management team and our shareholders like never before. We faced a tight credit market and decreasing demand from our key export

markets. The United States literally came to a halt from November 2008 until April 2009, Venezuela and Ecuador have not been much better, volatility of the exchange rate of the Colombian peso to the US dollar hit our export businesses and demand for our products in the Colombian market contracted by 15% on average.

Today, I look back and feel proud of the many actions we took to navigate through this complex period. We have emerged from this cycle with several bruises, but as what I feel is a stronger and more resilient company. I believe that we still face many challenges, but the critical period is over.

In reflecting what the last 12 months have been like, I've asked myself what did I learn, what did we learn? And I have given myself these answers:

- That going back to our corporate values is most often the best formula for success. Promoting principle centered leadership is something we must continue to do and reinforce.
- That the saying "When the tide goes down you see who is swimming naked" applies to managers, sales people and business partners. Recognizing our weak spots is something essential and I have come to recognize what mine are and what I am willing to do about them.
- That in these moments, it is essential for leaders to listen and be surrounded by strong teams to work with. That NO ONE can be an effective leader in a crisis by trying to do it alone.
- That our people are resilient and creative. The Corona spirit is truly remarkable and everyone has been willing to go the extra mile.
- That it's easy to feel invincible based on past success, that we should never forget that you can not live from the past and, more importantly.....that expressing humility is a must.
- That scenario analysis is something that must be done all the time. It will become a standard practice for Corona from now on. We will learn to do it well and make it practical. We will dig deeper to determine true root causes and doing double and triple clicks on key matters will also become a standard practice throughout our Company.
- That, more than ever, you need to know and protect your best people and your most profitable customers.

- The importance of having the right balance sheet structure at all times, as well as being much more cautious with our debt profile.
- Flexibilization of fixed costs is a must. It will become a key strategic initiative for all of us in Corona.
- Learning that does not translate into new behaviors, is just theory.
- Surprisingly we often forget the most important lessons. Challenging lessons will require a lot of practice and reinforcement. We will do all that is necessary to keep our learning's fresh and not make the same mistake twice!!!
- That Corona has credibility. Credibility with financial institutions, its customers and employees. The credibility and reputation of a Company that has developed steadily based on strong values for 128 years.

I learned, we learned and I am committed, together with all the Corona Team, to translate those learning's into behaviors. But just as important as our learning's, is the renewed commitment that Corona will continue to prioritize wisdom over knowledge... and this is because while knowledge is information, wisdom is transformation.

I am certain that these lessons translated into wisdom will ensure our competitiveness as world Class Corporation, so I invite you to join me in making them a reality.

Kind regards,

Francisco Diaz.

## Recognition in the “Good Company Practices”

The Chamber of Commerce of Aburra Sur made an invitation to the companies of Envigado., Sabaneta, Itagüi, La Estrella and Caldas, to share finished projects or projects in process, that represent good practices in ESR (Entrepreneurial Social Responsibility).



During this event Loceria Colombiana S.A. with ceramic base was distinguished among several projects presented by other 30 companies, since it takes advantage of the experience and technical knowledge to promote the vocation for ceramic art and the trade of ceramics in the municipality of Caldas through free training in this art and trade and the promotion of social based entrepreneurial projects of employment with emphasis on vulnerable sectors of the population. Additionally, Loceria Colombiana S.A. was awarded a mention of honor diploma for its efficient and rational use of water (“PUEYERA” Program in compliance with law 373, 1997).

## We are also Responsible for our Planet



Because at CORONA we promote prevention and avoid negative impacts on the environment, on recent days we participated in the First National Campaign of Recollection of Electric and Electronic residues, obtaining excellent results and a very good participation of all our employees. We wish to mention the commitment of all to contribute to the care of our planet.

## News from our customers and suppliers

### ISA wins a new public invitation in Peru

We wish to congratulate ISA for winning an international public invitation in Lima promoted by Proinversion. The ISA Group ratified its solidity, knowledge and experience in the business of electric energy transmission.

## Messages Received

- My sincere congratulations for visiting Arequipa during the Expomin fair.  
Valentin Manrique Rodríguez, EnerSur S.A.
- My sincere congratulations for introducing the GAMMA products to the American market!!!. This is an award to the dedication, commitment, smart work and team work you are carrying out. I predict great success to you from the Federal Capital of the Republic of Argentina.  
Carlos Ibiri, Mercosur On Line S.A.
- Thank you for your excellent Bulletin.  
Albeiro Ossa Gómez, UMI S.A

- Definitely GAMMA - CORONA is a great example of competent and human team. Thanks for sending us your bulletin.  
Consuelo Triana Páez, Disico S.A.
  
- These bulletins are an excellent way for us to be informed about the technological advance being developed in this area. It is an important contribution to offer o our customers and friends, quality products as those from GAMA. There is no doubt many users of these products will benefit from the achievements, experiences, quality and manufacturing standards always found in each GAMMA product. Congratulations and keep going.  
Rodolfo Ant. Guillen G., Corporación Sumatel S.A.
  
- I think it is very important that you continue developing new products become more aggressive each day in your innovation goals.  
Jorge Cifuentes Patiño, ISA.
  
- Congratulations to the GAMMA team for its incursion in the market of the U.S. and Canada. Remember that there are three types of people in the World: those who make things happen, those who look at things that happen and those who ask themselves what happened. Yours is an excellent way to build a country.  
Pedro Almarío Escamilla, Codensa S.A E.S.P.
  
- Thanks, as always, a very interesting bulletin.  
Adriana María Alonso R., ICONTEC.
  
- Thanks, as always, very refreshing information that is so crucial in this important moment of the Economy.  
Guillermo Benitez P., ICONTEC.
  
- Thanks to CORONA Group for sending me periodically the bulletin, which is filled with positive news of the Company and of our country; congratulations for your achievements and for your objectives. I am always aware of your news.  
Fernando Devia Valencia. EDEQ. S.A. ESP.

## Our Visitors

- Gabriel Jaime Carmona, EPM
- Carlos Ruiz , SIMELCA

## Contact us

If you wish to change your e-mail address, subscribe a colleague, request previous issues or be erased from distribution list, send us a message to: [carango@corona.com.co](mailto:carango@corona.com.co) Atn. Ing. Claudia Arango Botero.