

# DRUMMOND

Year 10  
Edition  
No. 27  
July, 2009

Publication for employees of DRUMMOND in Colombia

## OUR GREATEST VALUE: **THE SOCIAL** RESPONSIBILITY





## COVER



4



6



10

### SOCIAL RESPONSIBILITY

### SOCIAL MANAGEMENT

THE ENVIRONMENTAL PROJECTS HAVE A SOCIAL SENSE IN DRUMMOND

EXPANSION OF THE RAILWAY LINE, A VISION OF WHICH YOU ARE ALSO A PART OF

#### DIRECTOR

Enrique Rodríguez

#### EDITORIAL BOARD

Augusto Jiménez  
José Miguel Linares  
Alfredo Araujo

#### EDITORIAL CONSULTANCY

Mediática Comunicaciones

#### DESIGN AND DIAGRAMMING

Manuel Alberto Monroy

#### PRINTING

Panamericana Formas e Impresos

**DRUMMOND** Magazine is a publication edited by **DRUMMOND LTD. Colombia.**



The opinions of the articles exclusively reflect the point of view of the authors. The complete or partial reproduction of the graphic editorial material published here is forbidden, without specific authorization from the editors.

### OUR GREATEST VALUE: THE SOCIAL RESPONSIBILITY



### THE ENVIRONMENT

### SMALL ENTERPRISES ARE GROWING IN EL CESAR

12

### SOCIAL SECTION



### RECEPTION IN HONOR OF THE EMPLOYEES FOR BEING 10 YEARS WITH DRUMMOND

22



### COMMUNICATIONS

### PRIBBENOW RADIO ¡THE PERFECT COMPANY!

16

EDUCATION	14
PROFILE: GIOVANNY DE JESÚS LÓPEZ	18
PROFILE: RAFAEL ORTIZ	19
PROFILE: JAVIER MARTINEZ	20
PROFILE: JEINER LÓPEZ	21
COMPETITION	23

# EL DESCANSO, A BET ON THE COUNTRY'S DEVELOPMENT

**W**ITH THE COMMENT-  
CEMENT of the El Descanso project, a new opportunity for development as a great coal exporter has opened up not only for the Departments of Cesar and Magdalena, but for the entire country.

With this project we are sure to increase employment in the region and this mineral will be consolidated as the second largest commercial product in Colombia, contributing a significant percentage to the country's Gross Domestic Product. This is a huge step toward the development of our Departments and our country.

In June, **DRUMMOND** made its first export of coal extracted from El Descanso, Cesar, with a load of 45,000 tons. With a projected maximum annual production of 36 million tons, this reserve will be one of the most important coal mining projects in the world, making

Colombia one of the three major exporters of this mineral.

The El Descanso reserves, which will last until the year 2066, contain 1,760 million tons of coal, while the La Loma reserves are close to 400 million tons.

In the same way, and in search of better infrastructure to be able to increase coal exports, a second railroad line is being built through FENOCO with a capacity for 80 million tons annually. In addition, **DRUMMOND**, in concert with the national government, will begin port expansion in months to come in the municipality of Ciénaga, in the Department of Magdalena.

**DRUMMOND'S** objective of being a good neighbor always defines our projects. We will continue, as always, with the firm purpose of improving the quality of life of our employees and that of the communities where we are located. At **DRUMMOND**, as a company with an open mind, we believe in the region and in our country. 



*Augusto Jiménez*  
President  
**DRUMMOND Ltd. Colombia**



OUR GREATEST VALUE:

# THE SOCIAL RESPONSIBILITY

THE WELL-BEING AND LABOR SATISFACTION OF ALL ITS EMPLOYEES, THE FULFILLMENT OF THE ETHICAL AND MORAL PRINCIPLES WHICH GO BEYOND THE APPLICATION OF THE LAWS AND THE REGULATIONS, THE LOCAL AND GLOBAL DEVELOPMENT AND THE PROTECTION AND CONSERVATION OF THE ENVIRONMENT ARE IRREPLACEABLE FUNDAMENTALS IN DRUMMOND.



**HOW CAN A TRUE** entrepreneurial policy of social responsibility be structured and carried out? The options are not just a few since

each continent, each country and each company has a unique emphasis. Nevertheless, the objective lying behind each initiative is the same: be a good corporate citizen, after establishing the respon-

sibilities of each organization towards its stakeholders, from investors to employees, including as well as clients, suppliers and commercial partners. Also, companies' policies and projects are willing to be friendly with the environment.

All organizations, no matter if they are public or private, try to act in the most correct manner, so their stakeholders are better off with companies' actions. Most firms promote initiatives related with

their objective. Everything, of course, is valid and each emphasis does not mean the absence of a complete effort to obtain welfare and satisfaction of each employee, respect for every consumer and client, and progress for the region and the country.

In **DRUMMOND** the vision is integral and our corporate policies and conduct regulations are clear, precise, and transparent. As of the beginning of the operations of the company, guidelines were set



which have been zealously fulfilled and although it would be tedious and lengthy to make an inventory of the actions, it is important to mention some principles depicted in our policy of Entrepreneurial Social Responsibility.

To begin with, it is necessary to state that here we are a family with ethical and moral values, and where the respect for the persons is a fundamental principle. There is clarity in the internal dimensions of the human capital starting from the definition of labor competences, the qualification of the work, the abolition of discriminatory practices, the balance between work and family, the obsession for the industrial safety, the health promotion and the education, the right to the free association and the labor stability, among others.

The figures so ratify them. We ended the year 2008 with 3,863 direct employees.

**DRUMMOND** has the irreversible purpose of improving the social welfare of the workers' families. More than 63% of the employees have own housing and the coverage will continue expanding. Last year the allocated and disbursed resources reached COL\$11,947,504.546 and there are many applications under approval process.

### Training and welfare, pillars of the Social Responsibility

But it's not only that. The Human Resources Department has been proactive in the training and updating processes of the members of **DRUMMOND's** team through the design of courses and seminars on the handling of conflicts, team work, emotional intelligence, motivation, leadership, management, personal finances and administration indicators.

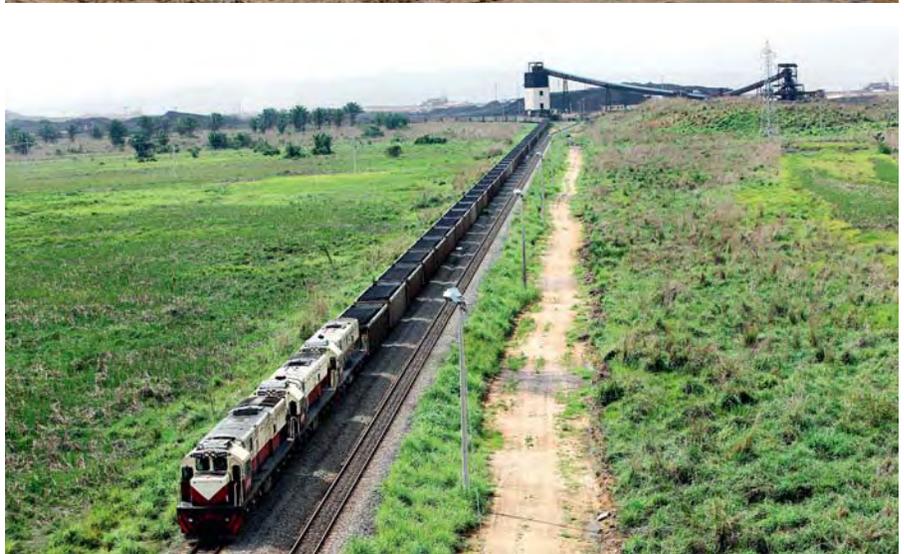
In other welfare areas, it is timely to recall that in the year 2008, 329 persons were promoted and advanced, 2,038,211 restaurant services were provided and 192,222 passengers on the routes that cover the port, Ciénaga, and Santa Marta were mobilized.

Also, during the same period, **DRUMMOND** had provided COL\$15,626'000,000 to its employees for housing credits.

The executives of the company consider that the well-being of its workers, their family milieu, the payment of some fair and timely salaries and the prize



More than 63% of the employees have own housing and the coverage will continue expanding.



to the merit, among other aspects, cannot be alien to the Entrepreneurial Social Responsibility.

Thus, **DRUMMOND Ltd.** has established a new social management program that will offer support to the municipalities in order to improve the life conditions of its inhabitants. This will be carried out through programs such as the one of environmental education, of community and institutional strengthening, and of information, which aims at generating confidence in the relations between the company and the communities.

These programs will be the base for a future integral program of corporate social responsibility that allows Drummond Ltd. to become into one of the most important actors in the development of the Departments of Cesar, Magdalena, and of Colombia.

The employment is one of the aspects which generate greater expectation inside the people, and it is considered in special manner as the social management program. Although Drummond Ltd. has some clear policies which favor the personnel from the region in equal conditions, it is set out to reinforce even more the qualification of the inhabitants by strengthening the alliance with the Colombian National Learning Service - SENA- to extend the student's spaces. To the date, more than 900 youngsters from El Cesar have joined the formation programs of the SENA, most of who already enjoy the benefits of being employees of this great company.

### **The Entrepreneurial Social Responsibility**

In Drummond, be a good neighbor implies workers' welfare, good and timely payments, and protection of the environment.

Environmental education programs, communitarian and institutional strengthening, and of relation between the population and the company, are relevant initiatives in our company.

Also, during the same period, Drummond had provided COL\$15,626'000,000 to its employees for housing credits.

In other welfare areas, it is timely to recall that in the year 2008, 329 persons were promoted and advanced, 2,038,211 restaurant services were provided and 192,222 passengers on the routes that cover the port, Ciénaga, and Santa Marta were mobilized.

### **The environment is not left behind**

There is an irrevocable objective and as important as the previous ones: the protection and conservation of the environment. Without it, the staff members state that there cannot be sustainable development. Without revegetation and appropriate handling of the served waters and solid residues, without nurseries, so that the community reforests, without education on the importance of the ecosystem, and without a full proof commitment of the importance of nature, every Entrepreneurial Social Responsibility policy would be incomplete.

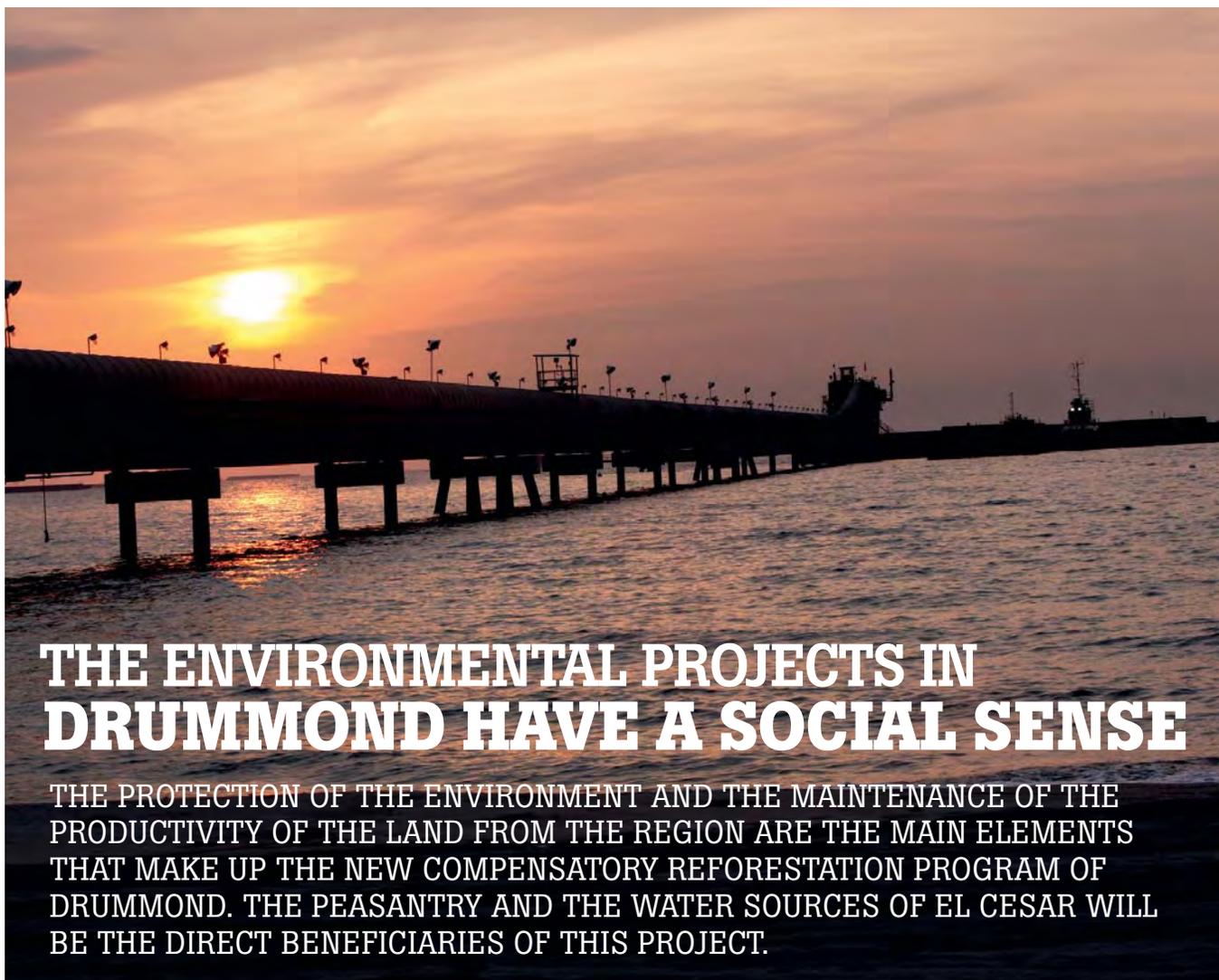
Other than the environmental handling measures proposed in the studies, the Ministry of the Environment has requested from Drummond Ltd. the implementation of some additional measures, which must be shared with the other mining companies from the area, aiming at contributing in this way to the improvement of the quality of life of the inhabitants of the region.

In this manner, Drummond Ltd. will participate in the resettlement process of communities such as Plan Bonito, El Hatillo and the land division of El Prado, and in the paving of the so called "Coal Road" which links the inhabitants of Boquerón, in the municipality of La Jagua de Ibirico, with the township of La Loma, in the municipality of El Paso.

Our program of Entrepreneurial Social Responsibility is a priority element and in which resources are not spared. Drummond is and will continue being a good neighbor. And in its Entrepreneurial Social Responsibility policy, what it looks for is to carry out and not to pretend.

Drummond Ltd. is convinced that through the correct application of all the actions proposed and approved by the Ministry of the Environment in the environmental license a promising future, for the Department of Cesar, for Colombia and especially for the population of the municipalities from the area of influence of the project, will be guaranteed. 





# THE ENVIRONMENTAL PROJECTS IN DRUMMOND HAVE A SOCIAL SENSE

THE PROTECTION OF THE ENVIRONMENT AND THE MAINTENANCE OF THE PRODUCTIVITY OF THE LAND FROM THE REGION ARE THE MAIN ELEMENTS THAT MAKE UP THE NEW COMPENSATORY REFORESTATION PROGRAM OF DRUMMOND. THE PEASANTRY AND THE WATER SOURCES OF EL CESAR WILL BE THE DIRECT BENEFICIARIES OF THIS PROJECT.



## THE RESPONSIBILITIES

imposed on by the environmental authority pursuant to the mining projects conducted by Drummond Ltd. must not necessarily be considered as an obligation. These are an opportunity in order to conduct activities with a deeply social nature which benefit sectors of the population from the area of influence of our mining projects.

The company is about to conduct, through its Environmental Department, a forest compensation project originated in the diversion of the San Antonio River. This project consists in the seeding of an area equivalent to the one which will be deforested with the progress towards the south of the Pribbenow Mine and which caused the diversion towards the south of the San Antonio River. This removal of

vegetation will be carried out in approximately one thousand hectares and the forest compensation will be carried out in a similar area.

The compensatory reforestation projects in Colombia have been developed in traditional manner buying land that could be purpose of such seeding to be subsequently conveyed to the municipality or

However, this method generated some problems which have not been duly resolved. One of them was the necessary displacement when carrying out the purchase of the land, where the former owners and the workers are being affected after the reforestation since their land, which was productive before, turn into environmental protection areas.

**In Colombia, the compensatory reforestation projects have not had the expected success due to the lack of resources and to the abandonment of the local and environmental authorities.**

to the local environmental authorities for their future protection. This was done after having elapsed a few years in which the success of the plantation carried out was guaranteed.

Another of the problems that came up was that of making sure that the local receiving entities, such as the mayor's offices or the regional autonomous corporations ended up abandoning the area due to lack

of resources without being able to guarantee the final assignment or the function that was appointed to the reforested area.

But a new way of conducting this type of forest compensations has begun to be implemented in the region, and it is not a very well known experience in the country. This new mode looks for the contrary to the traditional systems: that the owners or holders of the land in which the reforestation project would be conducted receive important benefits generating other than a greater stability to the persons and offering the possibility of returning to their land.

such as for example cocoa, avocado and fruit trees is being established.

Since those projects need some time to begin producing – between three and four years – it is necessary to look for the way so that the farmer has a motivation to stay working the land while the productive projects begin to generate him an income that allows maintaining his family.

That is why a monthly amount of money will be assigned as economical stimulus that is between one and three minimum monthly salaries in full force. During four years, the beneficiary farmers of the program

pointed farmer to the program but also for the region in general.

In exchange of the proposed benefits, the farmer must isolate part of his land located in the surroundings of the water sources, such as the riverbanks of a stream or of a river in its high and medium basins. The purpose is to protect this resource needed for the supply of the aqueducts of the communities which are benefitted downstream.

**The rivers and the farmers are the great benefitted ones**

This compensatory reforestation program will begin to be shortly implemented in the area of influence of the mine of La Loma, investing more of 7 billion Colombian pesos. In the mining project of Cerrolargo, there are more than one billion Colombian pesos already committed in a similar program which will be developed in the basin of the Sororia River.

In the near future, when the projects of El Descanso, Rincón Hondo and Similóa become operational, even more important resources will come to increase the benefits towards other areas of the mining area of the Department of Cesar.

**The farmers who join Drummond’s project will receive a salary between one and three monthly legal salaries, according to the area conveyed for environmental protection.**

**Environmental protection and productivity for El Cesar**

The compensatory reforestation project that has been decided to be conducted in the area has important components. Firstly, an area with productive cultivations

will receive that means of support, which will be calculated as of the area of land that they hand over to the program.

But the above benefits do not end. Here it is where the environmental protection begins to be seen, not only for the ap-



The projects of Cerrolargo, El Descanso, Rincón Hondo, and Similóa will join this program in the future.

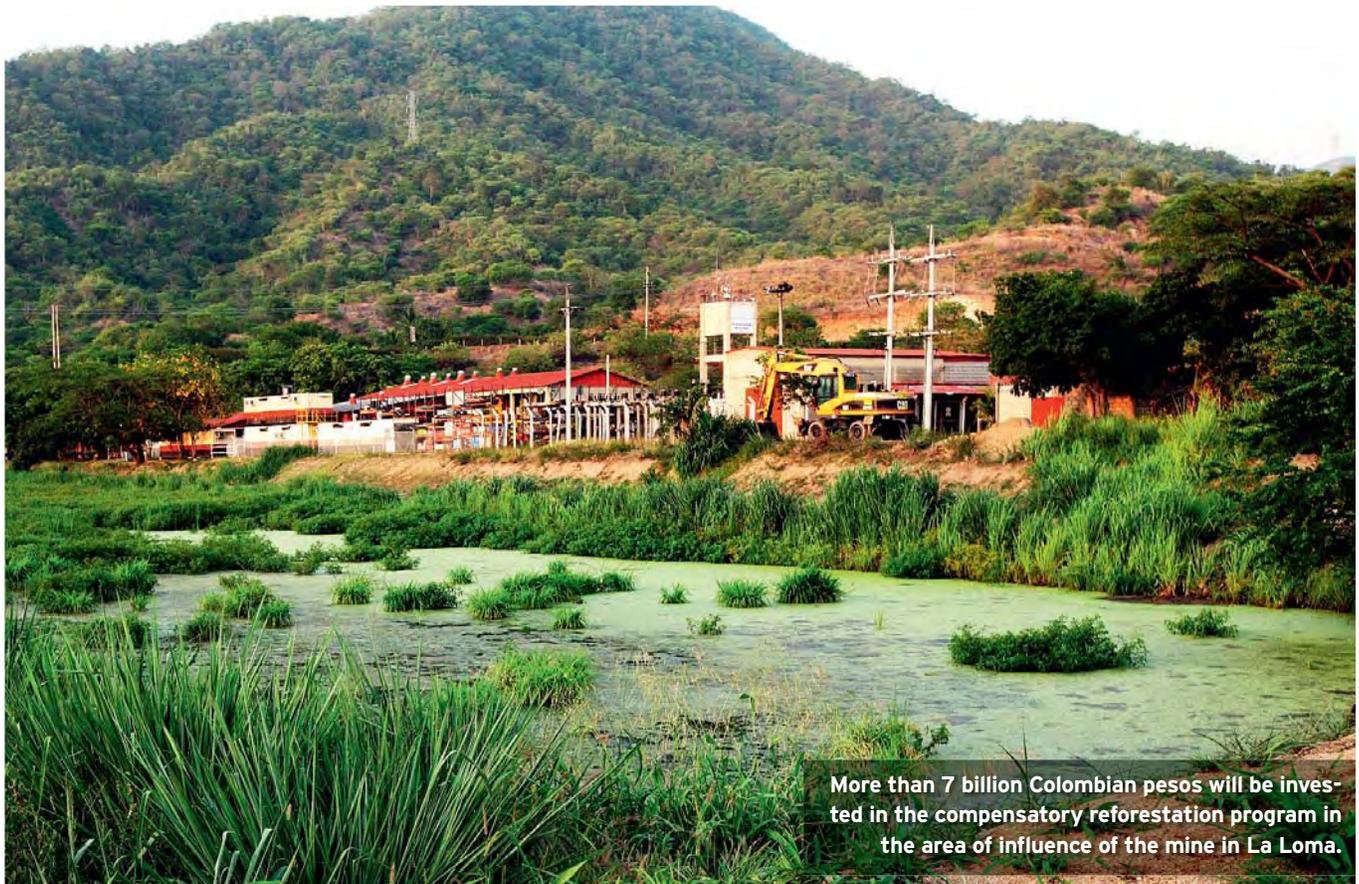
With this work scheme, which we hope will be very successful, most of our environmental and social goals will be achieved.

The high basins of the rivers will be protected, very important places since it is there where the water source is. Besides, it will be achieved that the farmer, once displaced by the violence, returns to his plots of land to cultivate and to care for them, generating income for him and his family.

In this manner, the water resource will be assured for the towns which need it, the fauna and flora in the region will be protected, and the farmer activity will be strengthened, among other benefits.

This is the way in which the company may contribute to the development of the region generating opportunities for the neighboring communities, emphasizing that fundamental policy that has always guided its activities, that of the good neighbor and implementing the real philosophy of the Entrepreneurial Social Responsibility.

This type of projects, originated as an obligation of environmental nature, are seen by Drummond as an excellent opportunity to generate benefits to its neighbors, which are the communities of the municipalities that received us several years ago.



More than 7 billion Colombian pesos will be invested in the compensatory reforestation program in the area of influence of the mine in La Loma.

# EXTENSION OF THE RAILWAY LINE, A VISION OF WHICH OF YOU ARE ALSO A PART OF

AWARE OF THE FACT THAT THE MOBILITY IS ONE OF THE MOTORS OF WORLD DEVELOPMENT, DRUMMOND LTD. TOGETHER WITH OTHER COAL COMPANIES OF THE PRIVATE SECTOR AND THE COLOMBIAN STATE, PROJECT AND BUILD THE FUTURE OF THE TRANSPORTATION OF CARGO ON RAILS, OFFERING AN EXAMPLE OF VISION ORIENTED TO THE GENERAL BENEFIT.



**T**HE RAILROAD HAS BEEN, is and will continue being the engine of the development of the countries. History has proven that the transportation of passengers and cargo done by train has benefits at environmental and social level, thanks to the infrastructure works needed for its operation.

In 1995, **DRUMMOND Ltd.** ran its first train in Colombia on the national railway line from the mine in La Loma, Cesar, towards the port in Ciénaga, Magdalena. Such railway line has been operated and kept with a high standard of safety.

Nowadays, as part of the largest open pit mining project for Colombia and Latin America, **DRUMMOND Ltd.** has undertaken the opening of the new mine of El Descanso, which will be connected to the railroad with the incorporation of 24.5 kilometers of railway track, and in this way increasing the production and haulage from 24 to 60 million tons per year. Due to this increase and to the fact that the neighboring coal companies have also been incorporated to the haulage by train, the national railway line needs an increase in its capacity. This project

comes up as a commitment with the Ministry of Transportation - Instituto Nacional de Concesiones -INCO- with the purpose of making more flexible the haulage capacity and to increase it to 80 million tons per year, opening a range of advantages and benefits.

## **The environment, one of Drummond Ltd.'s allies**

Every infrastructure project necessarily has an environmental impact, and the great engineering challenge is that of mitigating it to the utmost, in such a way that neither the neighboring towns nor the environment are affected. With the performance of the second railway line, **DRUMMOND Ltd.** has assumed this challenge.

The mitigation of the noise from the engine of the locomotives, of the wheel - rail friction, and of the whistle, are essential aspects in the performance of the second line. In the first place, the operators work in coordination with the manufacturers of the locomotives in engineering Solutions. In order to mitigate the wheel - rail noise, investments are being done in the purchase of machinery for grinding and Trading of the rails, purchase of equipment for re-grading of

the wheels and speed controls. Last, the whistle is regulated with restrictions in its use according to that established by the Environmental Authority. Additionally, permanent control stations will be created all along the line to assess the noise emitted and to strictly control the fulfillment of the levels allowed by the environmental activities.

In regard to the atmospheric emissions of particulate matter or coal fine dust, by provision of the Ministry of the Environment, control stations have been installed all along the railway line which permanently measure the quality of the air. In the same way, the cargo levels of the gondolas have been limited to avoid that the turbulence of the wind generates emissions at the passing of the train.

In the specific case of **DRUMMOND Ltd.** the water consumption and the compacting process in the gondolas have been increased during the loading and unloading processes in order to favor the control of this measure. To this date, all the controls have been satisfactory. Last, Studies have been carried out which demonstrate that the vibrations produced by the passing of the trains outsider the railway corridor do not affect the buildings.



**Drummond also looks to mitigate to the utmost the environmental impact and to drive the development of the region.**



The environmental and social impact of this extension was carefully studied.

### The challenge is also social and economical

All along the railway line, a social problematic can be appreciated, which has its main focus on the invasions of families which have settled inside the railway corridor in the surroundings of the populated centers. With the construction of the second line, the challenge consists in relocating more than 700 families settled on the railway corridor, opening for them an opportunity to the acquisition of a decent home, with public services, in hygiene conditions, without the risk of accidents and improving the landscape.

On the other hand, there are more than 100 illegal crossings, which generate a high potential of accidents. Part of this problematic obeys to the lack of education or failing to recognize the citizen who uses the infrastructure at its convenience without knowing the rules and regulations stipulated for such purpose. Concerning this topic, the project of the second railway line will give a solution of legality at the intersection sites with

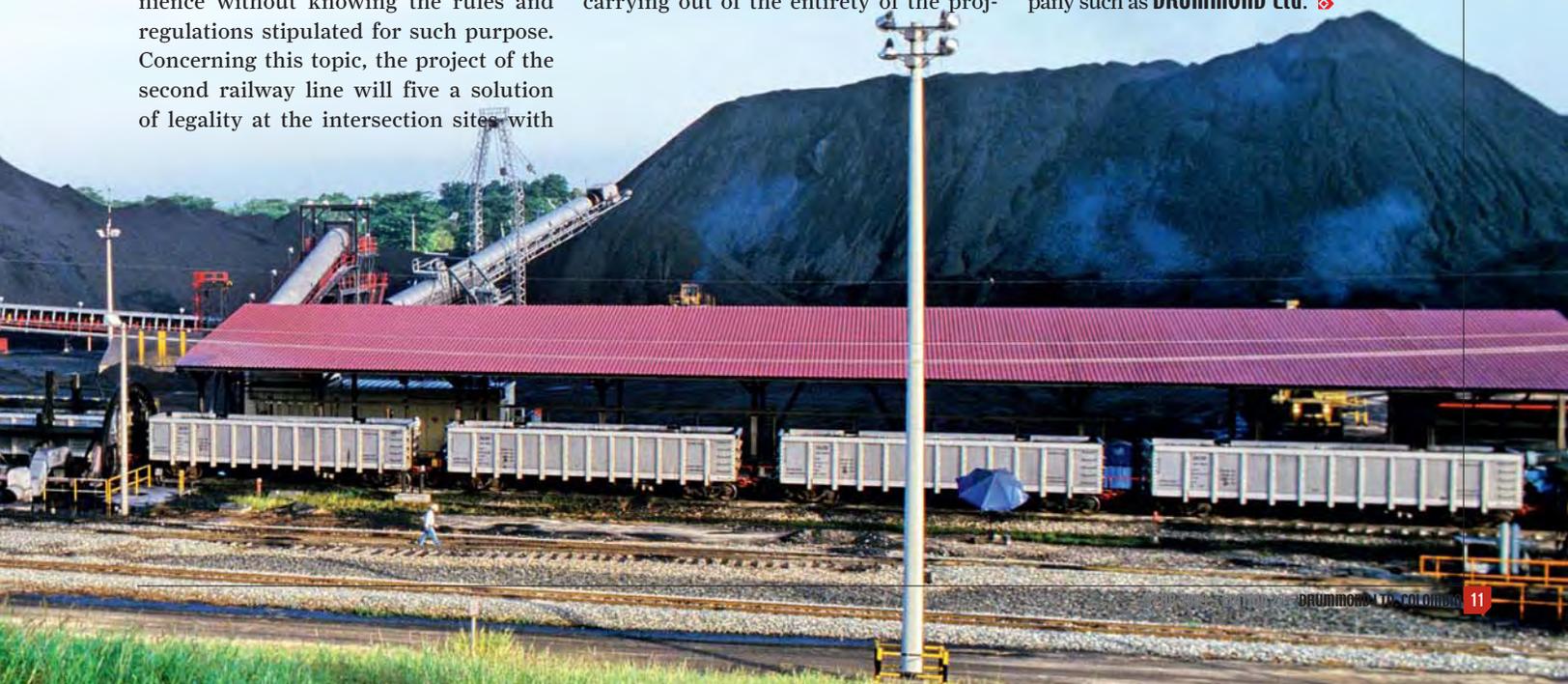
the main roads, building the necessary infrastructure and equipping them with the best technology for the automatic operation, mitigating in this manner the risk of accidents. Likewise, solutions of pedestrian mobility will be provided with the construction of bridges in populated centers, which will be socialized by means of educational campaigns in order to explain the appropriate use of this infrastructure.

As can be remarked, the project gives the opportunity to the towns, through its legally constituted authorities, of developing its planning programs for an appropriate urban growth. This is the reason through which the vision of the project involves all of us and we must be aware of it. But these are not the only benefits for the population.

In the short term, the labor for the carrying out of the entirety of the proj-

ect will be property of the region, with which opportunities of employment are generated and it contributes to the development of the economy of the families of the workers. This is a direct benefit during the construction of the project. On the other hand, the construction of the second line will increase in the long term the regional mobility with which a dynamic of growth will be driven in the towns all along the corridor, generating attraction in the trade and therefore a movement of the economy.

In conclusion, the moment has arrived of breaking schemes or paradigms. We have the challenge of transforming the historical statics in which the region has lived in, especially the towns which are settled all along the railway corridor. Our goal is to drive the development and the dynamics of the growth according to the vision of a company such as **DRUMMOND Ltd.** >





# SMALL ENTERPRISES ARE GROWING IN EL CESAR

THE WOMEN'S ASSOCIATION FOR THE HANDLING OF SOLID RESIDUES, CREATED IN THE TOWNSHIP OF LA LOMA, IS AN EXAMPLE OF COOPERATION BETWEEN DRUMMOND AND THE COMMUNITY OF EL CESAR.

**F**OR MORE THAN 10 years, **DRUMMOND Ltd.** has been present in the Department of Cesar making social investments in the municipalities located in the area of influence of its projects.

Hundreds of people have seen themselves benefitted from its management and they consider the company as an important factor, for example, in the generation of employment, in the delivery of resources to the municipalities by way of royalties, taxes and investment on infrastructure.

Among the different projects which have been implemented in the region on behalf of **DRUMMOND**, the promo-

tion of the entrepreneurial capacity of the community is highlighted.

This strategy is aimed towards generating economical progress as of the training of the population in activities with a strong potential in the area, advising and leading them along in offering the level of competitiveness that they need vis-à-vis other entrepreneurs of Colombia.

For it, the company has focused in creating business units with the community as of the reuse and recycling of residues of the nature of the mining exploitation such as rubber (industrial use), batteries (met-

allurgic processes) or wood (added value), among others. These are economical oppor-

tunities, where to what many consider waste is being transformed and added value is being given.

This creation of synergies around the coal business will not only revert to the company in lower costs -in case that these population groups offer services and provide goods to the company-, but instead it will achieve generating development as of the creation of employment opportunities for men and women who only need a support to carry out their productive enterprising activities.

**"We have plans of making handicrafts in wood and some cabinetmaking products", says Martha Ospina, president of the Association.**

## Women from La Loma create their own enterprise

An example of this cooperation between the company and the community is the Association of Women for the Handling of Solid Residues in the township of La Loma. This is a group made up in its majority by mothers in charge of the family, created in the year 2007 looking for an economical alternative for the family upkeep.

The 21 women who make part of the Association received 70 hours of training, between June and November, 2007, on behalf of the Colombian National Learning Service -SENA- for the handling of solid residues, thanks to the support of the municipal administration of El Paso and of the company.

**DRUMMOND** analyzed several options looking so that these women would put into practice these skills acquired and develop a stable economical activity. Thus, a program was designed with which the Association may obtain the wood waste produced in La Loma.

In this way, **DRUMMOND** began to donate to them as of July 30, 2008 the residues which are generated in that township, delivering until today some 70 tons of wood. On its behalf, the Association packs and sells that wood to other organizations of the region.

## Incubator of enterprises, a new social alternative

This Social Responsibility program merely begins. The plans which are forecasted in **DRUMMOND** for the year 2009 are centered in setting up an incubator of enterprises as of the case of the women from the Association.

The purpose is to organize it as a producing organization in the integral use of the wood, training its members in the preparation of wood elements, transformation of the material, creation of handicrafts and cabinetmaking.

The purpose is to strengthen the work of the women so that they can, other than packing and selling the residues from the mine, to transform the material and give it an added value, obtaining more resources and diversification of the activities of the company.

"We are happy. We already have our own headquarters and we are looking forward to receiving our training in the next few months. We have plans of mak-



Close to 70 tons of wood have been donated by Drummond to the Association of Women for the Handling of Solid Residues



The program of handling solid residues will be extended to the municipalities of El Paso, Chiriquaná and La Jagua de Ibirico.

ing handicrafts in wood and some cabinet-making products", says Martha Ospina, president of the Association.

**DRUMMOND** plans to extend the training to another type of residues which are generated in large amounts at the mine, also donating glass, cardboard and plastic. Besides, this education will reach other municipalities from the area of influence such as the municipalities of El Paso, Chiriquaná and La Jagua de Ibirico.

In this way a new challenge for **DRUMMOND** begins, that of harmonizing the forecasts of the coal exploitation with the expectations and requirements from the hundreds of citizens who live in our surrounding. And through the incubation of companies, this objective can be fulfillment way over. Thus, the company continues consolidating the path to reach that guide-horizon that we call Social Responsibility. ❖



# DRUMMOND BACKS UP THE EDUCATION OF THE YOUNGSTERS FROM EL CESAR

SINCE MANY YEARS AGO, DRUMMOND IS COMMITTED TO THE TRAINING OF LOCAL LABOR, OFFERING OPPORTUNITIES TO THE YOUNGSTERS FROM THE REGION TO BE EDUCATED IN ACTIVITIES INHERENT TO OUR OPERATION.

**I** IN DRUMMOND WE SAW that many youngsters wished to be trained, but they didn't have access to the companies in order to do their productive stages. This reality drove the company to carry out alliances that would allow changing this situation.

Taking into account the needs of the Department of El Cesar as to the quality education for the works related to mining, the companies from the mining sector agreed on to support the Covenant 422 of 2006 signed between the Provincial Government of El Cesar and the Colombian National Learning Service-SENA-, through positions in their

companies that allow the youngsters to put into practice the knowledge acquired during the formation courses.

**DRUMMOND**, as participant of this agreement, has become the most important partner for the success of the same. In the Bulldozer Operator program, the company sponsored the training classes during three months of 38 trainees.

Also it sponsored during five and half months the formation as Mining Truck Operators to 60 youngsters from the region and as Heavy Maintenance Technicians to 19 trainees.

Additional to the programs which make part of this agreement, the company organizes the SENA formation groups through closed offer in the Mining Truck and Bulldozer Operation. Likewise, it sponsors students so that they take specialized courses on Heavy Equipment Maintenance, Industrial Electronics, Industrial Electricity, Human Resources, Open Pit Mining, Waters Laboratory, among others.

In the performance of these last two programs **DRUMMOND** sponsored 118 youngsters from the Department of El Cesar during the year 2006, while 154 trainees made their practices at the Pribbenow Mine in 2007.

These projects go in agreement with the strategic guidelines of the company, which are focused on improving the quality of life of the community where its operations are being performed.





Journalistic and production team of Pribbenow Radio.

## PRIBBENOW RADIO

# THE PERFECT COMPANY!

THE PROGRAM 'TUNING IN WITH DRUMMOND' OFFERS TOPICS ON INDUSTRIAL SAFETY, ENTERTAINMENT, AND SHOW BUSINESS, SPORTS, JOKES, TOPICS OF THE DAY, VALUE OF THE WEEK AND MUSIC.



**THE PRODUCTION TEAM THAT DAY AND NIGHT** works at the Pribbenow Mine of **DRUMMOND** found the perfect company to do their job with more comfort. They are voices which encourage, songs which feed the soul, advice that makes them think about, and information that increases their level of culture while they work.

All these ingredients are given by Pribbenow Radio, an internal frequency which during 24 hours of the day, from Monday to Sunday, connects them with this project that began a year and a half ago and which has

a communicators team that is in charge of entertaining the men who have in their hands the great responsibility of exploiting the coal from one of the largest open pit mines of the world.

Pribbenow Radio is the ideal channel to establish a direct contact with the workers from the coal compound. For it, Margarita Saade Daza, a social communicator – journalist from the Universidad Autónoma del Caribe, who has in her hands the management of the project, is in charge of preparing a pleasant and complete programming that delights all its listeners.



By means of the competitions that Pribbenow Radio carries out, the workers receive prizes and acknowledgments.



“March 29, 2007 was our first day of live programming; however since the month of November, 2006, we began doing some tests and with a study that was advised by the Universidad Autónoma del Caribe, it was determined what type of music the workers wanted to listen to and what information they expected to listen to in Pribbenow”.

This was how the programming ‘menu’ was conceived which nowadays, after two years, has been a total success. With flag programs such as ‘Tuning in with DRUMMOND’, which is broadcasted from 12:30 at night until 4:30 in the morning, from Monday to Friday, a tighter bond has been established among the workers who at that time carry out their activities.

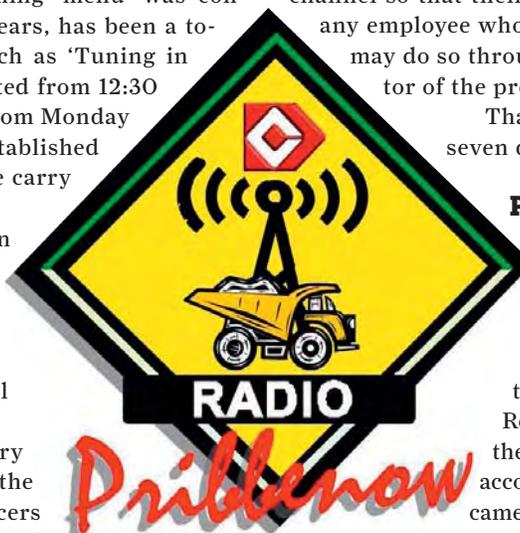
Pribbenow Radio, other than its director, has five professionals in communications: two journalists and three radio producers, who are in charge of complying with the objective of this project: industrial safety.

“With Pribbenow Radio, we try to entertain the people, achieve that the workers interact with the announcers by means of their radiotelephones, ask for songs, and listen to institutional, environmental, industrial safety messages. Well, it is the ideal channel so that the company’s campaigns multiply themselves and achieve the final mission,” explains Margarita Saade, who in the balance she makes on the time they have

been on the air, assures that the interaction with the workers has been achieved.

The acceptance of the Radio Station has been really positive, so much that many of the workers already make part of the programming and have become announcers. “We have composers among our workers, and they use this channel so that their artistic creations are known, in fact, any employee who has any skill and wants to express it, may do so through Pribbenow Radio”, says the Director of the project.

That is why the motto is: Working for you seven days a week!



PRIBBENOW RADIO LOGO

**PROGRAMMING FOR ALL**

Through the application of surveys among the workers, it was able to establish the musical and information tastes and based on it, the programming ‘menu’ was established. Among them are: Positive HR, from the Human Resources area; the Safety Magazine, from the Industrial Safety area; Health Friday, on account of the Medical Department; The sun came out at Pribbenow; Our History; Sports at one o’clock; Minstrels of the Vallenato, The hour of the new wave; Colombia how beautiful you are; The Charrito Vallenato; Intermediate Caribbean; The hour of merengue music; The hour of salsa music; Today is Sunday; Just the two of us at Pribbenow Radio; Music for lovers and From the studio. <img alt="diamond icon" data-bbox="655 925 668 935"/>



“TRAINING IS A KEY FACTOR TO MAKE PROGRESS”

# GIOVANY DE JESÚS LÓPEZ

BARGES OPERATOR

**I**S LOVE FOR SOCCER, THE UNCONDITIONAL love for his family and the desire to make progress each day, describe Giovanni de Jesús López, as a man who throughout the time that he has worked in **DRUMMOND**, he has become an example for his colleagues that the commitment and devotion for the work have its acknowledgment and reward.

Since he joined the company in 1998 as trainee from SENA, Giovanni has achieved having a rising and prominent performance. After this stage in which he received the sponsorship of the company, he was hired to be an operator of several tasks, position where he stayed until August, 2007 when he was promoted to barges operator.

He believes that this promotion arrived thanks to the training and the formation in his work, have been and will continue being an essential part within his labor objectives. “I was given this opportunity because I have always been concerned about learning in each of the positions that I have occupied. I hope to continue always training myself and in this way achiev-

ing to be promoted much more through the growth opportunities that **DRUMMOND** always has for its employees,” he says.

This man, born 37 years ago in Ciénaga, Magdalena, feels proud of the important experience that with effort and dedication he has accumulated during his years of work in the company. For him, this satisfaction is the same as the one that he feels for the family who are with him on a daily basis since his wife and his four year old son are the driving force that impel him to be better each time.

He considers that the most important contribution of **DRUMMOND** for Colombia is the generation of employment for the inhabitants of the regions where the company carries out its operations, areas in which it also offers the opportunity to many people of beginning their labor life through learning, acquiring experience and being promoted with the passing of time.

Giovanni has it clear that he will continue working very hard in this new stage of his labor life, which keeps him motivated and confident that through the steps he has taken, he will continue growing and building a safe path of learning and progress. 



# RAFAEL ORTIZ

## THE VALUE OF WORKING IN **DRUMMOND**

### ENVIRONMENT SUPERVISOR



**S IF IT WAS YESTERDAY, RAFAEL REMEMBERS** that in the time he was finishing his high school, to work in **DRUMMOND** was the dream of all the youngsters from the region of El Cesar, and he was not the exception.

However, his dream became true. The excellent academic performance during the secondary stage allowed him to be chosen as the best technical high school graduate from the mining municipalities and to belong to the sponsors program of **DRUMMOND**.

In this way, Rafael, who was born 32 years ago in la Jagua de Ibirico, joined the National Mining Center of Sogamoso, Boyacá, with the intention of graduating as Industrial Mining Technician. He points out that other than the opportunity of conducting a technical career, during this time he also received from the company benefits in health, housing and food.

When joining **DRUMMOND**, he worked as Environment Supervisor of the Mine in Valledupar, and then he went to occupy the same position but this time at the port in Santa Marta. For him, the personal formation that the company has offered him has been essen-

tial for his growth. “In **DRUMMOND** we have been formed so that we are persons with character, personality and commitment,” he states.

Among his professional ambitions is to continue studies related to the position that he is nowadays performing since he has it clear that he wants to study Administration of the Environment or something similar.

Rafael points out that the family atmosphere that exists in the company and the professional and personal value that the bosses from each area transmit to each employee, other than the guarantees that **DRUMMOND** gives them in order to achieve an excellent quality of life, both at their work places as well as in their homes.

Likewise, he considers that due to the cultural diversity that exists as a result from the variety of regions from where **DRUMMOND’s** employees come from, it is possible to know different lifestyles and points of view, which also guarantees the good labor relations with the other colleagues.

Rafael feels fortunate of belonging to a company in which, although one must work very hard, the reward is seen in all senses. “I am sure that in **DRUMMOND** we have guarantees that in other companies we will never find,” he emphasizes. 



# JAVIER MARTÍNEZ,

A MAN WHO KNOWS HOW TO TAKE ADVANTAGE OF THE OPPORTUNITIES

**S**ATISFIED WITH HIS PROFESSIONAL career in **DRUMMOND**, that's how Javier Martínez, mining engineer feels, born 40 years ago in la Jagua de Ibirico and who nowadays is leading the software which coordinates the logistics of the transportation system of the company from the offices in Valledupar.

He joined the company ten years ago. Initially he was line supervisor in the coal area and little by little, new opportunities began to unfold to continue making progress. "The mine was rapidly growing and it was necessary to manage the transportation system by means of a program. That is how five years ago I was invited to be the leader of this new project," explains Javier.

Although this change in position demanded being transferred from la Jagua de Ibirico to Valledupar, he grades this promotion as positive since it gave him the possibility of continuing to make progress in his professional career.

Javier is aware of the fact that he has a lot to thank **DRUMMOND** for. He states that the support from his bosses and from the company in general allowed him to finish his studies and graduate as a mining engineer three years in Valledupar, to which he adds the numerous opportunities that the company has offered him to grow at all levels. "I have had the possibility of getting to know much machinery that does

not exist in the region and of working with cutting edge technology. It is very big professional wealth, since this learning has made me competent and it has allowed me to have an enormous personal satisfaction," he states.

Although all the achievements attained are gratifying for Javier, his desire of continuing to grow inside the company do not stop. He knows that the company will continue making progress, so he needs to train and take advantage of all the spaces that the company offers to grow.

But his dedication is not only for his work but also for his family, since for him, his wife and his two daughters who are the core of his life and who have always given him the strength to move forward.

Likewise, he sees with good eyes the presence of **DRUMMOND** in Colombia since he believes that it benefits all the towns near its operation area and offers its inhabitants opportunities for making progress. In regard to his future, Javier has it clear that he will continue giving his best and will take advantage of all the opportunities in order to continue growing and being able to complement his present activity with field work. "I would like to go back, one day, to field work at the mine because I have felt that part of what I do in the offices need to be complemented with that. If one day, the opportunity comes up, I know that I will be ready to take it," he concludes. 

HIS COMPOSITIONS HAVE BEEN INTERPRETED BY THE FIGURES OF THE VALLENATO

# JEINER LÓPEZ

A GIFTED COMPOSER



**D**RUMMOND'S EMPLOYEES WERE SURPRISED when learning that Jeiner Eduardo López, their day's work colleague was the same author of successful songs interpreted by the famous Vallenato singers such as Diomedes Díaz, Jorge Oñate, Silvestre Dangond and Miguel Morales. Very few knew of the talent of this man born in Valledupar 34 years ago.

When Jeiner was young, he liked to recite poetry. Years later, being a teenager, he participated in festivals of folklore music of local customs and at that same time he began to write vallenatos.

He prefers to write his compositions at two or three in the morning, together with his guitar, tape recorder and a blank sheet of paper where he depicts his inspiration. Not even the tiredness of a normal day's work prevents him from doing it. "At that time, my mind is fresh, the ideas are clear and I am more creative," he states.

When the inspiration arrives during working hours, he writes it down on a piece of paper or in his mobile phone and when he gets home at night, he improves the idea. He has it very clear that he must not use his time at work on music so as to not harm his performance. However, he highlights the support offered by the company for expressing himself and he remembers enthusiastically the moment when he was invited to the radio station of the company. "I know that many of my colleagues identify me, but others didn't know that those songs that they sang or to went out partying were from one of their colleagues, so some said they wanted to know me, others called me," he says.

Jeiner dreams with making a reality a musical project in which his colleagues from **DRUMMOND** participate in, where there is much talent to be discovered. Also he wants to be a better composer of Vallenato music, because he is aware of the fact that this gender has a lot of force in Colombia and that is why he wants to take advantage of this moment to reach recognition, without continuing to work with discipline. "There are several work colleagues who play instruments such as bass, accordion, and piano, others sing and compose. I want to create a group of just workers, get some 12 songs of ours and go to a recording studio to make a complete production and distribute it through-out the company at national level," he explains.

During the nine years that he has been working for **DRUMMOND**, he has been able to achieve a professional career thanks to the opportunities offered by the company. That is how he went from Maintenance Supervisor to being Workshop Supervisor and nowadays he is Maintenance Planner at the Pribbenow Mine. "I have an enormous sense of belonging towards my company. When I joined **DRUMMOND**, I had no experience and at that time, the bosses gave me the possibility of working because they saw in me a young man from the region who was willing and had commitment with the job. I have taken advantage of my experience here to the utmost," he states.

Jeiner thinks that a company such as **DRUMMOND**, which has given him opportunities in all the aspects of his life, one has to like it and that is the message that he spreads among all his colleagues and even among the people from the region. 

RECEPTION IN HONOR OF THE EMPLOYEES FOR BEING

# 10 YEARS IN DRUMMOND

THE GUESTS OF HONOR ARRIVED AT THE SICARARE THE SANTAMAR HOTELS TOGETHER WITH THEIR FAMILIES TO SHARE THAT IMPORTANT MOMENT OF THEIR LIVES WITH THEM AND WITH THEIR WORK COLLEAGUES IN A SPECIAL LUNCH.



For Drummond it is important to highlight how essential are its employees in the day to day of the company since they constitute the driving force that allows exporting its energy to the world.



In Valledupar 49 persons were honored and at Port Drummond 39, who were accompanied by executives from the company and representatives from other areas of the company.



The guests of honor arrived to the ceremony with their family. Employees from different areas of the company, as maintenance, production, human resources and mining operations, also were in the celebration.



**JORGE PUENTE** was one of those honored. His words during the ceremony: "Good afternoon. It is a pleasure to share with you this very special day. In the year 1993, I had just left the Army when this prestigious company began the construction of the port and thank God, I began to work as security guard. God's word says that the blessings reach us where we go and in 1998 I began to work directly with the company. Thanks to God for the blessings that He gives us every day."



During the development of both celebrations, very emotional moments were lived on behalf of those honored, who expressed their gratitude, pride and great satisfaction for belonging to a company such as Drummond.



**CLAUDIA MARCELA RIVAS** thanked destiny for working in the company. That day she expressed in front of her colleagues: "For me it is an honor to find myself together with all of you sharing this tribute, which fills me with joy. Today, more than ever, I feel proud and at the same time grateful with destiny for making part of this great Drummond family, with which during 11 years I have been able to share the happy moments and overcoming the difficult moments. I thank the company who has offered us the opportunity of a professional education. It is my wish and I invite all of you to continue contributing the best of us for the growth of the company and in this way to have a promising future for our children and, at the same time, to contribute to the development of Colombia".



**ALFONSO DE LA ROSA MARQUEZ**, 11 years with Drummond, also thanked the company. "On behalf of my family and me, I greatly thank this recognition of which Drummond has given me for my 11 years of service in this prestigious company. I want to take this opportunity to thank all and each of my colleagues for having contributed to reach this objective. This day for me is doubly special since on this date I am celebrating my first 67 years of living on this planet. I can only thank you once again for this respect that you have had for this humble server. God bless you all. Thank you."



G.W. Norman giving the recognition to **JUAN DE DIOS CALDERÓN PEÑA**. "I don't know what my work colleagues will think of what I am going to say, but it is a truth of my life. Drummond is more significant for me than for all the other workers, starting with Gary Norman up to the shovel men who clean the vessels (...) because the entire workers look at Drummond from the financial point of view and that is true, because really life has changed us: our children can have a better education. But I look at it from the moral point of view, because here I stopped using drugs and that for me is worth more than all the money in the world. Drummond was like a rehabilitation center."

**THE PROTECTION OF THE ENVIRONMENT,  
THE RESTORATION OF THE SOIL, AND THE  
GOOD USE OF THE NATURAL RESOURCES  
ARE A PRIORITY FOR DRUMMOND.**



**DRUMMOND LTD.  
COLOMBIA**