



PHILIPPINE SOCIETY OF MECHANICAL ENGINEERS
INTEGRATED ASSOCIATION OF MECHANICAL ENGINEERS
PRC Accredited Integrated Professional Organization, Certificate No. AIPO-004

Circular Reference No. 2017-04



DATE : 24 January 2017

TO : The PSME General Membership

THRU : All Chapter Presidents and
Regional Vice Presidents:

Engr. RODESENDO V. MORENO, JR.	-	VP NCR
Engr. DIOSDADO F. FETALVERO	-	VP Luzon
Engr. JOEMARIE A. ARIB	-	VP Visayas
Engr. FELICIANO C. PERATER, JR.	-	VP Mindanao
Engr. MAMERTO O. JUANITE	-	VP Middle East
Dr. EDUARDO P. MALAGAPO	-	VP Foreign Affairs

FROM : The National President

SUBJECT : **PSME-Petron Value Card – Rewards and Benefits**

Dear Chapter Presidents,

“It’s not your salary that makes you rich, it’s your spending habits.” – Charles A. Jaffe

We would like to present to you one of the projects under the “Assistance to Members” agenda of PSME for 2017, the **PSME-Petron Value Card** or **PPVC**, a co-branding discount card project between PSME and Petron Corporation.

In an exclusive arrangement with PSME, Petron gave PSME members **more benefits** than the regular PVC that they are offering to the public. The exclusive arrangement will benefit the entire PSME organization - member, chapter and the National office. The PPVC will be personalized as it will have the name of the member and his chapter in the card.

The Petron Value Card is a flexible, fully customizable, high-technology RFID card that runs on a proprietary and fully secured electronic system platform. The PVCs are honored at over 2,000 participating Petron stations nationwide.



Exclusive Benefits to Members

For this particular arrangement, Petron will extend **special DISCOUNT** of approximately **PHP1.00/Liter on GASOLINE purchases** (Petron Blaze 100 Euro5, Petron XCS, Xtra Advance Gasoline) and **P0.50/Liter on DIESEL purchases** (Petron Turbo Diesel and DieselMax) **in the form of Rebate/Cash Back through points that are accumulated in the PVC**. The special discount will be valid until June 30, 2017, subject to extension, based on the following mechanics:

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Purchase Amount	Rebate/Cash Back	
	Gasoline	Diesel
P500-999	P10	P5
P1,000-1,999	P20	P10
P2,000-3,000	P40	P20

- Rebate will be on top of the regular point earning of 1 Point per P250 purchase at participating stations
- Transactions are subject to a per card limit of P3,000 per day, max. 2 transactions per day, and monthly cumulative fuel purchase of P25,000.

50% of rewards points earned using the PPVC will be credited to the member while the balance will be credited to PSME, which will be shared by the Chapter and National Office equally.

A member will be getting more rewards points than the regular PVC holder and at the same time contribute to his Chapter and National Office. Hence, the more the member use the PPVC in his fuel, oil and LPG requirement, the more points he earns and the more he contributes to the organization.

PSME-Petron Value Card Vs Ordinary PVC:

PSME Members' Benefits	PSME-Petron Value Card	Ordinary Petron Value Card														
1 Point for every P250 Fuel Purchase	Yes	Yes														
1 Point for every P100 Petron Gasul	Yes	Yes														
5 Points for every P100 Petron Engine Oils	Yes	Yes														
Bonus Point on Card Holder's Birthday	Yes	Yes														
FREE Towing & Roadside Assistance 24/7	Yes	Yes														
FREE Personal Accident Insurance worth P10,000 and P1,000 in Medical Reimbursement	Yes	Yes														
FREEBIES & Discounts at about 2,000 partner establishments	Yes	Yes														
Additional Rebates/Cash Back.	Yes															
<table border="1"> <thead> <tr> <th rowspan="2">Purchase Amount</th> <th colspan="2">Rebate/Cash Back</th> </tr> <tr> <th>Gasoline</th> <th>Diesel</th> </tr> </thead> <tbody> <tr> <td>P500-999</td> <td>P10</td> <td>P5</td> </tr> <tr> <td>P1,000-1,999</td> <td>P20</td> <td>P10</td> </tr> <tr> <td>P2,000-3,000</td> <td>P40</td> <td>P20</td> </tr> </tbody> </table>			Purchase Amount	Rebate/Cash Back		Gasoline	Diesel	P500-999	P10	P5	P1,000-1,999	P20	P10	P2,000-3,000	P40	P20
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P2,000-3,000	P40	P20														
Personalized. Card Holder's Name Printed in Card	Yes															
Chapter Name in the Value Card	Yes															
Card Holder will earn 50%, Chapter will earn 25% and PSME National will earn the remaining 25% of the rewards points	Yes															
FREEBIES & Discounts at PSME Chapter solicited Partner Establishments	Yes															

**Subject to applicable Terms and Conditions*

To know more about the program, attached is the Frequently Asked Questions (FAQs).

Benefits to Chapters

PSME National offers the following to the Chapter:

- 50% share in the reward points earned by PSME National for every purchase of Petron products made by the PPVC holder in any affiliated Petron establishment (Petron Service Stations, Car Care Centers, Gasul Outlets, Petron Shops, etc.).
- PPVC will be sold to the Chapter for P50 and we are suggesting for the chapter to sell the PPVC to their members for P100.00. Thus, the Chapter will earn P50.00 for every PPVC sold. The Chapter can also opt to sell the PPVC at higher price.
- PPVC can be sold to anyone by the Chapter.
- For every 20 PPVCs sold, the chapter will get free 2 PVCs, meaning 20 + 2 free.
- Free 3 PVCs for the first three (3) solicited local business establishments
- Free PPVC for Chapter Presidents

Procedure

1. Chapter to sell the PPVC to any of the following:

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- a. Chapter Members
 - b. Members relatives, employees, co-workers and friends
2. Chapter to send to PSME National the list of names, in Excel File, indicating whether the name is a member or not. The members of the Chapter will have their names in the PPVC and their Chapter below their name. For members, the list shall also indicate the mobile number and email address

Name List Example:

No.	Full Name	Chapter Member?	Mobile Number	E-mail address
1	Rogelio G. Reyes	Yes	0988-888-8888	roger.reyes@psme.org.ph
2	Juan R. Dela Cruz	No	0977-777-7777	juan@manilahost.com

The non-members shall have "blank" below their name –meaning only the name will be indicated in the PPVC. (Note. This will still be credited to the Chapter as the PPVC are controlled via the PPVC number.) All Chapters are advised to maintain record of their sold PPVCs for reconciliation purposes with the PSME National records.

Chapters must double check the spelling of all names that they will submit as the PSME National will no longer check the names list. In case of wrong spelling during the printing, any request for change of name will be treated as another sale and PPVC with different number will be given.

3. Once PSME National has submitted the list of names to Petron, request for change will not be entertained anymore.
4. Chapter will remit all PPVC payments to PSME Bank Account:

Bank: PS Bank

Account Name: Philippine Society of Mechanical Engineers National Office Inc

Bank Account Number: 038-102-001-31-6

5. Chapter to send to PSME National the proof of payment or scanned copy of deposit slip for PPVC payment by email to national@psme.org.ph
6. PSME National will only process PPVCs that are fully paid.
7. Once the PPVCs are printed by Petron, PSME National office will arrange delivery directly to the Chapter, provided that all payments for the cards have been received. Please note that the entire batch of the requested PPVCs may not be delivered should there be unpaid PPVC in the batch.
8. National Office will record the PPVC numbers and credit them to the Chapter.
9. Upon receipt of the PPVCs, the Chapters will record the PPVCs' numbers then distribute to owners as soon as possible.
10. Advise all PPVC cardholders/buyers to activate their PPVC by registering in Petron by texting the following:

Type: REG<space> 16-digit PPVC No.<space>
FirstName/MI/LastName<space>Bday(MM/DD/YYYY)

Ex: REG 7828XXXXXXXXXXXXX
John/S/Cruz 8/15/1984

SEND to 0917-567-1111

11. Download the Petron Value Card Mobile App in Google Play or Apple App Store.

Promotion and MOA with Local Partner Establishments

All Chapters are enjoined to

- Create a PPVC Committee and have them report monthly for progress.
- Sell at least 200 PPVCs per month
- Prioritize selling to Mechanical Engineers as they will be interested to join your Chapter later. This is also our main objective of having value card project, for MEs to benefit.
- Have at least ten (10) Local Partner Establishments. Ask local business establishments to join as partner by offering discounts or freebies to PPVC holders. Partner Establishments are: hotels, grocery stores, pharmacies, restaurants, medical clinics, dentists, barber shops or parlors, taxis, ferries, travel agencies, boutiques, spa, laundry shops, hospitals, etc.

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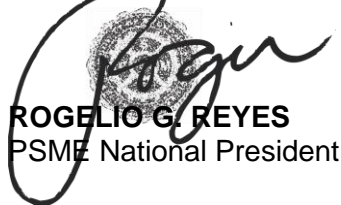
- Have local partner establishments post the PPVC logo in their premises. You can print the logo in sticker, size A6 or half-size bond paper and post in establishment door or counter. Post it yourselves else it will not be posted by the establishment.

PSME-Petron Value Card “Accepted Here” Logo:



For further inquiries, please contact the PSME National Secretariat or e-mail membership@psme.org.ph.

Sincerely yours,



ROGELIO G. REYES
PSME National President

Attachments:

1. PPVC Partner Establishment Agreement Form
2. Frequently Asked Questions (FAQ)
3. PPVC Accepted Here Logo
4. Towing Assistance T&C
5. Personal Accident Insurance Coverage T&C

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