

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 11, RY 2022-2023 | 2,365th Meeting (since 1969) | October 6, 2022

Thursday Lunch Meeting with Guest Speaker MR. RICKY ISLA September 29, 2022



Today's Guest Speaker:


MR. LIAM CAPATI
HEAD OF MEDIA
META

New RCMW website www.rcmakatiwest.ph

[www.fb.com/RCMWD3830](https://www.facebook.com/RCMWD3830)

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Vol. 11, RV 2022-2023 | 2:30PM Meeting (since 1969) | October 6, 2022

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 with Guest Speaker
 MR. RICKY ISLA
 September 29, 2022**



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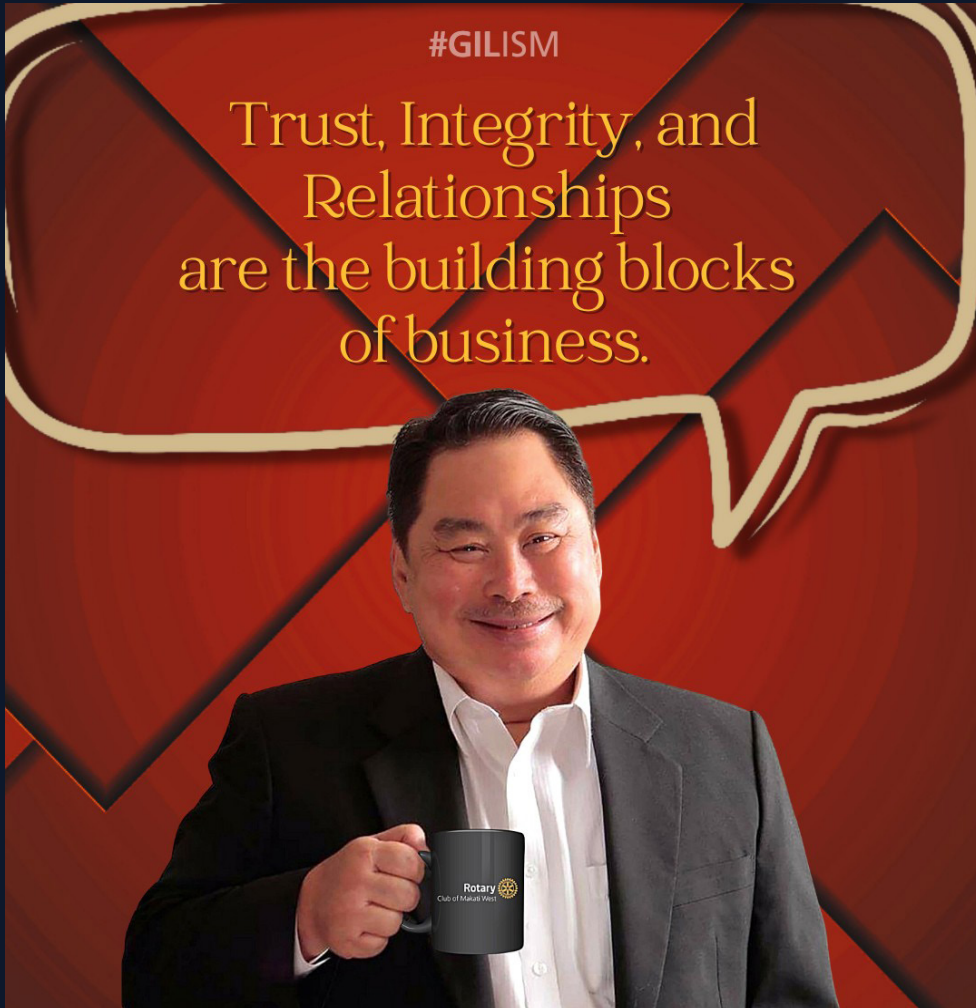
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GILISM FOR THE WEEK

#GILISM

Trust, Integrity, and Relationships
 are the building blocks
 of business.





MONTHLY ACTIVITIES



Lunch Meeting

Mr. Liam Capati
Head of Media
Meta

Indonesia, Malaysia, Philippines,
and Vietnam

Date: October 6, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Dr. Beverly Lorraine C. Ho
OIC-Undersecretary
Public Health Services Team
Department of Health

Date: October 13, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

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JOIN US! FIRESIDE CHAT

*"Press Freedom - Trends and
Challenges of Global Media"*

MR. JØRGEN EJBØL
Chairman
Jyllands-Posten Foundation
Jyllands-Posten Holding



Spaces World Plaza, BGC
October 14, 2022 Friday
6:00pm - 8:00pm

Fireside Chat

Mr. Jørgen Ejbøl
Chairman
Jyllands-Posten Foundation
Jyllands-Posten Holding

Date: October 14, 2022/ Friday
Venue: **Spaces World Plaza, BGC**
Time: 6pm to 8pm



1st Leg Governor's Cup - End Polio Golf Tournament & Fellowship

Rotary Year 2022 - 2023
Dr. Mildred V. Vitangcol
Governor, District 3830

Venue:
Summit Point Golf Club, Lipa City, Batangas

Date:
October 21, 2022, Friday

Tee Off:
8:15AM - Shotgun

TOURNAMENT FEE: 4,000php*
*Inclusive of Green Fee, Mulligan, Shared golf cart,
Light breakfast, Lunch, Raffle & Giveaway

1st leg Governor's Cup - End Polio Golf Tournament & Fellowship R.Y.2022-2023

Date: October 21, 2022/ Friday
Venue: **Summit Point Golf Club, Lipa City, Batangas**
Tee Off: 8:15am - Shotgun



Lunch Meeting

Ms. Fiona Sandoval, MA, RPsy
Child Psychologist
Playtherapist

Date: November 3, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

12:15 PM Call to Order
PRESIDENT GIL G. CHUA

Invocation
RTN. LEMARC LIMOSNERO

Philippine National Anthem (video)

12:30PM RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the Presidential table;

Committee announcements

12:45 PM President's Time
PRESIDENT GIL G. CHUA

Introduction of Guest Speaker
RTN. JUDD BALAYAN

1:30 PM Speech
MR. LIAM CAPATI
Head of Media
Meta

Moderator
RTN. PATRICK DIONISIO

THIS WEEK'S CELEBRANTS



October 3
RTN. TIM JIMENEZ
Birthday



October 4
RTN. SED HODGENS
Birthday



October 6
RTN. LUIS ARCANGEL
Birthday



October 6
RTN. CHITO SANTIAGO
Birthday



October 8
SPS. TRINA REYES
Birthday



October 5
RTN. ALEX RECTO & SPS. MARYASIA
Wedding Anniversary



October 7
RTN. JUN LAGMAN & SPS. ELMA
Wedding Anniversary



GUEST SPEAKER LIAM CAPATI HEAD OF MEDIA, META

Liam is the Head of Media for Meta where he leads our agency team operations responsible for managing Meta's most valuable agency partnerships across Indonesia, Malaysia, Philippines, and Vietnam.

Prior to joining Meta in 2019, Liam has worked extensively with top local and global advertisers across industries including FMCG, Tech and Telco, Automotive, Banking, Airlines, Tourism, and Energy, helping them navigate the constantly evolving media and consumer landscape and its transition to digital.

His past roles include Managing Director of Touch XDA (part of the DDB Group of Companies) and General Manager and Board Member of Starcom MediaVest Group Philippines.



PRESIDENT'S MESSAGE

Facebook

In 2004, Mark Zuckerberg launched Facebook, and this has changed the way people all over the world connect with each other.

With just a click or two, we can now access tons of multimedia content from different Facebook users, who are basically everyone with devices connected to the Internet.

In the Philippines, the impact of Facebook was immense! We suddenly realized how hungry we were with data pertaining to people we love, celebrities we idolize, and even businesses we want to get to know more.

It spurred a social media revolution, and we were never the same after that. It made everyone accessible even those at the ends of the earth. It gave us a platform to value relationships more.

The Philippines would then become known as the Social Media Capital of the world. And rightfully so, as it has topped the world ranking for time spent using social media six years



Facebook becomes Meta in October 2021

in a row. Filipinos spend an average of 4 hours and 15 minutes each day on social media based on the Digital 2022 report of social media management firm Hootsuite and creative agency We Are Social.

There were 92.05 million social media users in the Philippines in January 2022, equivalent to 82.4% of its total population of 111.8 million, although not all these are unique individuals as some have multiple accounts.

Meanwhile, Facebook had 83.85 million users in the Philippines in early 2022, which is equivalent to 75% of the population based on data published in Meta's advertising resources. This is equivalent to 110% of the local internet user base (regardless of age) of 76.01 million in January 2022, and 100% of eligible audience in the Philippines, or those aged 13 years and above.

Facebook becomes Meta

In October 2021, at Facebook's annual Connect conference, Zuckerberg introduced Meta as the company's rebranding initiative to bring together its apps and technologies under one new company brand.

Note that the world's top three social media apps or platforms - WhatsApp, Instagram and Facebook belong to Meta.

WhatsApp tops the global rankings, with 15.7% of global internet users choosing the messenger app as their favorite social platform. This is followed by Instagram with 14.8% of global internet users identifying Instagram as their favorite platform. A close third is Facebook with 14.5% of global internet users identifying the platform as their favorite.

Nonetheless, data published in Meta's Q3 2021 investor earnings announcement confirms that Facebook is still the world's most-used social media platform, with 2.91 billion users as of October 2021, the latest "official" figure at press time.

With these platforms and more, Meta is bringing the metaverse to life and helping people connect, find communities, and grow businesses. It is going to be a hybrid of today's online social experiences and the next evolution in a long line of social technologies.



Liam Capati, Meta's Head of Media for Indonesia, Malaysia, Philippines, and Vietnam



Meta's Head of Media, Liam Capati

In the Philippines, a former DDB Group Philippines executive, Liam Capati, is Meta's Head of Media where he leads the agency team operations responsible for managing Meta's most valuable agency partnerships across Indonesia, Malaysia, Philippines, and Vietnam.

Liam worked at DDB Group Philippines as managing director of our media agency, Touch XDA. Inside and outside DDB, he has worked extensively with top local and global advertisers across industries including FMCG, Tech and Telco, Automotive, Banking, Airlines, Tourism, and Energy, helping them navigate the constantly evolving media and consumer landscape and its transition to digital.

We are fortunate to have him in today's RCMW lunch meeting where he will talk about the "Evolution of Social Experiences and What Businesses Need to Build Today for Tomorrow."

Facebook, as you know, is a formidable tool in today's modern business. Make sure to listen and learn during Liam's talk and please ask him questions too.

Scholarships

First Lady Gigi Chua and Spouses Chary Mercado, Nikki Jimenez, and Sheila Carlos were at the University of Makati (UMAK) last Tuesday to interview qualified applicants for RCMW's scholarship program in partnership with the Rotary Club of Nagoya. Applicants reached a whopping total of 256 students, 26 of whom have been shortlisted for the interview.

A public university, UMAK's tuition fees are already subsidized by the City of Makati, but students still need additional financial assistance for other needs like buying books, project requirements, load for data, and food and transportation. Students who will get the scholarship will receive P2,000 monthly stipend to help them with these expenses.

The selection of the 10 scholars was a daunting task for the Rotary Spouses as all applicants are smart and excellent in their academics. They are also active in the community and the church. Please read FL Gigi's notes on these interviews in this issue's Project Updates section.

Good luck to all applicants! We shall sponsor more deserving scholars in the future.

Meanwhile, our flagship programs are continuing, and we also have events coming up. On October 21, please support our golf tournament and then on November 26, we will be having our 53rd Anniversary celebration.

Thank you, Men of Zest for your support in our activities.

That's all for me.

Maraming salamat po!

Gil G. Chua
President, RY 2022-2023
Rotary Club of Makati West



FORETHOUGHT

by: Craig Lonnee

CHAT DISSOLVES

We remain the texting capital of the world and last I looked; we retain the top spot as heaviest internet users. From a global perspective, we are also up there with Niger, Ecuador and Liberia as the most emotional countries.

In her book, *Mind Change: How digital technologies are leaving their mark on our brains* – Susan Greenfield, an English neuroscientist, expresses concern that internet usage may modify brain structures of young people.

She is worried how our neuronal networking may be affected by unprecedented bombardments of audiovisual stimuli; how gaming can shape a chemical landscape in the brain similar to that in gambling addicts; how high internet usage places a premium on information rather than on deep knowledge and understanding; and how excessive use of social networking sites limits the maturation of empathy and identity.

Susan Greenfield disputes the assumption that our technologies are harmless tools. She asks the fundamental question of whether the minds of people born before and after the advent of the internet, differ.

We've done an exemplary job protecting ourselves and our businesses from COVID-19 – a little, though not enough, in my view, setting behavioral boundaries surrounding our use of instant messaging (Viber, being our preferred method) and our addictive attachment to the internet.



I think lack of boundaries has always been with us. Now WFH and so-called hybrid operational models have illuminated the issue.

The pandemic has forced many organizational behavior changes – as a simple example, there's been a drive to change to paperless transactions. In this case, I ask myself, had it not been for the pandemic, I'd still be paying our condo water bill by cash.

I'm advocating modifying our boundaries and behaviors.

Technology continues running us, not the other way around. We're operating in the 'new normal', though in my opinion, we've not done enough to address our old ways, you know the ones we were content with prior to the pandemic.

There's always a cost and consequence surrounding consuming behaviours.

Take group chat.

Whilst reading this piece, you may be multi-tasking with your other mobile in hand. In my view, group chat is like being in an all-day meeting, with random participants, and no agenda.

Writing (longer form) solidifies, chat dissolves.

Substantial decisions start and end with an exchange of complete thoughts, not one-line-at-a-time jousts. If it is important, critical, or fundamental, write it up, don't chat it down.

As inspiration, rarely Facebook (who owns WhatsApp) uses instant messaging for work related communication. Their view, if it's important, write an e-mail. If you can't be bothered writing your thoughtful views down, don't bother posting your missives on chat.

Four thoughts surrounding technology.

1. Add digital trust to your operational scorecard.
2. Standby for the digital recreation and transmission of sensory information including touch, smell and taste.
3. Learn how to capture the time consumers save; consider ways to influence people in the 'dead zone' between store and home.
4. Forget big data. Strive for good data.

ABOUT CRAIG LONNIE

Lonnie is the Chief Development Officer at DDB Group Philippines, where he provides strategic and operational counsel to clients and DDB's senior leadership. He also leads The Bernbach School, DDB Group Philippines' exclusive learning hub.

He had worked for worldwide marketing communications network DDB for over two decades, gaining vast and varied experience across Asia and the Pacific. Over this time, he held local, regional, and global responsibilities, including co-chief operating officer of regional operations of DDB Asia and chief development officer across 23 offices in 14 countries.



THE WEEK IN REVIEW

September 29, 2022



Rtn. Robin Garcia as Moderator



Rtn. Terry Farris as Invocator



President Gil G. Chua during his President's Time



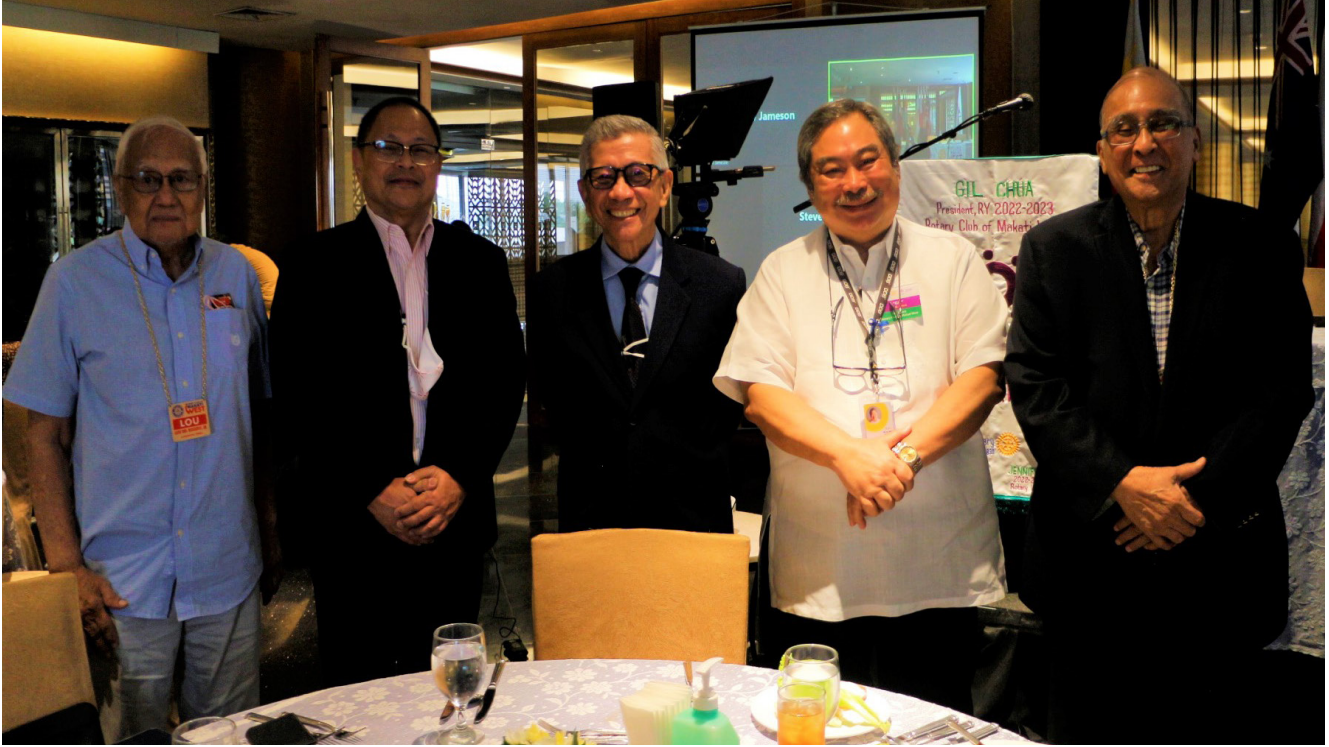
PP Bobby Lim Introduces the Guest Speaker



Mr. Ricky Isla during his talk



Mr. Ricky Isla receives a Gift of Life certificate from the club







First Lady Gigi Chua (rightmost) is joined by other Rotary Spouses Nikki Jimenez, Chary Mercado, and Sheila Carlos

256 applied. Only 10 will be chosen.

Rotary Club of Nagoya Airport, our sister club, gives ten students from the University of Makati (UMAK) P2,000 a month to help them with their various expenses. UMAK is a public university so the tuition fees of the students here are already subsidized by the City of Makati. Students though have other needs that require money like buying books, project requirements, load, baon, transportation money etc.

Spouses Chary Mercado, Nikki Jimenez, Sheila Carlos and I met for a day of interviews, listening to multiple life stories and deciding who is the “most deserving” among the candidates. It was a daunting task. From the 256 that applied, the Satellite Club members led by Kai and Jameson already pruned the list to 26 using their academic grades as the guide.

These kids are all super smart!

The 24 remaining interviewees were all excellent in their academics. Many had academic honors. Out of this batch, we will surely see some magna and suma cum laudes when they graduate.

We asked the candidates about their activities in the community, their leadership positions, their home circumstances. Many were involved in community and church activities.

These kids are resilient!

The candidates told us of their struggles with money. Their parents are mostly from the working class - a sorbetero, a jeep barker, a construction worker, unemployed because of the pandemic, etc. Some have blended families where relatives live together to make ends meet. Many have to do part time work to contribute to the family expenses. They work in Jollibee, do digital commissions, sell turrón, tutor, help their parents in the store, etc. I marvel at how the students see opportunities to earn and just grab them.



We also heard about broken dreams. One wanted to be a doctor, another a mathematician but settled for another course as there was no money to pursue their dream. None of them gave up! They just accept their limitations and continue to push on. It was hard to remember that the students were young, sometimes as young as 18. They were all forced to mature by life's hardships.

Coaching and recruitment session

Sheila and Chary saw many possible jobs for some of the applicants and got many of their phone numbers. Chary kept in mind the possible involvement the kids can have with Rotaract. They were all advised to join Rotaract even if they didnt get the scholarship.

One candidate was asked what she saw herself to be ten years from now. With tears in her eyes, she said she just lives for the present and does not dare to dream anymore. Spouse Shiela quickly caught her desperation and told her never to stop dreaming.

Our country's future

All the the applicants were surely deserving of the scholarship. The spouses wished we could choose them all as recipients! It broke our hearts to think that some of these brave kids will be turned down. We hope that this will make them more resilient and not break them. We all felt humbled by these young people who have achieved so much inspite of the odds. We thought of our children whose lives are charmed by comparison.

Seeing these bright and resilient kids, we all felt a renewed faith in the youth, the future of our beloved country.



Rotary Spouses interviewing scholarship applicants one at a time



Ken Feitan Santos Ramos
7 mos. old, male
Pulilan, Bulacan



Cyem Angela Moloboco Monteron
11 mos. old, female
Samar province



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023

De Los Santos Medical Center
(2) PDA Device Closure
September 28, 2022

De Los Santos Medical Center
(2) PDA Device Closure
October 5, 2022



Rica Bartolome Deguzman
18 years old, female
Nueva Ecija



Kyle Adrian Magno Odias
3 years old, male
Bataan province

OCTOBER IS

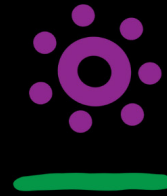


ECONOMIC AND COMMUNITY DEVELOPMENT MONTH

"To the world you may be one person; but to one person you may be the world."

Dr. Seuss

Rotary Club of Makati West



IMAGINE ROTARY

Missed out on past events? We've got them in archives you can access in just a few clicks.



Click to explore >



53rd INDUCTION & HANDOVER

Click to explore >

WEST SIDE STORY

Click to explore >

Project Photos

Click to explore >



Rotary

THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

ROTARY INTERNATIONAL

- I. Is it the **Truth**?
- II. Is it **FAIR** to all concerned?
- III. Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
- IV. Will it be **BENEFICIAL** to all concerned?

ROTARY CLUB OF MAKATI WEST

- I. Is it **RECOGNITION**?
- II. Is it **RETENTION**?
- III. Is it **RECRUITMENT**?
- IV. Is it **FUN**?





RY 2022-2023

Officers, Directors & Club Advisers

President	Gil Chua
Vice President	Jaime Bautista
Secretary/ PE	Juan Antonio Carlos
Treasurer	Gerardo Laperal
Director	Tristan Choa
Director	Leonardo Cuaresma, Jr.
Director	Paul Daza
Director	Epifanio Delos Santos
Director	Elmer Francisco
Director	Scott Moore
Director	Charles Bernard Reyes
Sgt.-At-Arms	Javier Berenguer-Testa
Ex-Officio Dir.	Franco Del Rosario
Club Adviser	PRID Guiller Tumangan
Club Adviser	PP Carmelino P. Alvendia, Jr.
Club Adviser	PP Dennis Decena
Club Adviser	PP Noel Laman
Club Adviser	PP Teodoro Limcaoco
Club Adviser	PP Amando Jesulito Jimenez
Club Adviser	PP Larry Ocampo
Club Adviser	PP Roque Tordesillas
Club Adviser	PP Antonio Tambunting III
Club Adviser	PP Enrico Angeles
Club Adviser	PP Ramon Guerrero
Club Adviser	PP Edgardo Balois
Club Adviser	PP Aurelio Paulo R. Bartolome
Club Adviser	PP Victor L. Vital
Club Adviser	PP Ruy Moreno
Club Adviser	PP Dave Caldwell
Club Adviser	PP Luis Del Rosario, Jr.
Club Adviser	PP Enrico B. Tensuan
Club Adviser	PP Alasdair Thomson

Honorary Members

Hon. Secretary Albert del Rosario and
Mr. Rob Raylman

THE WEST SIDE STORY STAFF

Secretariat: Shekinah Yarra
Jameson Manlangit
DDB Team: Maricar Manuzon-Angeles
Hiedy Enriquez



Thank you for
your continuous service.
[Click here to see the list of payees.](#)

Remain part of our cause by
sending your dues to:

ROTARY FOUNDATION
OF MAKATI WEST, INC.

ACCOUNT NO: 001680053572
BRANCH: PHILAM TOWER VALERO
BANK NAME: BANCO DE ORO

If you have paid but don't see your name on
the list of payees, please send proof of
deposit to the Secretariat:

jamesonrcmw@gmail.com
kai.rcmw2@gmail.com

Stay up to date with club happenings via

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