



SERVE TO CHANGE LIVES



*Increasing Our Capacity to Serve*



**Rotary**  
Club of Makati West

Vol. 13, RY 2021-2022 | 2,324th Meeting (since 1969) | Sept. 23, 2021

# WEST SIDE STORY

*Gift of Mobility beneficiary*

Rose G. Cagampang



**Today's Guest Speaker:**

Certified KonMari Consultant  
**MS. LEXI SCHULZE**

[www.fb.com/RCMWD3830](http://www.fb.com/RCMWD3830)



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### INSPIRATIONAL MESSAGE

2



“Success is not a Destination  
 Success is a Journey  
 The Key is not what you get in the End  
 But What you’ve become for having made the Journey”



#### Next Week's Guest Speaker:

Catch Mr. David Celdran, host and writer of “Executive Class”, He has travelled the world in search of the richest heritages, products and cultures. Invite your family and friends. Don't miss it!.



# MONTHLY ACTIVITIES



## Lunch Meeting

Featuring  
Mr. David Celdran  
News Anchor, ANC

Date: Sept. 30, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Mr. Rahul Hora  
President & CEO of AXA Philippines

Date: Oct. 7, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Ms. Karen Jones,  
Head of School, CISM

Date: Oct 14, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Sen. Cynthia Villar  
Senate of the Philippines

Date: Oct. 21, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Dr. Gerardo "Gap" Legaspi  
Director, PGH

Date: Oct. 28, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



# TODAY'S PROGRAM

**12:00 PM** Call to Order  
PRESIDENT FRANCO DEL ROSARIO

Invocation  
SPS. TERE DEL ROSARIO

Philippine National Anthem (video)

Introduction of Guest Speaker  
SPS. TETCHIE HAGEDORN

**12:10 PM** Speech  
MS. LEXI SCHULZE  
News Anchor, ANC  
Certified KonMari Consultant

Introduction of Visiting Rotarians and Guest;

RI & RCMW 4 way test  
DIR. RON CANG

**1:00 PM** Committee Announcements

Past President Time  
PP Ed Balois

Classification Talk  
RTN. LEMARC LIMOSNERO

**1:30 PM** President's Time  
PRESIDENT FRANCO DEL ROSARIO

RC Makati West Hymn  
RTN. RJ LEDESMA

Moderator  
SPS. FIDES TENSUAN

## THIS WEEK'S CELEBRANTS



September 26  
SPS. CAMILLE SAMSON  
Birthday



September 26  
PP JUN & LISA ALVENDIA  
Wedding Anniversary



September 28  
RTN. NORLY & SPS. LILY REYES-LAO  
Wedding Anniversary



## GUEST SPEAKER

# Lexi Schulze

News Anchor, ANC

## Certified KonMari Consultant

After having graduated from Macquarie University in New South Wales, Australia, with a degree in Media and Cultural Studies, Lexi Schulze came back to her home country, the Philippines, in 1998, to try all avenues of media on the lifestyle front—from being a newspaper columnist to radio jock, magazine editor to TV writer and producer—before finding a permanent home in the news channel ANC under ABS-CBN, one of the country's top broadcasting networks.

Apart from her Saturday news program called The Rundown and her various corporate hosting gigs, Lexi has found her pivot during the pandemic to broaden her scope of expertise. She is now officially a Certified KonMari Consultant, one of three recognized in the country. She helps her clients rediscover their life's joy through decluttering. According to tidying guru Mari Kondo: "A messy room equals a messy mind."



## PRESIDENT'S MESSAGE

### You Can't be Equally Good at Everything

"Only when the tide goes out that you discover who has been swimming naked."

– Warren Buffett

**C**ongratulations to companies that built up their capabilities prior to the pandemic. Those that didn't, are wishing they'd done what they'd said they'd do – digital transformation. They are still at sea, floundering, with market caps in freefall.

Alas! It is never too late. In these extraordinary times, it is timely that customers tend to be kinder, more considerate and cooperative as businesses are unable to excel in every facet of their operations. Faced with cash constraints coupled with rotating work schedules of staff, businesses are trying to find ways to be more creative to reduce costs.

My son gave me a book, "Uncommon Service," by

Frances Frei and Anne Morriss. A provocative statement intrigued me, "A great customer service organization must first decide to perform poorly in some areas." The concept of making tough decisions to perform poorly is revolutionary; and accepting poor performance is an antithesis and counterintuitive to many.

Companies that sustain service excellence are transforming their operating model by clarifying which attributes are most important to their target customers and thereon deciding

*"A great customer service organization must first decide to perform poorly in some areas."*



to become best in class in those areas. These companies understand that to sustain service greatness on what matters most, it is necessary to have the courage in two areas: (1) to consciously choose to be worst in class in the areas that don't matter as much to customers; and (2) to get paid for their exemplary service guided by wisdom in exactly how they want to go about getting paid.

During these difficult times, businesses will find relevant knowing what customers care about most is the key to successfully performing poorly in areas of low importance, and performing exceptionally in another area

*“Customer service depends on a service offering that is supported by a funding mechanism — how the costs of excellent service are covered.”*

of higher importance; in short, “bad in the service of good.” The reason is, “You can't be good at everything!”

Customer service depends on a service offering that is supported by a funding mechanism — how the costs of excellent service are covered. The authors explain the four ways of funding a premium service. One, get customers to pay extra for the service (such as paying for bulkhead seats in economy, advance seating, boarding priority).

Two, reduce costs in ways that improve service (check-in online, do the work of tagging our bags) – resulting in a minimum queue wait time while reducing airline ground staff.

Three, improve service in ways that also reduce costs (printing our boarding pass). Take Starbucks. To create operational efficiency, they had the courage to implement an ordering process and they have de facto trained customers to order in a very specific language.

Four, get customers to happily handle service

tasks. With the Delta variant going haywire, many customers consider safety to be most important. Hence, establishments are minimizing face-to-face interaction. In several restaurants we visited in Seattle, we entered our details on a touch screen, eliminating the need for a receptionist, and on our table was a QR code to view the menu; thereby reducing the number of wait staff.

Banks are likewise addressing the issue of safety and convenience. Although expensive, banks are compelled to offer digital banking. How can banks pay for digital banking? By saving significant money in another function such as offering low returns on customer deposits as interest rates are considered of low importance.

Pre-pandemic if you dined at the Yabu (tonkatsu) restaurant, customers may customize their katsu sauce by crushing the black and white sesame seeds themselves. This fun activity keeps customers occupied instead of getting impatient waiting for the order to be served; and crushing seeds would otherwise have had to be done by staff.

Our speaker next week is Dave Celdran, the host and writer of “Executive Class” and an editor-in-chief of ABS-CBN Publishing Inc. Dave has travelled the world in search of the richest heritages, products and cultures. Invite your family and friends. Don't miss it!

As always, let us live our RCMW theme this year: “increase our capacity to serve” with the 3R's: Recognize, Retain and Recruit!

FRANCO DEL ROSARIO  
President, RY 2021-2022  
Rotary Club of Makati West



**Full Name:** David R Caldwell

**We call you as:** Dave

**Relationship & Family:** Partner Carlo Sarion

**Education & Training:** BBA James Madison University, MBA University of Pittsburgh

**Day Job:** CEO of Devtac CRM Inc.

**Work Fulfillment:** Part owner of a Leyte based IT company that provides professional careers in the province.

**Work Challenges:** Finding and retaining top talent & Process improvement



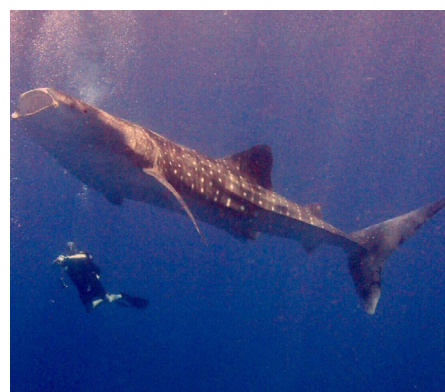
**Rotary Goals:** Grow our HIV awareness and prevention and GOL programs

**Rotary achievements:** Helped with GOL, cataract, prosthetic limbs, HIV awareness, deep wells.

**Weekend activities:** Scuba diving, travel, PH art collecting

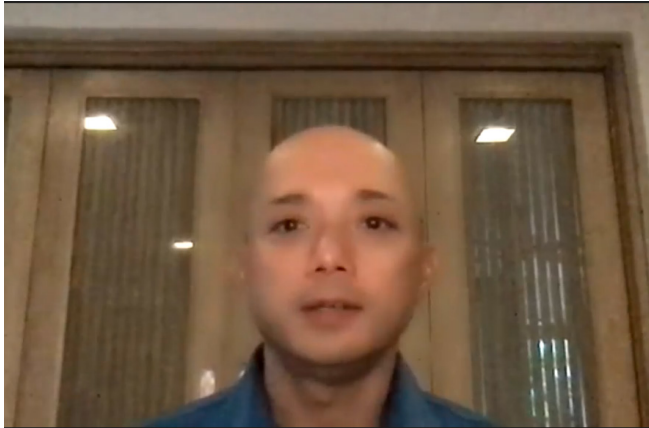
**Post- Covid getaways:** Plan to just plant myself back in the Philippines for awhile. Finally made it back after 18 months away in the US.

**G.O.A.T:** Being President of RCMW was pretty awesome! And I think the induction was a hit.





# THE WEEK IN REVIEW SEPTEMBER 16, 2021



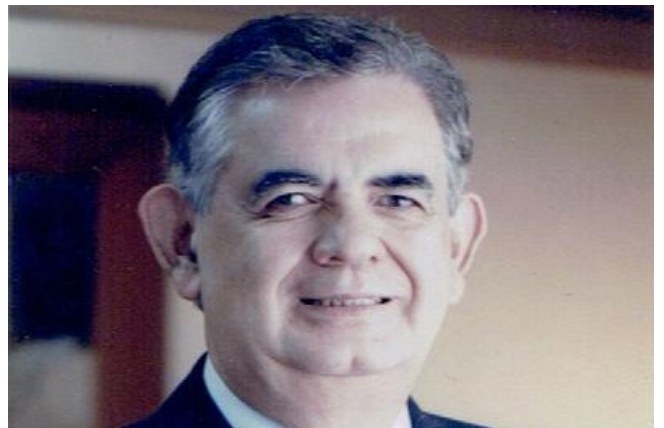
PP Junvee Vital acts as Moderator



Rtn. Jon Rocha acts as Invocator



President Franco del Rosario during his President's Time



Rtn. Nono Ibazeta Introduces the Guest Speaker



Mr. Rafael Jose Consing Jr. giving his talk



Mr. Rafael Jose Consing Jr. receives a Gift of Life certificate from the club



# Classification Talk

Rtn. Lemarc Limosnero

## LEMARC LIMOSNERO

- > Director, Supply Chain Management
- > Nexperia Philippines Inc.
- > Philips Ave. LISP 1, Cabuyao, Laguna 4025



B14 L43 Sierra Madre St. San Jose Village 3, Binan, Laguna 4024

+63917 5862045  
Lemarc.b.limosnero@nexperia.com

### WORK EXPERIENCE

- > Nexperia Philippines Inc. 2017 – Present
  - Director, Supply Chain Management
- > MOP Semiconductor Philippines Inc. 2006-2017
  - Director, Operations
- > Philips Semiconductor Philippines Inc. 2000 – 2006
  - Sr. Manager, Engineering
- > Psi Technologies Philippines, 1999-2000
  - Sr. Engineer, New Products
- > Fairchild Semiconductor Cebu
  - Engineer, 1995- 1999

### EDUCATION

- > University of San Carlos, Technological Center, 1994
  - BS Electronics Communications Engineering
- > Cebu City National Science High School, 1989
  - Secondary Education
- > Cebu State College, 1985
  - Primary Education

### PERSONAL INFORMATION

- Age : 49
- Date of Birth : May 26, 1972
- Height : 5'9 "
- Weight : 80 kg
- Hobbies : Photography
- Sports : Biking, Swimming
- Spouse : Sheila Marie Limosnero, MD
- Kids : Matthew, 17 ; Alexa, 16 ; Luke, 13

# Be a Guardian Angel Today

## GUARDIAN ANGEL PROGRAM

### FAQs? PREVIEW

**Q:** What is the RCMW Guardian Angel Program (GAP)?

**A:** GAP is a follow up program to the RCMW Gift of Life (GOL) Project to continue to monitor our GOL beneficiaries and their families after surgery.

**Q:** What are my responsibilities as a Guardian Angel?

**A:** With the GAP committee providing you with information and support, to monitor the general medical status of your ward and his parents in order to ensure that the child complies with the required post operation check up's and 2D Echo 6 months and one year after their surgery.

**Q:** Am I obligated to help my ward financially?

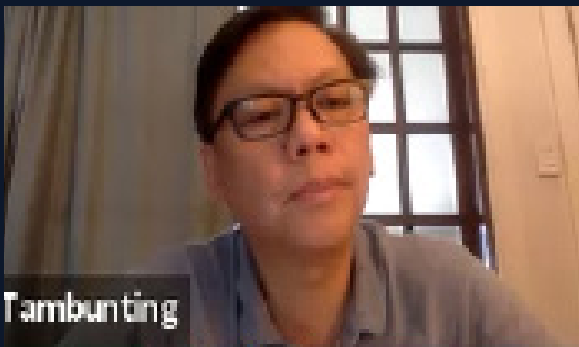
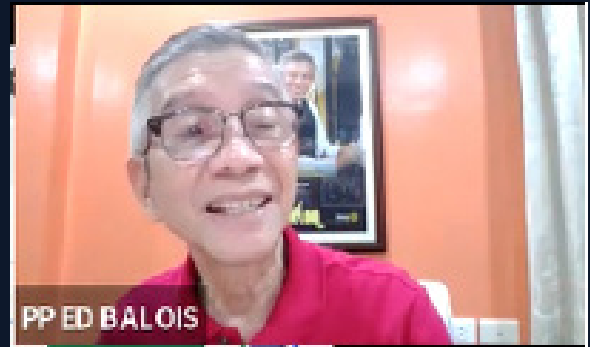
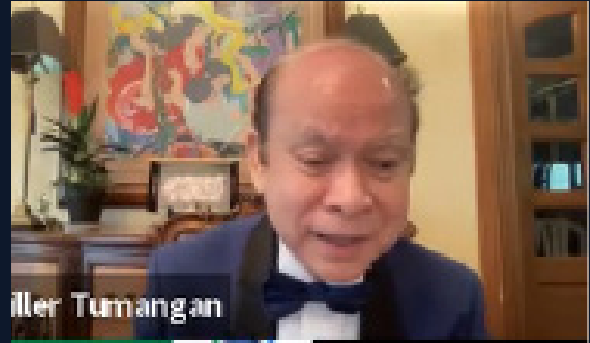
**A:** There is no obligation to provide any financial assistance to your ward.



[Learn More](#)

# Resigned Members Meeting

September 21, 2021



Resigned Members Since 1980

	Date Joined	Date Resigned	Company Affiliation	Classification	Spouse Name	Sponsor
394						
395						
396						
397						
398						
399						
400						
401						
402						
403				DEVTAC		Ronald Cang
404				Westemems Inc.		Junvee Vital
405						
406						
407						
408						



*"Men of Zest Cluster Golf Fellowship" @ Summit Point Golf Club,  
September 17, 2021*

*(In top photo) PP Bobby Lim, Rtn. Derrick Santos, PP Eric Angeles, PP Larry Ocampo,  
Rtn. Charlie Rufino, PP Eric Tensuan, Rtn. RJ Tabuena, Rtn. Rany Roño & PP Mon Guerrero*





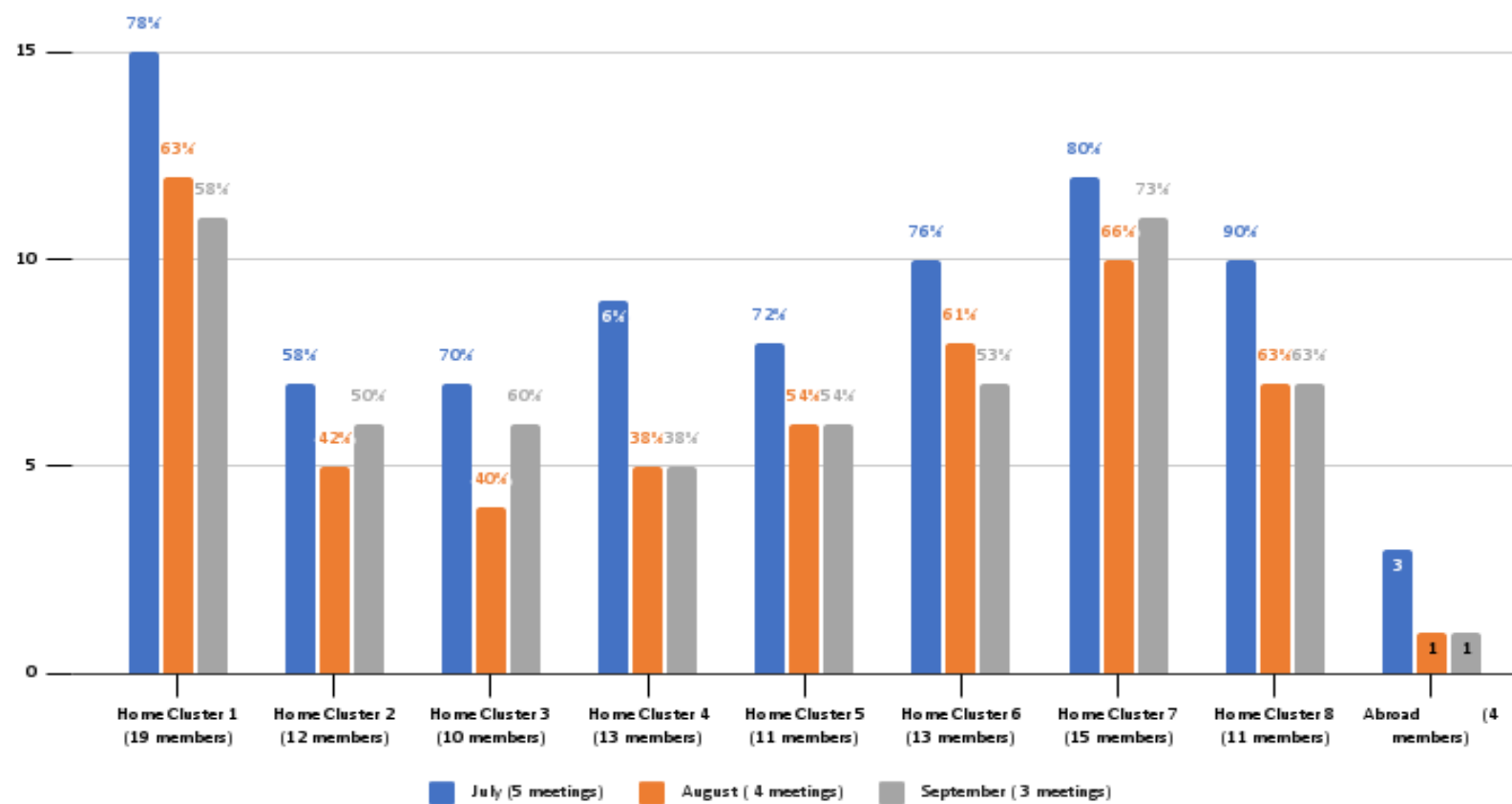
*President Franco with Rotary Anns during the RCMW Ladies Night*



*The ladies of RCMW fantastically groove in their 80's party costumes with the gorgeous Singing Sensation band on September 10, 2021*

# ATTENDANCE AT THE WEEKLY REGULAR MEETINGS

Average Monthly Attendance  
as a % for each Home Cluster





# THE RCMW WEBSITE IS NOW LOADING

SPECIAL THANKS TO

DIR. ZDENEK JANKOVSKY



"We are working on our new website with professional web designer, you can expect interesting updates in next few weeks ..."



# SOBER OCTOBER

I am inviting you all to enroll in the month of Sober October with me. This will be my third year doing this and it's a great reset from normal life. Whether you want to lose some weight, have more productive weekends, or just test your will power to see if you can make it, now is your chance. From my experience, I can tell you that you will have much better sleep and a much clearer mind towards the end of October

In order to stay committed, there is a buy in of PHP4000. As some of us may already have social commitments, it's okay to drink but there's a PHP4000 fine per day. I already plan to pay one fine. Proceeds of your sobriety will go towards the Gift of Life Foundation. It's only PHP50,000 for each surgery to save a life.

I want to stress, while it's great to raise money for charity, the objective here is to stay completely SOBER for the month of OCTOBER!

I hope to see as many cheap dates as possible come the beginning of November.

**"Join this group that have signed up!"**

- Rtn. Scott Moore

Rtn. Scott Moore  
 President Franco del Rosario  
 PP Mon Guerrero  
 Rtn. Terry Farris  
 PP Eric Angeles  
 Rtn. Lito Mercado  
 Rtn. Lemarc Limosnero





Received an award?  
Reached a milestone?  
Newborn grandchild?

Share the news with the secretariat, or contribute an article to the West Side Story newsletter. Lift others up and spread good vibes through good news!



Help us take better photos.

Better photos will help the club put its best face forward. If you have a *spare* quality camera-phone or a DSLR lying around, consider donating it to the foundation.



**Become a Paul Harris fellow.**

Every donation you make helps change lives.

Receive the prestigious, Limited edition Non-Fungible Token that exist in the Ethereum Blockchain Network for every P50,000 donated to the Rotary Foundation

# What does being a Rotarian mean to *you*?

SHARE YOUR THOUGHTS

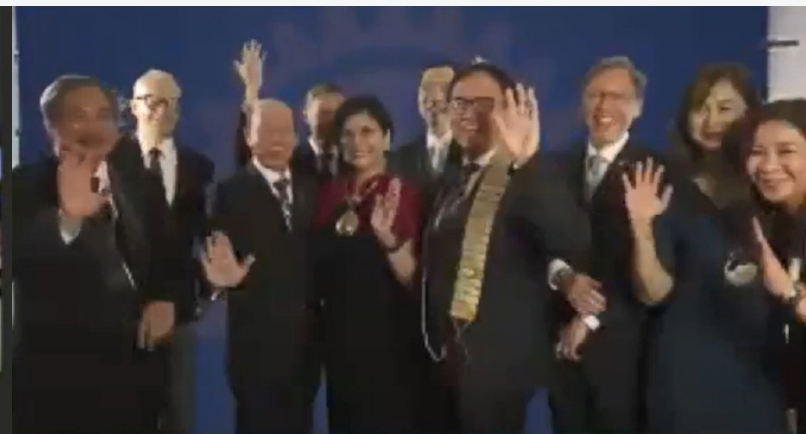
## Missed out on past events?

We've got them in archives you can access in just a few clicks.



PAST WEEKLY MEETINGS

[Click to explore >](#)



52<sup>ND</sup> INDUCTION & HANDOVER

[Click to explore >](#)

# WEST SIDE STORY

[Click to explore >](#)

# Fireside Chat

[Click to explore >](#)



Special thanks to GOL Chair Gerry Limcaoco for donating a total of PHP80,000 for the month of August 2021 to the Gift of Life. The amount was used to help fund 8 patients (*page 16*) for the PDA Device Closure in DLSCMC.



Special thanks to Dr. Timmy Tan for donating a PHP10,000 to the Gift of Life. The amount was used to help fund patient 1 year & 3 mos. old April Princess Mercado of 1 Mabini St., San Carlos City, Pangasinan to be schedule a PDA Device Closure in DLSCMC.



**Chelsea Reyn Perreras**

3 years old  
Hermosa, Bataan

&

**Ethan Jay Ebones**

3 years old  
Jose Panganiban, Camarines Norte

**Althea Dhenise Susa**

14 years old  
Roxas, Isabela

&

**Shiloh Metante**

5 years old  
Valencia City, Bukidnon



**Carl John Fontanilla**

18 years old  
Angeles City, Pampanga

&

**Samantha Coleen Austria**

1 year old  
Oriental, Mindoro

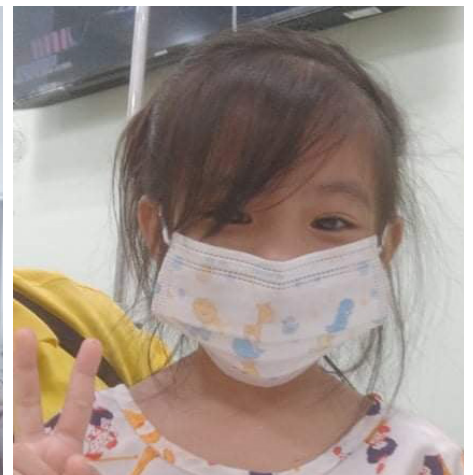
**Jea Amari Asegurado**

10 months old  
Gumaca, Quezon City

&

**Zhia Nicolyn Garcia**

4 years old  
Muzon, Taytay, Rizal





**ANNUAL FUND TOP THREE**

1. D3820 \$104,287
2. D3790 \$101,312
3. D3830 \$ 92,945

**ENDOWMENT TOP THREE**

1. D3830 \$30,000
2. D3800 \$ 2,000
3. D3860 \$ 1,500

**PER CAPITA TOP THREE**

1. D3790 \$38.65
2. D3850 \$36.31
3. D3830 \$31.21

**POLIO PLUS TOP THREE**

1. D3800 \$16,807
2. D3860 \$12,603
3. D3830 \$ 9,722

**TOTAL GIVING TOP THREE**

1. D3830 \$153,160
2. D3820 \$113,878
3. D3790 \$109,519



**TOTAL GIVING WORLDWIDE TOP 50 DISTRICTS**

34 D3830

**PER CAPITA WORLDWIDE TOP 50 DISTRICTS**

- 25 D3790
- 31 D3850
- 38 D3830

Our District 3830 is among the top three performing districts in terms of Annual Fund, Endowment fund, Per Capita, Total Giving, and End Polio for the month of August 2021.

At the Zone level, five of the ten districts topped the entire Zone 10. Congratulations to our Zone 10 top five districts, namely Districts 3830,3820,3790,3860 and 3810.



## TRF ZONE CONTRIBUTION SUMMARY

Top Five Districts By Zone  
JULY THROUGH AUGUST (2021-22)

Zone	District	Total Contributions	District Location
10	3830	153,213	PHILIPPINES
10	3820	113,942	PHILIPPINES
10	3790	109,576	PHILIPPINES
10	3860	78,389	PHILIPPINES
10	3810	64,453	PHILIPPINES



Hello Life-Changing Team, Rotarians, Rotaractors and Interactors,  
THIS IS IT!

To gather, together, come on let's have some fun

Here and now, it's time for celebration so let's make gatherings possible this September 25, 2021 with District Rotaract Interact Assembly at 9:00 in the morning!

The dream is here! Join us, be inspired, and experience the fun! This Rotary Year, DRIA will be held in Gather Town App where amazing booths and rooms full of surprises await you.

REGISTER NOW!!!

Per Participant

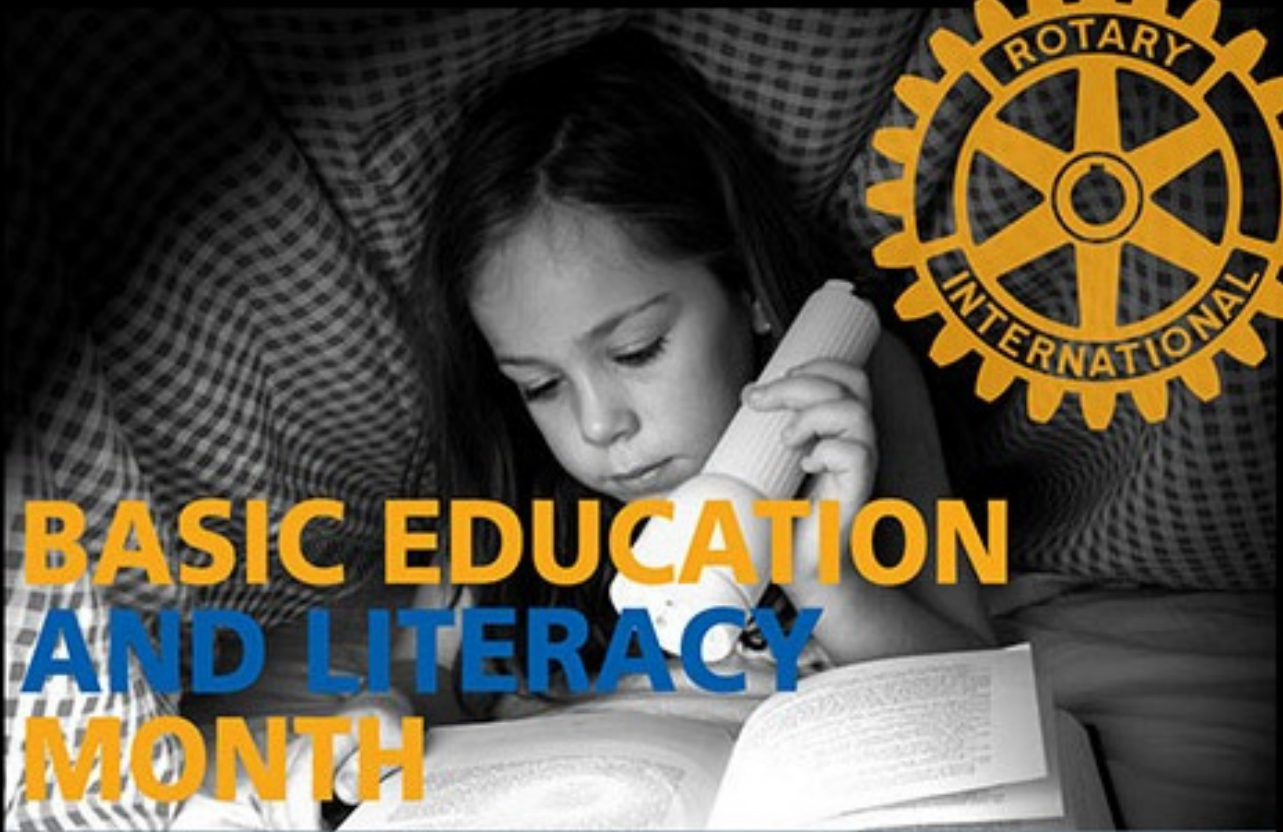
P250.00/pax

Be a PARTNER CLUB

PHP2,000 with free 10 Rotaractors/Interactors and 2 Rotarians.

[Click to Register](#)

SEPTEMBER IS



# BASIC EDUCATION AND LITERACY MONTH

"The more you read, the more things you will know. The more that you learn, the more places you'll go."

Dr. Seuss, "I Can Read With My Eyes Shut!"



[www.rotary.org](http://www.rotary.org)

September is Rotary International Basic Education and Literacy Month.

This theme has never been more relevant. In this pandemic, many children and parents have struggled to continue schooling with the necessary shift to online learning in place.

Not many Filipinos have good access to the internet, proper learning resources, or parents/ guardians who can keep up with the home-schooling setup. Unicef warns that the longer children stay out of school, the less likely they are to return.

As people of action, share your ideas on how we can further help (apart from our existing Guardian Angel Program), or start small in your respective homes and communities.





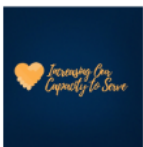
# THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

## 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**?





**Your one-stop hub for all your cash and payment-related transactions**

- REMITTANCE
- LOANS
- BILLS PAYMENT
- CASH-IN/CASH-OUT Services



## RY 2021-2022 Officers, Directors & Club Advisers

- |                 |                               |
|-----------------|-------------------------------|
| President       | Franco Del Rosario            |
| Vlce President  | Jaime Bautista                |
| Secretary/ PE   | Gil Chua                      |
| Treasurer       | Tristan Choa                  |
| Director        | Ronald Cang                   |
| Director        | Epifanio Delos Santos         |
| Director        | Leonardo Cuaresma, Jr.        |
| Director        | Elmer Francisco               |
| Director        | Zdenek Jankovsky              |
| Director        | Gerardo Laperal               |
| Director        | Lauro Leviste                 |
| Sgt.-At-Arms    | Juan Antonio Carlos           |
| Ex-Officio Dir. | Alasdair Thomson              |
| Club Adviser    | PRID Guiller Tumangan         |
| Club Adviser    | PDG Oscar De Venecia          |
| Club Adviser    | PP Carmelino P. Alvendia, Jr. |
| Club Adviser    | PP Enrico Angeles             |
| Club Adviser    | PP Edgardo Balois             |
| Club Adviser    | PP Aurelio Paulo R. Bartolome |
| Club Adviser    | PP Dennis Decena              |
| Club Adviser    | PP Luis Del Rosario, Jr.      |
| Club Adviser    | PP Ramon Guerrero             |
| Club Adviser    | PP Noel Laman                 |
| Club Adviser    | PP Teodoro Limcaoco           |
| Club Adviser    | PP Ruy Moreno                 |
| Club Adviser    | PP Larry Ocampo               |
| Club Adviser    | PP Antonio Tambunting III     |
| Club Adviser    | PP Enrico B. Tensuan          |
| Club Adviser    | PP Roque Tordesillas          |
| Club Adviser    | PP Victor L. Vital            |

### Honorary Members

Hon. Secretary Albert del Rosario,  
Mr. Rob Raylman and Dheeraj Wadhvani

### THE WEST SIDE STORY STAFF

Secretariat: Shekinah Yarra  
Royce Ann Ladan  
Jameson Manlangit



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:

roycercmw@gmail.com  
kai.rcmw2@gmail.com

Stay up to date with club happenings via

www.fb.com/RCMWD3830  
rcmakatiwest2020@gmail.com  
(63-2) 8753 3098

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V.A. Rufino cor. Valero St., Salcedo  
Village, Makati City, 1227