



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST Vol. 15, RY 2022-2023 | 2,369th Meeting (since 1969) | November 17, 2022

District 3830 The Rotary Foundation Recognition Night November 12, 2022 Dusit Thani





Today's Guest Speaker:
FIONA SANDOVAL. MA. RPSY

FIONA SANDOVAL, MA, RPSY CHILD PSYCHOLOGIST, PLAYTHERAPIST



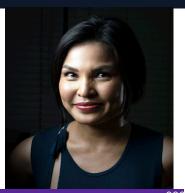
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GILISM FOR THE WEEK







Lunch Meeting

Ms. Fiona Sandoval, MA, RPsy Child Psychologist Playtherapist Date: November 17, 2022/ Thursday Venue: Chantara room, Mezzanine flr., Dusit Thani & Zoom Conference

Time: 12nn to 2pm



DEI TOWNHALL

Meet and Greet Luncheon
with RI President Jennifer Jones

November 24, 2022/ Thursday/ 9:00am-3:00pm Philippine International Convention Center (PICC), Pasay City



IMAGINE IMPACT TOUR PHUPPINS

IMAGINE IMPACT TOUR

Management Phuppins



Rotary Community Corps Showcase 2022 with RI President Jennifer Jones

November 26, 2022/ Saturday/ 8:00am-2:30pm Taguig City University General Santos Ave. Lower Bicutan Taguig City



December 10, 2022

5pm, Saturday

Rotary Club of Makati West
53rd Anniversary Celebration
RSVP NOW (ROTARY ANNS ARE INVITED)

with Guest of Honor RI President Jennifer Jones

November 26, 2022/Saturday/5:00pm Grand Sunset Pavilion, Sofitel Manila

SAVE THE DATE

RCMW CHRISTMAS PARTY 2022

December 10, 2022/ Saturday/ 5:00pm

Contact the Secretariat for more details



TODAY'S PROGRAM

12:35 PM Call to Order PRESIDENT GIL G. CHUA/ PE DAX CARLOS

12:40PM Invocation

Philippine National Anthem (video)

RC Makati West Hymn

Introduction of Visiting Rotarians and Guest; Introduction of Personalities at the Presidential table:

Committee announcements

1:05 PM

President's Time PRESIDENT-ELECT DAX CARLOS

Introduction of Guest Speaker RTN. JUDD BALAYAN

Speech Flona SANDOVAL, MA, RPSY CHILD PSYCHOLOGIST, PLAYTHERAPIST 1:20 PM

Moderator PP DENNIS DECENA

THIS WEEK'S CELEBRANTS



November 21 TREAS. GERRY LAPERAL



November 21 RTN. NORY REYES-LAO



November 22 DIR. TRISTAN CHOA Birthday













November 17 November 26
RTN. DINO DUMATOL & SPS. MITCH PP JUNVEE VITAL & SPS. JULIENNE

GUEST SPEAKER FIONA SANDOVAL, MA, RPSY CHILD PSYCHOLOGIST. PLAYTHERAPIST

Fiona is a licensed psychologist with 25 years of experience in therapy, research, and strategic planning. Her last corporate post in DDB as Executive Planning Director was to do brand planning for some of the top 500 companies in the Philippines.

She went full-time therapy work in 2018 where she did pioneering work with a team of psychologists to revise the anti-bullying law and establish the firstever Parenting Academy in the country.

With the growing reported cases of cyberbullying, domestic violence, depression, and suicide, she is currently busy conducting webinars, workshops, and one-on-one therapy for private schools and corporations. Her recent talks on Grandparenting in the Digital Age have cemented her status as one of the few psychologists who value the importance of grandparents in raising our Filipino youth.





PRESIDENT'S MESSAGE

'Rotary Community Corps'

The achievements of Rotary Clubs like Makati West are well documented and recognized. But our success would not be possible without other people and organizations who quietly work with us.

Among these silent workers are the Rotary Community Corps (RCC), an organization not made up of Rotarians but of simple folks who, like us, are just as committed to improving the quality of life in their communities.

They do this by partnering with their respective local Rotary clubs to help implement service projects. In so doing, they are able to tap into the Rotary's network and resources to help their communities, while at the same time expanding the Rotary's impact and reach.

There are now more than 11,000 RCCs in 105 countries. Imagine their impact worldwide. And we Filipinos should be proud because it is the late Mateo "MAT" Caparas, the



first and only Filipino to become Rotary International president, who introduced the RCC program in 1985.

In the Rotary Club of Makati West alone, we have seven RCCs: Barangay San Isidro, Gawad Kalinga – Makati West Village, Mother Club of Barangay Tejeros, Mother Club of Barangay Kasilawan, Mother Club of Makati West, Mother Club of Barangay Pio del Pilar, and Samahan ng mga Kababaihan sa Barangay Pinagkaisahan.

Their activities with our club include: participating in our hand wash facility project; representing us in the various RCC-District 3830 activities; helping the club identify beneficiaries for cataract surgery, artificial limbs, and patients with heart problems in their communities; and assisting in our mass wedding project.

They also do projects with us in partnership with Gawad Kalinga such as the Rapid Savings-Covid Initiative Project, and the Kabisigleta Project.

In our much-anticipated Rotary



The handwashing station is one of our club's projects where RCCs help



International President Jones's visit to the Philippines next week, also known as the Imagine Impact Tour Philippines, RCCs in the country will take the spotlight in one of the tour's main events dubbed the RCC Showcase to be held in Taguig City University.

The RCC Showcase is presented by the Rotary Village Corps Foundation and the 10 Rotary Districts in Zone 10A (Philippines). Take time to visit the RCC Showcase on November 26 and get to know these modern-day heroes.

Rotary Anns

And speaking of people who work with us in making the Rotary Club of Makati West successful, let's not forget to thank the Rotary Anns headed by FL Gigi Chua. They are not only our partners in life but our partners in Rotary as well.

They have helped in our scholarship program where they selected and even expanded the number of its beneficiaries.



They did an outreach activity too where their motherly instincts helped the kids of Kanlungan sa Er-ma feel loved while enjoying the trick-or-treat party the Rotary Anns prepared for them.

This Nov. 23, the Rotary Anns will also have a Christmas outreach party with the pediatric patients of Dr. Abi Tud of the Philippine Orthopedic Center. Please message Kai if u also want to help in this activity.

They also support our weekly meetings and come full force especially during Ladies' Day. They also hold gettogethers as their version of our fellowships.

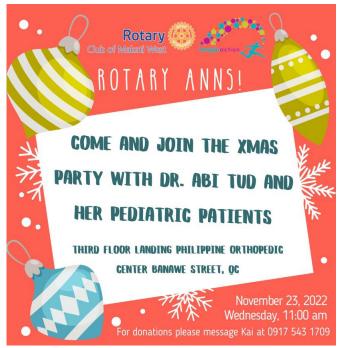
They have done quite a lot in the first five months of my term, and I can't wait to see what more they will do for the rest of this Rotary year.

Thank you, ladies, for being in this Rotary journey with us!

RI Pres. Jennifer Jones's Visit

Time flies so fast! We are down to one week till the arrival to the Philippines of the world's highest ranking Rotary official, Rotary International President Jennifer Jones.

Men of Zest, let us show our support by joining the DEI Townhall on the 24th and the RCC Showcase on the 26th. See posters for details on how to register. We have been sharing these here in



Rotary Anns' Christmas outreach party at the Philippine Orthopedic Center

our newsletter.

The Gift of Life team is also doing our own preparations for Pres. Jones's visit on the 25th in our GOL service project at the De Los Santos Medical Center. We're all set for that

Then of course, there's our 53rd Charter Anniversary gala dinner happening on the 26th.

What a hectic week the last week of November will be. But no worries. We can do this!

Please pray for the success of all our programs and events.

Maraming Salamat po!

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





FORETHOUGHT

by: Craig Lonnee

MARVEL

It was late 2010 - I found myself wandering around the bookshop adjacent to the Cathay Pacific lounge at Singapore airport. I was looking for an actual book to read on the flight home to Hong Kong, which is when I first discovered **Blue Ocean Strategy**.

I've been an active advocate ever since.

The authors - Chan Kim and Renee Mauborgne - had me from the opening pages.

I've been using their strategic framework over and over with the likes of the FIBA 2023 Basketball World Cup consortium (who subsequently, as you now know, won the hosting rights), and Maynilad Water.

Over many years, I've also taught Blue Ocean Strategy to hardened executives and curious under graduates.

https://www.blueoceanstrategy.com/red-ocean-vs-blue-ocean-strategy/

The case that gets the audience every time, young or seasoned, is **The Marvel Way: Restoring a Blue Ocean** which explains one of the greatest turnarounds in modern business history.



Founded in 1939, Marvel Comics initially struggled in a red ocean producing primarily meto knock-off comic books. In the early 1960's Marvel took a 'Blue Ocean' turn by focusing on non-customer college students.

Marvel invented characters that were people first and superheroes second: Spider-Man, The Hulk, Iron Man, the X-Men. The business thrived. By the 1980's value extractors took over Marvel, badly misaligning value, profit, and people.

In late 1996 Marvel filed for bankruptcy, a victim of 'Red Ocean' management practices.

New management purchased the business out of bankruptcy in 1998 but faced a daunting task: Marvel owed \$30 million in annual interest payments on a \$250 million loan, cash was so tight that they almost missed payroll, and movie rights for many of their best characters were licensed to others.

First managers stabilized the business then Marvel created a new type of Blue Ocean that went on to produce the most profitable movie franchise in history. Just over a decade after exiting bankruptcy a debt-free Marvel sold itself to Disney for \$4.2 billion.

In a world of myopic thinking and acting, long term strategy always trumps a loosely strung together series of tactics (which sadly passes as strategy these days).

For interest, here's a summary of Red Ocean versus Blue Ocean Strategy.

RED OCEAN STRATEGY	BLUE OCEAN STRATEGY
Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Exploit existing demand	Create and capture new demand
Make the value-cost trade-off	Break the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost	Align the whole system of a firm's activities in pursuit of differentiation and low cost

ABOUT CRAIG LONNEE

Lonnee 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.

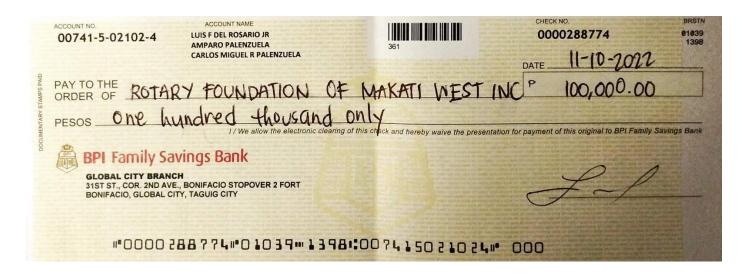
He had worked for worldwide marketing communications network DDB for over two decades, gaining vast and varied experience across Asia and the Pacific. Over this time, he held local, regional, and global responsibilities, including co-chief operating officer of regional operations of DDB Asia and chief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



Members Spotlight



PP Lou del Rosario commemorates the Gift of Life's 18th anniversary in RCMW by donating Php100,000 to the program on November 10, 2022. PP Lou introduced GOL in the Philippines through RCMW in 2004. It is now one of the Club's signature projects.







PP Lito Jimenez as Moderator



FL Gigi Chua as Invocator



President Gil G. Chua during his President's Time



Rtn. Tom Arasi Introduces the Guest Speaker



H.E. Charles John Brown during his talk



H.E. Charles John Brown receives a Gift of Life certificate from the club

















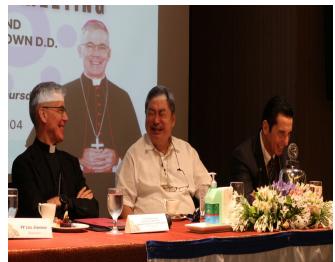




















GG#1868973 HIV (P.A.C.T.) Prevention, Awareness, Care & Treatment on November 10 & 11, 2022 at Technological University of the Philippines and Taguig City University with Tribal / DDB Group Philippines & The Red Whistle













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District 3830 The Rotary Foundation Recognition Night on November 12, 2022 at Grand Mayuree Ballroom, Dusit Thani Manila













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The Rotary Club of Makati West

President Gil Chua, the Board of Directors, and the Club Advisers led by PRID Guiller Tumangan

are requesting the honor of your presence at the Club's

53rd Anniversary Celebration

with Guest of Honor Rotary International President Jennifer Jones

Saturday / November 26th / 5:00 pm Grand Sunset Pavillon, Sofitel Manila

Dress Code

Black Tie & Long Gown

RSVP by November 15th

Kai Yarra Email:kai.rcmw2@gmail.com

Viber:+63 917 543 1709

Jameson Manlangit

Email:jamesonrcmw@gmail.com

Viber:+63 917 543 1704

Important: Must present antigen test at registration











- **(7)** /ROTARYCLUBPJ
- www.ROTARYPJ.com
- No. 121, Block A, Kelana Centre Point, SS7/19, 47301 Petaling Jaya, Selangor. Malaysia

Royal Patron DYMM Sultan of Selangor DYMM Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj

Board of Directors (2022/2023)

President Nicholas Chan Yee Soon HP: 013 - 941 9894 president@rotarypj.com

President Elect Rajiv Mathews George HP: 012 - 215 0792 pres-elect@rotarypj.com

Imm. Past President IPP Melisa Francis HP: 012 - 331 9620 ipp@rotarypj.com

Vice President Major Francis Ng HP: 012 - 405 2430 vp@rotarypj.com

Hon. Secretary
Datin Sivaneswari Pillay
HP: 016 - 220 5410
secretary@rotarypj.com

Hon. Treasurer Fan Ka Chun HP: 012 - 386 0738 treasurer@rotarypj.com

Club Administration Club Trainer PP Victor Lee Lap Kong HP: 012 - 403 5397 clubadmin@rotarypj.com

Community Service PP Goh Seng Chuan HP: 012 - 267 9727 service@rotarypj.com

The Rotary Foundation PAG Rianne Chin HP: 012 - 303 8126 rotaryfoundation@rotarypj.com

Youth Services Anusha Mariappan HP: 019 - 413 2270 youth@rotarypj.com

Public Image Rajiv Mathews George HP: 012 - 215 0792 publicity@rotarypj.com

Membership
PP Siti Haslindah Bt Sheikh Ismail
HP: 018 - 280 6007
membership@rotarypj.com

Sergeant-At-Arms PP Yung Seng Fook HP: 012 - 212 6239 saa@rotarypj.com 1st September 2022

PRESIDENT GIL G. CHUA ROTARY CLUB OF MAKATI WEST

Unit 1903 Cityland Herrera Tower, V.A. Rufino cor. Valero St., Salcedo Village, Makati City, 1227

Dear President Gil Chua,

INVITATION TO ROTARY CLUB OF PETALING JAYA'S 62^{ND} ANNIVERSARY CELEBRATION DINNER – 14^{TH} JANUARY 2023

On behalf of the Board and Members of your sister club, the Rotary Club of Petaling Jaya, we are truly proud and honoured to invite the Board and Members of the Rotary Club of Makati West to our 62^{nd} Anniversary Celebration Dinner, which will be held on the 14^{th} of January 2023.

After 2 years of the Covid-19 pandemic and our various national lockdowns, we are truly happy to finally be able to welcome our sister clubs back to celebrate our $62^{\rm nd}$ Anniversary in style. We have indeed missed your presence and look forward to hosting all of you next year.

The tentative itinerary are as follows:

12th January 2023: Arrival in Kuala Lumpur & Transfer to Hotel Welcome Dinner by RCPJ

13th January 2023:

Closed Golf Tournament between RCPJ & Sister Clubs Concurrent: Spouse Program, organized by First Lady, Sumana Lum Dinner Hosted by President Nicholas Chan

14th January 2023: RCPJ Project Visits (National Kidney Foundation, Supermum Project) Cultural Visit (Karyaneka) 62nd Anniversary Dinner

25th January 2023: Departure from Kuala Lumpur







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- www.ROTARYPJ.com
 - No. 121, Block A, Kelana Centre Point, SS7/19, 47301 Petaling Jaya, Selangor. Malaysia

Royal Patron

DYMM Sultan of Selangor DYMM Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj

Sultan Salanddin Abdul Aziz Shan Al

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Datin Sivaneswari Pillay
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Youth Services Anusha Mariappan HP: 019 - 413 2270 youth@rotarypj.com

Public Image Rajiv Mathews George HP: 012 - 215 0792 publicity@rotarypj.com

Membership PP Siti Haslindah Bt Sheikh Ismail HP: 018 - 280 6007 membership@rotarypj.com

Sergeant-At-Arms PP Yung Seng Fook HP: 012 - 212 6239 saa@rotarypj.com The Organizing Committee has humbly requested that during your arrangement for flights, please ensure that your party arrives together to ease our pickup and please channel all hotel arrangements through us.

If you have any enquiries, you may contact me personally on this matter and I will pass your details along to the Committee Chair, alternatively you can also contact our TRF/International Service Director, PP Rianne Chin.

We look forward to hearing from you very soon.

Yours in Service,

Mchalas Chan Nicholas Chan Yee Soon

President, Rotary Club of Petaling Jaya

Rotary Year 2022/2023

Cc

Datin Sivaneswari Pillay, Honorary Secretary PP Rianne Chin, TRF/International Service Director



Missed out on past events?

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



Click to explore >

Click to explore >

WEST SIDE STORY

Project Photos





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

DirectorEpifanio Delos SantosDirectorElmer FranciscoDirectorScott 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 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 Enrico Angeles
Club Adviser PP Ramon Guerrero
Club Adviser PP Edgardo Balois

Club Adviser PP Aurelio Paulo R. Bartolome

Club Adviser
PP Enrico B. Tensuan
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

http://rcmakatiwest.ph www.fb.com/RCMWD3830 rcmakatiwest2020@gmail.com (63-2) 7753 3098

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