

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 16, RY 2022-2023 | 2,371st Meeting (since 1969) | December 1, 2022

RCMW 53rd Charter Anniversary Celebration with RI President Jennifer Jones at Grand Sunset Pavilion, Sofitel Manila, November 26th, 2022



Today's Guest Speaker:

MR. FERNANDO D. CONTRERAS JR.
LEAD VOLUNTEER
LIMANG SIGLO

New RCMW website www.rcmakatiwest.ph

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



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Rotary Club of Makati West
 IMAGINE ROTARY

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 with RI President Jennifer Jones at
 Grand Sunset Pavilion, Sofitel Manila,
 November 26th, 2022**



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In this issue:

Monthly Activities	3
Today's Program/Guest Speaker	4
President's Message	5
Forethought by Craig Lonnee	8
The Week in Review-Weekly Meeting	10
53rd Charter Anniversary	13
Congratulatory Message	34
RC Cebu Anniversary	36
RCC Showcase 2022	37
Welcome Dinner Foreign Sister Clubs	39
DEI Townhall	45
Pre-Welcome Dinner	47
Project Updates	49
RC Petaling Jaya Anniversary Invitation	59
RI Theme & Links	61
The Four-Way Test	62
Acknowledgements	63

GILISM FOR THE WEEK

#GILISM

You are the
Anghel sa Lupa
(Angel on Earth)



Rotary Club of Makati West



MONTHLY ACTIVITIES



Lunch Meeting

Mr. Fernando D. Contreras Jr.
Lead Volunteer
Limang Siglo

Date: December 1, 2022/ Thursday
Venue: Molave - Narra room, Mezzanine flr., Dusit Thani & Zoom Conference
Time: 12nn to 2pm



MEET AND GREET with Gift of Life Kids

December 4, 2022/ Sunday/ 9:00am-12:00nn
Amphitheater, Quezon Memorial Circle



Makati Special Education Center

CHRISTMAS OUTREACH

Initiated by DDB Cares in Partnership with
Rotary Club of Makati West & RCMW Satellite Club

December 9, 2022/ Friday



SAVE THE DATE

RCMW CHRISTMAS PARTY 2022

December 10, 2022/ Saturday/ 5:00pm

Contact the Secretariat for more details



GOVERNOR'S VISIT

Mildred V. Vitangcol
Governor District 3830
December 20, 2022/ Tuesday/ 6:00pm
Venue: TBA



TODAY'S PROGRAM

12:35 PM Call to Order
PRESIDENT GIL G. CHUA

Invocation
RTN. LEMARC LIMOSNERO

Philippine National Anthem (video)

12:40PM 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 GIL G. CHUA

Introduction of Guest Speaker
RTN. PATRICK DIONISIO

1:20 PM Speech
MR. FERNANDO D. CONTRERAS JR.
Lead Volunteer
Limang Siglo

Moderator
RTN. ROMAN V. AZANZA III

THIS WEEK'S CELEBRANTS



December 3
RTN. JOJO VALERIO
Birthday



December 3
SPS. LISA ALVENDIA
Birthday



December 4
PP BOBBY CABRAL
Birthday



December 6
SPS. ELVIA HIDALGO
Birthday



December 7
RTN. RON CANG
Birthday



December 9
RTN. TIMMY CHUIDIAN
Birthday



December 6
RTN. JOJO VALERIO & SPS. ANA
Wedding Anniversary



December 7
PP DENNIS DECENA & SPS. SARAH
Wedding Anniversary

GUEST SPEAKER

FERNANDO D. CONTRERAS JR.

LEAD VOLUNTEER, LIMANG SIGLO

Fernando Contreras Jr. is a serial entrepreneur focusing on technology and technology-enabled solutions and services. His main interest is the creation and development of disruptive technology and its applications.

With more than 30 years of experience, JR started working at the age of 13 as a part time instructor for basic electronics and basic computing. After graduating high school, he then worked with Online/Hewlett-Packard (HP) as part of its MIS and IT team. He then moved to Oracle System as part of their systems engineering team before founding his own company immediately after graduating from college.

He founded one of the first Internet service providers in the Philippines – IPhil Communications in 1995. It was also the first company in the Philippines to fully utilize Open Source technology as part of its core operation. IPhil was bought by NASDAQ listed PSINet in 2000. He then became the Country Manager for the Philippines and head of product development for Asia Pacific.

Currently, he is the the President/CEO of Teravibe.com Inc., an IT solutions company focusing on developing and implementing cost-effective business solutions to assist companies in their operations and growth.





PRESIDENT'S MESSAGE

President Jennifer

I still can't believe that the highest ranking official of the greatest service organization in the world, Rotary International President Jennifer Jones, was just sitting beside me in two occasions last week – during her service project visit at our Gift of Life program and during our 53rd Anniversary celebration.

We are truly blessed to have been given the opportunity to have President Jennifer in those two events of our club during her one-week visit in the Philippines.

Having spent some time with her, I can say that she did not come to impress, but to get to know us more and make genuine connections. She spoke from the heart, and used the same to listen to us and understand us. She's so warm and sincere that welcoming her almost felt like an old friend's homecoming.

She did not talk about projects and accomplishments, but instead, she spoke about her experiences, and how we can make the world a better place by just fulfilling what



Pres. Jennifer doing a quick dance with PRID Guiller at the DEI Townhall.

we have set out to do as Rotarians – to be of Service Above Self.

Who can forget her passionate speech on diversity, equity, and inclusion (DEI) as well as her spontaneous dancing with our PRID Guiller at the DEI Townhall at the PICC. Her fondness of the Gift of Life children at the De Los Santos Medical Clinic and the level of empathy and understanding she had in our GOL program are also quite memorable.

Who can forget our own brief moments with her, plus the pin-drop silence of the audience during her speech at our club's 53rd Anniversary. Everyone was



Pres. Jennifer at her GOL service project visit.

intently listening to her as she is after all an expert storyteller, who inspires hope and motivates people to take action.

She is indeed one amazing leader. She touched our hearts and hopefully left us all as better persons.

Congratulations are thus in order for PRID Guiller Tumangan and the entire Imagine Impact Tour Philippines Organizing Committee led by Past District Governor Chacha Camacho for making Pres. Jennifer's visit a truly memorable one. Congrats to the lead governor for the visit, our very own Gov. Mildred Vitangcol, for rallying her fellow governors as well as us Marvelous Imaginative Presidents to do our part as well.

RCMW 53rd Anniversary

President Jennifer's visit was actually inspired by our club's 53rd Anniversary celebration. We want no other than her to be our guest speaker. So, on behalf of Makati West and all Philippine based Rotarians, our PRID Guiller was able to invite Pres. Jennifer to visit the country.

As I said in my message last Saturday, I love anniversary celebrations because it is a time to count our blessings and be grateful. Personally, I am grateful to have been part of this club whose leaders and members have served as my inspiration ever since I joined this organization in March 2012.

And there's a saying that if you've passed the seven-year "itch" as a club member, then there's no turning back. You'll be



Listening to PP Eric Tensuan's talk about the club's pandemic experience.

a Makati West Rotarian as long as you live. Knowing that we're bound to be brothers for life, I hope we can all have more meaningful time and conversations together.

As President Jennifer said, the Rotary brings in leaders and turns them into even better leaders of their companies and of their communities, and of this country. The Rotary simply makes us better people who are more committed to bring a difference to people's lives and the society in general.

So, I hope we will take on the challenge of our RI President to open the



Pres. Jennifer speaks before a pin-drop silent and attentive audience.

opportunity for others to be part of our organization because, again, being part of this organization is what creates better leaders.

Better leaders in government and business mean more jobs and livelihoods for Filipinos, and a more progressive and humane society for all.

Maraming salamat po!

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



FORETHOUGHT

by: Craig Lonnee

SHARING

The subject of biometrics has been gripping me these past few months.

Exploring further, in 2009, India created an agency within the federal government responsible for issuing IDs to every citizen. The effort known as Aadhaar, promised to build a new digital infrastructure that would make it easier for people with no driver's licence or birth certificate to claim entitlements. In addition, the system was designed to reduce fraud, corruption and the elimination of costs associated with procuring private services ranging from bank accounts to mobile phones.

With advances in technology, Aadhaar excelled, where previous attempts by India to provide national IDs had failed. It uses biometric scans – all ten fingers and two irises – to ensure that no citizen registered for more than one ID number. This data allows government as well as private corporations to easily verify people's identity. Aadhaar's first enrollment was in 2010; now there's around 1.25 billion people with Aadhaar numbers. I note, by early 2020, a decade since inception, over 90% of India's population have Aadhaar cards.

Supporters seemingly remain unconcerned about the privacy implications as well as the wisdom of a system that centralizes so much power in the hands of government. On the other hand, vocal critics are disturbed a central data base could be hacked by criminals; not to mention worries of potential government surveillance and the potential of gaining unfair political maneuvering or advantage by the party in power.

As is the case throughout the world, technology leads; privacy laws, governance and ethics tend to lag.



To cut a long story short, in August 2017, the Supreme Court of India ruled “the right to privacy is protected as an intrinsic part of right to life and personal liberty” under the Constitution. But wait for it, government lawyers argued during the case that citizens did not have absolute rights over their bodies, allowing the government to force citizens to give their biometrics.

Brought on by the pandemic, I worry about fear and freedom.

Some countries have long been talking of vaccination verification cards, immunology testing and vaccine passports. Biometric or e-passports have been with us since 1998, though with technology advances, I see change afoot including all that Aadhaar delivers. In addition, DNA sequencing and genetic markers embedded in passports, which could certainly be accessed by governments throughout the world and, in time, by private enterprise.

As part of my biometric research, talking of tracking, from 2023 as you know, brands will no longer be able to use third-party cookies to track consumers online, so it will become harder to deliver personalized ads, and to manage campaign reach and frequency.

To my earlier discussion, an ever growing patchwork of global, national and regional data privacy regulation is giving consumers greater control over their identity. Brands with access to authenticated first-party data are best placed to thrive in a post cookie ecosystem. Brands can benefit from data partnerships with publishers, which have access to authenticated audience data.

Looking forward thoughtfully, landing this topic in the here and now, if you'd like an insightful piece on the future of identity, do let me know, and I'll send you a copy.

Whilst you absorb this Forethought, I encourage you to keep in mind the opened-ended questions the authors of the identity paper put to us for consideration.

1. What happens if an advertiser can't collect enough first-party data to maintain an acceptable level of marketing effectiveness?
2. How can brands prevent themselves from becoming overly dependent on data-rich digital platforms like Amazon, Facebook, and Google?
3. What can marketers do to combat customer identity fragmentation?
4. And what happens in the event of a data 'doomsday', when customer data pipes run dry because of changes to regulation?

A wise man once said – “Those who are going to be in business tomorrow are those who understand that the future, as always, belongs to the brave”.

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

November 17, 2022 - Weekly Meeting



PP Dennis Decena as Moderator



Rtn. Lito Mercado as Invocator



President Elect Dax Carlos during the President's Time



Rtn. Judd Balayan Introduces the Guest Speaker



Ms. Fiona Sandoval during her talk



Ms. Fiona Sandoval receives a Gift of Life certificate from the club







THE WEEK IN REVIEW

November 26, 2022 - 53rd Charter Anniversary



PP Roque Tordesillas & Sps. Nikki Jimenez as Masters of Ceremonies



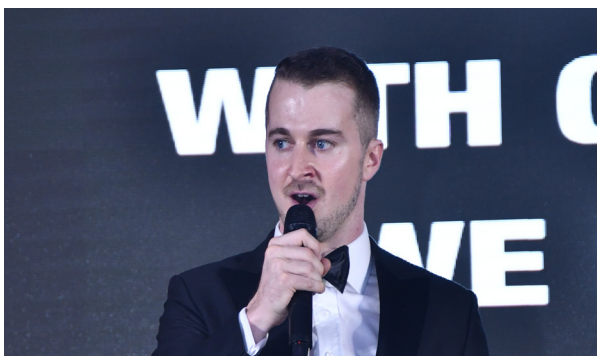
PP Jun Alvendia as Invocator



Rtn. JP Sarabia offered a song "Salamat", a Tribute for Departed RCMW members



Presentation of Colors by Philippine Coast Guard



Canadian National Anthem Led by Dir. Scott Moore



Philippine National Anthem led by Rtn. Judd Balayan



PP Lito Jimenez lead in the singing of the RC Makati West Hymn



PP Mon Guerrero Introduces the Dignitaries & Heads of Foreign Sister Clubs



PP Eric Tensuan gives his message about RCMW During Pandemic Years



Ms. Annica Bartolome gives Intro on the GOL Performance by Rotary & GOL Kids



Dance Performance of GOL kids with Rotary Kids



President Gil G. Chua gives his Anniversary Message



DGE Jay Tambunting III Introduces Rotary International President Jennifer Jones



RI President Jennifer Jones gives her speech on our 53rd Anniversary Celebration



PRID Guiller Tumangan gives his Expression of Thanks to RI President Jennifer Jones



Pres. Gil Chua & FL Gigi give the Token of Appreciation to RI President Jennifer Jones & Sps. Nick



RCMW Minstrels & DDB Choir serenade RI President Jennifer with song "Imagine"



President-Elect Dax Carlos gives his Closing Remarks

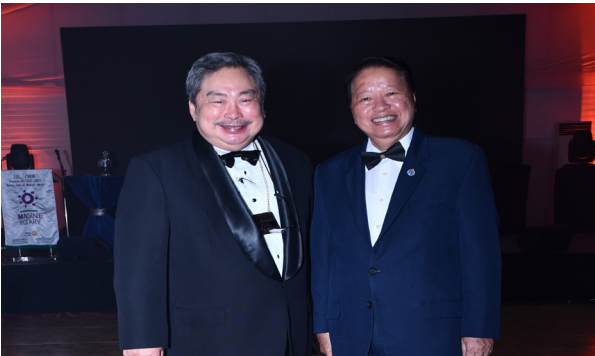
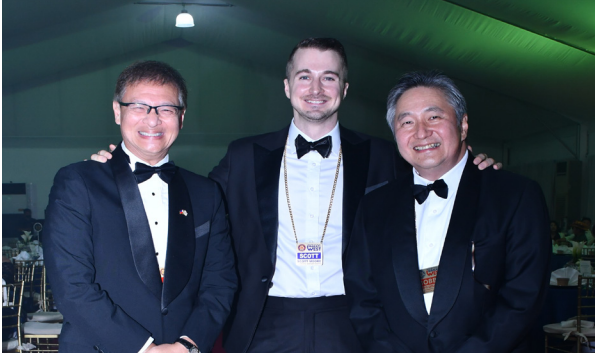


WEST SIDE STORY





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WEST SIDE STORY





Congratulatory photo from Foreign Sister Club
Rotary Club of Singapore West





Congratulatory Message from Foreign Sister Club
Rotary Club of Nagoya-Airport

Rotary



RI 2760 NAGOYA AIRPORT ROTARY CLUB

OFFICE : Residence Suzuki 1101 Meieki 3-11-13

Nakamura-ku NAGOYA, AICHI, JAPAN

PHONE : 052-446-6811 FAX : 052-446-6812

E-MAIL: rongoapt@mta.biglobe.ne.jp

15 Oct. 2022

Gil Chua
President, RY 2022-23
Makati West Rotary Club

Dear President Gil Chua

Congratulations to President Gil Chua & all Makati West Rotary Club members on the occasion of 53rd anniversary celebration.

On behalf of Nagoya Airport Rotary Club, I would like to pay our highest respect to your 53-year-long history and your all club members. We extend our heartfelt congratulations.

We have joined many volunteer activities and friendship projects for 41 years since we had sister club partnership in 1981 like Makati City College scholarship project and exchange visits. We would like to deepen our friendship from now on with volunteer activities and friendship.

Finally, we wish the further prosperity of Makati West Rotary Club, and wish all of you the best luck in your future career as well as in Rotary.

Thank you so much.

山内 経 紀

Yoshiki Yamauchi
President 2022-23
Nagoya Airport Rotary Club

ROTARY INTERNATIONAL DISTRICT2760
ROTARY CLUB OF NAGOYA AIRPORT



Rtn. Lemarc Limosnero & Rtn. Gerry Limcaoco represented the Club at the Rotary Club of Cebu's 90th Anniversary & Signing of Renewal of Brotherhood at Marco Polo Hotel, November 27th





RCC Showcase with Pres. Jennifer Jones, Taguig City University, Nov. 26th



Photo by: Jess Bustos of PhilStar





Welcome Dinner for Foreign Sister Clubs, The Henry Hotel, Pasay City, Nov. 25th

Club Updates | BULLETIN BOARD









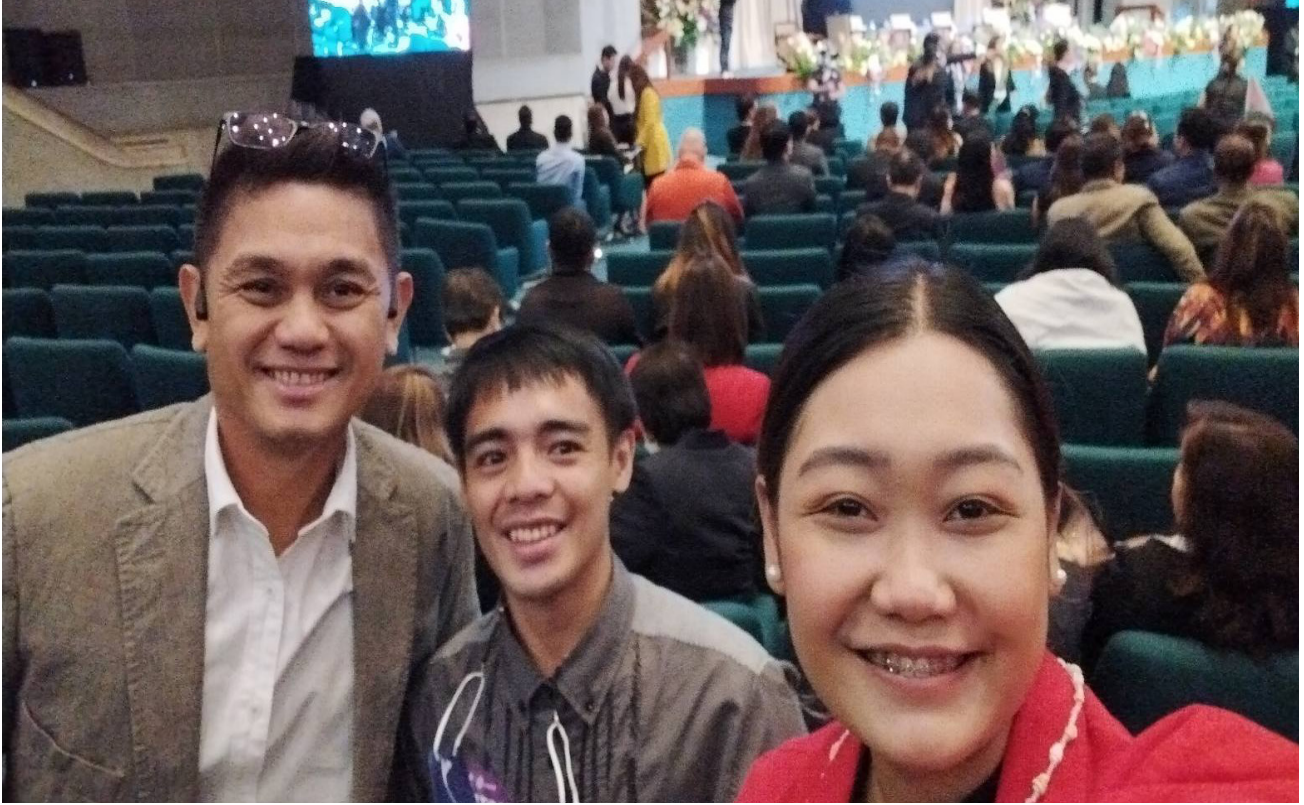






DEI Townhall with Pres. Jennifer Jones, Philippine International Convention Center, Nov. 24th







Pre-Welcome Dinner for Rotary Club of Petaling Jaya & Rotary Club of Kowloon West, Pardon My French, Nov 24th





Niana Elise Perez Espinosa
2 years. old, female
Quezon City



Rhian Jane Santiago Intendencia
3 years. old, female
Sta. Barbara, Pangasinan



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023

De Los Santos Medical Center
(7) PDA Device Closure
November 25, 2022



Zion Mori Nimenzo De Guzman
1 year old, male
Sto. Domingo, Nueva Ecija



Christine Joy Cabaldo Bacallo
3 years old, female
Isabela Province



Shanea Lucille Pulangco Reyes
4 years. old, female
Limag, Bataan



Darius Philip Panuncialman Odtojan
10 mos. old, male
Surigao City



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



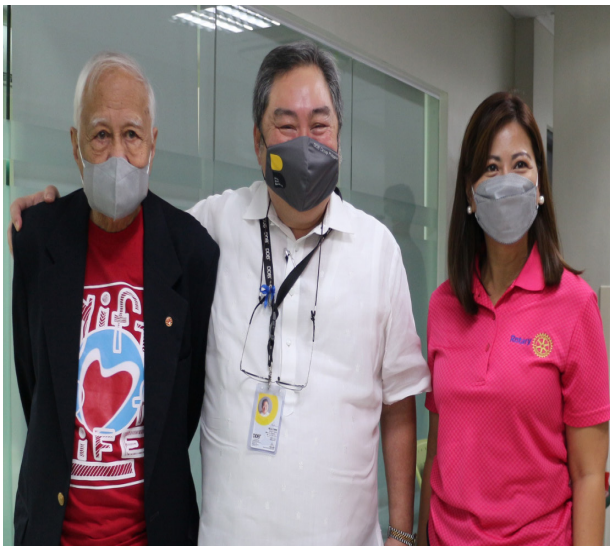
Kent Ashley Dela Cruz Fastidio
11 years old, male
Zambales



Gift of Life Service Project Visit with RI President Jennifer Jones, De Los Santos Medical Center, November 25th

Project Updates | BULLETIN BOARD

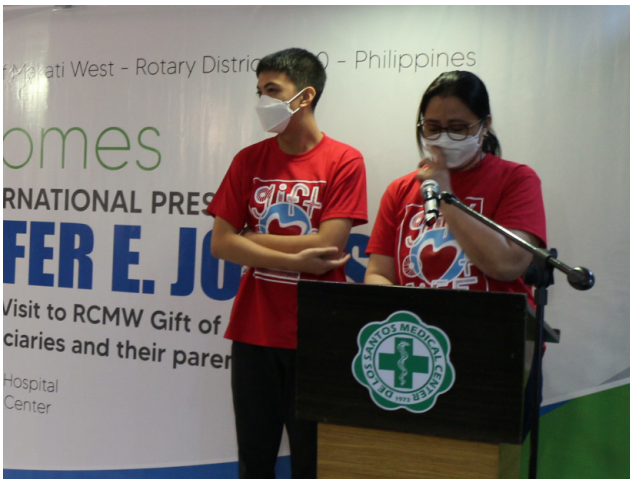














**Rotary Anns' Outreach for Bone Cancer Patients
Philippine Orthopedic Center
November 23, 2022, Wednesday
By: FL Gigi Chua**

Joaquin Mercado was diagnosed with bone cancer at the young age of 15. After surgery and endless rounds of chemotherapy, he is now navigating life as a cancer survivor and a fine young man at 21. He readily accepted the invitation of his aunt, Rotary Ann Chary Mercado to share his experiences in the outreach of the Anns to the bone cancer patients of the Philippine Orthopedic Center (POC).

Joaquin proudly wore shorts revealing a long scar on his leg. He talked about his journey, the questions, the loneliness and pain, and also of the acceptance and eventually the triumph. He encouraged the patients with the hope and reality that bone cancer can be healed. He reminded them that they were not only cancer patients but were still the other things they were before the diagnosis. Aside from being a cancer patient, Joaquin was also a teenager who loved to play video games, an honor student, one who loved to go out with friends. He still lived these other aspects of his life and refused to get overwhelmed by the cancer. It was a very inspiring talk.

Joaquin's Dad, Mark Mercado, also told the care givers to continue to inspire their children and to be the unwavering source of hope and strength for them.



Joaquin Mercado with Dr. Richard Rotor

While waiting for the food, Sheila Carlos gave a talk about the biblical character, Job. Job was steadfast in his faith in spite of all his suffering. Like him, we can have hope and embrace our trials as our “I love you” to The Lord. In the end, everything Job lost was given back to him in double portion.

The doctors we met were Dr. Richard Rotor, who is the Head of the POC Musculoskeletal Tumor Service, and junior consultants, Dr. Abi Tud, MD-MBA and and Dr. Daniela Carolino, MD. Dr. Abi Tud brought a technology to the Philippines from Taiwan called Cryosurgery where the bone autographs are treated with liquid nitrogen for musculoskeletal tumor surgery. She will be a speaker in our Rotary Club



in January to tell us more about this amazing technology.

We met the chemo nurses, cheerful and competent, all very caring people. All these amazing medical personnel can be elsewhere rather than in the depressing setting of a government hospital where there is always a lack of everything. Often, the doctors end up even paying for some of the expenses of their indigent patients. We saw many patients including a young boy with a missing limb. Dr. Rotor said that for many, their limbs could have been saved if they had the means to early treatment.

We met the patients, some of whom were still attached to intravenous medications. They seemed quiet at first.



They listened to the sharing, ate a simple meal with us and watched the silly clowns do their magic. Slowly they started to smile and even joined the games. Hopefully they remembered what Joaquin said and rediscovered the part of themselves that still enjoyed a crunchy chicken meal or a funny joke from an outrageously dressed clown.

My son, Igo, came along to the outreach. He was so touched and remarked, "I realized that our problems are so trivial."

Thank you to all the ladies who came and contributed to the outreach. Thank you spouses Chary Mercado, Trina Reyes, Sheila Carlos for being there. Thank you to Julienne Vital who prepared the give-aways for the patients and Chary Mercado who prepared the gift for the doctors and nurses. Thank you to the numerous and generous donations of the Rotary Anns in cash and in kind.





Rotary

Club of Petaling Jaya



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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

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 Sivanawari 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 62ND ANNIVERSARY CELEBRATION DINNER – 14TH 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 62nd Anniversary Celebration Dinner, which will be held on the 14th 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 62nd 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



Rotary

Club of Petaling Jaya



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

Sultan Salahuddin Abdul Aziz Shah Alhaj

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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

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HP: 012 - 403 5397

clubadmin@rotarypj.com

Community Service

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HP: 012 - 267 9727

service@rotarypj.com

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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

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,

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

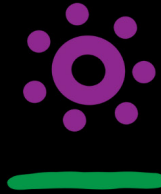
DECEMBER IS



DISEASE PREVENTION AND TREATMENT MONTH

Disease prevention and treatment takes on many forms, supporting studies to helping immunize people to improving drinking water and the sanitation infrastructure.

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.



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53rd INDUCTION & HANDOVER

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