



*Increasing Our Capacity to Serve*

Vol. 16, RY 2021-2022 | 2,327th Meeting (since 1969) | Oct. 14, 2021

# WEST SIDE STORY



**GIL G. CHUA**

DDB GROUP PHILIPPINES  
CHAIRMAN & CEO



**2021 Asia CEO  
Circle of Excellence  
Awardee**



**Today's Guest Speaker:**

**CISM, Head of School  
MS. KAREN JONES**



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### QUOTE FOR THE WEEK

2



“Any successful innovation share three characteristics: addresses a legitimate customer need “Who cares?”, addresses the need in a reliable way, “Can we deliver, it must create value, “Does it matter?”.

– Scott D. Anthony, The First Mile: A Launch Manual For Getting Great Ideas Into the Market

### Next Week's Guest Speaker:

Catch Senator Cynthia Villar of Senate of the Philippines. Invite your family and friends. Don't miss it!





# MONTHLY ACTIVITIES



## 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



## Lunch Meeting

Featuring  
Atty. Michael Aguineldo  
Chairperson, Commission on Audit

Date: Nov. 4, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Mr. Scott D. Anthony  
Managing Director, Innosight  
Consulting Asia Pacific

Date: Nov. 11, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



## Lunch Meeting

Featuring  
Mr. Federico R. Lopez  
Chairman & CEO  
First Philippines Holdings

Date: Nov. 25, 2021/ Thursday  
Venue: Zoom Conference  
Time: 12nn to 2pm



“...The Commission on Audit is getting plenty of flak from the Philippine government's executive department following the Constitution-mandated publishing of Annual Audit Reports.

Some national government agencies like the DoH, OWWA, PPA are in hot water for questionable expenditures and alleged deficiencies...”

COA Chair Aguinaldo assured the public...that they will continue circulating their reports on their website as required by law...”.“...So far as the work of the CoA, tuloy pa rin kami, we have a constitutional mandate...”

NOTICE OF JOINT LUNCH MEETING

Rotary Club of Makati EDSA

Rotary Club of Makati West

Rotary Club of Makati Ayala Triangle

# NOTICE OF LUNCH MEETING



MICHAEL G. AGUINALDO  
Chairperson

**November 4, 2021 Thursday**  
12:00pm - 2:00pm  
ZOOM ID: 879 3715 8132  
Password: RCMW

*"The Constitutional Mandate of the Commission on Audit"*

**ATTY. MICHAEL G. AGUINALDO**  
Chairperson, Commission on Audit





**Save The Date!**  
**Our Guest Speaker on**  
**November 11th 2021**  
**Thursday Lunch Meeting**

**MR. SCOTT ANTHONY**

**“Invite your**  
**Clients &**  
**Company Officers!”**

**Sign-up now**

<https://forms.gle/tbwMsyiyGNcuwdxx6>



# TODAY'S PROGRAM

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

Invocation  
DIR. GERRY LAPERAL

Philippine National Anthem (video)

**12:10 PM** RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the Presidential table;

Committee Announcements

Classification Talk  
RTN. TERRY FARRIS  
Director  
Arowana Impact Capital

**1:00 PM** President's Time  
PRESIDENT FRANCO DEL ROSARIO

Introduction of Guest Speaker  
IPP AL THOMSON

**1:30 PM** Speech  
MS. KAREN JONES  
Head of School  
Chinese International School Manila

Moderator  
RTN. CHARLES RUFINO

## THIS WEEK'S CELEBRANTS



October 18  
SPS. FRANCESCA DIONISIO  
Birthday



October 20  
RTN. JAVI-BERENGUER-TESTA  
Birthday



October 13  
SPS. MALU DEL ROSARIO  
Birthday



October 15  
DIR. ROBBIE & SPS. NIKKI LEVISTE  
Wedding Anniversary



October 19  
RTN. PATRICK & SPS. FRANCESCA DIONISIO  
Wedding Anniversary



## GUEST SPEAKER KAREN JONES HEAD OF SCHOOL, CISM

Principal, 11-18, Mixed, 958 on roll  
Laisterdyke Leadership Academy, Star  
Academies Trust - Placement Role  
August 2018 - August 2020

Rapid Improvement Lead  
Star Academies Trust  
August 2018 - August 2020

Academic Director  
Intuitive Education Consultants,  
Riyadh/Bahrain  
August 2016 - August 2018

Improvement  
Director/Executive Principal  
Academy Transformation Trust,  
Birmingham  
January 2015 - August 2016  
Principal, 3-19, Mixed, 1400 on roll

Multinational School Riyadh,  
Riyadh  
August 2012 - December 2014  
Head Teacher, 9-13, Mixed  
Comprehensive, 370 on roll  
John Buchan School, Sennelager,  
BFPO 16  
September 2007 - August 2012

Deputy Head Teacher, 11-18, Mixed  
Comprehensive, 390 on roll  
St. John's School, Episkopi, BFPO 53  
September 2005 - August 2007

Assistant Head Teacher, 11-18,  
Mixed, 1800 on roll  
Bridgewater High School,  
Broomfield's Road, Warrington  
September 2003 - August 2005

Assistant Head Teacher, 11-16  
Mixed, 1130 on roll  
Fairfield High School, Peel House  
Lane, Widnes  
September 2000 - August 2003

Head of English Faculty, 11-18  
Mixed, 983 on roll  
The Heath School, Clifton Road,  
Runcorn, Cheshire  
September 1997 - August 2000

2nd i/c English, 11-18 Girls,  
1297 on roll  
Weather Head High School,  
Wallasey, Merseyside  
September 1994 - August 1997

English / History Teacher, 11-18 Mixed,  
800 on roll  
Ysgol Bryn Eltan, Colwyn Bay,  
Clwyd  
September 1989 - August 1994



## PRESIDENT'S MESSAGE

### CULTURE EATS STRATEGY FOR BREAKFAST

Culture can be functional or dysfunctional – all it takes to slip from the good to the bad is people demonstrating behaviors to their benefit, not the organization's. Preventing this dynamic should be owned by every member of the organization.

– Rob Coffee, *The Character of a Corporation*.

In a recent article, I wrote our club's culture is our strategy. And it has been the driver of our club's success as well as the center of the club's value proposition. Today's piece talks of corporate culture, which is a pattern of shared values, behaviors and beliefs learned in solving problems that has worked well and passed on as the correct way to perceive, feel, analyze, act and solve in relation to similar problems.

In the above referenced book, Rob Coffee claims that a corporate culture is based on two parameters, namely the degree of sociability and solidarity. He explains sociability as a measure of friendliness where people do kind things for one another, and extend relationships outside the office. The other, solidarity, based on clearly shared goals and agreed upon methods and rewards for professional behaviors, characterized by piercing focus.

The levels of sociability and solidarity fall along a continuum. Rob Coffee describes the four types of cultures - Networked: high sociability and low solidarity; Driven: high solidarity, low sociability; Compartmentalized: low on both solidarity and sociability and Communal: high on both.

When I joined the IBM company in 1984, it didn't take long to appreciate IBM's nurturing, friendly and strong work ethic culture. Executives were talking about company icons like the founder, Tom Watson, revered Marketing guru, Buck Rodgers, author of the book, "The IBM Way".

In my 15 years with IBM in the U.S, I met many that were focused and helpful. In spite of their busyness, they would make time when I asked for help. Likewise, it was a practice of managers giving a cash "Spotlight Award" to a team member that



*“The levels of sociability and solidarity fall along a continuum. Rob Coffee describes the four types of cultures - Networked: high sociability and low solidarity; Driven: high solidarity, low sociability; Compartmentalized: low on both solidarity and sociability and Communal: high on both”*

had done something over and above the call of duty.

Most were proud to be an “IBMer”. Outside IBM, I myself was prideful of IBM and I found myself trying to stir the conversation towards IBM. These are some of the characteristics of a “communal culture” that I witnessed at IBM.

Pre-pandemic, I interviewed thirteen Unilab executives. My findings indicate several cultures exist at once in different divisions or functional areas of Unilab; which are dominated by the Bayanihan culture that fits in the “communal culture” category because it exemplifies the value of cooperation and solidarity toward the attainment of goals.

To underscore a sense of “communal culture” of at Unilab is the way they handled the closure of a depot. During an emotional ‘send-off’ ceremony attended by senior executives, the departing employees broke out spontaneously singing the company hymn.

In the case of IBM and Unilab, we can see that culture can make the difference for a company that wins and losses, and for the individual, between joy on the job and drudgery.

In these difficult times, many businesses find themselves in an environment where their business are under competitive siege and having to quickly improve performance and enhance digital initiatives. In this scenario, one might find the “driven culture” to be more dominant. On the other hand, as many businesses continue with the practice of ‘work-from-home’ there are also businesses leaning more towards the “compartmentalized culture”.

*“What’s the culture of the Rotary Club of Makati West? Social is the driving force for both of us; in inviting our friends and them accepting our invitation to join our club*

**What’s the culture of the Rotary Club of Makati West? Social is the driving force both for us; in inviting our friends and them accepting our invitation to join our club.** Both parties desire to socialize with like-minded people of the same social class and educational background.

Our club’s service culture looks more like a “networked culture”. You see the birthday, anniversary and congratulatory greetings and monetary pledges for the secretariat staff and community projects that flood the club’s chat groups.

Classic “networked culture” is the club holding a nine-day zoom rosary prayer meeting for the speedy recovery PDG Oskie. Likewise, the lack of in-person fellowship due to the pandemic has not taken away from our networked culture. I’d even argue this aspect of our club has been enhanced, because we’ve been forced to work harder at it.

*“In the case of IBM and Unilab, we can see that culture can make the difference for a company that wins and losses, and for the individual, between joy on the job and drudgery.”*

An October 9 article by CNN’s Ben Wescott carried the title, “A dictator’s son. A former actor. A champion boxer. Inside the manic race to replace Duterte as the Philippines’ leader”. With this in mind, I’m looking forward to getting into conversation with Sen. Cynthia Villar, our guest speaker next Thursday.

Makati West Men of Zest, let’s execute on our theme, “Increase Our Capacity to Serve” and remember our winning 3R’s: Recognize, Retain and Recruit!

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





## RECOGNITION By; Craig Lonnee Chief Development Officer DDB Group Philippines

In my view companies need to continually focus their intellect and energies on ensuring the well-being of their people remains upper-most in their thinking and actions. Work-life balance, or as I often hear, work-life harmony, like the virus, is something we'll need to live with for a long time.

With a young workforce across the country the most significant operational issues we are all grappling with remains rewards & recognition, retention and engagement.

A possible solution I offer to these challenges could be the introduction of a shadow board or as I used to call them, whilst involved in leading businesses in China and Korea, the gamechanger crew.

***“A few companies have tackled both problems at the same time by creating a ‘shadow board’ – a group on non-executive employees that works with senior executives on strategic initiatives”***

The selection criteria was simple - they had to be under 28; be comfortable telling me what was really going on across the business; prepared to implement change strategies they developed framed around the vision, values and mission and to serve for six months. They were voted onto the shadow board by the staff.

This growth initiative ticked every box, from everyone's point of view.

Staff's opinions were regularly represented, and they could quickly see change. The gamechanger crew grew up faster as they were practicing leadership, executing against the agreed operating strategy. From my perspective, I became wiser, always learning from young staff, who encouraged me to elevate my thinking and act up, intentionally at pace.

**I've always held the view, whoever has the most intelligence surrounding the issue at hand, they should formulate a deployable plan with the full support and encouragement of the leader.**

In support of my argument, I'd like to underscore a few points raised in an article entitled – “Why You Should Create A Shadow Board of Younger Employees,” by Jennifer Jordan and Michael Sorell.



The opening caught my eye, perfectly framing the issue – A lot of companies struggle with two apparently unrelated problems: disengaged younger workers and a weak response to changing market conditions.

**A few companies have tackled both problems at the same time by creating a ‘shadow board’ – a group on non-executive employees that works with senior executives on strategic initiatives.**

The purpose? To leverage the younger groups' insights and to diversify the perspectives that executives are exposed to.

As a result of the author's research, here's what they said about the value of shadow boards.

- Business model reinvention.
- Process re-design.
- Organisational transformation.
- Increased visibility for millennials.

In summary, here's some best practices for implementing a shadow board.

- Look beyond the 'high potential' group.
- Ensure the initiative is sponsored by senior leadership.
- Keep evaluating and iterating.

To my earlier premise, I know through experience the idea of a shadow board works – it delivers on rewards & recognition, retention of young staff and lifts engagement across the business. ###



**Full Name:** Alasdair John Wardlaw Thomson

**We call you as:** Al (or "Illustrious Leader" if you prefer...)

**Relationship & Family:** Very happily married to Chinot (+) for 22 years. Now very happily in a relationship with Emma, who hails from the Isle of Skye and is a teacher at BSM. Three kids: Callum (23), Euan (21) and Nicola (21), all of whom are currently studying / working in the UK

**Education & Training:** BA (Hons) 1st Class in Marketing from University of Strclyde, Glasgow. MBA (with Distinction) from INSEAD. I always wanted to get a degree from the University of Life in Pasig - is it still open?

**Day Job:** Managing Partner, Sierra Madre Managers Ltd - Private Equity fund focused on investment in the Philippines.

**Work Fulfillment:** Mentoring talent who I hope will take over from me at some point. Seeing how our investments make a difference to peoples' lives, as well as make a profit for investors.

**Work Challenges:** Corruption and red tape. Every company we look at is dealing with this unwholesome soup on a daily basis and it destroys value at an incredible rate.

**Rotary goals:** To make a difference in someone's life, to extend my network of friends, and to do it all having as much fun as possible.

**Rotary achievements:** I'm most proud of our Club being the biggest donor in our District to the Rotary Foundation during my Presidency. That money will come back to us in multiples, and we can use it to make a real difference.





That, and getting a big hug from my GAP Ward.

**Special talents/ interesting facts:** I can sew, embroider and knit but I'm rubbish at crochet. I once got into a taxi that Michelle Pfeifer was leaving. I started playing golf at age 4 and somehow peaked at age 6.

**Hang-out place:** Tali Beach at weekends, H&J on sports nights.

**Poison/ Drink of choice :** Glenfarclas 25 year old ( I wish) but the 18y is almost as good and more accessible.. More regularly it would be the coldest SMB in the company of friends, or a nice mug of Yorkshire Gold Blend tea in front of the fire

**Weekend activities:** At the beach, diving, sailing or fishing. Just show me the sea!

**Post-covid get-away plans:** We've been lucky enough to travel through Covid, but I'm looking forward to being able to do so spontaneously again.

**G.O.A.T:** Diego Maradona, Jack Nicklaus

**Unforgettable moment:** Those moments when someone tells you that they love you.

**Dream car:** Porsche Carrera 4 964 Targa. I was lucky enough to own one - the car of my teenage dreams - and I'd buy another in a heartbeat.

**Favorite Movie:** The Blues Brothers



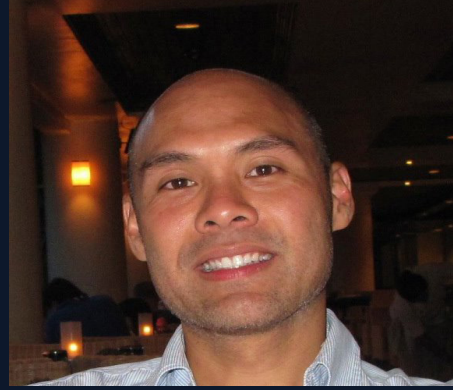


**WEST SIDE  
STORY**

# Modesty Aside Hall of Fame RY 2020 - 2021



Rtn. Alex Recto  
Vol.18 November 12, 2020



Rtn. Charlie Rufino  
Vol.19 November 19, 2020



Rtn. Christophe Lejuene  
Vol. 20 November 26, 2020



Rtn. Lito Mercado  
Vol. 21 December 3, 2020



Dir. EDSA Delos Santos  
Vol. 22 December 10, 2020



Rtn. Alex Floro  
Vol. 23 December 17, 2020



# THE WEEK IN REVIEW

## OCTOBER 7, 2021



Rtn. Richard Bates acts as Moderator



Dir. EDSA Delos Santos acts as Invocator



President Franco del Rosario during his President's Time



Dir. Elmer Francisco Introduces the Guest Speaker



Mr. Rahul Hora giving his talk



Mr. Rahul Hora receives a Gift of Life certificate from the club



“ WE ARE MEN OF ZEST, WE ARE FAMILY”

I know most of you, as I was a board member for about 10 years, in the late 1990s and in the last few years. My hope was to know more about you during the weekly lunch meetings. It's uncertain when we can once again hold weekly meetings in person.

Sometimes viber chat groups might get toxic. I thought facebook might be another platform we could use to communicate, that may be helpful or get to learn something from each other and appreciate each other way of life, likes, dislikes (favorite food, alcohol, countries, idiosyncrasies.



“If you are so inclined, go ahead and send me a friend request. I Promise I will not sell you anything”

As you probably know, I am big on recognizing yours and your family's accomplishments, awards, promotions, milestones, news about your kids, grandkids, etc.

Currently, there are 47 Men of Zest that is in my facebook circle of friends. I hope to add more of you. If you are so inclined, go ahead and send me a friend request. I promise I will not sell you anything. Consider establishing a facebook account if you do not have one as our club has a robust facebook page.





“Effective Friday, October 16th 2021”

# NEW GRANULAR LOCKDOWN AND ALERT LEVEL SYSTEM

**ALERT  
LEVEL 3**

<b>AGE RESTRICTIONS</b>	All ages allowed to move around, subject to LGU rules
<b>INTERZONAL TRAVEL</b>	Allowed, subject to LGU rules
<b>EXERCISE</b>	Allowed for all ages
<b>PROHIBITED ESTABLISHMENTS /ACTIVITIES</b>	Cinemas, karaoke bars, clubs, theaters, indoor and outdoor theme parks, playgrounds, kiddie rides
<b>DINING IN RESTAURANTS</b>	30% of venue with additional 10% if place has Safety Seal
<b>BARBERSHOPS, BEAUTY SALONS, NAIL AND HAIR SPAS</b>	30% of venue with additional 10% if place has Safety Seal
<b>RELIGIOUS GATHERINGS</b>	Gatherings outdoors at 30% capacity, indoor seating at 10% and only for fully-vaccinated, religious ministers must be fully vaccinated; places with Safety Seal can open additional 10% capacity
<b>GOVERNMENT OFFICES</b>	Fully-operational with at least 30% on-site capacity
<b>WHAT ELSE IS ALLOWED</b>	Allowed at 30% of venue + 10% with Safety Seal: Gyms, tourist attractions, libraries, museums, casinos, cockfighting, concerts, parties, wedding receptions, family reunions, motorcades  Allowed at 100%: All else not mentioned



Source: IATF

**DAVID CELDRAN'S COMMENT TO THIS POSTER**

"Yes, that's some of the criteria to vet stories but there's a difference between outright fake news which is easier to spot through those nine points and slanted/biased / manipulated news which is more difficult because these are written and posted by so-called professionals and journalists.

Though I agree, not entirely since this assumes that any information not published by a professional news organization is probably fake -and any news item by a professional is necessarily true. But generally, yes, those nine points are helpful.

No. 7 is the most challenging since we tend to believe anything that confirms our beliefs and suspect anything that does not conform to our views. Haha."

# HOW TO RECOGNIZE A **FAKE** NEWS STORY

- 1 READ PAST THE HEADLINE
- 2 CHECK WHAT NEWS OUTLET PUBLISHED IT
- 3 CHECK THE PUBLISH DATE AND TIME
- 4 WHO IS THE AUTHOR?
- 5 LOOK AT WHAT LINKS AND SOURCES ARE USED
- 6 LOOK OUT FOR QUESTIONABLE QUOTES AND PHOTOS
- 7 BEWARE CONFIRMATION BIAS
- 8 SEARCH IF OTHER NEWS OUTLETS ARE REPORTING IT
- 9 THINK BEFORE YOU SHARE





Treas. Tristan Choa receives his Engkanto for his reports submission ahead of due date.



Dir. Ron Cang gets Engkanto beer from his punctual submission of board reports.





Dear Brothers,

Last week I made a plea for all members of our club to support the GoL by way of each of the 8 home clusters funding the heart surgery of one child costing P55,000.

I was heartened when that same day Rtn. Richard Bates offered to fund on his own, the full cost of one child's heart surgery.

Richard told me that he and his wife, instead of buying Christmas presents for their family scattered all over the world, they would instead donate this money toward saving the life of one child. I think Richard shows us all what Christmas is truly about.

The past year and a half has been difficult for all of us, but we are luckier than millions of our fellow Filipinos in that when we need medical treatment or hospitalization, we have the resources to pay for the treatment we need.

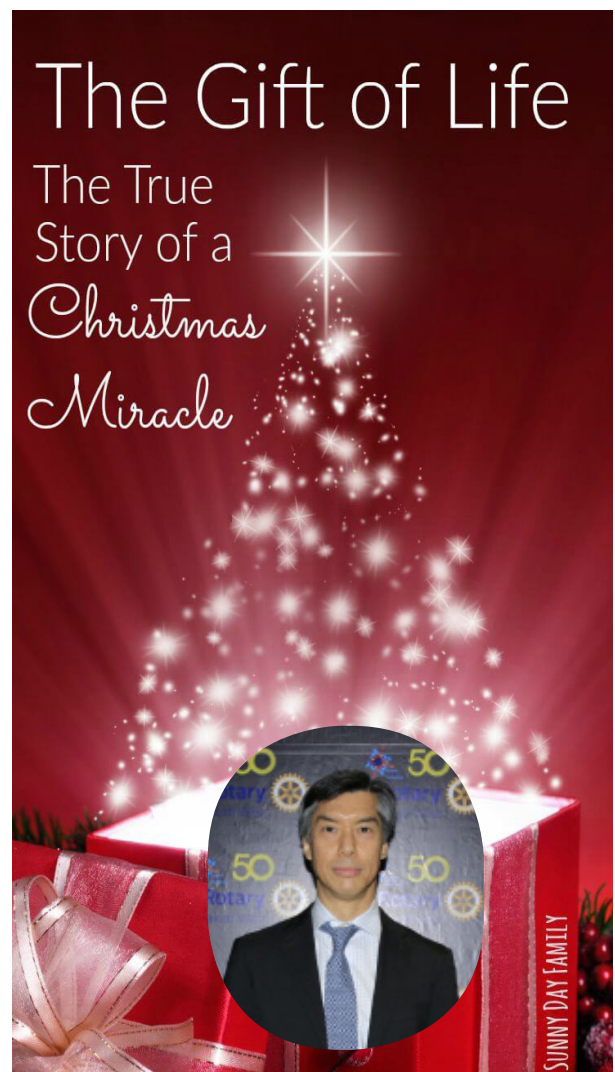
Even during covid, when the hospitals were full, our resources and connections would somehow enable us to manage to get a room when so many other desperate people could not.

For millions of Filipinos, there are no resources or connections to get even basic medical treatment. I've often wondered what happens to those who do not have the money to pay the cost of getting the lifesaving medical treatment they need. I think we all know the tragic answer to this.

We cannot save everyone but at least we can make a huge difference in the lives of the children and their parents who come to us for help through GoL.

For as little as P4,000 we can save the lives of 8 children and spare their parents the agony of losing a child. This coming Christmas, I cannot think of a better way to celebrate the coming of our Jesus Christ by giving a child the gift of life.

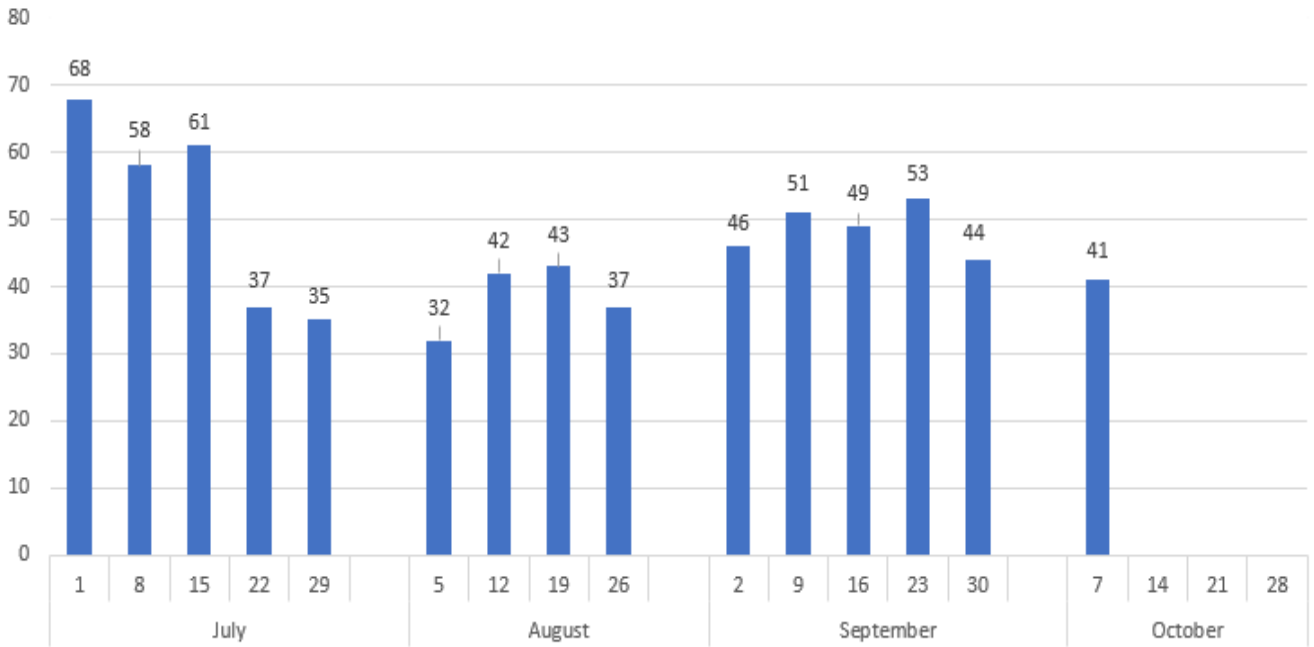
GOL Chair. Gerry Limcaoco



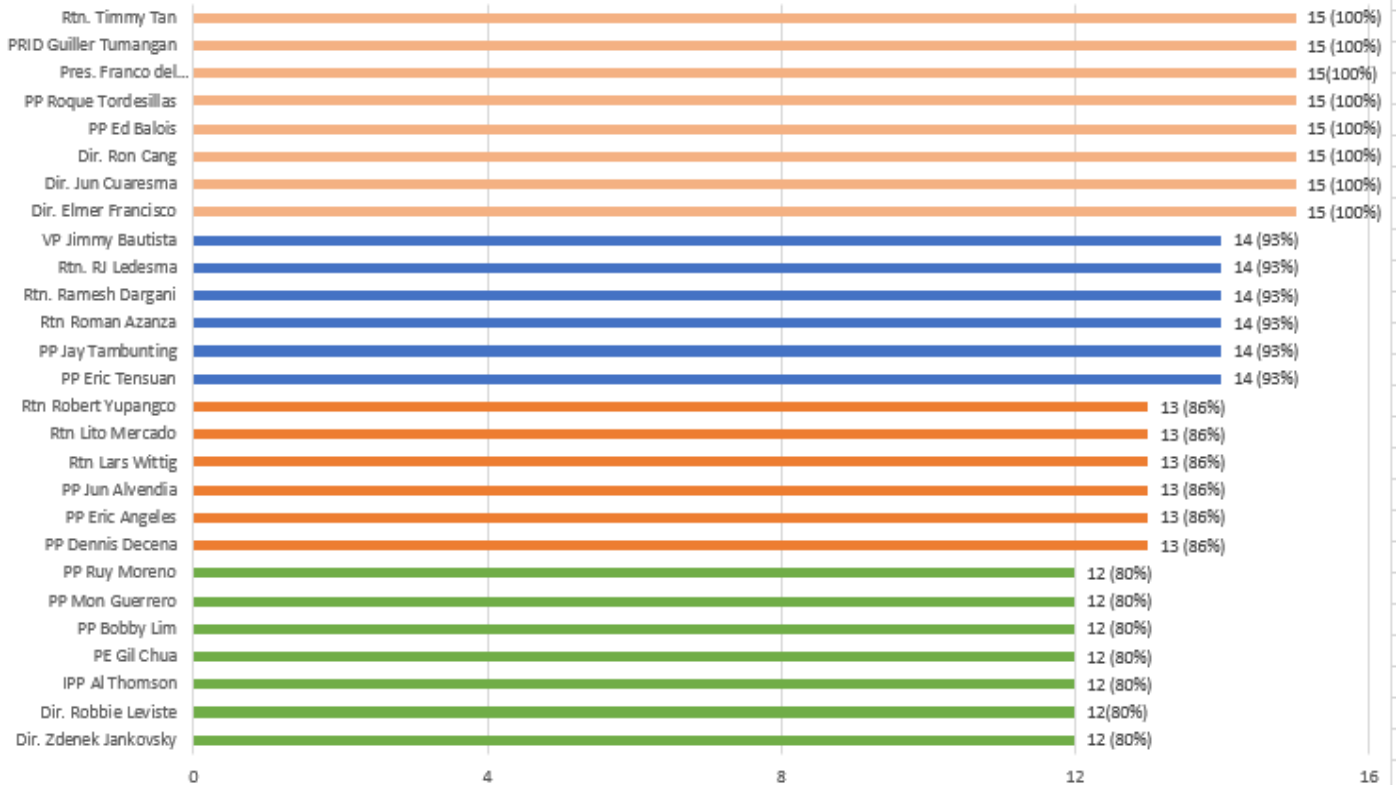


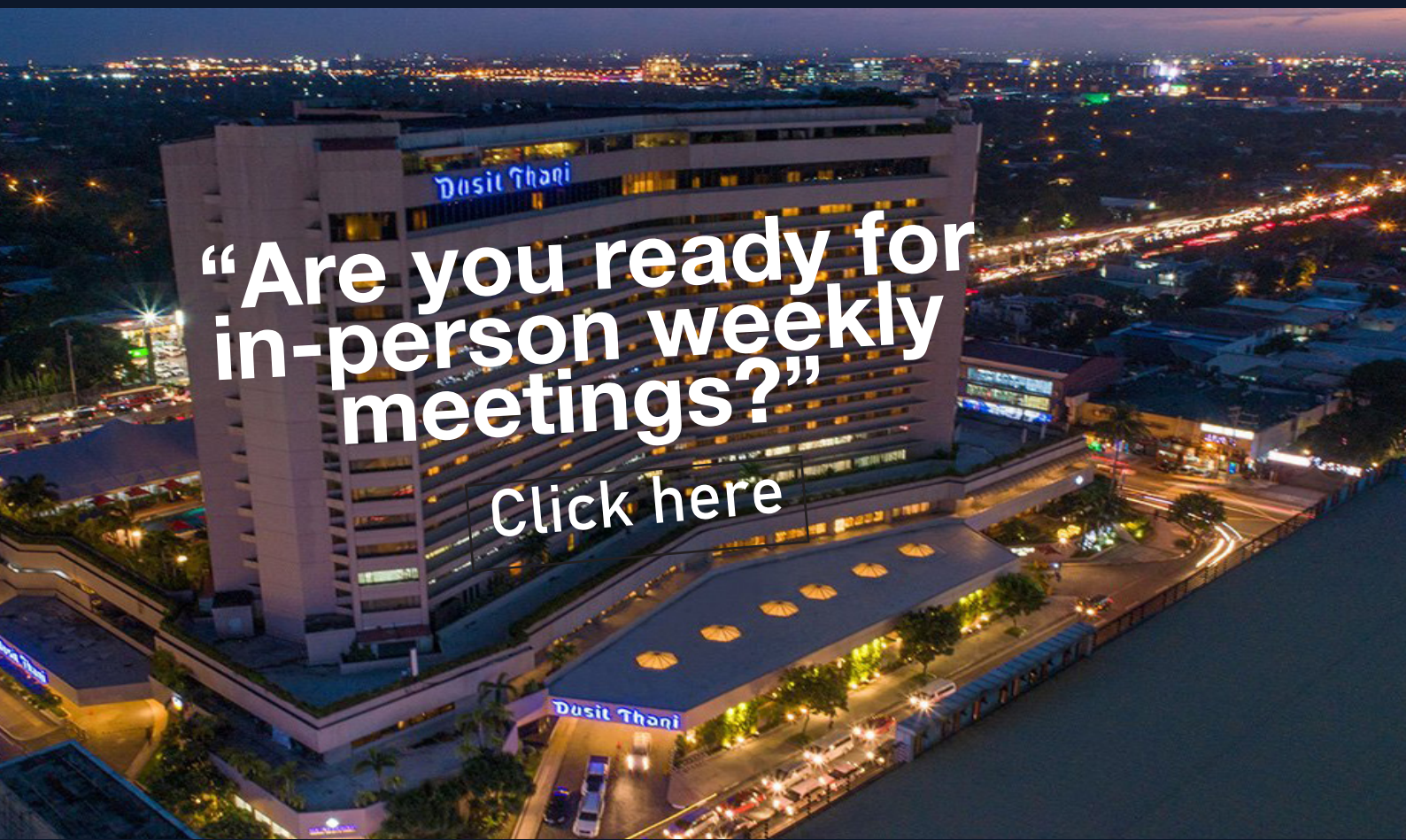
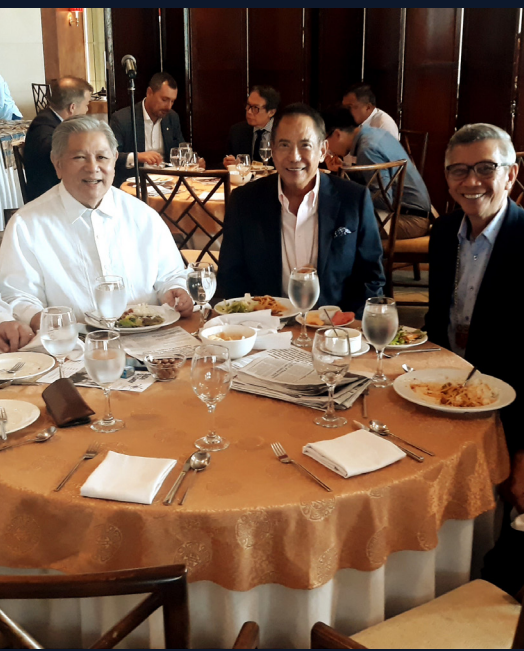
# ATTENDANCE AT THE WEEKLY REGULAR MEETINGS

Weekly Club Attendance



## Thank You Members and Directors with 80% and Above in Weekly Meetings For the First Quarter







At the Manila Polo Club Driving Range  
Golfers in action PP AP Bartolome, Dir. Robbie Leviste,  
PP Eric Angeles, PP Bobby Lim & PP Junvee Vital



“If God answers your prayers,  
He is increasing your faith. If  
He delays, He is increasing  
your patience. If He doesn’t  
answer, He has something  
better for you.”

- Gloria Garcia

Q & T

## PLEASE TAKE A MOMENT & LET US ALL PRAY THIS PETITION FOR THE SPEEDY RECOVERY OF OUR PDG OSKIE

God is watching out for and protecting us every single day. In exodus 23:25-26: you shall serve the Lord your god, and he will bless your bread and your water, and I will take sickness away from among you.

The bible says that no good thing would god withhold from those who walk uprightly. And we know PDG Oskie is one who walks uprightly.

We know that the will of god is against sicknesses in any form or shape and it pains God to have the person he has designed in his image to be subject to sickness.

Our God is a healing God! — “Jehovah-Rapha”

Matthew 9:21-22 [the woman bleeding 12 years] said to herself, “if I only touch his cloak, i will be healed.” [22] Jesus turned and saw her. “take heart, daughter,” he said, “your faith has healed you.”

Healing prayers work! Let us now call on God for help in healing PDG Okie. While you are reading this prayer, I would like to ask you to pause and pray silently for one minute for PDG Oskie.

Let us pray: God, the words you spoke in the bible is still very much active towards us even today. Thank you lord you are the same God yesterday, today and forever.

Just as in Mark 11:24 that says, therefore i tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours.

Holy Lord, we call on you in prayer for healing for PDG Oskie and we believe and we declare that by your stripes, PDG Oskie is the healed of you Lord and PDG Oskie receives your healing gratefully.

Lord, we love you, praise you, worship you, lift you up, increase you, decrease ourselves, we bless your holy name. We exalt you, magnify and glorify you.

Thank you all things are possible with you Lord who strengthens our brother PDG Oskie. We ask you to draw closer to PDG Oskie.

Please Lord be with PDG Oskie every second of his life, guide PDG Oskie's doctors and be the driver of every decision they make. We claim healing for PDG Oskie! All these we ask, in the mighty name of Jesus. And all men of zest say, Amen!

# Be a Guardian Angel Today

## FAQs? PREVIEW

**Q:** What is 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.

(Please check out the photos of the kids, our GOL beneficiaries on pages 31 - 35)



**"THANK YOU FOR ACCEPTING PRES. FRANCO INVITATION TO BE A GUARDIAN ANGEL!"**



1. Dir. Jun Cuaresma
2. PP TG Limcaoco
3. PP Bobby Lim
4. IPP Al Thomson
5. Rtn. Miguel Pertierra
6. Rtn. Charlie Rufino
7. PP Dave Caldwell
8. PE Gil Chua
9. Rtn. Javi Berenguer-Testa
10. Rtn. Lemarc Limosnero
11. Rtn. Manny Samson
12. Rtn. Ryan Kern
13. PP Junvee Vital
14. Rtn. Rany Rono
15. Rtn. Mario Chan
16. Rtn. Jon Rocha
17. PP AP Bartolome
18. PP Roque Tordesillas
19. Pres. Franco del Rosario
20. SAA Dax Carlos

[Learn More](#)





PRID Guiller is the Organizer of the event , being the Chairman of the Board of RCC Foundation in the Philippines. The members of the Board are all Past District Governors coming from the Ten Districts Of the Philippines. The Foundation was started by Past RI President Matt Caparas.

**ROTARIANS, RCCs, ROTARACTORS AND FRIENDS OF ROTARY**

**REGISTER NOW!**

**Rotary**



**Rotary Village Corps  
Foundation, Inc.**

IN COOPERATION WITH

ROTARY DISTRICTS 3780, 3800, 3810 AND 3830



**ROTARY  
COMMUNITY  
CORPS**  
**Expo 2021**



SERVE TO CHANGE LIVES

SATURDAY, 16 OCTOBER 2021 | 9:00 AM - 12:00 NN

REGISTER THRU LINK: [bit.ly/rccexpo2021](https://bit.ly/rccexpo2021) OR VIA ZOOM

Zoom ID: 828 4280 6781

Passcode: rcc2021



FOR INQUIRIES, KINDLY MESSAGE

PP HARRY DACUMOS ([hj.dacumos@gmail.com](mailto:hj.dacumos@gmail.com)) | PP MARGE LAMBERTE ([patmargelambert@gmail.com](mailto:patmargelambert@gmail.com))

PP RUDY CUBILLAN ([rcubillan@gmail.com](mailto:rcubillan@gmail.com))



## RCMW MEMBERSHIP APPLICATION PROCESS PROPOSING A NEW MEMBER A step-by-step guide

01

Club members/sponsors identify prospective members believed to be of good character and a good fit for membership in RCMW

02

The sponsors introduce the prospective members to our Club by sharing with them about:

*Their experience as a Member*

*Why they joined and why they have stayed with the club*

*Our club's projects and activities and its impact to the club members and the community*

*How they can get involved in club activities*

*Invite the prospective member to attend a combination of at least 3 Thursday weekly meetings and Fireside chat*

*If the prospective member shows interest and is deemed to be a good fit, the sponsoring member should request for a copy of the bio data and submit to the Club Secretary through the club Secretariat for immediate circulation to the board members and club advisers.*

03

If there are no objections from any of the Board members and club advisers after a 10 day posting, it is posted to the entire membership for another 10 days, for a total 20 days posting period. If no objection is received, the prospective member is then accepted and attends an onboarding orientation.

04

The prospective member pays the pro-rata annual dues shortly after receiving an invoice from the club.

05

The prospective member is inducted after making at least a partial dues payment.

06

The Club Secretary or President immediately reports the new member to Rotary International.

### QUALIFICATIONS OF MEMBERS

1. A member should be an adult person of good character, good business, professional, with good community reputation.
2. Engaged as a proprietor, partner, corporate officer, or manager of any worthy and recognized business or profession.
3. Holding an important position in any worthy and recognized business or profession in an executive capacity is preferred but not mandatory.
4. Retired from business or profession mentioned in 2 and 3 above.
5. A community leader who has demonstrated through personal involvement in community affairs with a commitment to service and the object of Rotary.



For Questions: Please contact Director of Club Service "JC" Jimmy Basitine  
Email: jimbaset70@gmail.com  
Number: 0917-891-0690

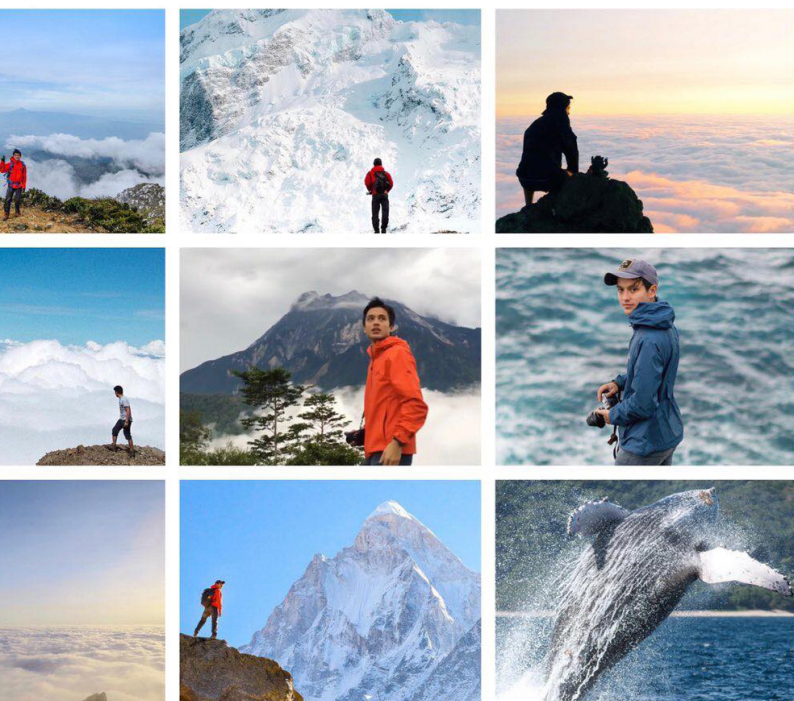
*"Please submit your article on what being a Makati West Rotarian mean for publication on our website and the West Side Story."*

SHARE YOUR THOUGHTS



## THE RCMW WEBSITE

**WATCH OUT!**  
For the **SOFT LAUNCH**  
of our **RCMW WEBSITE THIS MONTH**



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!



*Thank you so much  
Rotary Club of  
Sapporo West /  
Rotary Club of  
Makati West*

From,  
NCH Cardiovascular  
Team



The Rotaract Club of Makati West as one of the lead Host Clubs for “Love on a Plate Version 2.0” Project on Saturday, October 9, 2021. They distributed food & Covid 19-Kits to 200 street dwellers around the metro. As part of the MASKQUERADE joint project of Rotary Club of Sapporo West & RCMW, each kit includes one surgical facemask.





Rotaract Club Past President Neo Japeth Carcusia & Timothy Masangkay joined on this project.





# PROJECT UPDATES

GIFT OF LIFE

GOL RY 2021-2022

GUARDIAN ANGEL PROGRAM

GAP RY 2021-2022





**F**our children had a successful operation of PDA & VSD Closure last Wednesday, & Thursday October 6 & 7, 2021. They have expressed their gratitude in writing for a second chance in life — this is all thanks to your continuous service and donations to the Rotary foundation.

Delos Santos Medical Center, QC  
October 6 & 7, 2021

**Zia Ayesha Francia**

2 year old  
1088 C. De Jesus St., San Vicente,  
Sta. Maria, Bulacan



**Aquiro Gee Cinco**

3 year old  
Brgy. 10-B, Sta. Cruz St., Cavite City





**Kayleigh Mei Fuerte**

**6 years old  
Mangga St., Amparo, Caloocan  
City.**

**Dhenise Maricar Palacio,  
14 years old  
Brgy. Bagong Bayan, Sabang,  
Pansacola St., Mauban, Quezon**



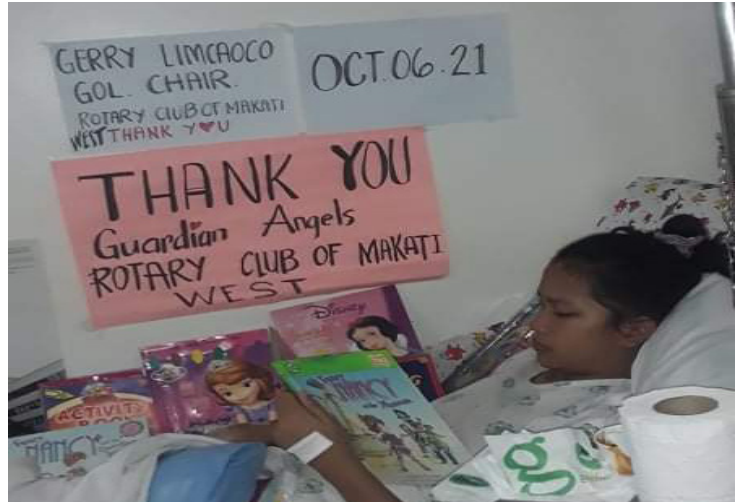


**GUARDIAN ANGEL PROGRAM BENEFICIARIES  
GAP RY 2021-22**

GAP Beneficiaries from National Childrens  
Hospital & Delos Santos Medical Center  
Received their books.

**Denise Maricar Palacio**

14 years old  
Brgy. Bagong Bayan, Sabang,  
Pansacola St., Mauban, Quezon



**Aquiro Gee Cinco**

3 years old  
Brgy. 10-B, Sta Cruz St. Cavite City

**Kayleigh Mei Fuerte**

6 years old  
Mangga St., Amparo, Caloocan City.





**Lyrha Jade Aniceta**  
1 year old  
San Isidro, Subic, Zambales



**Zia Ayesha Francia**  
1088 C. De Jesus St., San  
Vicente, Sta. Maria, Bulacan



**Zhia Nicolyn Garcia**  
4 years old  
Taytay, Rizal



WEST SIDE  
STORY

District 3830  
Corner

OCTOBER IS

*Photo by Alyce Heaton. © Rotary International. Design layout by Gilbert Thien Rotary Club of Miri.*

# ECONOMIC AND COMMUNITY DEVELOPMENT MONTH



*"If we can make a difference in the life of one person in a community, it is a small yet significant step to empowering a whole community."*

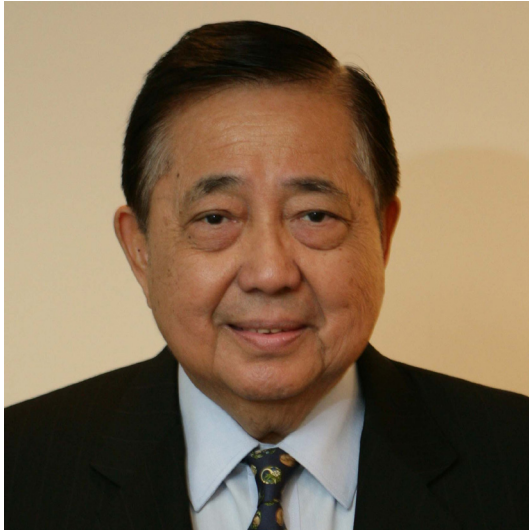
*Loshini Naidoo*

Rotary



TAKE ACTION: Join Rotary, Get Involved





**PDG Oskie de Venecia**  
Polio Plus Society Charter Member



**PRID Guiller Tumangan**  
Polio Plus Society Charter Member

**END  
POLIO  
NOW**

**D3830 POLIO PLUS SOCIETY  
CHARTER NIGHT**

**TOGETHER  
WE END POLIO**

**OCTOBER 21, 7 PM  
ZOOM**

**Rotary**  
District 3830

**SERVE TO  
CHANGE LIVES**

## Reasons why getting experts for your Forex requirements is a win-win solution for you and your business



**T**hese days, choosing a Forex service platform can be a struggle, especially when you are presented with many available options. How will you know that the one you choose walks the talk, and more importantly, is suited to your needs and goals?

When dealing with foreign exchange—from local buying and selling of USD to international currency payments—there are risks involved, strategies to plan time to invest, financial and market foresight to develop, and even emotions to control. That is exactly why, it's not only a matter of finding a Forex service platform with impressive functionality and rates, it's also having the right Forex trading tools, understanding, and guidance that we would highly recommend to consider. And what better way to start Forex trading right than by capitalizing on the expertise of dedicated and recognized Forex specialists?

As you go through your Forex trading journey, there is nothing quite like having a second pair of eyes, to guide and to help you make well-informed decisions. Any success comes with great mentors who helped them get there. Same with your Foreign Exchange requirements, here are three reasons why it is essential to have dedicated Forex specialists to guide and navigate your trading course to your best advantage:

### Your Forex trader will tell you when is the right time to deal

How to start trading is fairly easy, but when to start right on every trade is a challenge. The market situation can be inconsistent and turbulent to the point that many give up way earlier than they themselves expect to. Not everyone also has the time to study market movements, and economic implications that affect currencies. Having a dedicated Forex Specialist can help you create a plan that is in line to your best advantage, and make necessary adjustments when they are called for.

### Forex specialists will tell you how to maximize and be more effective so you can be self-reliant

Your qualified Forex specialist is not only equipped with valuable foreign currency trading tips and recommendations.

He will also ensure that all of your pain points are addressed accordingly to the point that you are able to learn conveniently and eventually be self-reliant. Your dedicated Forex specialist will minimize all the nitty-gritties (like ensuring there's little to zero paperwork) so you can focus on what truly matters.

### Experts will tell you how to fix a problem and more importantly, prevent it

Foreign exchange is not always kind to your finances, so a dedicated Forex specialist will come in handy in situations when you are unsure of what to do or when faced with a predicament, especially when you need it the most. Your dedicated Forex specialist will always be a phone call away, ready to attend to any of your concerns.

While there are many Forex providers out there, there is nothing like first-hand interaction and experience with an experienced and dedicated Forex specialist who will educate and guide you through your Forex journey; whether it's for local buying and selling of US Dollar; or even to international outward wire transfers. A Forex specialist is the much-needed support who will not just provide insight dealing on a very volatile Forex market but also be at the best service, for your convenience.

Find top Account Officers and Traders who capitalize on their expertise by visiting the website at [www.petnetforexsolutions.com](http://www.petnetforexsolutions.com), email: [info\\_forexsolutions@petnet.com.ph](mailto:info_forexsolutions@petnet.com.ph), and/or call (02)7796-0261 or 0917 809 2613.

Follow our social media platforms to get the latest updates:

 @petnetforexsolutions

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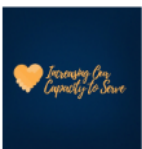
# THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

## 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**?



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(02)7796-0261 or 0917 809 2613

## 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

Rotarian Adviser President Franco del Rosario

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](http://www.fb.com/RCMWD3830)  
[rcmakatiwest2020@gmail.com](mailto:rcmakatiwest2020@gmail.com)  
(63-2) 8753 3098

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Village, Makati City, 1227