

#### **QOUTE FOR THE WEEK**

## In this issue:

Monthly Activities	3
52nd Anniversary Celebration	4
President's Message	6
Modesty Aside	8
The Week in Review	10
Club Bulletin Board	11
Project Updates	28
The Four-Way Test	31
Acknowledgements	32



"Climate change is actually a far more frightening thing right now than this pandemic because this pandemic will go away. But if we don't address climate change with as much vigor as people are addressing the pandemic then the globe will heat up and we will reach a time when basically everywhere is not habitable to humans."

- Jane Goodall



#### Next Week's Guest Speaker:

Catch Mr. Federico "Piki" Lopez Chairman & Chief Executive Officer, First Philippines Holdings Invite your family and friends. Don't miss it!.

# MONTHLY ACTIVITIES



#### Lunch Meeting

Featuring H.E. Ma. Leonor "Leni" G. Robredo Vice President of the Philippines (Unconfirmed) Date: Dec 16, 2021/ Thursday Venue: Zoom Conference Time: 12nn to 2pm





#### Governor's Visit

Featuring Ma. Jocelyn Genevieve L. Tan Governor, District 3830 Date: Jan 13, 2022/ Thursday Venue: Zoom Conference Time: 12nn to 2pm



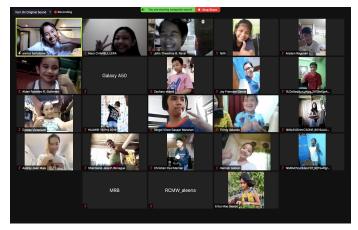


WATCH OUT FOR... ANNICA BARTOLOME, TESSA TORDESILLAS, FRANCO REYES, ALBA BERENGER-TESTA, THE GIFT OF LIFE CHILDREN, DUKE UNIVERSITY MEDICAL TEAM, AND PP LUIS DEL ROSARIO, JR.





#### RCMW 52nd Anniversary Celebration & Sister Clubs Fellowship November 22, 2021



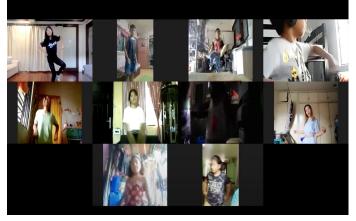
Through the initiative of the Guardian Angel Program (GAP) team headed by PP AP Bartolome, we will be celebrating our 52nd year anniversary on November 22nd with a Zoom fellowship with our sister clubs. During this occasion, we will share the good news that since recovering from their heart surgeries, our Gift of Life (GOL) beneficiaries are leading normal active lives.



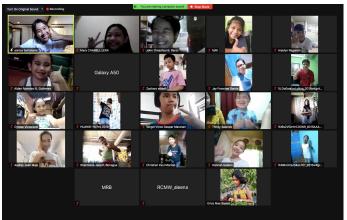
By way of background, GAP was created to ensure GOL beneficiaries complete post-operative care requirements and follow-up checkups; as well as a mechanism for continuing monitoring of the child's health; including addressing post-surgery complications that may arise.



In the past months, the GAP team embarked on a project, entitled, "Feel The Beat". This was spearheaded by Annica Bartolome and Tessa Tordesillas, daughters of PP AP and PP Roque; was organized along exciting and fun-filled two-hour weekly hip-hop and ballet Zoom lessons for twelve weeks.



Their main goal was not only to provide the Gift Of Life beneficiaries with exercise but to use dance as an outlet of expression as well as improve the well-being of the children at times of pandemic.







## PRESIDENT'S MESSAGE

#### Short-Term Realistic, Long-Term Optimistic, Always Opportunistics

"... we experience now the consequences of actions set in motion yesterday and decades ago and centuries ago ..." – Ian McHarg – To Heal the Earth.

am devoting this piece to share some noteworthy takeaways from Scott Anthony's talk – "Innovation in a crisis: Why it is more critical than ever".

We are in a crisis because we live in a world where constant, unpredictable change is now normal. The US Army War College introduced the term, **VUCA**, an acronym for **V**olatile, **U**ncertain, **C**omplex and **A**mbiguous.

**VUCA** demands avoiding traditional approaches to dayto-day working. Scott's organization, Innosight – an innovative growth strategy consulting firm, believes traditional approach businesses adopt to drive growth, analyzing the past, in order to somehow predict the future; sadly, this is a case of facing the wrong way. On the other hand, Innosight looks at the world differently – they are in the future business.

Scott cited the work of Ian McHarg (the opening quote)

that puts emphasis on chronological sequence to show relationships, dependencies and causation through time as an important tool to help us understand the present.

Scott's thesis, businesses have spent billions on internal venture capital, incubators and accelerators to spur innovation. Yet survey after survey indicates these efforts aren't producing results; as firms fail to address one major obstacle: the day-to-day habits and routines that regularly stifle innovation.

He poses this fundamental question for us to ponder, both in our businesses and across the various avenues of service of our club.

"... why is it so hard for organizations to do innovation is simply because innovation is something different. Organizations exist to do work they are currently doing, faster, better, cheaper, more effectively. They don't exist to do something different. What is even deeper behind



## President's Message

"...businesses have spent billions on internal venture capital, incubators and accelerators to spur innovation. Yet survey after survey indicates these efforts aren't producing results; as firms fail to address one major obstacle: the day-to-day habits and routines that regularly stifle innovation..." - Scott Anthony

this is the biases, blind spots; all the while we think we are in control by doing detailed analysis ..."

Scott hacks this problem, using interventions called **BEAN**, combinations of **B**ehavioral **E**nablers, **A**rtifacts and **N**udges that break down the innovation blockers; and advocating companies to create its own BEAN by identifying the creative behaviors it wants, examining what's getting in the way and then brainstorming ways to bust those bad habits.

To pick up on Scott's point surrounding behaviours, relatedly, experimental cultures with people that are open to new ideas drive innovation. I wrote in my Nov. 4th WSS article about experimenting as one of the discovery skills of innovators. There are a lot of testing of ideas In an experimentation organization, as well as a reliance on the data that such tests produce rather than the untested opinions that dominate decision-making. I actually would like to see more experimentation (and learning) across the club, to move us forward more progressively, embracing the future.

In closing, Scott Anthony shared an inspirational story that could help us to persist, at pace, on our innovation initiatives, which is found in Jim Collin's book - Good to Great (GTG). Admiral James Stockdale was the highestranking US military officer in the Hanoi Hilton POW camp during the Vietnam War; where he spent eight years under brutal conditions.

Collins found that every GTG initiative embraced the Stockdale Paradox: "... you must never confuse faith that you will prevail in the end - which you can never afford to lose - with the discipline to confront the most brutal facts of your current reality, whatever they might be."

In Collins' book, every GTG company faced significant adversity along the way to greatness. In every case, the management team responded with a powerful

"...Organizations exist to do work they are currently doing, faster, better, cheaper, more effectively. They don't exist to do something different. What is even deeper behind this is the biases, blind spots; all the while we think we are in control by doing detailed analysis ..." psychological duality. On the one hand, they stoically accepted the brutal facts of reality. On the other, they maintained an unwavering faith in the endgame and a commitment to prevail as a great company, despite the brutal facts.

Scott says the same mindset is necessary to live in the VUCA world: short-term realistic, long-term optimistic and his addition to the Stockdale Paradox, always opportunistic.

As explained by Scott, rather than moving reactively to events, innovation strategy requires identifying high-potential opportunities for growth, and pursuing groundbreaking ideas to accelerate that growth.

Collins found that every GTG initiative embraced the Stockdale Paradox: "... you must never confuse faith that you will prevail in the end - which you can never afford to lose - with the discipline to confront the most brutal facts of your current reality, whatever they might be."

Scott's counsel, find the opportunities that will help us navigate the disruptive changes of the future.

Click on this link for the recording of Scott's message:

https://drive.google.com/file/ d/1anSwHUIbMJ6R7X2fn7fWUyw9qdi\_dhrt/ view?usp=sharing

Speaking of the future, join me in getting into conversation with our guest speaker next Thursday – Federico R. Lopez, Chairman and CEO, First Philippine Holdings, Inc. as he shares how his group of companies are living their commitment to forging collaborative pathways to a decarbonize and regenerative future.

Finally, as always, 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.

Scott says the same mindset is necessary to live in the VUCA world: short-term realistic, longterm optimistic and his addition to the Stockdale Paradox, always opportunistic.

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

- Scott Anthony



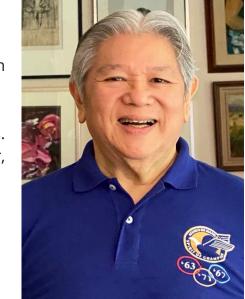
## Modesty Aside Corner

Full Name: Carmelino Alvendia Jr.

**We call you as:** Jun. But friends from school used to call me Alvendia which was corrupted to Albenja. Benjang is a corruption of the family name Albenja. Others call me Benj.

**Relationship & Family:** Married to Lisa Jacinto, for the last 45 years. Have 3 sons, Paolo, Angelo, and Niccolo and one granddaughter, Clara

**Education & Training:** Grade School to College - Ateneo de Manila, AB, Behavioral Sciences 1968/ Asian Institute of Management - Masters in Business Management, 1972





**Day Job:** I am a career of my wife Lisa, victim of a severe stroke in 2014. I chair CGA Realty Development Corp. as well as Quezon City Academy Foundation Inc. I sit on the Board of 3 other institutions: Bayan Academy, Everest International Academy and Mano Amiga Academy

Work Fulfillment: Making a difference in the lives of others, esp. the needy

**Work Challenges:** The challenges which real estate companies and educational institutions face during this pandemic. But it made us work harder, and more creatively, to reach out to employees, students and anyone in need.

**Rotary achievements:** Was named, together with Archit Bartolome as Most Outstanding Rotary Club President in the District 1988-1989



## Modesty Aside Corner



Hang-out place: My home - where Lisa and I used to receive visitors, pre-pandemic.

Poison/ Drink of choice: Scotch Whiskey

**Weekend activities:** Saturday mornings are reserved for Zoom meetings with classmates and different barkadas; at 4 PM afternoon, we pray the Rosary with about 200 inmates from 10 city jails...part of the Restorative Justice Ministry of our parish, San Antonio. Every Sunday the Alvendia famiy joins a Zoom Mass, after which we have lunch. common food orders. This is precious family bonding time with my siblings families.

**Post-covid get-away plans:** Travel with Lisa to Sydney to visit our grandchild and our son and daughter-in-law

**Unforgettable moment:** The one year I spent in Jolo, Sulu after college. It opened up my way of thinking and my sense of self..

**Favorite Movie:** Filipino teleserye called Be Careful With My Heart...it transformed my wife into a different person - happier, more friendly, more loving.







Rtn. Chris Moriarty acts as Moderator



Rtn. Scott Moore acts as Invocator



President Franco del Rosario during his President's Time



Rtn. Smith Newton Introduces the Guest Speaker



Mr. Scott Anthony giving his talk



Mr. Scott Anthony receives a Gift of Life certificate from the club



#### Nov. 17th, Impromptu Alabang cluster fellowship, Open field facing the veranda of the Alabang Country Club



















Speakers Planning Meeting with Rtn. Nono Ibazeta and Solaire BOD Natoy Almeda, November 12th, Kiwa Restaurant, Solaire Resort and Casino





Events Planning Meeting with PP Bro at Cuenca Park, Ayala Alabang Village.







Bought a sandwich from Alabang Town Center (atc) and bumped into this alien and wanted to check his Alabang visa. He bribed me instead.

PP Mon Guerrero & PP Bobby Lim

November 15th at Molito, Ayala Alabang



## Congratulations Dir. EDSA and Sps. Jenny on the occasion of the graduation of your daughter, Julia Estefanie





Congratulations Sec. Gil Chua and Sps. Gigi for your award-winning Filipino digital marketing leader, Diane Chua, Tribal Worldwide Managing Director as among the outstanding practitioners in Campaign Asia's 40 under 40 list





#### **Tribal Worldwide Managing Director** DIANE CHUA

TUESDAY NOVEMBER 16 | 9PM



We speak to Diane Chua, managing director of Tribal Worldwide, tonight on The Final Word with Rico Hizon.

💻 Facebook Live stream cnn.ph/1LXc9jG Free TV ch. 9, Cignal ch. 10, Sky Cable ch. 14





# AN APPEAL FOR OUR MEMBERS

## **"FOR YOUR SPARE LAPTOPS"**

#### THE TWO LAPTOPS OF OUR SECRETARIAT ARE OVER 10 YEARS OLD.

To avoid problems during weekly zoom meetings and for better reception and project a professional image to our guests, there is a need to upgrade the two laptops and the internet subscription.



Hello to my fellow Men of Zest!

It is my pleasure to forward to you our club's first quarterly summary review for RY 2021 – 2022. Notwithstanding the pandemic, we had a great start for this rotary year. I know you are quietly proud of our achievements. But our work is never done. We need to continue to increase our capacity to serve. The need is the call! We have no choice. It is spirit of our club to serve!

Keep up the good work and let's continue to recruit our colleagues, friends, and family to join us – so we can work together in fulfilling the task ahead of us.

Please use our first quarter review as a recruitment tool to further our mission. Attached is a suggested letter you could use (copy and paste) to forward to your prospective members. Another attachment is a fact sheet that provides more detail of our flagship projects; in case you would like to forward that as well.

Men of Zest, you have always come through. Thank you, guys! You rock!

Franco del Rosario President RY 21-22



#### SUGGESTED LETTER FOR PROSPECTIVE MEMBERS

Hi (prospective member name),

I hope all is well. It was good to talk to you. As mentioned, I'd like to tell you more about our Rotary club of Makati West.

Let me just mention a few projects, starting with our flagship project, the Gift of Life (GOL) Program, which provides free heart operations for poor children with congenital heart disease.

Our other major projects are: "Gift of Sight", which provides free cataract surgeries. We also have the "Gift of Mobility", and RCMW has made available free artificial limbs.

We have regular weekly meetings on Thursdays via zoom. We have established what we call, "fireside chats (FSC)" which are held via zoom at 5:30 p.m. on Fridays. FSCs are very informal and most are led by our members on mostly non-business topics like restaurants, alcohol, hobbies and enthusiasts of things like cars, travel; basically any collectible item.

In closing I wish to tell you that in everything we do, we have a lot of fun; as that is very much a part of the culture of Makati West. Aside from being firm believers of "service above self" we are about fun; as that's who we are: fun people. Our club has no attendance requirements. I invite you to check us out!

In fact, to give you an idea of what our club is all about and about our fun loving members, I have attached a short one page fact sheet of a few of our community projects as well as our club's first quarter summary review. Please visit our website: rcmakatiwest.ph. I am inviting you to attend our regular meetings and our fireside chats.

Please let me know your availability and I will forward to you the zoom link; as well as any questions. I may be reached at (your mobile number).

Below is our guest speakers for the next several weeks, by zoom. Nov. 25<sup>th</sup> – Federico R. Lopez, Chairman and CEO, First Philippine Holdings, Inc. Dec. 2<sup>nd</sup> - Jaime Flor Cruz, Former Beijing Bureau Chief, CNN Dec, 9<sup>th</sup> - Ana de Ocampo, President and CEO, Wild Flour and Bakery

Thank you and I look forward to seeing you in one of our meetings soon!







OFFICERS AND DIRECTORS RY2021-2022

November 16, 2021

President JAIME BAUTISTA

Vice President/Club Service "A" Director

GIL CHUA President Elect/Secretary

FRANCO DEL ROSARIO

TRISTAN CHOA Treasurer

RONALD CANG Club Service "B" Director

LEONARDO CUARESMA, JR. Director for Audit & Compliance

> EDSA DELOS SANTOS Vocational Director

ELMER FRANCISCO International Service Director

ZDENEK JANKOVSKY Asst. Treasurer Community Service "B" Co-Director

> GERARDO LAPERAL Paul Harris Fellow Director

LAURO LEVISTE Community Service "A" Co-Director

> DAX CARLOS Sgt. at Arms/Youth Service

> > ALASDAIR THOMSON Ex-Officio Director

PRID GUILLER TUMANGAN PDG OSCAR DE VENECIA PP CARMELINO ALVENDIA, JR. PP ENRICO ANGELES PP EDGARDO BALOIS PP AURELIO PAULO BARTOLOME PP DENNIS DECENA PP LUIS DEL ROSARIO, JR. PP RAMON GUERRERO PP NOEL LAMAN PP TEODORO LIMCAOCO PP RUY MORENO PP LARRY OCAMPO PP ANTONIO TAMBUNTING III PP ENRICO TENSUAN PP ROQUE TORDESILLAS PP VICTOR VITAL Club Advisers Pres. CHOY Chak Wa President Rotary Club of Kowloon West

Dear President Peter,

Please accept my sincere congratulations on the occasion of Rotary Club of Kowloon West 60th anniversary. Your club's hard work and perseverance over sixty years have certainly paid off.

Not even a pandemic can hold your club back!. We at Makati West are beyond proud of your club's numerous accomplishments. It is all the more impressive as carrying out your projects were made even more demanding by the pandemic. Well done!

Your club tells an incredible story and we are pleased to see your club continue to make a positive difference in the lives of the underprivileged. The Rotary Club of Kowloon is a superb example to us and Rotary Clubs worldwide.

President Peter, I am sure you will continue to do an outstanding job in motivating your team to new, heightened levels of success. Warmest congratulations and wishing you and the Rotary Club of Kowloon West even more success in the future.

Yours in Rotary,

Franco del Rosario President, RY 2021-2022

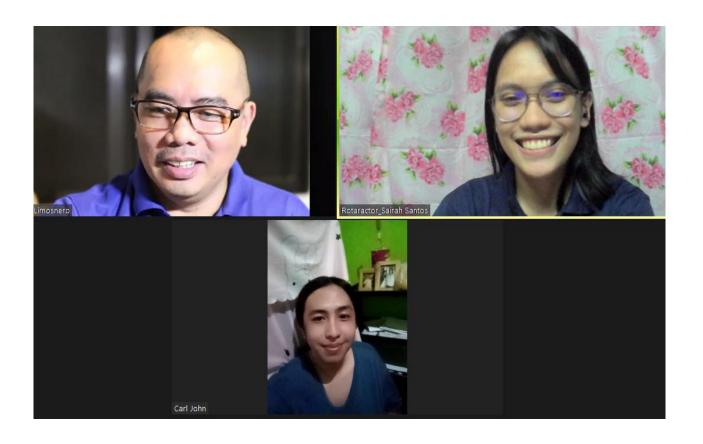


#### Click Here for the Video Message

Unit 1903 Cityland Herrera Tower, V.A. Rufino cor. Valero Sts., Salcedo Village, 1227 Makati City, Philippines Mobile (63-9) 175431709/ (63-9) 175431704; Tel. (63-2) 8753-3098; \* Email: rcmakatiwest2020@gmail.com



## GAP Meeting with Rtn. Lemarc & his ward Carl







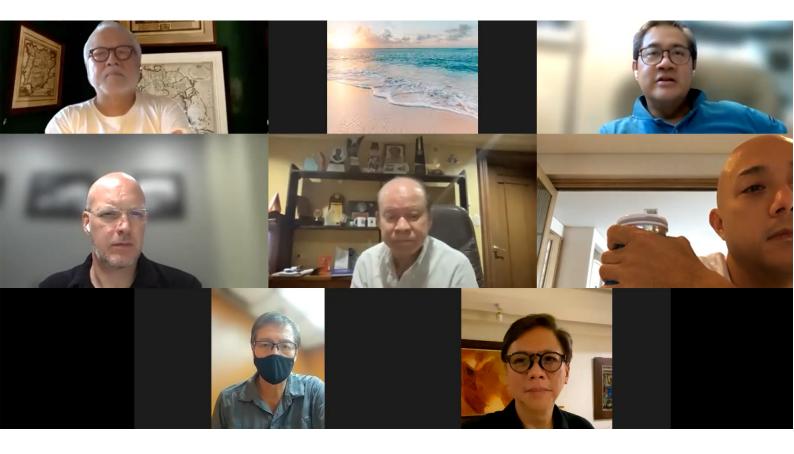
### Meeting with PE Troy of Rotary Club of Edson, Alberta





## Meeting with Ambassadors for the 52nd Anniversary Celebration







#### Breast Cancer Meeting with CP Carol Mercado & Sps. Malu del Rosario









*"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

"I've found that the one certainty of "giving back" is that one actually always receives more than one gives. At RCMW, the two projects that have personally meant most to me have been the Breast and Cervical Cancer Screening project led by Lito Mercado, and the Gift of Life."

#### -IPP AL Thomson



## 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!

### **Become a Paul Harris Fellow.**

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

#### How to receive RCMW NFT?

STEP 1: Download Trust Wallet from Apple App Store for iOS or from Google Playstore for Android.

STEP 2: Create an Ethereum Wallet in-app and send your Ethereum Wallet address to Dir. Elmer Francisco.

STEP 3: View your collectibe tab after receiving your notification your RCMW NFT has been sent to you.

STEP 4: The secretariat will send you a digital copy of your certificate and the serial number of your RCMW NFT.

#### Missed out on past events?

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



PAST WEEKLY MEETINGS Click to explore > 52<sup>ND</sup> INDUCTION & HANDOVER Click to explore >



# Fireside Chat & All-Cluster Meetings

Click to explore >

Click to explore >







## **PROJECT UPDATES**

GIFT OF LIFE GOL RY 2021-2022 GUARDIAN ANGEL PROGRAM GAP RY 2021-2022





## Project Updates

Delos Santos Medical Center, QC November 10 & 13, 2021

our children had a successful operation last Wednesday, November 10 & One child on November 13, 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.

Jethro Estolas

7 year old, Male Baraoas Sur, Naguilian, La Union







Jhay Cee Ejida

1 year old, Male Barangay Banitan, Purok Uno, Guimba, Nueva Ecija



Bria Jaz Gemina

5 year old, Female Purok I, Katipunan, Guipos, Zamboanga Del Sur







## Project Updates

Delos Santos Medical Center, QC November 10 & 13, 2021



Kent Rhylee Y. Mesiera

5 year old, Male Celestine St., St. Jude, Redv, Lucena City, Quezon Province.





Timothy Joseph Malangis

4 month old, Male from 905 Labanos St., Napico, Manggahan, Pasig City.





## 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?





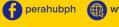


### **Ерега**нив

## Send and receive money from over 19 Remittance Partners!

Stay updated and connect with us:

REMIT



bph 🛞 www.perahub.com.ph





Franco Del Rosario

**Ĉ**EBUANA

MonevGram

President **VIce President** Secretary/PE Treasurer Director Director Director Director Director Director Director Sqt.-At-Arms Ex-Officio Dir. Club Adviser Club Adviser **Club Adviser** Club Adviser Club Adviser

Jaime Bautista Gil Chua Tristan Choa Ronald Cang **Epifanio Delos Santos** Leonardo Cuaresma, Jr. Elmer Francisco Zdenek Jankovsky Gerardo Laperal Lauro Leviste Juan Antonio Carlos Alasdair Thomson PRID Guiller Tumangan PDG Oscar De Venecia PP Carmelino P. Alvendia, Jr. **PP Enrico Angeles PP Edgardo Balois** PP Aurelio Paulo R. Bartolome PP Dennis Decena PP Luis Del Rosario. Jr. **PP** Ramon Guerrero PP Noel Laman PP Teodoro Limcaoco PP Ruy Moreno PP Larry Ocampo PP Antonio Tambunting III PP Enrico B. Tensuan **PP Roque Tordesillas** PP Victor L. Vital

#### **Honorary Members**

Club Adviser Club Adviser

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

#### THE WEST SIDE STORY STAFF

Adviser President Franco del Rosario

Secretariat:	Shekinah Yarra
	Royce Ann Ladan
	Jameson Manlangit



Remitly

Thank you for your continuous service. <u>Click here to see the list of payees</u>.

Remain part of our cause by sending your dues to:

ROTARY FOUNDATION OF MAKATI WEST, INC.

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

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

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

Stay up to date with club happenings via

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

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