



Increasing Our Capacity to Serve

Rotary
Club of Makati West 

Vol. 23, RY 2021-2022 | 2,334th Meeting (since 1969) | Dec. 02, 2021

WEST SIDE STORY

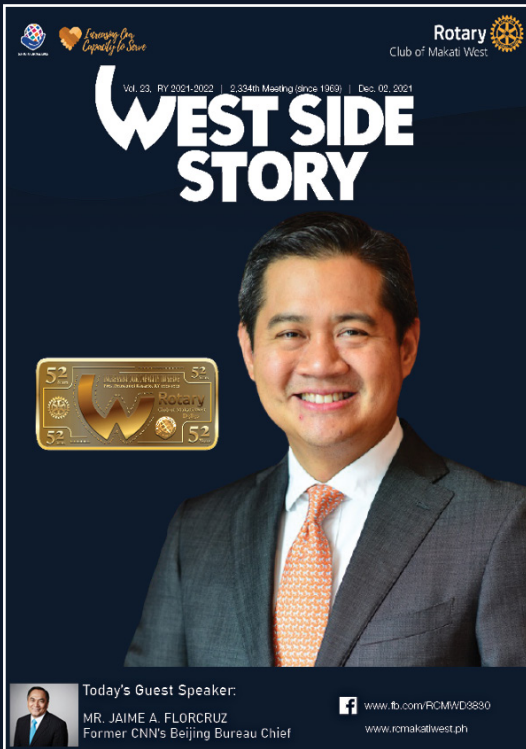


Today's Guest Speaker:

MR. JAIME A. FLORCRUZ
Former CNN's Beijing Bureau Chief

www.fb.com/RCMWD3830

www.rcmakatiwest.ph



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QUOTE FOR THE WEEK

2



CSR or philanthropy may ease our consciences but the sad fact is they may never scale up enough to heal our hurting world in time. We all have to stop seeing this as a competitive beauty contest.”

- Piki Lopez, CEO, First Philippine Holdings, Inc.



Next Week's Guest Speaker:

Catch Ms. Ana de Ocampo President & CEO, Wild Flour Group
Invite your family and friends. Don't miss it!



MONTHLY ACTIVITIES



Lunch Meeting

Featuring
Sps. Ana de Ocampo
President & CEO
Wild Flour + Bakery

Date: Dec 9, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Senator Francis "Kiko" Pangilinan
Senate of the Philippines

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



Lunch Meeting

Featuring
Mr. Jun Neri
VicePresident & Division Head
Economic and Financial Research
Bank of the Philippine Islands

Date: January 20, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
H.E. Michèle BOCCOZ
Ambassador of the French
Republic to the Philippines

Date: Jan 27, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

12:15 PM Call to Order
PRESIDENT FRANCO DEL ROSARIO

Invocation
PP DAVE CALDWELL

Philippine National Anthem (video)

12:20 PM RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the
e-Presidential table:

Committee Announcements

Fining Session
DIR. RON CANG

12:45PM President's Time
PRESIDENT FRANCO DEL ROSARIO

Introduction of Guest Speaker
RTN. LARS WITTIG

1:00PM Speech
MR. JAIME A. FLORCRUZ
Former CNN's Beijing Bureau Chief &
Correspondent

Moderator
RTN. LEMARC LIMOSNERO

THIS WEEK'S CELEBRANTS



November 29
DIR. ROBBIE LEVISTE
Birthday



November 30
RTN. MIKE BAILON
Birthday



December 3
SPS. LISA ALVENDIA
Birthday

GUEST SPEAKER JAIME A. FLORCRUZ

FORMER CNN'S BEIJING BUREAU CHIEF & CORRESPONDENT

a veteran China-watcher and foreign correspondent in China. He was CNN's Beijing Bureau Chief and correspondent, responsible for network's news coverage of China (2001-2014). He served as TIME Magazine's Beijing Bureau Chief and correspondent (1982-2000) and Newsweek's Beijing reporter (1981).

Thrice he served concurrently as the China Chairman of the Fortune Global Forum, a meeting of global business and political leaders, held in Beijing in 2005 and in Chengdu, Sichuan Province, in 2013, and in Guangzhou in 2017. In that role, he focused on program development and government relations.

Jaime ("Jimi") FlorCruz was born April 5, 1951 in the Philippines. In August 1971, FlorCruz, a vocal anti-Marcos activist during his collage days, unexpectedly found himself stranded in the People's Republic of China. Then on a three-week tour of China, he was forced into exile when then-President Ferdinand Marcos suspended the writ of habeas corpus and rounded up hundreds of his opponents and critics. Marcos declared martial law in 1972 and a year later, FlorCruz's Philippine passport expired. He was a stateless citizen stranded in China for 12 years.

While in China, FlorCruz studied, worked and traveled extensively. He worked for a year (1972) in a state farm in Hunan province, Mao Zedong's birthplace and also in a fishing corporation in Shandong Province (1973-74). In Beijing, he took two years of intensive Chinese language study at the Beijing Languages Institute (1974-76). He received his B.A. in Chinese history from Peking University (1982) in addition to a B.A. in advertising at the Polytechnic University of the Philippines in 1971.

FlorCruz has reported extensively on China since 1981, when he started his journalistic career as a Beijing reporter for Newsweek. In 1982, he joined TIME Magazine's Beijing bureau, and served as Beijing bureau chief from 1990 to 2000. In 2000, he was the Edward R. Morrow Press Fellow at the Council on Foreign Relations in New York, the first non-American journalist chosen for the prestigious fellowship.





WEST SIDE
STORY

Merry Christmas!



Christmas Fellowship

Home Cluster 1, 2 & 8 @ Rtn. Ramesh Dargani's Residence
2303 Morado St. Dasmaringas Village Makati City

Home Cluster 3, 4 & 5 @ PP Noel Laman's Residence
1 Intsia Road, Forbes Park, Makati City

Home Cluster 6 & 7 @ Rtn. Alex Floro's Residence
319 Cadena De Amor St, Ayala Alabang Village, Muntinlupa City



PRESIDENT'S MESSAGE

Ousting Old Mindsets: Sustainability, Bringing in the New: Regenerative

“Yes, the planet got destroyed. But for a beautiful moment in time we created a lot of value for shareholders.” - systemchangenotclimatechange.org

I am devoting this piece to share First Philippine Holdings (FPH) CEO Piki Lopez's message to all those that missed his talk on climate change and its anticipated catastrophic impact on our way of life; given our path and trajectory of about 4 degrees C of warming within the lifetimes of our children and turning the earth into an unlivable planet.

Earlier this month, millions of our Filipino brothers were pummeled by Rolly, the world's most powerful typhoon this year, and Ulysses, that surpassed Typhoon Ondoy's wrath in 2009. The destructive power of these formerly 100-year events has no doubt been intensified by the accelerating climate crisis, and they now hit with greater frequency. The Fukushima nuclear disaster was triggered by natural causes - an earthquake and a subsequent 15 metre tsunami.

According to an Amnesty International article - The Philippines is the country most at risk from the climate crisis; citing the main risks as extreme weather,

rising sea levels and death of sea life. Knowing this, it made me think, what are we saying and doing as a club to anticipate the next super typhoon, which in all likelihood will reach our shores within our lifetimes?

To Piki's point, when was the last time a bank volunteered a debt for nature swap?

<https://earth.org/debt-for-nature-swaps/>

“... How long can communities withstand this relentless and repeated yearly pounding? Do we sit around and wait for resilience of the vulnerable to turn into anger, which will inevitably intensify into hate?”



“...this year travel and transport reductions and the economic slowdown from COVID-19 is expected to reduce carbon emissions by about 7%. This means, we need a COVID-scale crisis every year till 2050 just to keep the planet livable!”

Piki quotes from Thomas Friedman of the New York Times who alerts us that, “with climate change, there will be no such thing as herd immunity, just a relentless pounding of the herd.”

Piki asks the tough questions, “... How long can communities withstand this relentless and repeated yearly pounding? Do we sit around and wait for resilience of the vulnerable to turn into anger, which will inevitably intensify into hate?” Piki’s thesis is the populism sweeping the world highlights the growing disenchantment with business, politics, and life as usual. The natural, social, and political forces in the coming decade will make it the most challenging business has ever seen.

“The COVID-19 pandemic is just a mere “fire-drill” for what’s coming and demonstrates the scale at which things need to change. For businesses to thrive in this era, they must be able to reimagine and redesign themselves for this new world.”

Piki bluntly explains, “CSR or philanthropy may ease our consciences but the sad fact is they may never scale up enough to heal our hurting world in time. We all have to stop seeing this as a competitive beauty contest.”

There is an urgency for all of us to go beyond incremental sustainability and transform into regenerative forces that align our profit engines with the need for a better, more just world and a safer planet. but Piki says, “... The unprecedented times we live in begs for a new paradigm for how we live, work, do business, and even how we measure success and progress ...”

Piki shared that at FPH, they take to heart, the company mission: To forge collaborative pathways for a decarbonized and regenerative future. Piki said the word “sustainability” is obsolete in a world that sorely needs healing and renewal; “... So we took on the challenge of using the word “regenerative” instead, with all the responsibility it carries ...”

Piki puts this in perspective, “... this year travel and transport reductions and the economic slowdown from COVID-19 is expected to reduce carbon emissions

by about 7%. This means, we need a COVID-scale crisis every year till 2050 just to keep the planet livable.” In closing, one mindset that needs to change is for those people that change only if the pain of not changing is no longer bearable. Doing so, that will be way too late, as the planet by then, will no longer be bearable as a place to live.

Today, we are fortunate to have as our guest speaker, Jaime FlorCruz, former CNN Beijing Bureau Chief as he speaks to us using objects that he has kept to talk about China’s recent past and how it has evolved from a dystopia into a global power.

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.

For us as Men of Zest, doing our part makes us Net-Zero heroes.

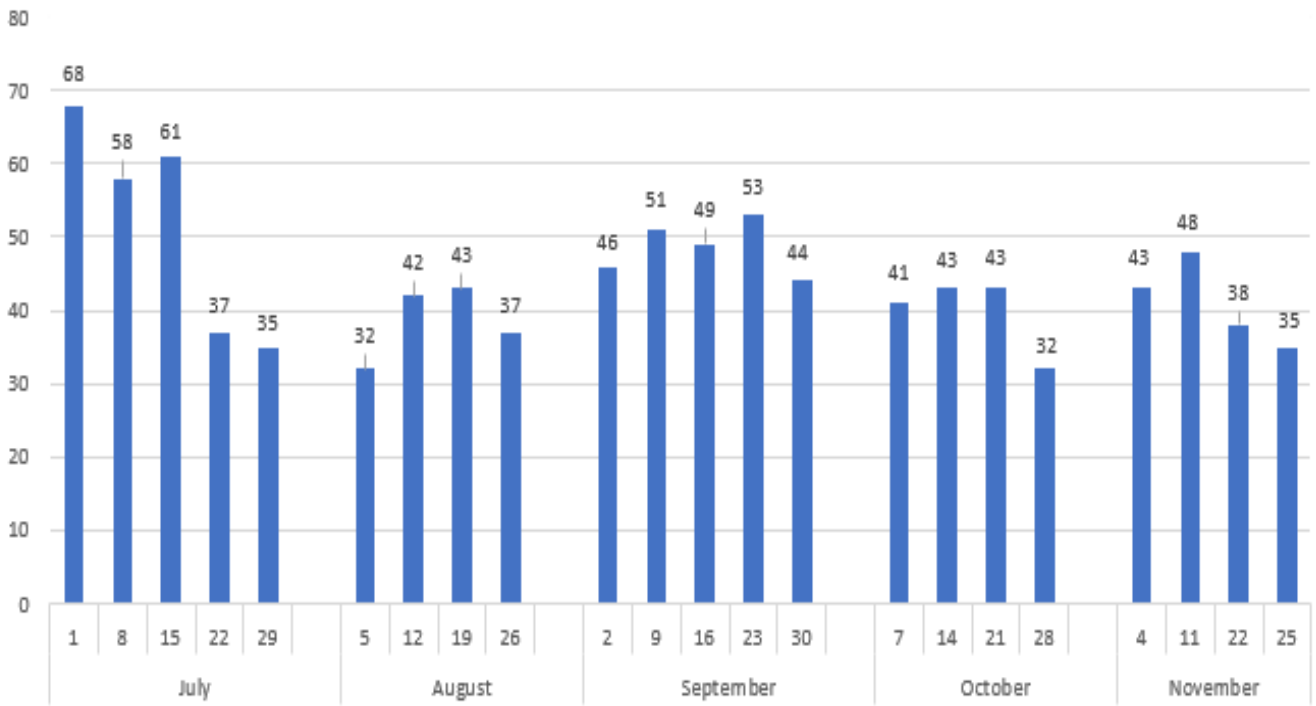
Let’s keep up these six reminders of simple actions that add up, when everyone joins in.

1. Stop buying our water in plastic.
2. Turn off light, unplug devices when not in use.
3. Keep the tires on our car properly inflated and get regular tune-ups.
4. Eat more food that is grown or made locally as well as consumed less red meat.
5. Do laundry in full loads with cold water cycle and use line-drying.
6. Coast to red lights, stay near the speed limit.

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



Weekly Club Attendance





AN APPEAL TO OUR MEMBERS

"FOR YOUR SPARE LAPTOPS"

**PROCESSOR: INTEL CORE I3 OR BETTER
RAM: 8GB DDR4 OR BETTER
SSD: 256GB OR BETTER
OS: WINDOWS OR MAC**

****MUST HAVE FAST WIFI (802.11 AC OR BETTER)**

****BLUETOOTH 4.0 OR BETTER
BUILT IN CAMERA AND MIC

**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.



PP AP BARTOLOME

For your tireless efforts in taking the initiative in planning and organizing, the 52nd Rotary Club of Makati West (RCMW) anniversary Celebration via zoom Conference.

I am pleased to include you as a recipient of our Prestigious Limited Edition Non-Fungible Token (NFT) with only 300 in circulation that exists in the Ethereum Blockchain Network, Rotary Club of Makati West 52nd year commemorative collectible.

Given this 2nd day of December 2021 in the City of Makati.

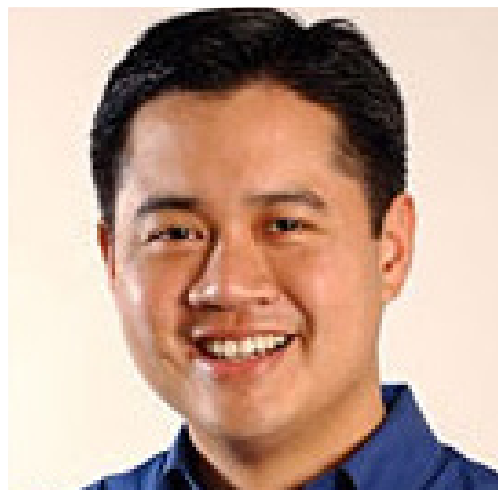



FRANCO DEL ROSARIO
President R.Y.2021-2022

Through the initiative of PP AP, he organized RCMW's 52nd year anniversary celebration held on November 22nd and attended by some foreign sister clubs.

PP AP put together a program that shared good news about our Gift of Life beneficiaries wonderfully recovering from their heart surgeries and now leading normal active lives.

We were all treated to a few musical and dance numbers on their project, "Feel The Beat"; spearheaded by Annica Bartolome and Tessa Tordesillas. Likewise, we all loved the performance of several Makati West spouses that displayed their skills aka Tita Army danced to the tune of a BTS song.





Full Name: Lou del Rosario Jr.

We call you as: Moses

Relationship & Family: Barbara

Education & Training: New York University

Day Job: Retired, Rotary

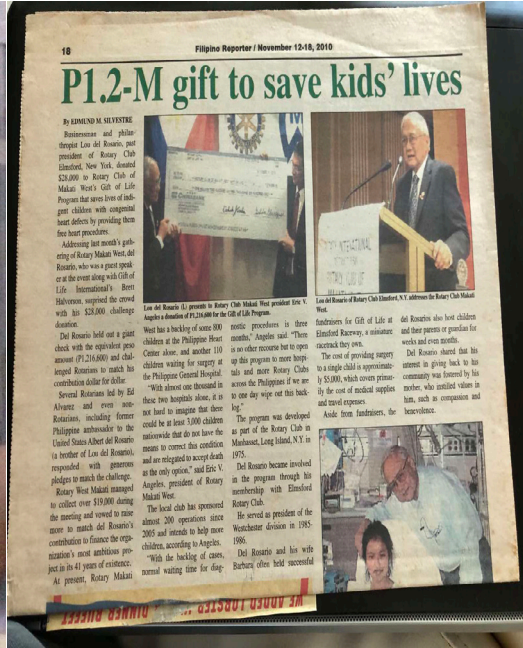
Work Fulfillment: I am proud for bringing GOL to the Philippines

Work Challenges: GOL

Rotary goals: To make sure the GOL is continuing

Rotary achievements: GOL





Special talents/ interesting facts: Sports car group

Hang-out place: Wildflour

Poison/ Drink of choice: Scotcy

Weekend activities: Driving my Miata sports car

Post-covid get-away plans: Hope to the beaches

Unforgettable moment: Many

Dream car: Aston Martin

Favorite Movie: Many





THE WEEK IN REVIEW

November 25, 2021



Rtn. RJ Ledesma acts as Moderator (RCMW)



Rtn. Dee Jalandoni Chan acts as Invocator (RCMPD)



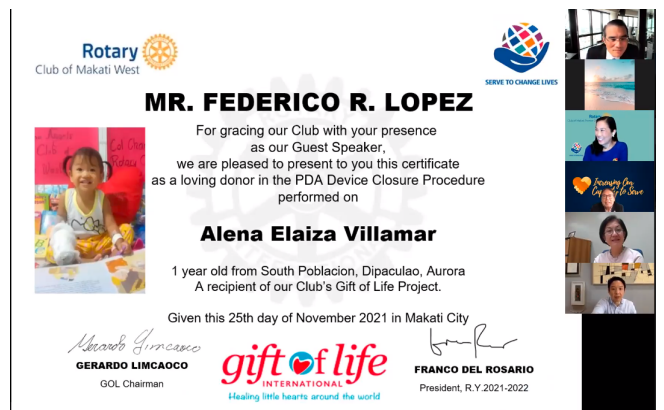
President Franco del Rosario during his President's Time



Rtn. Tonito Payumo Introduces the Guest Speaker



Mr. Piki Lopez giving his talk



Mr. Piki Lopez receives a Gift of Life certificate from the club



A Message from Dr. Timmy Tan, Chair of Gift of Sight

Thank you Brother Rotarians for your greetings. Nov. 20th was the last session of the existing Global Grant for the Gift of Sight project. We did 267 surgeries, exceeding our original target by 78%.

This project would not have been possible without the help of the Makati West Rotarians who donated to the Paul Harris Fund three years ago. Donating a Paul Harris Fellow is a good use of these funds for the betterment of his fellowmen. I look forward to serving again when our next Global Grant application for a Cataract project is approved by RI Foundation.

Dr. Timothy Tan



A Message from Gerry Laperal, Director for TRF

Do you feel guilty for your sins of the past year? Well now, you can buy a wee bit of absolution in the for of a Paul Harris! Feeling guilty about just looking too darn handsome? Well PHF is for you!

By giving a Paul Harris, our club is given the opportunity to get more funding for our projects. For example, for the HIV Caravan, RCMW contributed around USD 5,000. With the generosity of RC Singapore West and the Rotary Foundation, we were awarded ~USD 45,000 for the education and testing of HIV in local universities.

We are expecting (Global Grants during DGN Jay's term) somewhere between USD 200,000 and USD 300,000.

Thanks to your generosity.

Mabuhay po kayong lahat!

Dir. Gerry Laperal



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 >](#)



52ND INDUCTION & HANDOVER

[Click to explore >](#)

WEST SIDE STORY

[Click to explore >](#)

Fireside Chat & All-Cluster Meetings

[Click to explore >](#)

Tin Hung (Chinese Engagement): Congratulations Davy Lim!



“Trisha and I wear watches, rings and medallions given as gifts from each other’s families.”



“Trisha is accompanied by a women she looks up to. A model women. She walks backwards into the ceremony venue as she is not allowed to see me. At this point. My back is also turned and I am not allowed to see her. “



“I enter carrying 2 bouquets.
My gift to trisha.”

Tin Hung (Chinese Engagement) of Davy Lim:

The Ting Hun is a form of betrothal in which a formal announcement of the engagement is made; similar to the Filipino tradition of “pamamanhikan”. During the Ting Hun the families of the bride and groom finally meet and a traditional exchange of gifts happen to celebrate the betrothal of the couple.

The tradition includes backwards walking , serving of tea and candy to family are also observed as this was done in the olden times; and in keeping with the tradition to wish luck and prosperity on the couple.



Family elders sit in the from the venue.
Gifts are displayed on stage.



“If we don’t have economic growth [along with ESG], then we are not genuinely sustainable.”

**JOSE TEODORO
“TG” K. LIMCAOCO**
PRESIDENT AND CEO,
BANK OF THE PHILIPPINE ISLANDS

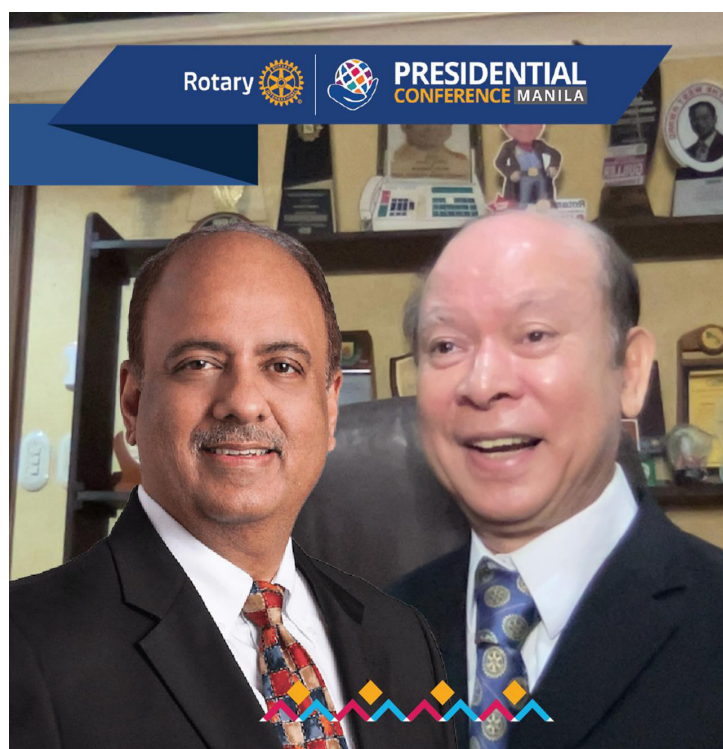
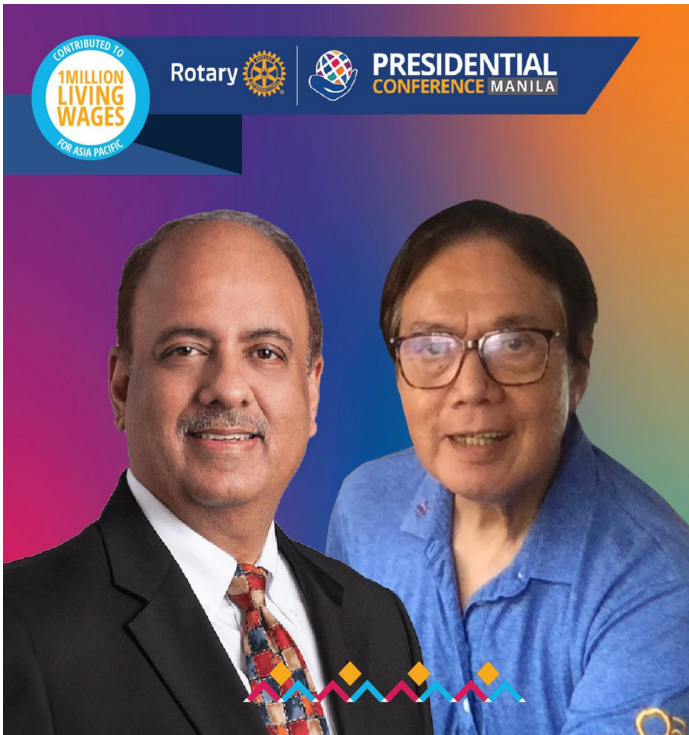


Jose Teodoro “TG” K. Limcaoco of BPI joins the CEO panel discussion about “Creating a Culture of Business Resilience and Sustainability.”

#BWVEF2021 #RecoveryRoadmapPH



RCMW Attendees to the Rotary Presidential Conference Manila 2021 November 26th to 28th



Olivia Vital's Confirmation

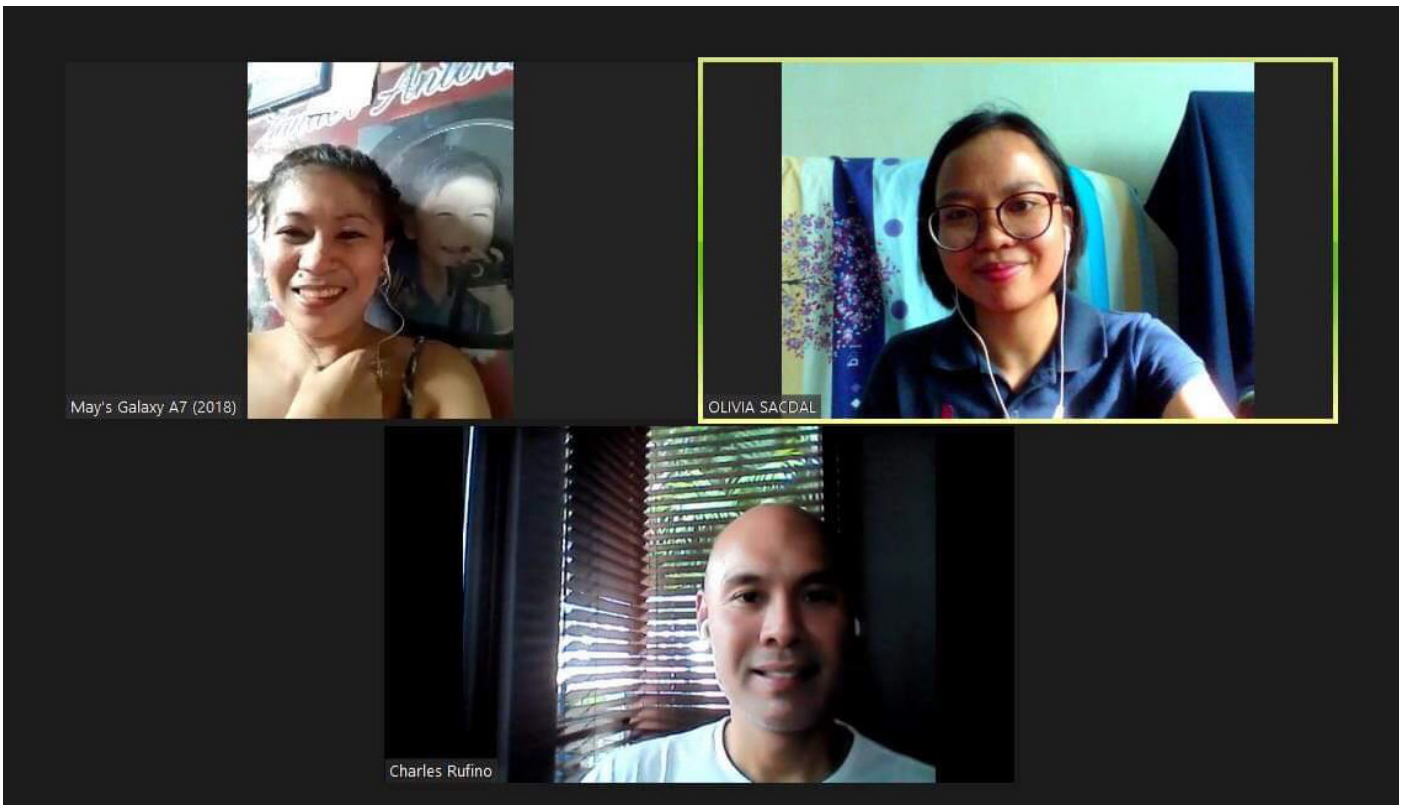
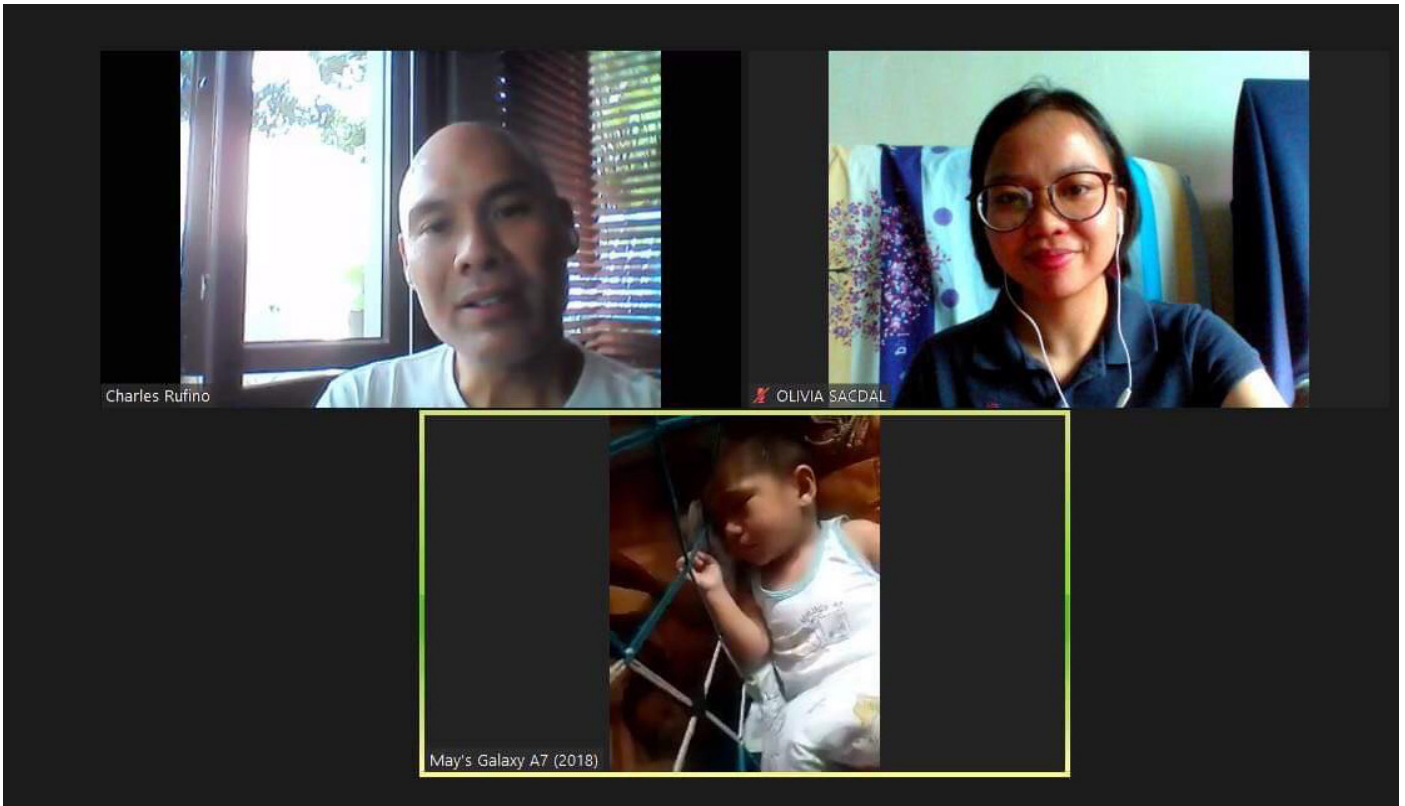


A private confirmation Mass of PP Junvee and Sps Julienne Vital's daughter, Olivia. Held on Nov. 17th at the Christ the King in Green Meadows, Olivia's and attended by Olivia's best friends from Assumption.



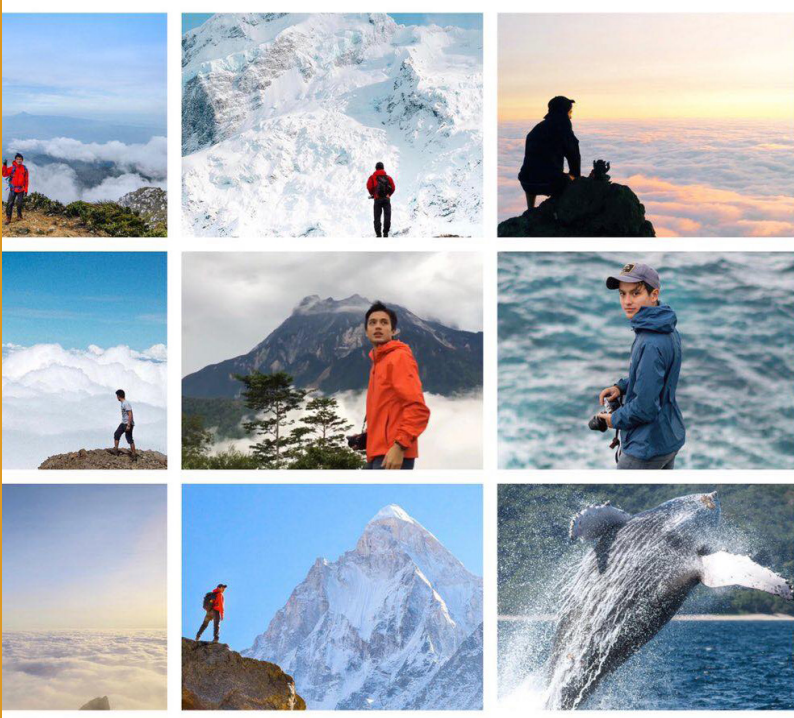


GAP Meeting Rtn. Charlie Rufino with his ward Zander



"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



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!



Celebrating Mom's Birthday
"To be Thankful for" - Ian Ocampo Nov 28, 2021



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2021-2022

GUARDIAN ANGEL PROGRAM

GAP RY 2021-2022



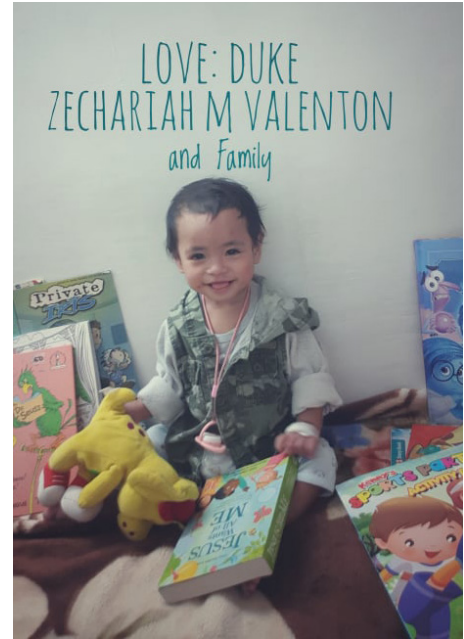


Delos Santos Medical Center, QC
November 17, 2021

Two children had a successful operation last Wednesday, November 17, 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.

Duke Zechariah Valenton

1 year-Old, Male, Brgy. San Roque, Bauan, Batangas



Judie Lie Pinatang

1 year-old & 2 months Female,
Alunopan, Natonin, Mountain
Province



Delos Santos Medical Center, QC
October 20, 2021

Two children had a successful operation last Wednesday, October 20, 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.

Erika Bambisa

5 year-old, Female,
Brgy. Laurel, Tagana-an,
Surigao del Norte



Alena Elaiza Villamar

1 year-old, Female, South
Poblacion, Dipaculao, Aurora



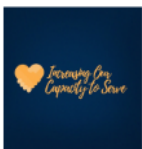
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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**?






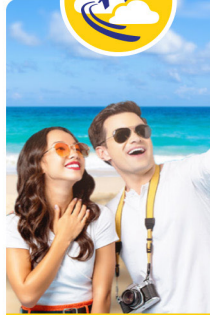

PERADALI
Quick & easy cash in and cash out services




PERALOANS
Low interest rate for Teachers' Salary loan and Pensionado loan




PERAPAY
Hassle-free bills payment process

PERATRAVEL
Convenient airline ticketing services for local and international travel




PERAPROTECT
Wide insurance coverage for as low as P50!

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
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
rcmakatiwest2020@gmail.com
(63-2) 8753 3098

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Village, Makati City, 1227