



Increasing Our Capacity to Serve

Vol. 24, RY 2021-2022 | 2,335th Meeting (since 1969) | Dec. 09, 2021

WEST SIDE STORY



PP Lou del Rosario, President Franco del Rosario, Chair Gerry Limcaoco & Dra. Go @ De Los Santos Medical Center GOL Procedure visit


Today's Guest Speaker:

MS. ANA L. DE OCAMPO
President & CEO


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www.rcmakatiwest.ph




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www.tb.com/FCMWD9890
www.rotamakatiwest.ph

In this issue:

Monthly Activities	3
Today's Program / Guest Speaker	4
Christmas Fellowship	5
President's Message	6
Club Bulletin Board	8
Modesty Aside	9
The Week in Review	10
Club Bulletin Board	11
Project Updates	23
The Four-Way Test	25
Acknowledgements	26

QUOTE FOR THE WEEK

2



“Whatever business you’re in—it doesn’t matter—it’s going to commoditize over time. It’s going to devalue. You’ve got to keep reinventing and moving it to a higher value and whatever you do, force yourself and the organization to always do it ahead of time.”

- Virginia M. Rometty, Former CEO, IBM Corporation



Next Week's Guest Speaker:

Catch Vice Presidential aspirant Sen. Kiko Pangilinan
 Invite your family and friends. Don't miss it!



MONTHLY ACTIVITIES



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



Lunch Meeting

Featuring
Dr. Tomas Realiza
Respiratory Medical Consultant
GlaxoSmithKline

Date: Feb 3, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

12:15 PM Call to Order
PRESIDENT FRANCO DEL ROSARIO

Invocation
RTN. ALEX RECTO

Philippine National Anthem (video)

12:20 PM RC Makati West Hymn

RI 4 way-test
LCP ELIZA M. ESPINA (RCMSL)

RCMW 4 way-test
LCP FRANCO DEL ROSARIO (RCMW)

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the e-Presidential table:

Committee Announcements

12:45PM Fining Session
Treas. Tristan Choa

President's Time
PRESIDENT FRANCO DEL ROSARIO

Introduction of Guest Speaker
RTN. VENU KOTAMRAJU

1:00PM Speech
MS. ANA L. DE OCAMPO
President & CEO
WildFlour Bakery + Cafe Corp.

Moderator
RTN. ROBERT YUPANGCO

THIS WEEK'S CELEBRANTS



December 4
PP BOBBY CABRAL
Birthday



December 6
SPS. ELVIA HIDALGO
Birthday



December 7
DIR. RON CANG
Birthday



December 9
RTN. PAOLO PINEDA
Birthday



December 9
RTN. TIMMY CHUIDIAN
Birthday



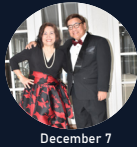
December 11
RTN. MATTHIEU BENEDICTO
Birthday



December 12
PP AP BARTOLOME
Birthday



December 5
RTN. DERRICK & SPS. RIA SANTOS
Wedding Anniversary



December 7
PP DENNIS & SPS. SARAH DECENA
Wedding Anniversary



December 10
PP ERIC & SPS. FIDES TENSUAN
Wedding Anniversary



December 12
RTN. BERN & TRINA REYES
Wedding Anniversary



December 12
RTN. RJ & SPS. CARLA TABUENA
Wedding Anniversary

GUEST SPEAKER

ANA DE L. OCAMPO

PRESIDENT & CEO WILDFLOUR BAKERY + CAFE CORPORATION

Ana Lorenzana de Ocampo is one of the founders behind the Wildflour group of restaurants, and has remained as its President since its inception. Ana finished at the University of the Philippines-Diliman with a degree in Hotel and Restaurant Administration, then went on to study at the Le Cordon Bleu School in London where she earned her degree in culinary arts.

In 2012, Ana and her sister Margarita Manzke, founded the first Wildflour Café + Bakery in the then up-and-coming Bonifacio Global City, and that single corner café has since evolved into one of the most successful restaurant groups in Metro Manila, with a well-known brand of quality and service that stands at the forefront of the Philippine restaurant scene.

The Wildflour group has amassed several brands, which includes Little Flour, Wildflour Italian, the only international franchise of Pink's and Farmacy Ice Cream across 15 prime locations and counting, all go-to destinations in Metro Manila's business districts, with an extremely relevant online presence and rapidly expanding delivery service, and is poised for continuous growth.





**WEST SIDE
STORY**

Merry Christmas!



**Christmas Fellowship
Spouse/Partner Welcome**

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

ANTICIPATION AND INNOVATION: THE ULTIMATE COMPETITIVE ADVANTAGE

"The "ability to anticipate" is one of the key factors separating the giants from the good and even the great. Skate to where the puck is going, not where it is." Hockey legend, Wayne Gretzky

In business as in hockey, when we anticipate where the puck is going we get to dominate the game. Companies are always striving for a more powerful form of competitive advantage. Effectively using the principle of anticipation and innovation is the ultimate competitive advantage.

The quality guru, Dr. Edwards Deming said, "Innovation comes from the producer - not from the customer. No customer asked for a microwave oven". Henry Ford said that if he'd asked his customers what they wanted, they would've asked for a faster horse.

At the time I joined the IBM U.S. in the late 1980's, I was considered an "experienced hire"; which was unusual because the normal IBM practice was to hire fresh college graduates. So early on, Don Halsted, my immediate boss indoctrinated me that the single most important trait IBM managers look for is anticipation.

Let me share quotes from a former IBM CEO that highlights the importance of anticipation.

She talked about an inevitable fact, "Whatever business you're in - it doesn't matter - it's going to commoditize over time. It's going to devalue. You've got to keep reinventing and moving it to a higher value and what ever you do, force yourself and the organization to always do it ahead of time." - Virginia M. Rometty.

"Whatever business you're in—it doesn't matter—it's going to commoditize over time. It's going to devalue. You've got to keep reinventing and moving it to a higher value"

- Virginia M. Rometty



“Anticipation is the ability to SEE the future, the skill of considering multiple scenarios that might happen in the next few seconds, weeks — noticing little things that have a big impact on our security and our success.”

To Rometty's point, we have seen what happens to companies that fail to anticipate customer needs. While Apple came up with advanced phones regularly, Nokia never kept pace with changing technology and trends. Bring your future to the present.

Deb Battersby, a consultant says that “Anticipation is the ability to see the future, the skill of considering multiple scenarios that might happen in the next few seconds, weeks - noticing little things that have a big impact on our security and our success. As an entrepreneur, the better we are at anticipating the future the better we get at mitigating risk and maximizing opportunity. Fortunately, there is a process for growing this skill”.

Becky Tillman, an author in her article: “The Art of Anticipation”, shares 3 specific steps - S.E.E: Search - Evaluate - Execute. Here's how it could apply to our club.

SEARCH: Step 1.

Look ahead and around, regularly check our mirrors. What's behind us and past experiences can provide relevant information to apply to our current situation. Tillman warns, “The key is to continuously redirect our focus and not fixate on any one thing for too long. Our objective is to take in as much detail as we can, training ourselves for heightened awareness.

EVALUATE: Step 2.

Notice the buzz and the competitive landscape. How might these factors affect our business and relationships? In this step, Tillman says, “Asking (ourselves and others) the who, what, where, when and how questions are invaluable. The objective is to determine is there danger or upside potential, or both?”

EXECUTE: Step 3.

What best supports the results we want to achieve? According to Tillman, “Based on steps 1 & 2 we've played out several scenarios and rehearsed our responses. If A happens we do this; if B we, do that. Our actions are deliberate, mindful and in accordance with our primary outcomes ... avoid risk, seize opportunity or stay put.”

Tillman further points out we need real time feedback to determine how things are changing, to know what to do next.

Thinking ahead, anticipating what might happen next, based on the clues around us is an invaluable business and leadership skill - a skill that can be strengthened through conscious practice and strategic observation.

Over 5 years ago, I conducted a negotiation skills training for middle managers. I was astounded how half of the participants did not do the pre-work assignment. They displayed no presence of mind to anticipate the likely issues that may arise during the discussions. Nor did they have pre-prepared trades, offering perceived high value to their clients, at low cost to them.

What's my point? My view, as we live in a short-term world, some (me included) may not be anticipating enough to evaluate a subject from all sides. Let's be conscious that we are not jumping to the easiest conclusion or worse, selectively choosing the evidence that supports a long-held belief. Thankfully, critical thinking is a learned skill.

Join me in getting into conversation with Sen. Kiko Pangilinan our guest speaker next Thursday and learn about the platform of Presidential Candidate, VP Leni Robredo.

Men of Zest let's execute on our theme, “Increase Our Capacity to Serve” and always remember our winning 3R's: Recognize, Retain and Recruit.

“Thinking ahead, anticipating what might happen next based on the clues around us is an invaluable business and leadership skill — a skill that can be strengthened through conscious practice and strategic observation.”

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



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.



Full Name: Victor L. Vital

We call you as: Junvee / Pards / Bro

Relationship & Family: Married to Julienne and we have 2 daughters Olivia Anne and Madeline Kate

Education & Training: Bachelors Degree: Business Administration in Accountancy from Baruch College in New York

Day Job: Equities Day Trader

Work Fulfillment: Making Money!!

Work Challenges: Fundamentals are out the window !!

Hang-out place: Daytime: Metro Manila Golf Courses / Night time: BGC Bars

Poison/ Drink of choice: Single Malt, Gin and or Engkanto Beer. But not in the same order.



Weekend activities: Golf and Car Runs to stretch out the legs.

Post-covid get-away plans: Japan with Family and Peru with Bartolome's and Reyes family

Unforgettable moment: Finishing a bottle of Nikka Whiskey from the Barrel in less than 40 minutes after trading hours with Mark Sambar aka Boy Basag. Then waking up just in time for work.

Favorite Movie: Wolf of Wall Street, Boiler Room, All Fast and Furious series, All Jason Bourne series, All Mission Impossible series and All Rocky series.





THE WEEK IN REVIEW

December 2, 2021



Rtn. Lemarc Limosnero acts as Moderator



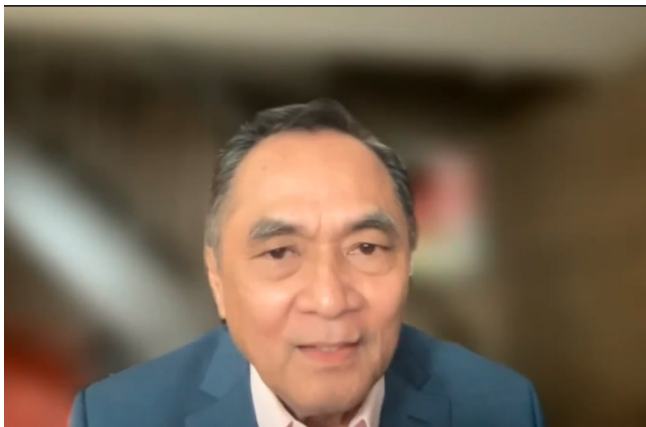
PP Dave Caldwell as Invocator



President Franco del Rosario during his President's Time



Rtn. Lars Wittig Introduces the Guest Speaker



Mr. Jaime FlorCruz giving his talk



Mr. Jaime FlorCruz receives a Gift of Life certificate from the club



DGN Jay, PP Roque and Pres. Franco catching up with Club Advisers PP TG and PP Larry, Dec. 8th, Manila Polo Club





Cluster 4 fellowship and to wish IPP Al Bon Voyage as he heads to Scotland for the Christmas holidays at IPP's residence, Dec 6th





Meeting on various RCMW matters at the residence of Pres. Franco, Monday, Dec. 6th





**WEST SIDE
STORY**

Martin Jimenez and Atty Karen Capili. 3 Dec 2021
@ the St. Benedict Church, Silang, Cavite.
Martin is the son PP Lito & Nikki Jimenez





**PPLito and Pres. Franco Meeting on various subjects on Rotary,
Dec. 6th, Terry's, Molito**



**Lunch catch up with Christophe Lejeune Nov. 29th
at Terry's, Molito**



“Had to run an errand at Tower One so decided to surprise the folks at my long-time “home” branch - BPI Ayala Triangle. Everyone was busy at the mezz so managed to grab a pic with only half the crew.”

Thanks for recognising me despite the mask! Thanks for hosting me, Cecile!

-PP TG Limcaoco



**Rtn. Newton Smith enjoying
the Dubai Expo on Dec 3, 2021**





PP Lito Jimenez, Club Directory Chair with
Co-Chair Ron & PP Boy Sevilla RCMNorth at
the Leather Collection Shop, Alabang





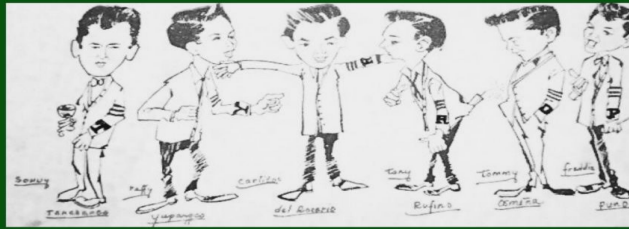
New member Lemarc receives his copy
of the 50th anniversary coffee table





WEST SIDE STORY

A Tribute to PDG Tony Rufino's on the occasion of his 75th birthday in heaven hosted by RC Makati PP Carlos del Rosario



The TYRROPs, Mita and Family,
 invite you to a
Holy Mass
 via Zoom to celebrate
Tony Rufino's 75th Birth Anniversary
 followed by fond Remembrances by family and friends

7:15pm • December 5, 2021 • Sunday

Fr Reu Jose C Galoy, OFM, Priest President
 Parish Priest, Santuario de San Antonio Parish / Main Church

Zoom Meeting ID: 819 0531 5200 Passcode: Tony



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.

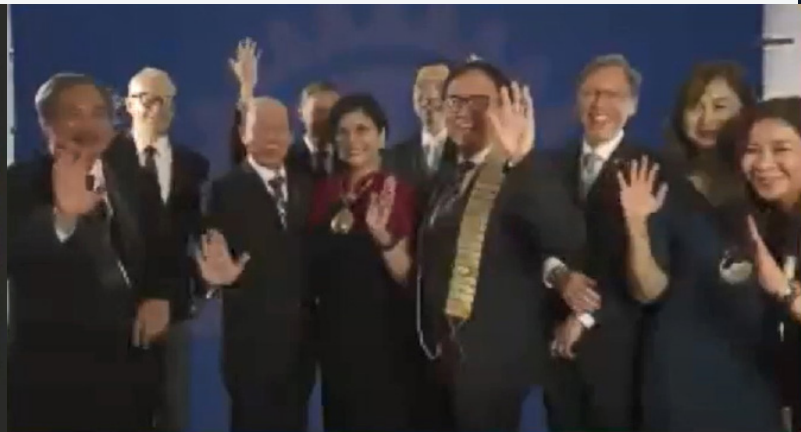
Missed out on past events?

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

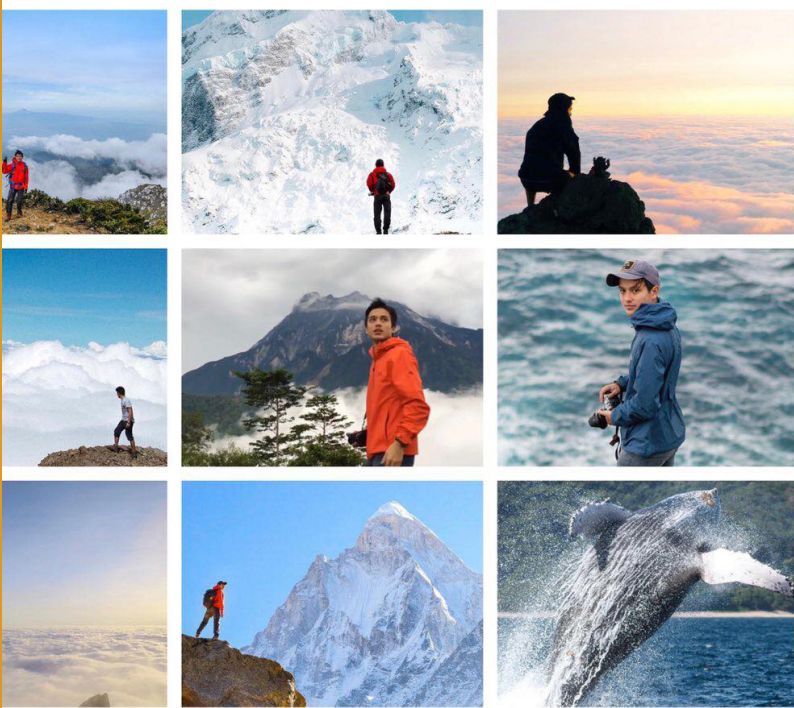
[Click to explore >](#)

Fireside Chat & All-Cluster Meetings

[Click to explore >](#)

"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!



Bridging Academia and Industry"
- ALIKE.COM.PH

"The fascination with the study of politics and society led me to co-found W&R and WR Numero Research. Academia and social science rigor has always been an inspiration."
- Robin Garcia



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2021-2022

De Los Santos Medical Cennter

November 25, 2021





Delos Santos Medical Center, QC
November 25, 2021

Six children had a successful operation last Thursday, November 25, 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.



Princess April Mercado

3 year-old, Female,



Angelica Saracin

8 year-old, Female,



Kzania Leian Malabanan

9 year-old, Female,



Alyanna Brylle Maquiddang

2 year-old, Female,



Richel Ellise Lanot

11 mos-old, Female,



Jinky Sinoy
8 year-old, Female,



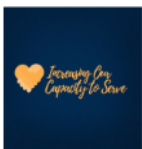
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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

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