

WEST SIDE STORY

Rotary
Club of Makati West



IMAGINE
ROTARY

OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 26, RY 2022-2023 | 2,381st Meeting (since 1969) | March 16, 2023

Thursday Joint Lunch Meeting with Guest Speaker Mr. Stephen CuUnjieng March 9, 2023



Today's Guest Speaker:


DR. MARY JANE TORRES
OWNER AND HEAD DOCTOR
THE ZEN INSTITUTE

RCMW website www.rcmakatiwest.ph

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GILISM FOR THE WEEK

#GILISM

"Pray for what you want to achieve, and God willing, you'll get there."





MONTHLY ACTIVITIES



Lunch Meeting - Ladies day

Date: March 16, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Dr. Mary Jane Torres
Owner and Head Doctor
The Zen Institute



District Conference 2023
(sign up ASAP to the Secretariat for a slot!)
March 23 to 25, 2023
8pm to 10pm
Philippine International Convention Center



Rotary Club of Sae Seoul
55th Anniversary Celebration
March 28-29, 2023
Pacific Hotel Seoul, Korea



Lunch Meeting

Date: April 13, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Mr. Chewy Chua
Managing Director

Mr. Eric Peña
Managing Partner

Agile Intelligence, Inc.
(A DDB Group Philippines company)



Lunch Meeting

Date: April 27, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Krishna Alejandrino
Executive Director
Junior Achievement (JA) Philippines



TODAY'S PROGRAM

12:15 PM Call to Order
PRES. GIL G. CHUA

Invocation
FL GIGI CHUA

Philippine National Anthem (video)

12:30 PM RC Makati West Hymn
RCMW Members

Introduction of Visiting Rotarians and
Guests;

Introduction of Personalities at the
Presidential table;

Committee announcements

12:45 PM President's Time
PRES. GIL G. CHUA

Introduction of Guest Speaker
SPS. NIKKI JIMENEZ

1:00 PM Speech
DR. MARY JANE TORRES
Owner and Head Doctor
The Zen Institute

Moderator
PP LITO JIMENEZ

GUEST SPEAKER DR. MARY JANE TORRES

OWNER & HEAD DOCTOR, THE ZEN INSTITUTE

Behind the team of competent doctors of The Zen Institute is its owner and head doctor, Dr. Mary Jane "MJ" Torres. Dr. MJ is a graduate of the University of Santo Tomas, Faculty of Medicine and Surgery. She took up postgraduate internship at St. Luke's Hospital and underwent trainings with the country's leading dermatologists and surgeons. She is part of the teaching group based in Thailand conducting workshops and trainings on aesthetic medicine for Asian Doctors.

Dr. MJ had her training on Botox in Istanbul, Turkey and lipotherapy training in Athens, Greece. Dr. MJ is also a member of the International Society of Mesotherapy, the French Society of Mesotherapy, and the Italian Society of Aesthetic Medicine and Surgery.

In the Philippines, she pioneered the latest technology in body sculpting called Resonax which is one of the first in Asia and Europe. She specializes in Lipotherapy, Non-Surgical Facial Contouring and Body Sculpting. A hardcore believer of non-invasive surgery and well-respected in the medical field, Dr. MJ promotes a lifestyle of wellness to her clients through personal coaching.





THIS WEEK'S CELEBRANTS



March 16
RTN. JAY-JAY DE OCAMPO
Birthday



March 16
RTN. LUIS ELIZAGA
Birthday



March 29
SPS. CARLA TABUENA
Birthday



March 30
RTN. BOK MALANTIC
Birthday



March 30
DIR. BERN REYES
Birthday



March 31
SPS. MARYASIA RECTO
Birthday



March 21
RTN. TONY DEL ROSARIO & SPS. ANNETTE
Wedding Anniversary



March 21
RTN. PETER HAGER & SPS. ANGIE
Wedding Anniversary



March 23
RTN. LEMARC LIMOSNERO & SPS. SHEILA
Wedding Anniversary



March 25
RTN. MIGUEL PERTIERRA & SPS. TRISHA
Wedding Anniversary



March 26
DGE JAY TAMBUNTING III & SPS. BAMBEE
Birthday



March 27
RTN. CHRIS MORIARTY & SPS. JENNIFER
Birthday



March 31
RTN. ANDY AGUILA & SPS. STELLA
Birthday



PRESIDENT'S MESSAGE

Holy Week

Last weekend, I dropped by the President-Elect Training Seminar (PETS) in Tagaytay and was fortunate to be able to witness this year's training program for our future leaders, our PEs in particular.

I was truly impressed by what I saw in PETS. I salute our district leaders and the entire Rotary for having this kind of leadership trainings. Congrats to our very own PRID Guiller Tumangan and DGE Jay Tambunting for this successful holding of PETS.

I was telling Rtn. Judd Balayan, who is the COO & CFO at DDB Group Philippines, that if we can have the same training program in DDB, maybe we will be able to achieve our dreams for the company faster.



At PETS with PRID Guiller Tumangan, DGE Jay Tambunting, Gov. Mildred Vitangcol, PE Dax Carlos, and PP Mon Guerrero.

It's mid-March, and I am glad that our last meeting for this Women's Month is a Ladies' Day with Aesthetic Doctor Mary Jane Torres. I know it's called Ladies' Day but that doesn't mean that the topic is not of interest to us gents, since you know, men can sometimes be more vain than women.

Our Rotary Anns have been a big part of this Rotary Year. Thanks for being our partners in Rotary, and I know you will still surprise us with more meaningful activities in the remaining months of this rotary year.

As I mentioned, this (March 16) is our last meeting for March to give way to the District Conference happening next week, from March 23 to 25, and I really hope you will support this. You can still book your seats through the secretariat for the remaining three slots we have.

For March 28-29, I together with some of our members will be attending the 55th anniversary of Rotary Club of Saeseoul, Korea. I hope it's another productive trip like our visit at RC Petaling Jaya.



So that's the rest of March for the club.

And because it's already Holy Week after these, we will be having our next meeting on April 13, with the brainy team of Chewy Chua and Eric Peña from Agile Intelligence, DDB Group's data analytics company. They will acquaint us with the fast-developing Artificial Intelligence chatbots, and what more we should know about AI.

Speaking of Holy Week, take note that the long weekend over the Holy Week will be even longer with Malacañang moving the non-working day in observance of Araw ng Kagitingan (National Heroes Day) from Sunday, April 9, to Monday, April 10! Enjoy this long break! Keep safe!



Longer Holiday weekend

PROJECT UPDATES

Let me now give you a rundown of our program updates for the past week.

For our Gift of Life program, we have already carried out 180 heart operations. This brings us closer and closer to our target of doing a record number of 200 surgeries. Let's pray that we achieve this to be able to help more CHD patients. At the end of the day, we want to be able to say that we did our best. In addition, we have also given 1,533 fund assistance via Cong. Paul office.

For our Mass wedding project, that's next month already, April 29, at San Fernando de Dilao Parish in Paco, Manila, we will soon know how many couples will be part of this mass wedding. Applicants are currently completing their church documents. I heard that one of the applicants is the president of Heart Warriors Philippines, one of our NGO partners in Gift of Life.

For our Artificial Limbs project, we have successfully done the casting & measurement of 16 out of 19 patients scheduled last Friday, March 10, in



Malolos, Bulacan. This is part of our deliverable of 85 amputee patients operated via our new grant under Gift of Mobility. Thanks to the team of Dra. Josephine Bundoc of PGH for carrying out these measurements for artificial limbs which will enable these amputee patients to live normal lives again.

For our Breast and Cervical Cancer Screening, our Mobile Clinic had a total of 109 patients screened for breast cancer and 71 for cervical cancer last March 10 in Barangay San Antonio, Pasig City. These screenings will hopefully prevent deaths from these life-threatening illnesses.

For our Gift of Sight cataract surgery project, we have our screening of the first six patients yesterday at the St. Luke's BGC Clinic of our project chair, Dr. Timmy Tan. More screenings will be done soon.

So that's it for our project updates this week. Please feel free to contact our Project Chairs if you want to help out in their respective service projects.

Thank you for your support, Men of Zest!

Maraming Salamat po!

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



FORETHOUGHT

by: Craig Lonnee

FORGET

I've always been an admirer of Cleveland Clinic, based in Ohio, being one of the largest health care centres in the US. It has a storied history in clinical excellence and innovation. How the hospital deals with customer (patient) service issues, sustaining operational excellence, employee and customer management systems and the way it perpetually innovates by operating multiple service models within the organisation, is inspiring.

Studying the Cleveland Clinic operationally, their success factors include.

Innovation.

It was founded by four physicians in 1921, with innovation in mind. They focused on clinical advances and transformative process improvements.

As a result of the pandemic, the world has been taking sides, prior norms questioned and upended, trusted data manipulated to fit a narrative, a time when perception trumps reality, when black becomes grey and white, opaque. We have world standards for a centimetre, time, an International Organisation for Standardisation (ISO), even a designated World Standards Day on 14 October each year.

All this, though no standard world response to the equivalent of a World War, COVID. Even the revered WHO's health recommendations, based on the science, is being questioned.

When was the last time we examined our operating models in a robust manner, as there's a difference between adapting our ways of working or responding to the pandemic, moving to the new normal and transformation?



I continue to take note of the thoughts and writings of Rosabeth Moss Kanter of HBS. She specializes in strategy, innovation and leadership for change. Her view about innovation still holds – executives declare they want more innovation but then ask, who else is doing it? Can you show me a case study first?

As she said in a piece a little while back ...

Still, despite changes to the environment and differences among types of innovation, each wave of enthusiasm has encountered similar dilemmas.

Most of these stem from the tensions between protecting revenue streams from existing businesses critical to current success and supporting new concepts that may be crucial to future success.

These tensions are exacerbated by the long-known phenomenon that important innovations often arise from outside an industry and beyond the established players, creating extra pressure for companies to find the next big concept quickly.

Moreover, always in or out of fashion, innovation gets rediscovered as a growth enabler every half-dozen years (about the length of a managerial generation). Too often, however, grand declarations about innovation are followed by mediocre execution that produces anemic results, and innovation groups are quietly disbanded in cost-cutting drives. Each generation embarks on the same enthusiastic quest for the next new thing and faces the same challenge of overcoming innovation stifiers.

Culture.

Cleveland Clinic, as you'd expect, have a patients first strategy. Though isn't that something hospitals do the world over, I hear you ask. Yes, of course, but this clinic goes far beyond.

They organize their care for patients by disease, effectively creating a multi-focused organisation. Each disease specialty is optimized to compete on innovation and quality of care.

Cleveland Clinic have meticulously systemized training processes. Doctors are not paid for volume of activities, rather they operate on long term contracts. And



senior staff are required to go on innovation trips, to bring back interesting ideas from different industries. Imagine the behavior change across our businesses if we incentivized management and teams on retention, collaboration, levels of satisfaction and loyalty of customers (or client) and staff, rather than ever-increasing revenue and profit lifts.

Culture is what drives employee behaviour in the absence of policy.

Speaking of policies, one differentiating aspect of the clinic's culture, teaching their staff empathy.

Patient management.

At Cleveland Clinic patient behaviour has an important impact on the cost and quality of health care delivered. Healthcare, while more behavioral than sick care, is greatly affected by the paradox of how to engage patients to follow instructions and participate in their overall health. Increased levels of patient participation produce measurable improvements in the quality of care a patient receives. The clinic continually invests heavily in patient education and digital technology.

The learning, behaviour change is possible, when we decide to make better choices.

Cleveland Clinic is a case that encourages change.

ABOUT CRAIG LONNEE

Lonnee is the Chief Development Officer at DDB Group Philippines, where he provides strategic and operational counsel to clients and DDB's senior leadership. He also leads The Bernbach School, DDB Group Philippines' exclusive learning hub.

He had worked for worldwide marketing communications network DDB for over two decades, gaining vast and varied experience across Asia and the Pacific. Over this time, he held local, regional, and global responsibilities, including co-chief operating officer of regional operations of DDB Asia and chief development officer across 23 offices in 14 countries.



THE WEEK IN REVIEW

March 9, 2023 – Joint Meeting



IPP Franco del Rosario as Moderator



PE Bing Daza (RCMBD) as Invocator



President Gil G. Chua during his President's Time



Rtn. Tony del Rosario Introduces the Guest Speaker



Mr. Stephen CuUnjieng during his talk



Mr. Stephen CuUnjieng receives a Gift of Life certificate from the club



During lunch with Guest Speaker Stephen CuUnjieng.







Rotary Clubs of Makati West, Makati Premier District, Makati Business District, and Makati Central having lunch prior to the start of the program.





The club presidents calling the joint meeting to order.





Starting the joint meeting's program with prayers.





Rotarians giving Club updates





Members asking the guest speaker some questions during the Q&A portion.







CuUnjieng receives certificates and tokens of appreciation from the club presidents





RCMW members visit the wake of the sister-in-law of PRID Guiller Tumangan at the Arlington Chapel.

Club Updates | BULLETIN BOARD





PE Dax Carlos participated in Presidents Elect Training Seminar RY 2023-2024 at Hotel Monticello, Tagaytay on March 10-12, 2023



Pres. Gil Chua with DGE Jay Tambunting, PE Dax Carlos, PRID Guiller Tumangan, and PP Mon Guerrero.





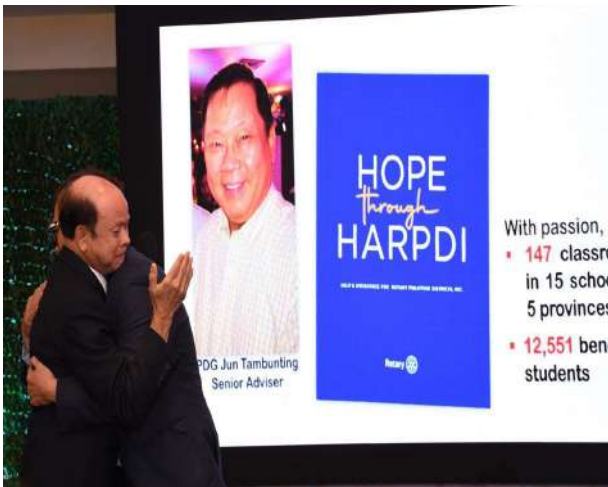
RCMW MEMBERS showing support at PETS R.Y. 2023-2024

Club Updates | BULLETIN BOARD





Presidents Elect Training Seminar RY 2023-2024 at Hotel Monticello, Tagaytay on March 10-12, 2023



PRID Guiller Tumangan and DGE Jay Tambunting are key guest speakers at PETS



Gov. Mildred Vitangcol with Incoming District Secretary PP Mon Guerrero and Pres. Gil Chua



PE Dickie Aguado of RC Alabang Business Park & Pres. Gil Chua



Breast & Cervical Cancer Screening at Brgy. San Antonio, Pasig City on March 10



Participants listen to the briefing by the Philippine Cancer Society (PCS) prior to screening.





PP Eric Tensuan and Rtn. Jan Campos with RCMW partners from the PCS.





PCS staff briefing participants.





Artificial Limbs Project's Casting and Measurement of 16 patients at Malolos Bulacan on March 10



Dr. Bundoc of PGH leads the activities.







Artificial Limbs Project's Casting and Measurement of 16 patients at Malolos Bulacan on March 10

Project Updates | BULLETIN BOARD







Megan Rionda Bayeta
1 year & 7mos old, female
Binangonan, Rizal

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Kelvin Angelo Feliciano
3 years old, male
Orani, Bataan

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Lucia Gabrielle Francisco Rañon
1 year & 2 mos. old, female
Navotas City

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Franchesca Clemente Agad
4 years old, female
Hermosa, Bataan

ASD Device Closure
De Los Santos Medical Center
March 15, 2023



Yhana Joy Oliva Agulan
3 years old, female
Puerto Princesa City, Palawan

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Maria Yssabelle Nakila Nasibog
3 years old, female
Lapu-Lapu City, Cebu

PPBV
De Los Santos Medical Center
March 15, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Shania Blair Umali Calayan
9 mos. old, female
Lobo, Batangas

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Princess Nika Iyak Mendija
1 year old, female
Dasmariñas, Cavite

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Francis Jayson Crispino Del Rosario
7 years. old, male
Puerto Princesa City, Palawan

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



Yram Librando Lingamen
5 years old, male
Negros Occidental

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Chidi Villaraz Cuya
2 years old, female
Puerto Princesa City, Palawan

PDA Device Closure
De Los Santos Medical Center
March 15, 2023



GOL Project Chair Gerry Limcaoco visits the patients at DLSMC on operation day.



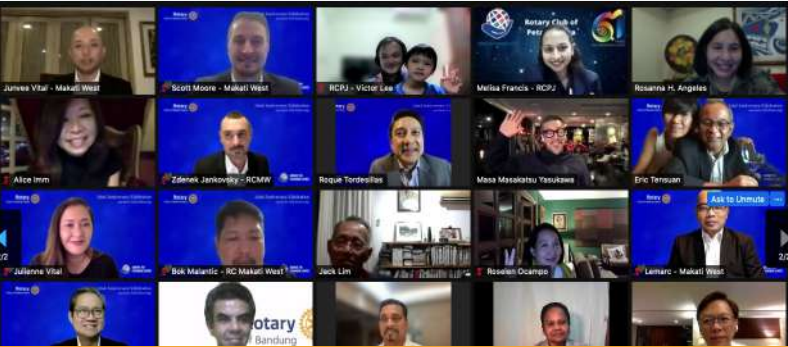
MARCH IS



TAKE ACTION: Get Involved, Be a People of Action



Missed out on past events?
We've got them in archives you can access in just a few clicks.



[Click to explore >](#)



53rd INDUCTION & HANDOVER

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WEST SIDE STORY

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Project Photos

[Click to explore >](#)



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

ROTARY INTERNATIONAL

- I. Is it the **Truth**?
- II. Is it **FAIR** to all concerned?
- III. Will it build **GOOD WILL** and **BETTER FRIENDSHIPS**?
- IV. Will it be **BENEFICIAL** to all concerned?

ROTARY CLUB OF MAKATI WEST

- I. Is it **RECOGNITION**?
- II. Is it **RETENTION**?
- III. Is it **RECRUITMENT**?
- IV. Is it **FUN**?





RY 2022-2023

Officers, Directors & Club Advisers

President	Gil Chua
Vice President	Jaime Bautista
Secretary/ PE	Juan Antonio Carlos
Treasurer	Gerardo Laperal
Director	Tristan Choa
Director	Leonardo Cuaresma, Jr.
Director	Paul Daza
Director	Epifanio Delos Santos
Director	Elmer Francisco
Director	Scott Moore
Director	Charles Bernard Reyes
Sgt.-At-Arms	Javier Berenguer-Testa
Ex-Officio Dir.	Franco Del Rosario
Club Adviser	PRID Guiller Tumangan
Club Adviser	PP Carmelino P. Alvendia, Jr.
Club Adviser	PP Dennis Decena
Club Adviser	PP Noel Laman
Club Adviser	PP Teodoro Limcaoco
Club Adviser	PP Amando Jesulito Jimenez
Club Adviser	PP Larry Ocampo
Club Adviser	PP Roque Tordesillas
Club Adviser	PP Antonio Tambunting III
Club Adviser	PP Enrico Angeles
Club Adviser	PP Ramon Guerrero
Club Adviser	PP Edgardo Balois
Club Adviser	PP Aurelio Paulo R. Bartolome
Club Adviser	PP Victor L. Vital
Club Adviser	PP Ruy Moreno
Club Adviser	PP Dave Caldwell
Club Adviser	PP Luis Del Rosario, Jr.
Club Adviser	PP Enrico B. Tensuan
Club Adviser	PP Alasdair Thomson

Honorary Members

Hon. Secretary Albert del Rosario, Mr. Rob Raylman, PDG Joey Benedicto and PDG Leo de Guzman

THE WEST SIDE STORY STAFF

Secretariat: Shekinah Yarra
Jameson Manlangit
DDB Team: Maricar Manuzon-Angeles
Hiedy Enriquez



Thank you for
your continuous service.
[Click here to see the list of payees.](#)

Remain part of our cause by
sending your dues to:

ROTARY FOUNDATION
OF MAKATI WEST, INC.

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

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

jamesonrcmw@gmail.com
kai.rcmw2@gmail.com

Stay up to date with club happenings via

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www.fb.com/RCMWD3830
rcmakatiwest2020@gmail.com
(63-2) 7753 3098

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