



Increasing Our Capacity to Serve

Vol. 26, RY 2021-2022 | 2,337th Meeting (since 1969) | Jan. 13, 2022

WEST SIDE STORY

Rotary Day of Service
Turn-Over of Hand Washing Station
Makati West GK Village
Brgy. Pinagkaisahan
Brgy. Pio del Pilar
December 22, 2021



TOGETHER, WE

INSPIRE



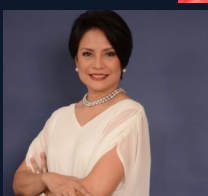
From L to R: PP Ace Tolentino RC Makati Northwest, Brgy. Captain Fernando Bolo, President Franco del Rosario & Chair Rany Roño of RC Makati West

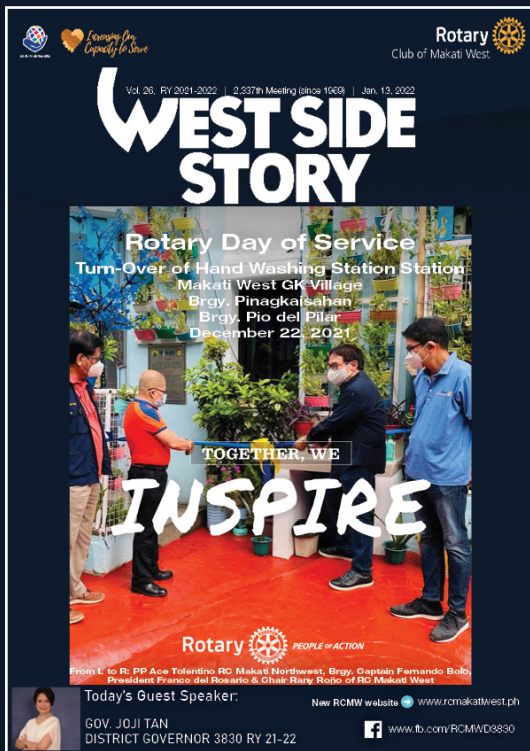
Today's Guest Speaker:

New RCMW website [➔ www.rcmakatiwest.ph](http://www.rcmakatiwest.ph)

GOV. JOJI TAN
DISTRICT GOVERNOR 3830 RY 21-22

[www.fb.com/RCMWD3830](https://www.facebook.com/RCMWD3830)





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QUOTE FOR THE WEEK

2



“Winning in Olympics is waking up everyday and decide to fight for the dream you wish to achieve. Just endure the pain, work hard, and everything will be worth it. Do you have a scenario like this? Like you want to be successful one day? To be successful is to accept that it does not take one day of work, maybe it will take 2 years, 4 years, or 6 years.”

- Hidilyn Diaz



Next Week's Guest Speaker:

Catch Mr. Jun Neri, Vice President & Division Head Economic & Financial Research, Bank of the Philippines Island (BPI)
Invite your family and friends. Don't miss it!



MONTHLY ACTIVITIES



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



Lunch Meeting

Featuring
Ms. Martha Sazon
President & CEO
Gcash (Mynt - Globe Fintech
Innovation, Inc.)

Date: Feb 17, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Mr. Rick Santos
Chairman & CEO
Santos Knight Frank

Date: February. 24, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm
(INVITED)



TODAY'S PROGRAM

12:15 PM Call to Order
LCP FRANCO DEL ROSARIO (RCMW)

Invocation
RTN. MATTHIEU BENEDICTO

Philippine National Anthem (video)

12:05 PM RC Makati West Hymn

RI & RCMW 4 Way-test
DIR. RON CANG

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the e-Presidential table:

Committee Announcements

12:25PM Fining Session
RTN. SCOTT MOORE

President's Time
LCP FRANCO DEL ROSARIO (RCMW)

Introduction of Guest Speaker
PP LARRY OCAMPO

12:45PM Speech
GOV. MA. JOCELYN GENEVIEVE L. TAN
District Governor 3830 RY 2021-2022

Moderator
PP MON GUERERRO

THIS WEEK'S CELEBRANTS



January 10
RTN. JUNI DEL ROSARIO
Birthday



January 10
PP FERN PENA
Birthday



January 11
SPS. JULIENNE VITAL
Birthday



January 12
SPS. JOJI BAUTISTA
Birthday



January 15
SPS. KATHY LIMCAOCO
Birthday



January 3
RTN. TIMMY & SPS. BARBEE CHUIDIAN
Wedding Anniversary



January 7
RTN. LITO & SPS. CHARY MERCADO
Wedding Anniversary



January 9
VP JIMMY & SPS. JOJI BAUTISTA
Wedding Anniversary



January 12
RTN. CHARLIE & SPS. TERESA RUFINO
Wedding Anniversary



January 13
RTN. TONITO & SPS. GINA PAYUMO
Wedding Anniversary



January 14
SAA DAX & SPS. SHEILA CARLOS
Wedding Anniversary



January 14
RTN. JOEY & SPS. LULU AVELLANA
Wedding Anniversary

GUEST SPEAKER

MA. JOCELYN GENEVIEVE "JOJI" L. TAN DISTRICT GOVERNOR 3830 RY 21-22

She became President of our Club during the Centenary of the Rotary movement in 2004. As President, she initiated and propelled so many service projects.

However, the program closest to her heart is RCMD's Alay Sa Kalusugan, a maternal and child health program which undertakes feeding modules and training for severely malnourished children and their mothers. This program, which continues to this day, has spun off into programs for Bahay Pag-Asa, Bahay Aruga (a center in Pasig for Youth in Conflict with the Law and children at risk) which has been awarded by the City of Pasig.

Because of her work as President, the District awarded her the Centennial Medal of Honor as the Most Outstanding Club President Over-All for RY 2004-2005.

Our incoming Governor has fulfilled numerous district leadership roles. She served as Senior Assistant Governor, Assistant Governor, District Committee Chair for key committees including District Conference Chair twice in a row, Trustee of the Rotary Homes Foundation, and as Rotary Academy Executive Director.

In 2007, she received a Most Outstanding International Service Award for ably representing Philippine Rotary in District 5170, California. She received a personal commendation from Past R.I. President Mat Caparas for her two-week roadshow in the Bay Area. She was awarded by Rotary International President Ray Klingensmith in 2010 with the "Avenues of Service Citation for Individual Rotarians" for outstanding efforts in each of the avenues of service.

Her Vision for next Rotary Year is to make it a milestone life-changing year, with renewed commitment for the new decade ahead. She invites incoming club leaders and every Rotarian in District 3830 to come together as a united community that takes action for humanity.





PRESIDENT'S MESSAGE

Ana Lorenzana-de Ocampo On Leadership

"All in all, the first 10 years of my Wildflour journey has been the ongoing fruition of lifelong ideals that I learned as a child, and has been a never-ending lesson in persevering amidst adversity, and finding ways to grow and succeed when faced with seemingly insurmountable odds."

- Ana Lorenzana-de Ocampo

Happy New Year!

Today's piece is devoted to sharing noteworthy takeaways from the talk of Ana Lorenzana-de Ocampo about how **Wildflour** came to be, how it grew and how it actually thrived throughout the pandemic.

Ana's father taught her the value of hard work, about earning to buy clothes and toys for herself. She started by working at her grandmother's bakery as a cashier. Having a front seat gave Ana a view of how customers behave, their wants and needs.

One can trace Ana's success to six character traits.

First, Ana is a **visionary**, pursuing her dream of opening a café with her sister Margie.

A second trait is **persistence**. Early on, she faced adversities including several rejections in finding a location for the first Wildflour; until finally, she found a location at Net Lima building in BGC.

Third, **fastidiousness**. She painstakingly built a fulsome menu for the first Wildflour Café + Bakery which opened in July 2012.

The fourth trait is her unwavering dedication to **excellence** which accounts for the consistent

It led to the decision to bake in-house all their product offerings (ensuring quality control) and an emphasis on the entire dining experience - offering quality food, personable service and a unique ambience.



success of the brand and the company she built, which manifested across the business in several ways.

It led to the decision to bake in-house all their product offerings (ensuring quality control) and an emphasis on the entire dining experience - offering quality food, personable service and a unique ambience.

The sense of smell connects directly to memories and emotions. It's one of the first senses we use as infants, and it ties to certain emotions and memories by the time that we are five years old.

In fact, there were much effort and investment over several years, building Wildflour as a data-driven, constantly upgrading resource planning systems that allowed for accurate, current information and analytics that facilitated optimal and timely decision making. Like McDonald's, systems always drive efficiencies and perpetual learning.

Ana's fifth trait is peerless **leadership**. Her positive attitude remains infectious, as she inculcated a persevering spirit during the pandemic. Her philosophy was to be honest with everyone.

Ana talked about accepting the reality of the pandemic and made the best of challenges and imagined a better future; with everyone imbibing this attitude, always moving forward.

You could say Ana was describing the Stockdale Paradox found in Jim Collins' book, about Good To Great (GTG) companies that faced significant adversity on their path to greatness.

In every case, the GTG management team responded with a powerful 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.

As such, Ana was seen as an **trustworthy** leader. Ana and her team were constantly thinking of how to keep the staff safe and working, such as staggered shifts, stringent protocols, providing shuttle services when public transportation was absent, and achieving 100% fully vaccinated status for her entire organization in August 2021.

Her inspiration led her talented and dedicated people to adapt and creatively find solutions while leveraging the systems she'd built optimizing at just about every level. Hence, while many in the industry were closing, Wildflour avoided retrenchment.

"As the true leader she is, Ana was big on building relationships, both internal and external, that she fostered over the years."

As the true leader she is, Ana was big on building relationships, both internal and external, that she fostered over the years. It was all about keeping close communications and ties with external business partners, from suppliers, to landlords, to third-party delivery platforms and cashless payment providers.

The sixth trait, we need to add to Ana's traits is **"driven"**; as she rapidly grew Wildflour in less than 10 years to 15 branches while developing several restaurant concept brands with a mix of different cuisines.

Not only has the business diversified across a portfolio of brands and products, it is poised to replicate success with several other projects across the country and overseas.

A truly amazing success story deserving of the AGORA Awards.

I say Ana, take a bow, your leadership of Wildflour is so inspiring. Thank you for sharing your journey with us.

Next Thursday, we have the opportunity to hear the insights of Jun Neri, BPI's lead economist that considered 2021 as one of a "partial" rebound for output and "sustained underperformance" versus the country's ASEAN peers. Don't miss it!

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.

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



THE WEEK IN REVIEW

December 16, 2021



PP Mon Guerrero acts as Moderator



LCP Cory Navarro act as Invocator



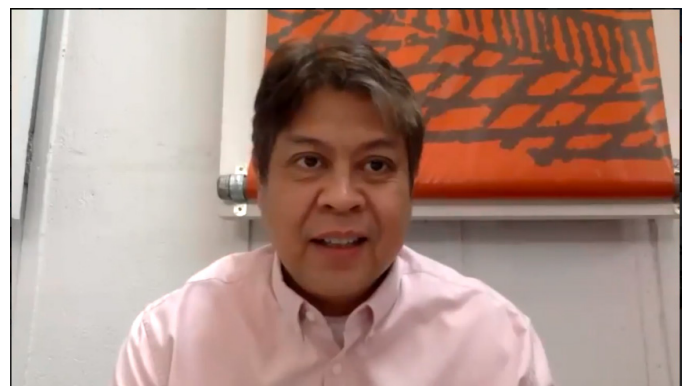
Dir. Elmer Francisco Introduces the Guest & Keynote Speaker



Former Sen. Bam Aquino giving his talk



Vice President Leni Robredo giving her Special Message



Senator. Kiko Pangilinan giving his talk



Full Name: Larry Ocampo

We call you as: Lar

Relationship & Family: Happily married to Roselen, 4 great kids, an awesome son-in-law and 4 adorable grand kids

Education & Training: Finance degree from Georgetown University, Ateneo for grade school and high school

Day Job: President and CEO, City Savings Bank; Chairman, Bangko Kabayan

Work Fulfillment: Innovation that leads to happier customers and a better ROE

Work Challenges: Covid impact on customers and team members



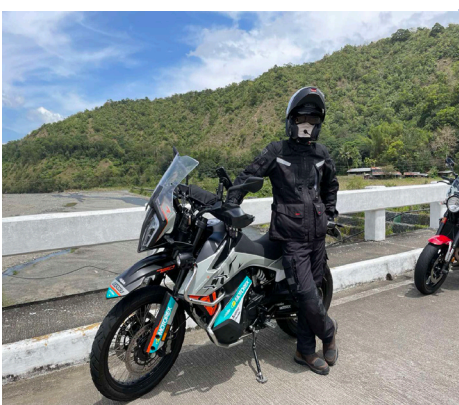
Special talents/ interesting facts: Ironman World Championship and Boston Marathon qualifier and finisher

Hang-out place: Polo Club, Kawayan Cove and Sta Elena Golf Club

Poison/ Drink of choice: Whisky

Weekend activities: Golf, cycling, motorcycling, hanging out by the sea

Post-covid get-away plans: Undecided: Japan, UK, or Spain





**WEST SIDE
STORY**

**Terry Farris, Dec. 17th Terry's
Restaurant, Molito, Alabang**



**Water sports committee lunch meeting at the Last
Chukker of the Manila Polo Club on Dec. 20th**



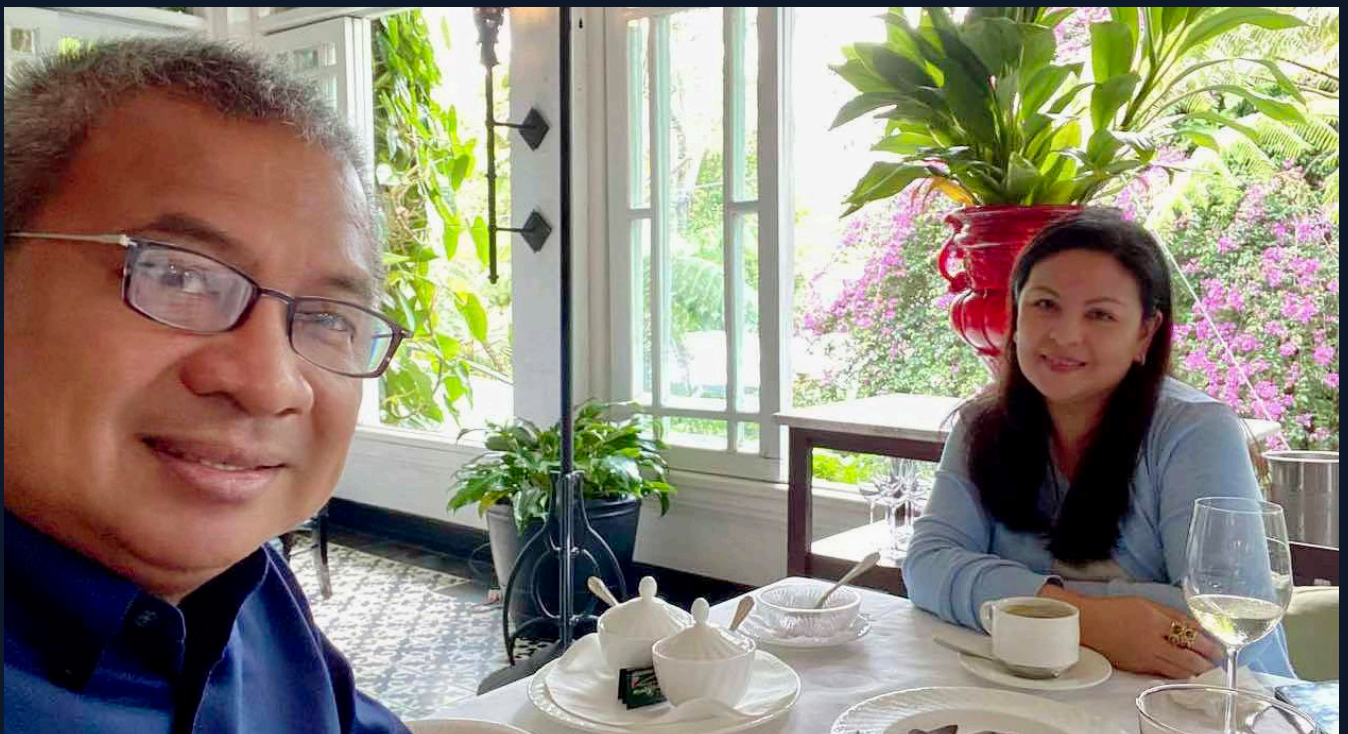


**WEST SIDE
STORY**

Special, because that is Emma
agreeing to marry me!
-IPP AL Thomson



Rtn. RJ & Sps. Carla Tabuena Celebrating
their Wedding Anniversary





**WEST SIDE
STORY**

Rotary Club of Makati 56th Induction Ball @ The Peninsula, Manila





**WEST SIDE
STORY**

**Lunch with Chris Moriarty, Rob Cook, Fontera NZ Dairy ,
Martin Van der Linde, Head of Schools of the British School
held at the Bondi and Bourke, Legaspi Village on Dec. 28th**





**WEST SIDE
STORY**



Lunch with RC Makati LCP Louie Aseoche,
Wildflour, Dec. 22nd



DGN Jay Tambunting & PE Gil Chua attended the
Christmas Party



Post-Christmas lunch with good looking
secretariat staff, Dec. 27th

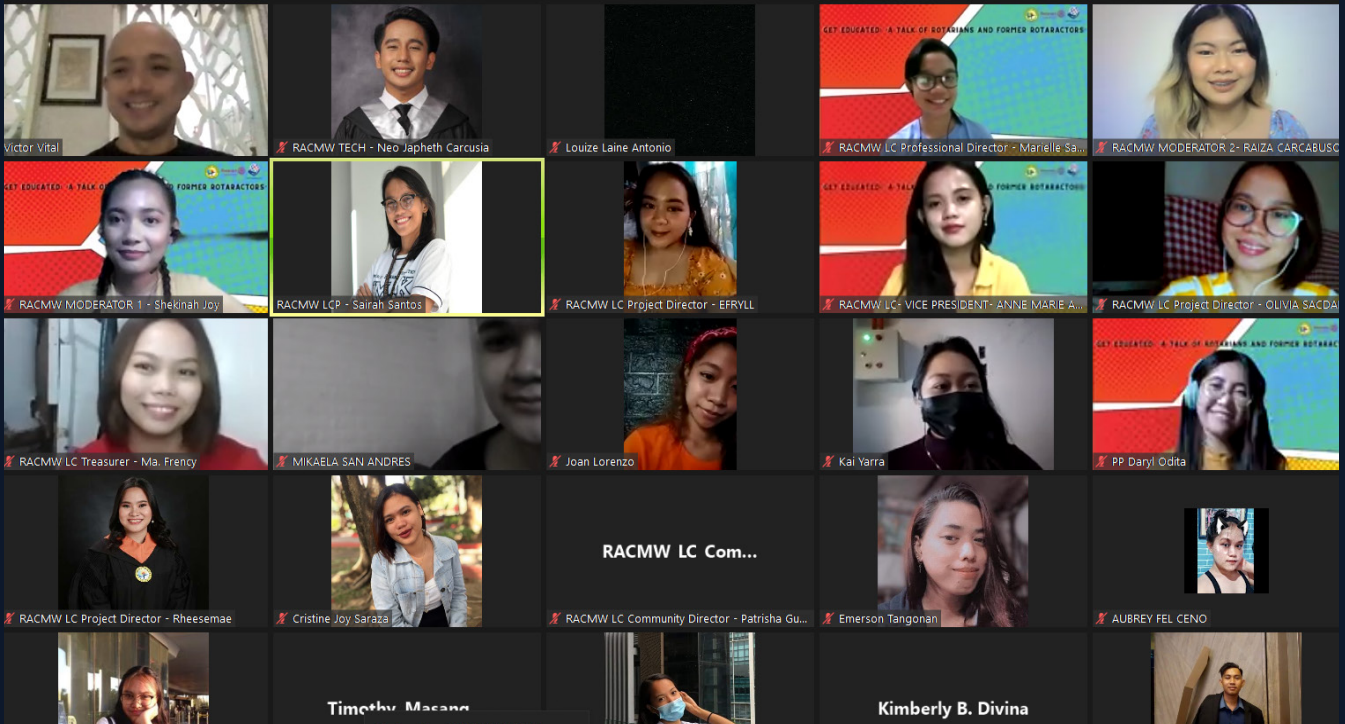




WEST SIDE STORY

Get Educated: "A Talk of Rotarians and Former Rotaractors" with PP Junvee Vital

Club Updates | BULLETIN BOARD



Recording... You are viewing RACMW LCP - Sairah Santos' screen View Options

Rotaract
Makati West

University of Makati
JP. Rizal Ext., West Rembo, Makati City
Rotaract Club of Makati West

SERVE TO CHANGE LIVES

CERTIFICATE OF APPRECIATION

is presented to

PP. VICTOR "JUNVEE" VITAL

In grateful appreciation and commendation as one of the guest speakers in the Rotaract Club of Makati West: "A Talk of Rotarians and Former Rotaractors" with the topic entitled:

ROTARACT DISTRICT 3830

Given this 19th of December 2021 via Zoom Meeting at University of Makati, Philippines.

Justin Keith O. Ver RPhM, MSc
RACMW Adviser

Anne Marie A. Arobo
Project Chair

Sairah Margarita R. Santos
Life-Changing President

Remove Pin
Victor Vital

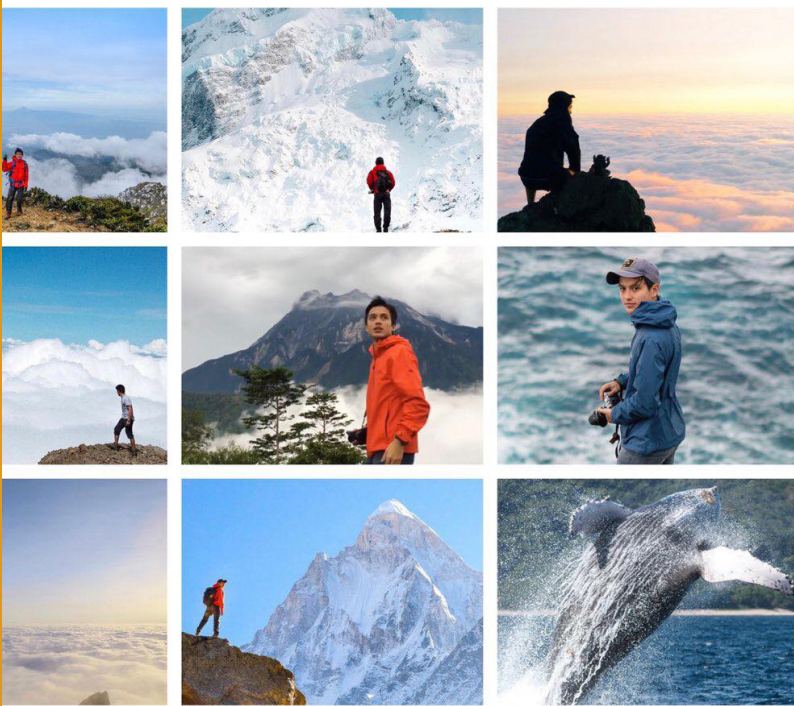
Unmute Start Video Security Participants 32 Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions Apps More End

“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!



Murals Instill Morals For Younger Generation At Kailua Intermediate School

FROM PAGE 1
and projects in Hawai'i, including Mele Murals.
"Mele Murals is a program that promotes youth development, art education, cultural preservation and community building through the creation of large-scale murals," says Mike "Ban" Tsui, project manager and art teacher with Estria Foundation.
The inspiration comes from Estria Foundation's Water Wishes mural series, during which community organizations and youth came together to support a movement about water wishes around the world. The process and community work that was established from the series carried over to Mele Murals. Now it is the foundation's new program and works with Hawai'i Department of Education schools, Hawaiian community organizations and local musicians.
Each mural design process on Hawaiian mele (song or chant) that explains multiple "a'ina (stories of place), then, symbolizing how we also need to take care of each other in our communities. Water flowing from leaf to leaf, and the similarity with human hands are depicted in the mural.
"Our intention is to help the keiki learn about their past, their ancestors' traditions and their family values so that they can be the future artists, citizens and caregivers of Hawai'i," Tsui says.
Mele Murals has completed nearly 50 murals in Hawai'i including schools

Art Program Paints A Better Tomorrow

BY JOCELYN LANSANGAN

The Estria Foundation's Mele Murals program has just completed its piece, *Mälama kekahi i kekahi*, for Kailua Intermediate School. Its title was chosen by lead artist Sarah Farris, along with the school's students, and translates to "take care of one another." The unveiling of the project will take place on Jan. 12.

Estria Miyashiro, co-founder of Estria Foundation, launched Mele Murals into full production in 2014. The foundation was founded in September 2010 when the globally renowned mural artist, as well as technologist Jeremy LaTrasse, aspired to create a nonprofit organization that would elevate "the social consciousness on human and environmental issues through public art projects, education and community events across the globe." Its mission is to raise awareness and inspire action in the movement to resolve human and environmental issues while educating and developing youth. It first started in Oakland, California, but moved offices to Honolulu in 2014 to support more youth

"My daughter Sarah's charity She is leading in Hawaii at the age is 23. Sharing Hawaiian heritage murals on public school buildings. Very proud of our next gen on making an impact."

- Rtn. Terry Farris

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 >](#)



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.



PROJECT UPDATES

ROTARY DAY OF SERVICE

RY 2021-2022

Barangay Health Center
Danlig St., Barangay Pinagkaisahan., Makati City

Barangay Hall of Pio del Pilar
Washington St., Pio del Pilar., Makati City

December 22, 2021





PP Ace Tolentino of RC Makati Northwest giving a message at Barangay Health Center of Pinagkaisahan, Makati City Hand Washing Station



Pres. Franco giving a Message at Barangay Pio del Pilar, Makati City Hand Washing Station





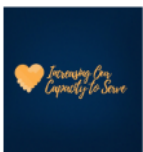
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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**?





WEST SIDE
STORY

JANUARY IS



VOCATIONAL SERVICE MONTH

"Vocational service gives Rotarians the opportunity to help others escape poverty and gain a measure of self-respect. As business and professional leaders, we have a duty to lead and encourage good ethics through vocation."

Carlos Frum, PDG D6440



www.rotary.org

Rotary
Club of Makati West




SERVE TO CHANGE LIVES

Send and receive money from over 19 Remittance Partners!

Stay updated and connect with us:

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RY 2021-2022 Officers, Directors & Club Advisers

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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
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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
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

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Village, Makati City, 1227