

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 28, RY 2022-2023 | 2,382nd Meeting (since 1969) | April 13, 2023

Thursday Lunch Meeting with Guest Speaker Dr. Mary Jane Torres March 16, 2023



Today's Guest Speaker:



MR. CHEWY CHUA
MANAGING DIRECTOR
AGILE INTELLIGENCE, INC.



MR. ERIC PEÑA
MANAGING PARTNER
AGILE INTELLIGENCE, INC.

RCMW website www.rcmakatiwest.ph

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

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 Dr. Mary Jane Torres
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In this issue:

Monthly Activities	3
Today's Program	4
Guest Speaker	5
President's Message	6
Forethought by Craig Lonnee	10
The Week in Review- Ladies day	13
Club Updates	23
Project Updates	19
RI Theme & Links	23
The Four-Way Test	24
Acknowledgements	25

GILISM FOR THE WEEK

#GILISM

"Always be grateful."





MONTHLY ACTIVITIES



Lunch Meeting

Mr. Chewy Chua
Managing Director

Mr. Eric Peña
Managing Partner

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

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



Club Assembly - Members only meeting

DGE Antonio Juan C. "Jay" Tambunting III
District Governor-Elect
Rotary International District 3830

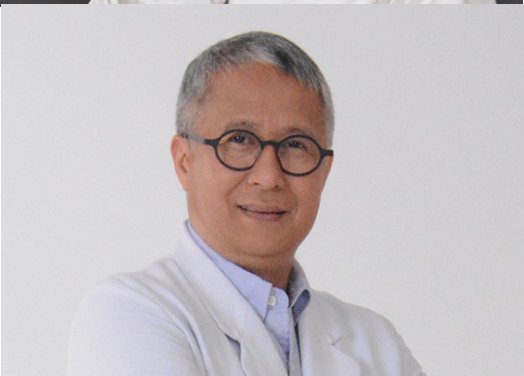
Date: April 20, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Krishna Alejandrino
Executive Director
Junior Achievement (JA) Philippines

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



Lunch Meeting

Dr. Benjamin Campomanes
President
St. Luke's Medical Center Foundation

Date: May 4, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Ms. Merlee Jayme
Chairmom / Creative Consultant

Date: May 18, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

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

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

Invocation
PP JUN ALVENDIA

Introduction of Guest Speaker
RTN. BOBBY VITO

Philippine National Anthem (video) 1:00 PM

Speech
MR. CHEWY CHUA
Managing Director
Agile Intelligence, Inc.

12:30 PM RC Makati West Hymn
RCMW Members

Introduction of Visiting Rotarians
and Guests;

MR. ERIC PEÑA
Managing Partner
Agile Intelligence, Inc.

Introduction of Personalities at the
Presidential table;

Moderator
RTN. JUDD BALAYAN

Committee announcements

THIS WEEK'S CELEBRANTS



April 13
SPS. VINA CHAN
Birthday



April 14
SPS. REGINA NARCISO
Birthday



April 13
RTN. BOBBY VITO & SPS. GLADYS
Wedding Anniversary



April 16
PP FERN PEÑA & SPS. JUNIE
Wedding Anniversary



April 17
RTN. STEVEN CARL & SPS. CRISTINA
Wedding Anniversary



GUEST SPEAKERS

MR. JONATHAN GIL "CHEWY" CHUA

MANAGING DIRECTOR, AGILE INTELLIGENCE, INC

A digital thinker and strategist extraordinaire, Chewy Chua is the Founding Managing Director of Agile Intelligence Inc., DDB Group Philippines' data analytics unit established in 2017. He leads his team in providing clients with an array of services including social listening, reputation and crisis monitoring, digital audit, media performance buying, social, web & mobile analytics, SEO diagnostics, and Experience Intelligence.

With 23 years' experience as digital practitioner, Chewy started his digital journey right after earning a Business Economics degree from the University of the Philippines in 1999; he worked for Asia Online – then the digital agency handling all of Nestle Philippines' digital requirements.

Chewy then moved to DDB Philippines in 2004 as Strategic Planner, handling Johnson & Johnson and PLDT Business Solutions – helping the latter launch the first ever mobile internet productivity service called WeRoam. In 2007, he moved to the country's largest mobile content provider Xurpas as the head of mobile marketing, expanding the Smart business ten-fold and acquiring additional blue-chip clients in under a year.

Prior to his current role, he served as managing partner at Tribal Worldwide Philippines (formerly Tribal DDB) from 2008 to 2017, leading new business acquisitions, developing new digital services, e-commerce and digital media, while handling bluechip client partners.

MR. ENRICO "ERIC" T. PEÑA

MANAGING PARTNER, AGILE INTELLIGENCE, INC.

Eric Peña has served as Managing Partner of Agile Intelligence since 2017, where he makes use of his expertise in data and analytics, business intelligence, martech, adtech, social media marketing, web analytics, and computer and network operations.

Prior to this, he had served as the Head of Social Intelligence at digitally centric agency Tribal Worldwide Philippines (formerly Tribal DDB) for six years.

One of his distinct past experiences was serving as Head of the Social Networks, New Media Bureau of the 2009-2010 Presidential Campaign of then Senator Noynoy Aquino.

He worked in IT-oriented companies following his six-year stint as Director for Systems Development at the Armed Forces of the Philippines' Computer Systems Center.

A member of Philippine Military Academy (PMA) Class of 1986, he served in the Philippine Constabulary Special Action Force for 5 years, and was the commanding officer of the 4th Special Action Company before he transferred to the Philippine Airforce. From serving in the military, he gained expertise in airborne ops, ranger ops, counter revolutionary warfare, military intelligence, and VIP security.





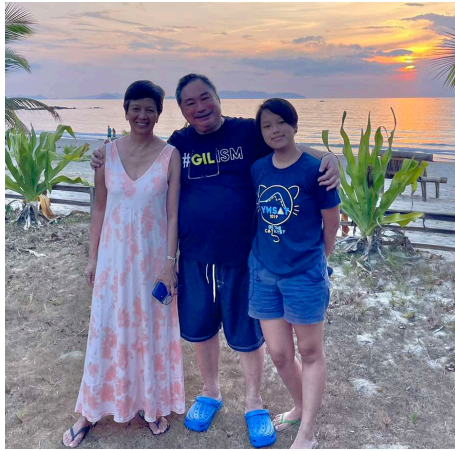
PRESIDENT'S MESSAGE

AI

Happy belated Easter, my favorite Rotarians! Like me, I hope you all had a restful Holy Week break.

I heard that those who stayed in Metro Manila over the long holiday weekend enjoyed an almost traffic-free EDSA and other parts of the metropolis. Everyone else seemed to have flown abroad for a well-deserved rest and recreation or headed out to the provinces either to go to a tourist destination, do Visita Iglesia, or just spend quality time with family and friends in their hometowns.

But we're all back! It's traffic as usual. And I missed you all.



Sharing with you some vacation photos over the Holy Week, taken in the beautiful town of San Vicente, Palawan.

In today's meeting, we are fortunate to have the executives of a leading data analytics firm in the country visit us. We have Agile Intelligence's Managing Director Chewy Chua and Managing Partner Eric Peña as our guest speakers. Of course, Chewy is my eldest son, and Agile Intelligence is the data analytics unit of DDB Group Philippines.

They will enlighten us about the rapid developments in artificial intelligence or AI and how it is taking over the world.

I thought about inviting them here at our club for a talk after listening to their presentation in our Execom at DDB last February. They talked about the latest in artificial intelligence such as the mind-boggling AI chatbots like ChatGPT.

Launched in November 2022, ChatGPT quickly attracted the world's attention for its detailed and articulate answers across a wide range of topics. It is the current record holder for the fastest application to have 100 million users... in two months.

I want to share with all of you what I learned by inviting Chewy and Eric to talk about this in detail in our meeting today. Let's give them our full attention later.

Next week, we will have our future district governor Jay Tambunting as our speaker. Thanks DGE Jay for agreeing to be our guest speaker next week. In two-and-a-half months, DGE Jay will assume his post as our new governor, and I can't wait to hear some leadership advice from him as well as some initial plans he may



already have for District 3830.

After DGE Jay, we have lined up other speakers including Junior Achievement (JA) Philippines Executive Director Krishna Alejandrino, St. Luke's Medical Center Chief Medical Officer Dr. Benjamin Campomanes, one of the region's most prominent creative advocates Merlee Jayme, and entrepreneur and SME advocate Jorge Wieneke.

So that's our speakers for the rest of April and for next month.

Let me now give you some project updates for the week.

For our Gift of Life program, as I mentioned just before our Holy Week break, we already surpassed our target of 200 heart operations for this current rotary year. And we still have over two months remaining before my term ends. As of today, we have already done 211 surgeries. We have also so far provided for this rotary year 1,736 guaranteed medical assistance from Cong. Paul Daza.

We have our international grants to thank for this, and most especially

you, Men of Zest, for your generous donations of time and money. Congrats to our Project Chair Gerry Limcaoco and all the officers and members who have supported this project. Too many to mention now. We will have a separate "roll call" for this some other time to show my appreciation for your support.

For our Gift of Sight - Cataract Surgery Project, eight patients will undergo eye cataract surgery on Saturday, April 15, at the Medsurg Eye Center in BF Homes, Parañaque. The lead doctor is our very own Dr. Timmy Tan with the help of Dr. Ed Gomez and Dr. Manjo Singson. We will provide lunch for the patients and their companions, as well as for the medical team. Patients will also be provided with transportation allowance. Four follow up checkups are to be completed after the operation.

For our Gift of Mobility - Artificial Limbs Project, casting of limbs is scheduled on April 26 at Pasig SPED, Caruncho Avenue, Pasig City.

For our Mass Wedding project, 26 couples are confirmed to join our club sponsored wedding on April 29



at the San Fernando De Dilao Parish in Paco, Manila. RCMW will provide the couples' wedding attire complete with accessories, namely, veil, cord, and aras. We will also provide a wedding reception for the couples and their guests. For those who want to donate gifts in kind or in cash to these couples, please coordinate these with the secretariat.

I hope you can also support the Rotaract Club of Makati West's fundraising for their "Feed the Young Minds" (FTYM) project for the next Rotary Year. Hosted by our Rotaractors, the FYTM project is an annual community outreach that

helps younger children be exposed to basic education through fun learning activities. Please send your cash donations through the GCash number of Rotaractor Kimshane Rose J. - 09274261156.

So there you go. For some housekeeping, I hope you all check if you've paid your membership dues, as this is equally important in keeping the club's operations going.

Maraming salamat po!

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



FORETHOUGHT

by: Craig Lonnee

QUITTERS & STAYERS

I recently read an alarming article in the New York Times, indicating that 4.5 million American's voluntarily left their jobs in a particular month, as workers take advantage of strong employer demand to pursue better opportunities. There is a confluence of events that is causing both the increase in job creation and people quitting. Once the US economy started reopening, confidence returned. People felt more comfortable leaving the safe confines of their homes and venturing out into the world. Therefore, the quit rate serves as a measure of a worker's ability to leave a job, confident that they could secure a new one. The US experience is not far from ours, as we learn to live with the virus.

I've often talked of 'stay interviews' which I think we should be devoting more time and effort to. As Stephen Stills (a storied US musician) once wisely said - 'love the one you're with'.

Of course we learn a lot from exit interviews too. Though I argue its more valuable to prioritize 'stay interviews'.

Staff retention, rewards, recognition and renewal are valuable operational topics worthy of our consideration at this time. In today's knowledge economy, it's important to regularly understand why our staff stay, why people leave and how the organisation may need to change.

Let's keep talking to all our staff, new and seasoned, their views are always valuable.



As inspiration, here's some thoughts on 'stay interview' questions.

- What do you look forward to when you come in or log onto work each day?
- What do you like most or least about working at the company?
- What keeps you working at the company?
- What is the degree to which your role is aligned to the company's vision, values and mission?
- If you could change something about your job or the company overall, what would it be?
- What would make your job more engaging here?
- How do you like to be rewarded or recognized? What intervals?
- Do you feel under-utilized or under resourced to deliver excellence?
- What talents are we not aware of or using in your current role?
- What would you like to learn here?
- What motivates (or demotivates) you?
- What should the company start, stop or continue?
- What do you tell your friends and family about working here?
- Are we reactive, proactive or anticipatory towards our clients or customers?
- What are the barriers or hurdles we need to clear for you to excel?
- What can the leadership do to help you grow your career here?
- What can I (your manager) do to best support you?
- What might tempt you to leave?

ABOUT CRAIG LONNIE

Lonnie 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 16, 2023 - Ladies day



PP Lito Jimenez as Moderator



FL Gigi Chua as Invocator



President Gil G. Chua during his President's Time



Sps. Nikki Jimenez Introduces the Guest Speaker



Dr. Mary Jane Torres during her talk



Dr. Mary Jane Torres receives a Gift of Life certificate from the club



Meeting starts with members having sumptuous lunch. In photo (L-R): PP Roque Tordesillas, IPP Franco del Rosario, Pres. Gil Chua, PP AP Bartolome and Rtn. Lemarc Limosnero.





Guest speaker Dr. Mary Jane Torres with our Rotary Anns, PP Lito & his brother Joey Jimenez & Guests







RCMW delegates led by Pres. Gil Chua were in Korea over two weeks ago to attend Sister Club RC Sae Seoul's 55th Anniversary.



RCMW delegation being welcomed at the airport by RC Sae Seoul members.





At the RC Sae Seoul's 55th anniversary party.





Satellite member Rosanne Arado sent a thank you message to RC Makati West for its members' contributions for her mother's funeral.

4/12/23, 3:08 PM

Gmail - Thank you RCMW



Kai Yarra <kai.rcmw2@gmail.com>

Thank you RCMW

Rosanne Arado <aradorosanne1995@gmail.com>
To: Kai Yarra <kai.rcmw2@gmail.com>, Shekinah Yarra <kai.rcmw@gmail.com>

Tue, Apr 4, 2023 at 8:21 PM

Dear Rotary Club of Makati West & Rotary Satellite Club of Makati West Zest,

I would like to extend my sincerest gratitude to all of you during my tough and pressing times. It has always been my mom and I, and losing her this early is something I hardly fathom.

The moment Ate Kai handed me the envelope, I burst into tears. Reading your message attached to it comforted me in a way that I have very good people surrounding me. I am beyond words with your unending support.

Thank you so much from the bottom of my heart.
May the Lord bless you more as you continue to be a blessing to everyone.

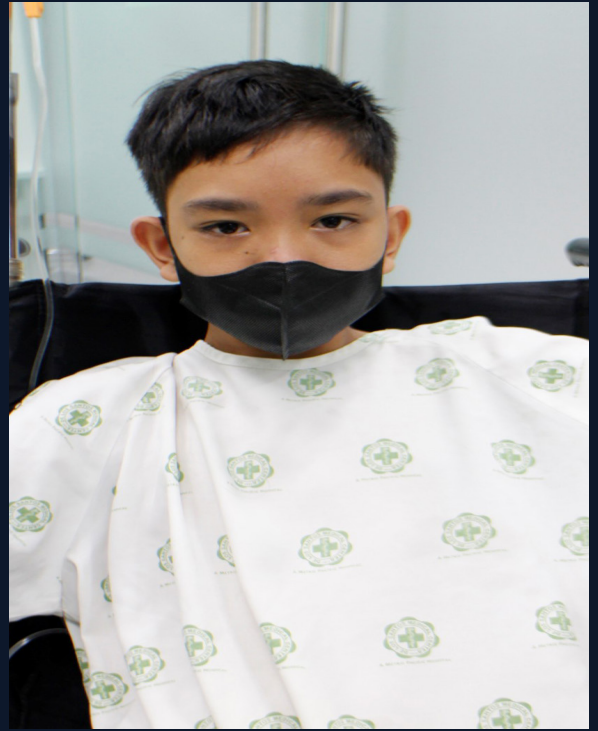
Truly Yours,
Rosanne Arado





Jhanine Pagatpatan Somera
6 years old, female
Tagudin, Ilocos Sur

PDA Device Closure
De Los Santos Medical Center
April 5, 2023



Jan Anthony Esteban Nozuelo
12 years old, male
Zaragoza, Nueva Ecija

PDA Device Closure
De Los Santos Medical Center
April 5, 2023



PROJECT UPDATES

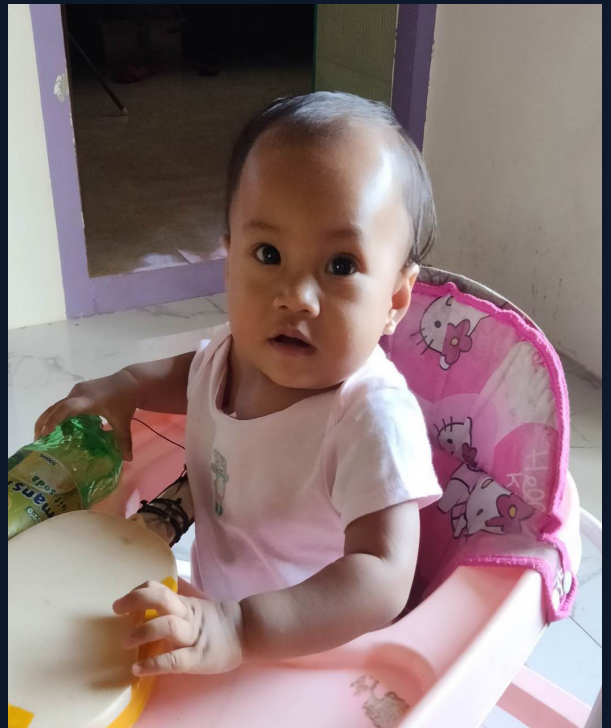
GIFT OF LIFE

GOL RY 2022-2023



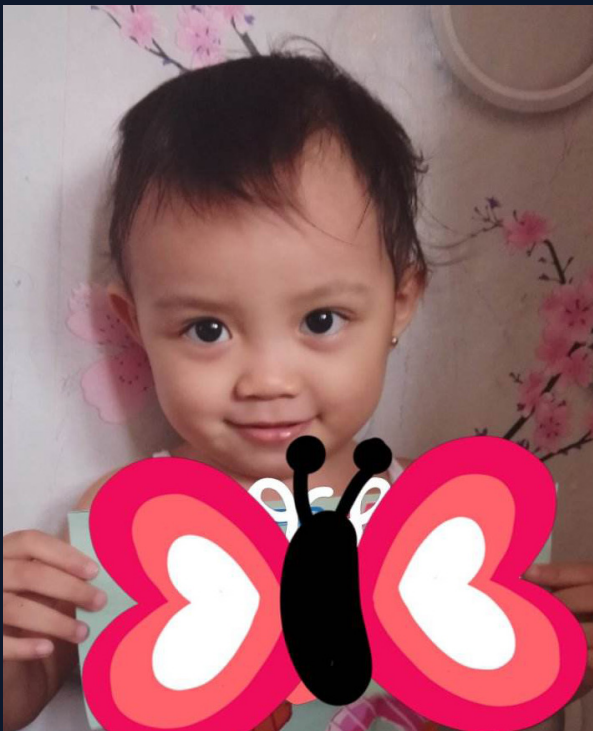
Daniyah Quillope Cabagbag
7 mos. old, female
San Jacinto, Pangasinan

PDA Device Closure
De Los Santos Medical Center
April 5, 2023



Malia Jane Rosca Abella
9 mos. old, female
Masinloc, Zambales

PDA Device Closure
De Los Santos Medical Center
April 5, 2023



Sue Argarin Rejano
2 years old, female
Camarin, Calooocan City

PDA Device Closure
De Los Santos Medical Center
April 12, 2023



Rabiya Zapanta Soquila
1 year old, female
Mapandan, Pangasinan

PDA Device Closure
De Los Santos Medical Center
April 12, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Tiffany Gaile Dalite Camanay
5 years old, female
Morong, Bataan

Hemodynamic Study Procedures
De Los Santos Medical Center
April 12, 2023



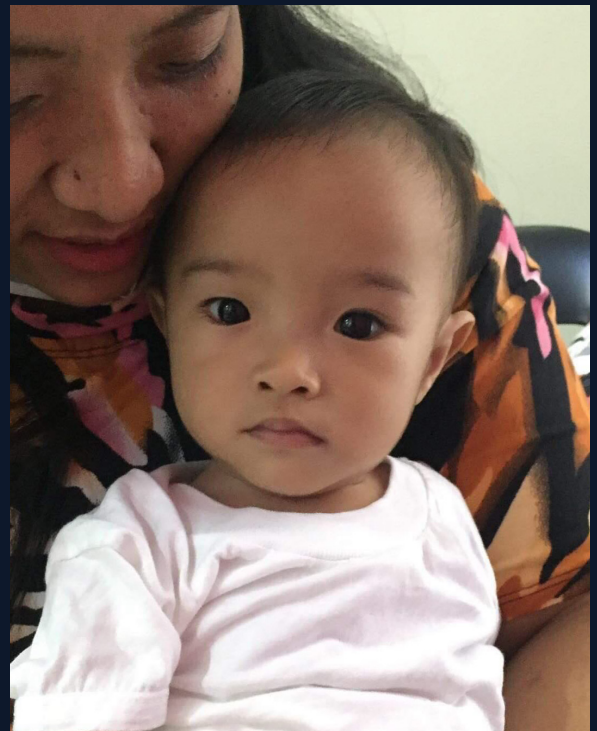
Princess Amarah Seboc Samarita
1 year & 7 mos. old, female
Sariaya, Quezon Province

PDA Device Closure
De Los Santos Medical Center
April 12, 2023



Shaira Olivia Sapphire Castro Pasilan
1 mos. old, female
Pandi, Bulacan

PPBV
De Los Santos Medical Center
April 12, 2023



Alvin Padilla De Vera, Jr.
8 mos. old, male
South Anao, Tarlac

PDA Device Closure
De Los Santos Medical Center
April 12, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Rtn. Chris Moriarty with his Sps. Jennifer visited our GOL Beneficiaries at De Los Santos Medical Center on April 12, 2023



Project Chair Gerry Limcaoco visits the patients at the DLSCM with Rtn. Chris Moriarty and Sps. Jennifer



APRILIS



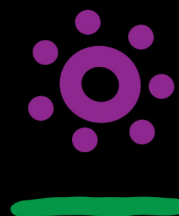
MATERNAL & CHILD HEALTH MONTH

"It is health that is real wealth and not pieces of gold and silver"
Mahatma Gandhi



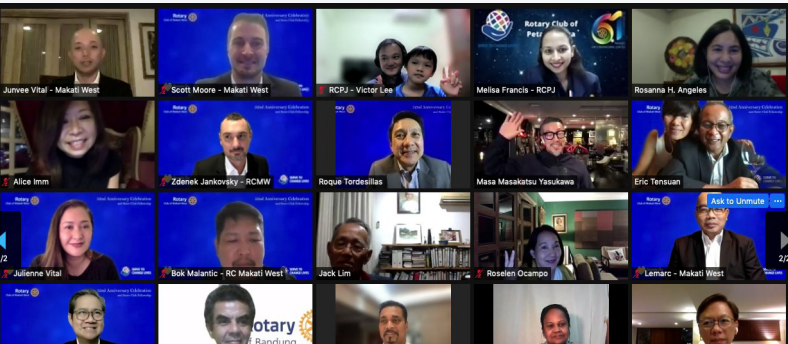
www.rotary.org

Rotary
Club of Makati West



IMAGINE
ROTARY

Missed out on past events?
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access in just a few clicks.



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53rd INDUCTION & HANDOVER

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WEST SIDE STORY

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Project Photos

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Rotary

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

<http://rcmakatiwest.ph>
www.fb.com/RCMWD3830
rcmakatiwest2020@gmail.com
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Village, Makati City, 1227