

# WEST SIDE STORY

Rotary  
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST  
Vol. 2, RY 2022-2023 | 2,356th Meeting (since 1969) | July 21, 2022

## Breast & Cervical Cancer Screening at Ayala Alabang Country Club July 18, 2022



Today's Guest Speaker:

**MS. SHEKINAH G. YARRA**  
CHAIRWOMAN  
RCMW SATELLITE CLUB


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

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

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OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST  
Vol. 2, RY 2022-2023 | 2,350th Meeting (since 1959) | July 21, 2022

Rotary Club of Makati West  
 IMAGINE ROTARY

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## In this issue:

Monthly Activities	3
Today's Program/Guest Speaker	4
President's Message	5
Club Bulletin Board	7
Project Updates	12
RI Theme & Links	15
The Four-Way Test	16
Acknowledgements	17

### GILISM FOR THE WEEK

#GILISM

You can lose everything  
 but never lose your  
**integrity.**







# MONTHLY ACTIVITIES

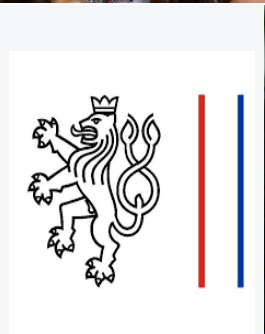


Lunch Meeting

Rtn. Shekinah G. Yarra  
Chairwoman

Rotary Club of Makati West Zest

Date: July 21, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Lunch Meeting

H.E. Jana Sediva  
Ambassador

Czech Republic to the Philippines

Date: July 28, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Lunch Meeting

Rtn. Robert "Bobby" T. Vito  
Managing Director  
Ripple8

Date: August 4, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Lunch Meeting

Mr. Carlo Ople  
Founder  
Unbox PH

Date: August 11, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Lunch Meeting

Ms. Julia Abad  
Executive Director  
Philippine Business Coalition for  
Women Empowerment

Date: August 18, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



# TODAY'S PROGRAM

**12:15PM** Call to Order  
PRESIDENT GIL CHUA

Invocation  
RTN. LEMARC LIMOSNERO

Philippine National Anthem (video)

**12:20PM** RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the Presidential table:

Committee announcements

**12:30 PM** President's Time  
PRESIDENT GIL CHUA

Introduction of Guest Speaker  
RTN. JAMESON MANLANGIT

**12:50PM** Speech  
RTN. SHEKINAH G. YARRA  
Chairwoman  
Rotary Satellite Club of Makati West Zest

Adjournment  
PRESIDENT GIL CHUA

Moderator  
DGE JAY TAMBUNTING III

## THIS WEEK'S CELEBRANTS



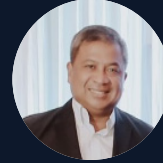
July 18  
RTN. TIMMY TAN  
Birthday



July 21  
SPS. ANNETTE DEL ROSARIO  
Birthday



July 23  
SPS. ASRA CONLU  
Birthday



July 25  
RTN. RJ TABUENA  
Birthday



July 24  
DIR. EDSA & SPS. JENNY DELOS SANTOS  
WEDDING ANNIVERSARY



## GUEST SPEAKER SHEKINAH G. YARRA CHAIRWOMAN, RCMW SATELLITE CLUB

Shekinah G. Yarra or known to us by "Kai" has been connected to the Club for about 10 years. 1 year as a Rotaractor, 2 years as a Scholar under PP Rey Guevara scholarship program, and RCMW-Nagoya Airport joint scholarship project. She graduated from the University of Makati, with a degree of Bachelor of Science in Hospitality Management Major in Travel and Tourism, Magna Cum Laude.

She was hired as an assistant to the Head Secretariat in May 2015. After a year, she was promoted to the position of Office Manager during the term of PP Junvee Vital at the age of 21.

During her stay at UMa, she made most of her student life as she joined the various student organizations with the following positions that shaped her skills and greatly helped her doing her responsibilities in the Club today:

- Vice-President for External Affairs of Hospitality Management Society SY 2013-2014, a local organization of HRM and Tourism students in UMa.
- General Secretary of College of Business Administration SY 2014-2015, the largest student population with about 2,000 enrollees under that college department.
- She also earned a seat as one of the members of the Executive Board representing the Student Supreme Government in the same school year and
- As a scholar of RCMW, she has been elected as the Vice-President of External Affairs of the Rotaract Club of Makati West.





## PRESIDENT'S MESSAGE

### Championing MSMEs

All of us have seen, heard, and read the horror stories of how lives, jobs, livelihoods, and businesses were devastated by the global COVID-19 pandemic. Some of us even experienced it ourselves – loss of family members and friends, financial setbacks, and other difficulties.

In the second quarter of 2020, Jorge Wieneke, then president of the Association of Filipino Franchisers, Inc. (AFFI), approached us at DDB Group Philippines and told us about the sad plight of their members – the micro, small and medium enterprises (MSMEs). Jorge described the MSMEs at that time to be “in the ICU and needing blood transfusion”.

Comprising 99.6% of registered establishments in the Philippines and contributing 62.6% to the labor

force in the Philippines, the MSMEs had been directly hit by the COVID-19 pandemic. Having no daily income due to the lockdowns and quarantine rules that mandated the closure of malls and retail establishments, their cashflow suffered with some not even being able to pay the salaries of their employees.

Months of lost revenues took a toll on their businesses and they needed all the support they could get after they were finally allowed to operate. These MSMEs seemed to be back at the starting line, while others sadly could not go back at all and had to completely fold up operations.

After talking to Jorge, we knew right there and then that we had to do something for MSMEs.



At the AFFI Heroes Awards Night. (L-R) former AFFI President Jorge Wieneke and wife Jenny Wieneke (rightmost), DDB Group Philippines Culture Chief Anna Chua-Norbert, Bent & Buzz Business Unit Director Kathleen Pador, and Pres. Gil.

So, we decided to help AFFI conceptualize and launch a campaign pro bono. The goal was to help MSMEs rebuild and recover their livelihood and regenerate the jobs that were lost during the pandemic.

This gave birth to “BUYanihan”. Derived from the words “bayanihan” – a cultural term that means helping each other to achieve a common goal – and “buy”, which is a call for people to patronize products”, the campaign was aimed at boosting MSMEs’ commercial viability once again.

DDB Group Philippines provided the creative concepts and, through partnerships, created the digital content and the e-commerce platform for the campaign.

We also came up with an inspiring music video for the BUYanihan campaign with no less than Gary Valenciano singing the DDB composed track “Puwede pang Mangarap”.

The overarching message of the BUYanihan campaign was that kindness to MSMEs goes a long way, as supporting them will help preserve their livelihoods and the jobs of the people they employ.

It humanized the plight of MSMEs who desperately needed the kindness of people and organizations to keep them afloat during the time they needed help the most.

Two years after, on June 26, I was standing at the AFFI’s awarding ceremony that recognized those who fought and found ways to help AFFI, the franchising industry, and MSMEs survive during the country’s most difficult time. I was recognized as one of the Association of Filipino Franchisers, Incorporated Heroes. It’s one of my proudest moments.

Nakakataba ng puso. It’s nice to be in a business where we can be of help to others – to be able to give back through our work and our people. As DDB Founder Bill Bernbach said, we who are in the business of media have the power to lift society to a higher level – parang Rotary Club of Makati West. Big hearts and big ideas simply make a great combination.

The same reason we are here at RCMW – to be of service to others. We are an association of like-minded business leaders who believe in giving back to society and the world.

I hope I was able to further inspire you with this story – that there’s always a way to be of help to others – sa malaki o maliit mang paraan, basta bukal sa ating puso.

Let’s make every day an opportunity to change the game not only for ourselves but for others as well.

Maraming salamat!

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



B-8 MANILA BULLETIN

Entertainment News

Sunday, July 17, 2022

# Martin's concert raises ₱3.7M for charity

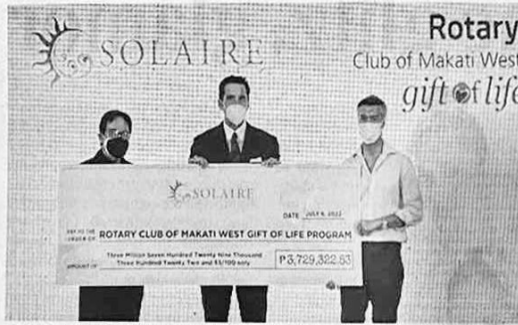
By ANNALYN S. JUSAY

**M**artin Nievera celebrated last July 5 his 40th year in showbusiness. It's certainly epic, especially if you consider the platinum albums and all the sold-out shows which earned him the title of Concert King of the Philippines.

There's also another highlight in Martin's career, and that's being the ambassador of Solaire Resort & Casino for six years now.

The singer recalled that it was a role he unabashedly applied for. He got wind of the news that magnate Enrique Razon was looking for someone who could do for Solaire what Frank Sinatra did to Las Vegas. Martin floated the question, "Can I be that guy?" And the rest, as we know it, is history.

Martin said it didn't matter if he never smoked, drank, or gambled in his life. There were other facets of Solaire that he could promote to people. In his own words: "as a playground for adults, as an option where you can



Solaire President & COO Thomas Arasi (center) hands over the symbolic check representing proceeds from Martin's concert to RCMW officials led by immediate Past President Franco Del Rosario (left). (Photo by Josh Mercado)

beat the odds, as a place for shopping and dining..."

Martin was soon singing "Follow The Sun" He revealed that he even folded the hotel laundry just to have a feel of his new-found role as the face of Solaire.

In the back of his mind, Martin was also thinking of how he could

give back to the community while representing an entertainment destination. With his youngest son having special needs, making a difference is what matters to him at this stage in his life.

The opportunity came this year when Martin's brother-in-law, Franco Del Rosario, intimated that he

wanted to raise funds for charity before he finishes his term as President of the Rotary Club of Makati West (RCMW). The beneficiary would be the club's Gift of Life program, which oversees free life-saving operations for poor children with congenital heart disease.

Without hesitation, Martin agreed to the project. He waived his talent fees and even spent on his own ticket flying back from the USA. He also gave credit to Solaire management for "insisting on being part of this and giving things that we needed for free."

Soon enough, the staging of "Martin Nievera: Live Again" concert was set for June 25. The occasion also marked the reopening of the Theatre at Solaire after two years of being closed due to the global pandemic.

On Concert Night, Martin mesmerized the audience with his own rendition of well-loved hits from Sinatra, Lionel Richie, Stevie Wonder, and local artists like Ric Segreto. Of course, he also sang his bestselling classics like 'Be My Lady,' 'Ikaw

Ang Lahat Sa Akin,' and 'You Are My Song,' among others.

A touching moment in the show was when Martin sang "Put A Little Love In Your Heart" together with kids from RCMW's Gift of Life program.

In total, the concert raised ₱3.7 million for the program recipients, with all seats sold.

During the turnover of the check, Solaire President & COO Thomas Arasi noted that the fund-raiser was in line with Solaire's goal to put "the Filipino first" in its corporate giving projects. "We are indebted to Martin for his selfless service and act of giving back to the community."

According to RCMW's del Rosario, the amount raised will go a long way to save children needing heart surgery and other interventions. He pointed out that 1 percent of babies born in the country have congenital heart disease. That's about 16,000 children needing medical treatment.

After the successful charity concert, Martin revealed that his next concert in Solaire will be on Nov. 19 to celebrate four decades of his music.





## Breast & Cervical Cancer Screening July 18, 2022, Monday at Ayala Alabang Country Club, Sponsored by: PP Eric Tensuan







## 1st Fellowship Night on July 14, 2022 at The Refuge Bar, BGC

Club Updates | BULLETIN BOARD







PP AL Thomson & Sps. Emma Swinnerton at their Wedding Ceremony on July 9, 2022 in Scotland

Club Updates | BULLETIN BOARD







## RC Singapore West Induction on July 7, 2022 at Grand Hyatt Singapore

Club Updates | BULLETIN BOARD







**RC NAGOYA AIRPORT & DEBBIE DECENA SCHOLARS  
in Partnership with RC Makati West, School Year 2017-2022**



**Arobo, Anne Marie**  
BA Political Science  
Major in Paralegal Studies

**Canoy, Blessie Amor**  
BS in Psychology

**Santos, Sairah Margarita**  
BA Political Science  
Major in Paralegal Studies



**Go, Jezreel**  
BS Civil Engineering



**Tolentino, Joshua Franco**  
BS Civil Engineering





Mavea Bebian Almazan Letran  
9 years old, female  
Ilocos Sur



Kaeziah Grae Rodelas Navarro  
3 years old, female  
Cagayan Valley



## PROJECT UPDATES

### GIFT OF LIFE

GOL RY 2022-2023

De Los Santos Medical Center

PDA Device Closure

July 18, 2022



Cristina Mcje Cayao Jarquio  
4 years old, female  
Roxas, Palawan



GOL Chair Gerry Limcaoco with the patients at DLSMC





JULY IS

NEW LEADERSHIP MONTH

True leaders don't create followers, they create new leaders.



www.rotary.org



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53rd INDUCTION & HANDOVER

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Fireside Chat & All-Cluster Meetings

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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 and  
Mr. Rob Raylman

#### THE WEST SIDE STORY STAFF

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:

[jamesonrcmw@gmail.com](mailto:jamesonrcmw@gmail.com)  
[kai.rcmw2@gmail.com](mailto:kai.rcmw2@gmail.com)

Stay up to date with club happenings via

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[rcmakatiwest2020@gmail.com](mailto:rcmakatiwest2020@gmail.com)  
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