

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 30, RY 2022-2023 | 2,384th Meeting (since 1969) | April 27, 2023

Thursday Lunch Meeting with Guest Speaker DGE Jay Tambunting III April 20, 2023



Today's Guest Speaker:

MR. KRISHNA C. ALEJANDRINO
EXECUTIVE DIRECTOR
JUNIOR ACHIEVEMENT PHILIPPINES

RCMW website www.rcmakatiwest.ph

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

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 IMAGINE ROTARY

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 with Guest Speaker
 DGE Jay Tambunting III
 April 20, 2023**



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GILISM FOR THE WEEK

#GILISM

**CONSTANTLY AIM TO FOSTER
 A WORK CULTURE WHERE
 EVERYONE IS SAFE, MOTIVATED,
 AND INSPIRED TO ADD VALUE
 TO THE ORGANIZATION.**





MONTHLY ACTIVITIES



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



District Training Assembly
District 3830
Date: May 6, 2023
Venue: Enderun Tent
1100 Campus ave. Mckinley Hill, Taguig
Time: 1pm to 5pm



Lunch Meeting
Mr. Jeff Chua
Founder, President & CEO
Zyklus Concept, Inc.
Certified Executive & Life Coach

Date: May 11, 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

Introduction of Guest Speaker
RTN. JUDD BALAYAN

Philippine National Anthem (video)

1:00 PM Speech
MR. KRISHNA C. ALEJANDRINO
EXECUTIVE DIRECTOR
JUNIOR ACHIEVEMENT PHILIPPINES

12:30 PM RC Makati West Hymn
RCMW Members

Introduction of Visiting Rotarians and Guests;

Moderator
RTN. SCOTT MOORE

Introduction of Personalities at the Presidential table;

Committee announcements

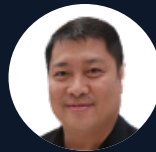
THIS WEEK'S CELEBRANTS



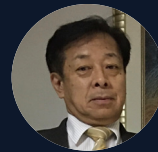
April 25
SPS. ALLEN SAMBAR
Birthday



April 25
SPS. JOY ZAPANTA DEL ROSARIO
Birthday



April 26
RTN. JEFF DYTUCO
Birthday



April 27
RTN. MINURO ISAJI
Birthday



April 27
KAI YARRA
Birthday



April 28
RTN. BIBIT FACTORAN
Birthday



April 28
PRID GUILLER TUMANGAN
Birthday



April 29
SPS. MARA POBLETE
Birthday



April 30
RTN. IAN OCAMPO
Birthday

GUEST SPEAKER MR. KRISHNA C. ALEJANDRINO

EXECUTIVE DIRECTOR, JUNIOR ACHIEVEMENT PHILIPPINES

As Junior Achievement (JA) Philippines Executive Director, Krishna Alejandrino has been inspiring the youth to value entrepreneurship for 11 years now, leading the organization's overall operations, including training and development, business planning, and marketing of the organization in the Philippines and abroad. JA Philippines is part of JA Worldwide, one of the top 7 non-government organizations around the world.

He has been awarded by the Philippine Marketing Association, the Financial Executives of the Philippines, and the Philippine Constructors Association as "Marketing Adviser of the Year" from 2006 to 2008. In 2009, he was awarded as the "Most Outstanding Faculty Member" by Southville International School and Colleges. He was also named Associate Fellow Business Educator by the Philippine Council of Deans and Educators in Business and the Philippine Academy of Professionals in Business Education.

In 2013 he received the "Youth Development Award" from the Chartered Association of Business Administrators for establishing programs for young students. He also received the 2018 Service Excellence Award from the International Christian Academy, the 2018 Excellence Award from the Saint Joseph College, and the 2023 Presidential Excellence Recognition Award from the Philippine Councils of Deans and Business Educators.

He holds a Master's Degree in Marketing Research from the University of Santo Tomas.





PRESIDENT'S MESSAGE

SERVICE

Rotary service. It's the main reason why we are all here - to provide service to our communities and create lasting change.

It's the reason why I joined the Rotary and became a member of the Rotary Club of Makati West 12 years ago. I remember being so impressed with the dedication of the club members to help people in need that this made me decide to be part of this organization.

Although, you may say, one can do charity and other CSR work outside Rotary, but I myself can attest that Rotary service is different.

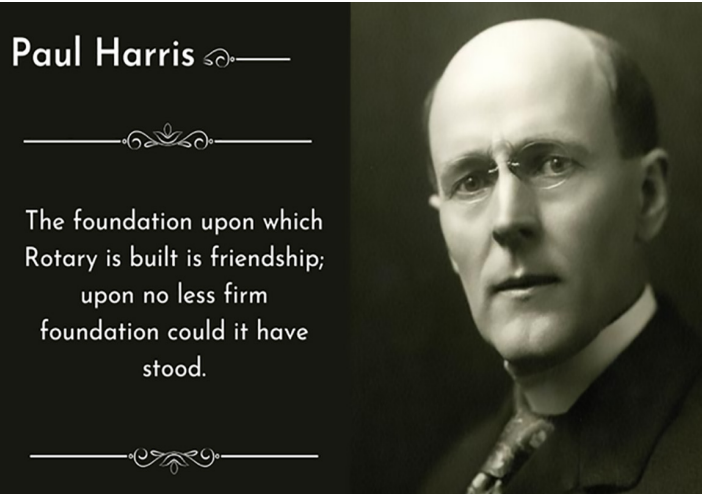


I get to do it with all the amazing Rotarians like you, who have become dear friends, if not brothers to me. As Rotary Founder Paul Harris said, the Rotary's foundation is friendship, and there's no other foundation stronger than that.

On top of service, we have to embrace the traditions that come with the Rotary and made this organization what it is today - influential and respected across all sectors worldwide. It's a structured organization that seems to have come with a manual. So we are all guided on our responsibilities and that makes things easier for us.

I hope we can share the good experiences we have had in our own club so that we can entice new members to join us. It's not a perfect organization, but it's a great one because of our combined presence and efforts.

Today, our speaker is one who knows service just like we do. He is no other than Krishna Alejandrino, the executive director of Junior Achievement or JA Philippines. JA or Junior Achievement is one of the world's most-impactful, youth-serving NGOs. Krishna leads JA



Philippines in fulfilling its mission to inspire the youth to value entrepreneurship.

He will discuss later the role of the corporate and business sectors in youth entrepreneurship and work readiness.

I met Krishna over a decade ago through PLDT's Eric Alberto and, after that, I became one of the board of trustees of JA Philippines who help the youth to succeed in the global economy through JA's programs. Thanks, Krishna, for making me a part of JA. You know, youth advocacy is something really close to my heart.

Here in the Rotary Club of Makati West, we also have youth-oriented programs like our Likhang Sining art contest, our scholarship programs, our HIV campus caravan, and the



Present at yesterday's artificial limbs service project at the SPED Center, Pasig City were Rtn. Judd Balayan, Project Chair Robbie Leviste, PP Ruy Moreno, and PP Mon Guerrero.

ones that involve our Rotaractors.

The youth, after all, is the country's future.

For our projects, this may sound the same as last week but with a few updates.

For our Gift of Life program, we have already done 218 surgeries. We have also so far provided for this rotary year 1,856 guaranteed medical assistance from Cong. Paul Daza.

For Gift of Mobility, casting and provision of limbs for 10 patients was done yesterday at SPED Center, Pasig City.

For Gift of Sight, we had the first batch of surgeries already with 9 cataract patients. There will be another batch on May 27. Screening of patients for this is being done every Wednesday.

For our mass wedding project, the wedding attires were already distributed to the 26 participating couples. Church rehearsal and confession were completed. It's definitely happening on Saturday. Join us to witness this beautiful event. And thanks to all those who donated for this project.

And as I mentioned last week, we are working to hold another Likhang Sining event this year.

So that's it for our project updates
Keep safe mga kuya ko.

Maraming salamat po!

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



FORETHOUGHT

by: Craig Lonnee

HEARING

My Dad was many things, inveterate inventor, tinkerer, observer and throughout his life, deaf. Sadly, in his later years, his sight and mind progressively left him too. In my experience, disabilities of any kind or magnitude often means people tend to overcompensate in other aspects of their lives.

To illustrate, I recall this story from a book called **How to Win Friends and Influence People** by Dale Carnegie.

“There once was a little mouse that got lost in a classroom and caused a great commotion. To the amazement of the class, the teacher enlisted the help of a little boy named Stevie Morris. All the students were surprised because ‘Little Stevie’ was blind, but the teacher appreciated the fact that ‘Little Stevie’ had something that no one in the class had - an amazing pair of ears.

In a matter of seconds, ‘Little Stevie’ had caught the mouse and was the class hero.

Years later in an interview, ‘Little Stevie’ said that this was the first time that someone had shown appreciation for his ears and accredited his teacher for putting his life on the offensive instead of feeling sorry for himself. According to ‘Little Stevie’, that day in class was the beginning of his new life.

From that day forward, he developed his gift of hearing and went on to become one of the most influential musicians ever. Stevie Morris doesn’t ring a bell? What about his stage name, Stevie Wonder?”

Who is Stevie Wonder? Blind since shortly after birth. He was a child prodigy. Now he’s an American singer, songwriter and producer, who is regarded as one of the most successful musicians of the 20th century.

In my view, we’re missing vital signs, relentlessly talking, comprehending less.



Given our new reality, we can learn a lot from the hearing impaired community.

Here's four techniques those hard of hearing have deployed for the longest time.

Pace, don't race.

The fastest speakers in the world - the top five, in order - Japanese, Spanish, Finnish, Italian and Korean.

Slowing your delivery allows us time to process information. I'd encourage you to consider convening smaller and shorter online meetings.

Head and shoulders.

Deaf people rely on signs, multiple inputs from people as a whole. On Zoom, we tend to set the camera to capture head and shoulders. Learning from hearing impaired people in our communities, consider a camera re-set - top of your head to your belly button.

Acronyms.

Don't assume everyone on a call knows what DE&I (Diversity, Equity and Inclusion), as an example, means. Or, who Stevie Wonder is, as you've grown up in a different generation.

Dress up.

On Zoom, dress up as we used to, like when attending a meeting in person.

Never wear a shirt with a busy pattern. Looks good in the daylight; not so much on camera, in a low lit room. Consider a plain shirt, with long sleeves; never your favourite Nirvana tour t-shirt.

Presence is what we're all looking for on video calls.

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

April 20, 2023 – Weekly Meeting



PP Lito Jimenez as Moderator



Rtn. Lemarc Limosnero as Invocator



President Gil G. Chua during his President's Time



PP Mon Guerrero Introduces the Guest Speaker



DGE Jay Tambunting III during his talk



DGE Jay Tambunting III received a Gift of Life certificate from the club



Full house for DGE Jay Tambunting's talk.





DGE Jay Tambunting and PE Dax Carlos with the club's guests comprising other presidents-elect from District 3830.





Program proper starts with Pres. Gil Chua's Call to Order.





Birthday celebrants PRID Guiller Tumangan and Sps. Bambee Tambunting (below) each get to blow the candle of the cake from the club. Happy birthday!





DGE Jay Tambunting gives his talk and later on receives certificates of appreciation from the club.





RCMW members visit the wake of RCMW Honorary member Ambassador Albert del Rosario at Sanctuario de San Antonio

Club Updates | BULLETIN BOARD







PROJECT UPDATES

GIFT OF MOBILITY

Turn-over and Measurement of Artificial Limbs to
Amputee Patients
April 26, 2023 at SPED Center, Pasig City



Project Chair Robbie Leviste, PP Ruy Moreno, Rtn. Judd Balayan, and PP Mon Guerrero were among those who witnessed the artificial limbs service project at the SPED Center, Pasig City







Chair Robbie Leviste being interviewed by media covering the project.

APRILIS



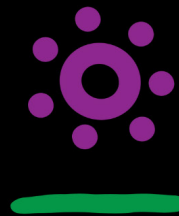
MATERNAL & CHILD HEALTH MONTH

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



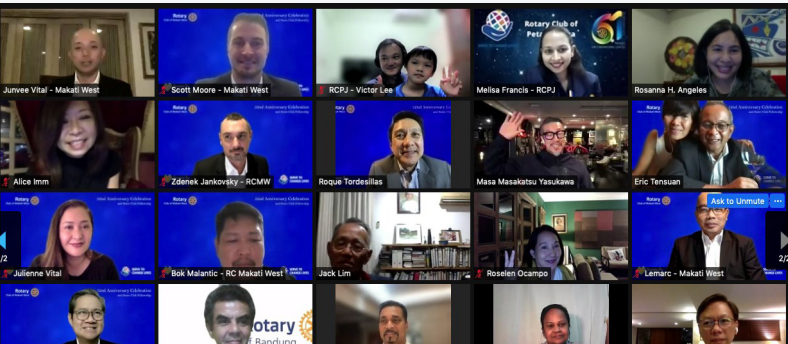
www.rotary.org

Rotary
Club of Makati West



IMAGINE
ROTARY

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53rd INDUCTION & HANDOVER

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WEST SIDE STORY

[Click to explore >](#)



Project Photos

[Click to explore >](#)



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>
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