

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 31, RY 2022-2023 | 2,385th Meeting (since 1969) | May 4, 2023

25 Couples receive the Sacrament of Marriage at the RCMW Annual Mass Wedding San Fernando de Dilao Parish, Paco, Manila April 29, 2023



Today's Guest Speaker:

DR. BENJAMIN S.A. CAMPOMANES
PRESIDENT
ST. LUKE'S MEDICAL CENTER FOUNDATION

RCMW website www.rcmakatiwest.ph

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Vol. 31, RV 2022-2023 | 2:30PM Meeting (since 1969) | May 4, 2023

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GILISM FOR THE WEEK

#GILISM

**THINK POSITIVE!
 IT'S ALWAYS THE
 BETTER OPTION.**





MONTHLY ACTIVITIES



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



Lunch Meeting
Mr. John Lucas
Chief Revenue Officer,
DDB Group Philippines;
Joint Management Committee Head
(Philippines), FIBA World Cup 2023

Date: June 1, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

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

Invocation
RTN. TIMMY TAN

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
PP ROQUE TORDESILLAS

1:00 PM Speech
DR. BENJAMIN S.A. CAMPOMANES
President
St. Luke's Medical Center Foundation

Moderator
RTN. DODIE POBLETE

THIS WEEK'S CELEBRANTS



May 2
SPS. ELINOR DEL ROSARIO
Birthday



May 3
RTN. TERRY FARRIS
Birthday



May 3
RTN. VENU KOTAMRAJU
Birthday



May 7
PP ROQUE TORDESILLAS
Birthday



May 8
RTN. CESAR VILLANUEVA
Birthday



May 9
PP JUNVEE VITAL
Birthday



May 8
RTN. HANS DEL ROSARIO & SPS. ELINOR
Wedding Anniversary



May 9
DIR. PAUL DAZA & SPS. GIGI
Wedding Anniversary



GUEST SPEAKER DR. BENJAMIN S.A. CAMPOMANES

PRESIDENT, ST. LUKE'S MEDICAL CENTER FOUNDATION

Dr. Benjamin S. A. Campomanes, Jr. serves as President and Chairman of SLMC Global City MAB Corporation and President of St. Luke's Medical Center Foundation Inc. He also concurrently serves as EVP & Chief Medical Officer of St. Luke's Medical Center Bonifacio Global City & Quezon City.

He was the Assistant Head for Professional Services of St. Luke's Medical Center Global City from 2012 to 2017 prior to being appointed as Medical Director at SLMC QC in 2018. He was also the former Chairman of the Department of ENT - Head & Neck Surgery at St. Luke's Quezon City from 2006 to 2009, and Chairman of the same Department in St. Luke's Global City from 2012 to 2014.

He earned his Doctor of Medicine degree at the University of Santo Tomas, and took his residency training in ENT - HNS in the same Institution. He has a subspecialty in Rhinology with Clinical Fellowships in Charing Cross/Royal Brompton Hospital, University of Utrecht, and University of Graz.

Dr. Campomanes was an Associate Professor at the University of Santo Tomas College of Medicine and Surgery, and an Off-Country Asia Pacific Medical Expert for GlaxoSmithKline.



PRESIDENT'S MESSAGE

Heritage Month

How are you, my favorite Rotarians?

It's May 4, and so allow me to be a Jedi Master today and say "May the Fourth be with you!" I wish everyone a great start of the month.

May is known as National Heritage Month and I hope everyone can do their share in celebrating Filipino culture and history.

For about two decades now, our company, DDB Group Philippines, has been a partner of the Filipino Heritage Festival, Inc. (FHFI), an organization that spearheads private sector participation in the yearly celebration of the National



Heritage Month. It was FHFI President Mita Rufino who invited me to become a member of the FHFI Board of Trustees upon the recommendation of her husband, the late PDG Tony Rufino.

The month-long celebration presents Filipino heritage through cultural events utilizing heritage sites and venues throughout the country. For us based in Metro Manila, we can be part of the activities here like the “Places of Memory, Places of the Heart: Plazas in the Philippines” Exhibit at the Metropolitan Museum of Manila and the “Larry Alcala Slices of Life, Wit, and Humor Traveling Exhibition 2023” at the Museo ng Makati.

Notably, in RC Makati West, we also promote Filipino culture through the arts - we have Alay Sining art exhibit and Likhang Sining art contest. All these help in preserving our culture as a nation.

CLUB MEETINGS

Today's speaker is one of our COVID-19 heroes, Dr. Benjie Campomanes. You might have seen him on TV being interviewed several times as Chief Medical Officer of St. Luke's. He



May is National Heritage Month

would be asked to give light to the healthcare situation especially during the first two years of the pandemic and whenever there's a surge in COVID-19 cases.

Today, he wears his hat as president of St. Luke's Medical Center Foundation and will talk about how alliances can bring together resources to drive change through Healthcare and Health Education. We will go to that later.

On May 11, we will have Jeffrey Chua, a certified life coach and president & CEO of Zyklus Concept Inc., the



company that launched Cyclehouse, the first and only motorcycle and bike franchising company in the Philippines. He will talk about “Building a Leadership Powered Company”. On May 18, we are also fortunate to have multi-awarded Creative leader and Chairmom Merlee Jayme to talk about How Brands Harness Creativity.

Then on June 1, we will have for our speaker John Lucas, DDB Group Philippines Chief Revenue Officer and FIBA World Cup 2023 Joint Management Committee Head (Philippines). He will talk about the FIBA Basketball World Cup 2023 hosting story.

We are also inviting two more speakers for June. Hopefully, Mayor Abby Binay and another ambassador. We will know by next week.

On June 15, we will have a Club Assembly - our Gabi ng Pasasalamat (Appreciation Night). Please mark your calendar.

PROJECT UPDATES

For our Gift of Mobility - Artificial Limbs Project, as mentioned last week,

10 amputee patients were casted on April 26 at SPED Center, Pasig City, five of whom were referrals from the following Rotary clubs: RC Premier District, RC Las Piñas East, and three from RC San Pablo. There was also a turnover of a prosthesis to a patient referred by Kabayan Noli De Castro and this was aired at TV Patrol last May 1, 2023.

Again, thanks to the following club members who graced the casting and turnover activity with their presence: Project Chair Dir. Robbie Leviste, PP Ruy Moreno, PP Roque Tordesillas, PP Mon Guerrero and Rtn. Judd Balayan.

On May 10 next week, there is a scheduled turnover at the UERM of four more prosthesis to amputee patients who were casted in Bulacan. To be measured with their limbs on the same day are 10 above-knee and 5 below-knee amputee patients. I am inviting everyone to witness this activity of the club. Please coordinate with the secretariat.

For our Gift of Sight - Cataract Surgery Project, patients are being screened to qualify for the next schedule of eye cataract operation on May 27. Nine



patients have already benefited from the program and are now enjoying a normal life.

For our Mass wedding project, 25 couples have been wed on Saturday, April 29 at San Fernando De Dilao Parish. The couples have brought home gift packages from Project Chair Edsa and Spouse Jenny. Raffle prizes were also donated by PP Eric Tensuan and Rtn. Dino Dumatol.

Thanks to our club members who attended the event: Dir. Edsa and spouse Jenny with their son and daughter, PP Noel Laman, PP Fern Peña, PP Mon Guerrero, PP Eric Tensuan, Rtn. Charles Rufino, and Rtn. Dino Dumatol and Spouse Mich.



25 couples were wed in church last Saturday under the club's Mass Wedding Project

Those are the projects with updates this week. Again, thanks 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

STANLEY

I've always gravitated to Stanley.

I was first introduced to Stanley by my parents. He was half of the famous comedy duo, Laurel (Stan) and Hardy (Oliver). They made generations of people laugh over 107 short and feature films. I especially liked Stan Laurel, he really was the master of nonsensical understatement.

Decades later, I spent some of the best years of my life, to date, living ten years in Stanley, Hong Kong (the southern end of HK Island), a delightful dell surrounded by trees and beaches.

Next, the topic of this Forethought - **Risk: A User's Guide** by General Stanley McChrystal (US Army, retired).

I've read all his thought provoking books, which cover different aspects of leadership.

Here's the best summary I could find of General McChrystal's latest treatise, in pandemic times.

<https://chiefexecutive.net/gen-stanley-mcchrysal-on-building-a-risk-immune-system/>

The piece says, "McChrystal lays out the case for building a hearty 'Risk Immune System' comprised of 10 operational elements that, when maintained



and improved, will make your organization more resilient than an underground bunker filled with dusty contingency binders. There's also a good chance it will make your business run faster, smoother and with far-greater esprit de corps than ever before".

Of the Risk Control Factors, the ten areas that comprise the Risk Immune System, the four I found noteworthy are ...

1. **Bias** – how the assumptions we have about the world influence us.
2. **Adaptability** – how we respond to changing risks and environments.
3. **Structure** – how we design our organisations and processes.
4. **Action** – how we overcome inertia or resistance to drive our response.

Channeling another Risk Control Factor – **communication** (how we exchange information with others) – perhaps a further thought with the view to contributing to your intelligence and well-being, consider downloading the Audible book, and walk with Stanley each morning.

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 27, 2023 – Weekly Meeting



Dir. Scott Moore as Moderator



Rtn. Miguel Pertierra as Invocator



PP Ruy Moreno during the President's Time on behalf of Pres. Gil Chua



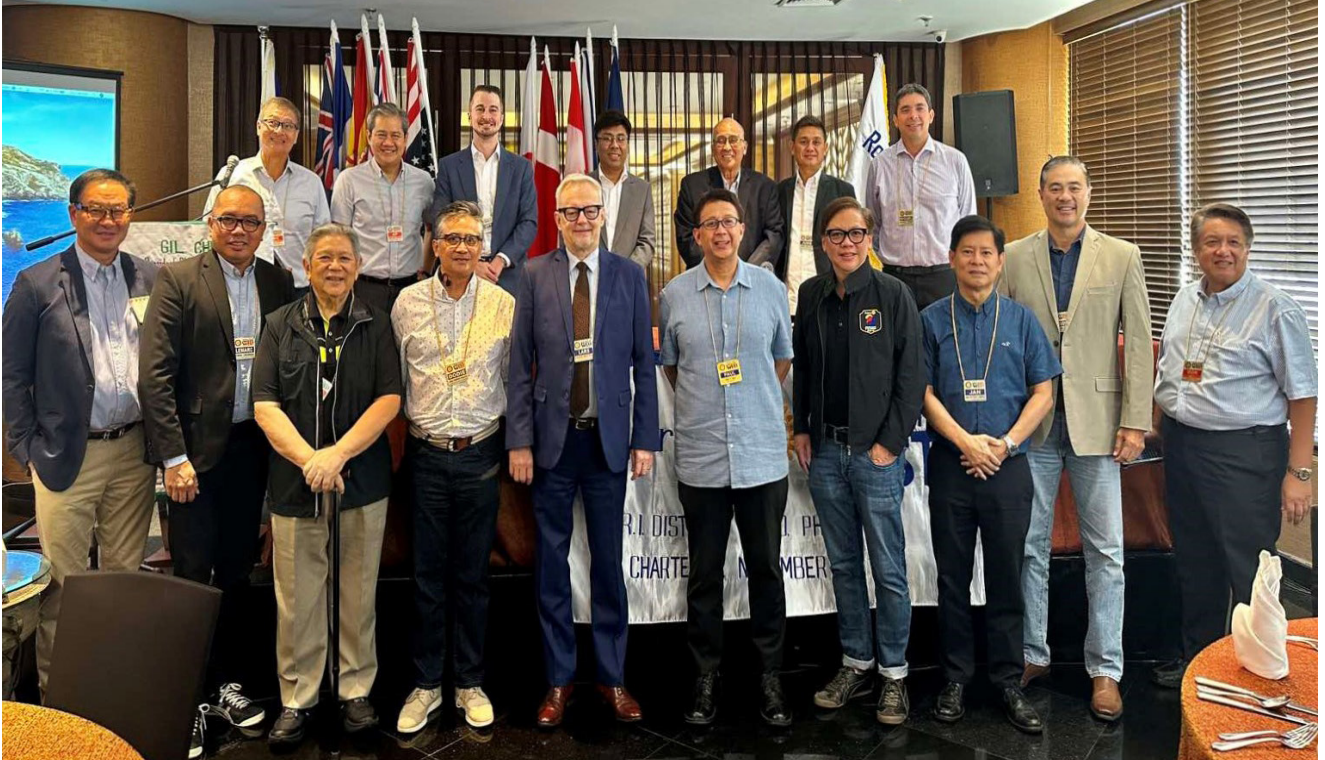
Rtn. Judd Balayan Introduces the Guest Speaker



Mr. Krishna C. Alejandrino during his talk



Mr. Krishna C. Alejandrino receives a Gift of Life certificate from the club



Group photo with guest speaker, JA Philippines Executive Director Krishna Alejandrino.





Mr. Alejandrino answers questions from club members during the forum.





JA Philippines' presentation.



Our birthday celebrant - Rtn. and Head Secretariat Kai Yarra.



PRID Guiller Tumangan, together with Spouse Letty, attends District 3860's DISCON 2023 as Rotary International President's Representative.





At the RCMW Annual Mass Wedding held in San Fernando de Dilao Parish, Paco, Manila last April 29, 2023.



In photo: Dir. Edsa and spouse Jenny with their son and daughter; PP Noel Laman, PP Mon Guerrero, Rtn. Charles Rufino, Rtn. Dino Dumatol and Spouse Mich, and (not in photo) PP Eric Tensuan and PP Fern Peña.



The Mass Wedding reception where couples won raffle prizes donated by PP Eric Tensuan and Rtn. Dino Dumatol.





Couples received gift packs from Project Chair EDSA and Sps. Jenny.





MAY IS

YOUTH SERVICE MONTH

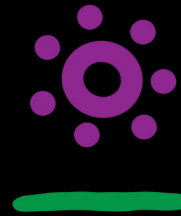


"We cannot talk about the future without talking about children. They are our future." - PRIP James L. Lacy 1998-99



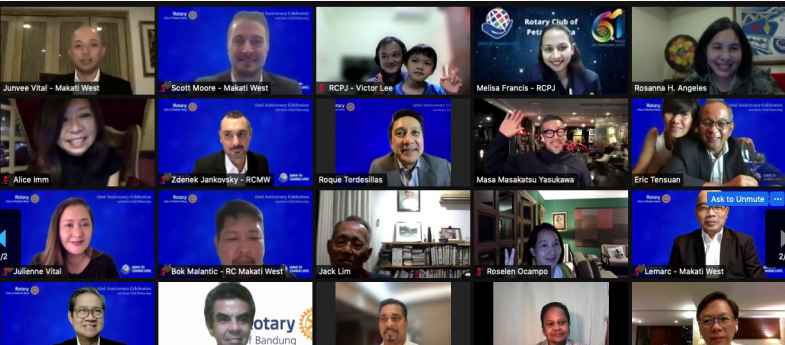
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Rotary Club of Makati West



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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

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