

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 34, RY 2022-2023 | 2,388th Meeting (since 1969) | June 1, 2023

RCMW members pose for group photo with May 18 Guest Speaker Merlee Jayme while showcasing the grand championship trophy won at the Governor's Cup golf tournament



Today's Guest Speaker:

MR. JOHN T. LUCAS
JOINT MANAGEMENT COMMITTEE HEAD
(PHILIPPINES), FIBA WORLD CUP 2023

RCMW website www.rcmakatiwest.ph

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WEST SIDE STORY
OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST
Vol. 34, RY 2022-2023 | 2:38PM Meeting (since 1969) | June 1, 2023

Rotary Club of Makati West
 IMAGINE ROTARY

RCMW members pose for group photo with May 18 Guest Speaker Merlee Jayme while showcasing the grand championship trophy won at the Governor's Cup golf tournament



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GILISM FOR THE WEEK

#GILISM

You are the
Anghel sa Lupa
(Angel on Earth)



Rotary Club of Makati West



MONTHLY ACTIVITIES



Lunch Meeting

Mr. John T. 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



Ladies' day

Mr. Ace Estrada & Ms. Andie
Business Owners
Rural Rising

Date: June 8, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Mr. Guillermo M. Luz
Chief Resilience Officer and Advisor
Philippine Disaster Resilience Foundation
(PDRF)

Date: June 15, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm

Club Awards Night - RSVP Now!

Date: June 22, 2023/ Thursday
Venue: Dusit & Zoom Conference
Time: 6:00pm-8:00pm



Rotary International District 3830 Handover

Date: July 3, 2023/ Monday
Venue: Mayuree Ballroom, Dusit Thani Hotel
Time: 6:00pm



TODAY'S PROGRAM

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

Invocation
RTN. CHARLIE RUFINO

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
RTN. JUDD BALAYAN

1:00 PM Speech
MR. JOHN T. LUCAS
Chief Revenue Officer
DDB Group Philippines;
Head of Joint Management Committee
(Philippines), FIBA World Cup 2023

Moderator
RTN. PATRICK DIONISIO

THIS WEEK'S CELEBRANTS



June 5
PP RUY MORENO
Birthday



JUNE 7
SPS. CRISTINA KERN
Birthday



JUNE 4
RTN. SED HODGENS & SPS. NUBIA
Wedding Anniversary



JUNE 7
PP. LITO JIMENEZ & SPS. NIKKI
Wedding Anniversary

GUEST SPEAKER MR. JOHN T. LUCAS

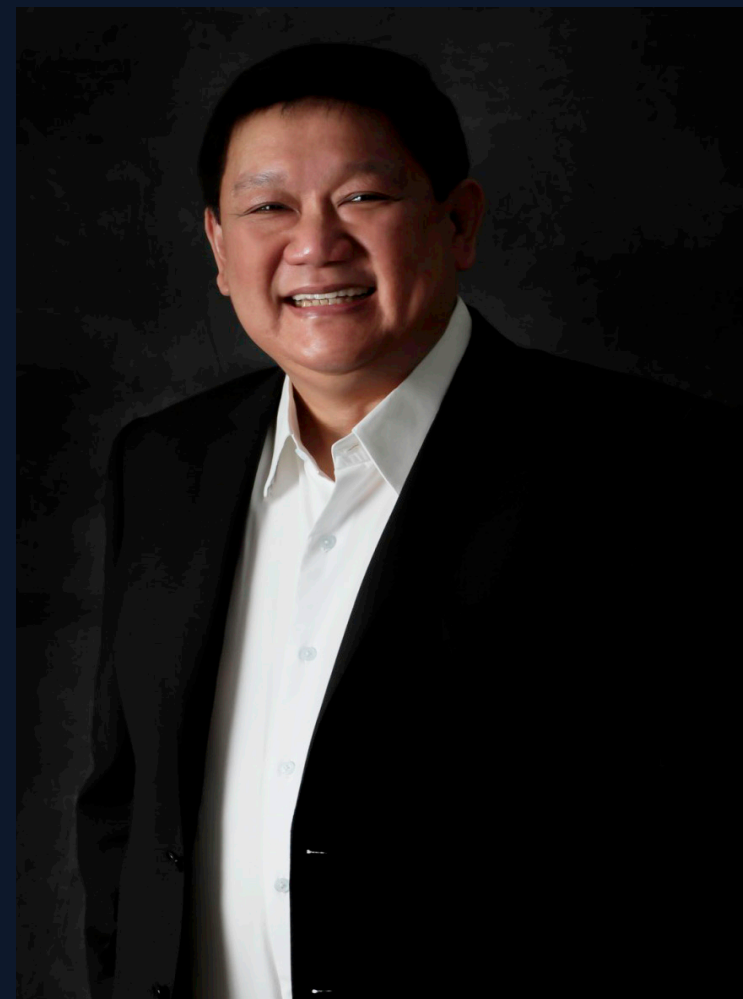
Joint Management Committee Head (Philippines),
FIBA World Cup 2023

John Tenchavez Lucas is DDB Group Philippines Chief Revenue Officer (CRO) tasked to direct and oversee the growth strategies of three of the agency group's key business units, namely, DDB PHL, Ripple8, and Tribal Worldwide Philippines. As CRO, Lucas delivers growth for clients while integrating specialist agency services to constantly drive outstanding work and creative business solutions.

Prior to 2022, Lucas had served as CEO of advertising agency Grey Philippines for four years. Before this, he was DDB Group Philippines Chief Growth Officer. It was during this time that he first led the Philippines' pitch to host FIBA World Cup 2019.

Last year, he once more led the Philippines Committee that successfully handled the pitch to host the FIBA World Cup 2023, which will be hosted for the first time in history in multiple nations in Asia - the Philippines, Japan, and Indonesia. It will be the second World Cup to be hosted in the Philippines which first hosted the tournament in 1978.

Notably, Lucas has over three decades of experience in branding, marketing, digital, social, public relations, media, product development and launch, events and activation. He has worked for brands from the FMCG, food, QSR, banking, technology, telecommunications, and healthcare industries.





PRESIDENT'S MESSAGE

An Outpouring of Blessings

It's June 1. Welcome to the start of another great month. And since it's June, we know that the rainy days are here to end the summer heat and the drought. This month will definitely bring us more blessings.

For the Rotary calendar, this means that we are on the final month of this Rotary year. Preparations are thus ongoing for the inauguration and handover ceremony for the next batch of RCMW Officers and Directors.

And we got good news for incoming president Dax Lucas and GOL Chair Gerry Limcaoco.

I am happy to report that, finally, our much-awaited grant for our Gift of Life program has been secured. I am referring to the Rotarian Heart for Children's



Heart II Grant no. GG2342941. This grant amounting to US\$112,446.70 or approximately Php 6.3 million is the largest grant ever received by RCMW since the start of the Gift of Life program in 2004.

This was partly if not largely made possible by your donations to The Rotary Fund that reached US\$86,000. So allow me to once again thank our TRF donors or what we call Paul Harris fellows.

I'll just mention names here in alphabetical order: PP Eric Angeles (US\$2K), Rtn. Judd Balayan (US\$4K), PP Ed Balois (US\$2K), PE Dax Carlos (US\$2K), Pres. Gil Chua - moi (US\$32K), Rtn. Rameshi Dargani (US\$2K), Rtn. Patrick Dionisio (US\$1K), Rtn. Dino Dumatol (US\$2K), Dir. Elmer Francisco (US\$1K), PP Mon Guerrero (US\$1K), Rtn. Toshi Ishikawa (US\$4K), PP Lito Jimenez (US\$2K), Treas. Gerry Laperal (US\$2K), Rtn. Gerry Limcaoco (US\$2K), PP TG Limcaoco (US\$2K), Rtn, Lemarc Limosnero (US\$2K), Rtn. Scott Moore (US\$2K), Rtn. Amel Moti (US\$10K), PP Larry Ocampo (US\$2K), PP Jay Tambunting (US\$1K), PP Eric Tensuan (US\$2K), PP Alasdair Thomson (US\$2K), PRID Guiller Tumangan (US\$2K), and PP Junvee Vital (US\$2K).

The new grant will help sustain the momentum of this outgoing Rotary year's GOL numbers and will go a long way in helping more CHD patients and their families

To date, we have already achieved 225 GOL surgeries in this rotary year. We have another batch of GOL surgeries for 13 beneficiaries on June 7 at the De Los Santos Medical Center to be funded by Gift of Life International (GOLI) President Rob Raylman.

I am also sharing here the list of our direct donors for the GOL program to recognize your contributions, dear members.

(Please see list on the next page)

Meanwhile, for another major program of the Club, the Gift of Sight - Cataract Surgery, 17 patients were operated on Saturday, May 27, making a total of 26 eye cataract surgeries so far for this rotary year. The next schedule of eye surgeries will be on June 17.

For Gift of Mobility, as mentioned last week, the next turnover of prostheses to deserving amputee patients is scheduled on the 3rd week of June.

So that's our project updates for this week.



RY2022-2023 GOL/Project Direct Donors		
NAMES	AMOUNT	REMARKS
IPP Franco del Rosario & Rtn. Thomas Arasi	3,729,322.53	Martin Nievera Concert Fund for GOL
Mr. Carlos Go & Pres. Gil Chua	3,273,679.85	Seafood City Fund for Gift of Life (GOL)
Rtn. Amel Moti (w/ family & friends)	2,000,000.00	For GOL & RCMW scholars
	500,000.00	For Cataract surgery
Rtn. Judd Balayan	220,000.00	4 pts of GOL
PP Larry Ocampo	165,000.00	3 pts of GOL
Ms. Millet Ocampo (Mother of PP Larry Ocampo)	55,000.00	1 pt of GOL
Ms. Rosanna Ocampo Rodriguez (Sister of PP Larry Ocampo)	55,000.00	1 pt of GOL
Ms. Gretchen Ocampo Recto (Sister of PP Larry Ocampo)	55,000.00	1 pt of GOL
Mr. Raffy Ocampo (Brother of PP Larry)	50,000.00	1 pt of GOL
Rtn. Jing Lapus	110,000.00	2 pts of GOL
Rtn. Scott Moore	110,000.00	2 pts of GOL
PP Lou del Rosario	100,000.00	1 pt of GOL and Transportation of Doctors during Palawan Mission
Chair Gerry Limcaoco	50,000.00	1 pt of GOL and Transportation of 3 GOL Patients & Family from Palawan
Cristina Garcia (Friend of Chair Gerry)	55,000.00	1 pt of GOL
Chair Gerry Limcaoco	55,000.00	1 pt of GOL and T-shirts for 11 GOL kids during Rob Raylman's birth mission on March 15, 2023
Ms. July Lim (Chair Gerry's Friend)	55,000.00	1 pt of GOL
Mr. Engco Lim (Husband of Chair Gerry's Friend)	55,000.00	1 pt of GOL
Dr. Ramon Diaz	55,000.00	1 pt of GOL
Mr. Randy Roxas	55,000.00	1 pt of GOL
Rtn. Chris Moriarty	55,000.00	1 pt of GOL

World Cup 2023

Our speaker for today is no other than the tall and handsome John Lucas from DDB Group Philippines. But he is here today not as a businessman but as a patriot and sportsman.

He will speak before us as the head of the Philippines' Joint Committee for FIBA World Cup 2023. Led by John, we at DDB worked with the Manny V. Pangilinan (MVP) Group when we first led the Philippines' pitch to host FIBA World Cup 2019.

Last year, John and our team at DDB once

more worked with the MVP Group to lead the Philippines Committee that successfully handled the pitch to host the FIBA World Cup 2023. The most prestigious basketball competition will run from August 25 to September 10, 2023. It has been four-and-a-half decades since the country first hosted the tournament in 1978.

For next week's Ladies Day (June 8), the Rotary Anns invited as guest speakers the couple Ace and Andie Estrada, co-founders of Rural Rising, the social enterprise that save farmers. So we will know how



The future of RCMW. Thank you, Rtn. Thomas Arasi and Dir. Edsa delos Santos for trusting DDB for the internship of your daughters, Julia delos Santos and Demetria Arasi.

we can help the farming sector.

On June 15, we will have Guillermo Luz, the Chief Resilience Officer of the Philippine Disaster Relief Foundation (PDRF) to talk to us about the projects of the country's major private sector vehicle and coordinator for disaster risk and reduction management.

So, I hope you will find time to join these activities for this month of June.

On June 22, we will have our "Pasasalamat" (Appreciation) Party at 6:00 pm onwards in Dusit. We have prepared exciting recognitions and gifts for all of you. Attendance is a must! RSVP now to Kai or Jameson.

This will be the last gathering under my term, as the next one will already be on July 2, the Inauguration and Handover Ceremony at Tagaytay Highlands for the club's next batch of leaders.

I can't thank you enough, Men of Zest, my favorite Rotarians, for all your support.

Maraming salamat sa inyo!

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



FORETHOUGHT

by: Craig Lonnee

AMBIDEXTERITY

Each day I get an e-mail from the OED (Oxford English Dictionary), being their word of the day.

Recently, it was ambidexterity, meaning skill or talent especially in two fields. Also, the ability to alter oneself, one's opinions; to serve different purposes; adaptability. And, the ability to use the right and left hands equally well.

For long periods, well before the pandemic, we've been working to the premise that in order to survive and thrive over time, we need to positively exploit existing competencies and in parallel, explore new ones. In other words, we must be ambidextrous, almost all the time.

The perennial problem with surviving and thriving, is that they require different thinking styles, compete for resources, demands staffing diversity and importantly, requires different operating constructs. Doing one makes it harder to do the other.

Which brings us to ambidexterity, requiring us to somehow resolve the paradox, amid an unprecedented pandemic.

Resolving the paradox - balancing exploitation and exploration?

As humans have evolved, we tend to see time as linear and unidirectional, moving from past, to present, to future, with each time frame neatly compartmentalized.

It was put to me recently - we remember yesterday; we experience today; we anticipate tomorrow. Though right now, that sounds like a baton pass in athletics, one action leading to another, delivered exactly the same, as the way in which it was passed.



In this time, living with COVID, I'm calling for revolutionary thinking, we simply have not got the time to be evolutionary in our thoughts or actions. I'm advocating for scenario planning, where imagined futures must be our focus. Bring your future to the present.

In my view, we need to encourage different voices, those with different perspectives, different experiences, different generations, outside influences and wisdom. People who possess the power to perceive, the power to think and the power to act. The winning combination.

People often ask me, what is that we need to do, to think and act future forward.

My response is always, onward or more presciently (knowledge of things or events before they exist or happen, foresight), move.

Four thoughts.

1. We need to question long held assumptions, drivers of change and redefine our views surrounding ambiguity and uncertainty, pertaining to the customers we serve.
2. I'm suggesting project in increments of five, ten and twenty years. Inhabit these futures. Ingrain the process.
3. Preparing for our future demands constant questioning, with purpose or cause.
4. We need to challenge mental modes; the world is not what it was.

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

May 18, 2023 - Weekly Meeting



Rtn. Lemarc Limosnero as Moderator



PP Dave Caldwell as Invocator



Pres. Gil Chua in his President's Time



Rtn. Judd Balayan Introduces the Guest Speaker



Ms. Merlee Jayme during her talk



Ms. Merlee Jayme receives a Gift of Life certificate from the club



RCMW members and guests enjoying lunch before the meeting is formally started.







RCMW members with guest speaker Merlee and husband Timmy Jayme (rightmost).







At the presidential table with birthday celebrant PP Dave Caldwell.





Proudly posing with the grand championship trophy that RCMW won at the Governor's Cup Tournament of Champions.



New members Willy Tee Ten and Stanley Lo take their oath during the Induction ceremony.



Merlee Jayme answers questions from RCMW members during the Q&A portion.





Fellowship Lunch with visiting GOLI President Rob Raylman & Blow Out Celebration for RCMW Golfers at Hai Shin Lou Seafood King on May 25, 2023





Rotary
District 3830

Rotary
Club of Makati West

CREATE HOPE
in the WORLD

RSVP NOW

UNTIL JUNE 9, 2023 ONLY

07 02 23
SUN

ROTARY CLUB OF MAKATI WEST 54TH INDUCTION CEREMONY



ATTIRE: BARONG TAGALOG FOR MEN
FILIPINIANA FOR LADIES
JULY 2, 2023 5:30PM
TAGAYTAY HIGHLANDS



Click the Photo to register



Alexa Keziah Rivera Cancino
4 years old, female
Solano, Nueva Vizcaya

PDA Device Closure
De Los Santos Medical Center
May 25, 2023



Tyronn Khyler Mariano Salgado
2 years old, male
Cauayan City, Isabela

PPBV
De Los Santos Medical Center
May 25, 2023



PROJECT UPDATES

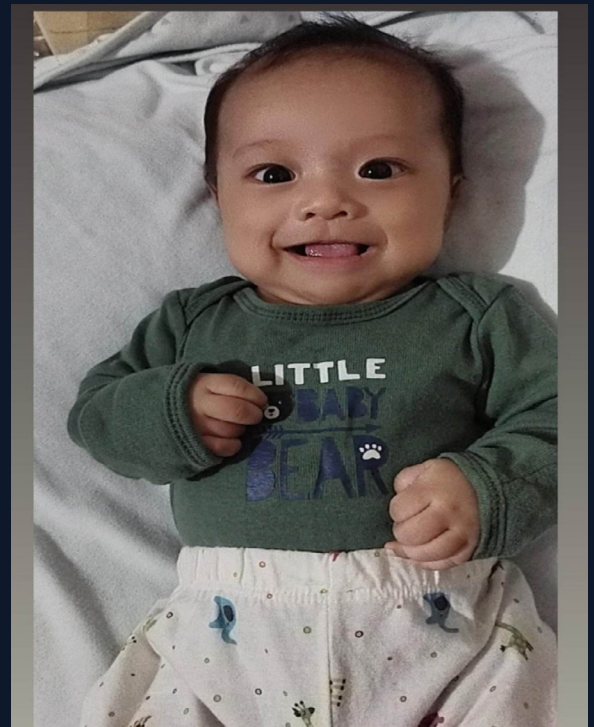
GIFT OF LIFE

GOL RY 2022-2023



Aliyah Grace Ulanday Gaspar
7 years old, female
Lingayen, Pangasinan

PDA Device Closure
De Los Santos Medical Center
May 25, 2023



Zenitsu Zacchaeus Lucido Delfin
7 mos. old, male
Manggahan, Pasig

PDA Device Closure
De Los Santos Medical Center
May 25, 2023



Vince Carlisle Natal Riano
2 years old, female
Malasiqui, Pangasinan

PDA Device Closure
De Los Santos Medical Center
May 25, 2023



Winy Rose De los Santos Dela Peña
10 mos. old, male
Lucena City, Quezon Province

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



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Avery Jhess Soriano Ruiz
1 year & 4 mos. old, female
Bayombong Nueva Vizcaya

PDA Device Closure
De Los Santos Medical Center
May 25, 2023



Gift of Life International (GOLI) President Rob Raylman's visit at the RCMW Gift of Life service project at the Delos Santos Medical Center last May 25



GOLI President Raylman, GOL Chair Gerry Limcaoco, Rtn. Lemarc Limosnero, PP Lou del Rosario and PP Eric Tensuan pose with DLSMC's Dr. Louisa Go and GOL patients and their guardians.





Raylman with Chair Gerry, Rtn. Lemarc, Dr. Go, PP Lou and PP Eric.





More interactions with the patients and their families/guardians.





PROJECT UPDATES

GIFT OF SIGHT

2nd Batch of Cataract Surgery Patients for RY 2022-2023
May 27, 2023 at MedSurg Eye Center



Erlinda Labitag
75 years old
Calapan City, Oriental Mindoro



Pedro Paolo Tabirana
42 years old
Cubao, Quezon City



Lorenza Casido
66 years old
Quezon City

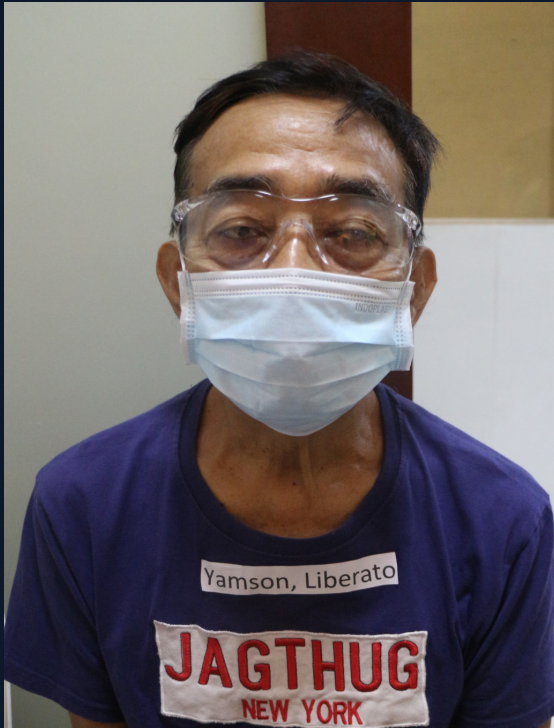


Felix Velecina
64 years old
Calauan, Laguna



PROJECT UPDATES

GIFT OF SIGHT



Liberato Yamson
66 years old
Calauan, Laguna



Angelito Cabrera
67 years old
Balintawak, Quezon City



Lulu Malamay
73 years old
South Signal, Taguig City



Reynante Octavo
42 years old
Paranaque City



PROJECT UPDATES

GIFT OF SIGHT



Modesto Ramos
74 years old
Las Pinas City



Randolf Gines
56 years old
Bulusan St. Quezon City



Juanito Dalipe Jr.
65 years old
Imus, Cavite



Raul Sarceda
56 years old
Kamuning, Quezon City



PROJECT UPDATES

GIFT OF SIGHT



Juan Calixto
75 years old
San Isidro, Makati City



Alfonso Melmon
80 years old
Paranaque City



Jasper Claravall
45 years old
Paranaque City



Yolanda Clemente
66 years old
Paranaque City



PROJECT UPDATES

GIFT OF SIGHT



Ramos Modesto
74 years old
Las Pinas City



Project Chair Dr. Timmy Tan leads the cataract surgeries at the Medsurge Eye Center

JUNE IS



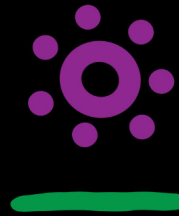
ROTARY FELLOWSHIPS MONTH

"Don't adventures ever have an end? I suppose not. Someone else always has to carry on the story." - J.R.R. Tolkiens, The Fellowship of the Ring



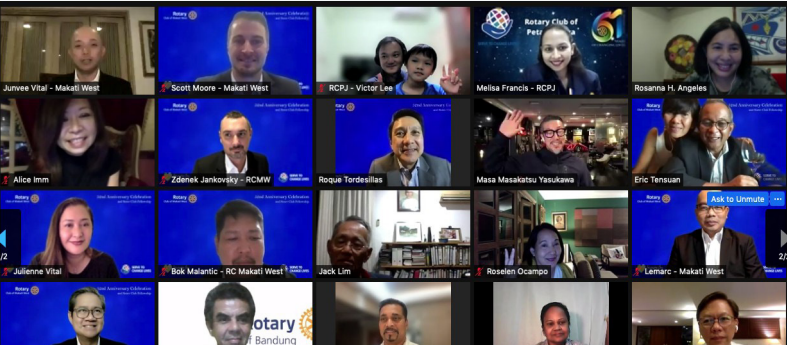
www.rotary.org

Rotary
Club of Makati West



IMAGINE
ROTARY

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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
(63-2) 7753 3098

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Village, Makati City, 1227