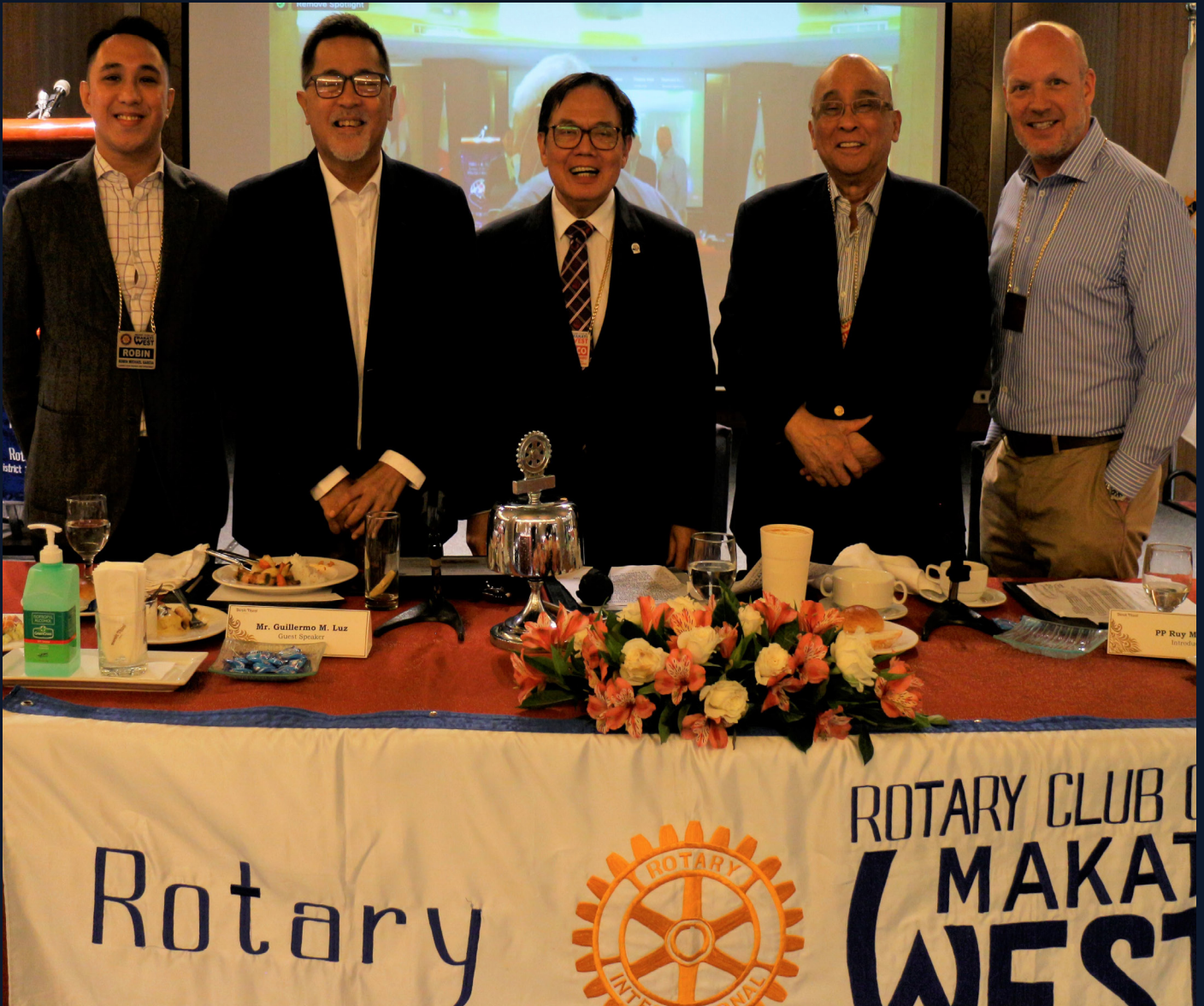




Increasing Our Capacity to Serve

Vol. 34, RY 2021-2022 | 2,345th Meeting (since 1969) | Mar. 17, 2022

WEST SIDE STORY



Today's Guest Speaker:

MS. CLARISSA ISABELLE L. DELGADO
CHIEF EXECUTIVE OFFICER

New RCMW website www.rcmakatiwest.ph

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







**WEST SIDE
STORY**

March 10th 2022 Weekly Meeting, Dusit Thani Hotel




 Vol. 34, RY 2021-2022 | 2,345th Meeting (since 1959) | Mar. 17, 2022
WEST SIDE STORY



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[www.fb.com/RCMW08830](https://www.facebook.com/RCMW08830)

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QUOTE FOR THE WEEK

“

2

“Whatever business you're in - it doesn't matter - it's going to commoditize over time. It's going to devalue. You've got to keep moving it to a higher value.”

- Ginni Rometty, IBM CEO, 2012 - 2020

Next Week's Guest Speaker:

Catch Mr. Nuno Carrilho Neves, Regional Head of Data & Insight for ASEAN Market, Google
 Topic: “New Opportunities in Digital Economy”
 Invite your family and friends. Don't miss it!.



MONTHLY ACTIVITIES



Lunch Meeting

Featuring
Mr. Nuno Carrilho Neves
Regional Head of Data & Insights
for ASEAN Market
Google

Date: March 24, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Fellowship

Date: March 31, 2022/ Thursday
Venue: Patrick Dionisio's Residence
Time: 5:30pm to 8pm



Lunch Meeting

Featuring
Ms. Ma. Antonia Odelia G. Arroyo
CEO & Founder
Ignite Impact

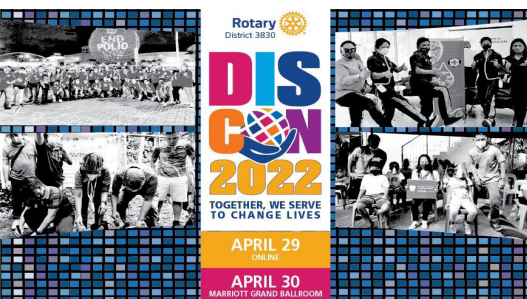
Date: April 7, 2022/ Thursday
Venue: Dusit Thani Hotel & Zoom
Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Ms. Anna Kristine Chua-Norbert &
Mr. Jonathan Gil Chua
DDB Group Philippines
Agile Intelligence

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



District Conference

Date: April 29 & 30, 2022/ Friday & Saturday
Venue: Online & Marriot Grand Ballroom
Time: 8am to 8pm



**WEST SIDE
STORY**

About our Mar 24th Guest Speaker



Nuno Carrilho Neves leads at Google the area of Data and Insights for South East Asia.

Previously, he was responsible for leading Insights, Analytics, Products and Sales in different Latam markets such as Mexico, Colombia, Central America and the Caribbean.

Before joining Google, he had experience across multiple industries: digital, payments, mobile, innovation, strategy and consulting in Latam and Europe markets.



TODAY'S PROGRAM

12:15 PM Call to Order
LCP FRANCO DEL ROSARIO (RCMW)

Invocation
RTN. JON ROCHA

Philippine National Anthem (video)

12:20 PM RC Makati West Hymn (video)

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the Presidential table:

Committee Announcements

12:30PM Fining Session
Fine Master RTN. MIGUEL PERTIERRA

President's Time
LCP FRANCO DEL ROSARIO (RCMW)

Introduction of Guest Speaker
RTN. PAOLO DELGADO

12:55 PM Speech
MS. CLARISSA ISABELLE L. DELGADO
Chief Executive Officer
Teach for the Philippines

Moderator
RTN. CHRIS MORIARTY

THIS WEEK'S CELEBRANTS



March 13
SPS. PAT ALVAREZ
Birthday



March 13
SPS. NUBIA HODGENS
Birthday



March 15
SPS. MICHELLE BARTOLOME
Birthday



March 16
RTN. LUIS ELIZAGA
Birthday



March 16
RTN. JAY-JAY DE OCAMPO
Birthday



March 13
RTN. MARK & SPS. ALLEN SAMBAR
Wedding Anniversary



March 17
RTN. RON & SPS. CRIS CANG
Wedding Anniversary

GUEST SPEAKER

MS. CLARISSA ISABELLE L. DELGADO
CHIEF EXECUTIVE OFFICER

April 2015 - Present // www.teachforthephilippines.org

Built an internationally recognized non-profit social enterprise, which runs three distinct and unique programs addressing both education quality at scale and broad systemic reform in the Philippines.

- Fundraises and deploys over USD2M annually. Unqualified clean opinion since founding.

- Expanded operations nationwide. Scaled team from 12 to <150 employees; from 10 to >30 school sites; and from 1 to >20 cities/municipalities.

- Accountable for building and maintaining median retention of staff at >5 years (from industry average <2 years) with a 91% engagement rate (from 34%) - regularly measured by Boston Consulting Group to be in the top quintile of engagement across NGOs worldwide.

- Built 2 new national programs from the ground up, to strategically keep the organization's work relevant to context and systemically impactful.

- Developed key cross-sector relationships with Loyola Marymount University - Los Angeles; the Israel Trauma Coalition; the World Wide Fund For Nature; and more.

- Implemented 3rd party impact evaluation, statistically significant positive results. (2017 full report available upon request.)





PRESIDENT'S MESSAGE

IBM: A 'Has Been' Company? Really?

"I came to see, in my time at IBM, that culture isn't just one aspect of the game – it is the game."
- Lou Gerstner, IBM CEO, 1993 – 2002

The tech world is dominated by Apple, Amazon, Google and Facebook. But what of IBM, a tech company that is not as 'sexy', and only gets an occasional mention?

Should IBM be considered a 'has been' company?

The dictionary defines 'has-been' as - a negative term for those considered to have lost or to be far removed from the success or popularity they once had.

In this context, and in my opinion, IBM is not.

IBM has proven to be an enduringly successful company. A testament is the fact that for 2021, Forbes ranked IBM as: the # 6 U.S. tech

company by revenue and the #2 World's Best Employer.

Neither could IBM be considered as having lost its' luster, as Kantar, a data and evidence-based agency, ranked IBM #8 most valuable U.S. brand in 2017.

An incredible story.

In the '90s, IBM posted 22 consecutive quarters of declining revenue. IBM then did something unprecedented at that time. IBM brought in an outsider, Lou Gerstner. He transformed IBM into a market-driven company.

"...for 2021, Forbes ranked IBM as: the # 6 U.S. tech company by revenue and the #2 World's Best Employer..."



Neither could IBM be considered as having lost its' luster, as Kantar, a data and evidence-based agency, ranked IBM #8 most valuable U.S. brand in 2017.

(Noteworthy, the 2020 Annual Report indicates half of the 15 Corporate Senior Vice Presidents were hired from outside.)

IBM reinvented itself multiple times. From punch card machines, to digital computers, computer memory, databases, PCs, to become a software company, to a services company, to cognitive computing, and is rapidly leading digital transformation for clients by building Hybrid Cloud and AI technologies. In 2020, IBM's cloud-related revenue quickly rose to USD 25B, over a third of total global revenue.

The question is, how did IBM manage not to go the way of Kodak or Blockbuster? What makes IBM unique is its ability to continually renew itself and create new markets by being resilient and adaptive.

The commitment to successfully transform was gigantic and high risk. It involved creating new processes, strategies, adopting new technologies and letting go attachments to businesses that were the foundation IBM's past.

What can IBM teach us?

I believe there are many lessons, here's two.

First, IBM innovates by leveraging collaboration internally and externally, into a key competitive advantage. An example is that IBM collaborates through its longstanding commitment to open technology.

Arvind Krishna, IBM CEO, in his 2020 IBM Annual Report Chairman's Letter, writes:

"Our unique platform is open, flexible and secure. Our hybrid cloud approach lets clients build cloud-native apps, and securely manage data and applications across various IT environments."

Second, I personally witnessed, first-hand, in

my 15 years at IBM North America that IBM's corporate culture motivates employees to willingly go above and beyond, to put in remarkable levels of discretionary effort.

As the core of the future of businesses is customer focus, it is at the top of IBM's core values, "Dedication to every client's success".

A recent study by NordVPN found that people are working more hours as a result of the pandemic. IBM is helping its global workforce embrace the shift to remote work by adopting the 'IBM Work From Home COVID-19 Pledge'.

Taking the pledge require committing to eight principles. Some examples include being family-sensitive and setting boundaries. The full pledge offers tips on how to turn these commitments into action.

In closing, from the start of my term, (even if IPP AI was a hard act to follow,) my desire was to try to leave your club better that how I found it. My fellow men of zest, just like IBM, we can be resilient by heeding the words of Charles Darwin: "It's not the strongest species that survive, nor the most intelligent, but the most responsive to change."

I look forward to seeing you all next Thursday when our guest speaker is Clarissa Delgado, CEO, Teach for The Philippines. I couldn't agree more with their vision – education is everyone's responsibility. Let's all listen, learn and lead.

Meanwhile, as always let us together act on our theme, "Increase Our Capacity to Serve" with our winning 3R's: Recognize, Retain and Recruit.

What makes IBM unique is its ability to continually renew itself and create new markets by being resilient and adaptive.

FRANCO DEL ROSARIO
President, RY 2021-2022
Rotary Club of Makati West



Full Name: Amando Jesulito V. Jimenez

We call you as: Lito

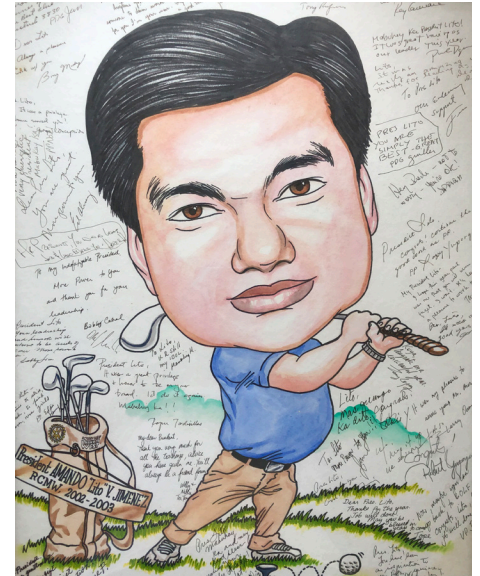
Relationship & Family: Married with 5 children

Education & Training: Master in Business Administration

Day Job: Businessman / Mining

Work Fulfillment: Negotiate and close business deals that is beneficial to all parties.

Work Challenges: To be true to the vision & mission of our mining companies. To be a responsible mining company.



To uplift the welfare of our employees, stakeholders and the communities around our mining sites and to directly contribute to the economic progress of the LGU.

Rotary goals: To stay as an active member of RC Makati West. And to invite new members to RC Makati West.





Rotary achievements: RCMW President RY 2002-2003, RCMW Foundation Chairman RY 2003-2004, Most Outstanding Club President of RI District 3830 RY 2002-2003, Member - RCMW Minstrels & Paul Harris Fellow 7 stones

Post-covid get-away plans: Start implementation of projects delayed by the Pandemic. Continue business negotiations and firm up development plans.

G.O.A.T: Muhammad Ali

Poison/ Drink of choice: Johnnie Walker Blue &/or Single Malt Whisky

Weekend activities: Spending quality time with family & friends and at night watching Netflix/HBO movies.

Dream car: 1956 Ford Thunderbird Roadster & 1969 MBenz 280SL (Pagoda)

Favorite movie: The Godfather (Trilogy)





THE WEEK IN REVIEW

March 10, 2022



Rtn. Robin Garcia as Moderator



Rtn. Bern Reyes as Invocator



President Franco del Rosario during his President's Time



PP Ruy Moreno Introduces the Guest Speaker



Mr. Guillermo Luz giving his Speech



Mr. Guillermo Luz receives a Gift of Life certificate from the club



March 10th 2022 Weekly Meeting, Dusit Thani Hotel





WEST SIDE
STORY

March 10th 2022 Weekly Meeting, Dusit Thani Hotel

Club Updates | BULLETIN BOARD







Bill Luz, March 10th Guest Speaker
during Q&A Share his Presidential
Candidate Selection Criteria

When I speak in public, I tell the youth, the following:

First, you make up your own mind, and don't let surveys make up your mind.

Second, when you vote for someone who's winnable, you make the person winnable - it's a self-fulfilling prophecy.

Third, you unconsciously have a criteria in your mind as to who to vote; you just have to articulate it to yourself.

Just as when you were young being interviewed for a position, the interviewer had a set of criteria.

In deciding who to vote, you're doing the interview in your mind.

Fourth, aside from qualifications, you have to consider disqualifications (the things you don't look like in a person).

Then, it'll be easier to make up your mind.

I hire people based not only on their qualifications but also disqualifications; which are non-negotiable and a deal breaker. Actually, we fire people mainly on behavior, not usually on incompetence.

Fifth, I often asked to sign government referral forms. I use as an example those applying for a job with NEDA.



In the NEDA referral form, there are two "disqualifier" questions in hiring a staff position:

1. Do you know if this person has been charged administratively, civilly or criminally? If it's serious enough for NEDA to ask, I would think it's serious enough for us to ask in electing the president.

2. Do you trust this person with money matters?

The key question is: who is the best for the country, for the largest number of people, not the best for you not the best for your family.



“...things went right on brotherhood and learning,..”

“...We had 30 fireside chats and 44 weekly meetings, every single bloody one of them on Zoom...Fireside Chats the best way that we all stayed together because we learned tons about each other...”

“...We had Roman Azanza and Andy Aguila give us a Sailing 101 lesson. So we're all teamed up ready to go when I know how to sail. Except Roman doesn't know to sail quite as well as I do...”

“...We had some cultural nights we had a burns night... and shared poetry and listen to unintelligible Scots for an evening...”

“...the most important for all of us were service and we blew it out of the park. So we did 930 pediatric heart operations during my term”

“...On gift of sight, Rotarian of the year Timmy Tan treated 162 cataract patients over 13 weekends...”gave them mobility; we provided 110 artificial limbs...”

“...So my fatal learnings, what I took away from it - in our club, about 35% of the people participate and get really involved, about 35% enjoy and about 30% of lurk and struggle to kind of regularly engage...”



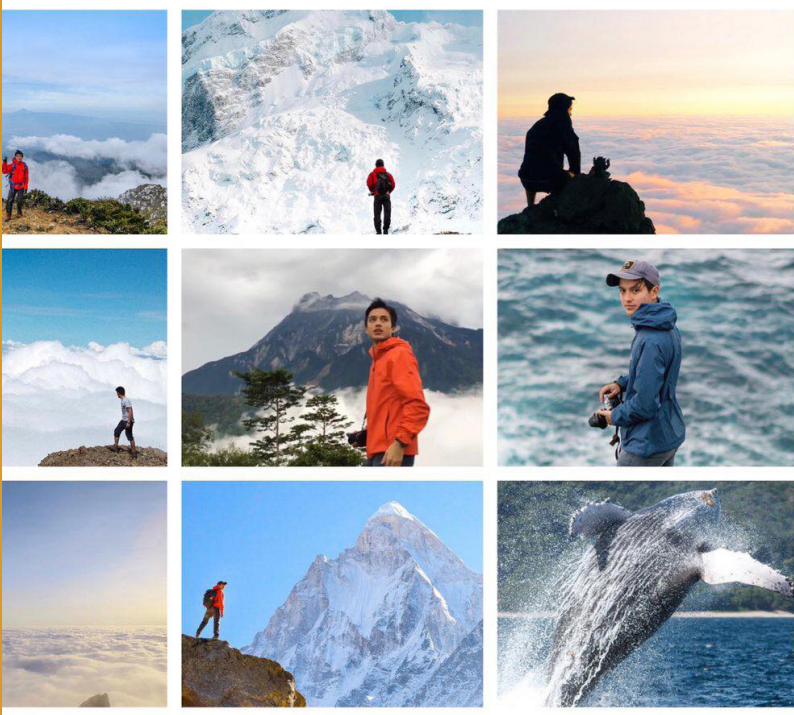
“...my takeaway...is look at the results we deliver with that level of engagement...if we can get 50-50, Imagine what we can do. It'd be amazing...”

“...everybody who's been a president of this club will tell you, that continuity is key. I stood on the shoulders of a giant, IPP bro. We've done brilliant things that set things up beforehand...”

“...And I was blessed and lucky to happen to pass the keys on to a true gentleman, President Franco, and he's done a fabulous job this year. We all have a role to play in this club...”

"Please submit your article on what being a Makati West Rotarian mean for publication on our website and the West Side Story."

SHARE YOUR THOUGHTS



Received an award?
Reached a milestone?
Newborn grandchild?

Share the news with the secretariat, or contribute an article to the West Side Story newsletter. Lift others up and spread good vibes through good news!



Bring in a New Member.

Receive the prestigious, Limited edition Non-Fungible Token that exist in the Ethereum Blockchain Network for every new member inducted.



How to receive RCMW NFT?

STEP 1: Download Trust Wallet from Apple App Store for iOS or from Google Playstore for Android.

STEP 2: Create an Ethereum Wallet in-app and send your Ethereum Wallet address to Dir. Elmer Francisco.

STEP 3: View your collectible tab after receiving your notification your RCMW NFT has been sent to you.

STEP 4: The secretariat will send you a digital copy of your certificate and the serial number of your RCMW NFT.

Members That Have Brought Guests

Pres. Franco del Rosario
Dir. Zdenek Jankovsky
PP Ed Balois
Rtn. Lars Wittig
PP Larry Ocampo
PP Eric Angeles
PP Roque Tordesillas

PP Ruy Moreno
Rtn. Tonito Payumo
PRID Guiller Tumangan
PP Lito Jimenez
PP Bobby Cabral
PP Eric Tensuan

Membership Applicants for Induction

Sponsoring Member: Rtn. Lars Wittig
New Member: Mr. Jaime FlorCruz

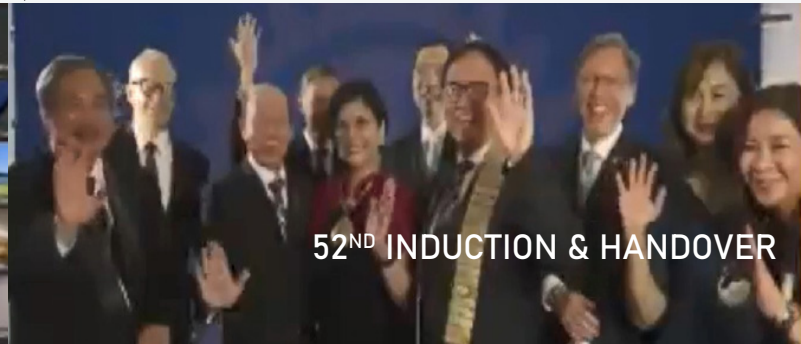
Sponsoring Member: PP Larry Ocampo
New Member: Dr. JP Prado

Missed out on past events?

We've got them in archives you can access in just a few clicks.



[Click to explore >](#)



52ND INDUCTION & HANDOVER

[Click to explore >](#)

WEST SIDE STORY

[Click to explore >](#)

Fireside Chat & All-Cluster Meetings

[Click to explore >](#)



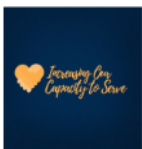
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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**?





MARCH DESIGNATION IS



Photo by Monika Lozinska © Rotary International. Design layout by Gilbert Thien Rotary Club of Miri.

WATER AND SANITATION MONTH

“Clean water..... is a basic need for human beings. When people, especially children, have access to clean water, they live healthier and more productive lives.”



TAKE ACTION: Join a Project

Rotary
Club of Makati West



SERVE TO CHANGE LIVES

Learn how to transact your foreign exchange requirements without the need to open a new bank account



Competitive Exchange Rate



Dedicated Account Officers and Foreign Exchange Specialists



RY 2021-2022

Officers, Directors & Club Advisers

President	Franco Del Rosario
Vice President	Jaime Bautista
Secretary/ PE	Gil Chua
Treasurer	Tristan Choa
Director	Ronald Cang
Director	Epifanio Delos Santos
Director	Leonardo Cuaresma, Jr.
Director	Elmer Francisco
Director	Zdenek Jankovsky
Director	Gerardo Laperal
Director	Lauro Leviste
Sgt.-At-Arms	Juan Antonio Carlos
Ex-Officio Dir.	Alasdair Thomson
Club Adviser	PRID Guiller Tumangan
Club Adviser	PDG Oscar De Venecia
Club Adviser	PP Carmelino P. Alvendia, Jr.
Club Adviser	PP Enrico Angeles
Club Adviser	PP Edgardo Balois
Club Adviser	PP Aurelio Paulo R. Bartolome
Club Adviser	PP Dennis Decena
Club Adviser	PP Luis Del Rosario, Jr.
Club Adviser	PP Ramon Guerrero
Club Adviser	PP Noel Laman
Club Adviser	PP Teodoro Limcaoco
Club Adviser	PP Ruy Moreno
Club Adviser	PP Larry Ocampo
Club Adviser	PP Antonio Tambunting III
Club Adviser	PP Enrico B. Tensuan
Club Adviser	PP Roque Tordesillas
Club Adviser	PP Victor L. Vital

Honorary Members

Hon. Secretary Albert del Rosario,
Mr. Rob Raylman and Dheeraj Wadhvani

THE WEST SIDE STORY STAFF

Adviser President Franco del Rosario

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
kai.rcmw2@gmail.com

Stay up to date with club happenings via

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rcmakatiwest2020@gmail.com
(63-2) 8753 3098

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Village, Makati City, 1227