



Increasing Our Capacity to Serve

Vol. 35, RY 2021-2022 | 2,346th Meeting (since 1969) | Mar. 24, 2022

WEST SIDE STORY



Thank you Rtn. Lemarc Limosnero for your donation of an Apple Mac Book Pro to RCMW



Today's Guest Speaker:

**MR. NUNO CARRILHO NEVES
REGIONAL HEAD OF DATA & INSIGHTS**

New RCMW website www.rcmakatiwest.ph

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



Turnover of the Apple Macbook Pro donation of Rtn. Lemarc Limosnero, February 21st, at the Alabang Town Center



Overview Displays Storage Memory Support Service

macOS Catalina

Version 10.15.7

MacBook Pro (13-inch, Mid 2012)

Processor 2.5 GHz Dual-Core Intel Core i5
Memory 10 GB 1600 MHz DDR3
Graphics Intel HD Graphics 4000 1536 MB
Serial Number C1MMT253DTY3

System Report... Software Update...

™ and © 1983-2022 Apple Inc. All Rights Reserved. License Agreement

Overview Displays Storage Memory Support Service

Overview Displays Storage Memory Support Service

Mac OS X
484.77 GB available of 511.77 GB

Manage...

10 GB
Installed

Your Mac contains 2 memory slots, each of which accepts a 1600 MHz DDR3 memory module.
All memory slots are currently in use.

512 GB
Solid State
SATA Drive

8 GB

2 GB


 Vol. 35, RY 2021-2022 | 2,346th Meeting (since 1959) | Mar. 24, 2022
WEST SIDE STORY

 Thank you Rtn. Lemarc Limosnero for your donation of an Apple Mac Book Pro to RCMW
 Today's Guest Speaker:

 MR. NUNO CARRILHO NEVES
 REGIONAL HEAD OF DATA & INSIGHTS
 New RCMW website: www.rcmakatwest.ph
[www.fb.com/RCMW03830](https://www.facebook.com/RCMW03830)

In this issue:

Monthly Activities	4
Today's Program	5
The Guest Speaker	6
President's Message	7
The Week in Review	9
Club Bulletin Board	10
The Four-Way Test	20
RI Monthly Theme	19
Acknowledgements	21
	22

QUOTE FOR THE WEEK

“

2

“Digital technologies are driving transformative change and profoundly altering business and work. Digital transformation is accelerating in the wake of the COVID-19 pandemic. The future is arriving faster than expected.”

- Zia Qureshi, Global Economy and Development, Brookings

No Lunch Meeting Next Week on Thursday, March 31st.

Catch our fellowship at Rtn. Patrick Dionisio's residence at 30 McKinley Road, Forbes Park at 5:30 p.m., Thursday, March 31st.

This fellowship is limited to the first 20 members that sign up. Check the RCMW sign-up viber group.



MONTHLY ACTIVITIES



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

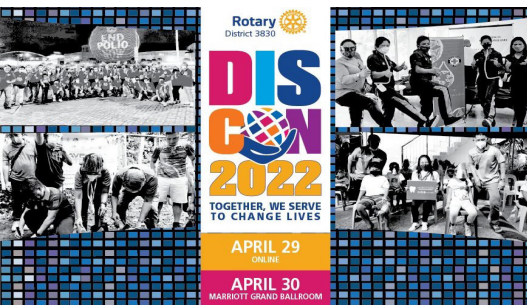
Date: April 7, 2022/ Thursday
Venue: Dusit Thani Hotel & Zoom
Conference
Time: 12nn to 2pm



Joint Fireside Chat RC Makati & RCM Premier District

Featuring
Mr. Ernest L. Cu
President & CEO
Globe Telecom

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



District Conference

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



Lunch Meeting
Featuring
Ms. Anna Kristine Chua-Norbert &
Mr. Jonathan Gil Chua

DDB Group Philippines
Agile Intelligence

Date: May 5, 2022/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm





TODAY'S PROGRAM

12:00 NN Call to Order
LCP FRANCO DEL ROSARIO (RCMW)
LCP RINA LOPEZ (RCMPD)
LCP GIGI UY (RCMD)

Invocation
RTN. PATTI MANUEL GO (RCMPD)

12:20 PM Philippine National Anthem (video)

RC Makati West Hymn
PP ROQUE TORDESILLAS

RC Makati Dasmaringas Hymn (Video)

RI 4 way - test
LCP GIGI UY (RCMD)

RCMW 4 way - test
VP JIMMY BAUTISTA

Introduction of Visiting Rotarians and Guest;

12:30PM Introduction of Personalities at the Presidential table:

Committee Announcements

President's Time
LCP FRANCO DEL ROSARIO (RCMW)
LCP RINA LOPEZ (RCMPD)
LCP GIGI UY (RCMD)

Introduction of Guest Speaker
DIR. ELMER FRANCISCO

12:55 PM Speech
MR. NUNO CARRILHO NEVES
Regional Head of Data & Insights
Google

Moderator
RTN. PATRICK DIONISIO

THIS WEEK'S CELEBRANTS



March 26
SPS. CRIS CANG
Birthday



March 29
SPS. CARLA TABUENA
Birthday



March 30
RTN. BOK MALANTIC
Birthday



March 30
RTN. BERN REYES
Birthday



March 31
SPS. MARYASIA RECTO
Birthday



March 21
RTN. TONY & SPS. ANNETTE DEL ROSARIO
Wedding Anniversary



March 21
RTN. PETER & SPS. ANGIE HAGER
Wedding Anniversary



March 23
RTN. LEMARC & SPS. SHEILA LIMOSNERO
Wedding Anniversary



March 25
RTN. MIGUEL & TRISHA PERTIERRA
Wedding Anniversary



March 26
PP JAY & SPS. BAMBEE TAMBUNTING
Wedding Anniversary



March 27
RTN. CHRIS & SPS. JENNIFER MORIARTY
Wedding Anniversary



March 31
RTN. ANDY & SPS. STELLA
Wedding Anniversary



GUEST SPEAKER

MR. NUNO CARRILHO NEVES

REGIONAL HEAD OF DATA & INSIGHTS
Currently Nuno Carrilho Neves established and leads the Insights & Analytics organization, focused on delivering innovative and impactful business solutions, incorporating data analytics, marketing strategy, consumer behavior, product innovation as well as sales and growth strategies.

A key enabler for digital transformation initiatives across 10 industries, including Travel, Telco, Tech, Finance, Media, Retail, Government, Local, Apps and the top 250 clients.

Previously, he was responsible for leading Insights, Analytics, Products and Sales in different Latam markets.

Professional @ Google

- (Current) Head of Data and Insights South East Asia
- Head of Insights and Analytics - led the business intelligence unit in Mexico
- Head of Sales | set the digital growth strategy for clients across sectors

Education

- Artificial Intelligence Program, Oxford University 2020
Executive Education in Negotiation
- Wharton Business School 2016
- Postgraduate in Marketing, Strategy and Branding
New York University-NYU 2005
- Postgraduate in Financial Markets - ISCTE Business School, Lisbon 2003
- Licenciatura in Management - Universidade Técnica Lisboa 2002



PRESIDENT'S MESSAGE

Onwards & Upwards

**"The great pleasure in life is doing what people say you cannot do."
- Walter Bagehot, British journalist on government, economics, race**

A month ago, I wrote a piece where I said, "... from the start of my term, even if IPP AI was a hard act to follow, my desire was to try to leave our club better than how I found it".

Truth be told, there was an inner voice, even then, telling me, "Franco, forget it, you're setting yourself up for failure. It's not going to happen".

It bothered me. I decided to reach for my teaching notes on leadership and found a few thoughts that inspired me.

"If you let your fear of consequence prevent you from following your deepest instinct, your life will be safe, expedient and thin". - Katherine Hathaway.

Another was a fairy tale about tiny frogs in a race to climb a tower. The crowd that watched called to the frogs, "It is too difficult. No one will make it".

All the frogs, except one, gave up. The sole finisher was asked how he found the strength to succeed. It turned out the winner was deaf.

As silly as the story may seem, there's something to learn. For me, it was people's negativity (sometimes including our inner voices) can affect our actions; so, we need to be

"If you let your fear of consequence prevent you from following your deepest instinct, your life will be safe, expedient and thin". - Katherine Hathaway.



“For me, people’s negativity (sometimes including our inner voices) can affect our actions; so, we need to be DEAF when these voices try to take our dreams away.”

DEAF when voices try to take our dreams away.

It was also not difficult for me to visualize our club to reach greater heights. Being surrounded with a terrific BOD, club advisers and members, emboldened me.

Even if Makati West is today one of the finest Rotary Clubs in the Philippines, I knew I would have the support of the members to forever raise our standards and seek good ideas from all sources, and perhaps apply them in my own style.

By reflecting on what I should do and why, I was led to a compelling passion to execute our theme for this Rotary year: **“Increase Our Club’s Capacity to Serve”**.

I challenged myself to try undertaking at least one extraordinary thing every month and look to provide additional value to members. This made me give my best even to seemingly small tasks and each small accomplishment made me feel stronger.

This is how the 3R’s came to be.

The **first “R”** is to **recognize members** and to make them feel important and special for their participation and cooperation; and to express appreciation for their service and interest in our projects.

The **second R** is to **retain members**. I actively strive to be a better listener and diligently seek feedback from members. This practice ultimately drives success in higher retention rates; resulting in a strong network for referrals, as well as advocates. The best retention lever is to engage members, not deny them the satisfaction and fulfillment earned in serving.

The **third R** is to **recruit**. Doing a good job at recognizing our members would lead to their retention and in turn make them an advocate and be relentless in enthusiastically recruiting their friends and colleagues.

In closing, my fellow **Men Of Zest**, let me say, that I am having the time of my life. With three months remaining, there is still much to be done. We are never done with serving. It is our calling, it’s what defines us. **Onwards & Upwards!**

I look forward to seeing you all next Thursday when our guest speaker is Maoi Arroyo, CEO & Founder, Ignite Impact. Ms. Arroyo was the only Philippine Representative at the Davos World Economic Forum in 2020.

Let’s all listen, learn and lead.

Even if Makati West is today one of the finest Rotary Clubs in the Philippines, I knew I would have the support of the members to forever raise our standards and seek good ideas from all sources, and perhaps apply them in my own style.

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



THE WEEK IN REVIEW

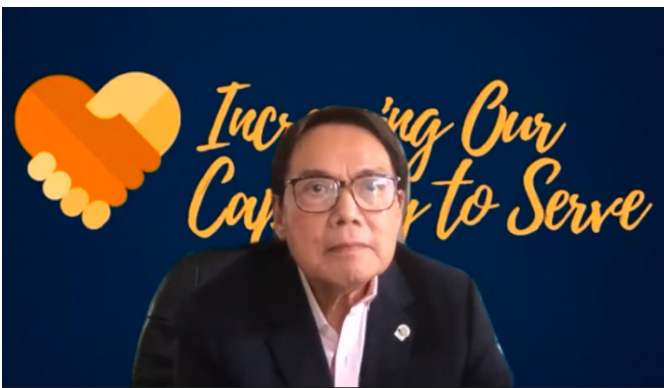
March 17, 2022



Rtn. Chris Moriarty as Moderator



Rtn. Jon Rocha as Invocator



President Franco del Rosario during his President's Time



Rtn. Paolo Delgado Introduces the Guest Speaker



Ms. Clarissa Isabelle L. Delgado giving her Speech



Ms. Clarissa Isabelle L. Delgado receives a Gift of Life certificate from the club



NOTICE OF JOINT LUNCH MEETING







JOIN US!

March 24, 2022 Thursday
 12:00pm - 2:00pm
 ZOOM ID: 850 2298 2207
 Password: RCMW

"New Opportunities in Digital Economy"

MR. NUNO CARRILHO NEVES
 Regional Head of Data & Insights
 Google








Beat the Heat! Join us at Patrick's



March 31st, 2022, Thursday
5:30pm to 8pm at Patrick Dionisio's Residence:
30 McKinley Rd., Forbes Park, Makati City
Parking along Harvard Rd.

LIMITED TO 20 ATTENDEES
SIGN- UP NOW!!!



**WEST SIDE
STORY**

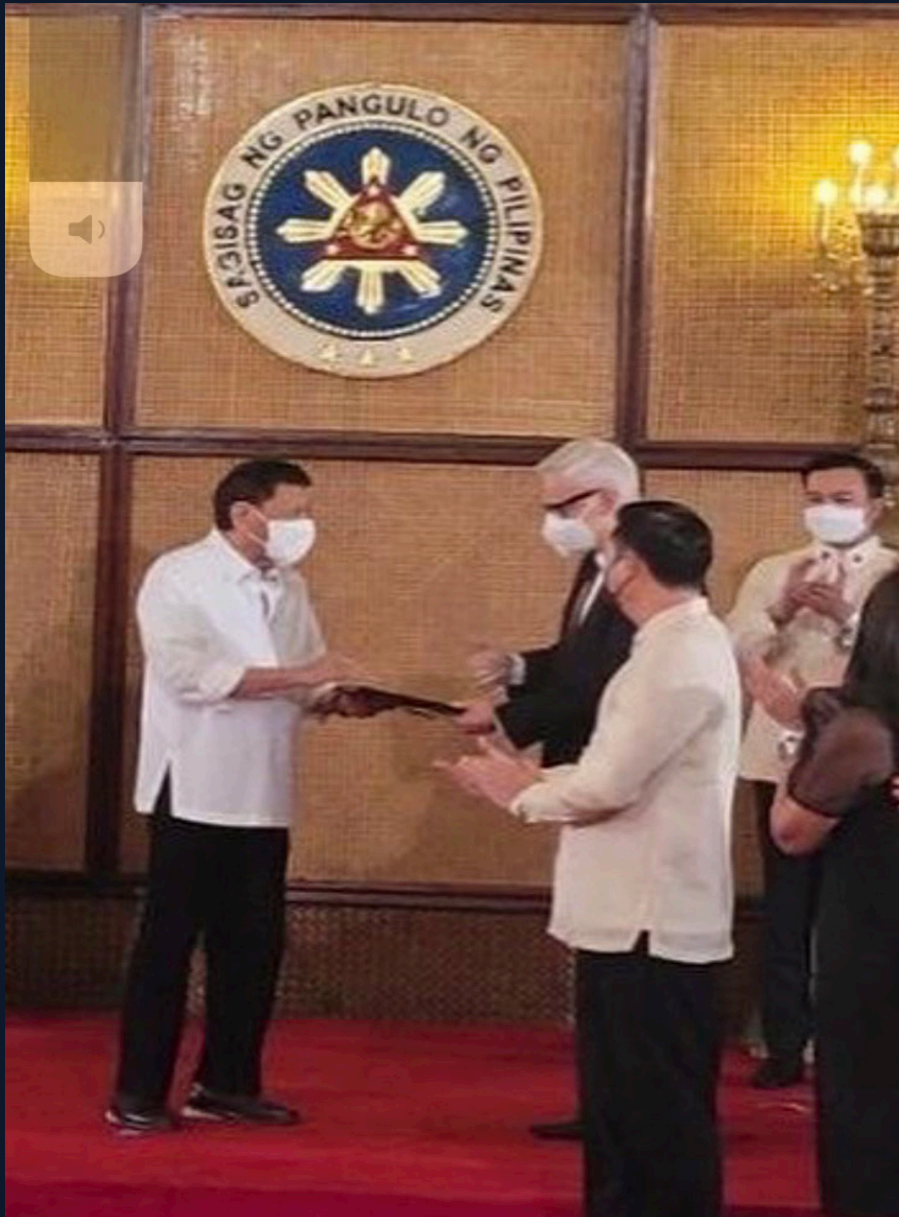
Quick G-meet on March 23rd with Pres. Franco, Nuno Neves, Geia Lopez & Rtn. Patrick for the March 24th joint lunch meeting

Club Updates | BULLETIN BOARD





Rtn. Lars Wittig, President, European Chamber of Commerce receives from Pres. Duterte the foreign investment liberalization bill



Yesterday's signing of the PSA by President Duterte is the most significant liberalization to welcome foreign investment in over thirty years.

I was honoured to be receiving the signed bill in person from the President on behalf of the European Chamber of Commerce of the Philippines and the entire Joint Foreign Chambers.

<https://lnkd.in/grHMWach>



Lunch With Future Member, Tom Arasi, Solaire
Resort & Casino CEO and Rtn. Nono Ibazeta
and RC Makati North PE Natoy Almeda





**WEST SIDE
STORY**

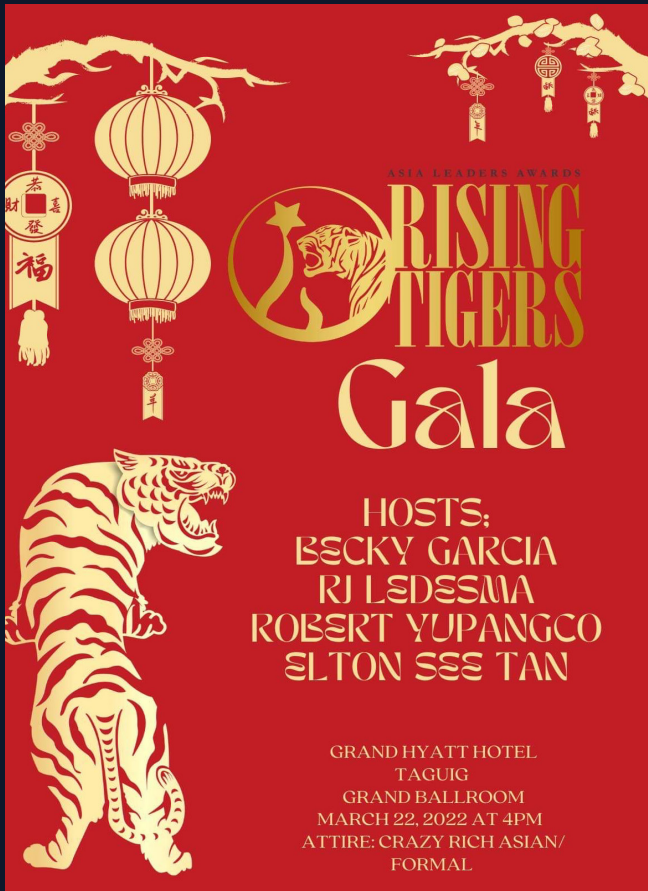
Impromptu with Club Directory
Chair PP Lito in the neighborhood Starbucks,
Ayala Alabang Village March 18th

Club Updates | BULLETIN BOARD





Congratulations to Rtn. Robert Yupangco,
Keynote Speaker, Asia Leaders Award



Asia Leaders Award - Keynote Speaker

The grandson of former President of the Philippines (Jose P. Laurel) has 36 businesses under him.

Robert Laurel Yupangco is also the President of Yupangco Group of Companies and will launch the first Wax Museum in the Philippines.



Rtn. Lemarc Limosnero on What Being a Makati West Rotarian means to him



What being a Makati West Rotarian to me is like belonging to a church.

Growing up in a Christian nation, it was always the image of the building, no matter the shape and form but it's always the building where people gather on Sundays.

The Rotary Club of Makati West has shown me that a church doesn't have to be the building, but a group of people, a group of men, industry leaders, out to make a difference in the lives of those who have not been as fortunate.

I went to the De Los Santos Medical Center to visit and see first-hand how our GOL recipients get the procedure.

Aside from learning how technology has made it easier for kids with heart defects to be given a chance in life, I met the parents who are very thankful to the point of crying, what we as Makati West are doing for them and their kids.

And it has been a lot of fun!





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:

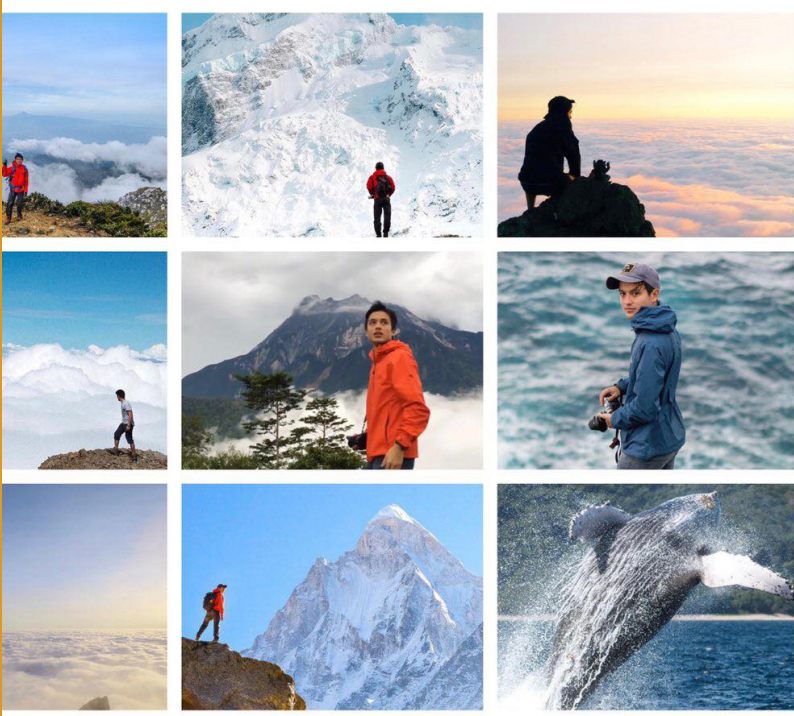
1. Do you know if this person has been charged administratively, civilly or criminally? If it's serious enough for NEDA to ask, I would think it's serious enough for us to ask in electing the president.

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.

"Please submit your article on what being a Makati West Rotarian mean to me. This will be published 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

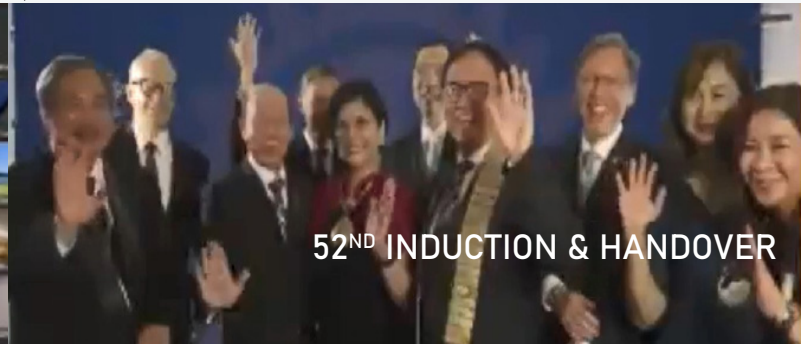
Sponsoring Member: PP Larry Ocampo
New Member: Dr. JP Prado

Missed out on past events?

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



[Click to explore >](#)



[Click to explore >](#)

WEST SIDE STORY

[Click to explore >](#)

Fireside Chat & All-Cluster Meetings

[Click to explore >](#)



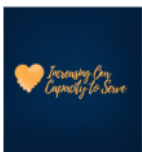
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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

<http://rcmakatiwest.ph>
[www.fb.com/RCMWD3830](https://www.facebook.com/RCMWD3830)
rcmakatiwest2020@gmail.com
(63-2) 8753 3098

Unit 1903 Cityland Herrera Tower,
V.A. Rufino cor. Valero St., Salcedo
Village, Makati City, 1227