

WEST SIDE STORY

Rotary
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 36, RY 2022-2023 | 2,390th Meeting (since 1969) | June 15, 2023

June 8 Lunch Meeting group photo with Guest Speakers Ace & Andie Estrada of Rural Rising Philippines



Today's Guest Speaker:

GUILLERMO M. LUZ
CHIEF RESILIENCE OFFICER
PHILIPPINE DISASTER RESILIENCE FOUNDATION

RCMW website www.rcmakatiwest.ph

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

WEST SIDE STORY
OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST
Vol. 39, RY 2022-2023 | 2:30PM Meeting (since 1969) | June 15, 2023

Rotary Club of Makati West
 IMAGINE ROTARY

June 8 Lunch Meeting group photo with Guest Speakers Ace & Andie Estrada of Rural Rising Philippines



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GILISM FOR THE WEEK

#GILISM

Acts of kindness need not be grand. What matters most are simple deeds that come from the heart.





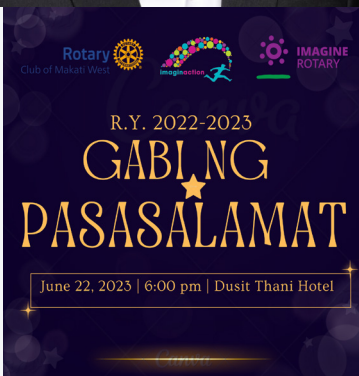
MONTHLY ACTIVITIES



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



Gabi ng Pasasalamat (Club Awards) RSVP TODAY!

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



Rotary Club of Cebu Invitation, 91st Handover & Induction Ceremonies

June 24, 2023, Saturday, 6:45pm
Grand Ballroom, Marco Polo Plaza Cebu



RCMW 54th Induction & Handover Ceremony

RSVP NOW!
Date: July 2, 2023/ Sunday
Venue: Tagaytay Highlands
Time: 5:30pm onwards



Rotary International District 3830 Handover

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



TODAY'S PROGRAM

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

Invocation
RTN. JUDD BALAYAN

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 RUY MORENO

1:00 PM Speech
GUILLERMO M. LUZ
Chief Resilience Officer
Philippine Disaster Resilience Foundation

Moderator
PP AL THOMSON

THIS WEEK'S CELEBRANTS



June 17
RTN. JUN LAGMAN
Birthday



June 15
IPP FRANCO DEL ROSARIO & SPS. TERE
Wedding Anniversary



June 21
PRES. GIL CHUA & FL GIGI CHUA
Wedding Anniversary



GUEST SPEAKER GUILLERMO M. LUZ Chief Resilience Officer, PDRF

Guillermo M. Luz is a consultant at Ayala Corporation, one of the oldest and largest business groups in the Philippines, with holdings in property development, banking and financial services, telecommunications, manufacturing, water, energy, infrastructure, health, education, and automobile distribution.

He is also the Chief Resilience Officer of the Philippine Disaster Resilience Foundation (PDRF), an organization dedicated to disaster preparedness, prevention, mitigation, response, and recovery. He also leads the Livable Cities Philippines which focuses on improving urban planning and development. He served as the private sector co-chairman of the National Competitiveness Council from 2011 -2018, a public-private council that developed a strategy for the long-term competitiveness of the Philippines. He was responsible for creating projects such as the Ease of Doing Business task force, Cities and Municipalities Competitiveness Index, and Project Repeal, among others.

He currently serves as a member of the Board of Trustees of the Asian Institute of Management (AIM), an Honorary Advisor of the Asia New Zealand Foundation, an Advisory Group member of Common Purpose (ASEAN Leadership Programme), and the APEC Business Advisory Council (ABAC). Most recently, he was one of the convenors of Task Force T3 (Test, Trace, Treat), a private sector task force which worked with the government from 2020 to 2022 on the national COVID-19 response. His previous positions include Executive Director of Makati Business Club, Executive Vice President and Chief Operating Officer of the Ayala Foundation and Secretary General of NAMFREL.



PRESIDENT'S MESSAGE

PDRF

I grew up in Catanduanes, a province that serves as the entry point of tropical storms into the Philippines simply because it is the landmass right next to the Pacific Ocean.

Catanduanons probably invented 'resilience' because it has been our way of life in the province ever since. That is, we adapt to and withstand calamities and bounce back stronger, one storm after another.

As we all know, the Philippines is an archipelago where different kinds of disasters happen - typhoons, flooding, earthquakes, tsunami, volcanic eruptions, and even isolated cases of insurgencies, and global public health emergencies like COVID-19.



Every time disaster strikes, bayanihan is automatically activated among citizens and between the government and the private sector at the LGU as well as national levels.

In the last decade-and-a-half, one name has stood out when it comes to private sector initiatives towards disaster response - the Philippine Disaster Resilience Foundation or PDRF, formerly known as the Philippine Disaster Recovery Foundation.

PDRF was established in 2009 to solidify the commitment of the private sector to the reconstruction programs of the government following the devastation caused by tropical storm Ondoy and other typhoons.

In 2013, after major disasters hit the nation — the civil unrest in Zamboanga, the 7.2 magnitude earthquake in Bohol and Cebu, and

the world's strongest recorded super typhoon Yolanda (Haiyan), the PDRF was reorganized and intensified as the umbrella organization of the private sector for disaster preparedness, relief, and recovery.

In the same year, we at DDB served as PDRF's pro bono creative agency in one of their iconic projects - the Help. PH initiative, a relief drive for Typhoon Yolanda and Bohol Earthquake victims. DDB came on board upon the request of Manny V. Pangilinan (MVP) and Doy Vea of Smart Communications, two of the biggest supporters of PDRF.

For this fundraising project, DDB partnered with the Philippine Association of the Record Industry to gather 23 of the country's biggest singers like Regine Velasquez, Martin Nievera, Gary Valenciano, Lani Misalucha, Ogie Alcasid and other up-and-coming artists to record 'The Prayer' with the Loboc Children's Choir. All these great artists





For the PDRF's Help.PH relief drive, DDB gathered the finest singers in the country to join the Loboc Children's Choir in the touching rendition of The Prayer.

sang for free. The song was released by Smart Music and all proceeds from downloads went to Help.PH.

You may watch here the touching music video for this project: <https://www.youtube.com/watch?v=YWG66HUqX74>

In 2020, PDRF president Rene "Butch" Meily also commissioned DDB to help creatively communicate to MSMEs the localized version of the "Resilience in a Box" project, which was aimed at increasing MSMEs' ability to survive disasters or difficult situations including power outage, earthquake, flood, storm, etc. But due to COVID-19 and the lockdowns, with a lot of MSMEs worldwide getting severely affected, the project shifted focus from disasters to the current pandemic.

The final product was the PDRF Resilience Comics which told the story of an MSME business owner in a pandemic-stricken world, where she learns the power of

business continuity and takes on the task of helping her fellow MSMEs win against the COVID-19 crisis.

Those are just two of the past initiatives of PDRF that DDB got fortunate to be part of.

Years passed by and PDRF continued to do a lot of initiatives for the welfare of our countrymen, that's why I invited their chief resilience officer, Guillermo "Bill" Luz to give a talk on this. Bill was also a guest speaker during the time of IPP Franco del Rosario and during that time, he talked about COVID-19 response. Thanks, Bill, for squeezing us once again into your busy schedule.

Project Updates

Let me now share with you some project updates for the week.

For our Gift of Life (GOL) program, we



now have done a total of 246 heart surgeries as of yesterday, June 14. So that's an additional 11 beneficiaries operated on yesterday, June 14.

There are approximately 25 more patients scheduled at the De Los Santos Medical Center on the June 21st and 28th, including an open-heart surgery at the National Children's Hospital.

For Gift of Sight Cataract Surgery, 25 patients are scheduled to be operated on Saturday, June 24, at Medsurg Eye Center, bringing to 51 the total of cataract beneficiaries before the end of this rotary year.

So that's it for our project updates. Let me now repeat some reminders for our upcoming events.

For Thursday next week, June 22, we will be having the "Gabi ng Pasasalamat" (Appreciation Night) a.k.a. Club Awards Night. You may bring your significant other to this event. Hope you have confirmed to our secretariat your attendance.

For RCMW's 54th Induction & Handover Ceremony, see you in Tagaytay Highlands, the venue of choice of Incoming President Dax Carlos. We will be having a Welcome Dinner for our Foreign Sister Clubs on July 1, then on July 2, a golf tournament and fellowship in the morning and the Induction program in the evening. Hope you have booked already your rooms through the secretariat.

The evening of the next day, July 3, will be the District 3830 Handover and Inauguration of DGE Jay Tambunting and all the incoming presidents of the District at the Dusit Thani Hotel.

Hope you make time for these yearly formalities. See you all!

Thank you, Men of Zest, for your love and support! Maraming salamat po!

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



Rural Rising: An Accidental Advocacy By: FL Gigi Chua

Until March 2020, Baguio-based couple Ace and Andie Estrada had their hands full managing education-related businesses. Their projects were thriving and their communities growing until the COVID-19 pandemic happened.

The city mayor, Ret. Gen. Benjie Magalong was appointed by former President Rodrigo Duterte as the country's Contact Tracing Tzar. Baguio City was ground zero for the strictest and longest lockdown ever imposed anywhere in the world. Police and military blockades set up on the roads of the city made it exceedingly difficult for people to enter or leave the city. This was quickly followed by the vegetable-growing LGUs in the Cordillera Administrative Region (CAR).

This caused a severe disruption in the trade of farm produce, with farmers thwarted from bringing their harvests to market and Manila-based buyers dissuaded from coming to the Trading Post. The limited produce that managed to get through were sold at rock bottom prices or worse abandoned by the roadside. Consequently, consumers in the NCR had limited access to fresh farm produce, and were forced to pay exorbitant prices for them.



Ace took to social media and declared it a social injustice, along with a powerful photo of tomatoes being given away at the Baguio public market. That post quickly went viral. The favorable comments encouraged him and Andie to figure out a way to help the farmers. Using their life savings, they bought as many tons of vegetables as they could from distressed farmers and transported them to Metro Manila using trucks they begged to borrow or rent. They called these efforts “Rescue Buys”. One Rescue Buy led to another and very soon, word about this couple in Baguio who are buying produce at the right price spread like wild fire in the desperate farming communities. More and more farmers sought them out, and not just tomato growers but farmers of broccoli, cabbage, carrot, potato, sayote and many more. Pretty soon, farmers from provinces near and far — Pangasinan, La Union, Nueva Ecija, Nueva Vizcaya, Ilocos, Tarlac, Bulacan, Isabela, Cagayan and even Itbayat Island were clamoring, “Please help us!”

In order for Ace and Andie to respond to the deluge of farmers pleading for help, they created a Facebook group called Rural Rising Ph. They showed photos and videos that showed the problems of the farmers. These stories tugged at the hearts of consumers and appealed to their sense of fairness and compassion. Consumers now felt a personal connection to the producers of the food they ate, saw them in a different light, and regarded them with a new-found respect. Rural Rising repeatedly stressed that, “We’re not selling vegetables, we’re selling the opportunity to help.”

This messages obviously resonated deeply because membership exploded from a few hundred to thousands. Just recently, the group celebrated 40,000 members, a number that may seem a lot but Rural Rising remains a small enterprise. Though the group has collectively moved millions of kilos of produce, it has been criticized as a mere “band aid solution” that barely scratches the surface of the problems of the agri sector. A Rescue Buy only pays off a debt for that cropping, it gives a few farmers a chance to make a good earning, after that it’s back to their usual struggles.

It became evident that the lockdown only exacerbated a myriad of problems the farmers already had — fickle weather, unstable prices, marketing challenges, harsh road conditions, limited capital, and now this pandemic. Year after year, they plant, often sell the produce at a loss and then plant again — a cycle of debt and poverty that they were powerless to break.



Rural Rising is a dream, a hope, a movement, a power to fix something that is broken in our society and contribute to nation building. It is a call for change, to put the Filipino farmers who have long been invisible, back in our consciousness. By changing our way of buying and eating, by contributing a few hundred pesos, we had the power to help cut layers of middlemen in order to get produce that is cheaper and fresher.

But to make a real difference, Rural Rising needs to grow its membership to a million. Only then can it create a lasting impact on the lives of our local farmers and ensure everyone's access to affordable, quality and healthy food.

There are three ways to support Rural Rising:

Save one farmer at a time by joining here: <https://web.facebook.com/groups/RuRiPh/>

Endow a farmer with inputs and a small capital so he can plant again without having to take out a loan by becoming a Founder Member here: <https://bit.ly/FMReg-RRPH>

Send help to the farmers directly: Asia United Bank (AUB) 545-11-000128-5 (Rural Rising Philippines Inc.)





FORETHOUGHT

by: Craig Lonnee

HISTORY REPEATS

Based on her career-long study of remarkable leaders in history – Ernest Shackleton, Frederick Douglass, Abraham Lincoln, Oprah Winfrey, Howard Schultz, Rachel Carson and Dietrich Bonhoeffer – ever thoughtful, always positively provocative Harvard Business School Professor Nancy Koehn suggests the following in times of ambiguity.

- 1. In times of deep crises, we are tempted to act. Doing nothing, at least in the heat of the moment, might well be the best option.*
- 2. "... leaders operating in great turbulence must learn how to let go of former goals and embrace new ones...."*
- 3. Free yourself to consider possibilities by abandoning the quest for "the single definitive answer".*
- 4. Use your "emotional awareness and discipline to concentrate directly, almost exclusively, on how to move forward, how to take the next step ... (refusing) to spend a lot of time or energy mentally playing out worst-case scenarios".*

I do think we need to become accustomed to decision making, sometimes without all the facts. We're all surviving and thriving in these unprecedented times – we've been improvising on the fly.

In the past, businesses and people have been reluctant or not courageous enough to change at pace. In days gone by, not too long ago, leaders would often say to me – innovation, I'm all in, though have you got a case study in my industry I could read first?



Many businesses have been reluctant to be first movers; it's more comfortable to emulate and learn from other's mistakes. First movers like Ford, Apple, Kellogg, Tesla or Hershey, to name a few, tend to innovate, dominate and dictate their categories.

Remaining positive and forward looking, let's take this once in a career opportunity to be less calculating when it comes to risk taking. Find a better way. Change, not from the fear of the unknown; rather embrace the freedom that has been bestowed upon us to change our fortunes.

We all have an abundance of data, though a paucity of translators or interpreters. People who have the skill of telling a story, augmented by the numbers.

In closing, if I had to pick one from Nancy's list, perhaps strangely, for those who know me well, I'd have to say **do nothing, in the heat of the moment.**

If Lincoln had sent the scathing letter he fired off, whilst red in the face angry, addressed to General George Meade, the U.S. Civil War could have taken a different course. If Ernest Shackleton had not quickly put down an attempted rebellion by Chippy McNish, whilst the crew were attempting to make their way through mountains of ice, hauling packed sledges, the 28 men may not have got out of Antarctica alive. FT

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

June 8, 2023 - Ladies' day



Sps. Rosanna Angeles as Moderator



Sps. Joie Castillo Goh as Invocator



Pres. Gil Chua in his President's Time



FL Gigi Chua Introduce the Guest Speakers



Mr. Ace Estrada during his talk



Mr. Ace Estrada & Ms. Andie Estrada received a Gift of Life certificate from the club



Members enjoy their lunch in Dusit while waiting for the formal program to start.





A moment of silence as the meeting starts with a prayer.





Guest speakers Ace and Andie Estrada answer questions from the members.





WEST SIDE
STORY



Rotary
Club of Makati West



RSVP NOW
UNTIL JUNE 16, 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**

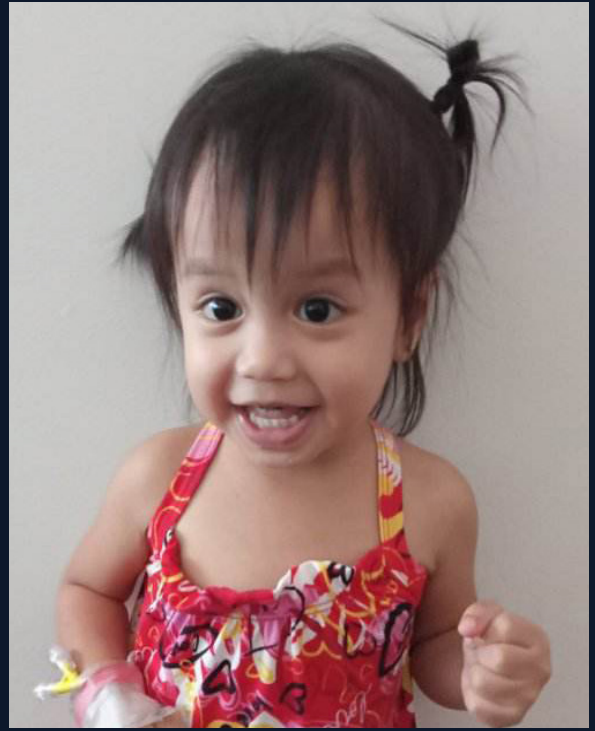


CLICK THE PHOTO TO BE REDIRECTED TO THE GOOGLE FORM



Manuel Vargas Flores
5 years old, male
Alaminos, Laguna

PDA Device Closure
De Los Santos Medical Center
June 14, 2023



Penelope Garcia Dy
2 years old, female
Sta. Lucia, Pasig City

PDA Device Closure
De Los Santos Medical Center
June 14, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Ma. Nesvelaine Baccay Gumiran
8 years old, female
Cabagan, Isabela

PDA Device Closure
De Los Santos Medical Center
June 14, 2023



Frinz Aubrix Dela Cruz Grospe
8 years old, male
Zaragoza, Nueva Ecija

Cardiac Cath
De Los Santos Medical Center
June 14, 2023



Ethan Matthew Orillo Quiban
8 years old, male
Puerto Princesa City Palawan

VSD Device Closure
De Los Santos Medical Center
June 14, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Precious Jelena Panganiban Magtibay
14 years old, female
Quezon City

PPBV
De Los Santos Medical Center
June 14, 2023



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2022-2023



Judy Anne Lebrino Capate
21 years old, female
Puerto Princesa City, Palawan

PDA Device Closure
De Los Santos Medical Center
June 7, 2023



JUNE IS



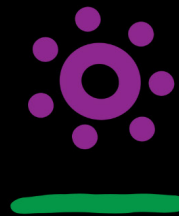
ROTARY FELLOWSHIPS MONTH

"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



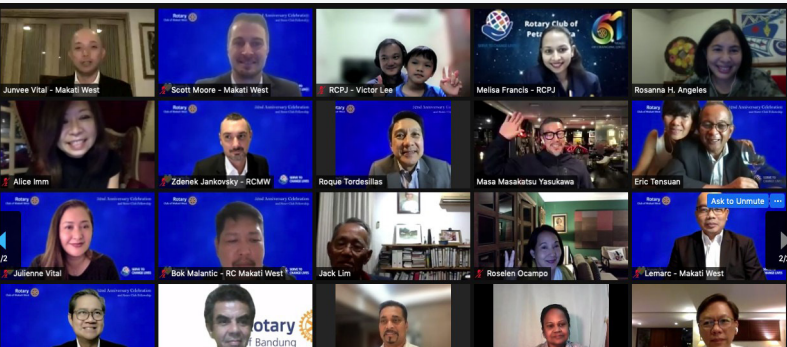
www.rotary.org

Rotary Club of Makati West



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53rd INDUCTION & HANDOVER

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WEST SIDE STORY

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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**?



RCMW 54TH INDUCTION CEREMONY & HANDOVER 2023

JULY 2 - 3, 2023 | RSVP NOW!



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
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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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