



Increasing Our Capacity to Serve

Vol. 38, RY 2021-2022 | 2,349th Meeting (since 1969) | May 5, 2022

WEST SIDE STORY



Induction of New Members, April 21st, Dusit Thani Hotel

Today's Guest Speaker:

**MS. ANNA CHUA - NORBERT
GROUP CHIEF CULTURE OFFICER**

New RCMW website www.rcmakatiwest.ph

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



Rotary Club of Makati West

Vol. 36, RY 2021-2022 | 2,345th Meeting (since 1999) | May 5, 2022

WEST SIDE STORY

Induction of New Members, April 21st, Dusit Thani Hotel

Today's Guest Speaker:
MS. ANNA CHUA - NORBERT GROUP CHIEF CULTURE OFFICER

New RCMW website: www.rcmakatwest.ph
www.fb.com/RCMW08830

In this issue:

Monthly Activities	3
Today's Program/Guest Speaker	4
President's Message	5
The Week in Review	7
Club Bulletin Board	8
The Four-Way Test	24
RI Monthly Theme	25
Acknowledgements	26

QUOTE FOR THE WEEK

“

2

“Too many marriages are suffering because one or the other spouse (or both) are taking each other for granted. Your spouse needs to know that she is the most important person in the world to you. Don't think, “They already know that.” Take specific, proactive steps to make sure they know.”

– John Daniels, Preacher

Next Week's Guest Speaker:

Catch Mr. Florian Gottein, Executive Director, European Chamber of Commerce of the Philippines (ECCP)

Invite your family and friends. Don't miss it!



MONTHLY ACTIVITIES



Lunch Meeting

Featuring
Mr. Florian Gottein
Executive Director
European Chamber of Commerce
of the Philippines

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



Lunch Meeting

Featuring
Sec. Jesli "Jing" Lapus
Chairman
STI Education Services Group Inc

Date: May 19, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



Fellowship

Sponsored by
Rtn. Robert Yupangco with
Huawei Cloud

Date: May 26, 2022/ Thursday
Venue: Nanten Japanese Restaurant,
Manila Polo Club
Time: 5:30pm to 8pm



Joint Club Meeting with RC Makati

Featuring
Manuel L. Quezon III
Columnist
Philippine Daily Inquirer

Date: May 31, 2022/ Tuesday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Dr. Ciel Habito
Director
Center for Economic Research
& Development
Ateneo de Manila University

Date: June 9, 2022/ Thursday
Venue: Dusit & Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

12:15PM Call to Order
LCP FRANCO DEL ROSARIO

Invocation
PP JUN ALVENDIA

Philippine National Anthem (video)

12:20PM RC Makati West Hymn

Introduction of Visiting Rotarians and Guest;

Introduction of Personalities at the Presidential table:

Committee Announcements

"Martin Nievera Benefit Concert"
SHAX SIASOCO
Entertainment Director,
Solaire Resort and Casino

12:45 PM Fining Session
Fine Master RTN. LITO MERCADO

President's Time
LCP FRANCO DEL ROSARIO

Introduction of Guest Speaker
PP LITO JIMENEZ

12:50PM Speech
MS. ANNA CHUA NORBERT
Group Chief Culture Officer
DDB Group Philippines

Moderator
RTN. PATRICK DIONISIO

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 9
RTN. PAUL & SPS. GIGI DAZA
Wedding Anniversary



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

GUEST SPEAKER ANNA CHUA NORBERT GROUP CHIEF CULTURE OFFICER

Is the Group Chief Culture Officer of DDB Group Philippines (DDB), one of the country's leading integrated marketing communications groups. As Culture Chief, Anna takes care of DDB's people through The Culture Hub, which functions as the agency group's human resources, talent management and corporate communications department.

Enabling DDB Group's people focused management, The Culture Hub under Anna's leadership has nurtured and motivated the group's talents to achieve their utmost potential through purposeful training, a culture of holistic health, and a diverse and inclusive workplace.

In 2020, Anna became the first Filipina to win the "Diversity Champion" title at Campaign Asia-Pacific's Women Leading Change Awards. The following year, DDB Group Philippines won a Gold Stevie for "Most Exemplary Employer" and another Gold Stevie for "Company of the Year", plus a People's Choice Stevie Award for Favorite Companies.

Concurrently, Anna is the Managing Director of the Manila based creative consortium and thinktank for long form entertainment content, Bent & Buzz. Anna launched the company in 2018 and has since then produced ground-breaking series for clients like Smart Communications and PLDT.

Anna also sits as Trustee and Officer in the Boards of 4As and Ad Standards Council, two of the advertising industry's most influential organizations.





PRESIDENT'S MESSAGE

Why Our Club Organizes Mass Wedding

"The real act of marriage takes place in the heart, not in the ballroom or church. It's a choice you make—not just on your wedding day, but over and over again—and that choice is reflected in the way you treat your husband or wife." – Barbara de Angelis, Author

It was certainly heart-warming to witness the mass wedding sponsored by our club on April 30. Nineteen couples, with ages ranging from 22 to 49, were married in that ceremony.

Our thanks to the de los Santos family: Director EDSA, spouse Jenny, Earl as well as co-chairs Charlie and Miguel for putting the event together. A hearty "thank you" also goes to the 34 Men of Zest for their donations that allowed us to turn their wedding day into a festive demonstration of happiness and joy.

Marriage is a big step for anyone. More so for these couples as cohabiting has become more commonplace in our society.

The lines between getting married and just "living in" or moving in together have blurred, making it

difficult, especially for young people, to recognize what is so special about the marriage vows.

Our club undertakes this project because most of us have been raised with an awareness of the sanctity of marriage.

We facilitate the sacred ceremony to provide them with an opportunity to consecrate their commitment to one another in the presence of God, friends and family.

It is also our hope that the event gives them that special moment to dedicate themselves to their

We facilitate the sacred ceremony to provide them with an opportunity to consecrate their commitment to one another in the presence of God, friends and family.



A wedding celebration is in fact a declaration by the couple of their lifetime commitment to each other. In the end, it strengthens their resolve to keep the commitment to the marriage.

relationship as they assume their responsibilities and declare their promises of love and fidelity to one another. It is our belief that such a public declaration makes the parties accountable.

In a marriage seminar I once attended, I remember Pastor Gus Lising explaining that marriage is more than just a civil contract. He said: "...marriage is central to God's plan for our happiness and His desire is for us to receive love, support, and care; and this happens best through an honest and devoted marriage..."

A wedding celebration is in fact a declaration by the couple of their lifetime commitment to each other. In the end, it strengthens their resolve to keep the commitment to the marriage. Of course there are no guarantees.

The primary reason these couples have remained unmarried is that all the grooms are blue collar workers with no savings. A simple church wedding can easily cost about ₱100,000. They cannot afford it.

"The real act of marriage takes place in the heart, not in the reception or church. It's a choice you make—not just on your wedding day, but over and over again—and that choice is reflected in the way you treat your husband or wife." – Barbara de Angelis, Author

It is worth mentioning the conclusion of Bradford Wilcox, Director, National Marriage Project, University of Virginia that despite prevailing myths about cohabitation being similar to marriage, research continues to show that marriage is still the best choice for a strong and stable union.

Msgr. Rolando Dela Cruz, Parish Priest of San Fernando Parish who officiated the recent ceremonies, spoke to the couples about building strong relationships with each other. It reminded me of the saying,

"A great marriage doesn't happen because of the love you had in the beginning, but how well you continue building that love until the end." – Anonymous

Let me close with my favorite quote for engaged couples: "Never marry the one you can live with, marry the one you cannot live without." – James Dobson, Author

I look forward to seeing you all in our hybrid meeting next Thursday when our guest speaker will be Florian Gottein. Executive Director of the European Chamber of Commerce of the Philippines,

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

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

MASS WEDDING IN NUMBERS

- 19 INDIGENT COUPLES
Minimum wage earners
- 18 WITH CHILDREN
- 48 AGE OF OLDEST COUPLE
- 23 AGE OF YOUNGEST COUPLE
- 4 ATTENDING PRIESTS

despite prevailing myths about cohabitation being similar to marriage, research continues to show that marriage is still the best choice for a strong and stable union.



THE WEEK IN REVIEW

April 21, 2022



PP Lito Jimenez as Moderator



Rtn. Aris "Bok" Malantic as Invocator



President Franco del Rosario during his President's Time



Sps. Nikki Jimenez Introduces the Guest Speaker



Atty. Anna Camille Himala giving her Speech



Atty. Anna Camille Himala receives a Gift of Life certificate from the club

May 2, 2022 GOL visit with GoL Chair Gerry Limcaoco and Rtn. Lemarc & Sps. Sheila Limosnero at DLSCM





RCMW Delegates to the DISCON, April 30th, Marriott Grand Ballroom.
In attendance: PP TG (DISCON panelist), PP Junvee, PP Mon, Rtn. Scott, Lemarc, Daniel & Pres. Franco





Pres. Franco reminding DISCON delegates to visit the RCMW exhibitor's table where Ticketworld is selling concert tickets to "Martin Nievera Live Again!"





Pres. Franco with Gov. Joji Tan



Pres. Franco with RCM Premier District LCP Rina Lopez-Bautista.

Mass Wedding of 19 couples at San Fernando De Dilao Parish, Paco Manila.

Club Updates | BULLETIN BOARD





Attending the Mass Wedding: Chair EDSA, Sps. Jenny, Earl De Los Santos Co-chairs Charlie Rufino and Miguel Pertierra, PE Gil Chua and PP Fern Pena





New Members Induction, April 21st 2022, Dusit Hotel
Charging by PP Dennis. New members inducted in person:
Daniel Paolo Liberan, Jaime Florcruz, Atty. Tim Jimenez





New members inducted via zoom: Dr. Munich Conlu,
Dr. JP Prado, Sec. Jing Lapus and Tom Arasi.





April 21st Board of Directors Meeting; attended in-person and via zoom




SOLAIRE

presents

MARTIN NIEVERA
**LIVE
AGAIN!**
(The Best of the Concert King)

June 25, 2022
8:00 PM

THE
T | H | E | A | T | R | E

SOLAIRE

For the benefit of

Rotary 
Club of Makati West
Gift of Life Charity

TICKETS ON SALE SOON!





Rotary Club of Makati West



Sponsorship Packages

OFFICERS AND DIRECTORS RY2021-2022

- FRANCO DEL ROSARIO**
President
- JAIME BAUTISTA**
Vice President/Club Service "A" Director
- GIL CHUA**
President Elect/Secretary
- TRISTAN CHOA**
Treasurer
- RONALD CANG**
Club Service "B" Director
- LEONARDO CUARESMA, JR.**
Director for Audit & Compliance
- EDSA DELOS SANTOS**
Vocational Director
- ELMER FRANCISCO**
International Service Director
- ZDENEK JANKOVSKY**
Asst. Treasurer
Community Service "B" Co-Director
- GERARDO LAPERAL**
Paul Harris Fellow Director
- LAURO LEVISTE**
Community Service "A" Co-Director
- DAX CARLOS**
Sgt. at Arms/Youth Service
- ALASDAIR THOMSON**
Ex-Officio Director
- PRID GUILLER TUMANGAN**
PDG OSCAR DE VENECIA
PP CARMELINO ALVENDIA, JR.
PP ENRICO ANGELES
PP EDGARDO BALOIS
PP AURELIO PAULO BARTOLOME
PP DENNIS DECENA
PP LUIS DEL ROSARIO, JR.
PP RAMON GUERRERO
PP NOEL LAMAN
PP TEODORO LIMCAOCO
PP RUY MORENO
PP LARRY OCAMPO
PP ANTONIO TAMBUNTING III
PP ENRICO TENSUAN
PP ROQUE TORDESILLAS
PP VICTOR VITAL
Club Advisers

- Platinum Sponsor (max 2)
Includes 8 VIP seats
- Diamond Sponsor (max 4)
6 VIP seats
- Gold Sponsor
4 VIP seats
- Silver Sponsor
2 SVIP seats
- Bronze
1 VIP seat

	Early Bird	Regular
Platinum Sponsor (max 2) Includes 8 VIP seats	Php 200,000	Php 250,000
Diamond Sponsor (max 4) 6 VIP seats	Php 160,000	Php 200,000
Gold Sponsor 4 VIP seats	Php 100,000	Php 125,000
Silver Sponsor 2 SVIP seats	Php 55,000	Php 65,000
Bronze 1 VIP seat	Php 35,000	Php 45,000

SPONSORSHIP FORM

TO : ROTARY CLUB OF MAKATI WEST
 VIBER NO. : (0917) 543-1709, (0917) 543-1704

Company Name: _____

Contact Person: _____ e-mail address _____

Contact Details: mobile _____

I would like to sign us up as a sponsor

Platinum Diamond Gold Silver Bronze

Please send payment by 5 May 2022 to avail of the early Bird rate

PAYMENT DETAILS:

CASH We will deposit to your account at

BDO Account No. 0016 8005 3572
 Bank account: Rotary Foundation of Makati West Inc

Please Viber or email the deposit slip to jamesonrcmw@gmail.com or kai.rcmw@gmail.com

Check for Php _____ payable to Rotary Foundation of Makati West Inc .

52
 Years of Service
 Est1969



Rotary Club of Makati West



SERVE TO CHANGE LIVES

OFFICERS AND DIRECTORS RY2021-2022

- FRANCO DEL ROSARIO**
President
- JAIME BAUTISTA**
Vice President/Club Service "A" Director
- GIL CHUA**
President Elect/Secretary
- TRISTAN CHOA**
Treasurer
- RONALD CANG**
Club Service "B" Director
- LEONARDO CUARESMA, JR.**
Director for Audit & Compliance
- EDSA DELOS SANTOS**
Vocational Director
- ELMER FRANCISCO**
International Service Director
- ZDENEK JANKOVSKY**
Asst. Treasurer
Community Service "B" Co-Director
- GERARDO LAPERAL**
Paul Harris Fellow Director
- LAURO LEVISTE**
Community Service "A" Co-Director
- DAX CARLOS**
Sgt. at Arms/Youth Service
- ALASDAIR THOMSON**
Ex-Officio Director
- PRID GUILLER TUMANGAN**
PDG OSCAR DE VENECIA
PP CARMELINO ALVENDIA, JR.
PP ENRICO ANGELES
PP EDGARDO BALOIS
PP AURELIO PAULO BARTOLOME
PP DENNIS DECENA
PP LUIS DEL ROSARIO, JR.
PP RAMON GUERRERO
PP NOEL LAMAN
PP TEODORO LIMCAOCO
PP RUY MORENO
PP LARRY OCAMPO
PP ANTONIO TAMBUNTING III
PP ENRICO TENSUAN
PP ROQUE TORDESILLAS
PP VICTOR VITAL
Club Advisers

Below are the media values this event has for potential sponsors:

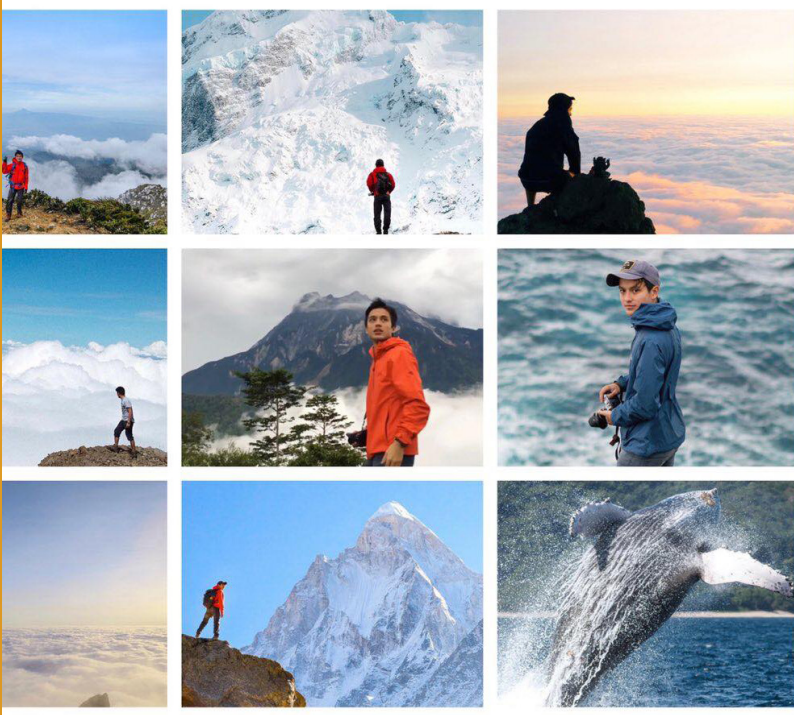
Media Values	Platinum	Diamond	Gold	Silver
One booth placement at the Theatre lobby to showcase your products or services. (No wet and dry sampling)	✓			
Pull-up banners at the Theatre lobby (Maximum of 4 pcs.)	✓	✓		
One full page ad in a major newspaper one week before the event.	✓	✓	✓	
Acknowledgement by Martin Nievera during the event. Logo to be shown at LED on stage.	✓	✓	✓	✓
Voice-over acknowledgement prior to the event.	✓	✓	✓	✓
Logo inclusion in all digital event posters to be shown one month before at:				
• Edsa Orense LED (largest in the Philippines) 10 second spots / 2 per hour, 6am - 10pm.	✓			
• Edsa Orense LED 10 second spots / 2 per hour; 6am - 10pm.	✓	✓		
• C5 Northbound LED. 10 second spot 7 spots per hour, 8am to 10pm	✓	✓	✓	
• C5 Southbound LED. 10 second spot 7 spots per hour, 8am to 10pm	✓	✓	✓	
• Two Solaire LED on its façade 10 second spots / 14 per hour; 10am - 11pm.	✓	✓	✓	✓
• Theatre Lobby LED 30 second spots / 30 per hour; 11am - 10pm.	✓	✓	✓	✓
• Email blast (EDM) to Solaire patron database (65,000 pax) one week prior to event	✓	✓	✓	✓
• Solaire social media posts leading to the event (Facebook, Instagram, Twitter 1.3M followers)	✓	✓	✓	✓
• Event landing page at the Solaire website.	✓	✓	✓	✓

Bronze sponsors will have their logos included in the Solaire email blast, all Solaire social media posts and the event landing page of the Solaire website.

52
Years of Service
Est1969

“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.

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 >](#)



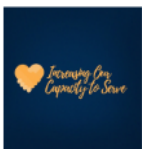
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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**?





WEST SIDE
STORY

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

Rotary  YOUTH LEADERS

www.rotary.org

Rotary
Club of Makati West



SERVE TO CHANGE LIVES



Digital Remittance Platform

Transform the way you expand your business. Connect to multiple remittance brands!

Open Platform

Integrate easily and go live quickly

Cost-efficient

Only connect to one platform to connect to different user bases

Expand Network

Attract new customers to your platform



Get early access

***The Philippines' first single aggregated API platform regulated by the Bangko Sentral ng Pilipinas, that allows you to integrate and connect to a network of retail & over-the-counter partners, major PH banks, remittance companies, wallets & fintech.*

RY 2021-2022

Officers, Directors & Club Advisers

President	Franco Del Rosario
Vlce 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
rcmakatiwest2020@gmail.com
(63-2) 8753 3098

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