





Vol. 40, RY 2021-2022 | 2,351st Meeting (since 1969) | May 19, 2022 | STORY



Thursday Lunch Meeting with Guest Speaker Mr. Florian Gottein May 12th, 2022



Today's Guest Speaker:

SEC. JESLI A. LAPUS CHAIRMAN & INDEPENDENT DIRECTOR

New RCMW website DWWW.rcmakatiwest.ph

www.fb.com/RCMWD3830



In this issue:

Monthly Activities	3
Today's Program/Guest Speaker	L
President's Message	
The Week in Review	•
Club Bulletin Board	3
The Four-Way Test	22
RI Monthly Theme	23
Acknowledgements	24

QOUTE FOR THE WEEK

11

2

"I used to believe that culture was 'soft,' and had little bearing on our bottom line. What I believe today is that our culture has everything to do with our bottom line, now and into the future."

- Vern Dosch, author, Wired Differently

No Lunch Meeting Next Week

Catch Our Club Fellowship at Nanten Japanese Restaurant, Manila Polo Club Invite your Prospective Members or friends. Don't miss it! Have Fun!







Club 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 Note: this meeting is on a Tuesday not Thursday

Manuel L. Quezon III Columnist Philippine Daily Inquirer Date: May 31, 2022/ Tuesday Venue: Zoom Conference

Time: 12nn to 2pm





Lunch Meeting

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



Club Awards Night

Date: June 15, 2022/ Wednesday Venue: Solaire Resort & Casino & Zoom Conference Time: 5:30pm to 8pm

Martin Nievera - Live Again Benefit Concert for the Gift of Life Project

> Date: June 25, 2022/ Saturday Venue: The Theatre, Solaire Time: 8:00pm



TODAY'S PROGRAM

12:15PM

Call to Order LCP FRANCO DEL ROSARIO

Invocation PP RUY MORENO

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

12:45 PM President's Time

LCP FRANCO DEL ROSARIO

Introduction of Guest Speaker

PP LARRY OCAMPO

12:50PM

Speech SEC. JESLI A. LAPUS

Chairman

STI Education Services Group Inc.

Moderator

RTN. RICHARD BATES

THIS WEEK'S CELEBRANTS















PP LARRY & SPS. ROSELEN OCAMPO



May 25 RTN. JAYJAY & SPS. ANA DE OCAMPO



May 26 RTN. ROMAN & SPS. SALLY AZANZA Wedding Anniversary

GUEST SPEAKER JESLI A. LAPUS CHAIRMAN & INDEPENDENT DIRECTOR

Multi-awarded professional manager in both private and public sectors.

CURRENT POSITIONS

Chairman:

STI Education Services Group, Inc. (Independent Director since 2013) LSERV Corporation (2012-Present)

> Independent Director: Alliance Global Group, Inc.

(2021 June 17 to present) Emperador, Inc. (2021 May 17 to present) STI Education Systems Holdings Inc. (2013-Present) Philippine Life Financial Assurance

Corporation (2012-Present) Information and Technology Academy (iAcademy (2010-Present)

Advisory:

Philplans First, Inc. Radiowealth Finance Company, Inc.

Armed Forces: Full Colonel, Philippine Army (Reserve)

A top executive in the private sector:

Managing Director, Triumph International (Phils.) Inc.(1979-1985)

CFO, RAMCAR, Inc. Group (1973-1979)

President & CEO. Pacific Products, Inc. (1989)

Elected to the Executive Board of UNESCO in Paris and served as President of the Southeast Asian Education Ministers Organization (SEAMEO).

A CPA, MBA and DPA, he had post-graduate studies at the :

> Harvard University (Investment Appraisal)

INSEAD (Management of Transfer of Technology)

UCLA (Personal Financial Planning)

BITS (Project Management)

Universidad de Salamanca (Cursos Internacionales)





PRESIDENT'S MESSAGE

Culture ... What is All The Fuss About?

"Love your people and the rest will follow". - Gil Chua, DDB Group Chairman

am devoting this piece to share DDB's Chief Culture Officer, Anna Chua-Norbert message to all those that missed her talk on, "Driving Growth Through Company Culture".

According to Anna, succession challenges, ability to attract and retain talent is among the top 10 risks for 2022 and is projected to still be among the top 10 risks in 2031. Anna shared that 65% of employees see CULTURE as a key factor in deciding to join a company, as well as whether to stay or not. This is what all the fuss is about.

Before we go on, what is culture? Culture is a set of values and behaviors that are shared by all members of an organization. Staffing that seeks and hires only talented individuals with the right attitude; in tune with values and behaviors.

To Anna's point, company culture is much more than a company's history and positioning. DDB is built around teams that encourage idea transfer and peer-based training, recognition, self-management; and champions learning, innovation and adaptability to change.

In DDB, culture fit is an operational imperative, meaning employees share the company's values and beliefs.

Anna says employers with a good work culture means Gen Z (born after 1997) stay for about two years. With a dedicated culture team that ensures alignment to their five pillars and delivers compelling culture programs that are relevant to millennials like team-based community service led DDB to become the employer of choice retaining and recognizing staff, longer.

Craig Lonnee, DDB's Chief Development Officer says that there are false assertions that strategy is hard; culture is soft and the success of a strategy can be measured, while that of a culture cannot. Craig asserts that culture is an enabler of an effective strategy; making the management of change easier and faster.

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With a dedicated culture team that ensures alignment to their five pillars and delivers compelling culture programs that are relevant to millennials like team-based community service led DDB to become the employer of choice retaining and recognizing staff, longer.

Craig maintains culture is not soft and the impact of culture on profit and long-term competitive success can be quantified; and with proper leadership, a culture change can be engineered in months, not years.

What happens if the culture is bad? The end result is high turnover, significantly impacting the bottom line. Not only does the business lose time and money in replacing the position, but it also loses both intellectual capital and the value of its investment in that staff member.

Worse, when it leads to a domino effect, with others leaving because they are overworked after their colleagues' departures. If things become bad enough, the company develops a reputation as a poor culture and struggles to recruit talent.

A McKinsey study found that the companies that are winning the war for talent have instilled a talent mindset throughout the firm, starting from the top. This requires the CEO to consistently, and at every opportunity, drive home the message that talent management is everyone's job.

"Capital is being superseded by creativity and the ability to innovate – and therefore by human talents – as the most important factors of production. Capital is now giving way to human talent. "Talentism" is the new capitalism." – Klaus Schwab, Executive Chair, World Economic Forum

DDB instils The Four Freedoms across its staff.

- 1. Freedom from Chaos: valuing the time and energy of employees.
- 2. Freedom to Fail: embracing failure with the intention of exploring new territories.
- 3. Freedom from Fear: inspiring courage, acting with positive intent, share accountability.
- 4. Freedom to Be: combining unique perspectives, enjoying personal fulfillment, laughter, celebration.

In an environment where the war for talent keeps intensifying, it is of paramount importance that an employer can clearly articulate a crisp Employee Value Proposition (EVP) that answers the question, "why would anyone want to work for you?"

In the case of DDB, Anna explains the focus of their EVP, being one of holistic well-being, ensuring health, in all its forms, is looked out for across five pillars: Physical, Mental, Spiritual, Financial, Career and Societal.

I am a firm believer that culture can change the fortunes of a business. For example, there is a bake shop that I dread going to. When I go, I am in and out of the store quickly, I probably would buy more items, but each time I walk in, I feel a vibe that's a little off, with their unfriendly staff invariably making me feel uncomfortable.

In an environment where the war for talent keeps intensifying, it is of paramount importance that an employer can clearly articulate a crisp Employee Value Proposition (EVP) that answers the question, "why would anyone want to work for you?"

In closing, as a leader, it's critical to create the right culture for the company. The best thing a leader can do is to shape a healthy culture to ensure alignment to the business, helping to retain employees by keeping them challenged and happy.

Today, we are honored to have as our guest speaker, Florian Gottein share with us the key initiatives of the European Chamber of Commerce of the Philippines.

Finally, as always, Makati West Men of Zest, let's execute on our theme, "Increase Our Capacity to Serve" and remember our winning 3R's (aligned to our culture): Recognize, Retain and Recruit.

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



THE WEEK IN REVIEW May 12, 2022



Rtn. Luis Cantada as Moderator



PP Lou del Rosario as Invocator



President Franco del Rosario during his President's Time



Rtn. Lars Wittig Introduces the Guest Speaker



Mr. Florian Gottein giving his Speech



Mr. Florian Gottein receives a Gift of Life certificate from the club



































Men of Zest have so far bought 116 Gold tickets worth P410,000.00 and counting.

All of Solaire's gold seat section has been blocked for our club but after May 23rd, Solaire will release to the public all unsold Gold tickets. Hurry and contact GOL Chair Gerry Limcaoco as the remaining Gold tickets are going fast!

#	Name	# of Tickets	Amount
1	IPP AL Thomson	16	48,000
2	Pres. Franco del Rosario	8	56,000
3	PP Mon Guerrero	10	30,000
4	Treas. Tristan Choa	7	21,000
5	Dir. Zdenek Jankovsky	6	18,000
6	Rtn. Richard Bates	4	12,000
7	Rtn. Rany Rono	4	12,000
8	Rtn. Paolo Cristobal	4	12,000
9	Rtn. Mario Chan	4	12,000
10	Rtn. Lito Mercado	4	12,000
11	PP Lito Jimenez	4	12,000
12	Rtn. Nory Reyes Lao	4	12,000
13	Chair Gerry Limcaoco	2	6,000
14	PP AP Bartolome	2	6,000
15	PP Dennis Decena	2	6,000
16	PP Eric Angeles	2	6,000
17	PP Ernie Fajardo	2	6,000
18	PP Junvee Vital	2	6,000
19	PP Larry Ocampo	2	6,000
20	PP Ruy Moreno	2	6,000
21	PP TG Limcaoco	2	6,000
22	Rtn. Bern Reyes	2	6,000
23	Rtn. Bok Malantic	2	6,000
24	Rtn. Chito Santiago	2	6,000
25	Rtn. Ian Ocampo	2	6,000
26	Rtn. Jimi FlorCruz	2	6,000
27	Rtn. Jing Lapus	2	6,000
28	Rtn. Lemarc Limosnero	2	6,000
29	Rtn. Louie Elizaga	2	6,000
30	Rtn. Mark Sambar	2	6,000
31	Rtn. Miguel Pertierra	2	6,000
32	Rtn. Patrick Dionisio	2	6,000
33	Rtn. RJ Tabuena	2	6,000
34	Rtn. Scott Moore	2	6,000
35	Rtn. Tony del Rosario	2	6,000
36	Rtn. Tope Narciso	2	6,000
37	Rtn. Toshi Ishikawa	2	6,000
38	PP Lou del Rosario	1	3,000
		126	410,000







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VP Jimmy Bautista





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Platinum Sponsor
Rtn. Christopher Narciso





ATR Asset Management Gold Sponsor PP Philipp Hagedorn



Post-election Insights of Nono and Robin, 6pm, May 12th, the Garden of the Pantry. Dusit Hotel







Post-birthday lunch with Pres. Franco & Secretariat, Tuesday, May 17th, RCMW office







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



Gift of Life Charity





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

DAX CARLOS Sgt. at Arms/Youth Service

ALASDAIR THOMSON Ex-Officio Director

Club Advisers

LAURO LEVISTECommunity Service "A" Co-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



Sponsorship Packages

OFFICERS AND DIRECTORS		Early Bird	Regular
RY2021-2022	Platinum Sponsor (max 2) Includes 8 VIP seats	Php 200,000	Php 250,000
FRANCO DEL ROSARIO President	Diamond Sponsor (max 4)	Php 160,000	Php 200,000
JAIME BAUTISTA Vice President/Club Service "A" Director	6 VIP seats		
GIL CHUA President Elect/Secretary	Gold Sponsor 4 VIP seats	Php 100,000	Php 125,000
TRISTAN CHOA Treasurer	Silver Sponsor 2 SVIP seats	Php 55,000	Php 65,000
RONALD CANG Club Service "B" Director	Bronze	Php 35,000	Php 45,000
LEONARDO CUARESMA, JR. Director for Audit & Compliance	1 VIP seat		

SPONSORSHIP FORM

	: ROTARY CLUB OF MAKATI WEST : (0917) 543-1709, (0917) 543-1704
Company Name:	
Contact Person:	e-mail address
Contact Details:	mobile
I would like to	o sign us up as a sponsor
[] Platin	um [] Diamond [] Gold [] Silver [] Bronze
Please send pay	ment by 5 May 2022 to avail of the early Bird rate
PAYMENT DETA	AILS: /e will deposit to your account at
	o. 0016 8005 3572 otary Foundation of Makati West Inc
Please Viber or e	mail the deposit slip to jamesonrcmw@gmail.com or kai.rcmw@gmail.com
[] Check for Php	payable to Rotary Foundation of Makati West Inc .

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OFFICERS AND DIRECTORS RY2021-2022

FRANCO DEL ROSARIO President

JAIME BAUTISTA Vice President/Club Service "A" Director

> GIL CHUA President Elect/Secretary

> > TRISTAN CHOA

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

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PP LARRY OCAMPO
PP ANTONIO TAMBUNTING III
PP ENRICO TENSUAN
PP ROQUE TORDESILLAS
PP VICTOR VITAL
CIUB Advisers Club Advisers

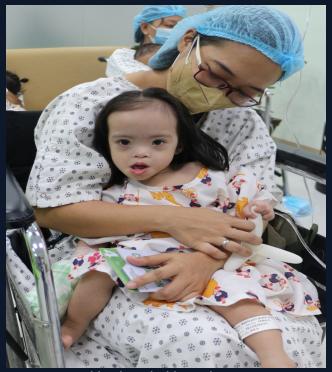
Below are the media values this event has for potential sponsors:

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.	,	,	,	1
Voice-over acknowledgement prior to the event.	1	1	1	•
Logo inclusion in all digital event posters to be shown or	e 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	,	-	1	
C5 Southbound LED. 10 second spot 7 spots per hour, 8am to 10pm	,	-	1	
Two Solaire LED on its façade 10 second spots / 14 per hour; 10am - 11pm.	,	-	1	1
Theatre Lobby LED 30 second spots / 30 per hour; 11am - 10pm.	,	,	1	1
Email blast (EDM) to Solaire patron database (65,000 pax) one week prior to event	,	-	1	1
Solaire social media posts leading to the event (Facebook, Instagram, Twitter 1.3M followers)	,	-	1	
Event landing page at the Solaire website.	•	-	1	1

Est1969

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.

Unit 1903 Cityland Herrera Tower, V.A. Rufino cor. Valero Sts., Salcedo Village, 1227 Makati City, Philippines Mobile (+63) 917 543-1709 / (+63) 917 543-1704; Tel. (63-2) 8753-3098; Email: rcmakatiwest2020@gmail.com



Ma. Angela Manguiat 1 year & 3 mons. female Lipa City, Batangas



Ike Asher Cario 1 year & 10 mons. male Puerto Princesa, Palawan

PROJECT UPDATES

GIFT OF LIFE

GOL RY 2021-2022 De Los Santos Medical Center May 18, 2022



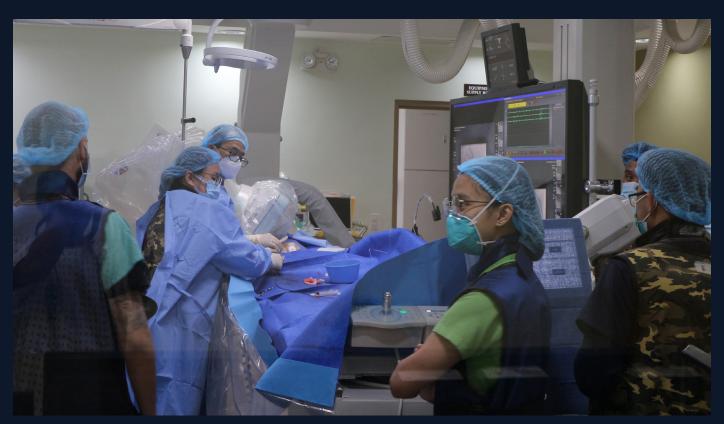
Ziekela Baluyos 2 years & 5 mons. female Zamboanga del Sur

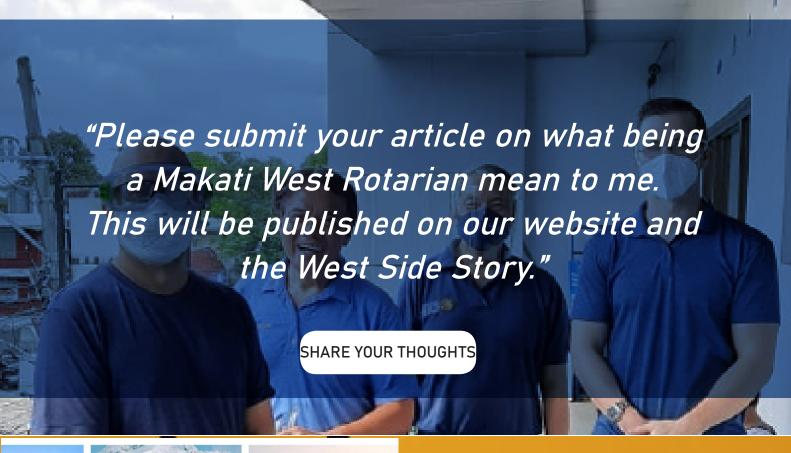


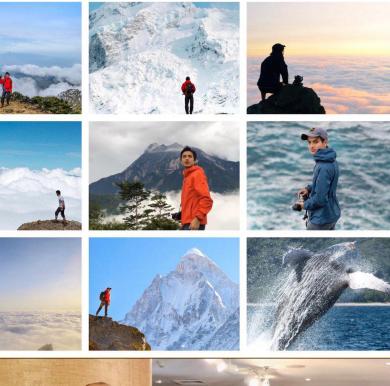
Felicity de Guzman 9 mons. female Caloocan City











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.





- 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 collectibe 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 >



Click to explore >



Fireside Chat & All-Cluster Meetings





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?













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Leonardo Cuaresma, Jr. Director Elmer Francisco Director Director Zdenek Jankovsky Director Gerardo Laperal Lauro Leviste Director

Sqt.-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

PP Aurelio Paulo R. Bartolome Club Adviser

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

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

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