

# WEST SIDE STORY

Rotary  
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 5, RY 2022-2023 | 2,359th Meeting (since 1969) | August 11, 2022

## Thursday Lunch Meeting with Guest Speaker RTN. BOBBY VITO August 4, 2022



Today's Guest Speaker:

MR. CARLO OPLE  
CHAIRMAN  
INFLUENCE GROUP

New RCMW website [www.rcmakatiwest.ph](http://www.rcmakatiwest.ph)

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

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OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST  
Vol. 5, RY 2022-2023 | 2,550th Meeting (since 1909) | August 11, 2022

Rotary Club of Makati West  
 IMAGINE ROTARY

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 with Guest Speaker  
 RTN. BOBBY VITO  
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### GILISM FOR THE WEEK

#GILISM

Change is the  
 only sign of life.







# MONTHLY ACTIVITIES



Lunch Meeting

Mr. Carlo Ople  
Chairman  
Influence Group

Date: August 11, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Membership Development Seminar Part 4

Date: August 13, 2022/ Saturday  
Venue: Zoom Conference  
Time: 1:00pm to 3:00pm

Rotary Service Day  
The Power of Engagement

Organized by:  
Rotary Village Corps Foundation Inc  
Rotary Action Group for Community Economic Development(RAGCED)

Date: August 16, 2022/ Tuesday  
Venue: Tejeros Hall, Camp Aguinaldo, Quezon City  
Time: 1:00pm to 5:00pm



Lunch Meeting

Ms. Julia Abad  
Executive Director  
Philippine Business Coalition for  
Women Empowerment

Date: August 18, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Testimonial Dinner for VP Jimmy Bautista  
as the new Secretary of the  
Department of Transportation (DOTr)

Date: August 24, 2022/ Wednesday  
Venue: TBA  
Time: 6:00pm



# TODAY'S PROGRAM

**12:15PM** Call to Order  
PRESIDENT GIL CHUA

Invocation  
SAA JAVI BERENGUER-TESTA

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

**12:30 PM** President's Time  
PRESIDENT GIL CHUA

Introduction of Guest Speaker  
RTN. JUDD BALAYAN

**12:50PM** Speech  
MR. CARLO OPLE  
Chairman  
Influence Group

Adjournment  
PRESIDENT GIL CHUA

Moderator  
RTN. ROMAN AZANZA

## THIS WEEK'S CELEBRANTS



August 10  
PP ED BALOIS  
Birthday



August 14  
SPS. LETTY TUMANGAN  
Birthday



August 14  
SPS. GLADYS VITO  
Birthday



August 14  
RTN. JAMESON MANLANGIT  
Birthday



August 15  
RTN. RANY ROÑO  
Birthday



August 17  
SPS. GEETA DARGANI  
Birthday



August 17  
SPS. MICHELLE FRANCISCO  
Birthday



August 17  
SPS. MARIE LIBIRAN  
Birthday



August 17  
SPS. CRISTINE ROÑO  
Birthday



## GUEST SPEAKER

### MR. CARLO OPLE

#### CHAIRMAN, INFLUENCE GROUP

Carlo is a Digital Creator and Entrepreneur.

He founded, and concurrently serves as Chairman of the Influence group of companies, which has investments in several businesses championing the Creator Economy in the Asia Pacific region.

Prior to becoming a full-time creator and entrepreneur, Carlo had a 17-year successful corporate career where he held executive positions in digital marketing and strategy in several of the Philippines' top companies.

His last role was serving as the Vice-President for Marketing Communications for PLDT Home.





## PRESIDENT'S MESSAGE

### Future of Advertising

As an "OG" or "old generation" advertising guy, people had asked me a long time ago about my opinion regarding the threat of the so-called Digital shift to the advertising industry. They feared that digital media would significantly replace conventional media like print, TV, radio, and out-of-home, and thus make the old-school advertising business lose money.

Being an optimist, I have always felt that the Digital Age would do more good than harm to the advertising industry. Digital spells change and change means more opportunities.

As I always tell my people at DDB Group Philippines, change is the only sign of life. And what got us here, will not get us to the next destination. We have to constantly embrace change, adapt, and find, if not create opportunities from it.

The fact is, consumers are the advertising industry's kings and queens, and their behavior has changed significantly in favor of digital media, as they engage in gazillion online content on their mobile phones, tablets, laptops, desktops, and smart TVs.



This explains why advertising agencies need to keep up and transform digitally as well. Media will definitely continue to evolve towards becoming more digital and personalized, so brands and their agencies need to adapt and innovate to thrive.

To embrace this shift to digital, as early as 2008, DDB Group Philippines had established our digital agency now known as Tribal Worldwide Philippines, or simply Tribal.

Tribal drives digital transformation for our brands through its Total Experience™ methodologies, which is based on the belief that people are no longer loyal to brands but to experiences. Tribal goes to social media like Facebook and YouTube with impactful ideas that get people talking. They harness agile technology and data analytics to find new ways to solve new problems.

Digital technologies have enabled us to measure how consumers behave in the expanding digital world and this data in turn help advertising companies and brands to create more impactful campaigns. As data is at the center of the new digital world, we at DDB Group Philippines also created our own data analytics company we called Agile Intelligence.

Digital is indeed the future if not the present of advertising, that's why even our creative agencies DDB MNL, DDB PHL, our media agencies Touch XDA and Optimax, our PR arm Ripple8, and content firm Bent & Buzz have been doing their own digital transformation journeys. In fact, the entire DDB Group Philippines has gone digital, and this has indeed future-proofed the agency group.

So, the digital shift has not really been a threat, but is something we have to adapt to and grow with. Digital has given us a platform to increase the value we provide to our advertising clients, along with traditional advertising media. It has been a growth driver for us at DDB, especially during the COVID-19 lockdowns when it made more sense for advertisers to go digital as Filipinos spent more time online.



Renowned digital entrepreneur Carlo Ople doing an online review.

## Influencer Marketing

This brings us to one of the exciting aspects of this digital shift – social media marketing, where the Philippines has become a leading player as Filipinos spend a great deal of time on this type of platforms, thus earning for the country the reputation for being the “social media capital of the world”.

A well-known aspect of social media marketing is influencer marketing, which has grown in popularity over the past decade since study shows most consumers now prefer user-generated content, that is, from influencers, rather than from outright advertising.

In the latest Digital 2022 report released by New York-based creative agency We Are Social and social media management firm Hootsuite, the Philippines has the highest percentage of internet users who follow influencers on social media at 51.4 percent.

This has brought forth an increasing number of Influencers in the Philippines, who have found a lucrative livelihood in being such. For my generation, the only influencers we probably know are the popular artistas or celebrities, who will endorse brands in exchange for hefty talent fees.

Now, almost anybody can be an influencer, but experts like our guest speaker today, digital entrepreneur Carlo Ople, would know the ones



## TIME ONLINE AMONG 16-64 YEARS OLD (DAILY AVERAGE)

Countries	Hours	Minutes
South Africa	10	46
Philippines	10	27
Brazil	10	19
Colombia	10	3
Argentina	9	38
Worldwide	6	58

SOURCE: DIGITAL 2022 REPORT

Digitally centric advertising agencies like Tribal just have to guide its clients in selecting influencers who fit their brand and also ensure that the content they would post are always relevant to the brand’s message and target audience. Effective influencers are authentic and relatable, and are able to show how a certain brand can add value to the consumer’s lifestyle.

Indeed, consumers have gone far and wide in the digital world. So, to go digital or not is no longer a choice but a necessity. In fact, technology has always been something that creative agencies like us have used as a tool to be able to do our jobs well. The advertising industry has gone through its digital transformation, and future prospects are just getting better and better.

If anything, the takeaway I want you to have from this is NOT to fear change, and to always look at the brighter side of things. Be that person who will see the glass half-full, and not half-empty.

Maraming salamat po!

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

who can truly do wonders for specific brands. He is a well-known influencer himself.

In one survey that analyzes the impact of influencer marketing on the purchasing decisions of Filipino consumers, more than two-thirds of the respondents answered that they purchased a product because it was endorsed by an influencer. They see Influencer content as a reassurance or testimonial that a purchase is worth it.

Influencer marketing is especially effective if brands are able to get the right influencer to deliver the message that will appeal to their target audiences, as the latter tend to listen to their favorite influencers’ advice on which product to buy or service to avail.

Specifically, Filipinos heavily rely on online product reviews, which Carlo Ople and his team at Unbox PH are very good at. Their unboxing videos have become both sources of entertainment and reliable product reviews for netizens.





# THE WEEK IN REVIEW

## August 4, 2022



Rtn. Patrick Dionisio as Moderator



PP Lito Jimenez as Invocator



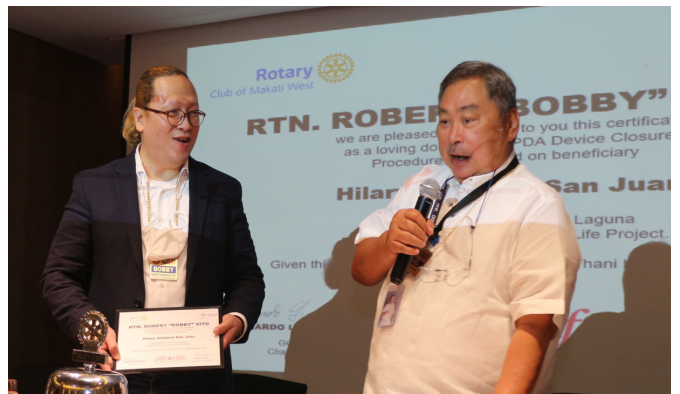
President Gil G. Chua during his President's Time



Rtn. Amel Moti Introduces the Guest Speaker

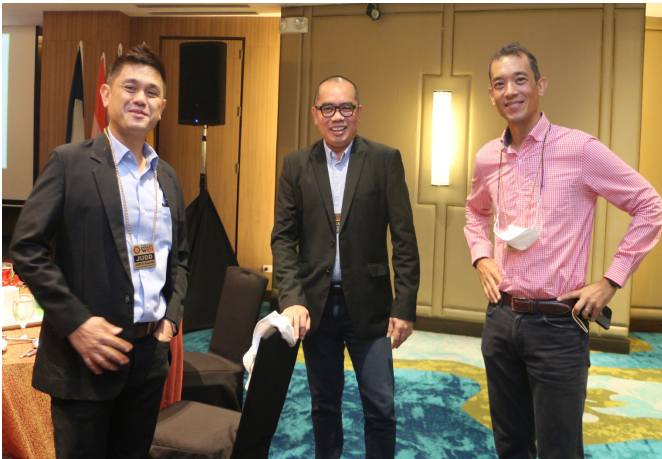


Rtn. Bobby Vito during his talk



Rtn. Bobby Vito receives a Gift of Life certificate from the club













BusinessWorld featured Rotary Club of Makati West's 53rd Induction & Handover Ceremony held last July 9 at Mindanao Ballroom of Sofitel Manila

## People

### Rotary Club of Makati West inducts new officers, board, advisers

THE ROTARY CLUB of Makati West (RCMW) recently held its 53<sup>rd</sup> Induction and Handover Ceremony for its new Officers, Board of Directors, and Club Advisers for Rotary Year (RY) 2022 to 2023 at the Mindanao Ballroom of Sofitel Manila.

DDB Group Philippines Chairman and CEO Gil G. Chua was sworn-in as the club's 55<sup>th</sup> president, along with the other officers and directors of the club for this rotary year. They are Department of Transportation Secretary Jimmy Bautista, vice president; Juan Antonio "Dax" Carlos, secretary and president-elect; Gerardo Laperal, treasurer; Tristan Choa, Leonardo Cuaresma, Jr., Cong. Paul Daza, Epifanio Delos Santos, Elmer Francisco, Scott Moore, and Charles Bernard Reyes, directors; Javier Berenguer-Testa, sergeant at arms; and Franco del Rosario, ex-officio director.

District Governor Mildred Vitangcol of Rotary District 3830, where RCMW belongs, was the guest speaker at the inauguration,



**RCMW President Gil Chua and the rest of the officers, directors, and advisers for RY 2022-23 during their oath-taking led by Past Rotary International Director Guiller Tumangan.**

where she expressed confidence about the RCMW's capacity to serve.

"Let us stand in harmony, united in serving humanity. And for all of you in the RCMW, I am sure we can do even more," Gov. Vitangcol said.

For his part, newly installed RCMW President Gil G. Chua introduced the new theme under his term – Imagination, and encouraged RCMW members to harness their collective imagination and put it into action.

Inducted as well were the Club Advisers for RY 2022-23: Past Rotary International Director (PRID) Guiller Tumangan, and Past Presidents Carmelino Alvendia, Jr., Enrico Angeles, Edgardo Balois, Aurelio Paulo Bartolome, Dave Caldwell, Dennis Decena, Luis del Rosario, Jr., Ramon Guerrero, Amando Jesulito Jimenez, Noel Laman, Teodoro Limcaoco, Ruy Moreno, Larry Ocampo, Antonio Tambunting III, Enrico Tensuan, Roque Tordesillas, Alasdair Thomson, and Victor Vital.





PRID Guiller Tumangan as Secretary attends the meeting of the Nominating Committee for Rotary International President for RY 2024-2025, where he is one of the members, on August 8, 2022 (Monday) at the One Rotary Center, Evanston, Illinois, USA.

Club Updates | BULLETIN BOARD







PRID Guiller Tumangan with Rotary International President-Elect (RIPE) Gordon Mcinally & Past Rotary International President (PRIP) Barry Rassin





PhilStar featured two RCMW members, namely former member, CM Tonette Guerrero, & PP Eric Tensuan as among those Rotarians who led the fight against Breast Cancer



## ROTARY LEADS THE FIGHT AGAINST CANCER

The first brand-new Fuso super-long minibus from Japan has been converted into a mobile clinic equipped to conduct breast and cervical cancer screening in Metro Manila and marginalized communities from neighboring provinces.

This notable donation to the Philippine Cancer Society (PCS) was spearheaded by the Rotary Club of Makati Premier District (RCMPD), led by its charter president Carol Mercado and participated in by its foreign partner, the Rotary Club of Hsinchuang East based in Taipei, Taiwan.

The said clinic-on-wheels has top-of-the-line diagnostic capability that makes use of a portable breast ultrasound machine and biopsy gun and is also equipped with a cryotherapy machine for the precursor treatment of cervical cancer.



(From left) Rotary International District 3830 past district governor Edna Sutter and immediate past district governor Joji Tan, project proponent and primary host contact/ Rotary Club of Makati Premier District (RCMPD) charter president Carol Mercado, with Philippine Cancer Society (PCS) president Dr. Corazon Ngelangel and executive director Dr. Rachael Rosario at the signing of the deed of donation of the minibus-turned-mobile clinic specializing in the treatment of breast and cervical cancers



PCS chairman Antonio Ma. Guerrero forge a full campaign on the use of the mobile clinic and its sustainability.

You may email me at [jlitton@indanet.com](mailto:jlitton@indanet.com). Follow me on Facebook and YouTube: [Johnny Litton by Jayelles PH](#) and on Instagram: [@jayellesph](#).



Batangas governor Hermilando "Dodo" Mandanas sponsored the mobile clinic operations in the province.

Rotary International Arch Klump Society members: Rotary Club of Makati past president David Ackerman and wife, Rotary International District 3830 district governor nominee and Rotary Club of Makati Business District charter president Mache Torres-Ackerman



Dr. Hazel Zuellig is one of the donors of the mobile clinic project.



Rotary Club of Makati Dasmariñas immediate past president Gigi Uy and Rotary Club of Makati Business District immediate past president Rachel Harrison give their support to the maiden day of service of the mobile clinic and pledge to sponsor its operation in their communities.



Mobile clinic operations sponsors Classic Characters Inc. (CCI) president Chand Daryanani, Ravi Daryanani, Hiro Asandas, and New Creation Manufacturing (NCM) president Anil Daryanani

Rotary Club of Makati West past president Eric Tensuan is a staunch financial supporter and sponsor of the mobile clinic operations in different communities, especially in neighboring provinces like Batangas.



Rotary Club of Makati Premier District immediate past president Rina Lopez Bautista and past president Raissa Hechanova-Posadas with Concepcion Industrial Corporation's (CIC) and Concepcion-Carrier Airconditioning Corporation executive vice president Rafael Hechanova, who sponsored three mobile clinic operations in their Makati, Cabuyao, and Alabang offices and plants



Dr. Concepcion volunteer mobile clinic cryotherapy operations.





## TULONG PARA SA ABRA/ILOCOS SUR

A fundraising campaign for the earthquake victims of Abra/ Ilocos sur initiated by RI District 3830 under the leadership of Gov Mildred Vitangcol.

Rotary Club of Makati West through President Gil Chua donated Php15,000 to help our Kababayans.





# ROTARY SERVICE DAY

## THE POWER OF ENGAGEMENT

AUGUST 16, 2022 · 1:00 PM-5:00 PM  
TEJEROS HALL, CAMP AGUINALDO, QUEZON CITY  
DRESS CODE: SMART CASUAL

Organized by:  
ROTARY VILLAGE CORPS FOUNDATION INC.  
ROTARY ACTION GROUP FOR COMMUNITY ECONOMIC DEVELOPMENT (RAGCED)



**R. Gordon R. McInally**  
RI President Elect



**Guiller E. Tumangan**  
Past RI Director  
Chairman, RVC Foundation Inc.



**PDG Jim Louttit**  
RAGCED Head



**PDG Jose Francisco "Jess" Cifra**  
President, RVC Foundation Inc.

**Hosted by: District 3780, 3800 & 3830**  
**A collaboration of the Ten Rotary Districts in the Philippines**

For registration scan the QR Code or follow the link  
<https://bit.ly/3OMgRme>



**Assessment Fee: P700.00**  
For more information and payment kindly contact your respective DGE





## September Shootfest September 28, 2022 at 7:00am Camp Bagong Diwa, Bicutan, Taguig City

Dear Rotary Club Members,  
May we request your kind support to this event? Your participation will be deeply appreciated by District 3830. Thank you.

Rotary District 3830  
In partnership with RMFB-NCRPO  
First ever in the District

**CALIBER 9MM**

**SAVE THE DATE!**  
**September Shootfest**  
September 28, 2022  
At 7:00 A.M.  
Camp Bagong Diwa, Bicutan, Taguig City

Hosted by INFINITY8

Event: District 3830 SEPTEMBER SHOOTFEST.  
Date: September 28, 2022, Wednesday at 7:00 A.M.  
Venue: Camp Bagong Diwa, Bicutan, Taguig City

FEES:

A. PARTICIPANTS: P6,500  
Inclusive of:  
1. To be provided: Guns  
2. Loot bags: 60 Bullets- Advanced; 30 Bullets – Novice; Earplugs, Bottled water, Target board, T-shirt, Face mask, AM/PM Snack, lunch and a chance to win the Grand Raffle;  
3. Please provide your own safety eyewear

B. JOINING THE FELLOWSHIP ONLY: P2,500  
Inclusive of:  
1. AM/PM Snack, Lunch  
2. Chance to win the Grand Raffle;

Kindly deposit your joining fees to:  
CHINA BANKING CORPORATION  
C/A 1003-0001-7430 \* A/C Name: D 3830 Rotary International Inc. OR;  
GCASH No: 09175770855 – [Flore Gatpavat](#)

And post your proof of payments to: CP Lucille Lopez – 09177129746

This event is for the benefit of The Rotary Foundation (TRF)

Have a chance to win our Major Prize: 3-Seater E-Trike Just register and follow this format so we can prepare the participants categories.



Let's support our DISTRICT 3830 and GIVE our SHARE to THE ROTARY FOUNDATION.

Please register your names in this order:  
Example:  
1. PP Arfel Joseph Austria- RC Muntinlupa Central ( Advanced)  
2. PP Mhel Pechera- RC Makat Ayala Amity (Novice)

For inquiries: Please send a message to: TCP [Medi Maeda](#) 09175253288 or PP Patti King- DS Club Service



Jubie Ann A. Devilleres, a GOL Beneficiary operated on July 18, 2009 recently graduated Cum Laude with a bachelor's degree in Business Administration from STI College-Bacoor, Cavite







Ashton Rylie Tabora Robles  
1 year 8 mos. male  
Tanza, Cavite



Clowie Ariola Capin  
8 mos. old female  
Baler, Aurora



# PROJECT UPDATES

## GIFT OF LIFE

GOL RY 2022-2023

National Childrens Hospital  
(1) Open Heart Surgery  
August 8, 2022

De Los Santos Medical Center  
(3) PDA Device Closure  
August 10, 2022



Carl Lester A. Alo  
14 years old, male  
Zamboanga Del Sur



Sai Beatrice Aque Jepolan  
6 years old, female  
Pagadian City



**AUGUST IS**



**MEMBERSHIP  
& NEW CLUB  
DEVELOPMENT  
MONTH**

"Rotary's strength lies in the sincerity of purpose of its members."  
Estes Snedecor, Rotary Club of Portland, Oregon - 1921 Rotary Convention

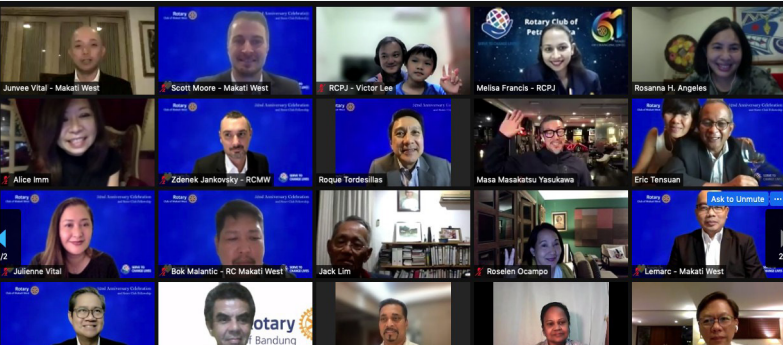


**EACH ROTARIAN:  
REACH ONE, KEEP ONE**

[www.rotary.org](http://www.rotary.org)



**Missed out on past events?**  
We've got them in archives you can  
access in just a few clicks.



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**53rd INDUCTION & HANDOVER**

[Click to explore >](#)

**WEST SIDE  
STORY**

[Click to explore >](#)

**Fireside Chat &  
All-Cluster Meetings**

[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**?







## 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
Club Adviser	PP Carmelino P. Alvendia, Jr.
Club Adviser	PP Dennis Decena
Club Adviser	PP Noel Laman
Club Adviser	PP Teodoro Limcaoco
Club Adviser	PP Amando Jesulito Jimenez
Club Adviser	PP Larry Ocampo
Club Adviser	PP Roque Tordesillas
Club Adviser	PP Antonio Tambunting III
Club Adviser	PP Enrico Angeles
Club Adviser	PP Ramon Guerrero
Club Adviser	PP Edgardo Balois
Club Adviser	PP Aurelio Paulo R. Bartolome
Club Adviser	PP Victor L. Vital
Club Adviser	PP Ruy Moreno
Club Adviser	PP Dave Caldwell
Club Adviser	PP Luis Del Rosario, Jr.
Club Adviser	PP Enrico B. Tensuan
Club Adviser	PP Alasdair Thomson

#### Honorary Members

Hon. Secretary Albert del Rosario and  
Mr. Rob Raylman

#### THE WEST SIDE STORY STAFF

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](mailto:jamesonrcmw@gmail.com)  
[kai.rcmw2@gmail.com](mailto:kai.rcmw2@gmail.com)

Stay up to date with club happenings via

<http://rcmakatiwest.ph>  
[www.fb.com/RCMWD3830](http://www.fb.com/RCMWD3830)  
[rcmakatiwest2020@gmail.com](mailto:rcmakatiwest2020@gmail.com)  
(63-2) 7753 3098

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Village, Makati City, 1227