

# WEST SIDE STORY

Rotary  
Club of Makati West



OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST

Vol. 6, RY 2022-2023 | 2,360th Meeting (since 1969) | August 18, 2022

## RIPE GORDON R. MCINALLY Service Project Visit to RCMW Gift of Life program on August 17, 2022 at De Los Santos Medical Center



Today's Guest Speaker:

MS. JULIA ABAD  
EXECUTIVE DIRECTOR  
PHILIPPINE BUSINESS COALITION  
FOR WOMEN EMPOWERMENT


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

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

**WEST SIDE STORY**  
OFFICIAL NEWSLETTER OF ROTARY CLUB OF MAKATI WEST  
Vol. 6, FY 2022-2023 | 2,520th Meeting (since 1909) | August 16, 2022

Rotary Club of Makati West  
 IMAGINE ROTARY

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 Service Project Visit  
 to RCMW Gift of Life program on  
 August 17, 2022  
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New RCMW website: [www.rcmaktwest.ph](http://www.rcmaktwest.ph)  
[www.fb.com/RCMWD3830](http://www.fb.com/RCMWD3830)

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### GILISM FOR THE WEEK

#GILISM

You can lose everything  
 but never lose your  
**integrity.**





# MONTHLY ACTIVITIES



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: Conrad Hotel  
Time: 6:00pm



Joint Lunch Meeting with  
Rotary Club of Forbes Park  
Rotary Club of Makati Central  
Rotary Club of Makati South

Date: September 1, 2022/ Thursday  
Venue: Glass House, New World Hotel  
Time: 12:00nn to 2:30pm



Lunch Meeting  
Mr. Liam Capati  
Head of Agency  
Facebook

Date: September 15, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



Lunch Meeting  
Dr. Beverly Lorraine C. Ho  
OIC-Undersecretary  
Public Health Services Team  
Department of Health

Date: October 6, 2022/ Thursday  
Venue: Dusit & Zoom Conference  
Time: 12nn to 2pm



# TODAY'S PROGRAM

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

Invocation  
DIR. BERN REYES

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  
DIR. TRISTAN CHOA

**12:50PM** Speech  
MS. JULIA ABAD  
Executive Director  
Philippine Business Coalition for Women Empowerment

Adjournment  
PRESIDENT GIL CHUA

Moderator  
RTN. LARS WITTIG

## THIS WEEK'S CELEBRANTS



August 22  
PP LOU DEL ROSARIO  
Birthday



August 24  
SPS. JUNIE PEÑA  
Birthday



August 27  
PE DAX CARLOS  
Birthday



August 28  
SPS. STELLA AGUILA  
Birthday



August 28  
SPS. TERE DEL ROSARIO  
Birthday



August 30  
SPS. CRISTINA OCAMPO  
Birthday



August 30  
SPS. SANDY OCAMPO  
Birthday



August 21  
RTN. JIMI & SPS. ANA FLORCRUZ  
Wedding Anniversary



August 29  
RTN. TIMMY & SPS. GUIA TAN  
Wedding Anniversary



## GUEST SPEAKER MS. JULIA ABAD EXECUTIVE DIRECTOR, PBCWE

Julia Abad has over 20 years of experience working in the fields of politics, public policy, and social development.

At present, she is the Executive Director of the Philippine Business Coalition for Women Empowerment (PBCWE) which advocates for the increased participation and advancement of women in the workplace. She also sits on the Board of Advisors of the Philippine Business for Education (PBE), and on the Board of Trustees of PHINMA Cagayan de Oro College (COC) and Araullo University.

She was the former Head of the Presidential Management Staff from 2010–2016 and Chief of Staff of then-Senator Benigno S. Aquino III. Prior to her stint in government, She worked as an educator, lecturing in political science and helping to develop a citizenship curriculum for young children. She has also worked in the non-profit sector as a research and communications specialist. She was honoured as a Young Global Leader by the World Economic Forum in 2014 and recognised as one of Manila's 40 under 40 Leaders in International Development by devex.com in 2013.



## PRESIDENT'S MESSAGE

### Gender Equality

Being raised by a single mom, I saw for myself what women can bring to the table when they are given the opportunities to thrive. Women truly have unique capabilities to make things grow and be better.

The number of lives they help extends far and wide from their own family. Communities thrive and the country is stronger because we have women taking care of their families, working in offices, and helping communities.

All kinds of women are special – working moms, housewives, single parents, or singles ready to mingle. When nurtured in an environment where they are valued and given opportunities that are equal to their counterparts from other genders, they are able to actualize their full potential and contribute a lot.

Strong, smart and hardworking, my mother made me a feminist at heart. At a very young age, I learned to respect women, value them, encourage them, and be their cheerleader always.

When I started working, it's when I further realized that women are really special. They run side by side with the men in the organization. There's really nothing that men can do, that women cannot do, and sometimes even better.



In fact, at DDB, we have more female bosses than male ones. In terms of gender composition by level of responsibility, 53% of our executive management, 63% of our senior management, and 65% of our supervisory management are women.

The gender balance scale is somewhat tilted in women’s favor. But maybe because of this, we keep on growing and winning. They provide the balance and harmony, the extra care that we all need at DDB.

In return, we provide policies to ensure they can do their work in a safe environment where they feel supported and appreciated. In fact, DDB’s creativity-inducing culture of freedom is anchored on the principles of “People First” and “Talent Has No Gender” that altogether inspire and motivate not only our female employees, but all of our people regardless of their gender.

### The Philippine Business Coalition for Women Empowerment

In late 2020, we at DDB were introduced to the Philippine Business Coalition for Women Empowerment (PBCWE), a non-profit organization launched by the Australian government’s Investing in Women (IW) in partnership with the Philippine Women’s Economic Network (PhilWEN) to promote gender equality in the workplace and women’s economic empowerment.

Shortly after, we became the first advertising group to be part of the business coalition. As an organization that believes in the high ideals of gender equality, diversity and inclusion, the partnership has further strengthened our advocacy on gender equality in the workplace and brought it to the next level.

Fact is, we want to keep on growing towards becoming a better employer of women, and people of all gender identities for that matter, and be able to do our part in inspiring positive changes towards gender equality and women empowerment.



One of PBCWE’S workplace gender equality training webinars with DDB Group.

To tell you more about this, I invited PBCWE Executive Director Julia Abad in today’s (August 18) Rotary Club of Makati West’s weekly lunch meeting so we will all get to know about the wonderful organization that she leads.

She will talk about workplace gender equality (WGE), diversity and inclusion. And these are things that will not only make our offices kinder and more respectful, but studies show that these also lead to business growth!

In a 2018 International Labor Organization (ILO) enterprise survey of Asia-Pacific enterprises, over two-thirds of respondents said that gender diversity initiatives enhanced their business outcomes in the region with profit increases ranging from 5-20%.

Decades of research have also proven that creating an inclusive and gender equal workplace not only results in improved income, return on investment, and market value, but also increased innovation and resilience, reduced risk, as well as enhanced competitive advantage in attracting investors, consumers, partners, and top talent.

Here are some pointers from Investing in Women on how to achieve workplace gender equality:

- Make it clear to all stakeholders that WGE is a priority for your business.



DDB Group Philippines doing the #BreakTheBias pose during International Women's Day 2022

- Set definite WGE targets and hold managers accountable for achieving them.
- Use company data to monitor, evaluate and improve your WGE policies and practices.
- Aim for a balanced representation of women and men at all levels and monitor access to promotions and training opportunities.
- Prevent sexual harassment and discrimination—women and men should feel safe and respected.
- Provide flexible work arrangements and special family leave benefits.
- Support pay equity or equal pay for work of equal value across all genders.

### GEARS up

Last year, DDB Group Philippines became the first company in the country and the first marketing communications group in Asia to undergo the Gender Equality Assessment, Results and Strategies (GEARS) program administered by PBCWE.

GEARS is said to be designed for companies to gain a deep understanding of gaps, opportunities,

and strengths of their current strategies in relation to workplace gender equality. It's for a company that holds itself accountable to implement mechanisms that eliminate both direct and indirect discrimination and ensures an inclusive work environment and culture.

It is a business enabling tool, where investing in women ensures overall business productivity and performance leading to growth. It equips organizations to harness the real power in parity and opportunity for all.

The GEARS assessment process is comprised of two stages that utilize statistical data collection and targeted focus area analysis.

After completing GEARS, DDB Group Philippines has shown evidence of leading practice, achieving 100% score in nine out of 10 GEARS focus areas where the company has shown that it comprehensively addresses gender equality by taking an integrated approach.

Getting excellent results in GEARS, especially on meeting the Leading Practice Standards in terms of Strategies and Policies, is a testament to our dedication to provide equal opportunity for all employees regardless of gender, and this is something that DDB Group wants to promote within the advertising industry.

We are currently working on progressing our action plans with PBCWE. And as shown by our GEARS results, we are poised to become a leading advocate in workplace gender equality, diversity and inclusion in the industry.

We truly look forward to working with PBCWE and the business community to further build an economic landscape characterized by equality and more empowered women.

Through all these, I hope I am able to honor the sacrifices of the woman whom I value the most – my mom.

Maraming salamat po!

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



# THE WEEK IN REVIEW

## August 11, 2022



Rtn. Roman Azanza as Moderator



SAA Javi Berenguer-Testa as Invocator



President Gil G. Chua during his President's Time



Rtn. Judd Balayan Introduces the Guest Speaker



Mr. Carlo Ople during his talk



Mr. Carlo Ople receives a Gift of Life certificate from the club



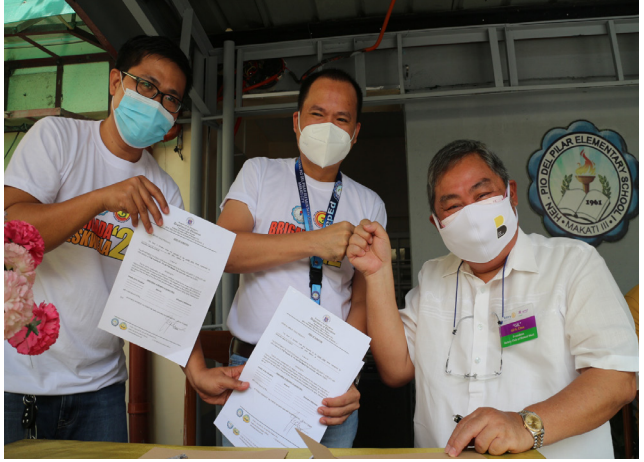






Turnover of Handwashing Station on August 16, 2022 at Hen. Pio Elementary School 1 RCC OF RC Makati West in partnership with RC Makati Northwest (Funder) Global Grant # 1746494









Turnover of Handwashing Station on August 16, 2022 at BF Home Northwest in partnership with RC Makati Northwest (funder) Global Grant # 1746494





## RIPE R Gordon R. McNally Service Project Visit to RCMW Gift of Life on August 17, 2022 at De Los Santos Medical Center

Project Updates | BULLETIN BOARD













## 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.



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



Gavin Lopez Magcalas  
3 years old, male  
Tarlac City



Skylie Angel Urrea Castillo  
3 years old female  
RizalLaguna



## PROJECT UPDATES

### GIFT OF LIFE

GOL RY 2022-2023

De Los Santos Medical Center  
(2) PDA Device Closure & (2) PPBV  
August 17, 2022



Faizal Valenzuela Diamla  
9 mos. male  
Nueva Ecija



Shavie Nathalie Sheed Calma Gavino  
10 years old, female  
Agusan del Sur

**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

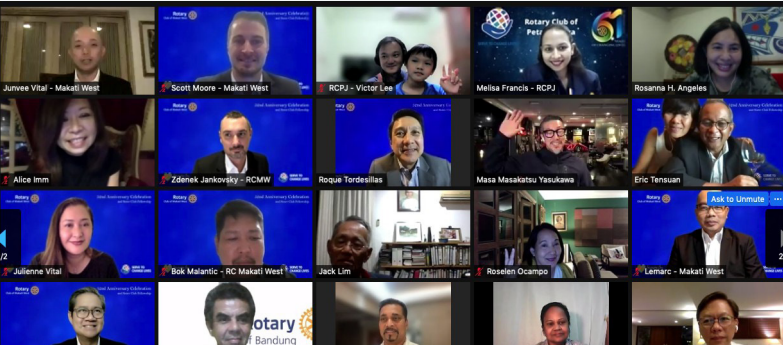


**EACH ROTARIAN:  
REACH ONE, KEEP ONE**

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



**Missed out on past events?**  
We've got them in archives you can  
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**53rd INDUCTION & HANDOVER**

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STORY**

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**Fireside Chat &  
All-Cluster Meetings**

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# 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  
DDB Team: Maricar 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](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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V.A. Rufino cor. Valero St., Salcedo  
Village, Makati City, 1227