



SERVE TO CHANGE LIVES



*Increasing Our
Capacity to Serve*

Rotary
Club of Makati West



Vol. 8, RY 2021-2022 | 2,319th Meeting (since 1969) | August 19, 2021

WEST SIDE STORY

Likhang Sining 2021

Winning artwork by Daphne Pineda,
Under 12 category



Today's Guest Speaker:

Ayala Healthcare's CEO
MR. PAOLO BORROMEIO

www.fb.com/RCMWD3830



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IN THE SPOTLIGHT

9

DDB Group Philippines

GOLD
2021 STEVIE WINNER
INTERNATIONAL BUSINESS AWARDS

COMPANY OF THE YEAR
Advertising, Marketing, & Public Relations
Medium-size Category

GOLD
2021 STEVIE WINNER
INTERNATIONAL BUSINESS AWARDS

MOST EXEMPLARY EMPLOYER
COVID-19 Response Category

This week on *In the Spotlight*,



Next Week's Guest Speaker:

Catch one of the country's top economists, *Mr. Jun Trinidad*, on next Thursday's Lunch Meeting.



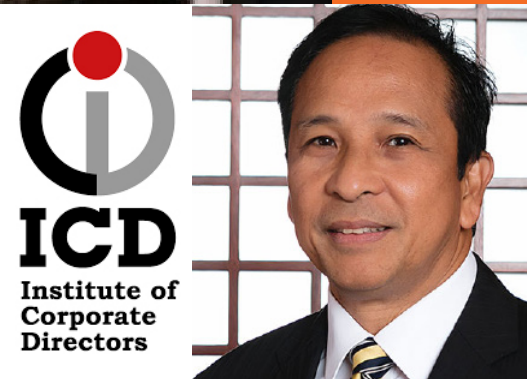
MONTHLY ACTIVITIES



Lunch Meeting

Featuring
Mr. Jun Trinidad
Consultant, Union Bank of the
Philippines

Date: August 26, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Rtn. Cesar Villanueva
Chairman, Board of Trustees,
Institute of Corporate Directors

Date: Sept. 2, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Mr. Martin Lorenzo
Chairman & CEO, First Lucky
Agro-Industrial Corp., Macondray
Philippines Co. Inc.

Date: Sept. 9, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Lunch Meeting

Featuring
Mr. Rafael Jose Consing Jr.
SVP & CFO, Head of Compliance &
Governance International Containers
Terminal Services Inc.

Date: Sept. 16, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



Ladies' Day Lunch Meeting

Featuring
Ms. Lexi Schulze
News Anchor, ANC
Certified KonMAri Consultant

Date: Sept. 23, 2021/ Thursday
Venue: Zoom Conference
Time: 12nn to 2pm



TODAY'S PROGRAM

12:15 PM Call to Order
PRESIDENT FRANCO DEL ROSARIO

Invocation
RTN. ROBERT YUPANGCO

Charging of New Member
PRID GUILLER TUMANGAN

Inducting officer of New Member
PRESIDENT FRANCO DEL ROSARIO

12:20 PM Philippine National Anthem (video)

RC Makati West Hymn
RTN. JP SARABIA

Introduction of Visiting Rotarians and Guest;
Introduction of Personalities at the Presidential
table;

Committee Announcements

Induction of New Member
MR. ANTONIO V. DEL ROSARIO
President & CEO, Coca-Cola Philippines

Short Introduction of the
New Member
PP ROQUE TORDESILLAS

12:30 PM President's Time
PRESIDENT FRANCO DEL ROSARIO

Introduction of Guest Speaker
PP TG LIMCAOCO

12:35 PM Speech
MR. PAOLO BORROMEO
PRESIDENT/CEO
AYALA HEALTHCARE HOLDINGS INC.

Moderator
RTN. CHITO SANTIAGO

THIS WEEK'S CELEBRANTS



August 22
PP LOU DEL ROSARIO



August 24
SPS. JUNIE PEÑA



GUEST SPEAKER

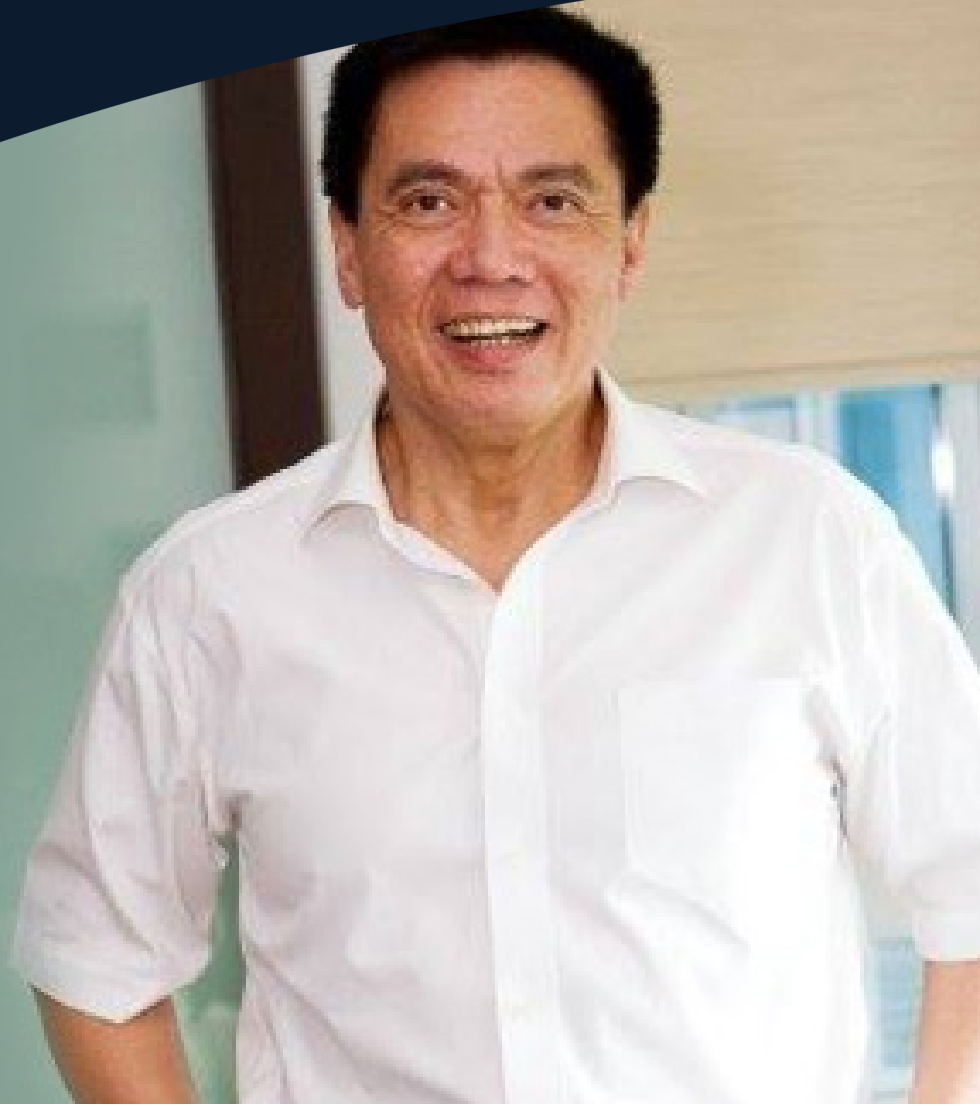
Paolo Borromeo

President/CEO, Ayala
Healthcare Holdings Inc.

a Managing Director of Ayala Corporation and a member of the Ayala Group Management Committee. He heads Ayala Corporation's Corporate Strategy and Development Group, overseeing the group corporate planning process, portfolio strategy, innovation projects, data and analytics, new business development and special projects.

Paolo is also President and CEO of Ayala's healthcare arm, AC Health. He is the Chairman of Healthway Philippines, IE Medica and MedEthix, Qualimed Hospital Group and the Vice Chairman of the Generika Group of Companies. He also sits on the board of AC Ventures Holding Corp., AC Industrial Technology Holdings Inc., Ayala International Holdings Limited, and AG Holdings. Paolo is also a director at Yoma Strategic Holdings, the Singapore-listed holding company of the Yoma Group of Myanmar.

Prior to joining Ayala, he was a Principal at Booz & Company, a strategy consulting firm, based in San Francisco, California. He obtained his Bachelor of Science degree in Management Engineering from the Ateneo de Manila University and his Master's in Business Administration with honors from the Wharton School at the University of Pennsylvania.



PRESIDENT'S MESSAGE

Tips to Reduce Anxiety

Craig Lonnee, Chief Development Officer of the DDB Group, was our guest speaker last week. By the way, weren't Craig's minimalist slides refreshing as they were in stark contrast to cluttered eye test charts? Most of them were just a half dozen words or less.

In a subsequent conversation, I asked Craig which of his slides were appropriate for us to consider applying, that might help to potentially reduce our anxiety whilst we are in ECQ. These were his thoughts and insights on the ten slides that he selected:

1. "Remain hopeful."

2. "Experiment & learn your way forward." His point is that we try. We need to get comfortable with ambiguity and chaos.

3. "Breathe." Craig says just by doing this we could be less prone to feeling anxiety. In fact, neuro chemical and neuro electrical reactions can sharpen attention, motivate us, even boost our immune system, making us less prone to anxiety.

4. "Eat and sleep well. Regularity, not Netflix." Craig emphasizes the importance of regularity in our schedule during ECQ. While Netflix might be relaxing, it sometimes causes us to sleep later than usual, affecting the regularity of our rhythms schedule.

5. "Create connection." Craig maintains the need to provide comfort and support during ECQ forces us to gravitate to our tribe.

Go further, buy your wife or a family member



abroad a surprise gift online. This keeps you connected and it makes their day.

Dr. Casiño, a psychiatrist said, "We are not just grieving over those who died from Covid-19; we are grieving because we lost the previous life that we led."

Two reasons for anxiety issues. One, being at home for 24 hours has blurred the line between our personal and professional lives. When we went to work we were psychologically prepared. But that's gone now.

Two, we have been stripped of coping mechanisms such as vacations, dining out, going to parties. This leads me to another one of Craig's slides.

6. "Feel your feelings." During the pandemic, we are feeling discomfort and anticipatory grief knowing that Covid-19 is life threatening. Our mind imagining the worst contributes to anxiety.

7. "Focus on what's important." As men tend to be less open to talking about an anxiety problem, then, an important priority issue for men is to talk or vent to family and friends about any anxiety problems.

Consider how technology continues to run us, not the other way around. Time devoted to

thinking and typing Viber messages is time taken away from story time with the children or mid-afternoon coffee time with a partner.

8. "Maintain virtual and social boundaries." Craig maintains the lack of boundaries has always been with us. Work from Home (WFH) has put this issue into glaring focus. We hear words like anxiety, fear, overwork and sleeplessness, to name but a few work challenges – the manifestations of WFH.

So, Craig recommends we consider modifying our boundaries and behaviors, as there's always a cost and consequence.

A study indicates that Filipinos on average spend 10 hours every day using the internet, and time absorbing social media, on average, at four hours each day.

Another study by Susan Greenfield, a neuroscientist, disputes the assumption that our technologies are harmless tools. She maintains that excessive use of social networking sites limits the maturation of empathy and identity.

The real issue is phone anxiety – when people are afraid to answer their phones or look at texts. Craig considers group chat as like being in an all-day meeting, with random participants, and no agenda.

9. "Emotions need motion." An excellent example is exercise as it boosts happy hormones.

10. "Re-discover meaning." One of the latter stages of grief is meaning. During these difficult times, one meaning for us is it's good to remember to be kind to ourselves and to others.

*"Our mind
imagining the
worst contributes
to anxiety."*



Now, let me offer some fun and feel-good ideas during the pandemic.

1. If you have not done so, sign up in one of our service projects and committees.
2. Our club has finalized eight home clusters with a director as head of each cluster.

Here's a great anxiety-busting idea. Each home cluster can get together for a weekly walking schedule; perhaps thrice weekly. What's in it for you? (a) You minimize anxiety, (b) You enjoy fellowship with your good-looking fellow Makati West mates, (c) Walking and getting some sun are good for our health. Are you game, guys?

3. Host a fireside chat.

4. Get the family together for a family project. What's the project? Glad you asked. Simple, everyone in your family paints a picture. This is excellent practice for your entire family's art submission to this Rotary year's Likhang Sining. What else? This will make Scott Moore very happy.

5. Learn to make cocktails, like Espresso Martini, Margarita, Old Fashioned, Manhattan.

6. Become a wine connoisseur and build your understanding of wine tasting.

“Craig considers group chat as like being in an all-day meeting, with random participants, and no agenda.”

There's a lot of talk on the billions of pesos it's costing our economy for every day we remain in ECQ. It is timely that next Thursday, while we are on lockdown, we have the opportunity to hear the insights of Jun Trinidad, Senior Consultant of the Union Bank of the Philippines, on what is in store for our economy for the rest of the year. Don't miss it!

As always, let us live our RCMW theme this year: “increase our capacity to serve” with the 3Rs: Recognize, Retain and Recruit!

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



Full Name: Ramon S. Roño

We call you as: Rany

Relationship & Family: Married to Christine Sicam for almost 16 years and have one son, Gabriel Jose.

Education & Training: Graduated from Xavier School in Greenhills in '89 and then a BA in Communication Design from Otis/Parsons Los Angeles, CA.

Day Job: Currently the General Manager of Via Mare Corporation

Work Fulfillment: Beginning with Pres. Marcos, we've had the pleasure to serve and cater 7 (and counting) Philippine Presidents and its administration. Excellent food and service always trumps political affiliation.

Work Challenges: Continuously maintaining and expanding the culinary reputation



of Via Mare, as painstakingly established by the first generation.

Rotary achievements: Having the pleasure of Via Mare to serve and cater to my fellow brothers at the 50th Golden Anniversary dinner event of Rotary Makati West.

Weekend activities: Golf, Running and Biking. Trying out farming soon.

Hang-out place: Right now it's North Kuwarta, South Kusina, Sala City and my favorite of the all, Banyo Beach.

Post- Covid getaways: London, because my son is very fond of vintage trains and the history of British railways, and would never stop talking about us planning a visit there after this is all over.

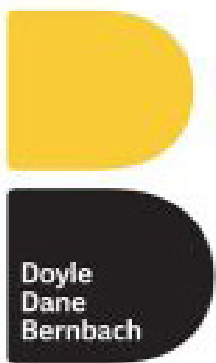
Unforgettable Moments: Getting up close and personal with "The Beast", US President Barack Obama's presidential limo during the APEC dinner in 2015. The limo was parked near our kitchen staging area when we catered the presidential dinner event in SM Arena. Plus, all the US Secret Service sniper guys look like "The Rock". That was awesome.





In the Spotlight

DDB Group wins two gold Stevie Award
in 2021 International Business Awards



DDB Group Philippines



COMPANY OF THE YEAR
Advertising, Marketing, & Public Relations
Medium-size Category



**MOST EXEMPLARY
EMPLOYER**
COVID-19 Response Category

[*Click to explore >*](#)

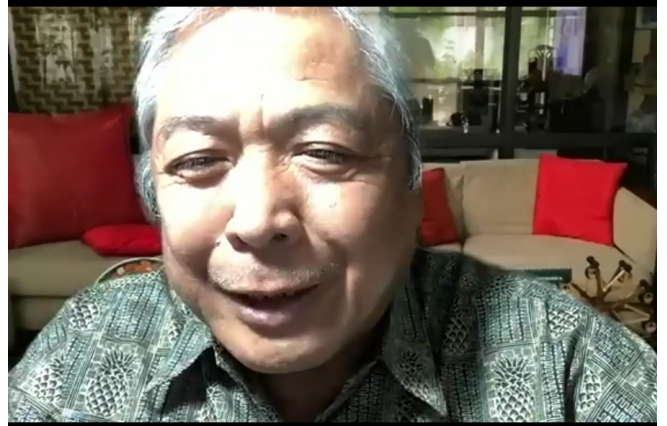


THE WEEK IN REVIEW

AUGUST 12, 2021



PP Ruy Moreno acts as Moderator



VP Jimmy Bautista acts as Invocator



President Franco del Rosario during his President's Time



PE Gil Chua Introduce the Guest Speaker



Mr. Craig Lonnee giving his talk



Mr. Craig Lonnee receives a Gift of Life certificate from the club



-PP ERIC ANGELES

RCMW is a firm believer of giving back to the community. Please share your experience in one or two projects that you were involved that was most gratifying to you.

Two projects come to mind. In 2010 Dr Timmy Tan and I had a long conversation about re-starting the Cataract program. While we've had free cataract surgery projects before, it was sporadic and infrequent. From RY 2010-11 the cataract project has been a fixture in our lineup of projects thanks to Dr, Timmy Tan and every president that chose to fund this project during their terms.

The other project that I was intimately involved with was the construction of the Multi-Purpose Center at our GK-Pinagsama Village. Ten years later it is now at the forefront of several projects of RCMW as the venue to introduce the next generation of activities of RCMW for this community.

As a RCMW member, please specify any other benefits to you in terms of giving your mind a break from work and provide you the opportunity to be able to fellowship with like-minded members?

One aspect of being a Rotarian that most members have not taken full advantage of is International Service. I have met many Rotarians from our sister clubs that have become good friends. Joining visits to our foreign sister clubs is the ultimate experience in membership bonding. Not only do you meet like-minded individuals from other countries but the camaraderie established with your clubmates and their spouses during your travels cements the bond of membership with RCMW. I cannot think of an easier way to create lifelong Rotarians but through International Service.

What have you learned about yourself as a result of joining RCMW?

How do you lead a group of leaders? How can you extract attention and output from people that are not in your employ? How do you achieve production when you cannot use the carrot nor the stick? Become a Makati West president and you will know the answer.

- PP Eric Angeles



-PP ROQUE TORDESILLAS

RCMW is a firm believer of giving back to the community. Please share your experience in one or two projects that you were involved that was most gratifying to you.

As a past president of the club, and over the last 22 years as a Makati West Rotarian, I have at one time or another served in almost all of our many of our projects – all of these times were fulfilling and gratifying. Today, my focus has been in the Guardian Angel Program (GAP). I have been working with GAP for 6 years now, since the day we started it. I find this program especially gratifying because we can get to know our Gift of Life beneficiaries and their families in a very personal way and develop and nurture relationships with them that can lead to more opportunities for service. I also believe the GAP can play a role in nation building.

How did RCMW helped you build your network? Please share experience(s) how these connections HAVE been valuable to you and what opportunities for the future will this network provide you?

The best thing about our RCMW network is it is primarily a network of service, friendship, and fellowship. Because our network is based on these elements, members are very keen and open to helping and supporting each other in different ways. The quality of members we have with regard to stature and influence in business and society cannot be denied, and this combined with the spirit of camaraderie and service creates a very powerful network that has benefitted me in many ways both professionally and personally.

As a RCMW member, please specify any other benefits to you in terms of giving your mind a break from work and provide you the opportunity to be able to fellowship with like-minded members? Please share one or two of your most memorable fun experience(s) in the years you have been with RCMW..

I think one of the key benefits is how RCMW has a very strong network of spouses and children of members who are active and dedicated. My spouse Maritoni has been involved in RCMW longer than I have since she is a daughter of a Makati West Rotarian. She wholeheartedly supports me and the club projects when she is asked to. This allows us to work together on service projects and attend fellowships together. My children have at one time or another also benefited from being involved in projects which has taught them about Rotary and the importance of service in their lives. Furthermore, because of my membership in Rotary, I was able to arrange for my son to participate in the Rotary Youth Exchange program and live and study in France for one year.

What does being a Rotarian mean to *you*?

[SHARE YOUR THOUGHTS](#)

Missed out on past events?

We've got them in archives you can access in just a few clicks.



PAST WEEKLY MEETINGS

[Click to explore >](#)



52ND INDUCTION & HANDOVER

[Click to explore >](#)

WEST SIDE STORY

[Click to explore >](#)

Fireside Chat

[Click to explore >](#)



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

Rotary Club of Makati West



SERVE TO CHANGE LIVES



WIKANG PAMBANSA CORNER

Did You Know... August is National Language Month, “Buwan ng Wikang Pambansa”?

This is the subject of Proclamation No. 1041 signed by former President Fidel V. Ramos on July 15, 1997.

The celebration coincides with the birth month of the late President Manuel L. Quezon, known as the father of the Philippine national language, who was born on Aug. 19, 1878. In a speech delivered on December 30th 1937, from the Malacanan Palace President Quezon announced the creation of a National Language.

Starting this month, we will share Pilipino Idiomatic Expressions (idioms) “Kawikaang Pilipino”. Let’s be proud of our Wikang Pilipino!

Idiomatic Expressions for the week:

4. **Balat sibuyas** (literally, onion-skinned). Thin-skinned. Someone who’s easily offended
5. **Ilista sa tubig** (literally, write on water). Write something (i.e. a debt) off.
6. **Nagbubuhat ng sariling bangko** (literally, lifting one’s chair). Shamelessly bragging about one’s own accomplishments.



PROJECT UPDATES

GIFT OF LIFE

GOL RY 2021-2022





**GIFT OF LIFE BENEFICIARIES
GOL RY 2021-22**

Delos Santos Medical Center, QC
August 18, 2021

Five (5) children underwent PDA Device Closure Procedure today, August 18, 2021 in De Los Santos Medical Center under the care of Dr. Dexter Cheng and Dra. Louisa Go

These patients were endorsed by Jaden and Friends. The four (4) kids were sponsored by GOL Chair Gerry Limcaoco (hospital bill) and by Mr. Rob Raylman from Gift of Life International.

Thank you for your continuous support!



Angela Marie Zabala

15 year old, Baranga Cabuynan,
Tanauan, Leyte, PDA Device
Closure Procedure

Carl John Fontanilla

18 year old, Purok 6, Miller
Estate, Sapang Bato, Angeles
City PDA Device Closure
Procedure



Liam Kidrick Langbis

1 year 1 month old, Daclan, Tublay Ben-
guet, PDA Device Closure Procedure





GIFT OF LIFE BENEFICIARIES
GOL RY 2021-22

Delos Santos Medical Center, QC
August 18, 2021

Sabrina Causay

4 year old, San Pedro Laguna,
PDA Device Closure Procedure



**Samantha Coleen
Austria**

1 year old, dayhagan, Bobga-
bong, Oriental Mindoro PDA
Device Closure Procedure



**AS WE GO INTO ANOTHER LOCKDOWN,
LET'S CONTEMPLATE ON THIS QUOTE**



Tough times never last,

tough people do.

KidsHelpPhone.ca



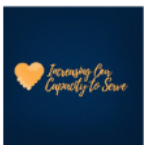
THE FOUR WAY TEST OF THE THINGS WE THINK, SAY AND DO

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 Survey

Do you read the West Side Story?

How many minutes do you allow yourself in reading the West Side Story?

[Click to explore >](#)

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	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
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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

Secretariat: Shekinah Yarra
Royce Ann Ladan
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:

roycercmw@gmail.com
kai.rcmw2@gmail.com

Stay up to date with club happenings via

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