

AT THE THRESHOLD OF NEW BEGINNINGS



A half-century of RCMW Presidents



Current and former RCMW members in attendance

PART ONE : NEW BEGINNINGS



RCMW Past Presidents



RCMW Board of Directors and Advisers for RY 2019-20



District Governors in attendance with Pres. Eric

PART ONE : NEW BEGINNINGS



# 50 Years of Service

by **PP ERIC ANGELES**

**A**s of May 15, 2020, the number of COVID-19 infections in the world had passed the 4.5 million mark, leaving more than 300,000 dead and the worst is yet to come. Even with draconian lockdown protocols, RCMW rose to the occasion with many members implementing projects and services needed to put a fight against this unseen enemy.

RCMW has a long history of responding to natural and man-made disasters throughout its existence. In RY 1975-76, RCMW spearheaded the Tire Reef program at the Batangas coastline to help shore up coral reefs severely damaged by years of dynamite fishing and other irresponsible means of harvesting our marine resources. Also in the late '70s, RCMW, through the initiatives of our late PDG Jun Tambunting, was instrumental in making the Philippines the first country to receive mass immunization under Rotary's Polio Plus program. This was the very first 3-H Program of Rotary in the Philippines. At about the same time, the Vietnamese refugee crisis exploded and once again RCMW was at the forefront of providing basic and essential services to the refugees as they were being processed in Morong, Bataan. We are Makati West!

Throughout the tumultuous '80s, RCMW continued its service to the community. The economic depression at that time saw few to zero delivery of basic services to the poorest communities. RCMW was there to provide out-of-school youth projects, vocational training, nutrition, and small business financial assistance. Throughout the coup d'etats, revolts, and rebellions, RCMW ramped up feeding programs combined with the Teacher-Child-Parent (TCP) Program that combined nutrition with values formation, skills training, and job mentoring initiatives. We are Makati West!



**Groundbreaking of the Multipurpose Hall at RCMW Pinagsama Village**

During the early '90s, Mount Pinatubo erupted after 600 years of dormancy and laid waste to much of Central Luzon. RCMW was there to assist in the rehabilitation of the eruption victims by sponsoring the construction and development of duplex residential houses for housing needs of those displaced. This was also the time when RCMW ramped up its involvement in the Cure TB project in the surrounding communities. This was also a period of great involvement in medical missions within and outside of Metro Manila. Feeding programs were strengthened by including free vitamin supplements and deworming programs. RCMW expanded its involvement through the establishment of Rotary Community Corps (RCC), at one point having the most number of RCC groups of any Rotary club in the whole country. We are Makati West!

The mid-2000s saw a quantum leap in RCMW's projects in terms of reach and difficulty. Foremost among the projects that were introduced by the club during this period was the Gift of Life (GOL) project which by now, has become



Deep well turnover at TS Cruz Subdivision

RCMW's signature project. In terms of funding, medical resources, and club commitment, the GOL project was deemed by many to be above and beyond the capability of a Rotary club in the Philippines. Makati West, however, is no ordinary Rotary club. To date this program has performed over 1,200 life-saving procedures, and together with RC Cebu, we are the only two clubs in the country that have successfully sustained the project for an extended period of time. RCMW's Gawad Kalinga partnerships also happened during this decade with two communities having been built and supported by the club. These are the RCMW & Friends Village at GK Hiyas ng Maynila located at Onyx Street in the boundary between the cities of Makati and Manila, and the bigger RC Makati West GK Pinagsama Village in Taguig City. At the Pinagsama Village, RCMW also built a Multipurpose Hall for the benefit of the residents. Both communities became the primary beneficiaries of RCMW's initiatives in nutrition, education, and values formation.



Cataract surgery at Taguig-Pateros District Hospital

This decade was also when RCMW distributed the bulk of more than 1,200 wheelchairs all over the country with wheelchair donors coming from the US and India. Already in partnership with RC Coimbatore Midtown for the wheelchair distribution, the Artificial Limbs project expanded into the donation and fitting of artificial limbs for indigent recipients. Towards the end of the decade, RCMW launched the Vascular Birthmarks Program, the only program in the country dedicated to the treatment of hemangioma patients. In September 2009, the country was hit by two powerful typhoons. Typhoon Ondoy brought record rainfall and killer floods in Metro Manila, while Typhoon Pepeng lashed Northern Luzon with strong winds and rainfall as well. RCMW responded by distributing relief goods to hard-hit areas and a donation of several personal computers to its new sister club, RC Marikina, for the schools that were hard-hit in the Marikina area. We are Makati West!

The following decade saw a dramatic increase in the number of recipients and

coverage of service for almost all of RCMW's projects. The construction of a Multipurpose Center was added to the GK Pinagsama Village. There were six GOL medical missions during the first half of the 2010s. While there were only around 60 surgeries performed throughout these missions, the primary objective was to train the local professionals to achieve self-sufficiency and sustainability. This bore almost immediate fruition as a record 251 surgeries were performed in RY 2017-18. To date, this is a record number of surgeries performed in one year by any GOL program anywhere in the world.

The 2010s also saw the start of our Gift of Sight project headed by our very own Dr. Timmy Tan as project chairman. To date this program has treated almost 400 eyes allowing people to have the gift of vision once again. In November 2013, one of the strongest super typhoons to ever make landfall barreled into Tacloban City and Leyte province. More than 6,000 people were killed when Super Typhoon Yolanda left a path of destruction across the Visayas regions. RCMW once again responded by providing initial relief effort. However, RCMW made a bigger impact in the rehabilitation side by heading the Help and Assistance for Rotary Philippine Districts Inc. or HARPDI. This was a collaboration of several Rotary districts in the Philippines, Denmark, and Taiwan as well as with a number of private entities and multinational NGOs that funded the construction of 74 brand-new classrooms and the renovation of another 68, benefitting more than 12,500 students in Leyte. PDG Ed Alvarez served as the founding president of HARPDI while PRID Guillier Tumangan served as the founding chairman. We are Makati West!

Today RCMW is once again at the forefront in the supply battle to assist our



PP Eric Angeles' high-value projects

brave but beleaguered frontliners. Just two weeks into the COVID-19 crisis, your club has donated thousands of face masks to a number of hospitals with more to come. President Eric Tensuan himself arranged for free lodging accommodation with a nearby Hotel Sogo for the use of the RITM staff so they did not have to walk or look for a ride home and back to work. Rotarian Elmer Francisco mobilized his whole modernized PUV fleet to serve as shuttle service for frontline health workers. RCMW is supporting this effort by helping fund the fuel and salary expenses of the fleet. Over a thousand food packs and bottled water have already been prepared by several

members for the meal requirements of frontliners.

In the next few weeks, more initiatives by RCMW members will roll out. Imported PPE accessories have already arrived and are now currently being sorted and repacked for distribution. A local prototype PPE suit was recently approved by PGH and will go on production to lessen our reliance on imports. Meanwhile the members continue to support the transportation and meal requirements of the frontliners. We are Makati West!

A lot has changed over the last 50 years in Makati West. Members have come and gone, yet the club seems to have passed on its commitment to service from generation to generation. Many years from now, the COVID-19 pandemic would just be a distant memory. There will be new challenges affecting the poorest and most vulnerable in our society. Then and now, Makati West shall be in the thick of the action by looking for ways to be of assistance and to be relevant. We were never bystanders, then and now. As President Eric Tensuan always reminds us: "WE ARE MAKATI WEST...yesterday, today, and tomorrow!"

FORCE MAJEURE: DISASTER RESPONSE

# COVID-19 Initiatives

## ELMER'S RUN

Our very own Rotarian, Elmer Francisco, is the Chairman & CEO of Elmer Francisco Industries (EFI) and 1111 Empire, Inc., maker of the Francisco Passenger Jeepneys formerly under the family business Francisco Motor Corporation that was established in 1947.

EFI joined the Public Utility Vehicle Modernization Program (PUVMP) of the Department of Transportation (DOTr), aiming to replace the old dilapidated jeepneys with modernized powered vehicles by either Euro IV compliant diesel engines or full electric powertrains.

With the COVID-19 pandemic, the Philippine government had no choice but to go on lockdown, causing Public Utility Vehicle (PUV) operations to be suspended for the safety of the public. This left frontliners of essential services and health staff stranded and unsafe; these brave individuals were forced to walk for over 2 hours just to travel from home to work and vice versa.

In response, Elmer Francisco rolled-out some PUVs to provide transportation for frontliners and health workers in coordination with some Local Government Units (LGUs). A fleet of mini buses provided shuttle services for frontliners



Elmer's Run transported thousands of frontliners to COVID-19 designated hospitals 24/7



from Alabang, Sucat and Bicutan to Makati Medical Center, St. Luke's Global Hospital, BGC and the Philippine General Hospital. To improve this philanthropic caravan, he reached out to his fellow Men of Zest in RCMW to help fund this initiative. The club was more than happy to assist, providing resources to pay for the fuel of the vehicles and the salaries of their drivers. This continued for over 60 days, with the Elmer's Run program transporting thousands of essential personnel to where they were needed most, free-of-charge.

## RITM SOGO ACCOMMODATIONS

Rotary Club of Makati West solicited from SOGO Hotels Alabang through its CFO, Mr. Ed Las, free accommodations consisting of 25 rooms for 50 nights for 50 Research and Laboratory technicians of the Research Institute for Tropical Medicine (RITM) so that they wouldn't have to travel very far just to sleep and go back to work on the following day. RCMW also provided welcome gift packs for these frontliners.



RCMW works with Hotel Sogo to provide free rooms to RITM lab technicians for 50 days and nights

**MASQUER-AID**

The Rotary Club of Makati West interviewed select frontliners from the Philippine General Hospital, National Children’s Hospital, and the De Los Santos Hospital to find out what would help their efforts against the COVID-19 pandemic most. Many of these frontliners are involved in vital surgeries and therefore requested for protective surgical masks. Dr. Cheng and Dr. Go of PGH introduced RCMW to the project “Masks Saves Lives” which was raising PHP 1.4 M to produce 1000 retrofitted snorkel masks that could protect both the doctors and their patients. RCMW reached out to its sister clubs to participate in the funding of these hybrid masks. RC Kowloon West and RC Petaling Jaya kindly obliged. Other partners in this initiative included Health Care Rapid Assistance Fund, Xavier ’88, Global 3D Systems, Markerspace Manila and Operation Heart Foundation.

**FASHION FOR FRONTLINERS**

We salute the local designers, together with the sewers, who teamed up to help stand against the spread of COVID-19. Within the first week of the COVID-19 lockdown, Ms. Yong Davalos, partner of our member, Rotarian Zdenek together with fellow designers, recognized the need for Personal Protective Equipment (PPE) for our frontliners. Using their knowledge in fashion design, Ms. Davalos assembled a small team to research and fabricate a new reusable PPE suit at the lowest cost in the market.

Calling their group, Fashion For Frontliners, they produced ten thousand PPEs and distributed them for free amongst various hospitals. RCMW presented their prototype to PGH for their comments and approval prior to their production.

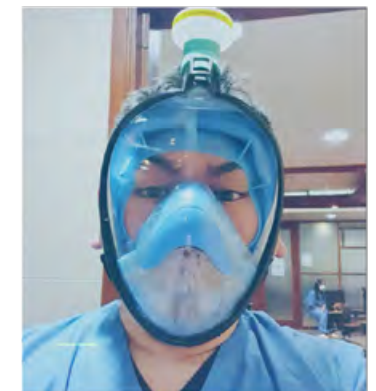
Club funds were committed to the project and were further enhanced by individual donations from RCMW members. These direct donations made the mass production and wide use of these suits possible, protecting the wellbeing of those that wore them and those they worked with.



**PROTECTING OUR PROTECTORS**



**Medical Masquer-Aiders**



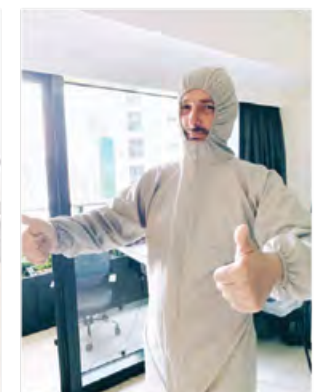
**Reusable mask design**



**True in blue**



**Fashion For Frontliners PPE models**





# Then and Now: A Sweeping Review

**R**CMW was chartered on November 22, 1969 by then RI President James Conway. The club charter was presented by then District Governor David Sycip. Pete Buenaventura was the Charter President and the roster included 34 founding members. Members of RCMW's Board of Directors were Antonio P. Tambunting Jr., Vice President; Erwin Ackerman, Secretary; Fred Ruegg, Treasurer; Jesus Zamora, Sergeant-at-Arms; and Directors Bruce Bruckland, Juan Collas, Leo Parungao Jr., Greg Sycip, M. Torres, and Manuel Hechanova Jr. "The West Side Story" was adopted as the name of the club's official bulletin. For RCMW, this was an abbreviated Rotary Year (RY) 1969-1970.

On its second year under PP Erwin Ackerman, the club sent its first Philippine Rotary Exchange (Rotex) student, Tommy Pamintuan, to RC Tigard in Oregon, USA. In exchange, the club hosted Rotex student Debbi Grubb from Portland, Oregon.

The club bell was bought from Osaka, Japan and donated by Charter Director Greg Sycip.

PP Antonio "Jun" P. Tambunting Jr. became the club's first Paul Harris Fellow and started the practice of adopting a barangay, Barrio Pitogo, as a service project in RY 1971-1972. He also initiated inter-club sports activities as part of the club's programs.

The term of PP Jun was characterized by great political uncertainty. Rumors of impending martial law and all its known perils filled the air. But he was not too bothered, concentrating instead on strengthening his young club's membership. His Rotary mind was looking very far ahead, and his leadership role in Rotary quickly expanded with his aspirations to develop RCMW.

PP Ildefonso "Chitong" Santos was noted for his tree-planting beautification project along the island-dividers of then South Superhighway, now Sergio Osmeña Sr. Highway. His term is remembered for the 40 days of rain that flooded two-thirds of Central Luzon. For the relief of the flood victims, RCMW was designated by District Governor Mark Herras to be the receiving center of relief goods from foreign donors.

The club early on discovered its interest in promoting the arts. PP Chitong got Ayala Corporation and Hotel Intercontinental to co-sponsor an on-the-spot painting contest to offer opportunities for new talents. On the third month of Chitong's term, martial law was declared by President Marcos on Sept. 21, 1972 but was only announced to the public two days later.

PP Vicente "Vic" Puyat was inducted in RY 1973-1974 by his father, Senate President Gil J. Puyat, who by that time was forced out of office by virtue of the martial law declaration that abolished the Senate. "I wanted to say many things about martial law," he disclosed, "but I was not free to express my sentiments." His personal burdens notwithstanding, he initiated the organization of the RCMW Foundation whose first intended project was to beautify with trees and greenery the central business district of Makati. Chitong Santos was going to be the implementing partner.

Hotel Intercontinental Manila was often the venue of the club's inaugural events. The Intercon has since been demolished after closing operations in December 2015 to give way to new structures in a central transport hub called One Ayala Avenue, still under construction in 2020.

PP Rene Tanseco headed the club during the time that the Joint District Conference was held in Cebu, where RCMW Rotarian Jun Tambunting was elected

PART TWO : THE FIRST 25 YEARS



PP Chitong Santos energetically blows the candle as PP Jojo Querubin looks on



Bb. Pilipinas Universe holds on serenely to PP Berney Lichaytoo



The cosmopolitan Fil Juntereal at his best

District Governor nominee. This was a valued recognition of the young club that reached out in aid to the flood victims of San Simon, Pampanga in 1974. PP Ronnie Daez diversified the club's projects in RY 1975-1976, from assisting physically handicapped and out-of-school youth, to embroidery classes at Barrio del Pilar, Makati and the Mother Craft Project at Barrio South Cembo, Makati. At that time, RCMW launched the Vocational Awards for Outstanding Teachers for the Blind and for the Deaf, Outstanding Social Worker, and Outstanding Traffic Policeman, to honor little known vocations rendering significant service. The first sister club relationship abroad was established with RC Kowloon West in Hong Kong.

It was a notable occasion when PP Cesar Cruz was inducted by a fellow club member, Jun Tambunting, who was then the District Governor.

RCMW hosted the District Conference at the Philippine International Convention Center—the biggest event of the year with over 2,000 delegates registered and President Marcos as the keynote speaker. In 1976, RC Taipei became RCMW's sister club.

PP Eddie Hernandez brought the induction and meeting venue to Mandarin Oriental Hotel at the intersection of Makati Avenue and Paseo de Roxas, Makati

in RY 1977-1978. Like the Intercon, the Mandarin has since been demolished after closing operations in September 2014 to give way to Ayala Land's premier residential project called Park Central Towers, still under construction in 2019.

During his term, three sister clubs were added from abroad: Singapore West, Kofu West, and Honolulu West. He also revived the Makati West Foundation, headed by PDG Jun Tambunting.

It was during the term of PP Eric Abad Santos when Rotary's 60th Anniversary in the Philippines was celebrated in a grand manner in 1979. The four Philippine Rotary Districts held a Joint National Conference with RCMW member and PDG Jun Tambunting as chairman. The 3,700 delegates who participated in the 60th Anniversary Conference attested to the organizing skills of the RCMW team.

PP Antonio "Tony" Rufino was sworn into office in RY 1979-1980 by then RI Director M.A.T. Caparas, who was to become the first and only Filipino President of Rotary International eight years later. Club membership reached the magic number of 100. Community projects focused on Barrio Malibay in Pasay City for free medical and dental services and Mother Craft activities. It was the first Philippine club that responded to then RI President James Bomar's call to help

the “boat people” who were fleeing their war-torn country, Vietnam. The club donated medical equipment for these refugees who were hosted by the Philippines at the Bataan Refugee Center in Morong. Credited for the introduction of budgeting and auditing in the club’s affairs, PP Freddie Wieneke was inducted by then RI Vice President M.A.T. Caparas, who was adopted as the club’s first honorary member. International relations were pursued vigorously with the Rotary Clubs of Sapporo West, Nagoya Airport, Kofu West, and Kowloon West, which 18 RCMW Rotarians and their Anns visited for a two-week friendship tour.

The Makati West-Kihachiro Ishii Educational Foundation was established in 1980. Mr. Ishii was earlier introduced to some RCMW Rotarians during a Rotary meeting which led to the club helping him locate the remote Philippine site where his brother was killed during World War II. In gratitude, he contributed seed money for this foundation which has served Filipino students well. PP Oscar “Oskie” de Venecia’s term was memorable because for the first time, a Philippine Rotary club won a Rotary International Award, the RI President’s Special World Understanding Award for RY 1981-1982. Additionally, RCMW earned five District Service Awards and the President Marcos Trophy for Outstanding Club of District 381.

PP Bernardo “Berney” Lichaytoo increased the scholarship grants to 14 at the Don Bosco Training Center in Makati. He also added more sister club relations with RC Sae Seoul in South Korea and RC Petaling Jaya in Malaysia. A 24-person delegation went to Tokyo to attend the 2nd Japan-Philippines Matched Clubs and Districts Workshop.

During PP Antonio “Tony” Joaquin’s term in RY 1983-1984, it was a time of leveraging the resources of seven Makati clubs in joint projects for a traffic improvement scheme; construction of deep wells; programs in nutrition and education; as well as medical and dental missions in Makati’s depressed communities. Aside from RCMW, the clubs included RC Makati, RC Makati North, RC Makati South, RC Makati East, RC Makati Guadalupe, and RC Makati



**Future leaders of the club in fellowship**

Ayala. Then Makati Mayor Yabut supported the joint projects by pledging PHP 10 million.

PP Rafael “Raffy” Yupangco continued the joint projects of the seven clubs but focused on “Rotacare” which expanded the medical/dental healthcare program, and the Blue Zone Traffic program to decongest Makati, which had a worsening traffic problem even back then. The three Interact Clubs of Makati High School were organized in 1984, while the sister club relationship with RC Kobe East was formalized.

PP Ronald Fullerton spearheaded the establishment of the fourth Interact Club, also at Makati High School. A new project, the RCMW Nutrition Center, was launched, and 60 scholarships were granted to needy students. The Rotaract Club of Assumption College was chartered, while the first Rotary-AAP Open Art Competition was organized with the Art Association of the Philippines (AAP). Notably, the club sponsored the chartering of RC Makati Central in 1985.

PP Ricardo “Dong” Puno, being a popular TV news anchor, got RCMW to co-produce with RC Alabang a slide presentation on Rotary Information made avail-



**Jolly Rotarians in a group pose**

able to other clubs. RCMW also hosted the 2nd District Conference of District 381 participated in by 1,247 delegates with 11 clubs registering 100% attendance. Sister club agreements were signed with RC Alabang and RC Bacolod North.

In RY 1987-1988, PP Adrian V. Ocampo's term was highlighted by the organization of a Mothers Club to function as a Rotary Village Corps. Community service projects were emphasized and as a sign of the club's competence and reliability to receive foreign grants, the Canadian government's Mission Administered Funds awarded financial support for a club-sponsored population-oriented project study directed by Rotarian Clipper Lorenzo, then head of the Population Center Foundation. The club hosted three Rotex students from New Zealand and the US while having an exchange program with RC Sapporo West on a short-term basis.

PP Carmelino "Jun" P. Alvendia Jr.'s term was when RCMW hosted the 1989 District 381 Conference at the Manila Hotel. The attendance of 1,782 Rotarians, spouses, and guests achieved a record high. All 49 clubs in the district were present, and it was the first time that then President Corazon C. Aquino ever addressed a Rotary District Conference. Also present were then PDG Oskie de Venecia and Past RI President M.A.T. Caparas, who likewise addressed the District Conference.

That year, RCMW registered its first community-based Rotary Village Corps in Barangay Pio del Pilar, Makati. It was a Rotary outreach idea originated by Past RI President Caparas.

For another club record, a total of 100 Paul Harris Fellows were accounted for, and three international sister clubs were organized: RC Scranton and RC Mountain View, both in the US, and RC Taipei South in Taiwan.

AT THE THRESHOLD OF NEW BEGINNINGS



President Cory Aquino keynotes the 1989 District Conference



PP Pol Ascalon recognizes PP Rey Guevara



PP Rey Guevara and the suave Mon Torres enjoy their drinks

RCMW was voted “The Most Outstanding Club in International Service in District 381” for RY 1988-1989.

A new Rotaract Club of Makati West, the first community-based Rotaract Club, was set up bringing to 10 the number of Rotaract Clubs under RCMW’s tutelage.

During PP Jimmy Dinglasan’s term, the RCMW Hymn was introduced in 1990, composed by song-writer Tina Iletto-Diaz. Since then, this hymn has always been sung in every meeting — loudly, resonantly, with fervor burning.

The signature Teacher-Child-Parent Nutrition Education Project at Pio del Pilar I Elementary School in Makati was implemented, a “first” by a Rotary Club in Luzon. This was adopted as a district project by Vince Carlos, District Governor in RY 1990-1991 during PP Reynaldo “Rey” Guevara’s term. He earned for RCMW the distinction of “Most Outstanding Club in Community Service-Overall” for District 3810.

The “Katangian Awards” Project was launched by the club to recognize television and print ads that exemplified positive Filipino values and traits. This was a unique project in the sense that it encouraged print and broadcast media, with their wide outreach, to produce “value-based” advertising that had national impact.

A third Rotary Village Corps in Kasilawan was chartered. Two feeding centers were expanded in Barangay Pio del Pilar. A matched club agreement with RC Village in Mexico was signed during the Rotary International Convention in Mexico City.

PP Dennis D. Decena launched the FINEX-Rotary First Byte computer outreach program in RY 1991-1992, deploying selected scholars and trainees to work with pay in the computer departments of different companies. He sponsored the distribution of elementary and high school books to 25 schools all over the country. He also brought a team of doctors and nurses from the Association of Philippine Ophthalmologists in America and University of Santo Tomas to Mamburao, Occidental Mindoro to examine 607 persons and operate on 37 indigent patients.

RC Nagoya Airport donated USD 10,000 as seed money to fund 10 college scholarships at the University of Makati. This formalized the organization of the RCMW-RC Nagoya Airport Scholarship Foundation Inc. to award scholarships to college students in need of assistance. RCMW was voted “The Most Outstanding Club in Vocational Service in District 3810 (By Club Category)” in RY 1991-1992.

PART TWO : THE FIRST 25 YEARS



Poch Robles provides a distinctive remark during an open forum



Infectious smiles are chiselled in the faces of PDG Willie Segovia, PP Dennis Decena and then PDG Guiller Tumangan



Dedicated Rotarians shooting the breeze at the bar

PP Mark Javier brought distinction to the club when it was designated to lead the first Joint Rotaract-Interact District Conference held in 1993 at the National Arts Center in Mt. Makiling, Laguna. Noting the club's success in steering this big youth event, then District Governor Leo de Guzman assigned RCMW to spearhead the 1994 National Youth Conference.

RCMW sponsored a new club, RC Makati San Lorenzo, which was chartered in April 1993 with PP Rey Guevara being appointed as the District Governor's Special Representative.

On the 25th Anniversary of RCMW in RY 1993-1994, PP Guiller E. Tumanagan presided over a grand slam year for wide-ranging projects in all the avenues of service, coinciding with the Diamond 75<sup>th</sup> Anniversary of Rotary in the Philippines. The club won the "Diamond Award as the Most Outstanding Rotary Club in District 3810-Overall Category" and PP Guiller was chosen for the "Diamond Award as the Most Outstanding Club President in District 3810-Overall Category." He was a rising star in the Rotary firmament, paving his way to become a Rotary International Director in RY 2014-2016.

There were other accompanying awards: Diamond Performance; the Best in the District Awards-Overall Category, in International Service, Community Ser-

vice, Youth Service; and Most Outstanding in Rotary Foundation, in Club Bulletin, Preserve Planet Earth, and Support to RP 2000. RCMW was also recognized for its Most Active Participation in District Activities.

In November 1993, the club conducted the largest medical and dental mission in Cabanatuan General Hospital, Nueva Ecija jointly with RC Cabanatuan, RCMW's Polio Plus Committee manned the health centers in Makati Main, Cembo, Rembo, and Pembo ministering to 29,261 polio vaccine recipients. The club maintained three barangay feeding centers at Kasilawan, Pio del Pilar, and Parada benefitting 110 malnourished children, who were served with 57,208 meals until they reached normal weight.

During the presidency of Guiller, the National Youth Conference was held on January 22-23, 1994 at the National Art Center in Mt. Makiling, Laguna. District Governor Leo de Guzman assigned RCMW to be the host club with IPP Mark Javier as the committee chair.

The 25th year of RCMW was the solid foundation that augured well for the next quarter century, with an equally eager President Eduardo "Ed" R. Alvarez taking over the club's stewardship in RY 1994-1995.

# My West Side Story

by **PDG TONY RUFINO**

I have been asked what I'd tell someone who has been invited to join our Rotary club, and who would like to know more about this organization. I'd simply say, come to our meetings and see.

At our meetings, Rotarians are usually huddled around the table in animated conversation and laughing like long-lost friends coming to a reunion, even if they were together just last week. Some could be having a side coordination meeting for the implementation of a community service project. There's a lot of ribbing and poking fun at each other.

We feel comfortable with each other, we are like family. As a matter of fact, the club is made up mostly of second generation Rotarians. Rotary is in their blood. Good trees and good seeds.

But when the President calls the meeting to order, quiet descends. A prayer starts the proceedings. They sing the national anthem with fervor, and their club hymn with feeling.

We have a good lineup of weekly speakers who are sources of interesting, up-to-date relevant information. By our personal connections, we have access to high officials of the land, the clergy, ambassadors, top businessmen, and other distinguished speakers who otherwise would not be available to share their valuable time. It's an advantage that comes from club membership.

After all, RCMW is the second club to be organized in Makati. It is steeped in Rotary history and celebrated tradition. The club is so active, vibrant, and exemplary that it is sometimes regarded as a district of its own.

There's quality in the membership. It is evident from the manners and de-

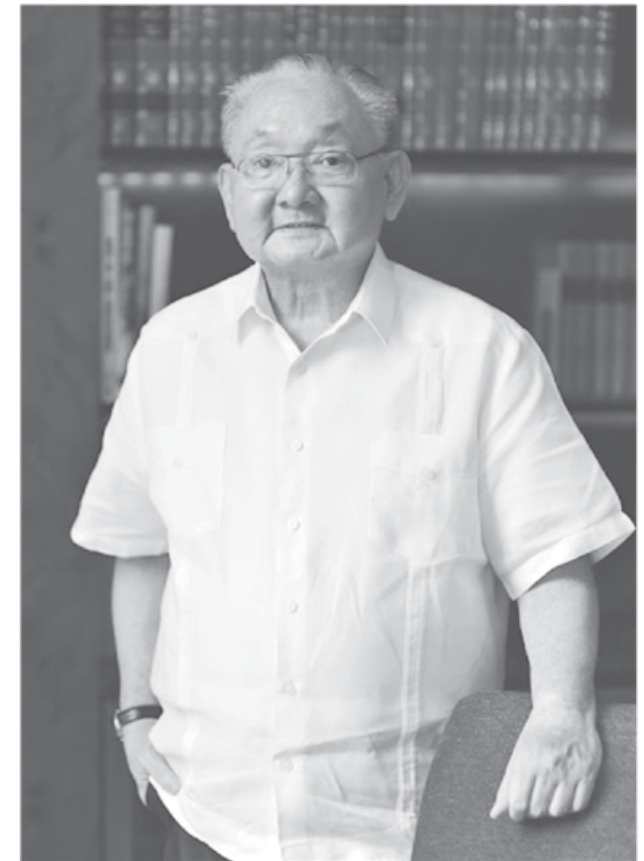
meanor, conduct and bearing, cooperation and commitment of young and old members alike.

The club boasts of the finest representatives of Vocational Service in its membership roster. From the top executives of multinational firms to the ranking honchos of local companies, as well as respectable professionals—lawyers, doctors, architects, accountants, engineers. They are pedigreed.

Reading the weekly club bulletin called "West Side Story" provides a summary report of ongoing service projects. The text and photos in our newsletter tell the story in a timely manner.

Then I could also tell the story of our Gift of Life project that has literally given new life to more than a thousand children born with congenital heart disease; our engagement with the youth, providing scholarships and personal guidance; promoting the arts and young artists; and, oh, so many more. Again, I'll just say, come and see for yourself.

In all my years with the club, I have never been so personally satisfied as I am today. I'm proud that I have been part of 50 years of a great story.



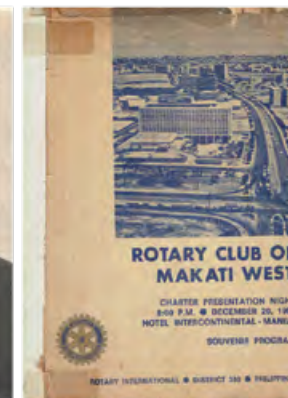
**PDG Tony Rufino at the Tower Club**

# Past Presidents

## RY 1969-1970 to RY 1993-1994



Pedro A. Buenaventura



RY 1969-1970



Erwin J. Ackermann



RY 1970-1971



Antonio P. Tambunting Jr.



RY 1971-1972



Ildefonso P. Santos Jr.



RY 1972-1973



Victor C. Puyat



RY 1973-1974



Renato M. Tanseco



RY 1974-1975



Hilarion S. Daez



RY 1975-1976



AT THE THRESHOLD OF NEW BEGINNINGS



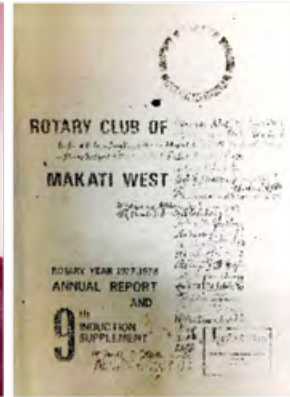
Cesar C. Cruz



RY 1976-1977



Eduardo F. Hernandez



RY 1977-1978



Enrique R.S. Abad Santos



RY 1978-1979



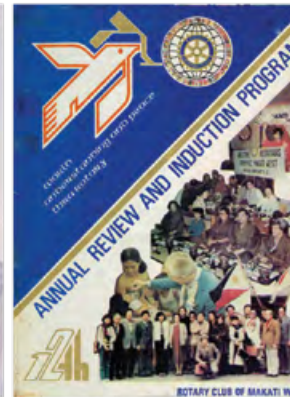
Antonio A. Rufino



RY 1979-1980



Alfredo A. Wieneke



RY 1980-1981



Oscar C. De Venecia



RY 1981-1982



Bernardo Lichaytoo



RY 1982-1983



Antonio B.K. Joaquin



RY 1983-1984



Rafael L. Yupangco

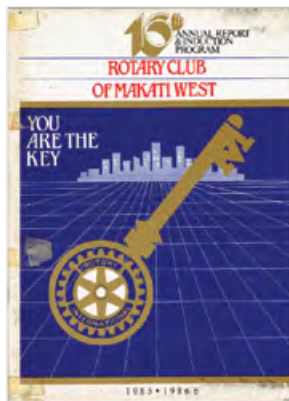


RY 1984-1985

PART TWO : THE FIRST 25 YEARS



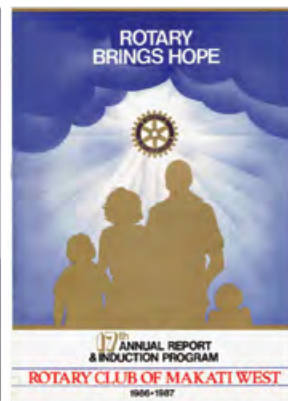
Ronaldo A. Fullerton



RY 1985-1986



Ricardo V. Puno Jr.



RY 1986-1987



Adrian V. Ocampo



RY 1987-1988



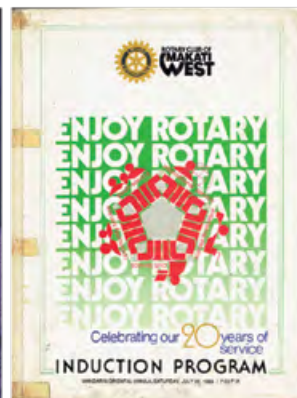
Carmelino P. Alvendia Jr.



RY 1988-1989



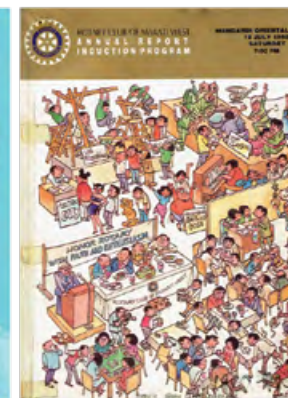
Jaime C. Dinglasan



RY 1989-1990



Reynaldo S. Guevera



RY 1990-1991



Dennis D. Decena



RY 1991-1992



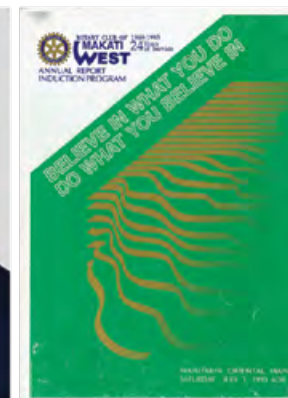
Mark Anthony N. Javier



RY 1992-1993



Guiller E. Tumangan



RY 1993-1994

AT THE THRESHOLD OF NEW BEGINNINGS



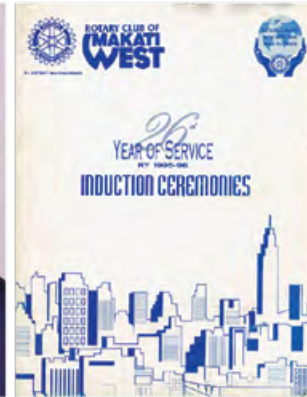
Eduardo R. Alvarez



RY 1994-1995



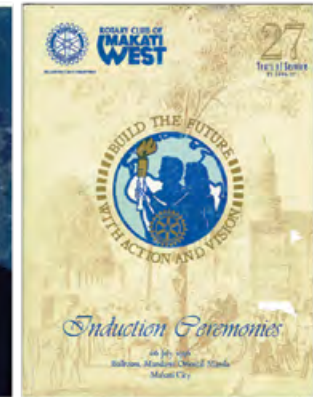
Noel A. Laman



RY 1995-1996



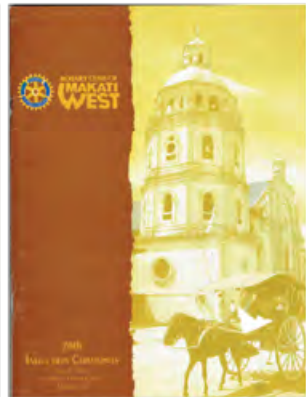
Victor Y. Lim Jr.



RY 1996-1997



Eduardo D. de los Angeles



RY 1997-1998



Policarpio L. Ascalon



RY 1998-1999



Jose L. Querubin



RY 1999-2000

# Past Presidents

RY 1994-1995 to RY 2018-2019



Rolando P. Gosiengfiao



RY 2000-2001



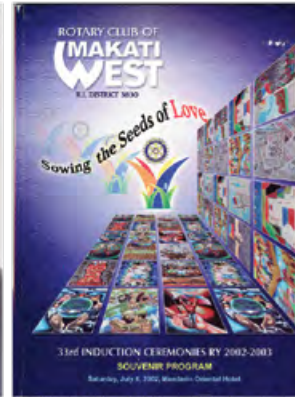
Ernesto I. Fajardo

PART THREE : THE SECOND 25 YEARS



Teodoro K. Limcaoco

RY 2001-2002



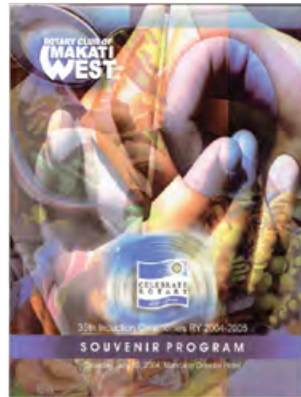
Amando Jesulito V. Jimenez

RY 2002-2003



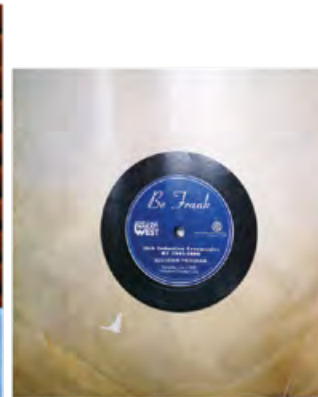
Antonio A. Cabral Jr.

RY 2003-2004



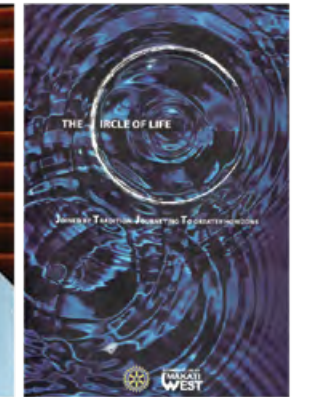
Lorenzo T. Ocampo

RY 2004-2005



Roque S. Tordesillas

RY 2005-2006



Antonio C. Tambunting III

RY 2006-2007



Phillip S. Hagedorn

RY 2007 - 2008



Roberto C.O. Lim

RY 2008-2009



Fernando Martin O. Peña

RY 2009-2010

AT THE THRESHOLD OF NEW BEGINNINGS



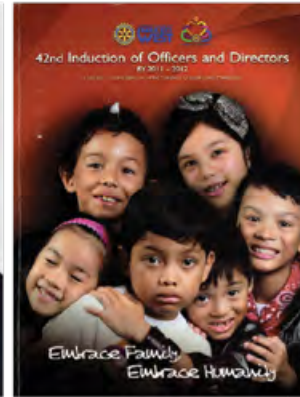
Enrico V. Angeles



RY 2010-2011



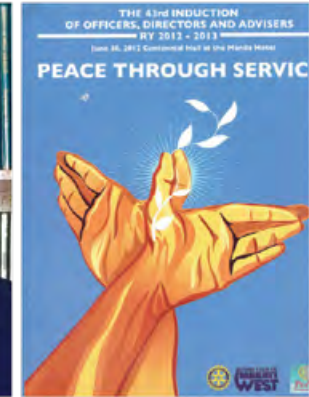
Ramon Jose F.L. Guerrero



RY 2011-2012



Edgardo G. Balois



RY 2012-2013



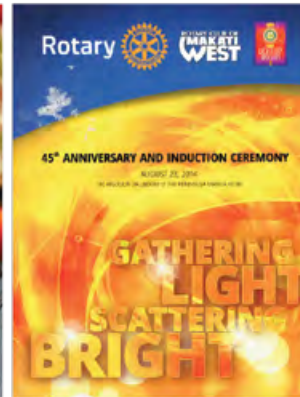
Antonio A.L. Lopez



RY 2013-2014



Aurelio Paulo R. Bartolome



RY 2014-2015



Victor L. Vital Jr.



RY 2015-2016



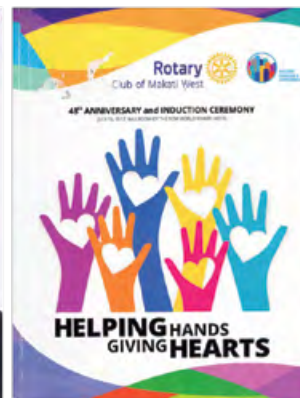
Ruy Y. Moreno



RY 2016-2017



David Randolph Caldwell Jr.



RY 2017-2018



Luis F. del Rosario Jr.



RY 2018-2019

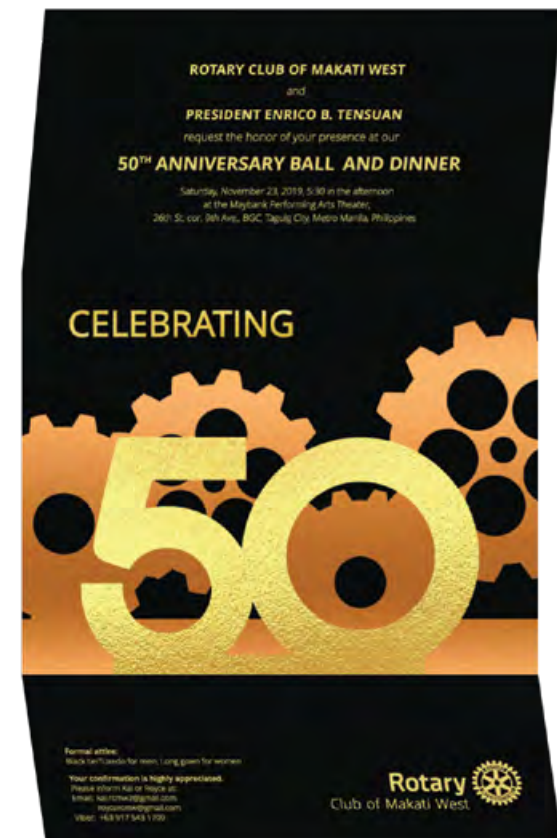
# Golden Jubilee President



RY 2019-2020



Enrico B. Tensuan



# What Does RCMW Mean to You?

To complete the RCMW story, we searched for a definitive description of this group of Rotarians, this fraternity of best friends, as some of them have called themselves. Perhaps this description can best be done by putting together the words of the past presidents who led the club during the second 25 years, when they respond to the question: What does RCMW mean to you? In their own way of saying it, as they see it and feel it, from the heart, we can draw a composite picture of the Rotary Club of Makati West now celebrating 50 years in the service of Rotary and country.

Try asking a club member to characterize RCMW or what it means to him. There would probably be a pause of hesitation, even from a past president, because one doesn't know where to begin. If one has been a member even for a brief while, he will have gone through an instant immersive experience that transforms him. There's vibrancy in the team spirit and comforting warmth in the fellowship. Soon enough, one catches on to the instinctive generosity that drives everybody to reach out in friendship and service — to those in need, to the youth, to the international community, to the local community. We now start quoting these past presidents to let their words paint the colorful collage of a grand portrait.

PP Eduardo “Ed” R. Alvarez was very personal in characterizing his Rotary membership. “There is no greater fulfillment in life than the fulfillment felt after humbly sharing a great part of yourself to helping your fellow men. This year's very timely theme of Act With Integrity, Serve With Love, Work For Peace more than emphasizes the great role we have to play, as Rotarians, in our communities.”

PP Noel A. Laman defined the club simply through images of projects undertaken: “We launched the Tri-District Firemen of the Year Award under Vo-

luntary Services, the Likhang Sining '96 on-the-spot painting contest, the Outstanding Teachers Award (Makati City-Art Category), and the community and Rotary Village Corps-based Values Formation Seminar. It is without doubt that this Rotary year will not be lacking in meaningful challenges to do service to the communities which Rotary Clubs serve. Salute to the 1996 Valedictorians of all public and private schools in Makati!” Then PP Noel projects the striking total image: “And the Rotary Club of Makati West has always risen as one solid club to these challenges.”

Perhaps not consciously, PP Victor “Vic” Y. Lim Jr. revealed an RCMW trait that has been perpetuated by tradition. And this is the predecessor's caring attitude for his successors in the line of club leadership. Each RCMW President has his own annual report of accomplishments, but beyond this, each one who turns over the presidential responsibilities makes sure the succeeding president accomplishes productively as well. It's about continuing a chain of service projects. So PP Vic declared to his successor: “There is no doubt in my mind that the Caring Team of President Dindo will consistently meet and conquer new Rotary challenges. As a first step to support the Rotary International motto for the coming year, Show Rotary Cares, we have put in place the mechanics for swift response to natural calamities by accumulating the relief goods before disaster strikes. In other words, our strategy is anticipatory rather than reactive.”

Responding to this kind gesture, PP Eduardo de los Angeles reported at the end of his term: “In keeping with the theme Show Rotary Cares, we continued our extensive community services: our Polio Plus and anti-dengue programs; our daily feeding of malnourished children in three barangays; our promotion of the Teacher-Child-Parent nutrition project; our funding of the

PART THREE : THE SECOND 25 YEARS



**Hotel Intercontinental Manila opened in 1969 at 1 Ayala Avenue, Makati. During its early years, RCMW held its weekly Thursday noon meetings at the Top of the Intercon.**



**RCMW moved to the Mandarin Oriental Hotel along Makati Avenue in 1977. The Mandarin's ballroom became the regular meeting venue until the hotel closed down in 2014.**



**Since 2015, the Tower Club Makati at Philamlife Tower along Paseo de Roxas has been the home of RCMW's weekly meetings.**

Don Bosco street children program; the Stepping Stone Foundation and the Marillac Hills program for battered and abused women; our free legal assistance and medical missions; and our cooking demonstrations for housewives." The list is in fact longer.

PP Pol Ascalon continued the momentum of good works which earned for RCMW the "Most Outstanding Club" trophy from the District and the RI Presidential Citation for Outstanding Participation in the Four Avenues of Service from Rotary International.

In acknowledging these awards to the club, he commented: "Throughout the year, we had our fill of fellowship and socials. But over and above this, working together, we were a powerful force in making real Rotary's dream of Service Above Self."

When RCMW won "Most Outstanding Rotary Club" and "Most Outstanding Rotary Club President" in RY 1999-2000, PP Jose "Jojo" L. Querubin said: "The club has embarked on several projects to uplift the less fortunate members of our community. This we have done not only through hard work but also by developing lasting friendships and comradeship among ourselves — a club made up of Rotarians who understand the true meaning of service."

Very proudly, PP Rolando "Rols" P. Gosiengfiao pronounced: "Our club has now become the premier club in the country, with its established leadership in Rotary, with the breadth of its community projects, and the quality and size of its membership." RCMW had just won awards in the preceding year, plus six other "Most Outstanding" awards — in Club Service, in International Service, in International Service Project, in Highest Contribution to the Rotary Foundation in Absolute Amount, and as Rotary Club in the Rotary Foundation.

When PP Rols resigned midstream in November 2000, it was Ernesto "Ernie" I. Fajardo who completed his presidential term and continued to be "justly proud of the club's main accomplishments, as evidenced by the host of many citations received during the recently concluded District Jubilee Award, the second straight year that RCMW was chosen Most Outstanding Rotary Club in District 3830."

PP Teodoro "TG" K. Limcaoco had a succinct way of characterizing his role:



## PART THREE : THE SECOND 25 YEARS



A solemn moment for PP AP Bartolome during his induction



A harvest of District awards by PP Eric Angeles

“Our club grew in numbers with 30 new members, and in strength as evidenced by the fellowship within the club. The work of the past year is rewarded only by the fact that the club is stronger than ever. That is all that matters.” Strength from membership and fellowship was his simple but solid formula for RCMW to “continue its role as the preeminent Rotary Club in the country.”

PP Amando Jesulito “Lito” V. Jimenez defined for himself the heavy responsibility of the club’s leadership. “This was the moment when all my aspirations for serving the club and the community outside it had been realized. I knew then that I had to make good use of this time, for doing so will glorify God and edify man.” He was being inspired by the RI theme of his Rotary Year, Sowing the Seeds of Love.

“It is indeed an honor and privilege to lead this magnificent band of brothers whose wisdom, boundless energy, and character are second to none.” That’s how PP Antonio “Bobby” A. Cabral Jr. described RCMW. Then he discussed the activities of the club in the larger context of society. “The world we live in has undergone drastic changes with a paradigm shift in the approach to global and national politics and socio-economic issues. No longer are leaders willing to react to situations but rather, they anticipate and act. Yes, we have a daunting task ahead of us but if we remain united in mind and spirit, we should be

able to surmount any obstacles that stand in our way.” He pictured the world as a challenge, and he proposed to use Rotary as the platform to meet those challenges — whatever they are.

PP Lorenzo “Larry” T. Ocampo and his father Adrian have the distinction of being the first father and son tandem to both become President of RCMW. “Having your father as your chief cheerleader and supporter really makes the role of President so much more significant,” said PP Larry. This is poignant and gives a very deep meaning to what the club is for father and son, and vicariously to all members. RCMW is truly family, inextricably.

The component of urgency in RCMW’s programs was established by PP Roque Tordesillas. He said this with an obvious reference to the music of the great crooner Frank Sinatra, whose songs the club chose to sing and play for their inauguration: “This year we have decided to have as our theme Be Frank. But there is another reason behind our choice—for it brings to heart the challenge that each and every one of the Makati West Rotarians faces in our community and in our nation today. If there ever was a time when our call to serve and to love our fellowmen has been loudest, now is such a time. We always hear the chant: ‘The Filipino Can!’ But I take this a step further and call on you with the

PART THREE : THE SECOND 25 YEARS



Drinks, drinks, drinks everywhere



Dr. Timmy Tan in action during cataract surgery



Large delegation of RCMW golfers in Bacolod

words: ‘The Makati West Rotarian Must!’ As Rotarians, the challenge is always ours: to serve and make our community, our nation, and our planet a much better place to live in for all humanity.”

PP Antonio “Jay” C. Tambunting III, was the second one whose father had likewise served as President of RCMW. “I am blessed to have my father, PDG Jun Tambunting, as my adviser and mentor,” he acknowledged, adding: “An epitome to the Rotary motto of Service Above Self, he too was a charter member. He is my Rotary inspiration.” Indeed an inspiration — both of them — to all RCMW members, and all Rotarians in general, who look up to them as exemplifying how imbedded Rotary can be, must be, in a family.

PP Phillip Hagedorn declared in RY 2007-2008: “My inspiration to serve comes from you, my fellow Rotarians. I am blessed to be working alongside true gentlemen — men with broad shoulders and who are always prepared to lend a helping hand.”

PP Roberto Cecilio “Bobby” C. Lim called it “Rotary’s genius for service to the community.” He further elaborated on RCMW’s culture and how he looks at the club in terms of its resources: “We shall build on the achievements, knowledge, experience, and culture of passionate, voluntary participation and commitment

that we have inherited from the pillars of our club — our past presidents and senior members.” “I am the second generation Rotarian,” revealed PP Fernando “Fern” Martin O. Peña. “I served as a Rotary kid when my father was president of another Rotary Club in our district. I distinctly remember accompanying him in his civic works and during his fellowship and family activities, and have tried to give my family these same experiences. I have Rotary in my blood and today I hope to serve Rotary and to impress on others its legacy of solidarity and public service for many generations to come. As the world feels the economic downturn of its larger economies, the Rotary motto of Service Above Self will have new meaning for more people who are affected by the economic crisis.”

When PP Enrico “Eric” V. Angeles was at the helm of RCMW in RY 2010-2011, this is how he attributed the club’s success: “It’s not only the projects that matter, but more importantly, it is the time we spend together enjoying the meetings and the fellowship that go hand in hand with our community service. We will try to create more opportunities to enjoy the little things we do together because in the end, we are a club and not a charity.”

PP Ramon “Mon” Jose F.L. Guerrero placed emphasis on the participation of family in the club activities, trying to fulfill the spirit of the RI theme, Reach

AT THE THRESHOLD OF NEW BEGINNINGS



Gallivanting in Kuala Lumpur while visiting RC Petaling Jaya



PP Junvee Vital guesting on a TV show promoting both Alay Sining and Gift of Life projects



A proud PP David Caldwell shows off his visiting mother to other RCMW members

Within to Embrace Humanity. He customized club events accordingly, adopting in his term the catchphrase Embrace Family, Embrace Humanity. Rotarians' children took center stage during the inaugural program. "There is no better way of implementing a Family of Rotary program than having other family members participate in this experience and in the process learning about the ideals and objectives of our glorious organization."

PP Edgardo "Ed" G. Balois confidently asserted during his term: "I accepted the presidency with full faith and undiminished idealism that every member is imbued with the object of Rotary, prepared to provide Service Above Self, fanatical about the Four Way Test, and solid believer in the Rotary's guiding principles. The world and those that inhabit it are not perfect. But I still carry that faith and idealism."

PP Antonio "Tony Albie" A.L. Lopez explained: "We are a club with endless leaders. I believe leadership qualities are not hard to come by because all our members are already proven leaders in their own capacities and professions. I believe glory can be found in sharing our brand of fellowship, reaching out with our signature projects and making them joint projects, sharing contacts and guest speakers, and providing know-how on grant management, all aimed at assisting

other clubs to become stronger and formidable and truly first class clubs benefiting from our experiences."

"Gathering Light, Scattering Bright was our club's theme this past year," said PP Aurelio Paulo "AP" Bartolome. "While it is an offshoot of Rotary International's theme Light Up Rotary! it describes exactly what we do and what we are all about. We gathered light by bringing together our time, talent and treasure and spread it to the communities we serve. The strength of the club lies in the continuity of our leadership and our projects that have transcended Rotary years. Last year, we highlighted the fact that we are a club of endless leaders because we develop leaders among our membership and plan succession. We do not just fund projects. Our Rotarians engage themselves and are hands-on in the projects we do."

PP Victor "Junvee" L. Vital Jr. highlighted the personal: "Upon joining the club, I instantly got 'hooked.' I felt the 'brotherhood vibe' instantly — it was exhilarating. Everyone looked out for each other while treating each other with utmost respect. It was perfect! To quickly describe the club members: they are professional, pleasant, easy to approach, and very down to earth. I knew right away that this would be my second home. Aside from the camaraderie and fel-

### PART THREE : THE SECOND 25 YEARS



A happy beneficiary of the Gift if Life program



Golf is the number one sport of RCMW Rotarians



Fellowship is the number one pastime of RCMW Rotarians

lowship, I was amazed that these gentlemen had such big hearts for wanting to do well.”

PP Ruy Y. Moreno identified his “best Rotary moment as the event that occurs every year, the turnover of club leadership to a new president, board of directors, and advisors for this is a manifestation of continuity of the club and its programs, in general, and in particular, the continuity of friendship among the current and new members and their spouses through generations.”

PP David R. Caldwell Jr. underscored his personal discovery: “Never have I been in an organization where the members are so engaged for a common good and are such close friends. To borrow from PP Junvee Vital, we are a fraternity of friends.” During his term, he launched the HIV Awareness and Prevention program and the Marine Life Preservation project.

IPP Luis “Lou” F. del Rosario Jr. served as RCMW President during the ramp-up year to the Golden Jubilee. His warm expressions to the club described the deep fraternal solidarity of the members: “Several months before I was to take office, I was diagnosed with kidney failure and told that I was to have dialysis three times a week. It was then that I thought that the board should be informed and was ready to tender my resignation. It was then that I found out that this is a

very special club when the whole board and advisers asked me to stay on and that they would support my presidency to the fullest. Thank you all for your support that we got through the year and did fairly well and we were able to garner some very prestigious awards for the year.”

He was referring, to the Rotary Club of Manila (RCM) Centennial Celebration where RCMW received two distinct recognition and awards: one of the Ten Outstanding Centennial Service Projects and 2nd Place winner of the RCM Centennial Award Nationwide Contest for the Most Outstanding Service Project, all for our Gift of Life Project. In a fitting manner, these quotes from the Past Presidents of RCMW serve as the defining brush strokes to paint the club’s portrait in words.

Golden Jubilee President Enrico “Eric” Tensuan, encapsulated RCMW’s culture of service in these words: “Makati West is special to me and it is something I am proud to be a part of — not for what it gives me, but for what it lets me give to others. It is here where I realized that the impossible comes true, that you reap what you sow and that this is my soul’s vocation! Here is where the cycle of hope — the wheel of Rotary — spins free. I am transformed into a better human being with a greater purpose in life.”

# A Charter Member's Rotary Journey

by **ANTONIO MA. "TONETTE" GUERRERO**

**I**n the summer of 1969, I was invited to join a new Rotary club that was being formed in Makati. We first met at the top of the newly opened Hotel Intercontinental, then one of the leading hotels in Metro Manila.

Roger Davis, the RI representative from RC Makati, helped in the formation of the new club called the Rotary Club of Makati West. During that first meeting, the members decided that RCMW was going to be a club of senior businessmen. You had to be a President or a Vice President of your company to qualify as a member.

I was working then for Union Carbide Philippines, a large US-based multinational company, as Corporate Planning Manager. This position was four levels below the President. I kept quiet about this since I was not about to pass up becoming a member of RCMW. It took all of five years before I made the required entry level of RCMW as General Manager of Union Carbide's Consumer Products Division. But it was only 50 years later at RCMW's Golden Anniversary night, when I divulged this little secret to the membership.

We started with 34 members, 10 of whom were foreigners, and it was fashionable to come to Thursday meetings in coat and tie. Charter presentation night featuring District Governor David SyCip was on December 20, 1969 with Senate President Gil J. Puyat as the guest of honor and speaker. I was program moderator and on that night, RCMW was officially welcomed as a new club of RI District 380.

The Charter President was Pedro Buenaventura, General Manager of Friden, a division of Singer Corp. Pete was an excellent choice as the first president of RCMW, and I got to know him well through long chess sessions at his residence.

Rotary is best enjoyed when you mix new friendships with work in the various avenues of service. I selected community service as an area where I would contribute to Rotary and uphold its motto, Service Above Self.

Our first project in 1970 was to provide used eyeglass frames to those who could not afford them. Dr. Manny Hechanova, our ophthalmologist member, fixed the eyeglasses and gave them to his poor patients. As new Rotarians, we were proud of this first step in serving the community.

The next project was to collect tires that were tied in a cluster and brought to the damaged coral reefs of Batangas so that the fish could use them as sanctuaries. This was for the benefit of the Batangueno fishermen.

Another activity was RCMW's sponsorship of vocational scholarships, which I chaired. Beneficiaries were 30 trainees at Don Bosco Technical Institute in Makati who aspired to become auto mechanics, electricians and machinists. I chaired this activity.

As standard practice in Rotary, we always have speakers in our lunch meetings. One meeting that stands out in my memory was on February 19, 1970. At that time, the Marcos administration was in full swing and very few had the courage to criticize the government.



**CM Tonette Guerrero, the only remaining active charter member of the club, delivers his 50th Anniversary message to the club**

### PART THREE : THE SECOND 25 YEARS

This happened while the First Quarter Storm was raging on the streets of Manila. Our speakers were three activist college students: Edgar Jopson, Fernando Barican, and Portia Ylagan, all officers of the National Union of Students of the Philippines. Each of them spoke eloquently, emphasizing the loss of freedoms and criticizing the Marcos administration.

Rotarians, mostly businessmen and professionals, are usually conservative and not prone to speaking against the administration. But RCMW members had so many questions for the students that the meeting went into overtime. It was one of the most emotional and interesting meetings I ever attended in RCMW.

In 1971, I was assigned to put up an Eveready battery plant in Cebu and I had to leave RCMW. But my interest in Rotary continued and I was able to help organize a new club as charter member of RC Mandaue. I consider myself fortunate to have been a charter member of two Rotary clubs.

Two years later, I rejoined RCMW but in 1978 I had to leave again for foreign assignments in Hong Kong, Jakarta and Singapore. I had a regional job managing the Eveready battery businesses there as Managing Director. While I did not formally join Rotary clubs in those cities, I attended Rotary meetings as a guest.

After 10 years, I returned to the Philippines and rejoined RCMW in 1989. The avenue of community service was called Rotary Village Corps (RVC). We had feeding centers in three poor barangays where undernourished children were fed. The club provided the funds but the mothers did the cooking. As soon as the children reached normal weight, they were taken off the list and replaced by other undernourished children. I enjoyed working with Cynthia Andrade in RVC, and she continues to serve the club well today.

We also had a project called Books Across the Seas. The US Embassy in Manila had access to large inventories of new educational books from America, which the club distributed to local schools. At that time, my Eveready business regularly sent containers of battery material to the plant in Cebu. I included

books in the 20-foot containers for distribution to public schools in the Mandaue area as a donation from RCMW.

Together with PP Rey Guevara, I also had the opportunity to help organize RC San Lorenzo. I introduced to the new members the concept of community service in RVC. It was one of the first Rotary clubs in the Philippines to accept female members.

One of the benefits of being a Rotarian is the forging of lasting friendships. We have a regular Wednesday breakfast group composed mostly of RCMW alumni like PP Eddie Hernandez, PP Cesar Cruz, the late PP Rey Guevara, PP Freddie Wieneke, Poch Robles, PP Raffy Yupangco, PP Ernie Fajardo, PP Ruy Moreno, Eddie Yap and Ben Soriano. These meetings are without an agenda but we don't run out of topics to discuss. We have been meeting for about 15 years, with me as convenor.

Then came the more sophisticated projects after the turn of the millennium. RCMW made a quantum leap into the Gift of Life (GOL) program, which is a world-class project providing open-heart surgery for underprivileged Filipino children.

RCMW also has a project for early cancer detection among young women. It was a great coincidence for me to help this project. As Chairman of the Philippine Cancer Society, we made available our mobile unit for the use of RCMW in the early detection of breast and cervical cancer. In coordination with Golden Jubilee President Eric Tensuan and his team, several groups have been screened for cancer, beginning with the female caddies of Manila Golf and Country Club.

Camaraderie and fellowship with fellow Rotarians is great, but the real legacy of a Rotary club is measured by the quality of projects it contributes to the community. And here, as envisioned by the charter members in 1969, RCMW is a club to be proud of. Rotary is a great institution, and RCMW has done its share to uphold that greatness.

# The Gifts of Community Service

**R**CMW's signature projects are highlighted due to the fact that these have been continuing undertakings and they are identified in Rotary circles as distinctively Makati West. These signature projects are described as RCMW's "Gifts" because they are precisely that—in the nobility of the club's generous intentions.

## **GIFT OF LIFE**

The Gift of Life (GOL) program provides free heart operations to poor children with congenital heart disease—a problem that may leave them weak and susceptible to numerous complications that may eventually become life threatening.

Since 2004, RCMW's GOL program has conducted 1,083 successful operations for children up to age 18—and those were lives saved! Without the club's intervention, parents of the beneficiaries were helplessly consigned to watch their child pass away from their presence in painful resignation. It may be noted that the cost of one such heart operation can range from PHP 500,000 to PHP 800,000, beyond the means of the parents.

More than the actual surgical operation, there is the cost of post-operative care that can take at least six months of follow-up. For this post-surgery period, the club has also embarked on a Guardian Angel program "to ensure that beneficiaries operated under the GOL program complete all post-operative care requirements and follow-up checkups. It is also meant to provide for a continuing monitoring process of the beneficiaries' overall health, educational status, and economic or livelihood status. These "Rotary Angels" work with the Rotaractors from the University of Makati, who provide the critical support services and leg-work for the program execution.



Those were the Alay Lakad days even when drizzling

PP Adrian Ocampo is acknowledged as the one who started it all when the first GOL operation was done by his fellow Rotarian Dr. Mon Diaz to an almost two-year-old boy, Vandre Serafico, at Makati Medical Center in November 2004. Since then, RCMW has engaged with four other cooperating hospitals: National Children's Medical Center, St. Luke's Medical Center, Manila Doctors Hospital, and Philippine General Hospital.

Matching Grants and Global Grants have enabled foreign medical teams from Duke University Medical Center in North Carolina and Miller Children's Hospital in California to perform 171 heart surgeries. RCMW Rotarian Dr. Karl

## AT THE THRESHOLD OF NEW BEGINNINGS



PP Dennis Decena together with the picture of daughter Debbie (right side) whose foundation donated additional funding to RCMW's University of Makati scholarships



RCMW was at the forefront of the polio vaccination drive



Beneficiaries of the artificial limbs getting used to their new prosthetics

Michael G. Reyes acted as the head surgeon and team leader for all the surgeries funded by these 21 grants.

The GOL program has earned for RCMW the Top Ten Centennial Award for best community service projects among all Rotary clubs nationwide given by the Rotary Club of Manila (RCM) in June 2019. It was bestowed on the occasion of RCM's 100th Anniversary and likewise the Centennial of Rotary in Asia.

This award is unquestionably well-deserved and makes all Makati West Rotarians proud. For it is not just giving a second chance in life that the program makes possible, and that in itself is an overwhelming kind of human participation in creation. For who knows how that life will bloom in God's own ways and wisdom to serve others in a never-ending cycle of giving and receiving? Indeed the program generates a continuing sense of mutual caring and contagious generosity among Rotarians and family beneficiaries — a heat wave, so to speak, that warms the human heart and touches many lives who learn about the story.

The project connects everyone by its display of human compassion. How apropos, then, the current Rotary International theme: Rotary Connects the World.

RCMW's GOL project really started with PP Lou del Rosario, whose involvement with the project was as serendipitous as it could be. He and his wife, Barba-

ra, were attending a meeting of RC Elmsfield in the US where Lou was a member. Dan Alvin, the club's GOL project director, was looking for a Rotarian who could host as house guests a Mexican child who was a heart patient with his mother. But the host had to speak and understand Spanish.

Barbara promptly volunteered, "We'll take the boy. Lou speaks Spanish." The boy and mother really couldn't speak anything but Spanish, Lou discovered. So the five-year-old boy with a congenital heart disease underwent operation at Westchester Medical. He was declared normal the day after, and stayed with his host family for three weeks. "That was instant gratification," Lou said, adding an understatement: "Glad to have made a difference."

As it happened, Lou and Barbara hosted thereafter nine more children from abroad, two from the Philippines. Lou then figured out if the surgeries were done in the Philippines, more children could be attended to, perhaps two to three more, for the cost of one Filipino child brought to the US. So he travelled to the Philippines and met with some Rotary Clubs to convince them to adopt the Gift of Life program. One such club that responded immediately was RCMW, then headed by PP Larry Ocampo. His father, PP Adrian Ocampo, supported the project vigorously along with PDG Jun Tambunting. When Lou decided to





Three Rotary Clubs joined together to provide relief to a great number of recipients



An Indian Rotary Club delegation is shown the construction of homes their club co-sponsored with RCMW



Another worthy project for the youth spearheaded by RCMW

return to the Philippines to spend his retirement days, it was almost so natural for him to join RCMW and become the project director to continue the GOL program — to this day.

### **GIFT OF SIGHT**

This is what RCMW's Cataract Surgery Project is all about. The club's own Dr. Timothy Elbert "Timmy" D. Tan performs the surgery for free!

Indigent patients are identified, screened and referred by government hospitals that lack the resources, skills, and medical supplies to conduct the surgeries at their premises. Moreover, doctors and medical staff of these hospitals are the beneficiaries of skills transfer, when medical know-how and proper procedures are imparted during the conduct of operations.

The cured patients become independent and productive with renewed confidence in themselves. The whole family is relieved from the burden of caring for a heretofore almost helpless member, and the entire household becomes more economically functional. For a poor family, this is a most wonderful blessing.

Since 2010, this project has principally been funded by a global grant of USD 36,000, augmented by sister clubs RC Onah Korea and RC Singapore West. Dur-

ing PP AP Bartolome's term in 2014 alone, there were 114 cataract surgeries performed, with patients ranging from 13 to 85 years old.

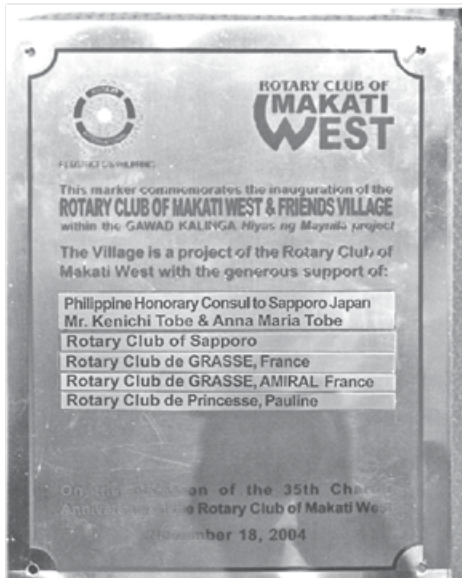
Dr. Timmy Tan leads the team of ophthalmologist-surgeons in performing cataract operations at the Taguig-Pateros District Hospital every other Saturday of the month. This is open to patients anywhere in the country, and to other clubs in the District for referrals.

### **GIFT OF MOBILITY**

To be enabled to walk, use one's arms, and move around is a natural facility we take for granted. Through the gift of mobility, RCMW restores to normalcy the life of people. PP Guiller Tumangan started this in 2004, linking the club with RC Coimbatore Midtown in India through a wheelchair project.

In 2005, it became the Artificial Limbs project under PP Larry Ocampo and was re-launched in 2013 with a generous donation from RC Petaling Jaya in Malaysia. Materials were donated by RC Coimbatore Midtown, which sent two Indian technicians to the Philippines to fabricate the limbs.

During the term of PP Tony Albie Lopez in 2014, 197 limbs were given to amputee patients in Metro Manila and Iloilo. Another 100 limbs were provided



RCMW joined forces with four international clubs to build a Gawad Kalinga Village



More houses to be constructed by RCMW builders



Dedication rites with Manila mayor Lito Atienza

to amputee patients in Zambales through RC Iba. Rotarian Dr. Lito Mercado was the project chairman at that time, bringing special joy to the Artificial Limb project's beneficiaries who have reached 901 to date.

### GIFT OF SHELTER

It was in 2006 when the Makati local government unit (LGU) introduced the club to a housing program called Gawad Kalinga (GK). The B-59 Staging Area was identified as one of the beneficiaries, and the government donated the land.

RCMW raised the money needed to build the houses, and the LGU integrated with GK, a sustainable community development program that focuses on building the dignity of the disadvantaged Filipinos by improving their quality of life and spiritual transformation. The homeowners gave their "sweat equity" as their contribution in the construction of houses in their neighborhood.

Within a relatively short period, brightly colored homes replaced their shan-

ties. Through the gift of a new home, 50 beneficiaries have regained their dignity and purpose in life. The B-59 Staging Area is now called Block 59 GK Rotary Club of Makati West Village.

In Taguig City, some 77 families already have homes in RCMW's Pinagsama Village and Hiyas ng Maynila Village, both in partnership with GK. RCMW also built a community center in Taguig's Barangay Pinagsama to further reinforce the villagers' sense of belonging and also to be used as a meeting venue to effect positive change.

### GIFT OF HEALTH

It was PP Dave Caldwell who launched the HIV/AIDS Prevention Awareness Care and Treatment (PACT) project. This human immunodeficiency virus (HIV) awareness campaign has been addressed by RCMW principally to high school and college students.

## PART FOUR : SERVICE ABOVE SELF



**Hardworking crew**



**Build, build, build**



**Expensive labor**

HIV is a virus that damages a person's immune system and interferes with the body's ability to fight the organisms that cause disease. This virus develops to AIDS or acquired immunodeficiency syndrome that is a potentially life-threatening condition.

Usually a sexually transmitted infection, HIV can also be transmitted by contact with infected blood, needles, and syringes. There have been cases of transmission from mother to child during pregnancy or breastfeeding. For this reason, the club's targets for awareness and education are the school-age youth who are the most vulnerable to infection by misguided teenage adventures.

According to the world-famous Mayo Clinic in the US, it may take years before HIV weakens the immune system to graduate to AIDS. But there is no known cure, although medication can slow down its progress. The PACT project has taken top priority in RCMW, noting that the Department of Health now ranks the Philippines as one of the countries with the fastest growing HIV epidemics in the world with a prevalence rate of 5% nationwide and 20%-25% in Metro Manila. This means that in a population of 110 million Filipinos, 5.5 million are currently living with HIV. The stigma attached to HIV infection has discouraged HIV testing, which should initially be the right step.

PP Dave's choice of this new project is both commendable and urgent. Rotarian Gerry Laperal has been shepherding this project and so far 4,473 have been tested — a good start for awareness and prevention.

### **GIFT OF EDUCATION**

The club's scholarship program has supported 78 students enrolled at the University of Makati. It includes funding for tuition, books, school supplies, food, clothing, and transportation.

Scholars are named after the benefactor partners of the club. For RY 2019-2020, there are 13 scholars sponsored by RC Nagoya Airport, one by RC Petaling Jaya, and five by the Debbie Decena Foundation care of PP Dennis Decena. During the term of PP Noel Laman, a delegation from RC Nagoya Airport visited RCMW in 1996 and increased its scholarship grant from PHP 3,500 to PHP 5,000 a year per scholar, offering additional incentives for achieving academic honors. That year, two scholars graduated with Latin honors: Abigail Juego (Magna Cum Laude) and Ailyn Hernandez (Cum Laude).

In 2016, nine RC Nagoya scholars obtained their baccalaureate degrees. One of them graduated Summa Cum Laude, two were Magna Cum Laude, and four



Even young children in wheelchairs are given hope in life



An appreciative eye patient waits for a follow up checkup with Dr. Timmy Tan



Rotarian of the Year Dr. Timmy Tan works on one of his cataract patients

were Cum Laude. It may be noted that one of the Magna Cum Laude graduates that school year was Shekinah G. Yarra, who is now RCMW's secretariat head.

Ten more RC Nagoya Airport scholars graduated from college in 2018. Three of them were Summa Cum Laude, another three were Magna Cum Laude, and four were in the Dean's List.

This brilliant academic record shows how effective the screening process is done: at the first instance, by the university; then by the spouses of RCMW Rotarians; and finally by the club's selection committee.

### **GIFT OF MARRIAGE**

Since RCMW started the Mass Wedding project in 1994, a total of 897 couples have gotten married under this program. From a strictly technical and legal point of view, it is a mere legitimizing exercise but that would be such a narrow way of looking at it.

For marriage is a sacred vow and is usually attended by a ceremony appropriate to the holiness of matrimony, where God Himself is witness to the covenant between man and woman. In the Filipinos' deep Christian faith, a church wed-

ding is likewise a deep desire but for many, cost is an obstacle, or so they mistakenly think.

RCMW Rotarians and their spouses know the reality of the situation and, in their own wish for these unmarried live-in couples to enjoy the stabilizing comfort of knowing "one is right with God and the law," sponsoring church weddings for them is the answer.

Spearheading this event are RCMW Director Edsa de los Santos and his spouse Jenny, who solicited donations not just for the wedding ceremony itself and for the wedding reception, but for the wedding attire and accessories plus bags full of gift packages.

As project chairs, Edsa and Jenny de los Santos literally shepherd the couples through the canonical interviews and pre-marriage seminars. It takes about two months to prepare for the wedding at a chosen church.

During these mass weddings, there were many scenes that touched the hearts not just of the brides and grooms, but of the Rotarians and their spouses as well. What a heart-warming joy indeed to please not just people but a God who wants to bring couples in good standing with Him.

## PART FOUR : SERVICE ABOVE SELF



Newly married couples under RCMW's keystone Mass Wedding project pose with PP Pol Ascalon and spouse Lita



Happy newlyweds have their first meal as husband and wife



An artificial limb beneficiary takes her first tentative steps

### GIFT OF CREATIVITY

At the latest Likhang Sining in 2018, RCMW Director and Project Chairman Al Thomson was happy to announce that there were 131 participants from 32 public schools in Makati, Pasig, Quezon City, Las Piñas, Mandaluyong, Manila, Parañaque, and Pateros. Likhang Sining was held in cooperation with Ayala Museum.

This significantly different project invites high school students to gather for a themed on-the-spot painting competition. The club supplies the art materials for free and also sponsors the participants' lunch, snacks, and a tour of Ayala Museum. In 2018, the Likhang Sining theme was "*Pusong Pinoy — Laging Handang Tumulong.*"

In the 23 years that this project has been conducted, a total of 2,635 young artists have joined and produced paintings that showcase the vast talent we have in the Filipino youth. Our artistic teenagers have more reason to be encouraged, now that PP Fern Peña has adopted Likhang Sining as his personal advocacy to promote youthful positive creativity in the arts.

### GIFT OF ART

It was the idea of PP Chitong Santos to hold an exhibit and sale of art pieces created by noted Filipino sculptors to raise funds for the Gift of Life (GOL) program. The project was named Alay Sining or "offering of art" and since 2004 when it was first organized, it has raised substantial amounts for the GOL program. PP Chitong harnessed many sculptors he had worked with in many of his landscaping projects.

Alay Sining has expanded to include paintings, which has very much enriched the event, usually a four-day visual feast of art held either at The Gallery in Greenbelt 5 or at the Power Plant mall in Rockwell Makati.

Amazing how the organizing skills of RCMW Rotarians can build on one good idea and nourish it through the years as a greatly anticipated gathering of artists and art lovers, promoting the pleasurable experience and appreciation of art while at the same time, promoting the extension of life of young children through the GOL program.

# Hands Across The Seas: International Service Exemplified

“**T**he advancement of international understanding, goodwill, and peace through a world of fellowship, of business and professional persons united in the ideal service” is the fourth particularization of the Object of Rotary that Rotarians are urged to encourage and foster.

Like other clubs, RCMW pursues this by establishing and maintaining so-called sister clubs or matching clubs. Record show that RCMW was the first Philippine Rotary club that entered into an international matching relationship with RC Kowloon West on February 1, 1976. Every November, exchange visits between the two clubs take place regularly. These inter-club international relations are maintained in two major ways: by sending delegations to each other’s inaugural celebrations and other significant events with accompanying spouses; and by supporting each other’s service projects through donation of funds or sharing of skills and knowledge.

The long-standing support of RC Nagoya Airport to the RCMW scholarship program is outstanding, and has produced students of academic distinction in the University of Makati. The relationship started on July 1, 1982 and has grown stronger year by year.

With RC Coimbatore Midtown in India, the matching was established on December 2, 2004 which formalized RCMW’s signature Artificial Limbs project. RC Coimbatore Midtown initially supplied the artificial limbs produced in India, but the project graduated to become a Philippine-manufactured undertaking with the assistance of Indian technicians sent by RC Coimbatore Midtown.

A most notable highlight of the RCMW experience with the International Service program was the time PP Dennis D. Decena was chosen to head the District’s 1992 Group Study Exchange (GSE) Team composed of five non-Rotarian young professionals from the Philippines’ RI District 381. Sponsored by the club, the GSE team went on an exposure and goodwill tour of Northern Kentucky, USA whose RI District hosted the group for about a month. This program has been replaced by the Vocational Training Team (VTT) program consisting of team members belonging to the same vocation. In that RCMW GSE Team was Eric Angeles and four young ladies. Twelve years later, this young man joined the club and he was sponsored by PP Jay Tambunting. In 2010, Eric bloomed to become RCMW President, and later he was assigned to be the Chairman of the club’s 50th Anniversary celebration in November 2019.

The matched club relationship with RC Sapporo West started on February 5, 1982 and has prospered with RCMW Rotarians frequently visiting Sapporo just a week before the world-famous Sapporo Ice Festival to avoid the tourist crowds. PDG Oskie de Venecia has been active in these Sapporo visits, surprising everyone with his fluent Nippongo. He had worked with the now defunct Philippine-Japan Reparations Commission post-World War II. Very often, the interclub visits of matched clubs from abroad are marked by the elegance of formal dress in social functions that ceremonially underscore the importance of the cross-border relationship. As always, the participation of Rotarians’ spouses provides both the intimacy and the glitter.

PART FOUR : SERVICE ABOVE SELF



PP Jun Alvendia in traditional Chinese costume while visiting RC Kowloon West



Honoring visiting Japanese Rotarians for dinner



Then President Guiller Tumangan sealing a sister club arrangement in Japan



After dinner singing and fellowship with RC Kowloon West and RC Nagoya Airport



Relaxing after installation rites of RC Singapore West



PDG Oskie de Venecia hobnobbing with RI bigwigs



PRID Guiller Tumangan, PP Dennis Decena and their spouses after attending the PETS of RI District 3310 in Malaysia



Enjoying the RC Petaling Jaya dinner with Penny Yong, spouse of PP Kevin Yong



RI President M.A.T. Caparas leading a formal signing ceremony

**INTERNATIONAL AND LOCAL MATCHED CLUBS**

<b>CLUBS</b>	<b>CITY/COUNTRY</b>	<b>DATE SIGNING</b>	<b>CLUBS</b>	<b>CITY/COUNTRY</b>	<b>DATE SIGNING</b>
RC Aarhus Sydvestre	Denmark	—	RC Vallejo	Mexico	June 4, 1991
RC Aloha-Sunset	Oregon, USA	June 26, 1990	RC Waimate	New Zealand	April 19, 2012
RC Ashland	Kentucky, USA	September 30, 1995	RC West Honolulu	Hawaii, USA	May 25, 1978
RC Bandung	Indonesia	May 5, 2000	RC West Wood Village	Los Angeles, USA	January 1, 1999
RC Changpuak Chiang Mai	Thailand	May 29, 1995	RC Alabang	Muntinlupa	April 7, 2016
RC Coimbatore-Midtown	India	December 2, 2004	RC Alabang Centerpoint	Muntinlupa	—
RC Dhonburi	Bangkok	February 14, 1996	RC Bacolod North	Bacolod	—
RC Halesowen	England	—	RC Baguio	Baguio	—
RC Kobe East	Japan	April 9, 1986	RC Cabanatuan	Cabanatuan	—
RC Kofu West	Japan	September 11, 1977	RC Calamba	Laguna	—
RC Kowloon West	Hongkong	February 1, 1976	RC Cavite	Cavite	—
RC Mountain View	California, USA	—	RC Cebu West	Cebu	—
RC Nagoya Airport	Japan	November 18, 1991	RC Dagupan East	Dagupan	—
RC Northern Guam	USA	September 10, 1991	RC Davao	Davao	—
RC Onah	Korea	August 10, 2000	RC Los Baños	Laguna	—
RC Petaling Jaya	Malaysia	January 28, 2006	RC Marikina	Marikina	October 14, 2010
RC Recife-Largo de Paz	Brazil	—	RC Narra	Palawan	October 2, 2008
RC Sae Seoul	Korea	November 17, 1982	RC Narra Central	Palawan	—
RC Sapporo West	Japan	February 5, 1982	RC Rosario Cavite	Cavite	—
RC Scranton	Pennsylvania, USA	—	RC Taal-Lemery	Batangas	—
RC Singapore West	Singapore	RY 1977-1978	RC Tanauan	Batangas	April 14, 2011
RC Taipei	Republic of China	RY 1976-1977	RC Tanza	Cavite	—
RC Taipei South	Republic of China	—	RC West Cagayan de Oro	Cagayan de Oro	—
RC Ulaanbaatar	Mongolia	October 25, 2012	RC Victorias	Negros Occidental	—



# The True Meaning of Vocational Service

In Rotary's system of membership classification, a Rotarian is invited to represent one classification of a business or professional vocation, the intention being to bring into the club a wide spectrum of people representing distinct categories of vocational practice. This way there is variety and richness in membership from various business and professional fields, and thereby the values of Rotary are shared more expansively through a wider network. There is and should be no unnecessary duplication of vocational representation. It is a well-intentioned system, even if a bit difficult to strictly follow.

But Rotary clubs, in practice, do not quibble too much about this structured system. What is observable is that a good person for Rotary, whatever his or her vocational description might be, should be welcome to join the club, if that will enrich the membership and fortify the club's service capabilities.

Sometimes, vocational service is the least understood among the traditional avenues of Rotary service. Nonetheless, as the Rotarian keeps his membership longer, as he participates more in his Rotary activities, as he gets to know what the wide world of Rotary stands for and works for, the meaning of vocational service becomes clearer.

Vocational service is simply performing one's calling as a businessman or professional observing the highest standards of professional and ethical conduct. He simply wants to act as best he can in his work assignments. By this exemplary performance, people will know that he is a good Rotarian, and that Rotary, which he represents in the workplace, is truly a worthy organization — worthy of trust, worthy of emulation, worthy to support, and worthy to be a part of. In

the Rotary language, vocational service in its essence is living by the Four-Way Test in the workplace.

This is the spirit of Rotary in vocational service: performance that dignifies the job, that edifies the workplace, and that ennobles the working relationships. For indeed the Rotarian must see himself in this light, a missionary to spread the gospel of Rotary in his work milieu.

Rotary wants to be all-embracing of vocations, and so this is reflected in the multifaceted nature of the business and professions represented in RCMW. Here, therefore, are some bio-sketches of RCMW Rotarians that depict the rich variety of vocations we find in the club.

First, we take notice of the ubiquitous lawyers in the club such as Cesar Cruz, Eddie Hernandez, Dong Puno, Ed Balois, and Dindo de los Angeles — attorneys all just like Rotary's founder, Paul Harris of Chicago. For this vignette, we shall single out Noel Laman, who heads an established law firm. His practice areas include corporate law, foreign investments, intellectual property, and mergers and acquisitions. He holds or has held executive positions in various high-profile companies, as chairman of the board, director, corporate secretary, or treasurer. He has been affiliated with various industry organizations but most notably, as President of Intellectual Property Association of the Philippines. The truth is, it's hard to pin a specific label on Noel since he's spread out in many influential legal and business circles, from the time he graduated with honors from UP Law and Michigan State University as a De Witt scholar. For his many involvements, Atty. Noel has had the singular opportunity to spread the gospel of Rotary in the



Recognizing the model firemen of Makati

workplace by his example of professional competence and integrity.

Then, there are the doctors in the house. Timmy Tan is an ophthalmologist, whose expertise is his specialization in eye disease and surgery. He joined the club in 2002. Dr. Timmy anchors the RCMW Cataract Surgery Project that provides delicate cataract eye surgeries for free on indigent patients, mostly the elderly. His generous free service on behalf of the club is an outstanding example of Service Above Self that permeates Rotary and gives great meaning to Rotary's vocational service concept. Sol Alvarez is a medical doctor practicing internal medicine, specializing in gastroenterology. He is a respected senior member, joining the club on its second year and still actively attending weekly meetings all these past 48 years! Asian Hospital and Medical Center is his current base as a Board Member. He has been in medical practice since 1956!

In the accountancy profession, four RCMW members stand out in their respective auditing firms. Protacio "Cocoy" Tacandong is the name partner and Chief Operating Officer of Reyes Tacandong & Co., while Leonardo "Jun" Cuaresma Jr. is the Managing Partner and COO of Punongbayan & Araullo/Grant Thornton



Another vocational service project honoring outstanding History teachers

Philippines. Nelson Charsegun "Nelson" Aquino is an Assurance Partner of Isla Lipana & Co./PwC Philippines and Aris "Bok" Malantic is the Financial Accounting Advisory Services Leader of SGV & Co. Philippines/Ernst & Young ASEAN.

Rey Guevarra is the founder-owner of Honeycomb Builders Inc. Its name is inspired by the "master engineers" of nature, the honeybees. Rey has been delivering over 3,000 homes with its patented original "Urban Loft" design created by Rey himself. His company's mission: "We build homes for people who are budget-conscious but want to live the sweet life. We create living spaces that satisfy and delight, and where innovation and affordability come together." Spoken like a good Rotarian, he represents the residential property development industry in the club, more specifically the boutique condos.

In the esoteric world of finance, TG Limcaoco is probably best described as a "pure breed finance man" for Rotary's classification purposes. He is the Chief Finance Officer and Finance Group Head of Ayala Corporation, and also serves as its Chief Risk Officer and Chief Sustainability Officer. Before these designations, he held different senior and chief executive positions in various Ayala companies



Fr. James Reuter SJ was the inspiration for the Katangian Values awards, a unique vocational service project of Rtn. Rene Nieva

and continues to hold concurrent positions in this conglomerate’s various affiliate companies. In other words, TG’s vocational service reach is extensive. The business community, through the Financial Executives Institute of the Philippines (FINEX), chose him for the ING-FINEX CFO of the Year Award in 2017. From his peers, that says a lot. For Rotary, that means an opportunity for service.

There’s Gil Chua who is President and CEO at DDB Group Philippines which describes itself as a full-service communications group composed of award-winning advertising, digital, media, activations, and PR agencies. It has a diverse portfolio of local and multinational clients. The group lives by one philosophy: Creativity is the most powerful force in business. DDB Group Philippines is the largest integrated marketing communications and services network in the country. “We help talented Filipinos live meaningful lives, part of which involves having a job—a place to go to each day where they get to contribute, feel a sense of purpose and provide value to the community around them and to the nation,” says Rotarian Gil.

In the gourmet circles, there’s Steven Carl who is Principal, Owner and Chef



RI Group Study Exchange Team to Kentucky in 1993 with PP Dennis Decena as Team Leader and Eric Angeles as team member but not yet a Rotarian

of Grind Restaurant as well as Director of Food and Beverage Operations at the City of Dreams Manila. He has served as F&B Director of several Hyatt Hotels in the US since he took up culinary arts and underwent chef training at Johnson and Wales University. He was named Baby Rotarian of RY 2018-2019, not for his royal eating habits but for being an outstanding Rotarian in his first year.

For a most unique profession, there’s Hirokazu Koro who is General Manager of WN Weatherstreet’s Philippine branch which is an affiliate of Japan-based Weathernews Inc. (WNI) that partnered with Aboitiz Group unit Weather Solutions Inc. WNI delivers hyperlocal weather information and provides training for meteorologists as well as available historical and real-time weather data, forecasting, and consultancy to companies across different industries. As the world’s largest private weather service provider, it can help local businesses interpret how weather data can be used to mitigate operational risks.

Another unique professional is Chitong Santos, known as the pioneer landscape architect of the country. “The landscape profession requires knowledge of architectural, engineering and aesthetic principles,” he said. It is indeed the art

of designing spaces and land spots by incorporating natural elements into the design—certainly not “glorified gardeners.” Chitong designed such projects as Loyola Memorial Park in Marikina; Paco Park and Rizal Park in Manila; Crystal Springs in Los Baños; Tagaytay Highlands in Cavite; and the urban spaces of Taikoo Shing in Hong Kong. Among his many awards, he was conferred the prestigious title of National Artist of the Philippines in Architecture in 2006. In Rotary, he was a stickler for perfect attendance in weekly meetings.

Another quite different kind of businessman is Robert Yupangco, president of Zoomanity Corporation and Yupangco Holding Corporation. Gary Yupangco, his father, who was a Rotary Club of Manila member, established the original GA Yupangco Corporation, the distributor of Yamaha pianos, guitars, and other musical instruments. Robert is the kind of outgoing entrepreneur who breaks away from conventional business boundaries. Robert’s Zoomanity Group is one of the leading companies in the theme park industry, with eight local and international parks. These include Zoobic Safari in Subic; Zoocobia Fun Zoo and Clarkzilla Adventure in Clark; Zoori mini-zoo at Residence Inn in Tagaytay; Paradizoo theme farm in Mendez, Cavite; Zoocolate Thrills cruise around Bohol’s Loboc river; and Zootopia Ski Resort in Nagano, Japan.

Edsa de los Santos is a printer by vocation and Rotary classification. This coffee table book is a product of his printing expertise. It’s the printer, like Edsa, who puts and binds everything together, paper and ink and color, with the expert familiarity that his experience bestows on the project. He apprenticed in his father’s printing press that really started as an importer of high quality Heidelberg presses from Germany. Edsa started as a salesman, then went to hands-on production operations, and eventually set up his own company with his wife Jenny. But there’s more to this husband-and-wife collaboration. When Edsa was Chairman of RCMW’s Mass Wedding project from 2015 to 2019, both were more inspired in getting couples to legitimize their relationship through church weddings, which spiritually seals the love of spouses—forever.

Ruy Moreno has been Director for Operations of the National Competitiveness Council (NCC) since 2007. This role is a very distinctive vocation in Rotary at a time when the whole country, both government and private, has been exerting concerted efforts to bring the Philippines to a status of strong competitiveness in the international economy. Notably, in Ruy’s NCC term, the Philippines has been upgraded by international credit rating agencies to investment grade status that in many ways signals our improved competitiveness. This role has almost naturally brought him to his educational advocacy as chairman of the Center for Global Best Practices. More than just a footnote to his vocation, Ruy was the first Honorary Consul General of the Philippines in Ho Chi Minh City (1995-2000) and was given the Ho Chi Minh Award by the Vietnamese government. He is an authority on business and government protocol best practices. For him, protocol is the universal language of diplomacy because it enables one to handle any type of person in all kinds of situations.

Of course, how can there be no politician in the group. Paul Daza joined the club under the Rotary classification of Infrastructure Distribution since he was Senior Vice President for Corporate and Legal Affairs of Metro Rail Transit (MRT-3). But he joined politics and was elected Governor of Northern Samar from 2010-2013. Now he is Congressman, elected in May 2019 for the province’s first congressional district. Now, beyond passing laws, wouldn’t it be nice to have in Congress a strong advocate of Rotary’s Service Above Self and the Four Way Test? Paul can be that man.

Lito Jimenez holds the classification of Nickel Mining, but is better known as Honorary Consul of Timor Leste. This country which PP Lito represents is also known as East Timor, or officially, The Democratic Republic of Timor-Leste. East Timor was a Portuguese colony in the 16th century that declared independence in 1975 but was annexed by Indonesia in 1976 and regained its independence in 2002. The country’s population is 1.167 million based on the 2015 census, and is 96.9% Catholic. It’s this honorary consul position that makes Lito *sui generis* in the club.

AP Bartolome holds the Rural Banking classification because he was president of his family-owned bank at the time of joining the club. But he went into local politics in Taguig City, and moved on to become president of Taguig City University. Obviously, his talents straddle a swath of interesting areas but his heart is in continuing Rotary's service projects and sharing the values of Rotary. Not surprisingly, he must have been "infected" early on by the "Rotary bug" since his father Arsenio "Archit" Bartolome III, was president of the Rotary Club of Manila, and is as active a Rotarian as ever.

Elmer Francisco's classification is Automotive Manufacturing. He comes from the family that has for decades been associated with the manufacture of the iconic Filipino Jeepney. Francisco Motor Corporation was the original company established in 1960, but Elmer who belongs to the second generation Franciscos was the one who continued the legacy by organizing Elmer Francisco Industries. He has plans to undertake the mass production of the modernized version of the Pinoy passenger jeepney — electric-powered and environment-friendly, cheaper to maintain and a bit more commodious, air-conditioned, with automated fare collection, CCTV, free wi-fi, and speed limiters. In fact, Elmer is in continuing talks with jeepney operators to help them comply with the government's program to mandatorily phase out old, smoke-belching, inefficient jeepneys. Now, if that isn't the spirit of Rotary in action.

Franco del Rosario has the inimitable Rotary classification of Disruptor, and indeed he is. He disrupts the status quo of management knowledge through the popular "Six Sigma" principles, an innovative learning approach that has brought rewarding results to many managers and others who have responsibility for reviewing and energizing organizations. He is Managing Consultant at Six Sigma Consulting, described as change agents who "objectively think through the difficult issues and integrate new ideas into practical solutions; tap a group's rational and initiative thought processes and capture a group's best thinking." Who wouldn't want to be disrupted by this one-of-a-kind Rotarian?

Junvee Vital heads the AB Capital Group as president and CEO. This group of companies is one of the leading financial services institutions in the country focused on the capital markets. One of the oldest stock brokerage houses at the Philippine Stock Exchange, AB Capital Securities Inc. is part of Junvee's management responsibility. Raising funds through the capital markets has become a much needed alternative to bank financing, particularly at a time when big-ticket infrastructure projects are seeking new and expanded sources of long-term funds which banks have limited ability to fully provide. So Junvee is in the middle of great opportunities, not just for himself as finance man but as a Rotarian to exemplify Service Above Self.

Bobby Lim represents the classification of Aviation and Corporate Governance, which is a unique vocation in itself but does not describe enough of the man, who represents the good tenets of Rotary in a multifaceted career. He is general counsel of flagship carrier Philippine Airlines and was recently elected independent director at the Philippine Stock Exchange. He had a brief stint as Undersecretary for Aviation and Airports at the Department of Transportation in 2016-2017. Before that, he was country manager of the International Air Transport Association (IATA). In the RCMW directory, he lists himself as chairman of InterConsult Corporation. "I don't come from a line of heroes," he says, "But I come from a line of legends."

Until his retirement in mid-2019, Jimmy Bautista was president and COO of Philippine Airlines. He served in that capacity for almost 15 years and worked in the national flag carrier for over 26 years. As a fitting end to his career, Jimmy received for PAL the Most Improved Airline Award at the 2019 Paris Airshow. He is credited for PAL's initiatives at modernization, route network expansion, and service innovation.

So there you are, a selection of Rotarians who represent a variety of professional richness in the club. That's how vocational service is operationalized in Rotary's scheme of things.

# The Youth Connection

**R**otary connects with the youth through Rotaract Clubs that are organized and sponsored by Rotary Clubs as a way of expanding the ideal of service among the youth ages 18 to 30.

Typically, these clubs are based in college-level schools. They work together with Rotarians who are their mentors in developing leadership and professional skills through the organization and management of activities which serve their respective communities. Like Rotarians, they foster fellowship and friendships as they pursue their chosen service projects.

As of the latest count there are 10,904 Rotaract clubs in 184 countries, with 250,792 Rotaractors, which is how its members are called. RCMW has a very active Rotaract club in the University of Makati whose members include the club's sponsored scholars.

PP Dax Carlos has notably been at the center of activities directing the club's scholarship programs, which have the Rotaractor scholars busily involved. Charry Mercado, spouse of Rotarian Lito Mercado, has provided the female leadership support to all these efforts.

The leadership of RCMW's Rotaractors has overflowed to Rotary District youth affairs, district conferences, leadership workshops, and fellowship gatherings. The Rotary ideals of service are seeping into a generation of young people.



1993 GSE team in front of the Kentucky Capitol



Head of the RCMW Secretariat, former Rotaractor and RCMW university scholar Kai Yarra



Rotaract and Interact Clubs of RCMW join the Alay Lakad

# The Fellowship Of Oneness

When looking at RCMW Rotarians up close, listening to them talk about their concerns, following the things they do, noticing how they work together and treat each other, they do define themselves differently.

Each Rotarian is defined by the business and profession that he represents, for that is the meaning of Rotary's Vocational Service classification system. His high individual credentials have brought him to the club. Yet, when he gets into the mainstream of the club's spirit of service, he finds his true identity from belonging to this small but great Rotary community. Sociologists say that a person's identity is determined by the role that one assumes in society. That is why, on a first meeting, the usual question is, what do you do, or how do you occupy yourself?

The RCMW Rotarian continues to be identified by his other roles — in the family and in the workplace, but these roles are soon enough infused with the Rotary spirit of fellowship in service. So in time, the spouses and children become part of the Rotary tribe, in a manner of speaking.

Soon enough, he discovers that his true identity is in his club. He now defines himself as a Rotarian — a Rotarian husband, a Rotarian father, a Rotarian business executive, a Rotarian lawyer or doctor or engineer.

He discovers that his club is one body, many parts — that he is one of different but inseparable parts, useless one without the other. St. Paul the Apostle puts it so aptly:

*"Now the body is not a single part, but many... But as it is, God placed the parts, each one of them, in the body as he intended. If they were all one part, where would the body be? But as it is, there are many parts, yet one body, so that there may be no division in the body, but that the parts may have the same concern for one another. If one part suffers, all the parts suffer with it; if one part is honored, all the parts share its joy."*

— 1 CORINTHIANS 12: 14-22; 25-26

That's how the RCMW Rotarian feels about himself, and how every one of them feel about themselves. They are One Body, Many Parts that nourish each other with their friendship through the club. This is what binds them in warm fellowship that they seek and nurture.

There is this reciprocity of giving oneself to each other and to others which is at the core of the RCMW Rotarian's character and of the club's culture. It's perhaps common to all the Rotary clubs, but in the Rotary Club of Makati West, this interwoven fabric of character and culture is permanently draped over body and soul, a forever mantle of brotherhood and distinction. We could also say in hyperbole that this character is tattooed indelibly on the Rotarian's body, an anatomical badge of honor.

There is something else about the RCMW Rotarian.

Watch them during their weekly meetings. They can be as serious as the subject matter of the speaker. And yet a furtive smile of acknowledgement is easily exchanged across the table. The laughter over lunch can be a bit rowdy and contagious that one always wishes to be part of the joke or whatever.

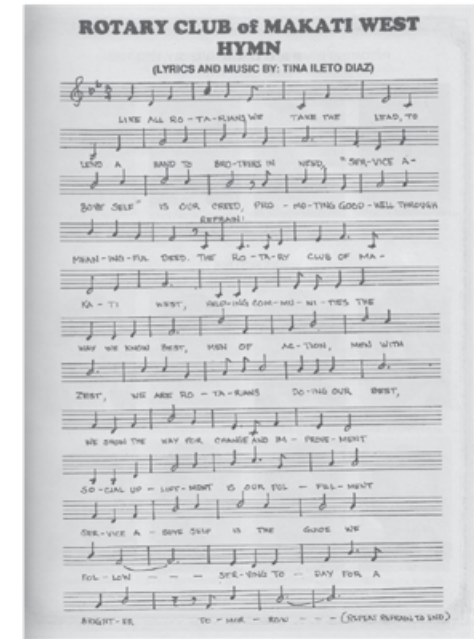
In joining service projects, they are at home and at ease. Even as they serve, they don't feel burdened. The Tagalog word *malasakit* describes their demeanor quite accurately. They seem to have fun doing what they do, and they're not there for the credits or recognition.

When they're gathered in fellowship, the close Rotary kinship is most evident — in the laughter, the hugs, the handshakes, the high-fives, the *kuwentos*, the ebullience, the cajoling, even the harmless gossip. And when the spouses are around, the *beso-beso* vividly declares the warmth and intimacy of Rotary connectedness. Well, they're really of one heart and one mind. That's their distinctive nature.

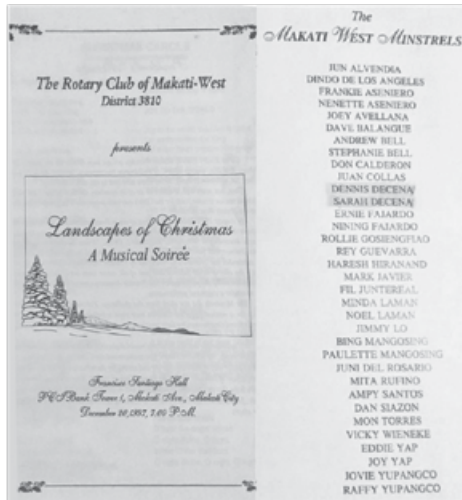
AT THE THRESHOLD OF NEW BEGINNINGS

# The RCMW Hymn

LIKE ALL ROTARIANS  
WE TAKE THE LEAD  
TO LEND A HAND  
TO BROTHERS IN NEED  
SERVICE ABOVE SELF IS OUR CREED  
PROMOTING GOODWILL THROUGH MEANINGFUL DEED  
THE ROTARY CLUB OF MAKATI WEST  
HELPING COMMUNITIES THE WAY WE KNOW BEST  
MEN OF ACTION, MEN WITH ZEST  
WE ARE ROTARIANS DOING OUR BEST  
WE SHOW THE WAY FOR CHANGE AND IMPROVEMENT  
SOCIAL UPLIFTMENT IS OUR FULFILLMENT  
SERVICE ABOVE SELF IS THE GUIDE  
WE FOLLOW  
SERVING TODAY FOR  
A BRIGHTER TOMORROW



RCMW Hymn



The Minstrels performed before the public during one Christmas season



The early edition of the Minstrels in the early 1990s



A more sophisticated band of Minstrels singing with aplomb



The rejuvenated Minstrels singing with gusto at the 50th anniversary celebration