

# GOVERNOR'S MONTHLY LETTER

ROTARY INTERNATIONAL DISTRICT 3850



JANUARY 2012



Promoting  
**ROTARY AWARENESS**

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## ABOUT THE COVER

This month's cover speaks of Rotary Awareness and Public Image. As one of RI's emphases in the new Strategic Plan, the image of Rotary should be every Rotarian's concern. Not only shall we attract members, but a good image means strengthening and encouraging contribution to The Rotary Foundation for us to reach our goals, as well.

The first couple of the district is shown here doing media interview to promote Rotary in Buenavista Cable TV in San Jose, Antique, managed by PP Sam Pormilos. The cable TV has been a perennial awardee of the Rotary Club of Antique for being a partner in its Public Image program. It has given the club the Most Outstanding Public Image recognition in RY 2008-2009. Seen also in the camera monitor is Ms. Joy Pechon-Vego, interviewer and the cable's Production Department Chair.

## ABOUT THE GML

This Governor's Monthly Letter (GML) is the official monthly publication of RI District 3850.  
Website: <http://www.rotary3850.org> Online version: <http://www.rotary3850.org/gml3850online.htm>

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## EDITOR'S NOTES

### Self Awareness

January is celebrated by Rotary Clubs around the world as "Rotary Awareness Month."

For most of us, what comes to mind immediately is public image, public relations, or promoting Rotary externally.

Rotary International, on its website, however, explains further and encourages us to:

"Celebrate Rotary Awareness Month by training members on Rotary history, programs, or how to raise awareness of your club's projects among your community. Or, ask members to share a personal story or experience that they have had because of Rotary. Every Rotarian has a Rotary story that can be educational and inspiring. The beginning of a new year is a good opportunity to renew inspiration for the rest of the Rotary year."

It emphasizes the equally-important aspect of promoting awareness internally, among Rotarians. Rotary Awareness, therefore, does not only involve Public Relations, but Rotary Information, History, and Membership Development, as well—if we talk about committee roles and responsibilities.

Many clubs have already realized the importance of public relations and have put that idea into good practice. But there are many clubs out there who experience low attendance, low participation in club projects, and low morale.

Celebrating this month's theme gives club leaders the perfect opportunity to reach within their respective clubs and give members a deeper awareness of being Rotarians, strengthen their interest in the club, and give them the renewed inspiration to be of service to humanity.



PP Chris



21 November 2011

Dear Rotarians,

**Join us for the 103rd annual RI Convention, 6-9 May 2012, in Bangkok, Thailand, Land of a Thousand Smiles! Why does the RI Convention in Bangkok promise to be the experience of a lifetime?**

**Value!** Thai government support allows RI to offer the lowest registration fee in years for Rotarians and guests. And the cost of food, lodging, and transportation is very reasonable. Register online through Member Access!

**Inspiration!** Exemplary speakers such as Nobel Laureate, founder of the Grameen Bank, microcredit pioneer, and social business innovator, Dr. Muhammad Yunus and the 2004 Young Australian of the Year, co-founder and past director of the Oaktree Foundation, and co-Founder and current CEO of the Global Poverty Project, Hugh Evans.

**Fellowship!** The HOC (Host Organization Committee) will create a garden of exotic flowers within the House of Friendship that will also feature computer cafes, Thai cuisine and entertainment, and more. Also, expect a very special Host Hospitality "Kitchen of the World" Night on Monday, 7 May, in the Land of a Thousand Smiles and it will be! With 6,000 seats, 285 international food stations, 10 cooking demonstration areas, and 10,000 samples, this promises to be a night to remember at the IMPACT Center. Through the generous support of the Thai government, tickets for this event are 10 USD, a fraction of the actual cost. Check out the HOC ticket special offered through the HOC website. Buy ten tickets and get one free. Then, take a look at other Host Events and tours!

**Entertainment!** Enjoy the multicultural entertainment planned for the plenaries including international acts from Thailand, India, Bulgaria, and the United Kingdom!

**Information!** Download the tentative breakout session schedule. Register for the convention and reserve your hotel online or by submitting forms by fax or mail. The hotel form includes an updated map and newly added hotels. Please note: Flooding is restricted to some areas of Bangkok near the Chao Praya River. According to Dr. Anond Snidvongs, the worst of the crisis is over. RI will continue to monitor the situation and provide updates on [rotary.org](http://rotary.org) if conditions should change.

Whether planning an exotic adventure or returning to a favorite destination, you can be sure that your trip to Bangkok will be special this year—because of the warm reception you'll receive at the RI Convention, 6-9 May 2012.

The Convention Committee



30 November

DG Melvin S. de la Serna  
District 3850



Dear Melvin,

Greetings from PDG Ray Brand, a Committee member of the Rotary Peace Centers Major Gifts Initiative.

As you would be aware, The Rotary Foundation, through the Rotary Peace Centers Major Gifts Initiative is seeking named and endowed gifts and commitments worth US \$95 Million by 30 June 2015 to assure the continued funding of the Rotary World Peace Fellowships.

As a member of this Committee, I am seeking your support and assistance to look favourably on The Rotary Foundation with a substantial gift or bequest to support this Initiative.

Would you give consideration to be a possible donor of a Major Gift to the Rotary Peace Centers or make a bequest in your will or be a benefactor to keep the Peace Centers a viable proposition?

My wife, PDG Anne (D9630), and myself are very passionate about the Rotary Peace Centers program. We have been counsellors for the Peace Fellows here in Brisbane who attend the University of Queensland Rotary Peace Centre.

Recently, we attended the Peace Fellows Seminar at the University of Queensland, where eight of the recent Peace Fellows finalized their 18 months at the centre. We were amazed at the zeal and initiative these people have, as they enter the World to fight for peace.

This program, as you are aware, is one of the most successful programmes of the Rotary Foundation. Many of the Fellows are now Peace Workers in the world.

I will contact you again in the near future as to your decision.

Thanking for your support and assistance for The Rotary Foundation.

Kind regards,

PDG Ray Brand  
District 9630

## My dear brothers and sisters in Rotary,

In late August, Binota and I were in Ghana, where Rotary Foundation Trustee Vice Chair Sam Okudzeto and enthusiastic local Rotarians took us to the ribbon-cutting for a water project in a little village, Abutia Teti, about 60 miles from Accra. We arrived at about 11 a.m., and the whole village seemed to be there. Everyone had been waiting since early morning to welcome us. In the past, the women had to walk over 3 miles to carry pails of water from a river. Now they had a supply of safe, clean water from tube wells in the village itself. It was a simple but effective project in which Rotary and USAID had worked together. But what struck us most that day was family: The men, the women, the children were all there together, dancing, singing, and welcoming us. It made me think about how everywhere around the world, people come together in families, and families join together as communities.

And this made me happy that the first of our emphases in this Rotary year is the family, because the family is where

everything begins. It is where life begins, it is where our day begins, and it is where our Rotary service must begin. Because it is the family, and not the individual, that is the building block of the community – and of Rotary.

It is one of my great priorities to encourage the involvement of families in Rotary service. I feel incredibly strongly that Rotary should never, ever come between the Rotarian and the family. Rotary service should be something that brings the family closer together. For myself, if I cannot bring Binota with me to a Rotary event, it's simple – I don't go! Rotary is not just for me; it is for both of us. This is why I encourage districts to welcome families at district conferences, to involve spouses and children in service projects, and to plan meeting times with families in mind. The more that families are involved in Rotary, the more Rotary will thrive – today and tomorrow.

What is Rotary about? It's about so many things, but at its core, Rotary is



about these words: *Love your neighbor as yourself*. Rotary is about love, and that love has to start with us – and with those closest to us.

Sincerely,

*Kalyan Banerjee*

Kalyan Banerjee  
President, Rotary International



## New Year's Message

As many of you enjoy the holiday season and approach the beginning of a new year, Binota and I want to take this opportunity to send each of you, our warmest good wishes.

During this past year, we have worked together to make a positive difference through Rotary, in the many corners of the world. We have walked a long journey in our quest to eradicate the scourge of polio. We have learned we can do so much more together.

We thank you for your good work and support during 2011 and send you and your families the Best of Wishes for the New Year as we continue to Reach Within to Embrace Humanity.

Warmest regards,

Kalyan and Binota Banerjee



# Putting our best foot forward

During my Address in Northern Zamboanga, a pretty little girl named Nizel, daughter of RC Dapitan President Adonis Barbasa, approached and happily said to my spouse, "When I grow up, I will take up Rotary." Ann Thelma was quick to correct her that Rotary is not a college course. Behind my amusement, I saw amazement and truth in the eyes of the 11-year-old observer. The atmosphere of fellowship and camaraderie that night was so captivating, that the image of Rotary was bolstered; and I felt a sense of pride that Rotary has made such an impression.

Public Image in Rotary International's newly-approved Strategic Plan is among the three primary concerns, rightfully placed above the core essence statement. Our organization has changed the tradition of keeping silent about its many grandiose projects, to one which encourages us to make public our every activity. Rotary International has kept mum before, and I believe very few of us knew that the polio vaccines came from RI, until the End Polio Now became a battle cry in the later years.

I remember that, as a young boy, I always passed by the pyramidal marker of Rotary at the center of my home-

town in San Jose, Antique. My attention was caught by the intriguing Four Way Test. In fact, I had memorized it even before I became a Rotarian, after realizing its significance. For me, it is an effective tool of Rotary awareness, among others, of guiding us in what we think, say or do.

Rotary has made an impression before as boring, old, bald, dinner, socializing, elitist, and many more. In these changing times, it is part of our role, as Rotarians, to disprove this. As I've said in my speeches, we have to show them that we are not so old, but handsome men and beautiful women going to weekly meetings and fellowships to make change in the world. We have to get updated, as Rotary offers us the trends to help us keep up with the modern times. Proof of this are the different pilot programs for clubs that RI has approved of this Rotary year. One is the Corporate Membership for the Rotary Club of Boracay in our District.

Rotary's public image is enhanced by our clubs' quality and relevant service projects. Individual Rotarians are the essential promoters of Rotary's image. RI President Kalyan says that we have to tell our Rotary stories. We are already seeing that many Rotarians are



telling their stories using digital social media platforms like FaceBook.

We should not be conservative with our strategies in promoting Rotary awareness. And there are endless means and possibilities out there to put our best foot forward.

*Melvin*

Melvin de la Serna  
District Governor



Governor's visit to RC Metro Zamboanga...



...and RC Ipil-Sibugay.

*Note: I would also like to take this opportunity to thank all the Rotarians in our District who have donated and shared to those areas ravaged by Typhoon Sendong, particularly Cagayan de Oro and Iligan cities.*



## AROUND THE DISTRICT



RC Midtown Iloilo: 2nd Pasada of Jeep Sang Rotary.



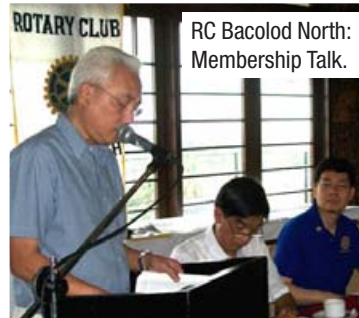
RC Metro Iloilo: Posting of The 4-Way Test posters in schools.



RC Basilan: The Four Way Test in vernacular.



RC Kalibo: Care for Children banner program.



RC Bacolod North: Membership Talk.



RC Bacolod South: Supplemental feeding program.



RC Metro Bacolod: Children's Party.



RC La Paz: Dengue Awareness & feeding program.



RC Pagadian: Book donation.



RC Bacolod Central: Fright Night fund raising.



RC Bongao: courtesy call with Vice Mayor Leila Jumdail.



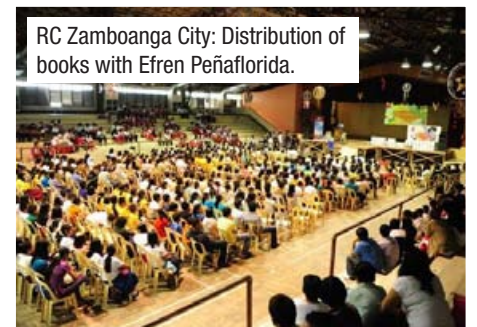
RC Metro Roxas: The 4-Way Test with Gov. Tanco of Capiz.



RC Jaro-Centraline: Operation Ligtas Na Undas.



RC Metro Zamboanga: Outreach project with RC Chinatown Manila & Taiwan Root Medical Peace Corps.



RC Zamboanga City: Distribution of books with Efren Peñaflorida.





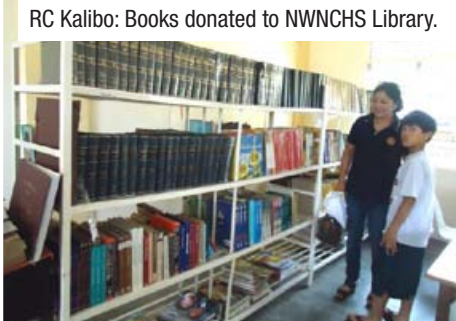
Zones 1-3: Deworming medicines turn over.



RC Bacolod South: Rotaract orientation.



RC Iloilo: Feeding program.



RC Kalibo: Books donated to NWNCHS Library.



RC Bacolod Central: Cleft lip surgical mission.



RC Bongao: Courtesy call with Vice Governor Hja Ruby Sahali-Tan.



RC Metro Bacolod: Book donation to Brgy Felisa Elementary School.



RC Bacolod North: Launching of feeding program.



RC Iloilo West: Clothes donation.



RC Zamboanga City Central: Induction of the Interact Club of Ferndale.



RC Basilan: Family Day.



RC Bacolod Central: Awarding the Best Halloween costume.



RC Iloilo City: Boys & Girls Week celebration.



RC Metro Roxas: Interact Club Induction.



RC Zamboanga City Central: Water project.



## AROUND THE DISTRICT

RC Jimenez: Bloodletting project.



RC Bacolod North: Youth Activity on Family Values.

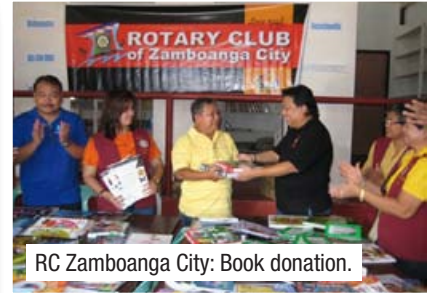
RC Basilan: Courtesy call with Gov. Jom Akbar.



RC Zamboanga City East: Turn over ceremony of rubber boats.



Zones 10-11: Courtesy call with Mayor Celso Lobregat.



RC Zamboanga City: Book donation.



Zones 10-11: Ladies' Night with Spouse Fe at Zalos, Zamboanga City.



RC Kalibo: 'Care For Children' feeding program graduation.



RC Bongao: With men of Balikatan.



RC Iloilo South: Blood Olympics.



RC Central Iloilo City: Fund raising project.



RC Iloilo: Medical Outreach as part of "A Healthy Treat" Project.



RC Zamboanga City Central: Distribution of garbage cans in Airbase public image project.



RC Metro Roxas Central: Career Guidance to high school students.



RC Basilan: Courtesy call with Mayor Cherrylyn Akbar.





RC Kalibo: Vocational Month celebration.



RC Metro Bacolod: Song number from Special Boy Scout.



RC Basilan: Interact Club of Lamitan National High School.



RC Bacolod North: Tri-District Eye & Ear Screening in Isabela.



RC Iloilo: Operation Haircut.



RC Metro Bacolod: Paint donation to Brgy. Cabugwason Elementary School.



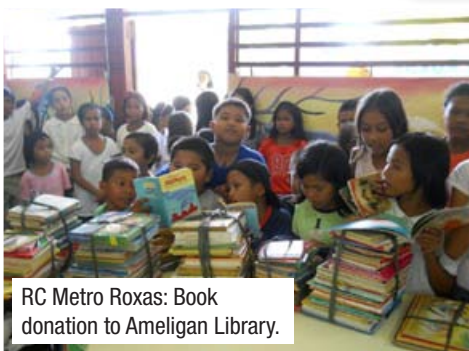
RC Iloilo South: Tree planting with Rotaract club.



RC Basilan: Sponsorship of Senior Citizen Convention.



RC Victorias: Medical Outreach.



RC Metro Roxas: Book donation to Ameligan Library.



RC Zamboanga City West: MOA signing with Federation of PWDs.



RC Bongao: Feeding activity in a Badjao Day Care Center.



Zones 1-3: Courtesy call with Iloilo Governor Art Defensor.



RC Iloilo City: Donation of defibrillator machine to PNRC.



RC Zamboanga City East: Rubber boat from Matching Grant.



## AROUND THE DISTRICT



RC Zamboanga City: With sister club, RC Makati.



RC Boracay: Celebration of former member Odie's life.



RC Basilan: Medical Outreach.



RC La Paz: Children's Party & slippers distribution.



RC Iloilo South: Recycling project.



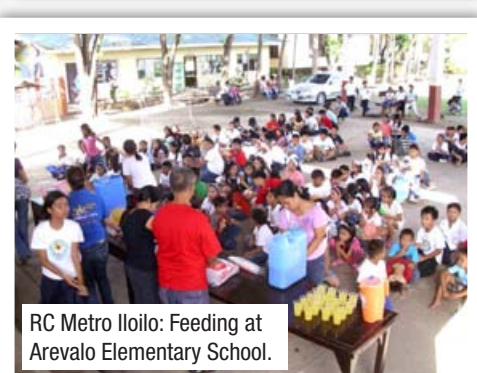
RC Bongao: Seaweed research of Mindanao State University.



RC Bacolod North: Wheelchair donation.



RC Kalibo: RCC and its products.



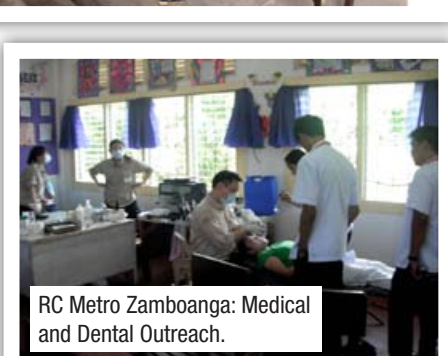
RC Metro Iloilo: Feeding at Arevalo Elementary School.



RC Metro Roxas Central: Fellowship and outreach activity to PWDs.



RC Bacolod South: Eye Care For You with PP Rene Sarmiento.



RC Metro Zamboanga: Medical and Dental Outreach.



RC Zamboanga City Central: turn over of Rotary Family Award to PP Doth Cajayun and daughter PP Shiela Lee.



RC Metro Roxas: Turn over of nebulizers in Sapián, Capiz.



Zones 1-3: Courtesy call to Iloilo City Mayor Jed Mabilog.



# 2011 BALI ROTARY INSTITUTE



Dec. 2-4, 2011: Grand Hyatt Hotel Nusa Dua, Bali, Indonesia.



Recognition from RI President Kalyan Banerjee, Spouse Binota (center), PDG Jackson Hsieh, Institute Convener (5th from right) and PDG Ritje Rihatinah, Institute Chair (6th from left), for the performance during the International Fellowship & Cultural Exchange Program.



Some attendees from Zones 6B, 7A & 10B.



DG Melvin de la Serna, Ms. Joy Walker, Manager of South Pacific & Philippines Support Team, and DG Nonoy Villa-Abrille of District 3860.



"Pinoy Ako" and "Dahil Sa Iyo".



From right: DG Melvin, Spouse Fe, DGE Biboy Jocson, Spouse Emily Jocson, and DGN Mark Ortiz.



From right: DG Melvin, Rotary Coordinator PDG Dave Villanueva and DGE Biboy.



Some of the Philippine delegates during the Opening Ceremony.



At Tanjung Benoa Beach.



DG Melvin, IPPCRG Chair James Dee and Inc. Dist. Sec. Jude Doctora.



## Pres. Earl “Jingjing” Autajay Rotary Club of Antique

January is Rotary Awareness Month—the chance of Rotary clubs to continue with their public image projects. Here in our club, we have adopted a street, where we put large flower pots bearing the logo of Rotary, for people to see and be familiar with our organization and its beautification project.



We also have our marker right in the heart of the town of San Jose, and on its three sides, we showcased the officers of the Rotary year, the theme, the photos of our projects in collage and the 4-Way test translated in our Kinaray-a dialect.

Each of us joined Rotary to serve and found the joy and satisfaction of friendship. We need to tell the community about this to enhance membership and good image of Rotary. We also need to ensure that all the time spent with Rotary is worthwhile, that it is rewarding and never wasted. When we learn what we are capable of and harness that power, we will uplift our communities as never before—and elevate Rotary as well.



## Pres. Anastacio “Jun” Descallar Jr. Rotary Club of Pagadian West

Our club has been involved in career guidance, feeding projects, medical outreach activities, and establishing water projects. This is our way of showing the community that we are serving a purpose in pursuing a goal of serving the less fortunate, the underprivileged and marginalized sectors of our society. We really have to look beyond and serve above ourselves. We are lucky and privileged that we are blessed, but the more will be our responsibility to give more, also.



As for membership, we also make it a point to orient nominees of their roles and responsibilities when they become Rotarians. We also try to build teamwork between new and old members. It is a means of showing how welcome they are, and that they are part of the organization.

We plan of achieving a roster of 34 members at the end of the Rotary year. This is because we believe that there is power in numbers.



## Pres. Michael “Mike” Aguilar Rotary Club of Bacolod East

For me, Rotary is for people who really want to serve. Selfless service with no personal motives.

Our club has many priority projects for this Rotary year. One is our Drive for Environmental Cleanliness in support of RA 9003, which is the Solid Management Act. Education is another one. We are for the provision of clean and safe schools for the less privileged students and other members of our society. Disaster Prevention and Management is also our thrust. This could be achieved by conducting seminars in Bacolod City schools on disaster preparedness. For the sector of persons with disabilities and other marginalized sectors, Skills Enhancement Program will be encouraged. This is because we believe in the saying that “Give man fish and he will not starve for a day, but teach a man how to fish and he will not starve for the rest of his life.”



Our club has been standing by the principle of commitment to Rotary, and I believe, that spells the difference.



## Pres. Gervacio “Jun” Pancho Jr. Rotary Club of Escalante

For me, the celebration of the Rotary Awareness Month is both for Public Image and Membership Promotion. The latter is very important as we need the support of members to make our projects successful. As a song goes, “No man is an island, no man stands alone.”



Our club has many fellowship activities that, we hope, will make us cohesive. This is one of the facts that we, Rotarians, see of life. Each of us has to realize that we need one another and we have to strengthen our membership and service endeavors through fellowship. We should establish rapport with one another and get rid of cliques, so that understanding and peace will prevail in our clubs.



Rotary International has survived 108 years because of service through fellowship among its more than 1.2 million volunteers. May we continue to value our camaraderie, and include the involvement of our families, as Rotary itself is one big family.





## Good Project + Effective Press Release = Positive Public Image for Rotary

By PP Edwin To, RC Zamboanga City, District Public Relations Chair

Everyday everywhere Rotarians are thinking on which project to prioritize or what project to embark. My personal experience taught me that good projects are not based on complexity or financial consideration, instead, it is evaluated based on its relevance, long and short term impact to the community and sustainability. A club project with these three important criteria makes it worthy of media coverage.

However, just because a Rotary club implements projects that are the relevant, high impact and sustainability, it does not mean media and general public will automatically appreciate our work as Rotarian, we need to have effective press release to create a positive public image for Rotary.

Rotary International sees the importance of public relation in every club and made it a standard committee in every club. The basic functions of the public relations committee are as follows:

- Write effective press release.
- Work with media partners.
- Utilize both traditional and new media tools available.
- Evaluate campaign effectiveness.
- Act as resource person for club's public image needs.

Effective press releases are short documents used to attract media's attention to an activity or newsworthy program in the club. Considered to be the basic in every press release documents is the five Ws which should be included in your first paragraph:

- Who? The main focus of your story; a person or group at the center of the story.
- What? The event or project with which your club is involved.
- Where? The location of the event, including a street address.
- When? The time, day, and date of an event, or the time period involved for a person or project.

- Why? The reason the event, person, or project is significant to the general public.

Additional paragraphs may provide details about the event or project, or describe how the person or group achieved something extraordinary.

Press releases should be done continuously and consistently, at least once or twice a month with follow through coverage to give the public a sense of sustainability.

Timeliness (published within the week of activity or days before the event) and exclusivity of materials are other factors that attract media outfit to feature our story. They always want to be the first to publish unique and interesting stories and making our write-ups aligned to their objective increases our chance of being published.

Creating a Positive Public Image for Rotary is the responsibility of every Rotarian everyday everywhere.

## New award recognizes exceptional literacy projects

**R**otary International and the International Reading Association have collaborated on an exciting new award that will give two deserving projects monetary gifts of US\$2,500 on behalf of the Pearson Foundation. New literacy service projects jointly undertaken by Rotary clubs and IRA reading councils in 2011-12 may be considered for these two awards.

### Application criteria:

- Rotarian applicants must be Rotary club members in good standing.
- IRA members and Rotarians must be working together to improve literacy through a project created to meet the needs of the local community or the literacy needs anywhere else in the world. Any project launched 1 July 2011 or later is eligible.

### Applications must be submitted by 15 June 2012.

If you need more information on this Pearson Foundation recognition after reading the application, Rotarians should contact [programs@rotary.org](mailto:programs@rotary.org). To find IRA members, click on councils and affiliates on the IRA website. To find out more on different RI/IRA projects, visit the Literacy Project Guide.



## JOINT GOVERNOR'S ADDRESS

### ZONE 4: ROXAS, KALIBO AND BORACAY



### ZONES 5 TO 7: NEGROS OCCIDENTAL





## JOINT GOVERNOR'S ADDRESS

### ZONES 10 AND 11: ZAMBOANGA CITY, BASILAN AND TAWI-TAWI



## FEATURE

### Remembering PDG Eric

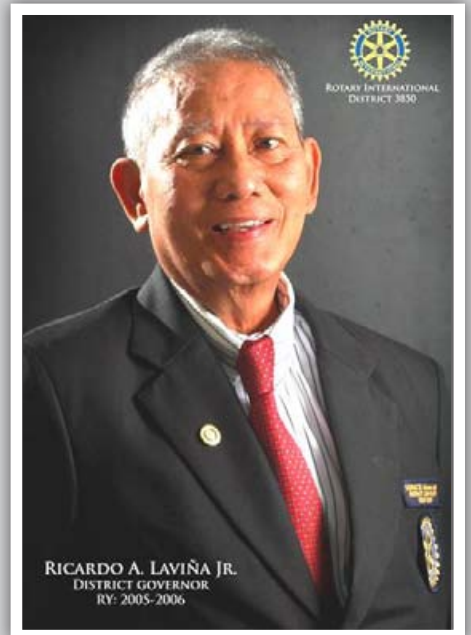
District Governor Ricardo A. Laviña, Jr., "Eric" as he was fondly called, joined the Rotary Club of Zamboanga City North in 1994. He became President for RY 2000-2001. During his term, he organized RCC in a remote area in a deprived mountain community. The club was a re-

cipient of the Presidential Citation from RI Pres. Frank Devlyn.

The late governor held various club and district positions before he became District Governor in RY 2005-2006 with Carl-Wilhelm Stenhammar as RI President under the theme, Service Above Self.

PDG Eric's classification was Hotel and Restaurant Management, and the proprietor of Laviña Hotel. He was the president of a family owned corporation, the Fal Gerika Enterprises, Inc., which is into real estate leasing. He was also involved in many other non-government organizations.

As a family man, he was a devoted husband to spouse Georgia, an attentive and caring father to daughters Gladys and Glenda, and a doting grandfather to his grandchildren.



PDG Eric was liked by everyone he met. He possessed humility and can motivate people. He was a true epitome of a Rotarian who takes by heart Rotary's motto of Service Above Self.



The cordial host (center) during the DISCON 2011. A few days later, PDG Eric lost his battle with cancer, at 73.



## A W A R D S



RC Metro Iloilo: Over-all Champion in 21st National Metro Sportsfest.



RC ZC Central: Award of Recognition to Outstanding PWD, Judge Eric Elumba.



RC Victorias: Community Service Award to Outstanding Traffic Enforcer.

### ASIA - PACIFIC ROTARACT REGIONAL CONFERENCE ATTENDANCE AWARD



RC Bacolod South: PHF Sustaining Members.



DRRE Ruvinier Ace Viñarta of the Rotaract Club of Bacolod North.



PP Isabel Moreno, Rotaract Club of Ateneo de Zamboanga.



Rtr. Pres. Aldimin Kalli, Rotaract Club of Zamboanga City West.



RC Kalibo: Most Outstanding Barangay Health Workers 2011: Chona R. Custodio and Lourdes A. Espinas.



Commitment Award: PP Arsenio "Jun" Gonzalez, >50 years in Rotary.



Commitment Award: PDG Antonio "Tony" Veloso, >50 years in Rotary, received by PP Edmon Dimaano.



RC Victorias: Joint Governor's Address Attendance Award (Zones 5-7).



RC Zamboanga City: Joint Governor's Address Attendance Award (Zones 10-11).



RC Zamboanga City West: 2011 Most Outstanding Elementary School Teacher, Ms. Josefina R. Macario.



## TRF ANNUAL GIVING, CLUB PER CAPITA RECOGNITION, RY 2010-11



1st: RC Zamboanga City.



2nd: RC Bacolod.



3rd: RC Bacolod West.



Paul Harris Fellow: PP Esperidion Alvarez, received by Gregorio Alvarez, RC Zamboanga City.



TRF Benevolence Award: AG Josue Lee, RC Zamboanga City East.



TRF Benevolence Award: Pres. Jessica Flores, RC Basilan.



Tri-District Seamless Seminar Attendance Award: Pres. Baby Albrecht, RC Zamboanga City East.



Tri-District Seamless Seminar Attendance Award: PP Jude Doctora, received by PP Jojo Montinola.



Rotary Family Award: PP Lolita del Carmen (RC Zamboanga City Central) and brother PP Rodel Agbulos (RC Zamboanga City).

## RC METRO BACOLOD: BAYANING PROPESYONAL AWARD (OUTSTANDING SPED TEACHER)



Romuel Solitano.



Mary Christine Gravila.



Jessica Agsam.





## DS NOTES

### Rotary Awareness

District Secretary Melchor "Cho" Ramos

The month of January is Rotary Awareness Month. As Rotarians, we have the knowledge of its mission, programs and plans. Rotary information is very vital. It speaks of our theme, Reach Within to Embrace Humanity. We should be well-informed before we can serve. We are the example of good public image as we are expected to be role models. By so doing, we are building a positive image of Rotary in the community.

We have the responsibility to have media mileage for our community projects, big or small. We should always announce our successful undertakings. The families of Rotary, too, can help disseminate activities as they are

always involved in Rotary activities. Coordination with other nongovernment organizations, as well as government offices, is encouraged as part of our Public Image drive. In fact, there is an award for the Most Cooperative Club. We encourage more Rotary markers and The Four-Way Test signages and their repair and restoration. Of course, let us not forget the different media, print, television, radio, tarpaulins, internet, and many more.

The District would also like to condole with the bereaved family and friends of the late PP Nardz Figueroa of the Rotary Club of Kabankalan.

Happy New Year!



PP Leonardo  
"Nardz" Figueroa

**DISCON 2012** is fast approaching and we have to be persistent with our reminders of your Registration to what we call the event of the year. This will happen on April 12 to 14, 2012. The Opening Ceremony, which will start at exactly 4:00 p.m., will be at Plazuela de Iloilo, the newest place to be in Iloilo. Our Plenary Sessions for the following days will be at Sarabia Manor Hotel, Iloilo's premiere hotel, at Gen. Luna St., Iloilo City. Also, by this time, you should have submitted your advertisements for our Souvenir Program, chaired by PP Meg Lunn of RC Roxas.

Our Rotary International President's Representative is now known. He is Immediate Past District Governor Jason Chan of the Rotary Club of The Peak, District 3450. We will feature him, with his Spouse Alice, in a future issue. His district, during his term, was one of the top in The Rotary Foundation contributions and IPDG Jason is also one of the youngest District leaders in Rotary.

There will be a Spouse Program in the morning of April 13, 2012 at Sarabia Manor Hotel. We are expecting the spouses to attend this exciting activity when they visit Iloilo and enjoy its beauty spots and trademark locations.



IPDG Jason Chen and spouse Alicia

## DisCon 2012 Updates

By PP Tres Arandela DisCon 2012 Chair



Plazuela de Iloilo



Sarabia Manor Hotel and Convention Center



# Monthly Attendance Report

November 2011

Zone	Rotary Club	Club No.	Chartered	Members	Meetings	Att %	Rank
I	Iloilo	17045	1933	46	3	30.00	49
	Iloilo South	17047	1971	23	4	86.75	13
	Antique	17015	1971	25	4	84.00	17
	Iloilo West	28828	1992	19	4	70.00	33
	Miagao	58693	2002	13	4	84.61	15
II	Iloilo City	17046	1975	29	4	77.75	29
	Jaro-Iloilo City	25131	1988	19	4	84.00	18
	Central Iloilo City	27338	1990	17	4	91.18	6
	Jaro-Centraline	29746	1993	14	4	92.85	4
	Jaro South	31664	1996	10	4	78.70	27
III	Metro Iloilo	17066	1979	61	4	65.50	36
	Midtown Iloilo	24342	1987	31	3	96.00	3
	Guimaras	27277	1990	22	4	62.00	39
	Molo	27939	1991	10	DNR	DNR	
	La Paz	30821	1995	17	4	66.00	35
	Dumangas	31821	1996	28	4	79.70	26
	Metro Passi	76428	2007	17	4	78.00	28
	IV	Roxas	17080	1964	18	4	80.00
Kalibo		17053	1967	50	3	90.50	7
Metro Roxas		22518	1982	40	4	91.88	5
Boracay		50661	1997	18	4	89.00	9
Metro Kalibo		54828	2001	12	4	83.33	20
Metro Roxas Central		74422	2006	28	5	98.00	2
V		Bacolod North	17018	1973	57	3	88.04
	Silay	17084	1973	18	3	83.00	21
	Escalante	17037	1976	14	5	52.00	43
	Victorias	17091	1966	18	4	81.50	23
	VI	Bacolod	17016	1937	32	4	81.00
Bacolod East		17017	1983	33	4	84.51	16
Bacolod-Marapara		29076	1992	23	4	65.21	37
Bacolod Central		31518	1996	26	2	55.56	42
VII		Bacolod South	17019	1969	23	4	90.00
	Kabankalan	17052	1974	26	4	71.00	32
	Metro Bacolod	25280	1988	22	3	81.82	22
	Bacolod West	27374	1990	25	3	88.00	12
	VIII	Dipolog	21409	1950	26	3	35.60
Jimenez		17050	1975	19	4	84.00	19
Dapitan City		25485	1986	16	5	34.00	48
Oroquieta Centennial		69314	2005	16	2	10.60	50
IX		Ozamiz North	17073	1974	25	4	72.00
	Pagadian	17074	1975	25	4	52.00	44
	Pagadian West	17075	1977	30	4	86.00	14
X	Zamboanga City	17094	1948	45	1	100.00	1
	Basilan	17022	1960	34	4	57.60	41
	Zamboanga City East	17095	1974	25	4	70.00	34
	Zamboanga City North	17096	1980	20	4	58.82	40
	Zamboanga City Central	26956	1990	24	4	63.33	38
XI	Zamboanga City West	17097	1971	55	3	71.62	31
	Metro Zamboanga	22275	1974	22	3	89.00	10
	Ipil-Sibugay	59175	2002	21	4	43.75	45
	Bongao	69302	2005	20	4	42.16	46

## Top 10 Clubs in Attendance %

1	Zamboanga City	100.00
2	Metro Roxas Central	98.00
3	Midtown Iloilo	96.00
4	Jaro Centraline	92.85
5	Metro Roxas	91.88
6	Central Iloilo City	91.18
7	Kalibo	90.50
8	Bacolod South	90.00
9-10	Boracay	89.00
9-10	Metro Zamboanga	89.00

## Top 10 Clubs in Membership

1	Metro Iloilo	61
2	Bacolod North	57
3	Zamboanga City West	55
4	Kalibo	50
5	Iloilo	46
6	Zamboanga City	45
7	Metro Roxas	40
8	Basilan	34
9	Bacolod East	33
10	Bacolod	32

## Clubs that Did Not Report (DNR)

1	Molo
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## Facts about District 3850

# of Clubs**	51
# of Active Rotarians*	1,288
Average Attendance %**	73.04
Average Membership**	25.63

\* As of 30 June 2011

\*\* For November 2011





## DISTRICT 3850 PHILIPPINES *Festival District*

### KALIBO, AKLAN

## *Ati-Atihan Festival*

The Ati-Atihan is a festival celebrated on the third week of January in Kalibo, Aklan, in honor of the Santo Niño. During the last three days of this week-long fiesta, a parade of tribes is most-awaited. It is a colorful event with celebrants painting their faces in many different ways and dressed in the most exceptional costumes. The dancing to the rhythms of the drums makes this festival comparable with carnival in Rio in Brazil!

Legend says that, in the thirteenth century, long before the Spaniards came to the Philippines, light-skinned immigrants from the island of Borneo (Kalimantan) in Indonesia arrived in Panay Island. The short, dark, and kinky-haired local people—the Atis (Negritos)—sold them land and allowed them to settle in the lowlands while they stayed in the mountains.

One time, the Atis were in need of food because of a bad harvest in their



homelands. They came down to the lowlands of the Maraynon and asked them food. Every year since then, the Atis danced and sang in gratitude for the helping hand. A real friendship was born and the Maraynon started to paint their faces black in honor of the Atis and took part in the fiesta.

### ESCALANTE, NEGROS OCC.

## *Manlambus Festival*

The Manlambus Festival manifests the joys and sense of thanksgiving for all the blessings of abundance it has received through the years. The festival dance appeals to all ages, as movements are simple, easy and expressive. It is a wholesome form of entertainment. The compelling rhythm of the drumbeats, the expressive movement and vigorous actions of the dancers make it attractive to spectators.

Escalante, a progressive city in Negros

Occidental is the home of Manlambus Festival held every 30th of May in celebration of its rich cultural heritage and glorious past that every Escalantehanon loves to share and tell, as its present dictum goes: *Abante Escalante, masarangan nato kini* (Forward Escalante, we can do it)!

Originally, the town was known as Manlambus, a Visayan term meaning to strike with a club, because its coastal waters were then teeming with fishes that



catching them could simply be done by using a club or lambus. It is believed that Escalante was inhabited since 11th A.D. per artifacts unearthed by Siliman University Anthropological Team in 1975-76.

### OZAMIZ CITY

## *Subayon Keg Subanon Festival*

The feast of “Our Lady of Triumph” at Cotta Shrine is celebrated every July 16, which is also the Charter City anniversary of Ozamiz City. The Subayan Keg Subanon festival is also held on the same day. The festival is a showcase of different dances and rituals in a kaleidoscope of many colors. The Cotta entertainment area has free live band concerts and other musical variety shows each weekend. Fireworks displays are held at Cotta during Fiesta and holidays. It can be seen across Panguil Bay as far as Lanao del Norte.

The word Subanons, written also as

Suban-ons, means “dwellers of the river” and is taken from the word “suba” meaning river. With no doubt before the arrival of the Mohameddians and Spaniards, the Subanons held the entire country west of Panguil Bay sharing it only with the Negritos who have now disappeared from the whole region. However, based on the information gathered from the personal interviews and written narrations it is claimed that the Subanons originally settled in the rich valley of Salug (Subanon word for river) now a municipality of Zamboanga and Misamis Occidental



mostly along the river.

There is also an upcoming festival first held successfully this year which is the Hulaw-hulaw festival of the fisherfolk in quest for the abundance catch of fish.