

GOVERNOR'S MONTHLY LETTER

ROTARY INTERNATIONAL DISTRICT 3850



JULY 2011



R.I. President Kalyan:

**True, pure
Banerjee**

District 3850 Governor
MELVIN DE LA SERNA:
Bugal kang Antique



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ABOUT THE COVER

This maiden issue cover showcases highlights from the International Assembly held at the Manchester Grand Hyatt, San Diego, California, USA on January 16 to 21, where R.I. Pres. Elect Kalyan and Spouse Binota Banerjee welcomed DGE Melvin and Spouse Fe de la Serna, and 534 other District Governors Elect. Described as both enjoyable and fun, the training unraveled the theme for Rotary Year 2011-2011, Reach Within to Embrace Humanity.

Also on the cover are the 10 District Governors of the Philippines, from left to right: Samuel "Sam" Fontanilla (D3870), Ismael "Billy" Villareal (D3830), Leoncio "Nonoy" Villa-Abrille (D3860), Rafael "Raffy" Garcia (D3800), Socorro "Corina" Bautista (D3770), Digna Ragasa (D3890), Jose Francisco "Jess" Cifra (D3780), Reynaldo "Rey" Castillo (D3820), Ernesto "Ernie" Choa (D3810), and DG Melvin.

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EDITOR'S NOTES

Maiden Issue

Dear fellow Rotarians,

When I emailed Gov. Melvin asking him what his vision of this year's GML would be, I got this response less than 5 minutes later. He wants his GML to:

- come out on time;
- have more pictures, as most RI articles are on the RI website;
- feature the District Team and the club presidents;
- publish letters from Rotarians;
- feature the festivals of localities in the district;
- be informative;
- have an attractive layout; and
- be a Rotarian's/collector's item

Not too difficult, I thought, having been involved with the editorial board of the GML three times in the past. And his vision doesn't really differ much with the previous Governors, too. The challenge is to do it consistently until June 2012, especially with objective #1--to come out on time.

He also wanted to do all the pages in full color, which is quite prohibitive in cost, considering the low quantity of production. So, I came up with the idea of preparing a full color layout so that the online PDF version can be viewed in full spectrum. The printed version will have only the front and back covers in color.

We would also like the GML to be more accessible and easily read by other Rotarians who aren't club presidents or district team members. We plan to publish it in district's website (<http://www.rotary3850.org/>) and Rotarians can read it flipstyle a la iPad, without the need to download and open it with Acrobat or a PDF viewer.



PP Chris

20 April 2011

Dear Incoming Governor Melvin,

It was good to meet you this weekend. I enjoyed both the Presidents Elect Training Seminar and the District Assembly, especially the two break-out/workshop sessions, the one when we gathered in small groups to discuss the worksheets and the other with you as facilitator. I liked what you said about the Issue of the Week to be tackled during club meals to save time, and some of the steps you took to turn around your club. I have also been hearing of cliques in Rotary from others and hopefully I can solve such problem if ever encountered. I'm looking forward to seeing you at the DISCON.

By the way, I came across this quote that I thought was apropos: "Apathy is not a result of bad members; it's a result of uninspired leadership." So says T.J. Sullivan on The Apathy Myth: <http://apathymyth.blogspot.com/>. I happen to agree with him, at least in part. Leaders, after all, are not in control of the behavior of others. So why waste our time complaining about how others are undisciplined or irresponsible or rude or whatever. We are in charge of our own behavior. We can choose to stop complaining and start inspiring, or at least try to inspire, and let the Holy Spirit work on changing the behavior of others.

Cheers,
Bruce Hall *
President, RC Iloilo West RY 2011-2012



Pres. Bruce with spouse, Rosalie

* Bruce L. Hall is a lecturer of Division of Social Sciences, College of Arts and Sciences, University of Philippines in the Visayas.

16 February 2011

Dear Incoming Governor Melvin,

Our values in Rotary are salutary to a healthy and progressive nation. Let us pass them as best we can to the generation coming after us.

To that end, I suggest that all Rotary clubs in the country adopt a continuing Rotary program I call **CHILDREN'S PARTY!**

To start it, I suggest that every club holds on Friday, July 1, 2011, a **CHILDREN'S PARTY** in a school in its territory (or elsewhere that it may deem suitable) instead of or in addition to its induction of new officers. The members of the club are to attend the party, which may be treated as an ordinary meeting at which the club may hold an abbreviated meeting that will not interfere with the merriment of the children. The motive of the celebration will be the happiness of the Rotarians at the prospect of another year of service to the community with their new officers, and their desire to share that happiness with the children who will replace them in the community when the time comes.

It is my hope that we will persevere with this program for at least the next five years, when it will become a settled Rotary tradition. I hope other organizations will copy it to hasten the cultural change. I also will not mind if Rotary then gets to be known as the **CHILDREN'S PARTY CLUB** instead of just a bunch of old people who go to lunch. And if the idea appeals to others and is copied elsewhere like People Power, then let us call it **CHILDREN'S POWER**.

M.A.T. Caparas
Past RI President



Reach Within to Embrace Humanity



Two areas where we shall need to constantly revisit our goals are first, finding more Rotarians to do the work of Rotary. I believe the time has long since arrived when we must focus on getting newer, younger, current-generation, YouTube- and Facebook-savvy Rotarians. They are all there, willing to be invited, but we need to make space for them. In many parts of the Rotary world, this is beginning to happen. It needs to become universal as we put ourselves on fast forward and develop our own Rotary network. And it certainly will, if we focus on the changes that I am talking about.

And the other area we must look at is telling well the story of Rotary to the world. Too often do we believe that because we are doing so well, the world must be looking at us? Well, the world isn't, for most of the time. Even in Evanston, two blocks from our headquarters, intelligent people often ask: "Rotary? What does it do?" We need a planned, imaginative, and magazines carry enough stories of the bad. It's time to tell the stories of the good. The way we tell it may differ from place to place, country to country. But it needs to be told, because we surely do things worth telling.

Yes, today, as we get ready to commit a precious year of our lives to Rotary, let us clearly understand that each one of us has a part to play, to perform, to deliver. We cannot simply go back home from here saying we shall try our best. We need to commit ourselves absolutely, fully, and say what I must do shall indeed be done.

And I tell you that each one of you will succeed because the resolve and strength to do this—to do anything—comes from within yourselves. In order to achieve anything in this

world, a person has to use all the resources he can draw on. And the only place to start is with ourselves and within ourselves. And the questions we need to ask ourselves are: Why am I here? Why are you here? It is because we all seek a sense of fulfillment in life, and the responsibilities we are about to take up are a part of that fulfillment.

To achieve the fulfillment, we have to find harmony between our inner self and the outer self; the inner dimensions are our desires, our will, our spirit, and our outer dimension is the action we take and the image we create. That is why I am asking you to reach within and unleash your inner power and then use it to embrace everything and everyone around you. Go ahead. First reach within yourself, and then move on confidently, firmly, toward the targets you have set for yourselves. Discover yourself, develop the strengths within you, and then unhesitatingly, unflinchingly, go forth and encircle the world, to embrace humanity. And that, my brothers and sisters in Rotary, is going to be our theme for our year: Reach Within to Embrace Humanity.

How do we do it? Well, that's just what we have been talking about, all this time. All the lights of the world cannot be compared even to a ray of inner light of the self. And I wish that: May the lamps of love and devotion burn brightly in your heart, may the light of understanding shine in your minds, may the light of harmony glow in your homes, and may the bright rays of service shine forth ceaselessly from your hands.

Kalyan Banerjee

Let's Walk Together

Time flies so fast and the moment has come.

I was District Governor Nominee in the Rotary year when the theme was "Make Dreams Real," and indeed, it was a dream realized.

I remember that I was a young teen spending the night peeping through our fence and watching the New Year Fellowship of the newly chartered Rotary Club of Antique, held in the residence of our neighbor, the Charter Rotary Ann president. I was so amazed with the camaraderie of the cream of our community. How I wished that someday I would be one of them.

Being an active Rotarian for 20 years is a product of that longing. I also came to realize that all my efforts lie in all my want to show that I belong; that I am a part of this community.

I have always thought before that nobody wanted to walk with me. I am too slow for their fast pace. Whenever somebody caught up with me, I would always put on excuses in order to stay behind. Sometimes, I would wish the world to move in slow motion so that I can walk together with everyone else.

The support of everyone changed most things. The lesson learned was we are the masters of our destiny. This I would like to impart to all leaders of the Rotary clubs. The impact your clubs will give to your respective communities lies on your dedication and how you inspire the officers and members to work and "walk" with you.



Past RI President Bichai Rattakul told us a story of a poor and disabled Thai farmer and his daughter who were left by the mother because of the former's condition. The father was a land mine victim and was an amputee. A Rotary club saw him crawling, and was assisted with leg prostheses. He struggled and was able to send the daughter to school. Her graduation coincided with the father's birthday, and having no money, she gifted him with their photograph when she was small. On the back, she scribbled: "Dad, we can now walk together."

With that is my fervent wish that in this Rotary year and in the years ahead, all of us will walk together for the best of things we always have for ourselves, our families, the community, and the world.

Melvin





During the Felicitation Ceremony in India



With spouse, Binota



With PCRG Chair James Dee, PRID Paing Hechanova, and PDG Sonny Coloma

R.I. President Kalyan: True, pure Banerjee

Vapi, Gujarat, India

President, Rotary International, 2011-12

Trustee, The Rotary Foundation, 2001-05

Chair, Rotarian Action Groups Committee, 2008-09

Director, Rotary International, 1995-97

District Governor, 1980-81

Kalyan Banerjee is chair of United Phosphorus, Bangladesh, and a director of United Phosphorus Ltd., one of the largest manufacturers of agro-chemicals in India, and Uniphos Agro Industries Ltd. Born in Kolkata in 1942, he earned a degree in chemical engineering from the Indian Institute of Technology, Kharagpur, in 1964. He is a resident of Vapi, Gujarat, where he has contributed significantly to its development as one of the largest industrial estates in India, helping to provide infrastructure for health care and education.

Banerjee has been a member of the Rotary Club of Vapi since 1972. He served as club president in 1975-76 and district governor in 1980-81. He began his international service to Rotary in 1995, with his appointment to the RI Board of Directors. He has gone on to serve as general coordinator of the Poverty and Hunger Alleviation Task Force (1997-98), trustee of The Rotary Foundation (2001-05), and chair

of the Southeast Asia PolioPlus Committee (2009-10). He has served on numerous other committees, including the International PolioPlus Committee (2008-09), Reach Out to Africa Ad-Hoc Executive Committee (2009-10), Leadership Development and Training Committee (2009-10), Permanent Fund Committee for India (2008-09), and the Child Mortality Emphasis Coordinating Team (2008-09).

Banerjee is also active in many other organizations, including the American Chemical Society, Indian Institute of Chemical Engineers, and the Senate of the Vishva-Bharati University. He has served twice as president of Vapi Industries Association and is a past chair of the Gujarat Council of the Confederation of Indian Industry. In addition, he is a trustee for the Jai Research Foundation.

Kalyan Banerjee is married to Binota, a social worker, and they have two children and four grandchildren.

I would like to see Rotary blossom

from being the world's most recognized service organization to being the most important NGO [nongovernmental organization] in the world.

Rotary, has the strength of a government and the tenderness of a parent.

"Rotary needs to become the preferred organization for today's generation to join and participate in, to make the world better and safer and happier."

DG Melvin de la Serna: Bugal kang Antique

District Governor Melvin "Mel" Say de la Serna was inducted to the Rotary Club of Antique in 1991. After two years, he became the club's youngest president. Tagged as the *summa cum laude* of the Rotary Club of Antique because of top recognition, his club's past presidents honor him every culmination activity. His term as club president is described as a year of many firsts—among them were the organization of the Partners in Service committees, contribution to The Rotary Foundation, and being awarded the Outstanding Club in the District and Best Club Bulletin by the late PDG Ross Castillo. He is RC Antique's first Paul Harris Fellow, an Attendance 100 percenter for 20 years and has attended several R.I. Conventions.

He held various positions in his club and the district. He was the Asst. Governor for Zone 1 in RY 2002-2003, twice the District's Chair for Community Service, and an almost perennial Chair of the PolioPlus. He was also the Governor's Special Representative in RY 1995-96 for the RC Culasi extension.

DG Mel was born in San Jose, Antique and finished his BS Biological Sciences from UP in the Visayas and Doctor of Medicine from West Visayas State University, Iloilo City as the National State

Scholar for Region 6. He has also won various awards for vocal solo, painting, poetry and essay writing competitions during his school days.

Stricken by polio at age 11 months, this survivor is the founding president of the Association of Disabled Persons-Antique in 1992 and served as president for 10 years. He initiated the establishment of the Special Education Center in Antique, and still fights for the rights of persons with disabilities.

He is also the founding president of the Phil. Federation of Private Medical Practitioners-Antique Chapter. He is a past president of the Antique Medical Society and the Phil. Academy of Family Physicians Antique Chapter, where he is a Diplomate and Fellow. He has brought the organizations their first national awards as outstanding chapters. He was twice voted by the PNP Region 6 as Antique's Most Outstanding Civilian in 1996 and 1999. He is also Antique's Most Outstanding Physician 1996 and Physician of the Year in 2000. Presently, he is also involved with the Drugstores Association of the Philippines, Philippine Red Cross, Boy Scouts of the Philippines, Good Shepherd Center for the Elderly and the Coast Guard Auxiliary. With all his community volunteerism,



DG Mel meets Paul Harris

DG Mel was chosen as *Bugal Kang Antique* (Pride of Antique) Awardee for Community Service in April 2009. He has several gold medals in swimming during his medical years, and has bagged a silver medal for freestyle in the Philippine National Games (PWD Category) in 1997 held in Cebu City.

Presently, DG Mel has an active private practice in Family Medicine. He is married to the former Fe Ortega of Caba-natuan City, a pharmacist; and they are blessed with four children: Arianna, 16; Kristia, 15; Alexa, 11; and Martino, 8.



With spouse, Fe



The love and acceptance of self

is indeed the greatest love of all. Who would love and respect you if, in the first place, positive attitude doesn't emanate from your own selves. I have also tried hard to work and help the disabled like me. My idea of service for the handicapped is to make them realize that they are useful individuals of the community. I would like to be their role model.

One of the many reasons why I appreciate Rotary, is because of its PolioPlus program. It will eliminate the crippling disease that has affected so many lives—physically, emotionally, and even financially.

THE DISTRICT IN ACTION



8 June 2010, TRF Seminar, AIM, Makati City: (L-R) DG Melvin de la Serna, PP Ronnie Gabalda, DRFC Toto Cua Locsin, IPDG James Makasiar & DGE Biboy Jocson.



18 November 2010, Governors Nominee Training Seminar, Dusit Hotel, Manila: District Governors Nominee from Zones 6A, 7B, 10B.



6 November 2010, Pre-GETS 2010, AIM, Makati City: DGEs and spouses with facilitators.



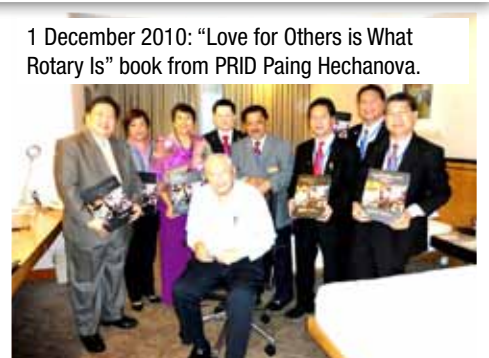
17-18 November 2010, Governors Elect Training Seminar, Imperial Palace Hotel, Bangkok, Thailand.



30 November 2010, PCRG Dinner, Crown Plaza Hotel, Manila: Chair James Dee, RIPE Kalyan Banerjee, PRID Paing Hechanova & PDG Sonny Coloma.



1 December 2010, Seminar on Rotary Concerns: PDG Dave Villanueva speaking on Membership.



1 December 2010: "Love for Others is What Rotary Is" book from PRID Paing Hechanova.



1 Dec. 2010, PCRG Christmas Party: (Standing, L-R) PDG Nanette & Chick Garcia, PDG Dave Villanueva. (Right) DGE Melvin de la Serna & Spouse Fe.



18 January 2011: Rotary Peace Fellow Vener Macaspac on "How a Rotary Program Is Changing My Life".



18 January 2011: DG Melvin de la Serna with DG Mike Parry of D1150 Southern & Mid Wales, DGSE partner during the International Assembly.



20 January 2011: Spouses of DGEs during the International Festival Talent Night, San Diego, California, USA.



20 January 2011: "Pista" Dance Number—one of the most applauded numbers during the International Festival Talent Night.



23 January 2011: Exchanging of banners with Rotarians from San Diego Paradise Valley during the Post-Assembly Host Hospitality.

5 March 2011: District Team Training Seminar, Grand Tower Suites, Iloilo City



DGN Mark Ortiz tackles Public Relations.



Host Club (RC Central Iloilo City) Pres. Alex Ong, receives plaque from DG Mel de la Serna & PDG Dave Villanueva, District Trainer.



DG Mel de la Serna shows trophy for TRF Contribution.



"Roles & Responsibilities" by DGE Biboy Jocson of RC Bacolod North.



Session with Incoming Assistant Governors.



DG James Makasiar shows it off for IAG Flor Moya (left) and IP Bopeep Ong.



Media interview on Rotary Assistance for Japanese tsunami victims.



PDG Dave Villanueva receives Plaque of Appreciation for host club, RC Bacolod South.



18 March 2011: Presidents Elect Training Seminar, Bacolod Business Inn, Bacolod City.



With Incoming Presidents from Zones 10-11.



PP Chris Montero talks about The Rotary Foundation.



PP Junjun Arceo (center) receives certificate and token as Public Relations speaker.



IDG Mel de la Serna & DG James Makasiar with some Incoming Presidents.



Fellowship @ M02, West Town Hotel

THE DISTRICT IN ACTION



3 March 2011: DISTRICT ASSEMBLY for Zones 1-7, Pavillon Hotel, Bacolod City.



IP Alex Lee of Host Club RC Bacolod North receives token.



Session for Incoming Presidents.



PP Jundad Legislador lectures on Club Secretaries, Treasurers, and Club Administration.



Public Image lecture by PDG Sonny Elegado.



DISTAS Attendance Awardee: Rotary Club of Dumagas.



DG Mel de la Serna with Rotary Club of Silay led by IP Chito Villanueva.



RC Metro Iloilo members welcome Yoon Byong Seong (D3600 DRFC) & delegates of RC Ansung East, South Korea.



IP Jay-Ar Ortega (right) leads Reception Committee at Zamboanga Airport.



1-3 April 2011, DISTRICT CONFERENCE: "pirates" from RC Zamboanga City



DG James Makasiar, IDG Mel de la Serna, DGE Biboy Jocson, and DGN Mark Ortiz.



Luncheon fellowship DISCON guests with hosts: PDGs Charlie Rieth and Tony Veloso (standing 6th and 7th from left)



Lunch hosted by the late PDG Eric Lavina Jr. (center). Standing at the right is PDG James Dee, PCRG Chair.



IDG Melvin presents gemstone collection from Antique to RI President's Rep. Frederick Lin.



Spouse Vbeim and DISCON 2012 Chair PP Tres Arandela, DG Mel de la Serna and Pres. Bobit Abiera of RC Antique at the pre-registration booth.

7 May 2011: DISTRICT ASSEMBLY for Zones 8-11 Grand Astoria Hotel, Zamboanga City.



Awarding PDG Boloy Mendoza, one of the speakers. At right is Incoming AG Boy Lee.

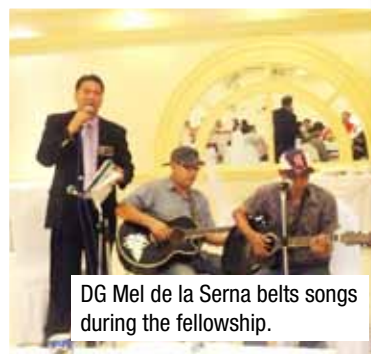
Session for the Incoming Presidents.



DISTAS Attendance Awards: Rotary Clubs of Basilan, Pagadian West & Zamboanga City Central.



Leo Omoso, Public Speaking Public and Public Awareness speaker, receives award from IP Baby Albrecht (RCZC East) & IDG Mel.



DG Mel de la Serna belts songs during the fellowship.



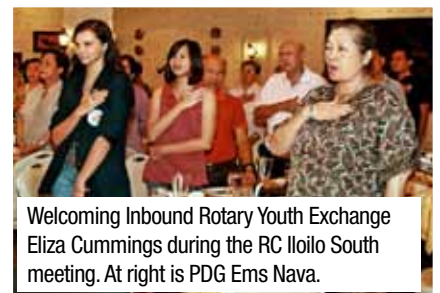
Birthday girl, Spouse Fe de la Serna together with the spouses from Zamboanga City.



18 March 2011, Business Inn, Bacolod City: Meeting with PDG Mike Lirio on alumni association.



12 April 2011, Hotel Del Rio, Iloilo City: AG Dial Jardeleza during RC Iloilo South's thanksgiving dinner with Iloilo Gov. Art Defensor, PDG Ems Nava, and DG Melvin.



Welcoming Inbound Rotary Youth Exchange Eliza Cummings during the RC Iloilo South meeting. At right is PDG Ems Nava.



14 May 2011, San Jose, Antique: RC Antique celebrates 36th Charter Anniversary with children with disabilities



9 June 2011: RC Zamboanga City unveils their charter marker at Zamboanga City Hall Annex bldg.



4-5 June 2011: District Rotaract Representatives during the DRRs Elect Training Seminar in Cebu City

21-25 May 2011, RI Convention, New Orleans, Louisiana, USA: PP Lindon Seediet, PDG Ed Sy and PDG Toto Cua Locsin enjoying the night.



PDG Guiller Tumangan (2nd row, 2nd from left) discussing with the DGs, RIPE Sakuji Tanaka's visit to the Phils.



A dance number from the DGs and Spouses during the Asia Breakfast meeting.



DG James and Spouse Tess Makasiar.



(Center) PDG Bruce Allen from the Regional Office, Australia with participants.

10-11 June 2011, AIM, Makati City: Zone 7A Regional Rotary Seamless Seminar; PDG & Rotary Coordinator Dave Villanueva as organizer.



DG Mel de la Serna with other Rotary leaders. To his left is PDG Edi Chua Co Kiong of D3800.



Seated is DGN Robert Kuan of District 3830, CEO of St. Luke's Medical Center with (standing from left) PP Raphy Tayco, PDG Dave Villanueva, DG Mel de la Serna and AG More Morrier.



With PRID Paing Hechanova.

DS NOTES



District Secretary Melchor "Cho" Ramos

As we start a new Rotary year with Gov. Melvin "Mel" dela Serna, may I remind you of the following important dates for:

- Semi-Annual Report (SAR) on membership will be due on July 1, 2011 and January 1, 2012. Refer to your organizational and Administrative Handbook for more detailed information.
- Deadline for Monthly Attendance Report (MAR) for July is August 5, 2011 for the GML Publication while deadline for the revised MAR together with make-up attendance from August 6-14, 2011 will be on August 15, 2011.
- Please submit your club bulletin every first week of the following month to me and to PP Sammy T. Pormilos, Buenavista Cable TV. Funda Dalipe, San Jose, Antique, District Chair for Club Bulletin.

Monthly Attendance Report Format (to be reported to District Sec. Cho Ramos)

Text format : Total Club membership (space) club name (space) No. of meetings (space) month (space) Ave. attendance % for the month (space) name of club secretary

Ex. 20 RC La Paz 4 July 85% Jane

My contact details :

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Pres. Methuselah "Bing" T. Santamaria Rotary Club of Kalibo

"My vision for the club is for it to be a dynamic organization of inspired individuals committed to help communities in Aklan to uplift life conditions through Rotary's Avenues of Service. This Rotary year, our club will foster unity through fellowship; establish and support programs and projects to improve communities, increase membership to not less than 5, more projects under the Avenues of International, Vocational and New Generations Service."



"I believe that every club should have a vision.."



With Toni Ann, Pipo, Maridi & PP Victor



With sister Dr. Josette Talamera -Biyo, one of the 50 Men & Women of Science in the Phils.

Pres. Daphne "Bopeep" A. Ong RC Central Iloilo City

"As Chair of the Council of Presidents for Zones 1 to 3, I believe that the organization provides a venue for leadership, innovative ideas and resources contributing to the overall growth and development of each Rotary club."

"It strengthens communication and it provides collaborative support and fosters affiliation among different Rotary clubs of the district."



"My classification is Property Management, Government"



Beauteous pirate with hubby, IPP Alex



With children Jorj Nikolai Illich & Dale Aldrich

Pres. Eric George "Eric" S. Basilio RC Zamboanga City North



Classification:
Broadcasting

"Our signature projects are the following: mass bloodletting for the benefit of our soldiers, Adopt A Child For A Day (Mi Pascua De Ti Tambien w/ Spouses of RCZC North), and Cleft Lip & Cleft Palate Operation."

"Since one of the club's priorities will be assistance to PWDs, we will sponsor a Livelihood Seminar/ Workshop for indigent PWDs for doors of opportunity to be opened to those who are willing to help themselves and inspire others. Another will scholarship for poor but deserving pupils with disabilities." Since our Sister Club from Seongnam, South Korea will be coming, we will be discussing a possible partner project.



With Spouse Carla Basilio



With children Ethan Carl (6) and Carice Angela (11)

PP Sammy "Sam" T. Pormilos District Chair for Club Bulletin, RC Antique



"I hope to receive your club bulletin hard copies every first week of the month. Please mail them to the above name in address; Buenavista Cable, Inc., Funda Dalipe, San Jose, Antique 5700. As you have known, we will award the Best Club Bulletin in our DISCON 2012. This will be based on the following criteria: punctuality of submission, frequency, lay-out, balanced content, cover, and overall presentation."

"The club bulletin is an integral part of a Rotary club because it serves as a diary of weekly activities, not to say that it adds order and spice to every meeting."



COUNCILS OF PRESIDENTS



Zones 1-3

Chairman: Pres. Daphne "Bopeep" Ong, RC Central Iloilo City
 Vice Chairman: Pres. Francisco "Bombit" Heler, RC Jaro Centraline
 Secretary: Pres. Ricardo "Ric" Demonteverde, RC Dumangas
 Treasurer: Pres. Lorenzo "Lorenz" Dolar III, RC Guimaras
 Auditor: Pres. Tomasito "Tommy" Sy, RC Jaro South
 Bus. Manager: Pres. Salvador "Doy" Espartero, Jr., RC Metro Iloilo
 PRO: Pres. Paul Caro Jr., RC Iloilo City
 Members: Pres. Nonito "Nonie" S. Baldeviso, RC Iloilo
 Pres. Ernesto "Ernie" Rivera, RC Iloilo South
 Pres. Earl "Jingjing" G. Autajay, RC Antique
 Pres. Bruce L. Hall, RC Iloilo West
 Pres. Moravi Flores, RC Miag-ao
 Pres. Wilfredo A. Telarma, RC Jaro Iloilo City
 Pres. Jaresh "Jah" Ng, RC Midtown Iloilo
 Pres. Jose "Jomarie" S. Layson, RC Molo
 Pres. John Fred "John" R. Andres, RC Lapaz
 Pres. Helen P. Banez, RC Metro Passi
 Asst. Governors: PP Dialita "Dial" P. Jardeleza, RC Iloilo South, Zone 1
 PP Efrain Francis "Em" Encanto, RC Jaro, Zone 2
 PP Aquiles Hortillosa, RC La Paz, Zone 3
 Area Coordinator: IPP Alex Ong, RC Central Iloilo City, Zones 1-4

Zones 5-7

President: Pres. Alex "Lex" Ong, RC Bacolod North
 Vice President: Pres. Michael "Mike" Aguilar, RC Bacolod East
 Secretary: Pres. Jose Rico Cajili, RC Marapara
 Treasurer: Pres. Val Bachita, RC Kabankalan
 Members: Pres. Cesar "Chito" L. Villanueva, RC Silay
 Pres. Gervacio "Jun" F. Pancho, Jr., RC Escalante
 Pres. Dominador "Doming" A. Bingco, RC Victorias
 Pres. Jose Glenn G. De Guzman, RC Bacolod
 Pres. Paul Brian S. Mendez, RC Bacolod Central
 Pres. Ariston "Aris" F. Minez, Jr., RC Bacolod South
 Pres. Felix G. Manzo, RC Metro Bacolod
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 PP Leilani S. Alba, RC Bacolod, Zone 6
 PP Florita "Flor" S. Moya, Zone 7
 Area Coordinator: PP Raymund Joseph "RJ" L. Ureta,
 RC Bacolod North, Zones 5-7



Zones 10-11

President: Pres. Eric George "Eric" S. Basilio, RCZC North
 Vice President: Pres. Dalisay "Baby" Albrecht, RCZC East
 Secretary: Pres. Lydia "Lyds" DJ Lubaton, RCZC Central
 Treasurer: Pres. Frederick "Rikki" Lim, RC Zamboanga City
 PIO: Pres. Jay "Jay" Timosan, RC Metro Zamboanga
 Members: Pres. Jose Rizalino "Jay-R" L. Ortega, RCZC West
 Pres. Jessica "Jeng" Eisma Flores, RC Basilan
 Pres. Nicerio "Nick" Napigkit, RC Ipil Sibugay
 Pres. Salvacion "Salve" Pescadera, RC Bongao Tawi-Tawi
 Asst. Governors: PP Josue "Boy" Lee, RCZC East, Zone 10
 PP Antonio "Butch" Blanco, RCZC West, Zone 11
 Area Coordinator: PP Emilio Benito "Emil" Aquino, RCZC West



The Rotary Foundation Alumni Association of Negros Occidental



The Rotary Foundation Alumni Association of Negros Occidental on April 25, 2011 elected the following new set of officers and board of directors:

President: PP Enigrado "Jundad" Legislador
 Vice President: PP Leilani Alba (RC Bacolod)
 Secretary: Zara Mapa
 Treasurer: Ma. Socorro L. Sy
 PIO: Carmela A. Gamboa

Board of Directors:

1. PP Louie Gonzaga (RC Bacolod North)
2. PP Roseo Depra (RC Bacolod Central)
3. Rtn. Jojo Miguel Montinola (RC Bacolod Marapara)
4. Gerry Grey
5. Manny Montelibano

RY 2011-2012

District Nominating Committee



(Standing from left) PDG Edgar Sy, AG Ed Yorong, PDG Emma Nava, PP Christine Toledo, PP Ruben Corpuz, PP Tres Arandela and PP Emil Aquino. (Sitting from left) RI Rep. Frederick Lin, IPDG James Makasiar and PDG Dave Villanueva.

Members of the District Nominating Committee
 of RI District 3850 for RY 2011-2012

1. PDG Emma M. Nava (Central Iloilo City), PDG Representative (1 yr) and Chairperson
2. PDG Edgar T. Sy (Bacolod), PDG Representative (2 yrs)
3. IPDG James L. Makasiar (Zamb. City West), PDG Representative (3 yrs)
4. PP Rosendo Caesar G. Arandela (Iloilo South), Zone 1 Representative.
Alternate: PP Alexander R. Ong (Central Iloilo City)
5. PP Ruben B. Corpuz (Guimaras), Zone 2 Representative
Alternate: PP Delnora H. Nano (Boracay)
6. PP Ma. Christine L. Toledo (Bacolod West), Zone 3 Representative
Alternate: PP Juliana B. Carbon (Bacolod Central)
7. PP Oscar M. Esler (Bacolod South), Zone 4 Representative
Alternate: PP Leilani S. Alba (Bacolod)
8. PP Edilberto E. Yorong (Pagadian), Zone 5 Representative
Alternate: PP Edna Bernardita C. Chan (Dipolog)
9. PP Emilio S. Aquino (Zamb. City West), Zone 6 Representative
Alternate: PP Edwin N. Makasiar (Metro Zamboanga)



PDG Emma Nava during the Orientation and Planning Seminar for District Governor's Representative to the Phil. Rotary Magazine, March 28, 2011; SEAMEO Innotech, Quezon City. PDG Melito "Bimbo" Salazar is the new Editor-In-Chief of the PRM.

AWARDS GUIDELINES

1. **Qualifications.** Only Rotary clubs and Rotarians in good standing, with no obligations to District 3850, Rotary International, the Philippine Rotary Magazine, and the District Governor's Fund; and clubs with active membership of not less than 20, are qualified for District Awards.
2. **Format.** Rotary clubs shall submit their bids for awards as electronic or printed documents (PDF or Microsoft Word file format contained in CD, DVD, flash drive or sent via email). Page size: 8.5 x 11 inches, no page limit.
3. **Nomination.** Follow the guidelines for nomination templates for the 3 awards categories: A. Major Awards, B. Project Awards and C. Special Awards. Nomination forms may be supported by pictures and other documents including certifications as may be deemed necessary to justify the nomination. A club project or activity shall be nominated and eligible for awards in only one category.
4. **Submission.** The reports shall be submitted to the Office of the District Governor, at Botica Dela Serna, San Jose, Antique 5700 or emailed to meldelaser@yahoo.com or to PP Renemonchito Sarmiento, Onanad Optical, Gaisano City, San Jose, Antique 5700 (rensarmi@yahoo.com).
5. **Deadline** for submission of nominations is March 7, 2012. Awarding will be done during the District Conference in Iloilo City on April 12 to 14, 2012.

THE AWARDS

A. MAJOR AWARDS

1. Most Outstanding **Club** Award
(and 10 Club Achievement Awards for runners-up)
2. Most Outstanding **Club President** Award
(and 5 Club President Achievement Awards for runners-up)
3. Most Outstanding Club in **Club Service** Award
4. Most Outstanding Club in **Vocational Service** Award
5. Most Outstanding Club in **Community Service** Award
6. Most Outstanding Club in **International Service** Award
7. Most Outstanding Club in **New Generations Service** Award

B. PROJECT AWARDS

1. Most Outstanding **Vocational Service Project** Award
2. Most Outstanding **Community Service Project** Award
3. Most Outstanding **International Service Project** Award
4. Most Outstanding **New Generations Project** Award
5. Most Outstanding **Public Relations Project** Award
6. Most Outstanding **Persons with Disabilities Project** Award
7. Most Outstanding **Anti-TB Project** Award

C. SPECIAL AWARDS

1. **Rotary Foundation Awards***
 - a. Highest Club Contribution
 - b. Highest Per Capita Contribution
 - c. Highest Rotarian Contribution
 - d. Highest Club Contribution to PolioPlus
 - e. Highest Rotarian Contribution to PolioPlus
2. **Membership Award**
 - a. Highest Net Gain
 - b. Highest Net Percentage Gain
3. **Attendance Award**
4. **Extension Award**
5. Best **Club Bulletin**
6. Most Outstanding **Interact Club**
7. Most Outstanding **Rotaract Club**
8. Most Outstanding **Rotary Community Corps**
9. Most Outstanding **Rotary Spouse Club**

* C1a, C1b and C1c are total TRF contributions including PolioPlus



Reach Within to Embrace Humanity

The District Awards Selection Committee



PP Renemonchito "Rene" Sarmiento

is the Chair for RY 2011-2012 Awards Committee. He was inducted to the Rotary Club of Parañaque Central on Feb. 5, 2000 and became president in RY 2003-2004. He later became a district officer and an awardee. He changed residence to San Jose, Antique and was inducted to the club in December 2010. Born in Surigao del Sur, this optometrist is married to the former Ligaya "Bing" Onanad with 2 children: Renel Gerard (21) and Lian Gabriel (15).

PP Melchor "Cho" Ramos

is the Co-Chairman of the Awards Committee. He was inducted into RC La Paz in June 2003 with the classification of Pharmaceutical Products Distribution. He is married to Ann, with 2 daughters: Mae Therese (25), and Melanie Grace (19). PP Cho is also this year's District Secretary.





PP Oliver N. Ong

has been a Rotarian for 22 years. His classification is Petroleum Products Distribution. Being a perennial district officer, he is the best choice for this RY's District Chair for Rotary Youth Exchange and has increased the number of Inbound and Outbound students. He is happily married to Carol and blessed with 4 children: Katherine (25), Katrina (21) Jacquelin (19), and Jacob Matthew (12).

CP Malbar Ferrer

is the Charter President of the Rotary Club of Iloilo West (Chartered June 5, 1992).

He is married to Gina, with two kids: Giana Marie (17) and Magin Benedict (13).

CP Malbs is one of the most prominent Pulmonologists in the region, and is the Chair of Stop TB Now Special Committee.



PP Christopher "Chris" Montero

is a Past President of the Rotary Club of Metro Iloilo and a member since August, 1988. He is married to Ma. Paz Gonzales Montero, with two daughters, Marielle (11) and Jillian (7). PP Chris is also the District's Information and Communication Officer, and this year's GML Editor.



PP Alberto Rafael "Junjun" Arceo III

of the RC Bacolod East was inducted into Rotary on Dec. 16, 2005. This former ROTEX to Ohio has a classification of Education Management. He is married to Angelique with kids Avi (10), and Aman (8). He is also the Co-Chair for Negros Occidental, Rotary Youth Exchange.



MOST OUTSTANDING ROTARY CLUB CRITERIA

Selection and judging of the Most Outstanding Rotary Club and the 10 Club Achievement Awards will be based on the following criteria:

1	10% Membership growth	10%
2	Contribution to TRF, including PolioPlus	10%
3	80% attendance percentage	10%
4	Presidential Citation	10%
5	Changemaker Award	10%
6	Club Service	10%
7	Vocational Service	10%
8	Community Service	10%
9	International Service	10%
10	New Generations Service	10%

Notes:

1. Net membership growth (active members only), using as bases the 1 July 2011 and the 1 January 2012 membership figures as reported and paid for.
2. Contribution to the Rotary Foundation, including PolioPlus for RY 2011-2012, as of March 31, 2012.
3. Attendance for the Rotary Year 2011-2012 as of February 2010, based on the Club Monthly Reports of Attendance submitted to the District office.

MOST OUTSTANDING CLUB PRESIDENT CRITERIA

Only Club Presidents who have attended the PETS and DISTAS are qualified to be nominated for this award. Selection and judging of the Most Outstanding Club President and the 5 Club President Achievement Awards will be based on the following criteria:

1	90% attendance percentage	20%
2	\$1000 contribution to TRF for RY 2011-12	20%
3	Sponsor at least 1 new member	20%
4	Overall Club Performance	20%
5	Leadership	20%

TRF BENEVOLENCE AWARDS

Receive these special tokens with your donations to TRF.



Rotary Community Corps holds conference

by DGN Mark G. Ortiz, D-3850 RCC Chairman

A day-long Conference for Trustees and District RCC Chairpersons was held last 16 April 2011 at the Copacabana Hotel on Epifanio delos Santos Ave. in Pasay City. It was organized by the Rotary Village Corps Foundation led by our Foundation's President PDG Guiller E. Tumangan. Attendees were Foundation Officers like DGE Jose Francisco Cifra of RC-Loyola Heights D-3870 (Vice President for Metro Manila), PP Jorge Caparas RC-Makati Bonifacio D-3830 (Secretary), PDG Efren de Guzman, RC-Marikina D-3800 (Trustee), PDG Ramon Locsin, RC-Metro Iloilo, D-3850 (Trustee), PDG Mariquit Reventar RC-Calamba D-3820 (Trustee) and PDG Rolando Villanueva, RC-Bagui Summer Capital D-3790; and District RCC Chairpersons like PP Tom Panis, RC-Metro Baguio D-3790, PP Marge Lamberte and CP Catalina Hilario, RC-Paranaque Metro, PP Boy Salanatin RC-Sta. Ana Davao D-3860, and yours truly RC-Roxas D-3850.

Much was talked about, the highlights of which were the challenges of the RCC tasks of the year ahead.



No targets were set as yet but each District RCC Chair was given an updated list of the RCCs in their respective localities. All agreed to exert effort at sustaining the existing RCCs especially the strong ones and increasing to their number within the next Rotary Year. Throughout the day and after the conference, continuous fellowship progressed. PDG Guiller even treated a few of us to a sumptuous supper at the nearby Heritage Hotel.

Overall, the conference was a very fruitful activity. PDG Toto (Ramon Locsin) will agree with me that ties were above all renewed and the awareness that we are all one Filipino Rotary Community was greatly reinforced, if not even more strengthened. The inspiration of PRIP Mat Caparas was very much alive and felt during the conference and it further drives us as Filipino Rotary Clubs to push more aggressively for the Rotary Community Corps pro-grams to continue and prosper!



DRR TRAINING SEMINAR

District Rotaract Representatives Training

by DRR Joshua Bicoy*



As the new batch of District Rotaract Representatives for the ten RI Districts of the Philippines begins its journey for the Rotary Year 2011-2012, eight incoming DRRs took an informative, enjoyable, and exciting 2011 DRRE Training on June 4-5 at Golden Peak Hotel, Cebu City.

This year's District Rotaract Representative Elect's (DRRE) Training was hosted by the Rotaract Club of Cebu South of RI District 3860 Philippines. This was actually the first time that the DRRE Training was held outside the area of Luzon, as this was usually held in the northern part of the country. Amongst the Resource Speakers were DGE Leoncio "Nonoy" Villa Abrille of RID 3860, who shared the topic "Reach Within to Embrace Humanity" and RI Thrust for RY 2011-2012; and PP Rafael Ferreros of RC Mandaue East, who talked about "The Rotary Protocol". The DRRE Training is an annual event actively organized by the Pilipinas Multi District

Information Organization or Pilipinas MDIO.

This year's training focuses on three folds: first, to remind the new District Rotaract Representatives of their roles and responsibilities for the coming Rotary Year; second, to ensure the continuity of the Rotaract programs in the different RI Districts of the Philippines; and lastly, to fulfill the motto of Rotaract, "Fellowship through service."

Built in the two-day event are opportunities for this year's batch of Rotaractors to bond and cultivate good working relationships that can only strengthen multi-district activities. Gone were years when District Rotaract Representatives only focused to their areas or districts, as it built and crossed the boundaries of the archipelago through the MDIO.

Pilipinas MDIO is the Philippines' regional resource center for Rotaractors. Rotaract MDIO is comprised of Rotaract Clubs in two or more Districts within a country or across several countries. MDIOs are formed with the official approval of District



Governors and the RI Board to disseminate information and facilitate communication among Rotaract clubs in participating Districts. MDIO has been an excellent vehicle for Rotary to communicate program updates, local and international news, and event bulletins. Likewise, it also plays a significant role in uniting Rotaractors from different clubs and Districts within a particular area.

Among the goals set were: increase Club Organizations to at least 30% from District's existing number; increase membership by 70% as a result of Rotaract Club Organizations; establish a network and fellowship among members within the district; conduct of District Conference and Assembly with 80% representations by each club.



* DRR Joshua Bicoy is this RY's DRR and hails from Dipolog City. He is the Administrator of the Phil. Red Cross Zamboanga del Norte Chapter



DISTRICT 3850 PHILIPPINES *Festival District*

PAGADIAN CITY

Pasalamat Festival

The city celebrates its fiesta every January, showcasing the Pasalamat Festival, fluvial parade (regatta), trade exhibits, the Mutya ng Pagadian beauty pageant, carnival shows as well as a civic military parade. On every 21 June, Pagadianons celebrate the Araw ng Pagadian in commemoration of its founding as a chartered city; and as Capital of Zamboanga del Sur, the city hosts the annual provincial celebration in September with agro-trade exhibits, a civic-military parade, cultural presentations and sports competitions.



The Megayon Festival is a week-long celebration that coincides with the Zamboanga del Sur anniversary in September. It honors the tri-people settlers: the Subanens, BangsaMoro Muslims and Christians. “Megayon” is a Subanen word which means Unity and Solidarity. The festival was officially established on August 3, 2006 as the celebration of the founding of the province. A showcase of three distinctly different cultural heritages in songs, dances, rituals of peace, foods and crafts, its main goal is to foster unity and understanding among the three cultures. Organized environment-related activities, peace and development forum, and indigenous sports competitions are also held.

GUIMARAS

Manggahan Festival

The Manggahan Festival of Guimaras is an identity festival commemorating the anniversary of the province as being an independent province. Held every 22nd day of May, it depicts the cultural heritage of the province and emphasizes the promotion of Guimaras as the “Mango Country of Western Visayas”. It is a week-long celebration that showcases the province’s products, cuisine and services.



The Manggahan Festival brings out the creativity of the people of Guimaras. It showcases the Guimaras mango—probably the best-tasting in the world. Hand-made and indigenous products for display and sale fill the exhibit area in the plaza. The festival is highlighted by street dancing, a technology fair, cultural presentations, painting and drawing contests, a half-marathon race, and the selection of the Mango Bulilit Queen, Miss Guimaras and Miss Manggahan.