

GOVERNOR'S MONTHLY LETTER

ROTARY INTERNATIONAL DISTRICT 3850



AUGUST 2011

DG Melvin de la Serna:
Accepting the
Challenge to
Embrace
Humanity



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ABOUT THE COVER

This issue's cover features the District Turn Over that installed District Governor Melvin de la Serna held in Zamboanga City. With him is Spouse Fe. See story on page 17.

As one of the District's thrusts, Stop TB Now is given emphasis as August is Lung Month. The cover has DG Mel with the Changemaker presidents of Zones 10 and 11. This month is also Rotary's Membership Month and hope that this issue will encourage clubs to invite more members for our District's membership goal of 300.

Past R.I. President MAT Caparas and all the districts in the Philippines held the Children's party as an opening salvo project to stress on New Generation, and keep up with the new battlecry: Bigger, Bolder, Better and GREENER.

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EDITOR'S NOTES

Original Content

I'm proud to say that our GML has around 90% original content. In this issue, we have five pages of pictures about district projects, events, club inductions, and children's parties. These photos were handpicked by our Governor Mel from his own camera, during his visits, emailed to him by club presidents, or plucked out of some Rotarian's Facebook wall.

This time, we feature four Change-maker presidents and three district team members. If you were not able to attend the DG Turn Over in Zamboanga, you should read IPDG James Makasiar's "A Year that Was." PP Jude Doctora's article on Membership Development is a "must read" for presidents. We encourage other District Chairs to send us their articles for the succeeding issues.

We have included RIPE Sakuji Tanaka's profile because he will be in Iloilo on August 24 for the RCC Seminar for Districts 3850 and 3860. Our club is hosting the event, and I have to juggle my "Rotary time" helping in the preparations for that affair and in editing this GML.

In our mad rush to beat our self-imposed July 1 deadline, we apologize for some errors in the July issue:

- The Chair of Council of Presidents for Zones 5 to 7 is Pres. Alex U. Lee, not Alex Ong.
- Pres. Jaresh Ng is the Treasurer, and Pres. Lorenz Dolar is the Asst. Treasurer in the Council of Presidents Zones 1 to 3.
- In Stills and Thoughts, the articles on Pres. Methuselah Sta. Maria of RC Kalibo and Pres. Daphne Ong got interchanged.

These, and other minor errors, were corrected in the online version.



PP Chris

28 April 2011

Hi Gov. Melvin,

Good day. I am thankful that one of the district's thrusts this Rotary year is anti-TB advocacy. Many clubs are doing a good work in increasing awareness of the community to TB. Clubs should, indeed, concentrate on this aspect of Anti-TB campaign—that of health information and encouraging support for the efforts of the DOH and other programs of the NGOs. I am contemplating on the idea of putting up billboards in every barangay center to help educate people about TB and what to do once suspected. We can always put up billboards in a staggered basis, a way that will not be too heavy on the pocket. We are looking at cooperating with franchiser Rtn. Jose Ong of Yakult Iloilo, as he is a member of our club.

I am setting up a meeting with DOH Region 6 NTP coordinator to decide on what to include in the text. I am also looking at the possibility of reviving the Anti-Smoking Campaign for Children. This is more of promoting the positive value of not smoking to children at grades 4, 5 and 6. The whole concept has been tested in 1996 by our club. It was implemented one year only due to lack of financial support. I've had initial talks with the PCCP-Iloilo and they seem enthusiastic to the idea.

The idea is anchored on the following premises: 1. Children lack information on the effects of smoking, hence, are vulnerable to the advertising enticement of tobacco companies; 2. these groups are the pool of future smokers; 3. positive value promotion does not elicit negative response as much as the emotional scare approach to addicted smokers; 4. smoking parents are more likely to follow their children than adults to remind them of the hazards of smoking.

The whole concept will be written down. I am hoping we can network with other medical societies to elicit support. These are just plans that we can work on. I intend to make it real soon.

CP Malbar Ferrer
 RC Iloilo West



CP Malbar, spouse Gina, Giana Marie & Magin Benedict

16 June 2011

Dear DG Melvin,

Warmest greetings from the 8th Asia Pacific Regional Rotaract Conference Host Organizing Committee!

Since 2004, Rotaractors from the Asia-Pacific region, including our very own country, the Philippines, have annually convened in the Asia Pacific Regional Rotaract Conference (APRRC) with participants from all over the region. During these conferences, members discuss common issues affecting Rotaract through innovative plenary sessions, workshops, recreational activities, and fellowships. It is a festive and phenomenal gathering for young people across the region to share the beauty of their countries with others while reveling in the novelty and differences of other countries.



District 3790 was given a chance to bid for the hosting of the said event in our very own pristine and dynamic Subic Bay. The alluring charms and beauty of Subic Bay and the Philippines were undoubtedly in our favor. It will be held from September 29 to October 2, 2011 at the Subic Bay.

Registration is pegged at an early bird rate of P7,500.00 (payment extended until August 31) for our local Rotaract delegates. However, list of confirmed participants must be submitted to us by your DRR no later than July 15 to avail of the special rate for the locals. It is inclusive of conference admission, kit, meals (3 breakfast, 3 lunch & 6 snacks), conference transfers within Subic Bay, and 4 days / 3 nights hotel accommodation at Subic International Hotel. Optional tours and airport/land transfers are also available for an extra cost. Our collaborative commitment to send a significant number of Rotaractors to this event shall truly exemplify how supportive, dedicated, and unified Rotarians in the Philippines are in supporting the fifth avenue of service—the New Generations.

Very respectfully yours,

PDG Florante Esperitu
 Chair, Organizing Committee, D3790

**“IN PEACE, HARMONY, AND
FRIENDSHIP, WE WILL BRING
CHANGE—AND A MORE
JOYFUL WORLD.”**

My dear brothers and sisters in Rotary!

All of us in Rotary are looking to change the world – why else would we be Rotarians? We believe that our world can be happier, healthier, and more peaceful, and that we can create that better world through our service.

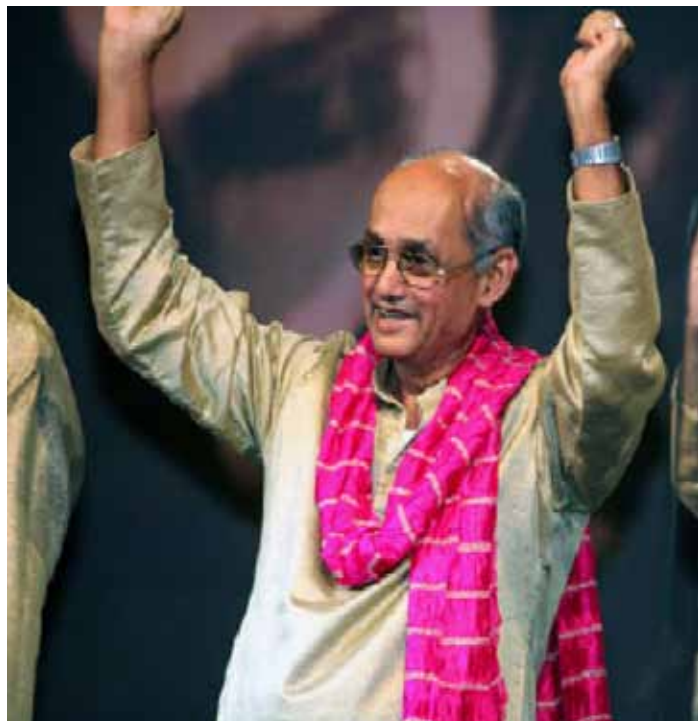
In 2011-12, I will ask Rotarians to Reach Within to Embrace Humanity . I will ask you to search first within yourselves, to understand that all of us, everywhere, have the same dreams, the same hopes, the same aspirations, and similar dilemmas. When we understand, and truly feel, that others’ needs are the same as our own, we begin to understand how important our work is. In the year ahead, we will have three emphases in our Rotary service.

Our first emphasis in this Rotary year will be the family. The family and the home are at the core of all our work – all our service begins here. And through the family, we approach all of our community and indeed, all of humanity, as an extended family, in which all members care for each other. In times of joy and in times of need, no one is ever alone.

Our second emphasis will be continuity – finding the things we do well and taking them to the next level. We



With spouse Binota during the International Assembly fellowship.



must build on our successes, expand on them, and strive to do even more. Of course, our greatest obligation is to PolioPlus, where success is now so close.

And our third emphasis will be change. We must understand that true change can only begin with each of us, and start within us. We cannot share peace with others if we do not have it to give. We cannot look after the whole world without first looking after those closest to us: our families, our clubs, and our communities.

Mohandas K. Gandhi said, “You must be the change you wish to see in the world.” In Rotary, we endeavor to live ethically and honestly, to share friendship and fellowship, to see equal worth in every human being. We are not interested in the lowest common denominator, for Rotary is anything but common. Instead, we work to elevate ourselves, elevate others, and thereby embrace the world.

Together, we will Reach Within to Embrace Humanity . And in peace, harmony, and friendship, we will bring change – and a more joyful world.

Kalyan Banerjee

Kalyan Banerjee
President, Rotary International

Hit the Ground Running

The first day of the Rotary year proved to be very memorable because of a medley of activities. As PP Emil Aquino, Area Coordinator for Mindanao recounts, "It was a long day, yet a great way to start the governorship." As soon as Fe and I stepped down the plane in Zamboanga City, we went straight to a children's party, proceeded to the unveiling of a watershed project, witnessed a donation of computer sets to schools, and finally, attended a Rotary club induction.

The series of activities even took me to the Rotary Club of Basilan, and for which I prided myself as probably the first Governor to set foot on Lamitan City.

This day will always be unforgettable also because a dear friend lost her battle with brain cancer. District 3820's First Lady, Violeta "Bulet" Castillo will always be in our hearts as a strong and vibrant friend, and a loving wife to DG Rey.

As we greeted each other a Happy New Rotary Year in July, the simultaneous Children's parties we held sure have brought us immense happiness as we shared with poor kids our message of Children's power. In fact, R.I. Pres. Kalyan Banerjee included Greener to last year's battlecry of Bigger, Bolder, Better to give emphasis to the new generation. It was also in July that we celebrated the National Disability Prevention and Rehabilitation Week.



As we enter August, we have to make our pace faster, to give way to Membership Month. We have to reach our District's goal by inviting quality members, and at the same time, giving attention to retention. August is also the Lung Month. Remember that along with the No Smoking Advocacy, we also have the Stop TB Now program. RI President Elect Sakuji Tanaka will also visit us this month.

I remember that as I kid, I suffered three fractures because I would run and climb trees, unmindful of my handicap. Despite my disability, I could outrun any kid and I was the star in our ball games. Nanay would always shout at the top of her lungs for me to stop running. After my traumatic third injury in high school, I decided not to run anymore. But nonetheless, running as kid made me feel I haven't missed something worthy of getting resolved.

What a busy way to start the year—running—and that's the way it should be. We should always be non-stop in our service as we continue to Reach Within to Embrace Humanity.

Come on, let's make a homerun!

Melvin de la Serna
District Governor



DG Rey and Bulet Castillo with PRIP DK Lee and DG Melvin (left)

AROUND THE DISTRICT



RC Kalibo: Club Assembly.



RC Antique: Eye Care for Life project.



RC Iloilo South: Planting our World Green project.



RC Zamboanga City West: Recycling trash bins distribution.



RC Metro Iloilo: Welcoming Rotarians from Japan.



RC Zamboanga City Central: Media interview.



RC Dipolog: Organizing RCCs.



RC Kalibo: Coastal Clean Up.



RC Dumangas: Walk for a Cause.



RC Kalibo: Financial aid to hospitalized Interactor.



RC Central Iloilo City: Medical Outreach to a relocation area.



RC Metro Roxas: Club Assembly.



RC Zamboanga City West: Watershed marker unveiling.



RC Bacolod North: Recognizing a PWD.



Zones 1-3: Council meeting for DISCON.

Zones 10-11: Arbor Day celebration.



RC Bacolod North: NDPR Week celebration.



RC Antique: Medical Outreach to prisoners.



RC Zamboanga City Central: MOA signing with Sto. Nino Foundation.



RC Zamboanga City West: Computer set donation.



RC Roxas City: NDPR Week celebration.



RC Kalibo: Rotary Eco-park unveiling with Rotarians from Tokyo.



RC Boracay: Renewal of sisterhood with RC New Manila East.



RC Dumangas: Operation Tuli & Blood Letting.



RC Zamboanga City: Boat for Layag Layag settlement.



RC Kalibo: Seal from sis clubs RCs Makati South & Tokyo-Jonan



RC Central Iloilo City: Donation of assistive devices



RC Metro Iloilo: Welcoming Rotarians from Taiwan.



Zones 1-3: Meeting for Joint Governor's Address.



RC Midtown Iloilo: Signing with sister club RC Marikina East.



CLUB INDUCTIONS

RC Iloilo South



RC Bacolod West



RC Dipolog



RC Silay



RC Bongao Tawi Tawi



RC Metro Bacolod



RC Metro Passi



RC Zamboanga City East



RC Boracay



RC Metro Roxas



RC Metro Iloilo



RC Jimenez



RC Zamboanga City



RC Jaro Centraline



RC Iloilo





RC Zamboanga City Central



RC Central Iloilo City



RC Bacolod East



RC Basilan



RC Jaro



RC Metro Zamboanga



RC Zamboanga City West



RC Iloilo West



RC Oroquieta Centennial



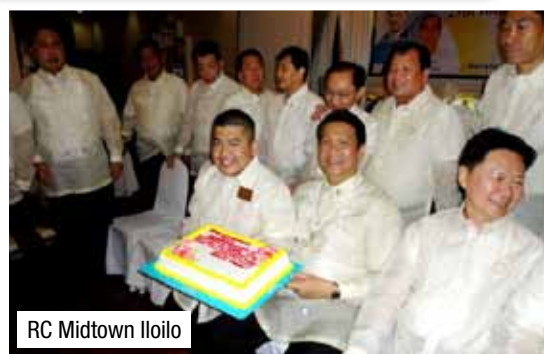
RC Bacolod North



RC Antique



RC Iloilo City



RC Midtown Iloilo



RC Zamboanga City North



RC Kabankalan

CHILDREN'S PARTIES



RC Boracay renews commitment to serve

On this day we embark on a new adventure, the beginning of a new Rotary year! Not only is it our club's 14th birthday but we have taken to heart and fulfilled the recommendation of Past RI President Mat Caparas - a children's party to manifest the happiness of the Rotarians at the prospect of another year of service to the community and our desire to share that happiness with the children. RC Boracay chose to celebrate with the children of the Ati tribes at a settlement in Cubay Sur, in mainland Malay, Aklan. Bearing the theme: Batang Rotary, Batang Masaya! - the party, despite the absence of the usual party paraphernalia, such as balloons, streamers, party hats and a cake did not stop the children from enjoying themselves. The venue was just by the roadside, and a makeshift stage was made of the van that the Rotarians arrived in. Over a hundred kids attended and participated with us despite the hot and humid weather. Food and drinks

and lots of toys were given away. The highlight of the party were the clowns who did magic tricks and conducted games for the children. The kids experienced a whole different kind of fun, this being their first time to meet and be entertained by what they have just heard of or seen on TV. As they laugh and cheered with the magic tricks and the games prepared for them, our hearts were filled with an overwhelming joy and made us wish we could have done more. While the kids are enjoying the day, we know in our hearts that it will last in their memories, and we the Rotarians of Boracay also think and feel the same. Even in a small way we have given joy to these children and it too will last in our memories. This occasion serves as the renewal of our commitment to serve and for sure, we will have more activities such as this so that we will experience



Pres. Geraldine "Geri" Asis (center) was inducted in RY 2000-01 with classification of Administrative Service

the same joy in our hearts once more. We wish to thank our partners in service who were at hand to help us make this activity possible: Boracay Breeze Resort, Laundry Care, The Kids' Corner and Akap Bata. Happy birthday to us, and happy new Rotary year to us all!

RC Bacolod North holds Children's Party at Girls' Home

The Rotary Club of Bacolod North welcomed the new Rotary year by hosting a children's party at Bacolod Girls' Home in Alijis, Bacolod last July 1. As envisioned by PRIP President Mat Caparas, all Rotary clubs all over the Philippines will hold simultaneously a children's party every July 1 of the year. This was a gesture of happiness, solidarity and compassion.

Twenty-two Rotarians, Anns and their children, as well as Inbound ROTEX student Lucas Ramos from Brazil, participated in this fun-filled event. Thirty-two orphaned girls, aged between eight and eighteen years old, were treated to fun and games, as well as an array of specially prepared food.

The Anns led by Ann President Concon

Lauren took charge in preparing the food, buying the giveaways and prizes, and decorating the venue. Our club also provided a birthday cake with 32 candles for each girl to blow. Spouses Bobby and Nining Tinsay organized the parlor games, including pabitin and "hitting the pot".

The daughters of the Rotarians and Anns, who brought along some of their classmates, sang and danced with the orphans during the entertainment program. At the end of the day, all of us were all exhausted but we all felt good and fulfilled because we were able to put a smile on the face of every child at the orphanage.

As quoted by the PRIP Mat Caparas, "The motive of this celebration will be



Pres. Alex Lee (topmost) joined Rotary in September 2006. Classification: Real Estate Management

the happiness of the Rotarians at the prospect of another year of service to the community, and their desire to share that happiness with the children who will replace them when the time comes." So, did we achieve our purpose? You bet!

Pres. Jerry Randall Olson Rotary Club of Metro Roxas

"The Rotary Club of Metro Roxas has a lot of goals to achieve. We are trying to get the club moving in the right direction now and had a great turnout for last meetings we had. The excitement is building for the new RY 2011-12.

"We hope the Ameligan Matching Grant will be realized. The RCC, Rotaract and Interact club will be highlighted. We will also have a Mobile Library for 2 to 3 elementary schools, installation of water pumps, and have a massive Public Image campaign around Capiz. We will also work for the blind live well center. We have more projects planned for the year. True to our theme, we will embrace humanity"



With spouse, Stephanie.



Jerry Randall Olson, Jr.:
The future of Rotary

Pres. Lydia "Lydz" DJ. Lubaton Rotary Club of Zamboanga City Central

"We, Rotarians should need to reach to each other, embrace each other's goodness and even our flaws and differences. We should be open-minded, ready to change, examine and accept ourselves. It is only when we know what's really in our hearts and everything will just brighten up and it will be easy to embrace humanity."

"I'm privileged to be given this opportunity to lead and serve our club. Together, let's strengthen the bond and work as a team. Let's paint our vision and in one direction, let's be driven with enthusiasm to make this world a better place to live in. This is for our children's children, especially for those who have lost that bit of hope in their lives. There's no better treasure in life than giving ourselves to others who have less than what we have."



Signing commitment to save Mother Earth on Arbor Day



With DG Melvin and spouse Fe

Pres. Cesar "Chito" L. Villanueva Rotary Club of Silay

"I was exposed to Rotary when I was a Rotaractor for 8 years. It was during this period that I learned to love community service, as well as the fellowship in our club."

"For this Rotary year, I like to emphasize on membership development. I would also give attention to water projects by installing more communal faucets in many barangays. We shall also continue and improve our ongoing projects like the responsible parenthood seminar, Boy and Girl Week celebration, career guidance, and many more."



Ballroom dancing with spouse Milen



Mr. Funny Man himself

Pres. Felix G. Manzo, Jr. Rotary Club of Metro Bacolod

"One big factor to consider of being a club president is the burning desire to help people.

"Our club received various awards for all our humanitarian missions. It is a big challenge for me, for we have maintained it for four consecutive years. We should build on those achievements, expand on them so that we can build positive change to the countless disadvantaged citizens in our community.

"We may not change the world in one day, but there's something that we can do in our own little way. Let us also continue our lifelong friendship as we enjoy doing our service together."



Receiving a token from DG Mel during induction ceremony



With spouse Nenet



Area Coordinator for Mindanao

Past President Emilio Benito "Emil" Aquino is a CPA-Lawyer presently managing a law firm in Zamboanga City. From an entry item, PP Emil rose to become the Director for Enforcement and an Operations Department in the Main Office of the Philippine Securities and Exchange Commission. Prior to that, PP Emil, who is a Career Service Executive eligible, once headed the SEC Davao and Zamboanga Regional Offices.

While with SEC, he was sent to attend foreign trainings and conferences in Asia, Europe, Australia and America to include two International Institutes on Enforcement and Securities Market Development at the US SEC in Washington D.C. and in New York. He holds a Master's degree in Public Management from the Development Academy of the Philippines, a Law degree from San Beda College of Law, and a Certificate of Study from the University of Sydney.

As President of the Rotary Club of Zamboanga City West for RY 2009-2010, he hauled for his club a record number of 14 major District Awards (including Most Outstanding President) plus 6 Rotary International Citations and other Distinctions. He is the Project Steering Committee Chairman of the biggest 3H Grant for the Philippines under the TRF/USAID International Water Alliance.



(Left) Jessa, Jaydee, Spouse Brenda, PP Emil, Chum and Emilio (center)



Area Coordinator for Negros Occ.

PP Raymund Joseph "RJ" Lopez Ureta joined the Rotary Club of Bacolod North in RY 2002. He became Club Secretary in RY 2005-2006, and eventually became Club President in RY 2007-2008 under the term of PDG "Prince" Gerochi.

His term as club president brought honor and many awards to his club, including Outstanding Club and Most Outstanding Club President, as well as Outstanding Projects in the different avenues of service, and even the Outstanding Club Secretary Award. He is a Paul Harris Fellow and has a 100 Percent Attendance for the past five years.

He has also served his club as Treasurer in RY 2009-10 and as a Director in RY 2010-11. He was the District 3850 Interact Chair in RY 2010-11. He is currently the Rotary Zone Coordinator for District 3850 Zones 5, 6 and 7 for RY 2011-12. He took up his BS Architecture from the University of the Philippines in Diliman, Q.C. and is currently a practicing architect in Bacolod City. He is a Director in the United Architects of the Philippines Bacolod Chapter, as well as a Director in the Brotherhood of Christian Businessmen in the Philippines (BCBP) Bacolod South Chapter.



Timothy John, PP RJ, Spouse Theresa and Frances-Therese



Area Coordinator for Panay

Past President Alex Ong joined the Rotary Club of Central Iloilo City in October 1996. He is a dedicated Rotarian and has held various committee chairmanships in the club as well as various district positions. He is a Paul Harris Fellow+1. Since January of 2001, he has a perfect attendance in their club meetings. He first became club president in 2001-02 and led a club dominated by women. He served, for the second time, as President in RY 2010-11.

In the District, PP Alex has chaired the 2003 Zonal Distas and has been Chairman of Vocational Service. He was appointed as an Assistant Governor for Zone 2 in Rotary's Centennial Year. Aside from being an Assistant governor at that time, he was also the Panay Coordinator for Membership Development and Retention and chaired a zonal Membership and Retention Seminar. He was also a District Rotaract Chair, in RY 2006-07, District Secretary to PDG Ems Nava and chaired the hosting of a DTTS this Rotary Year.

PP Alex is a graduate of BS Civil Engineering from the Univ. of San Agustin, Iloilo. He was once the Area Engineer of DPWH in Guimaras before transferring to Hazama Corporation in Indonesia in 1992-94 as chief of Civil Works / Quantity Surveyor. He came back to Iloilo and became Branch Manager of a Cebu-based construction firm, Lee, Lee & Lee Builders and Sales Company. He was also an Associate Sales Director of Pryce Plans Inc. in 2003-04, in-charge of Iloilo Area. He joined the Japan Airport Consultants as a Documents Specialist and Quantity Surveyor during the construction of the New Iloilo Airport. He had a brief "tour of duty" in Doha Qatar in 2008-09 in a Japanese Company, Marubeni Corporation, as a Sr. Quantity Surveyor. He is presently connected with Panay Energy Development Corporation, an independent Power Producer that belongs to the Metro Bank Group of Companies, as Head of the Transmission Lines Site Management team. He also runs his own construction firm, AROTECH Construction.



Dale Aldrich, PP Alex, Pres. Daphne & Jorj Nikolai Illich

A YEAR THAT WAS

by IPDG James Cesar "McGyver" Makasiar

A favorite quote of mine comes from Chinese philosopher Lao Tse, "A journey of a thousand miles begins with a single step." Well, my journey as your District governor started on July 1, last year and has officially ended at midnight of June 30, 2011. On the other hand, there will be so many wonderful experiences that I will be missing. It was a very memorable year that I wish for other experienced Rotarians to also experience as you will also become District Governors.

I admit that there were instances during my project visits when I was so touched and felt like crying when I see the misery of the people in some of the communities the Rotarians brought me. But at the end of each day, they were overcome by the joy of having done service plus the fellowship and fun with Rotarians to cap the day.

Here are some of our accomplishments as a District during the Rotary Year 2010-11.

1. ROTARY SERVICE PROJECTS. I can relate to you the many lives that were touched by the very meaningful projects of the Rotarians. The reconstructive surgery of children with cleft lip and palate with Operations Smile, Taghoy and Yuhom. The feeding of malnourished children, the donation of wheelchairs to crippled individuals, the water pumps that were provided to waterless communities, the mobile library to improve the reading skills of rural barangays, the construction of livelihood centers where unemployed housewives pool resources to make candles, bags from recycled materials, the donation of slippers and used clothes to children and adults alike. At the end of the day, I cannot help but admire the sincerity of the Rotarians who regularly withdraw from their comfort zones to serve and go to rural areas for projects including protecting the environment by planting trees in denuded forests or in mangroves, or even organizing youth trainings and seminars.

2. NEW GENERATIONS. Our district conducted several projects for the avenue on New Generations. These include the Voice of the Youth extemporaneous competition held in Club, Zone, District and National Levels. This competition allowed us to listen to what our youth have to say about politics, religion, peace, environment, education, and even other issues that affect them. We also conducted Rotary Youth Leadership Awards seminars. The district conducted 3 RYLA seminars during this Rotary Year—one in Zamboanga, one in Bacolod and one in the island of Guimaras. We also had a Rotaract District Conference here on the last week of May. And a Youth Congress in Bacolod that was hosted by the Rotary Club of

Metro Bacolod that addressed the role of the Youth in Environment Protection.

3. ROTARY EXCHANGE. We sent three (3) children of Rotarians from our District to Brazil and the United States and another from the neighboring RI District 3860 as a guest ROTEX to US.

4. GROUP STUDY EXCHANGE. The District GSE Committee of PP Jundad Legislador sent a team to South Wales, United Kingdom composed of Team Leader PP Raymond Padayhag of RCZC West.

5. PUBLIC IMAGE. I am impressed by the quality and quantity of the public projects of the clubs I visited. Even small clubs undertake public image projects that have very significant impact on the communities they serve. We have made it known to the communities what Rotary and What Rotarians do. Special mention goes to RC Zamboanga City for their STOP TB NOW advocacy and the Public Image Tarpaulin project of RC Bacolod North and the Project Yuhom of RC Iloilo City.

6. MEMBERSHIP. On the international setting, membership growth is not very encouraging. A lot of the Districts have been losing members. This has resulted in the merger of Districts which have less than 1,000 members. Our District has been fortunate to be beyond 1,200 and even breached the 1,300 mark this Rotary Year.

7. THE ROTARY FOUNDATION CONTRIBUTIONS. Our Foundation with its mission of "Doing Good to the World." At the start of the Rotary Year, I have set a humble goal of US\$ 50,000 in contributions to TRF. This year, we have found more than 100 Rotarians who signed and issued their checks to the Foundation.

Annual Giving	US\$ 54,246.03
Restricted Givings (Polio plus or specific projects)	11,125.00
Permanent Fund	300.00
Total TRF contributions	US\$ 65,671.03

In our District's recent history, our contributions



Spouse Tess, Michael, Neil John, Jason Peter & Gov. James



ranked 3rd. PDG Edgar Sy ranks no. 1 of over US\$100,000 in RY 2009-10 and PDG Toto Locsin ranks 2nd of over US\$90,000 in RY 2006-07.

8. TSUNAMI REHABILITATION FUND. Our District was one of first to respond. Aside from the DDF Donations of \$8,000 mentioned above, Rotarians and Rotary Clubs contributed more than P200,000—way over the P100 per capita requested by Past RI President Mat Caparas, which we have already remitted to the Philippine College of Rotary Governors, which excludes the direct club to club donations of Rotary club of Metro Iloilo amounting to \$2,000.

9. THE DISTRICT CONFERENCE. A total of 568 Rotarians and spouses registered for the Alegriana Zamboanga. If we add the guests and the support staff, more than 700 were involved in the resounding success of the DISCON.

10. RI PRESIDENTIAL CITATION. I am happy to inform you that 18 Clubs, including my very own RCZC West, are recipients of the prestigious and coveted Rotary International Presidential Citation. These clubs have well-rounded and well-thought out programs in all 5 avenues of service, namely, Service Projects, Membership, Club Administration, The Rotary Foundation and New Generations.

In closing, I wish to thank each and every single Rotarian and Ann who helped Build Communities and Bridge Continents this Rotary Year. And I thank most of all, the Lord Almighty for safeguarding my family while I was away and for blessing me with strength, good health, energy and enthusiasm. Now that my term as District Governor is done, I am back to the folds of my family and my club as an ordinary Rotarian to serve my community. I am also looking forward to enjoy the company of my family with Tess as we see our children Neil, Jason and Michael grow up, and who knows, to possibly become Rotarians in the future.

Accepting the Challenge to Embrace Humanity

The District's Turn Over Ceremony was held last July 2, 2011 at Marcian Garden Hotel and was hosted by the Rotary Club of Zamboanga City West as part of their Induction program.

District Governor Melvin "Mel" de la Serna was inducted by PDG Charlie Rieth in an elaborate program and musical with a Filipiniana ambience. With the Governor was his spouse, Fe.

In his acceptance speech, DG Melvin asked the support of all Rotarians for his term, and urged the spouses and partners, too, to cooperate with the undertakings of the district.

Immediate Past District Governor James Cesar "McGyver" Makasiar presented the review and achievements of the district. He was awarded with a Plaque of Recognition for steering the district to greater heights.



The District Disaster Management Committee (DDMC), Zones 10 & 11

by Asst. Governor Josue "Boy" Lee

The month of July is National Disaster Consciousness Month. Zones 10 & 11 of District 3850 has formed the DDMC to have the responsibility in response to disasters. This was emphasized by RI Pres. Kalyan Banerjee in his message when he came for the Philippine College of Rotary Governors' Seminar on Rotary Concerns last November 30-31, 2010.

In the organizational structure, the District Governor is the over-all chairperson of the DDMC.

The DDMC Chairman supervises the implementation of the DDMC Operation, consolidates reports and submits to the District Governor; monitors the distribution of relief goods during the occurrence of the disaster. Adviser is District Commander Rudy Isorena.



Commodore Josue Lee
DDMC Chair



DG Melvin (right) discusses DDMC with AG Boy Lee and Area Coordinator Emil Aquino.

DDMC OFFICERS



DG Melvin de la Serna
Over-all Chairman



PP Emil Aquino
Administrator



PP Butch Blanco
Executive Secretary

Distict Commander Rudy Isorena
Adviser

PRE-DISASTER PHASE



RCZC Central – Pres. Lydia Lubaton
Director for Human Resource Development



RCZC Metro – Pres. Jay Timosan
Director for Plans and Programs



RCZC West- Pres. Jose Rizalino Ortega
Director for Logistics



RCZC - Pres. Rikki Lim
Director for Logistics

POST DISASTER PHASE



RCZC East – VP Ian Lahi
Director for Response Team



RCZC North - Pres. Eric Basilio
Director for Rehabilitation/Reconstruction Team

Time to Change the Same Old Story

As the District Membership Development Chair for RY 2011-12, allow me to share my thoughts and plans for this Rotary Year after consulting with our District Governor.

Just like any organization, much more with civic clubs, Membership Development is the lifeblood that that could spell the difference between becoming a great club and an ordinary club. Surprisingly, we often times leave this club responsibility to the shoulders of our incumbent President and the club Membership Chair. Because of this practice, our dear President in many instances will recruit his friends during his incumbency. Only to realize that the club is lucky to retain more than 20% of these recruits at the end of his term. And sadly, the cycle is repeated again and again...Rotary Year after Rotary Year. To many, it is just the same old story.

First, some facts about the state of our district membership:

- As of July 25, 2011, we have 51 active clubs with total membership of 1,289, down by 2% compared to June 30, 2011 figure of 1,316.
- 16 clubs representing 32% has membership below 20.
- Compared to other districts, we rank second...unfortunately from the bottom, in terms of membership. Better only vs. D-3870 who has a membership of 1,058.
- During the governorship of Gov James, we managed to break the 1,300. Only to fall back to 1,289 after the traditional cleaning of ranks for the next Rotary Year.
- More than any other time, this Rotary Year is crucial to membership development since our district has to compete with D-3870 to ensure that we survive redistricting if D- 3870 fails to attain 1,200 active members this Rotary Year.

Gov. Melvin, realizing that Membership Development is crucial in securing the future of our district and our capacity to do humanitarian service, has set the following goals for this Rotary Year:

- For our district to attain a net membership growth of 300 members
- To reduce the number of clubs falling below 20 to 5% from 32 % as of July 25, 2011

- To initiate that Membership Development becomes institutionalize in all clubs

Since the first two goals are self explanatory, let us focus on the third goal. Personally, I have a strong feeling that by achieving our 3rd goal, the first two will simply follow.

By "Institutionalizing Membership Development" we refer to a system or process wherein membership goals and strategies are put in place year after year. When this is in place, the crucial role of the President and the Club Membership Chair is now elevated to motivation of members and make certain the system/process is adhered without resorting to shortcuts. Membership Development then becomes a club responsibility instead of just the President and the Chairman.

Those clubs who have this in place, my congratulations and hopefully you continue to carry out this system. Those who continue to struggle let me offer some basic approach that could be helpful.

- Everything starts with a goal. Together with your President, Pres. Elect and Pres. Nominee, develop and agree on a 3 year goal about membership. Your club can then review this goal every start of RY.
- Make it a habit to do a classification survey every year using the Classification Worksheet under Club Assessment Tools. With this, you can identify classification gaps that every member can focus in their recruitment efforts. Another form that your club can use is the 25-Minute Membership Survey under Club Assessment Tools.
- Create wallet size rotary information about R.I. and your club that each member can hand out to potential recruits.
- Follow the recruitment process, where potential members must attend a series of meetings with a properly fill out Membership Application Form. Avoid shortcuts.
- Create a committee responsible for new member orientation who will conduct the orientation in a comprehensive and standard format.
- Make the induction, although modest, as meaningful as possible by involving the family of the new recruit.



PP Jude Doctora receiving plaque of appreciation from DG Mel during the Presidents-Elect Training Seminar.

- Conduct membership Satisfaction Survey every year to determine the strength and weaknesses of your club as well as the committee where your member may want to serve. Again, you may use the Membership Satisfaction Questionnaire under Club Assessment Tools.
- And, lastly, document your plans and strategies using the membership portion of the Planning Guide for Effective Rotary Clubs. Please accomplish this yearly and assess your development at the middle and the end of the Rotary year.

When we discuss Membership Development, it is always Recruitment and Retention. My personal view though is, many times retention problems start with a bad recruitment program. Having said that, I guess, we can leave the discussion of retention in the meantime to another time.

As discussed with Gov. Melvin, the intention for this year is to initiate this institutionalizing process which we hope can lead to something meaningful. The fruit may not be realized this year but what is important is that we have begun a process. Gov. Melvin has encouraged me to visit clubs in Negros and Panay to discuss this goal. We have agreed that we will enlist the assistance of the AGs as Vice Chairmen of membership in Mindanao since travel may be a little hard for me.

Let our battle cry be: **Each Rotarian... Reach One...Keep One.**

PP Jude Doctora
District Chair, Membership Committee

PP Jude Doctora was inducted to the RC of Metro Bacolod in May 2006. His classification is Pharmaceutical Marketing. He is married to former Dr. Jane Toledo and they have 1 child, Patricia Therese Anika.

The Governor's August Visits

District Secretary Melchor "Cho" Ramos



The first month of DG Melvin de la Serna's administration was the "induction period," when most clubs in District 3850 hold their turnover ceremonies from the outgoing to the incoming set of officers. They will lead their respective Rotary organizations in their locality. Much is the desire of the governor to attend all the induction activities, however, the overlapping schedules prevented him in doing so. Nevertheless, his message was heard in every induction where he was absent through a prepared video. The opening salvo of Gov. Melvin's administration was the holding of Children's Parties, sponsored by Rotary clubs in District 3850. Recipients were the underprivileged children in their areas, especially the cultural minorities, who were beneficiaries of the RC Boracay "party."

Gov. Melvin has laid the criteria for the most outstanding club and club president awards, to be awarded during the DISCON on April 12-13, 2012 in Iloilo City. It's now a challenge for every Rotary club to achieve these elusive awards.

I reiterate the emphases for the Rotary year. First, Projects dedicated to persons with disabilities and second, Stop TB Now. These are over and above the RI emphasis theme of Pres. Banerjee for RY 2011-2012.

For the August club visits, please see the table on the right.

Fellow Rotarians, one year is too short a time to achieve our goals.

Let us start our terms in the right direction. Let us reach within to embrace humanity.

God bless,

DS Cho

AUG	DAY	ROTARY CLUB	TIME
6	Sat	RC Jaro South	12 n
6	Sat	RC Dumangas	7 pm
9	Tue	RC Iloilo City	7 pm
12	Fri	RC Iloilo South	7 pm
13	Sat	RC Jaro Iloilo City	12 n
13	Sat	RC Iloilo West	7 pm
15	Mon	RC Midtown Iloilo	7 pm
16	Tues	RC Metro Iloilo	7 pm
17	Wed	RC Iloilo	12 n
17	Wed	RC Jaro Centraline	7 pm
19	Fri	RC Metro Passi	7 pm
20	Sat	RC Guimaras	7 pm
23	Tues	RC Molo	8 pm
24	Wed	RCC Seminar with RIPE Sakuji Tanaka	10 am
26	Fri	RC Central Iloilo City	7 pm
27	Sat	Joint Governor's Address	7 pm
30	Tues	RC Lapaz	6 pm



Sakuji Tanaka

President, Rotary International, 2012-13
Trustee, The Rotary Foundation, 2006-10
Director, Rotary International, 2003-05
District Governor, 1994-95

Sakuji Tanaka was chair of the Daika Company and president of the National Household Papers Distribution Association of Japan. He also has been vice president of the Yashio City Chamber of Commerce.

A member of the Rotary Club of Yashio since its charter in 1975, he has served RI as a director, Rotary Foundation trustee, committee member and chair, regional Rotary Foundation coordinator, district governor, and training leader. Working with his district, he has helped to construct a school building in Bangladesh.

Sakuji has received the RI Service Above Self Award and the Foundation's Citation for Meritorious Service and Distinguished Service Award. He and his wife, Kyoko, are Paul Harris Fellows, Benefactors of the Permanent Fund, Major Donors, and members of the Arch C. Klumph Society. In addition, Sakuji has established an endowed Rotary Peace Fellowship.

Sakuji and Kyoko have been married since 1963. They live in Yashio, Saitama Japan and have three children and six grandchildren.

Editor's Note: RIPE Sakuji Tanaka will be the Guest of Honor and Speaker of the Rotary Community Corps Seminar for Districts 3850 and 3860 on August 24, 2011 at Hotel Del Rio, Iloilo City. The seminar will be hosted by the Rotary Club of Metro Iloilo and co-hosted by Districts 3850 & 3860, the RVC Foundation, and the Philippine College of Rotary Governors.



RC Bacolod City West: Club Achievement Award as exhibitor during the 2005 Centennial RI Convention



RC Antique: Posthumous Award for Ms. Carmen Bandon of RC Central Antique as the first Lady Rotarian of the District.



RC Midtown Iloilo: DISTAS 2011 Attendance Award



RC Metro Iloilo: DISCON 2012 Early Bird Award



RC Boracay: Club Achievement Award as grantee of R.I. Corporate Member Pilot Project

AWARDS



DISTRICT 3850 PHILIPPINES *Festival District*

PASSI CITY

Pintados de Pasi Festival

One of the well-loved Panay festivals is the Pintados de Pasi Festival in Passi City, celebrated every March.

Through the years, this celebration has continually attracted its own set of devoted followers within the Philippines and even abroad.

What makes Pintados de Pasi a popular festival is its visual appeal as sym-



bolized by the Pintados, the painted street dancers and performers. They are fascinating to watch since their bodies are covered by traditional tattoos, particularly the arms, torsos and legs. It is even more interesting to note that the tattoos are not mere ornaments, but tell different stories about the rich cultural history of the various tribes. The dance itself is a theatrical display of heavy and sometimes aggressive movements.

Various tourists, either local or foreign, are guaranteed to be delighted when they see such impressive dance performances by the Pintados. The city adopts a different theme every year which aims to showcase the beauty, commodities and produce that can



only be found in Passi. The festival also commemorates the city's founding. This year, the festival was on March 14-20 with the theme, "Kulturang Passinhon: Amligan para sa katawhayan kag kauswagan (Protect the Passinhon culture for peace and progress)".

Trivia: Thirteen-year old Passi City is considered "The Sweet City" in the heart of Panay. It is the only component city in Iloilo.

DAPITAN CITY

Pasungko Festival

Pas'ungko (Pasungko) Festival is the festival for one destination, one people, one vision.

Pas'ungko is a Subanen term for the Visayan word "pasalamat" or thanksgiving to the God almighty or the Subanens Magbabaya, and usually done in the month of November or December of every year end harvest.

It is a celebration of dance, giving of food, merrymaking and gather-



ing of relatives, friends, and loved ones to celebrate good tidings and good harvest.

Like any tribe and community in whole country celebrate fiestas, foundation days, and Christmas seasons, or anything, and even commemorates somebody's funeral, the Filipinos always gather to be one and remember the past that led to the present time with a joyous diversion and



promoting one's achievement.

Celebrations like Pas'ungko should be promoted, like the Subanen's Buklog or Beklug as not only a celebration, but a festival of its own-history, culture, arts, food and other native products, places and events, and even people's traits and character are being remembered and promoted.