

ROTARY INTERNATIONAL DISTRICT 3850

Governor's Monthly Letter

JANUARY 2013



January is **Rotary**
Awareness Month



WISH UPON A STAR

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ON THE COVER

The Rotary Club of Bacolod celebrated its 15th year "Wish Upon a Star" project on December 15, 2012 at Robinsons Place Mandalangan, Bacolod City, where 100 Ati children of Negros Occidental were recipients.

ABOUT THE GML

This Governor's Monthly Letter (GML) is the official monthly publication of RI District 3850.
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EDITOR'S NOTES

Self Awareness

Pauline Leung, Rotary public image coordinator from Taiwan, says it's important for Rotarians to promote a consistent message.

Rotary International conducted a survey in 2010 and found out that "people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities."

In other words, the most potent public relations tool of Rotary are its more than 1.2 million members worldwide.

One way of knowing if a person is a Rotarian is if he or she wears the Rotary pin. The pin offers a good starting point of conversation when people ask about it. Then the Rotarian tells them about Rotary and its projects.

Today, Rotarians post text and photos about their Rotary activities and projects in Facebook for all their friends to see, then the conversations start.

But for Rotarians to promote a consistent message about Rotary, they "should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

"Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do," Leung says.

This "Rotary Awareness Month" is a good time to go back to basics again and give Rotary information and training to members so that we could promote a consistent message.



PP Chris

DisCon Update

PP Louie Gonzaga
DisCon Chairman



HAPPY NEW YEAR TO ALL! There is no let-up in preparations for DISCON 2013... we are finalizing our program and have included some sports activities. Foremost there is the Golf fellowship that we have schedules for March 6th (this is for our golfing Rotarians); this includes Awards Night and Fellowship in the evening. You can still change your planned schedules to join this event! If you're still preparing your schedule, come to Bacolod on March 6th

Remember, DISTRICT AWARDS will be announced and recognized on the last session on Saturday, March 9th! Be there and make sure not to miss this event...

Another reminder, Clubs are encouraged to put up booths in the House of Friendship! Showcase your projects and local delicacies and enjoy closer friendship... There is a strategic area set up for these booths.

By the way, we already have more than 280 (Two Hundred Eighty) pre registrants! It's still not too late to pre-register, you can still enjoy a substantial discount!

Come to Bacolod and make this city, and neighboring sights, your summer hotspot for 2013!

Finally, Clubs are invited to make presentations during our "Arabian Nights" Fellowship! Start preparing your numbers as we exchange and renew pleasantries on our first night together on March 7th ... Remember, belly-dancing is only one of the many possible presentation numbers you can create... Special prizes are going to be given out...

Let's have a blast in DISCON 2013!

LETTERS

Dear District Governors and Rotary Senior leaders,

From all of us at the South Pacific and Philippines office we wish you a happy, peaceful and safe holiday period.

We look forward to working with you in 2013.

The office will be open except for the State public holidays of December 25 and 26th and January 1st 2013.

Attached is a photo of the staff at our end of year morning tea.

Regards,

Frank Pezzimenti
International Office Manager
ROTARY INTERNATIONAL
South Pacific & Philippines Office



Standing Left to Right; Marissa Pili (Finance- Philippines); Krissy Aure-Canson (TRF - Admin); John Jiang (Finance- Australia/NZ); Amanda Kahlon(Reception/Admin); Michelle Fuller (Literature/Admin); Mary Jayne Desmond (CDS Admin)

Sitting Left to Right ; Grace Ramirez (Financial Supervisor); Melissa Asanza (Finance TRF); Frank Pezzimenti ; PDG Bruce Allen (Manager TRF – in Indian Dress); Joy Walker (Manager CDS)

Dear fellow Rotarians,

I am a Japanese businessman, and I wear a suit almost every day. The Rotary pin is always on my lapel. It is there because I am proud to be a Rotarian. Anywhere I go, people will see the pin and know who I am. Other Rotarians will see it and know that I am a friend, and people who are not Rotarians will see it as well. I want to be sure that all of them also understand the meaning of this pin.

This is why I am asking all of you to wear your Rotary pin and to raise awareness of what the pin means. I believe having that pin on your lapel changes you. It makes you think more before you speak and before you act. It makes you remember, all the time, that you are a Rotarian –

and that as Rotarians, we are here to help.

All of us should be ready to talk about Rotary. When someone asks you about that pin, you should be ready to answer them. What is Rotary? What does Rotary do? These are questions that each of us should always be prepared to answer.

We cannot go to prospective members and ask them to join Rotary only because we want more members. We have to show them that Rotary is a wonderful organization, and that they will be happier because they belong to a Rotary club.

When we ask people to join Rotary,



we are doing this to help them as well. I think all of us are grateful to the person who asked us to join. I know that my life is much happier, and has been much more productive, because of Rotary. It is clear to me that the day I joined the Rotary Club of Yashio was a day when I took my first step down a different path in life – a path of greater connection, greater satisfaction, and a deeper sense of fulfillment and peace.

This is a feeling that I want to share with others. And I know that one way to do that is through bringing in new members. But we must also do it by raising awareness of Rotary and Rotary's work, by focusing on our public image and wearing our Rotary pins every day.

Yours in Rotary,

S. Tanaka

Sakuji Tanaka
President, 2012-2013



RI President Sakuji Tanaka visits an elementary school in Houston, Texas, USA

Love 101

Remember Dr. Patch Adams, the revolutionary figure with a red clown's nose portrayed by the actor Robin Williams in the movie *Patch*? In a rare interview with Boy Abunda, he professed the following statements. "As healthcare professionals, it is very important that we should also take up a Course on Love." We are all so engrossed in a lot of subjects yet we neglect the most basic, which is "Love 101." "For us to be able to do the best we can, we will not be able to do so without Love." For us to be effective in any profession or business, we should be captured by that unreserved passion for service. Although this session was taken up during a hospital conference; come to think of it, this is so applicable with us Rotarians because we are also in the business of "caring."

Boy Abunda had these gems of knowledge to share. In our quest to care, we should be aware of three elements: the *Core*, the *Space* and the *Truth*.

What is the *Core*? This is your own personal story. These are our dreams, aspirations, and also our weaknesses. Oprah Winfrey calls it that little "whisper" inside all of us. Some would describe this as their Conscience. Our Core fuels our purpose in life.

As Rotarians, our Core defines our purpose. We cannot move anywhere else without knowing our Core.

What is the *Space*? When we go beyond our job description—taking that extra step—we journey towards that "divine space" of goodness. Bill Gates described this as "creative capitalism." It is our corporate social responsibility. Actually, as you journey towards this end, it defines who you are as a person and as a professional.

When you are clear with your Core, and the following to go beyond what you are supposed to do, only then will you discover the *Truth*. It is something that you do not define for others. The truth is supposed to make you a better person in a better community.

In the recent Selangor Zone Institute, a PDG echoed similar sentiments. He suggested running our clubs based on Rotary core values. He illustrated a pyramid with a base consisting of the Manual of Procedure and the Avenues of Service; a midsection comprising the Four Way Test; and an apex consisting of nothing more but "Love."

Definitely, our clubs are anchored on strong foundations and these define the very essence of our existence—our story, our core. Now we are challenged



to go beyond the expectations of the community. This is only possible if we review our course on Love 101. The apex of our club pyramid remains flexible to give room for respect, understanding and Love.

I try my best to sound philosophical, but as a Physician my approach is always empirical. Our clubs are in good health. Just be happy and find Love in what you do. This will definitely radiate to your family and your Rotary club.

May everyone have a Merry Christmas and a Prosperous New Year.

Yours in Rotary Service,

District Governor Biboy



ZONE 1



Rotary Club of Antique Christmas fellowship.



RC Antique Gift Giving to Brgy Osorio, San Remegio, Antique and children in Brgy. Mojon, San Jose, Antique.

ZONE 2



Rotary Club of Central Iloilo City Outreach Program.



The Wish Upon a Star Project that started in 2001 has become synonymous to the name of RC Central Iloilo City and Robinsons Place, Iloilo. Every year (Dec 18th) it continues to gather tremendous welcome of support from various individuals and entities (like LBC Express Western Visayas-Panay) to collaborate with our club to place Rotary in the podium of prominence in the field of community service.



Rotary Club of Central Iloilo City Christmas Treat.

ZONE 3



Mga Bata, Kainan Na! Zone 3 feeding project.



RC Dumangas' Children's Party held at Ermita Day Care Center on November 19, 2012.

ZONE 4



Rotary Club of Boracay with Past RI Pres DK Lee and PDG Emma Nava.



Rotary Club of Kalibo family day last November 11, 2012.



Rotary Club of Kalibo loading building materials donated by ANHSAT for Sitio Hagachac Day Care Center, Nov 27, 2012.



Rotary Club of Metro Roxas Central & Interact club join the Sinadya sa Halaran 2012.



Dec 9, 2012. The Rotary Club of Metro Roxas held its 2nd Mobile Sounds Wars with 12 sound systems competing for the top honor. There were over 4,000 people at the event held at Villareal Stadium and it started just moments after the boxing match ended. The Capiz National High School Capiz Interact Club was there to lend a hand to the BIG EVENT! Shown heading the project is President Bugs Baguio and some of the members of the Interact Club.

ZONES 5, 6, & 7



Family Day. Rotary Club of Bacolod-Marapara members and their family had a relaxing get-together at the San Francisco Lake & Ranch Place of Club President Mike Bantug.



Rotary Club of Bacolod West Vocational project-Christmas décor making.

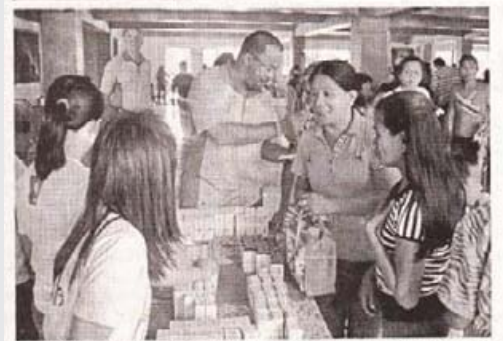


1st Rotaract Club of Silay 3K Fun Run for a Cause from Silay Marker to Silay Public Plaza with Pres. Jeanet & Rotaractors.



Rotary Club of Bacolod Central with Bantay Gubat volunteers of Barangays Tan-awan, Carol-an and Buenavista, Kabankaln, Negros Occidental last December 1, 2012 with Rotary Club of Kabankalan, Medical & Dental Mission.

Visayan Daily Star
Monday, December 3, 2012



Club director Fidel Henares giving free medicines to residents during the medical mission.*

Club marks 20 years of medical missions

Around 300 residents, among them children, availed of medical and dental services, adult and pediatric consultations, EKG, BP and FBS tests in an outreach program held by the Rotary Club of Bacolod Marapara at the Sacred Heart Shrine in Brgy. Calumangan, Bago City, Negros Occidental, Saturday, a press release from the club said.

The mission that was led by Dr. Renier Gerochi, was in memory of Mariano Lim, past president of the club, through a family foundation chaired by Lina Lim.

A team of 34 volunteer doctors and nurses from Riverside Hospital and the Corazon Loecin Montelibano Memorial Regional Hospital in Bacolod City, and a dentist from the Philippine Dental As-

sociation, participated in the mission with members of the Rotaract Club of Bacolod Marapara, Yogendra Agrahari from Nepal, who is undertaking additional studies in Bacolod, and barangay health workers, the press release also said.

The ECG-EKG services were provided by Sangguniang Panlalawigan Board Member Melvin Ibañez, and free medicines were given by the club.

The club has been holding medical missions for the past 20 years, its president, Mike Bantug, said. Its main fund-raising event is the annual Rotary-Golf for a Cause tournament held at the Negros Occidental Golf and Country Club in Brgy. Bata, Bacolod, the press release added.*

ZONES 8-11



Mural painting: In celebration of the week of Peace, the Rotary Club of Zamboanga City Central in partnership with PAZ, 530th Airforce Wing and DepEd.



RC Zamboanga Central Christmas Party at Lantaka by the Sea.



Rotary Club of Ipil Sibugay: Ceremonial of Coffee Tree Planting headed by Pres. Roger Bogaforo

March 6, 2013 Wednesday

- 09:00AM DISCON Golf @ NOGCC Bata, Bacolod City / Hosted by: Rotary Club of Bacolod-Marapara
District Olympics / Hosted by: Rotary Club of Metro Bacolod
- 07:00PM Sports Awards Dinner

March 7, 2013 Thursday

- 9AM-2PM Conference Proper
Distribution of Kits / Registration
Registration (In Charge): PP Alberto Nellas (RC Bacolod North)
- 10:00AM Ribbon Cutting & Opening of Trade Fair
Opening of DISCON 2013 & House of Friendship Officer of the Event: PP Roberto Tinsay
- 11:00AM Official Photo Session of District Teams/ Presidents & AG's & RI PR @ La Proa L'Fisher with DG Rafael Jocson & Lady Emily and RIPR IPDG Kega Yao & Lady Jade at the House of Friendship
- 01:30PM Assembly
- 02:00PM **PLENARY SESSION # 1**
La Proa Ballroom L'Fisher Hotel, Bacolod / Attire: Rotary Club T-Shirt with Blazer / Hosted by: Rotary Club of Bacolod
Entry of Colors
Presentation of Dignitaries
- 02:30PM Call to Order DG Rafael Jocson
- 02:55PM Welcome Remarks - PP Louis Gonzaga, DISCON Chairman
- 03:00PM Welcome Remarks - Mayor Evelio Leonardia
- 03:20PM Introduction of the District Governor and spouse and family- DS Joe Jay Doctora
- 03:25PM Governor's State of District Address- DG Rafael Jocson
- 03:45PM Introduction of the RI Pres Representative & Spouse -PDG Philip Abello
- 04:05PM Speech of RI PR Rep IPDG Kega Yao
- 04:25PM Announcements - PP Louis Gonzaga
- 04:30PM Adjournment - DG Rafael Jocson
- 06:00PM Photo Opportunity (optional; before Arabian Night; w/ costumes)
with DG Rafael Jocson & Lady Emily and RIPR IPDG Kega Yao & Lady Jade at the House of Friendship
- 06:30PM Assembly
- 07:00PM **PLENARY SESSION # 2**
La Proa Ballroom L'Fisher Hotel Bacolod/ Attire: Arabian Outfit
Officer of the Event: Council of Presidents Zone 5-7 ; Chairman Pres. Cosette Villaluz
Welcome Message - DG Rafael Jocson
- 07:15PM Dinner
- 07:35PM Rotex Dance/Singing Presentation
- 07:45PM Participating Zone: max of 10 presenters (min. 3 mins/max 5mins.) Rotarian / Spouse / Children only
- 08:20PM DG's Special Awards - DG Biboy Jocson & Lady Emily
- 08:35PM Announcement of Winners
- 08:50PM Adjournment - DG Rafael Jocson
- 09:00PM Fellowship

March 8, 2013 Friday

- Spouse's Corner-Spouses Outdoor Tour Activites (8:30am-4:30pm)
- 09:00AM **PLENARY SESSION # 3**
La Proa Ballroom L'Fisher Hotel Bacolod / Attire: Rotary T-Shirt with Blazer / Hosted by: Rotary Club of Bacolod East
Call to Order DG Rafael Jocson
- 09:10AM Introduction of the Guest Speaker: Pres. Miguel Sarabia (RC Bacolod East)
- Speaker #1 Mr. Joshia Go "Marketing your Rotary Club"**
- 10:10AM Introduction of the Guest Speaker: PP Alberto Raphael Arceo III (RC Bacolod East)
- Speaker #2 Ms. Olen Lim "Image, Etiquette and Protocol"**
- 11:10AM District Awards-DGN/DS Joe Jay Doctora

12:00NN	Adjournment–DG Biboy Jocson
12:05PM	TRF Luncheon / Hosted by: Rotary Club of Bacolod West
	Call to Order DG Rafael Jocson
12:10PM	Luncheon
12:30PM	TRF Recognition - PDG Ramon Cua Locsin (DRFC)
	Introduction of the Guest Speaker :Pres. Cosette Villaluz (RC Bacolod West)
	Speaker #3 PDG Bobby Viray “TRF Updates”
02:00PM	Adjournment
02:05PM	PLENARY SESSION # 4
	La Proa Ballroom L'Fisher Hotel Bacolod / Hosted by Rotary Club of Bacolod Central
02:15PM	Call to Order - DG Rafael Jocson
02:30PM	Introduction of the Guest Speaker : AG Josephine Natalaray (RC Bacolod Central)
	Speaker #4 Mr. Mario Silos “The Value of Health Insurance and Its Positive Impact on Future Costs”
03:30PM	Introduction of the Guest Speaker : PE Lourdes Abelido (RC Bacolod Central)
	Speaker #5 Mr. Teodoro Locsin, Jr. “Ethics as an Instrument to Achieveing Peace in Service”
04:30PM	Announcement - PP Louis Gonzaga
	Adjournment - DG Rafael Jocson
06:00PM	Photo Opportunity (Optional, before Governor's Ball w/ formal attire)
06:30PM	Assembly
07:00PM	GOVERNOR'S BALL- Elegance of Negros
	La Proa Ballroom L'Fisher Hotel / Hosted by: Rotary Club of Bacolod North
	Attire: Black Coat & Tie or Barong for Gents and Evening Long Gown for Ladies
	Dignitaries Processional March
	Call to Order- DG Biboy Jocson
0725PM	Welcome Message - Provincial Governor Alfredo Maranon Special Presentation
07:35PM	Dinner
07:50PM	Cultural Presentation of Inbound& Outbound GSE
08:05PM	R.I. Service Awards
08:10PM	Introduction of DGN Joe Jay Doctora & Spouse - PP Alberto Raphael Arceo III (RC Bacolod East)
	Introduction of IDG Mark Anthony Ortiz - PP Victor Acepcion (RC Roxas)
08:15PM	Message of IDG Mark Anthony Ortiz
	Promotion of DISCON 2014
08:25PM	Closing Plenary Address - RI PR IPDG Kega Yao
	Expression of Gratitude to RIPR
	Presentation of RIPR Gift (One per Council of Presidents)
08:40PM	District Governor Closing Address - DG Rafael Jocson
	District theme song- “Ain't No Mountain High Enough”
09:00PM	Presentation Awards
09:25PM	Adjournment - DG Rafael Jocson
09:35PM	Fellowship

March 9,2013 Saturday

09:30AM	PLENARY SESSION # 6
	Attire: Rotary Club T-Shirt w/ Blazer / Hosted by: Rotary Club of Bacolod South
	Call to Order DG Rafael Jocson
09:35AM	Business Meeting - PDG Ramiro Garcia
	DNC Committee Election and Resolutions
11:30AM	Introduction of DGND - PDG Diotay Sy (DNC Chairman, RY2012-2013)
11:35AM	Lunch Break
12:00NN	District Awards (Final) - DG Rafael Jocson & Awards Chairman DGN/DS Joe Jay Doctora
2:00PM	Adjournment - DG Rafael Jocson

ROTARACT AND INTERACT UPDATE

There are changes coming to Rotaract that will see increased reporting requirements. Please encourage all of presidents of your district's Rotaract Clubs to update their club contact information at <http://www.rotary.org/en/StudentsAndYouth/YouthPrograms/Rotaract/Pages/Updatecontactinfo.aspx> Interact club information should be updated on line at <http://www.rotary.org/en/StudentAndYouth/YouthPrograms/Interact/Pages/Updatecontactinfo.aspx>.

This will make sure that your New Generations clubs are receiving all the relevant information about a number of upcoming developments.

OFFICER UPDATE REMINDER

It is important for the smooth functioning of all Rotary Clubs that their incoming officers are entered into the RI database by the existing club president or secretary. This will ensure that they receive all of the information to assist them in their role.

The best way to do this is to use Member Access, which instantly updates the RI database. If the information is provided through one of the other aligned programs, it can take a while for the information to appear in the RI database.

All Rotarians should be encouraged to register for Member Access by going to <http://map.rotary.org/en/selfservice/Pages/login.aspx> and using the 'Create Account' option on the login page.

Once they are registered, their level of access will be updated as they take on officer roles. There is no need for new usernames or passwords for officer roles, and these are not sent to clubs by Rotary International.

Any changes to club officers throughout the year should also be updated in Member Access.

If you or your club members have any difficulties please contact your CDS team of Joy Walker, Barbara Mifsud and Mary Jayne Desmond.

100% PAYMENT OF CLUB DUES

District 3850 and 3770 join D3790 in having achieved 100% payment of club dues. D3800 is only waiting on the return of one club's charter to finalise its voluntary resignation/disbanding.

INCOMING CLUB OFFICERS

There are some clubs that have already held elections and appointed next year's officers. To the incumbents, please update your club's records and ensure that the incoming officers have valid email addresses. Please email Data@rotary.org to provide this information so that your club will be kept in the loop for any changes that may be implemented throughout the year.

TOP TIPS FOR INCREASING YOUR CLUB'S FOUNDATION GIVING

Learn how to become a 100% Every Rotarian, Every Year club

Four years ago, Richard Zegar, a member of the Rotary Club of Honolulu Sunset, Hawaii, USA, decided to serve as his club's Rotary Foundation director. With the help of past club president Chuck Harris, he started to regularly remind club members what the Foundation accomplishes. Club members "improve, and in many cases, save lives through their generous Foundation support," says Zegar.

His strategy worked. The club has averaged \$803 in per capita giving over the past four years.

"Before I took over the club was averaging about \$300 per capita," Zegar says. In 2011-12, the figure was \$946, and the club attained 100 percent participation

in Annual Fund giving.

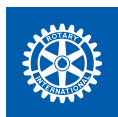
Here are five of Zegar's top tips for increasing club giving:

1. Select committed Rotarians to serve in fundraising positions for several years in a row. This consistency contributes to an "atmosphere of giving."
2. Meet one-on-one with members to discuss The Rotary Foundation's work. Then ask them to join you in supporting the Foundation.
3. Recognize new members by making a donation in their name to the Foundation. Not only will you introduce them to individual recognition opportunities, but you'll also encourage their continued support.
4. Use Foundation reports to inform members of their current recognition levels, and encourage them to reach the next level. Acknowledge club members who attain higher giving levels.
5. Explain how effective and efficient The Rotary Foundation is compared with other charities. For example, tell members that 100 percent of their donation funds programs.



Glen Bailey, aka "Dr. Magic," of the Rotary Club of Honolulu Sunset, Hawaii, USA, entertains children at the Aloha Medical Mission in Silay, Philippines. The mission is partially funded by the club. Photo courtesy of Lorenza Bailey

Source: RI Website (www.rotary.org)



ROTARIAN SPOUSE/PARTNER SERVICE AWARD

NOMINATION FORM

Please read this form carefully. It contains important information about submitting your nomination. The nomination:

- Must be submitted on this form
- Must be typed
- May not exceed the space provided

Additional supporting materials will not be accepted. District governors may nominate only one eligible candidate from their district. It is not possible to nominate one's own spouse or partner for the award. In addition, the nominee may not be a lineal descendant (child or grandchild), a spouse or partner of a lineal descendant, or an ancestor (parent or grandparent) of the nominator. **Your nomination must be received at RI World Headquarters by the close of business on 1 March. Nominations received after the deadline will be ineligible.**

Purpose

The Rotarian Spouse/Partner Service Award recognizes spouses and partners of Rotarians who have demonstrated exemplary humanitarian service through Rotary. Up to 100 individuals may be selected to receive this award annually. Recipients will be selected by an officer appointed by the RI president.

Criteria

Candidates will be considered based solely on the humanitarian service they have rendered through Rotary, with an emphasis on personal volunteer efforts and active involvement in helping others. Personal financial contributions to Rotary, its Foundation, or any individual project are not relevant considerations for this award.

Eligibility

Any living non-Rotarian spouse or partner of an active Rotarian in good standing may be nominated, except for spouses or partners of current and immediate past district governors, current directors, current trustees, the RI president, and other RI officers. An individual may receive the award only once.

Nominee* Information

*may not be a Rotarian

Last name

First name

Nominee's Spouse/Partner* Information

*must be an active Rotarian

Last name

First name

Rotary club

Rotary district

Member ID

District Governor

Last name

First name

Rotary district

Member ID

Address

City, State/Province

Postal code

Country

Phone

Email

Signature

Date

Rotarian Spouse/Partner Service Award Nomination Form

1

Summary of Qualifications

Please provide a clear explanation of the nominee's humanitarian service rendered through Rotary. Your explanation may not exceed the space provided on this page.

Nominations must be received at RI World Headquarters no later than 1 March.

Submit to: Rotary Service Section (PD210), Rotary International, One Rotary Center
1560 Sherman Avenue, Evanston, IL 60201-3698, USA; Fax: +1-847-556-2179; Email: riawards@rotary.org

Rotarian Spouse/Partner Service Award Nomination Form

2

December 2012

Action requested: nominate a non-Rotarian spouse or partner of an active Rotarian for the Rotarian Spouse/Partner Service Award

Due date: 1 March 2013

Dear District Governor Jocson:

Greetings from Evanston. I am writing to inform you about the Rotary Spouse/Partner Service Award. This new award program was created by the RI Board of Directors to recognize spouses and partners of Rotarians who have demonstrated exemplary humanitarian service through Rotary. Please note that only non-Rotarian spouses and partners are eligible to receive this award. Additional criteria and eligibility requirements for this award are explained on the nomination form.

- Download the nomination form
http://www.rotary.org/RIdocuments/en_pdf/rotarian_spouse_partner_service_award_form_en.pdf

Completed nomination forms may be submitted electronically to RIawards@rotary.org and must arrive at RI World Headquarters by 1 March 2013. Nominations received after the deadline will not be considered.

A maximum of 100 recipients will be selected by an officer appointed by the RI President. Nominators will be notified of the results by the end of April. Individuals selected to receive the award will receive a personalized award plaque by the end of the Rotary year.

Please feel free to contact me if you have any questions regarding the Rotarian Spouse/Partner Service Award.

Best regards,

Catherine Lankford
Coordinator, Rotary Service
Phone: 847-866-3394
RIawards@rotary.org
www.rotary.org/awards



Rotary Awareness Month

by PP Alberto "Jun-Jun" Arceo III, Rotary Club of Bacolod East, District Public Relations Chair

Happy New Year! January is Rotary Awareness Month and there are many ways we can celebrate the month and create awareness for Rotary. Efforts should be made to create awareness for our projects so that the general public becomes aware of what Rotary does. A press release with action pictures of the Club's latest project goes a long way in creating public awareness for Rotary and does not cost a single centavo. Putting up billboards that showcase a Club's signature project can encourage others to join Rotary.

Creating awareness for Rotary can be as simple as asking a Club member to share his or her personal story or experience during a regular meeting. Every Rotarian has his or her "Rotary Moments" that can be educational and inspiring. Another example is to have a "Question and Answer" portion during the regular meeting where questions about Rotary in general and/or the Club's history are asked. This is a good and fun way to educate new members of the Club. Articles about Rotary or stories about projects of other Rotary Clubs can also be shared during regular meetings which hopefully will give the Club members ideas of what projects they can also do.

I would like to share an article about Rotary's official mottoes which came out in the Rotary website in July 2010.



Arthur Frederick Sheldon, the Rotarian whose convention speech inspired Rotary's secondary motto, One Profits Most Who Serves Best.

Rotary's official mottoes, Service Above Self and One Profits Most Who Serves Best, trace back to the early days of the organization.

In 1911, He Profits Most Who Serves Best was approved as the Rotary motto at the second convention of the National Association of Rotary Clubs of America, in Portland, Oregon. It was adapted from a speech made by Rotarian Arthur Frederick Sheldon to the first convention, held in Chicago the previous year. Sheldon declared that "only the science of right conduct toward others pays. Business is the science of human services. He profits most who serves his fellows best."

The Portland convention also inspired the motto Service Above Self. During a convention outing on the Columbia River, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, USA, talked with Seattle

Rotarian J.E. Pinkham about the proper way to organize a Rotary club, offering the principle his club had adopted: Service, Not Self. Pinkham invited Paul P. Harris, who also was on the boat trip, to join their conversation. Harris asked Collins to address the convention, and the phrase Service, Not Self was met with great enthusiasm.

At the 1950 RI Convention in Detroit, slightly modified versions of the two slogans were formally approved as the official mottoes of Rotary: He Profits Most Who Serves Best and Service Above Self. The 1989 Council on Legislation established Service Above Self as the principal motto of Rotary, because it best conveys the philosophy of unselfish volunteer service. He Profits Most Who Serves Best was modified by the 2004 Council to They Profit Most Who Serve Best and by the 2010 Council to its current wording, One Profits Most Who Serves Best.

The Rotary Foundation Contributors as of December 17, 2012

Club	APF	Other
RC Kalibo	\$2,511.90	
RC Dipolog	\$1,000.00	
RC Bacolod East	\$100.00	
RC Bacolod Marapara	\$1,203.00	
RC Midtown Iloilo	\$100.00	
RC Bacolod North	\$300.00	
RC Roxas	\$100.00	\$500.00
Total	\$5,314.90	\$500.00

New Paul Harris Fellows

DGE Mark Ortiz	RC Roxas	
PP Emilio Infante	RC Bacolod-Marapara	
Susan See Diet	RC Dipolog	
Gabrielle Maye Beatrice Tumalak	RC Dipolog	
Mary Carmel Concha	RC Dipolog	
PP Noel de Paula, PHF+2	RC Bacolod North	

TRF One Plus One Promo

PP Arturo Carpio	RC Kalibo	\$500.00
Pres. Dennis Lim	RC Kalibo	\$500.00
Rtn. Reuel Mangubat	RC Kalibo	\$500.00
PP Immanuel Sodusta	RC Kalibo	\$500.00
PP Leonard Raphael Tayco, Jr	RC Kalibo	\$511.90
PP Jose Miguel Montinola	RC Bacolod-Marapara	\$500.00

Rotary Foundation Sustaining Members

Rtn. Benjamin Souribio	RC Bacolod East	
Pres. Michael Bantug	RC Bacolod-Marapara	
PP Maximo Javelona III	RC Bacolod-Marapara	
PP Federico Locsin	RC Bacolod-Marapara	
PP Jose Miguel Montinola	RC Bacolod-Marapara	
PP Joachim Woo	RC Midtown Iloilo	

Club Annual Programs Fund (APF) Per Capita Contributions

Bacolod Marapara	\$66.83
Kalibo	\$51.26
Dipolog	\$41.67
Bacolod North	\$6.25
Roxas	\$5.26
Bacolod East	\$3.71
Midtown Iloilo	\$3.57

Creating Awareness thru Public Relations

Overview

Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally.

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks.

Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources.

- Learn to write an effective press release.
- Get tips on working with the media.
- Learn how to use nontraditional and new media tools to promote Rotary.
- Find tips on how to measure the success of your campaign to better prepare for future efforts.
- Download ads, including videos, from Rotary's public image campaigns.
- Download Rotary key messages and resources (PDF)

For a complete public relations overview, purchase *Effective Public Relations: A Guide for Rotary Clubs* (<http://shop.rotary.org/Effective-Public-Relations-Guide-Rotary/dp/B0043N1QZS>).



During Rotary Awareness Month in January, let the world know about Rotary through Humanity in Motion PSAs.

Public relations writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

Inverted pyramid

Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

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

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

Beyond the press release

Rotarians can communicate stories to the media in many other ways, such as:

- **Media alerts**
Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send



Publications, such as Rotary Basics, can be given to new and not-so-new members to make them better informed about Rotary and proud to be a Rotarian.

the alert to media contacts.

- **Letters to the editor**
The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the templates from RI to get started.
- **Op-eds**
An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.
- **Media kits**
Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.
- **Fact sheets**
Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Working with the media

Just as manufacturers market their products, Rotary club members must sell stories to the media. Understanding the media will help



Learn about Rotary's programs for students and youth. They can change the lives of those who participate. Through these programs, young people can earn scholarships, travel on cultural exchanges, or help a community through a service project.

you market Rotary's message successfully.

- **Identify your target media.**
Consider inviting a local journalist to speak to your club about how to work with the media.
- **Develop a media list.**
After identifying media targets, put together a contact list for each story that includes the names, phone numbers, fax numbers, and e-mail addresses of journalists, editors, or news directors who might take a special interest in Rotary.



RI programs and service opportunities help Rotarians become more aware of the needs within both their community and throughout the world.

- **Contact journalists.**
You can take your story to the media in several ways. Whatever approach you choose, be persuasive, persistent, and friendly, but not aggressive. The most effective methods correspond to the journalist's preferences.
- **Conduct interviews.**
Work with your club to develop informed, articulate spokespeople who are easily accessible and well versed in Rotary's programs.



By being aware of the fellowship Rotary offers, Rotarians tap into an international network of people who share similar interests.

- **Manage crises.**
Despite your best efforts, problems of a sensitive nature may develop. Be forthcoming if a reporter calls, but avoid initiating contact with the media about unflattering stories. If a situation arises that you think requires immediate attention, contact Rotary International before you speak with the media (phone: 847-866-3237; e-mail: pr@rotary.org).

Promoting Rotary

Putting Rotary in the public eye involves more than just writing press releases and maintaining contact with local media. Rotary International provides preproduced public service announcements and encourages all clubs to localize these materials for use in their communities.

Special events and other outlets

Rotarians in France celebrated a national Rotary awareness day by sponsoring a movie premiere that raised money for brain research and promoted Rotary at the same time.

Other promotional outlets include:

- Cable and public-access television
- Billboards, posters, and signs
- Newspaper supplements
- Club brochures
- Presentations and speeches

Beyond traditional media

Promoting Rotary in the 21st century means moving beyond traditional media.

New technology hasn't made press releases obsolete, but it has added to the arsenal of media tools.

Blogs and podcasts

Blogs are online journals that can include text, audio, video, and images. When the December 2004 tsunami hit Sri Lanka, the Rotary Club of Colombo Regency used a blog to collect donations and help coordinate relief efforts.

A podcast is a digital audio file distributed over the Internet, usually through a subscription-based service.

Other new media tools include electronic press releases, distributed through e-mail, and uploaded videos. More than 50 video uploading and sharing sites allow you to publicize your Rotary efforts on the Web.

Measuring success

It's important to evaluate what public relations efforts have and haven't worked. Watch for Rotary-related news clippings in the papers you've contacted. Cut them out, and compile them as a way to document your success and to build a learning tool for future PR work. Always remember to send thank-you notes to those who helped along the way.



Once you attend an RI Convention, which will be held in Los Angeles this year, you will better understand the diversity and scope of the organization.

Source: Rotary International website (<http://www.rotary.org>)



DS Notes

DGN Jude T. Doctora
District Secretary

Dear Beloved Club Secretaries,

Happy New Year and my warmest greetings to all Rotarians especially to all club secretaries. True to your role, you have been an important piece in the success of your respective clubs. Time flies so fast that we are now halfway through our Rotary Year. It is a good time to take stock and see where your club is compared to your goals for this RY. Those who are on track, our congratulations while those who are still wanting; the District Team is here at your call.

The theme for January is "Rotary Awareness" and one side of awareness is to tell our story to the public for them to appreciate who we are. With the goal in mind to attain maximum impact, we would like to encourage all clubs to engage in public Relation activities to showcase to communities we serve our projects. Just imagine the PR handle we can create if all 52 clubs in the District, all together, tell the public the story of Rotary and the humanitarian projects we are quietly bringing about. By raising the bar of the Public's awareness of Rotary, we are also ensuring the growth of our clubs in membership and contribution to Rotary Foundation. Let the public know the benefits of getting involved in Rotary. Revisit our GML, our facebook and the R.I. website (rotary.org)...there you will discover so many Rotary stories to share that will touch the hearts of the readers and define the character of Rotarians. Let us go forth and tell the world that we are proud to be Rotarians...and that we do good in the world.

Another side of awareness that, maybe, some clubs have neglected is Rotary awareness among our members. The more senior and experienced Rotarians in our District will surely tell you that, among others, it is knowing the ABCs of Rotary and the many good things that we represent that led to their loyalty to Rotary and the values that it embody. Always remember that membership retention is highly correlated to the Rotary awareness of our members.

Take a look at your own experience and ask yourselves why you are still a Rotarian or why you have agreed to even become an officer of your club. Jokingly, many would say that they were pushed to become officers but deep inside, I have a feeling that they are there because they are aware of what Rotary embodies and what it stands for. So as club secretaries, never forget to include Rotary information in your weekly meetings. Let us share the Rotary stories not only to the public but also amongst ourselves.

Once again, Happy New Year and all the best for 2013.

Yours in Rotary Service.

DS Jude Doctora

P.S. Please don't forget to send you MAR by January 15, 2013.

District Calendar of Activities

JANUARY	ROTARY AWARENESS MONTH
1	SAR & PRM PAYMENT 2ND SEMESTER
5	5PM, Deadline for the Submission of Suggestion from Clubs for District Governor Nominee
12	10AM, Meeting of the District Nominating Committee (DNC) for the Selection of the District Governor-Nominee to be held in Bacolod City
13-19	Rotary International Assembly (San Diego, California)
25-27	RYLA Zone 5-7 (Tentative)
25-27	Rotary Global Peace Forum "The Green Path to Peace" (Honolulu, Hawaii, USA)
FEBRUARY	WORLD UNDERSTANDING MONTH
1-3	RYLA Zone 1-4 (Tentative)
8	Group Study Exchange District 5110 arrival in Philippines
15	Submission of BID BOOK to District Award Chairman
15-16	2013 PETS @ Waterfront Hotel, Cebu
16-17	District Awards Screening
16	Submission of Club Resolutions for Discon 2013
MARCH	LITERACY MONTH
7-9	Discon 2013 L'Fisher Hotel, Bacolod City
11	Departure GSE District 5110 for USA
31	Presidential Citation Submission
APRIL	LITERACY MONTH
7	Departure GSE District 3850 for USA
22-26	Council of Legislation (Chicago, Illinois, USA)
MAY	
8	GSE District 3850 arrival in Philippines
17-19	Rotary Global Peace Forum "Peace Begins with You" (Hiroshima, Japan)
JUNE	ROTARY FELLOWSHIPS MONTH
23-26	2013 RI Convention (Lisbon, Portugal)
30	District Handover (Tentative)

Zone	Rotary Club	1-Jul ¹	Goal ²	17-Dec ³	Nov ⁴	SAR ⁵	PRM ⁶	Rotaract ⁷	Interact ⁸	Discon ⁹
I	Iloilo	39	43	39	67.00%	1	1	3	1	9
	Iloilo South	22	25	22	89.00%	1		1		5
	Antique	28	28	28	92.00%	1	1		1	11
	Iloilo West	16	23	16	67.00%	1				4
	Miagao	13	14	13		1	1		1	2
II	Iloilo City	28	28	25	71.74%	1	1			5
	Jaro-Iloilo City	18	22	18		1	1			1
	Central Iloilo City	12	23	12	97.44%	1	1	1	2	8
	Jaro-Centraline	17	20	17		1	1	1		0
	Jaro South	12	25	15	70.00%	1	1			0
III	Metro Iloilo	60	61	62	65.00%	1		1	1	12
	Midtown Iloilo	28	32	28	81.75%	1	1	1	1	17
	Guimaras	21	23	21	73.00%	1				8
	Molo	10	15	10		1	1			0
	La Paz	15	20	15	68.80%	1		1		1
	Dumangas	28	28	28	78.80%	1				4
	Metro Passi	15	20	19	89.00%	1	1			0
IV	Roxas	19	25	17	86.00%	1	1		1	6
	Kalibo	49	52	54	91.66%	1	1	1	6	14
	Metro Roxas	26	42	27	86.00%	1	1	1	3	1
	Boracay	20	22	20	72.48%	1	1			6
	Metro Kalibo	13	18	13	85.00%	1			1	0
	Metro Roxas Central	29	30	30	95.00%	1	1	1		0
V	Bacolod North	48	52	48	82.35%	1	1	1		32
	Silay	20	20	19	88.00%	1	1	1		12
	Escalante	11	15	11	86.00%	1	1			0
	Victorias	18	18	18	68.28%	1	1			0
VI	Bacolod	29	30	26	86.00%	1	1	1	1	12
	Bacolod East	27	31	27	92.75%	1	1	1	1	15
	Bacolod-Marapara	18	25	18	86.66%	1	1	1		10
	Bacolod Central	18	25	18	61.25%	1	1			3
VII	Bacolod South	24	27	27	86.00%	1	1			10
	Kabankalan	32	27	32	78.00%	1	1	1	1	8
	Metro Bacolod	18	25	20	84.33%	1		1	4	15
	Bacolod West	21	24	21	90.00%	1	1		1	13
VIII	Dipolog	24	26	24	65.00%	1	1	2	1	4
	Jimenez	17	20	26		1			1	0
	Dapitan City	11	18	11		1				1
	Oroquieta Centennial	15	25	15	80.00%	1	1			0
IX	Ozamiz North	26	26	26	78.00%	1	1			7
	Pagadian	27	27	27		1			1	12
	Pagadian West	32	38	33	81.00%	1	1		1	2
	Salug Valley Molave	-	-	35						0
X	Zamboanga City	42	46	45	55.00%	1	1	1	5	2
	Basilan	33	32	35	45.65%	1	1			3
	Zamboanga City East	20	25	28		1		1		0
	Zamboanga City North	19	25	19		1			2	1
	Zamboanga City Central	24	25	27	70.00%	1	1	2	3	2
XI	Zamboanga City West	47	53	52	79.58%	1	1	2	3	3
	Metro Zamboanga	18	25	18	43.00%	1	1		1	0
	Ipil-Sibugay	21	23	22		1	1			0
	Bongao	17	20	17		1	1			0
TOTAL		1215	1369	1294	75.94%	51	38	27	44	281

Notes¹ Members as of 1 July 2012 SAR² Membership goal for club³ Total members as of 17 December 2012 (RI Figures)⁴ November 2012 Attendance Percentage⁵ Paid Semi-Annual Report (SAR)⁶ Paid Philippine Rotary Magazine (PRM) Subscription⁷ Number of Rotaract clubs⁸ Number of Interact clubs⁹ Number of members registered for Discon 2013

Alay Lakad 2012

Alay Lakad 2012 was held last December 9, 2012, co-chaired by Rotary Clubs of Negros headed by AG Jo Natalaray. This project was participated in by RC Bacolod, RC Bacolod North, RC Bacolod South, RC Bacolod Central, RC Bacolod-Marapara, RC Metro Bacolod, RC Bacolod East and RC Bacolod West.



With DG Biboy, DGN Jude, & Rotarians from Bacolod clubs.



With DGN Jude Doctora, Rotarians & Rotaractors.



RC Bacolod Central



RC Bacolod South



RC Bacolod-Marapara



RC Bacolod West & RC Bacolod Central



RC Metro Bacolod



RC Bacolod North



RC Bacolod East