

ROTARY INTERNATIONAL DISTRICT 3850

# Governor's Monthly Letter

FEBRUARY 2013



Peace  
Through Service



February is **World  
Understanding**  
Month



RC SALUG VALLEY MOLAVE  
CHARTER PRESENTATION

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## ON THE COVER

The Charter presentation of the Rotary Club of Salug Valley Molave on 26 January 2013, sponsored by RC Pagadian West. In the photo: Pres. Nas Condong, DG Biboy Jocson, Charter President Stephen Arapoc and AG Voting Centino.

## ABOUT THE GML

This Governor's Monthly Letter (GML) is the official monthly publication of RI District 3850.  
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Publisher DG Rafael "Biboy" Jocson, MD  
Editor PP Christopher "Chris" Montero

Assistant Editors  
Zones 1-4 IPP Jerry Rendall Olson  
Zones 5-7 PP Alberto "Bert" Nellas  
Zones 8-11 IPP Frederick "Rikkilim" Lim

EDITORIAL OFFICE  
Dr. Rafael Jocson  
Suite 149, The Doctors' Hospital Inc.  
BS Aquino Drive, Bacolod City  
Negros Occidental 6100  
Tel +63 4345196  
Email [boyjocson@gmail.com](mailto:boyjocson@gmail.com)

## EDITOR'S NOTES

### World Understanding

Promoting *World Peace and Understanding* is not only the favorite answer of contestants in beauty pageants in the interview portion. Rotary observes *World Understanding* Month in February as a way to promote peace and international understanding between cultures and countries. Rotary Clubs around the globe are asked to plan programs for meetings that will help foster this understanding.

*World Understanding* is one of the core guiding principles on which Rotary is built on. It is embodied in Rotary's fourth avenue of service—International Service; it is also stated in Rotary's main objectives—"the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service." And more importantly, it is the focus of this year's international theme, "Peace Through Service."

How can Rotary clubs, including small clubs, observe World Understanding Month? Here are some possible activities:

- Invite speakers from other countries like exchange students to talk about their culture.
- Host the GSE Team activity or invite them to talk during the club meeting.
- Coordinate with a Rotary club from another country for a possible joint project or a Matching Grant.
- Invite international coworkers to talk for a few minutes about their country over lunch.

The quest for world understanding and peace has been a cornerstone of Rotary since its early days. Rotary clubs, as part of a truly global organization, help achieve this goal by doing their own little share to light the proverbial candle and make this world a brighter place.



PP Chris

# DisCon Update

PP Louie Gonzaga  
DisCon Chairman



“Rotary is more fun...sweeter in Bacolod! As we enter into the final weeks before Dis Con2013, some reminders for those who have pre-registered:

1. Hotel reservations: there are still some rooms available, check with Elaine 09328501688 or Janice 09228538678
2. Make sure your flight/travel arrangements are firmed up.

For those who have not pre-registered, you can still make it to the DisCon...don't miss out on this great event!

We have lined up a golf fellowship for the morning of March 7; these will also be opening of the “House of Friendship” at this time. We are fine-tuning the activities for both the “Arabian Nights welcome fellowship and the Governor's Ball” get ready to party for two (2) nights!

Also, in our efforts to make your DisCon more hassle-free, please inform us of your Arrival /Departure plans so we can provide for your TRANSPORTATION to and from Airport/Port and your Hotel. Please text/email Elaine should you want us to facilitate your transfers. Remember, we will be unable to pick you up (or take you to your hotels) if we are not informed!

Regarding the presentation of gift/token to our RI Pres. Representative Kega Yao and his spouse, may we advise that each Council of Presidents give one 1 gift each to RIPR Yao and to his spouse. These gifts should preferably be easy to stow in their personal baggage... this presentation is scheduled during the Governor's Ball.

Finally, for those making a presentation during the “Arabian Nights” welcome fellowship, some exciting development! DG Biboy will give a prize for the Best Performance of the Night! General criteria are:

- i. Outstanding choreography/Performance
- ii. Relevance of Number to the Theme of the Evening
- iii. Use of costume/Beauty of Costume

Participants in these numbers are limited to Rotarians, spouses, and children only.

Above all else, let's all have FUN on March 7-9!!! Get ready for a great time of your lives!

## LETTERS

DG Rafael L. Jocson  
District Governor  
RY 2012-2013

This is to inform you that the District Nominating Committee has selected PP Oliver Ong of the Rotary Club of Zamboanga City as the District Governor Nominee for the Rotary Year 2015-2016.

Please be informed that the DNC has set the deadline for Rotary clubs to submit their candidate on or before January 5, 2013. The following Rotary clubs submitted their candidate for District Governor Nominee are PP Oliver Ong of the Rotary Club of Zamboanga City and PP Julito Timtim of the Rotary Club of Pagadian West.

The DNC convened on January 12, 2013 at O'Hotel Bacolod City, Philippines.

Yours in Rotary,

PDG Edgar Sy, Chairman

PDG James Makasari

IPDG Melvin Dela Serna

Zone 1 – PP Rosendo Caesar Arandela III

Zone 2 – PP Victor Santamaria

Zone 3 – PP Louis Gonzaga

Zone 4 – PP Alberto Arceo III

Zone 5 – PP Edna Capili-Chan

Zone 6 – PP Antonio Fernando Blanco



DNC Committee convened for the Selection of District Governor RY2015-2016 last January 12, 2013 at O'Hotel Bacolod City

Seated: (L-R) PP Tres Arandela III, PDG James Makasari, PDG Diotay Sy, IPDG Mel dela Serna and PP Beng Capili. Standing (L-R) PP Vic Santamaria, PP Jun Arceo III, DG Biboy Jocson, PP Butch Blanco and PP Louie Gonzaga



## Dear fellow Rotarians,

In December, I spoke at the first of the three Rotary Global Peace Forums we have planned for this Rotary year. This first event, with the theme “Peace Without Borders,” was held in Berlin, the home of the Berlin Peace Clock. The clock, intended as a piece of art, is 3 meters high and weighs over 2 tons. On its side are inscribed the words, Time bursts all walls asunder.

The clock was unveiled on 9 November 1989. That was the day the Berlin Wall fell. It was a wonderful coincidence that the moment the hands on the clock began to move, the orders were given to open the border to West Berlin. The words written on the side of the clock had come true.

In Rotary, we do not divide our work

by nation, culture, or language. It does not matter what is printed in your passport. What matters is that you believe in Service Above Self. But even in Rotary, it is easy to think in terms of countries or communities. This project may help someone in my own community, or that project may help someone from Germany, or Kenya, or South Africa. Sometimes we think of different types of borders. This project, we think, helps the young. This helps the elderly. This helps people who are hungry, poor, or sick, or who have disabilities.

The truth is that Service Above Self does not know such borders. When we serve, the impact is not limited to our community, or the community we are helping. We are not only helping the young, or the elderly, or this



school, or that orphanage. When we serve, we are helping all of humanity. The effects of what we do go on and on.

When we put Service Above Self, we are making a choice. We are choosing to put other people’s needs ahead of our own desires. We are saying, “Your problems are my problems, and I care enough to help you.”

Rotary brings peace by addressing the needs that cause conflict: the need for clean water, for nutrition, sanitation, and health care. When these needs are met, there is opportunity. And there is hope. Hope has no borders. It is the garden from which peace can grow.

Peace Through Service brings out the best in us. It makes us aware of the borders we set up around ourselves – and it helps us tear them down.

Yours in Rotary,

*S. Tanaka*

Sakuji Tanaka

President, 2012-2013



The president at the 2012 RI Convention

## Happy Birthday! RC Salug Valley Molave

What a grand welcome Lady Emily and I experienced at Pagadian. Imagine Rotarians unfolding streamers, a full brass band playing a lively marching tune and beautiful Rotaractors placing leis over our heads. It was quite overwhelming and heartwarming. Soon, we were off on a motorcade around the city and onwards to the Charter Induction of our District's newest club, RC Salug Valley, Molave.

The community was literally at the "valley floor." What used to be a vast swamp was now lush and fertile rice plantations.

RC Pagadian West, the Sponsoring club, spared nothing in their preparations for this historic occasion. Streamers, glitters and balloons dotted the reception hall. Rotarians and Rotaractors from Zones 8- 9 were in full attendance and quite eager to witness this significant event.

It has already been five years since our district last organized an extension club. And for the record, RC Salug Valley Molave now holds the highest membership base (of 35) on its Charter Induction.

One can't help but be mesmerized by the speech of Charter President Stephen Arapoc. He radiated the com-

mitment of the entire membership in making this milestone a collective and a successful endeavor. Fully aware of the challenges ahead, he affirmed his resolve to remain steadfast in his leadership and ever confident in counting on full club support. He echoed our sentiments of "thinking of others first; in being sensitive on the needs of the community; always ready to do selfless service and share our blessings."

I have no doubts that our new club will soon become the rising star of the District. Their success will be the barometer of our success. As we always echo the saying, "the achievements of the extension club will always be embraced as the accomplishments of the mother club in particular and the success of the entire district in general."

In every Rotary undertaking, it is always a team effort. Special recognition goes to our Extension Committee Chairman PP Jundad Legislador, Governor's Special Representative PP Vic Asuelo, Assistant Governor Voting Centino, Pres. Nas Conding, the Tres Amigos (PP Ruben, PP Loloy and PP Daling), Rtn. Dario and all the members of RC Pagadian West for making this Dream a reality. Sincere appreciation also goes to all Rotarians in Zones 8 and 9 for the unwavering support of this initiative.



The most often unexplored but effective avenue for us to increase membership is by organizing new clubs.

Let us therefore consider to take this path that's less traveled. Indeed, great rewards await to those who are Brave and Bold.

My fellow Rotarians we are well on our way to accomplishing our Membership Goals. Keep up the faith, believe in your abilities and conquer all odds.

God bless us always and More power to your clubs.

District Governor Biboy





ZONE 1



RC Antique: Medical Outreach & Operation Tuli in Brgys. Tubog & Lapaz, Hamtic, Antique and Gift Giving, Children's Party & Operation Tuli in District III, Sibalom, Antique.



RC Iloilo South: December 15, 2012, Brookside Cubay I Day Care Center Children's Christmas Party (Gift-giving, snacks and a program from the children and the parents).



RC Iloilo South: December 2012, Distribution of school bags, stuff toys (for playroom), Yakult (for good health) & snacks to Mangil Elementary School students.



RC Iloilo South: December 12, 2012, Christmas Gift Giving (slippers to promote good health for the children) at Brgy. Jibolo, Janiuay, Iloilo.



## ZONE 3



RC Metro Iloilo: Post-operation visit to "Mend a Broken Heart" beneficiaries with Friendship Exchange children and Rotarians from sister club Rotary Club of Ansong East, Korea.



December 27, 2013: Christmas Party and gift giving at Brgy. Sooc Day Care Center, with Korean guests and kids of Rotarians from Rotary Club of Ansong East, Korea.



RC Metro Iloilo: Food Aid Program for public school children, January 10, 2013.



RC Metro Iloilo: Organized 3rd Dinagyang Run (Run for a Life), for the benefit of its Mend a Broken Heart project.



## ZONES 5, 6, & 7



Adventure Trail Event 2013: Bike, Run and Walk for Peace, January 26, 2013. ABS-CBN Bacolod and Bantay Bata 163 Negros, in partnership with Alangilan Watch Tower and Rotary Club of Bacolod.



RC Metro Bacolod turn over 10 computers to the Province of Negros Occidental and 14 computers to Mansilingan Christian Academy, together with RC Ilawara Sunrise.



RC Bacolod South, together with RC Cosmopolitan San Juan and Latter Days Saints Charities—Wheelchair Assessment EB Magalona last Feb 2, 2013.



13th RYLA and 16th Youth Camp on Values hosted by RC Bacolod North last January 25-26, 2013 at El Retiro Nazaret, Bacolod City.



ZONES 8-11



RC Ipil Sibugay, Giving Drive 2013.



RC Zamboanga City Central: Christmas cheers to street children; Graduation of Vocational Courses: Dressmaking, Cosmetology and Hair science; and Christmas party.

## February is Rotary's birthday month

We all take great pride in celebrating Rotary International's birthday on February 23rd but how about giving some thought to encouraging club contributions to the Rotary Foundation next month to celebrate it in a big way? There are so many things we can do to celebrate and make a difference to the lives of people in need all around the world. Why not ask clubs to recognize someone of note within their community with Paul Harris Fellow recognition? It's a great way to bring attention to the work clubs do and improve the club's profile.

Why not encourage clubs to have birthday dinners and invite previous members back for the night? It doesn't cost anything but it would be a great night and a great celebration.

Give some thought as to how you can make Rotary's 108th birthday a special occasion. Enjoy the week, have fun and make a difference to the life of someone in need.

## New Clubs

It is good to see that there are a growing number of Rotary Clubs being created in Australia and New Zealand at the current time, and that some districts in the Philippines are concentrating on consolidating their existing clubs.

If your district is considering the charter of a new club, there are now only 20 charter members required, rather than the 25 that were required for the last couple of years. It

is hoped that this change will assist in getting more new clubs chartered.

The paperwork side of the establishment of a new club does not take long once it arrives in our office. If everything that is required is provided, including the payment of US\$15 per charter member, then the process can be completed within a few days. There is now a spreadsheet that we can provide to you so that you don't have to complete individual charter list pages for each charter member. When you are close to the point of sending in the final Application for a new club, let us know and we can provide you with the spreadsheet electronically.

These days there is more flexibility, and there are many different forms of Rotary Clubs to serve their communities. Sometimes having an additional club in a larger community can open up the chance of participation in Rotary to potential members who cannot attend the current club for a wide range of reasons, including work and family commitments. A new day, time and venue can open up many possibilities.

It is important to keep in mind that new clubs must meet on a weekly basis, and that corporate and associate membership is only available to those clubs who are participating in the respective pilot programs.

The major factor in allowing these exemplary clubs to pay their dues this promptly is that they have registered to receive Electronic SARs. Congratulations to their officers for their good credit management and for supporting Rotary International's initiatives.

## DEADLINES FOR CLUBS

**1 January** For the second semiannual report of club membership

**1 February** For Rotarians to submit 2013 RI Convention booth applications... For nominations for Outstanding Rotaract Project Awards

**28 February** For submissions to The Rotarian's annual photo contest

**1 March** For group housing participants at the 2013 RI Convention to provide names to Experient Inc., the official housing agent

**10 March** For clubs to report officers through Member Access

**31 March** To register for the 2013 RI Convention at a reduced rate; after this date, you can register online at the rate available on-site. Registration for pre-convention meetings and luncheons can only be done on-site...For Matching Grant requests of US\$25,000 or less and District Simplified Grants...For Rotary, Rotaract, and Interact clubs to submit forms for the 2012-13 Presidential Citation to district governors for certification...For Rotaract club presidents to update club and membership data in Member Access. Clubs that do not update can be terminated or suspended by RI.

## OTHER NOTICES

Before attending PETS, club presidents-elect should create an account or log into Member Access, click on Rotary Club Central, and set goals in each area: Your Club, Service, and Foundation Giving. Presidents-elect and other incoming club leaders should further refine these goals at the district assembly and let their assistant governor know that goals have been set.

A new online tool is saving trees and saving time for club and district leaders. Rotary Club Central lets club officers set and submit their club's Foundation giving goals online. The tool replaces The Rotary Foundation Fund Development Club Goal Report Form and offers a clear and simple method for capturing and monitoring Foundation giving goals. District leaders also have access to their clubs' information and can make updates as needed.



## Member Access Updates on Club Officers Elect

It is hoped that with 6 months to go, current officers have already updated Member Access with the newly elected club's officers for FY2013-14. This office would like to seek the current District Governors assistance in reminding their current Club Officers to do this so that the clubs continue to receive important information from RI.

The Electronic SAR for July 2013 will be emailed to Club Presidents and Secretaries for FY2013-14. If

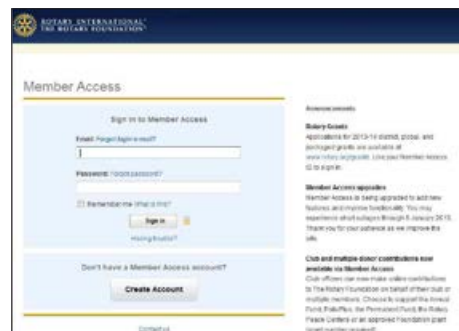
this information is not updated, there is a great chance that the clubs will not receive their ESAR. Please ensure that the change in leadership is seamless in that the club does not miss out on any information that enables it to continue its administration, project activities, fundraising and service to the community.

## Semi Annual Dues on Member Access

Please note that the printable version of the SAR report on Member Access has already been updated to

show the January 2013 SAR. Previously, it was still showing the July 2012 SAR.

This printable version is the image file of the paper invoice that was sent out in late Dec/early January.



## The Rotary Foundation at work– Examples of recent payments

Disease Prevention & Treatment	Human Papilloma virus vaccination to 200 women	Philippines	US\$27K
Community Development	Grid connect solar system to Viseisei Sai Health Centre	New Zea-land	US\$19K
Education	School bags and raincoats to 1000 Grade One students in 4 Elementary Schools	Philippines	US\$13K
Water & Sanitation	Rain water collection and filter system for the toilet blocks in Lapaha School	Tonga	US\$30K
Education	Computers and sewing machines to the Lemery Alternative Learning Centre	Philippines	US\$13K
Community Development	Handicap microbus to Song Bo Yuan Elderly Long Term Care Centre	Taiwan	US\$24K
Water & Sanitation	Ceramic water filters to 200 families in Gawad Kalinga, Tarlac	Philippines	US\$16K
Disease Prevention & Treatment	Mobile dental clinic equipment to Dental Clinics	Philippines	US\$51K
Education	Musical instruments to the visually impaired at the Music Foundation	Taiwan	US\$19K
Maternal & Child Health	Rota Virus vaccination to 284 infants in Caloocan, Manila	Philippines	US\$23K
Disease Prevention & Treatment	Surgical and dental equipment to the Rodriguez Medical Centre Hospital	Philippines	US\$10K
Water & Sanitation	Clean water through wells and filters	Cambodia	US\$13K
Disease Prevention & Treatment	Medical equipment for patients with Amyotrophic Lateral Scleroses	Taiwan	US\$17K
Community Development	Fire truck to the USPS Home Owners Association, Sanpedro Laguna	Philippines	US\$30K
Education	New desks, chairs, computers, projectors and microscopes to an elementary school	Philippines	US\$19K

## RI President Elect

# Ron D. Burton

RY 2013-2014

Ron D. Burton, a member of the Rotary Club of Norman, Oklahoma, USA, is the selection of the Nominating Committee for President of Rotary International in 2013-14. Burton will become the president-nominee on 1 October if there are no challenging candidates.

Burton retired as president of the University of Oklahoma Foundation Inc. in 2007. He is a member of the American Bar Association, as well as the bar associations of Cleveland County and the state of Oklahoma. He is admitted to practice in Oklahoma and before the U.S. Supreme Court.

“This is an exciting time to be a Rotarian,” Burton says. “I believe we are well poised to capitalize on our strengths as we embrace the [RI] Strategic Plan and the Future Vision Plan. My vision is to have every Rotarian appreciate what it means to be a Rotarian. With these two tools, we can make that happen.”

Active in his community, Burton is a founder and past president of the Norman Public School Foundation, and founder and past board member of the Norman Community Foundation. A recipient of the Silver Beaver Award, he is a past vice president of the Last Frontier Council of the Boy Scouts of America.

Burton believes that Rotary’s promotion of high ethical standards is one of the qualities that sets it apart from other organizations.

“It assures those dealing with us that we can be trusted,” he says. “Most of us are in a business or profession that already has a code of ethics. Vocational service in Rotary just adds to that responsibility. We have an obligation to go above and beyond to make sure that all our actions are above reproach.”



A Rotarian since 1979, Burton is vice chair of the Future Vision Committee and a member of the Polio Eradication Advocacy Task Force for the United States. He has served RI as director; Rotary Foundation trustee and trustee vice chair; International Assembly moderator, assistant moderator, and group discussion leader; and district governor.

His other service to Rotary includes chair of the 2011 New Orleans Convention Committee, vice chair of the Investment Advisory Committee, liaison trustee of the Vocational Service Committee, Permanent Fund national adviser, and regional Rotary Foundation coordinator. He was aide to 2006-07 RI President William B. Boyd.

Burton has received the RI Service Above Self Award and The Rotary Foundation Citation for Meritorious Service, Distinguished Service Award, and International Service Award for a Polio-Free World.

Burton and his wife, Jetta, have two children and three grandchildren.



## Incoming District Governor

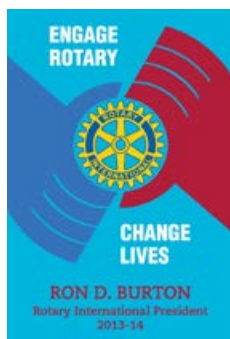
### Mark Anthony G. Ortiz

District Governor, RY 2013-2014

Paul Harris Fellow

Rotary Club of Roxas

Member - 31 December 1996



### District Appointments

- Assistant Governor, Rotary International, District 3850, RY 2004-05
- District Friendship Exchange Chairman, RY 2006-07
- District Training Team Member, RY 2006-07
- Alternate Team Leader, GSE Team Tokyo, RY 2007-08
- District Vocational Service Chairman, RY 2008-09
- District Rotary Community Corps Chairman, RY 2011-12
- Rotary Institute 2012 Promotions Chair, RY2012-2013

### Club Appointments

- President, Rotary Club of Roxas, Rotary International, District 3850, RY 2002-03
- Club Training Officer, RY 2007-08
- Club Protocol Officer, RY 2008-09
- Club Public Image Chairman, RY 2009-10
- Club Ad Hoc Chairman for Milo Marathon

### Others

- Council Chairman, Boy Scouts of the Philippines (BSP)-Capiz Council 2006-Present
- 1st Vice Chairman, BSP-Capiz 2005-06
- 2nd Vice Chairman, BSP-Capiz 2004-05
- Circle Manager, Rover Circle 4-BSP-Capiz Council 2004-Present
- Secretary, Habitat for Humanity-Roxas City Affiliate 2000-Present
- Auditor, Regional Association of Career Executives-Region Six (RACE-6) 2004-07
- Auditor, National Movement of Young Legislators (NMYL)-Capiz Chapter 2004-07
- Church Director, Knights of Columbus Council No. 3691 2005-06
- Coordinator, Young Adults Program (YAP)-Christian Family Movement (CFM)-Capiz
- Past Group Chief, Regional Emergency Assistance Communications Team (REACT) - Halaran Group Public Relations Officer, REACT-Halaran Group 2006-07
- President, Silver & Gold Foundation for Family and Life, Inc.

## District Governor Nominee Designate

# Oliver N. Ong

## Driving the Rotary Spirit of Service with Humility and Excellence

DGND Oliver is an accomplished entrepreneur with an endearing and compassionate heart for others, raised with strong Christian values and unconditional love for family. He characterizes a persistent conviction for excellence and professionalism, evident in his success both in business and family. He set foot on the hills of Rotary service at a very young age, striding in a Rotary love affair that continues to burn and grow until the present.

He is known by many as a passionate leader and a good follower. He excels in many of his business ventures: Sale of petroleum products, ice manufacturing, wharf operation, financial services and real estate business. He rallies organizations earnestly to better heights like the Zamboanga City Chamber of Commerce and Industry Foundation Inc., Zamboanga Toastmasters Club and St. Joseph School. His relentless support to help any organizations in whatever capacity such as donations to churches, scholarships and calamity victims is unwavering.

As a dedicated Rotarian for 23 years, DGND Oliver had 100% attendance in meetings for 20 years and has performed excellently in different club and district assignments; as Assistant Governor, Friendship Exchange and GSE Team Leader, GSE Subcommittee Chairman and Coordinator, DISCON Chairman, ROTEX Chairman among others. He is a multiple Paul Harris Fellow and



a Benefactor to the Rotary Foundation. He was awarded as the Most Outstanding President during his term and his leadership also created the club's Helping Hands Foundation, Inc. with a healthy balance of over a Million pesos.

DGND Oliver is happily married to Caroline U. Ong, his schoolmate at De La Salle University. They are blessed with four (4) loving children, Katherine, Katrina, Jacqueline and Jacob Mathew. Katherine is a Branch Manager for Investments and Junior Manager for Operations at HSBC. Katrina was a Rotex student to Michigan, U.S.A. and was honored as a Paul Harris Fellow by the Rotary Club of Jackson. She is graduating with a B.B.A. Major in Accounting. Jacqueline is a third year student taking up B.A. Major in Economics and Minor in Psychology, and Jacob Mathew is an 8th grade student.

Behind all his successes, DGND Oliver continues to be humble and of service to Rotary and the community.



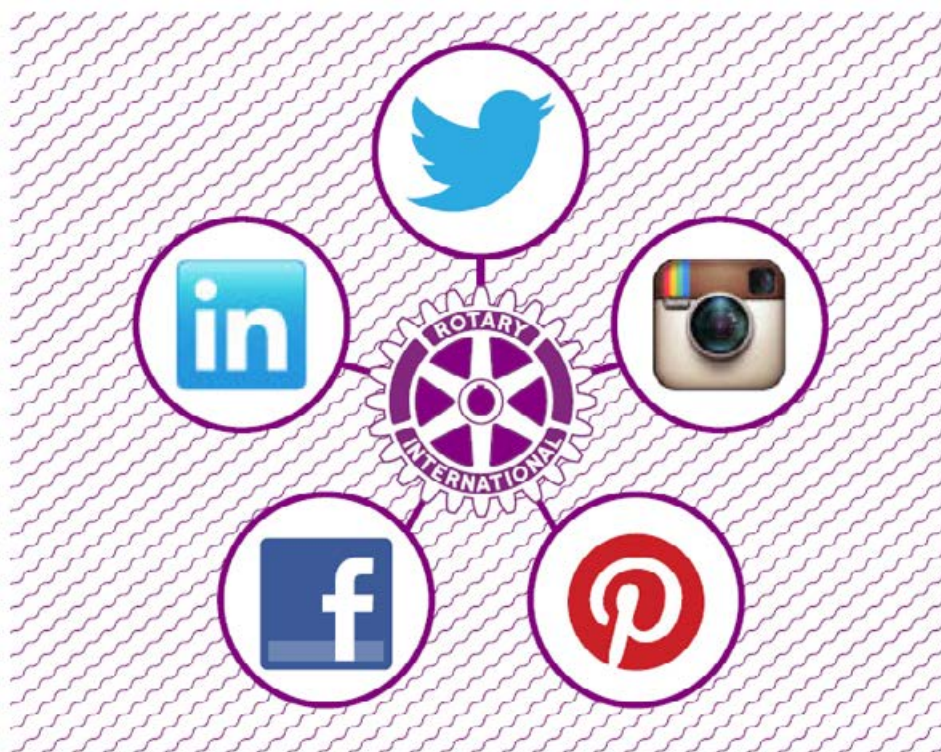
# The Rotary Foundation Contributions - District 3850 as of January 30, 2013

Club No	Name	No. of Members	APF Per Capita	YTD - APF	YTD - Other	YTD Total
17015	Anttique, Antique, Philippines	25	\$22.00	\$550.00	\$0.00	\$550.00
17016	Bacolod, Negros Occ., Philippines	29	\$0.00	\$0.00	\$0.00	\$0.00
31518	Bacolod Central, Negros Occ., Philippines	18	\$0.00	\$0.00	\$0.00	\$0.00
17017	Bacolod East, Negros Occ., Philippines	27	\$33.33	\$900.00	\$0.00	\$900.00
29076	Bacolod-Marapara, Negros Occ., Philippines	18	\$77.94	\$1,403.00	\$0.00	\$1,403.00
17018	Bacolod North, Negros Occ., Philippines	48	\$6.25	\$300.00	\$0.00	\$300.00
17019	Bacolod South, Negros Occ., Philippines	24	\$0.00	\$0.00	\$0.00	\$0.00
27374	Bacolod West, Negros Occ., Philippines	21	\$33.33	\$700.00	\$0.00	\$700.00
17022	Basilan City, Basilan, Philippines	33	\$15.15	\$500.00	\$0.00	\$500.00
69302	Bongao, Tawi-Tawi, Philippines	17	\$0.00	\$0.00	\$0.00	\$0.00
50661	Boracay, Aklan, Philippines	20	\$0.00	\$0.00	\$0.00	\$0.00
27338	Central Iloilo City, Iloilo, Philippines	12	\$0.00	\$0.00	\$0.00	\$0.00
25485	Dapitan, Zamb. del N., Philippines	11	\$45.45	\$500.00	\$0.00	\$500.00
21409	Dipolog, Zamb. del N., Philippines	24	\$187.50	\$4,500.00	\$0.00	\$4,500.00
31821	Dumangas, Iloilo, Philippines	28	\$0.00	\$0.00	\$0.00	\$0.00
17037	Escalante, Negros Occ., Philippines	11	\$0.00	\$0.00	\$0.00	\$0.00
27277	Guimaras, Iloilo, Philippines	21	\$0.00	\$0.00	\$0.00	\$0.00
17045	Iloilo, Iloilo, Philippines	39	\$0.00	\$0.00	\$0.00	\$0.00
17046	Iloilo City, Iloilo, Philippines	28	\$0.00	\$0.00	\$0.00	\$0.00
17047	Iloilo South, Iloilo, Philippines	23	\$0.00	\$0.00	\$0.00	\$0.00
28828	Iloilo West, Iloilo, Philippines	15	\$0.00	\$0.00	\$0.00	\$0.00
59175	Ipil-Sibugay, Philippines	21	\$0.00	\$0.00	\$0.00	\$0.00
29746	Jaro-Centraline, Iloilo, Philippines	17	\$0.00	\$0.00	\$0.00	\$0.00
25131	Jaro-Iloilo City, Iloilo, Philippines	18	\$0.00	\$0.00	\$0.00	\$0.00
31664	Jaro South, Iloilo, Philippines	12	\$0.00	\$0.00	\$0.00	\$0.00
17050	Jimenez, Mis. Occ., Philippines	17	\$0.00	\$0.00	\$0.00	\$0.00
17052	Kabankalan, Negros Occ., Philippines	25	\$0.00	\$0.00	\$0.00	\$0.00
17053	Kalibo, Aklan, Philippines	49	\$77.79	\$3,811.90	\$0.00	\$3,811.90
30821	La Paz, Iloilo, Philippines	15	\$0.00	\$0.00	\$0.00	\$0.00
25280	Metro Bacolod, Negros Occ., Philippines	22	\$22.73	\$500.00	\$0.00	\$500.00
17066	Metro Iloilo, Iloilo, Philippines	60	\$0.00	\$0.00	\$1,400.00	\$1,400.00
54828	Metro Kalibo, Aklan, Philippines	13	\$0.00	\$0.00	\$0.00	\$0.00
76428	Metro Passi, Iloilo, Philippines	15	\$0.00	\$0.00	\$0.00	\$0.00
22518	Metro Roxas, Capiz, Philippines	26	\$0.00	\$0.00	\$0.00	\$0.00
74422	Metro Roxas Central, Capiz, Philippines	29	\$0.00	\$0.00	\$0.00	\$0.00
22275	Metro Zamboanga, Zamb. del Sur, Philippines	18	\$0.00	\$0.00	\$0.00	\$0.00
58693	Miagao, Iloilo, Philippines	13	\$0.00	\$0.00	\$0.00	\$0.00
24342	Midtown Iloilo, Iloilo, Philippines	28	\$3.57	\$100.00	\$1,600.00	\$1,700.00
27939	Molo, Iloilo, Philippines	10	\$0.00	\$0.00	\$0.00	\$0.00
69314	Oroquieta Centennial, Mis. Occ., Philippines	15	\$0.00	\$0.00	\$0.00	\$0.00
17073	Ozamiz North, Mis. Occ., Philippines	26	\$0.00	\$0.00	\$0.00	\$0.00
17074	Pagadian, Zamb. del Sur, Philippines	24	\$0.00	\$0.00	\$0.00	\$0.00
17075	Pagadian West, Zamb. del Sur, Philippines	32	\$15.63	\$500.00	\$0.00	\$500.00
17080	Roxas, Capiz, Philippines	19	\$5.26	\$100.00	\$500.00	\$600.00
17084	Silay, Negros Occ., Philippines	17	\$0.00	\$0.00	\$0.00	\$0.00
17091	Victorias, Negros Occ., Philippines	18	\$0.00	\$0.00	\$0.00	\$0.00
17094	Zamboanga City, Zamb. del Sur, Philippines	45	\$0.00	\$0.00	\$0.00	\$0.00
26956	Zamboanga City Central, Zamb. del Sur, Philippines	24	\$0.00	\$0.00	\$0.00	\$0.00
17095	Zamboanga City East, Zamb. del Sur, Philippines	20	\$0.00	\$0.00	\$0.00	\$0.00
17096	Zamboanga City North, Zamb. del Sur, Philippines	19	\$0.00	\$0.00	\$0.00	\$0.00
17097	Zamboanga City West, Zamb. del Sur, Philippines	47	\$0.00	\$0.00	\$0.00	\$0.00
Totals		1,206	\$11.91	\$14,364.90	\$3,500.00	\$17,864.90

# Maximize your online presence

Here's how a little planning and know-how will help you get the most from social media

Are you looking for younger members? Do you need volunteers for your signature project? Are you raising money for polio? A simple one-page digital strategy can help you focus your goals.



Your strategy should include your target audience and the types of media that will help you achieve your objectives. If you don't have a website, consider starting there. Facebook and LinkedIn can help you learn what's important to your audience, while Twitter and Pinterest offer additional avenues for sharing club information.

## What should be on your club website?

Show how your club benefits the community and why it's worth joining by posting photos and information about your service projects and social events. Indicate where

and when the club meets, along with contact information. Keep the information as up-to-date as possible.

"Your website says a lot about your club. Make it clean, organized, and simple to understand," says Chad Waldo, a panelist from the RI webinar Maximize Your Online Presence, and president of the Rotary Club of Lee's Summit Sunrise in Missouri, USA.

## What should be on your social media pages?

"To be effective, you need to be social. Share information that inter-

ests others. Visit your audience's pages and engage with them there," says Simone Carot Collins, another webinar panelist and a charter member of the Rotarians on Social Networks Fellowship.

To reach a wide audience, create a Facebook page, not a profile or group. Use Twitter to share short — 140 characters, to be exact — messages about your club activities. Post photos that tell a story on Instagram and Pinterest.

"You only get a few seconds to get your message across," says Waldo. So make sure your message is achieving your goals.



# Five steps to make your project sustainable

**Involving the community from the start will ensure that a project's impact lasts long after visiting Rotarians have departed**

The continent of Africa is dotted with abandoned wells and bore holes — drilled with good intentions but clear evidence of a failure to take sustainability into account.

Ensuring that a project will continue to benefit the community long after a club's involvement has ended is a key concept of The Rotary Foundation's new global grants. Fortunately, building sustainability into your project design isn't hard.

Take the water project of the Rotary Club of Maputo, Mozambique, funded by a Rotary Foundation global grant. To ensure the project's success, club members began by asking the country's Ministry of Education for a list of schools with water and sanitation problems. The choice became obvious after club members visited Hulene A, a primary school located just outside Maputo,

with a crumbling sanitation system built decades earlier for a student population one-fourth its current size.

"The smell was horrible; there was no water," recalls Rotarian José Rui Amaral. "The bathrooms were in complete disrepair."

After asking school officials what they needed, the club sought price estimates, with an eye toward solutions that would require the least maintenance. The sanitation system and water tank they settled on came with a one-year guarantee. Rotarians were careful to make sure that an agreement was signed with the contractor for a regular maintenance schedule, and school officials were put in charge of overseeing it.

You can ensure that your project is sustainable by keeping these five steps in mind:

- 1** Conduct a local needs assessment. It is critical for the community to help identify the problem and solutions for solving it.
- 2** Make use of local resources and funding, regional input, and indigenous knowledge as much as possible.
- 3** Determine the most appropriate technology to address the issue. Simpler is often better.
- 4** Provide for ongoing maintenance.
- 5** Teach the community how to operate the equipment, and share business skills to help community members set up a committee or agency to collect fees that can cover operations and repairs.

## How can we enhance our image in the community?

**Carlos H. Giraldo, Rotary public image coordinator for Zone 34, encourages clubs to show their Rotary colors**



PDG Carlos H. Giraldo,  
District 6980  
(Florida, USA)

Let me share a simple public relations tool that every club can use to enhance its public image or brand in the community. It's one that you can begin using during Rotary Awareness Month in January.

I call it "showing your Rotary colors."

Your club can show its colors in a variety of ways. Members can be encouraged to wear their club shirt while out in the community. You can display your club banners or signs at community events and service projects. And your website, newsletter, and Facebook and Twitter pages can reflect your brand through your choice of colors and graphics.

Consistency and frequency are the keys to making this effort succeed. Look at your shirts, websites, and banners. Do they share a unified look in design and color? Is the Rotary emblem clearly and correctly displayed? Are your signs and banners promi-

nently exhibited at all community events, fundraisers, and project sites?

One way to ensure that your club's brand meets these criteria is to have a written policy in place. Include information about when, where, and how to display your club's signs and banners. Make it easy to develop a consistent look by clearly identifying the color, font, and layout to be used in your print and electronic communications. You can find information on best practices for Web and print design in the RI Visual Identity Guide.

Almost every club has a shirt or banner. All have club or district websites, Facebook pages, or Twitter accounts. Make sure that your club — and Rotary — are easily recognized by members of your community by creating a consistent look. Help raise awareness in your community this month by showing your Rotary colors.



## Qualifiers

- Must be a Rotary club in good standing, with no obligation to D-3850, R.I., the Phil. Rotary Magazine & the District fund.
- Must accomplish at least 3 out of 4 of the presidential challenge as outlined by RI President Sakuji Tanaka.
- 10% growth in Membership vs. July 1, 2012 figure.
- 100 % The Rotary Foundation (TRF) Giving.
- A club project can only be nominated in one award category.
- Projects reported should cover the RY 2012-13 accompanied with photographs to support the bid.
- Photocopies of the following documents:
  1. SAR for July 1, 2012 and January 1, 2013 with receipts
  2. Receipts of payment of the PRM
  3. Receipts of payment of the Governor's fund

## Categories

- Category A (small clubs) – 20 to 25 members
- Category B (Medium clubs) – 26 to 39 members
- Category C (big clubs) – 40 and above members

## 3 Types of Awards

- a. Major awards
- b. Humanitarian awards
- c. Special awards

### A. Major Awards

- a1. Most Outstanding Club Award (plus 2 outstanding club awards)
- a2. Most Outstanding Club President Award (plus 2 outstanding club president awards)
- a3. Most Outstanding in Club Service Award
- a4. Most Outstanding in Vocational Service Award
- a5. Most Outstanding in International Service Award
- a6. Most Outstanding in New Generations Service Award
- a7. Most Outstanding Club Secretary

### B. Humanitarian Awards

- b1. Best Club Service Project Award
- b2. Best Vocational Service Project Award
- b3. Best Community Service Project Award

- b4. Best International Service Project Award
- b5. Best New Generations Service Project Award

### C. Special Awards

- c1. Best in Public Image Award the Rotary Foundation Awards
- c2. Highest per capita TRF contribution for RY 2012-13
- c3. Highest number of sustaining members (EREY)
- c4. 100% TRF giving
- c5. Highest net membership growth
- c6. Highest number of new members
- c7. Highest retention rate note: submission of a 3-year membership goal & plan is a must
- c8. Best club bulletin award
- c9. Best Interact Club award
- c10. Best Rotaract Club award
- c11. Best Rotary Community Corps award
- c12. Best Rotary Spouse Club award

### Criteria for Most Outstanding Club

- 10% Membership growth
- 100% TRF Giving
- Accomplishment of presidential citation
- 80% club attendance
- Balanced programming in the 5 avenue of service
- Membership participation in club projects
- Must undertake a joint project with a small/medium club (only for big clubs)

### Criteria for Most Outstanding President

- 100% attendance in club meetings/projects
- Attendance in PETS/DISTAS and other Rotary seminars.
- Must be a Paul Harris Fellow (PHF) or the club must achieve \$100 per capita-sponsor at least 2 new members
- Projects implementation & publicity campaign of projects undertaken
- Must conduct club planning and initiate a 3 year plan
- Overall club performance
- Leadership (must submit 1 page narrative showing leadership traits of the president).

### Criteria for Humanitarian Awards

- Community needs addressed and the number of beneficiaries of the project.

- Sustainability and measurability of the project.
- Creativity & innovativeness of the project.
- Participation of club members and Rotary family.
- Manner in which the project/s was promoted to enhance Rotary's public image.

### Criteria for Public Image Award

- Must undertake a Rotary public image campaign in the form of billboards/advertisements/structures/radio-tv programs that would last for at least six months.
- Publicity & press releases for community projects undertaken (to be attached to the bid book)
- Attendance of the PR committee chair to the Tri-District seamless seminar.
- Participation in the district-wide PR Grant is a plus.

## Calendar of Activities

FEB	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	Multi PETS at Waterfront Hotel, Lahug, Cebu
18	District Award Screening at O'Hotel
28	Submission of Club Resolutions for Zone Representative
MAR	LITERACY MONTH
7-9	Discon 2013 @ L'Fisher Hotel
11	Departure GSE District 5110 for USA
31	Presidential Citation Submission
APR	LITERACY MONTH
7	Departure GSE District 3850 for USA
22-26	Council of Legislation (Chicago, Illinois, USA)
MAY	
8	GSE District 3850 arrival in Phil.
17-19	Rotary Global Peace Forum "Peace Begins with You" (Hiroshima, Japan)
JUN	ROTARY FELLOWSHIPS MONTH
23-26	2013 RI Convention (Lisbon, Portugal)
30	District Handover (Tentative)



Zone	Rotary Club	1-Jul <sup>1</sup>	Goal <sup>2</sup>	20-Jan <sup>3</sup>	Dec <sup>4</sup>	SAR <sup>5</sup>	PRM <sup>6</sup>	Rotaract <sup>7</sup>	Interact <sup>8</sup>	Discon <sup>9</sup>
I	Iloilo	39	<b>43</b>	39	68.00%			3	1	7
	Iloilo South	22	<b>25</b>	22	89.00%			1		5
	Antique	28	<b>28</b>	28	93.50%				1	10
	Iloilo West	16	<b>23</b>	16	74.00%					2
	Miagao	13	<b>14</b>	13	84.61%				1	2
II	Iloilo City	28	<b>28</b>	25	74.70%					12
	Jaro-Iloilo City	18	<b>22</b>	18						1
	Central Iloilo City	12	<b>23</b>	12	97.62%			1	2	8
	Jaro-Centraline	17	<b>20</b>	17				1		0
	Jaro South	12	<b>25</b>	15	77.70%					0
III	Metro Iloilo	60	<b>61</b>	62	72.03%			1	1	12
	Midtown Iloilo	28	<b>32</b>	28	86.00%			1	1	15
	Guimaras	21	<b>23</b>	21	72.00%					8
	Molo	10	<b>15</b>	10						0
	La Paz	15	<b>20</b>	15	84.00%			1		1
	Dumangas	28	<b>28</b>	28	81.70%					4
	Metro Passi	15	<b>20</b>	19	71.28%					0
IV	Roxas	19	<b>25</b>	17					1	6
	Kalibo	49	<b>52</b>	53	92.42%			1	6	16
	Metro Roxas	26	<b>42</b>	27	91.00%			1	3	1
	Boracay	20	<b>22</b>	20	75.92%					2
	Metro Kalibo	13	<b>18</b>	13	85.00%				1	0
	Metro Roxas Central	29	<b>30</b>	30				1		0
V	Bacolod North	48	<b>52</b>	48	84.21%			1		31
	Silay	20	<b>20</b>	19				1		12
	Escalante	11	<b>15</b>	11						0
	Victorias	18	<b>18</b>	18	71.60%					0
VI	Bacolod	29	<b>30</b>	26	86.00%			1	1	12
	Bacolod East	27	<b>31</b>	27	92.47%			1	1	11
	Bacolod-Marapara	18	<b>25</b>	18	88.00%			1		8
	Bacolod Central	18	<b>25</b>	18						3
VII	Bacolod South	24	<b>27</b>	27	88.00%					4
	Kabankalan	32	<b>27</b>	32	82.00%			1	1	2
	Metro Bacolod	18	<b>25</b>	20				1	4	16
	Bacolod West	21	<b>24</b>	21	85.00%				1	15
VIII	Dipolog	24	<b>26</b>	24				2	1	4
	Jimenez	17	<b>20</b>	25					1	0
	Dapitan City	11	<b>18</b>	11						1
	Oroquieta Centennial	15	<b>25</b>	15						0
IX	Ozamiz North	26	<b>26</b>	26	88.00%					1
	Pagadian	27	<b>27</b>	27					1	7
	Pagadian West	32	<b>38</b>	33	79.00%				1	2
	Salug Valley Molave	-	-	35	0.00%					0
X	Zamboanga City	42	<b>46</b>	45	69.00%			1	5	2
	Basilan	33	<b>32</b>	35						3
	Zamboanga City East	20	<b>25</b>	29	70.00%			1		0
	Zamboanga City North	19	<b>25</b>	19	78.90%				2	1
	Zamboanga City Central	24	<b>25</b>	27	61.00%			2	3	2
XI	Zamboanga City West	47	<b>53</b>	52	69.10%			2	3	3
	Metro Zamboanga	18	<b>25</b>	18	45.83%				1	0
	Ipil-Sibugay	21	<b>23</b>	22	81.00%					0
	Bongao	17	<b>20</b>	17						0
<b>TOTAL</b>		<b>1215</b>	<b>1369</b>	<b>1293</b>	<b>77.49%</b>	<b>0</b>	<b>0</b>	<b>27</b>	<b>44</b>	<b>252</b>

**Notes**<sup>1</sup> Members as of 1 July 2012 SAR<sup>2</sup> Membership goal for club<sup>3</sup> Total members as of 20 January 2013 (RI Figures)<sup>4</sup> December 2012 Attendance Percentage<sup>5</sup> Paid Semi-Annual Report (SAR)<sup>6</sup> Paid Philippine Rotary Magazine (PRM) Subscription<sup>7</sup> Number of Rotaract clubs<sup>8</sup> Number of Interact clubs<sup>9</sup> Number of members registered for Discon 2013

# Rotary Group Study Exchange

District 5110 (Oregon & No. California) to District 3850 Philippines

Team Blog: <http://or2phil.blogspot.com/>

Team Facebook: <http://www.facebook.com/groups/205991576199372/>

February 8 - March 11, 2013



## Tommi Dratke

Team Leader

Sponsor: Rogue Gateway



Tommi is a member of the Rogue Gateway Rotary Club of Grants Pass, Oregon. Prior to retirement, she was the Gallery Director and Art Department Head at Rogue Community College. Currently, she teaches one class a quarter and is a community advocate working

with arts groups and tourism to 'promote our people and support our area'. She is a grandma of four young people. She visits with them as much as possible. Aside from her art, she loves to hike, raft and visit with family and friends.

## Lauretta Prince

Sponsor: Corvallis



Lauretta's family has lived in Oregon for two generations. Her husband is studying engineering, her mother is a lawyer, her father is a gunsmith, and her brother builds houses. They enjoy outdoors activities like camping, hiking, fishing and playing baseball. Lauretta

loves learning about the food, music, languages and customs of other countries. Along with coordinating home stay programs for international students, she teaches English as a second language and she also leads French classes for children and adults.



## Beth McGrady

Sponsor: Coos Bay - North Bend

Beth McGrady is a registered nurse on the orthopedic unit in Coos Bay, Oregon. Her father teaches metal shop for high school students and her mother teaches water aerobics. She's the youngest of five children having three brothers and onesister. She loves science, reading, and being outside. Her future goal is to join Doctors Without Borders and give medical aid around the world. "Peace begins with a smile." ~ Mother Theresa



## Kendra Northam

Sponsor: Eugene Metropolitan

Kendra Northam grew up in Juneau, Alaska and moved to Eugene, Oregon in 2002. She was adopted from S. Korea at 3 months old and has an older sister, supportive parents, and many great friends in her life. Kendra graduated with her nursing degree in 2009 and has since been working on a progressive cardiac hospital unit. Kendra enjoys volunteer work and plans to continue volunteering throughout her nursing career. Recently in 2012, she participated in a medical mission to Guatemala with HELPS International to provide care for the underserved.



## Emily Ring

Sponsor: Illinois Valley (Cave Junction)

Emily lives in Cave Junction, Oregon. She graduated from Green Mountain University in 2011 with a Master's in Environmental Sciences. She works with the National Park Service on watershed health and habitat conservation. She lives with her husband and often plays with their 2 grandchildren. Emily loves exploring new places, growing food for her family and having adventures.