

ROTARY INTERNATIONAL DISTRICT 3850

Governor's Monthly Letter

AUGUST 2012



Peace
Through Service



**August is
Membership
& Extension Month**



GOVERNOR'S INDUCTION & DISTRICT TURNOVER

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ON THE COVER

The District Governor's Induction & Turnover Ceremonies on June 30, 2012 at L'Fisher Hotel, Bacolod City. Main photo shows (L-R) Spouse Fe de la Serna with Outgoing District Governor Melvin de la Serna and Incoming Governor Rafael Jocson with Spouse Emily Jocson.

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

Rotary Moments

Starting with this issue, we are publishing the **Rotary Moments** of Rotarians of District 3850. Governor Biboy has formed a committee, headed by PP Fred Chua, to gather and edit these stories, with each of the 51 clubs in our district sending at least one contribution, hopefully. These stories will then be compiled and made into a book.

RI President Sakuji Tanka understands the power of storytelling, and encourages all Rotarians to share their Rotary experience that will attract new members and motivate current Rotarians.

"Every Rotarian has a specific moment in their lives that stands out and holds a special meaning to them. Some people refer to this as their '**Rotary moment**,' says Tanaka. "I believe that it is very important to share this moment with others. Facts and figures can only go so far; a personal experience can open doors and make friends."

"Each of us has experienced the joy of a Rotary moment. It's taking it to the next step and understanding that when we share these stories, we can change people's lives," says Jennifer Jones, vice chair of the RI Communications Committee.

We hope that you will read the first few stories in this issue and that these will inspire you to write and submit your own stories.



PP Chris

Dear Rotarians,

August is Membership and Extension Month.

There have been a lot of questions, as of late, as to how to increase club membership and how to get current members active in the club again. This got me to thinking, "Why is it that members don't attend meetings? Why are there not a lot of people wanting to join the club?"



Here's what I came up with to increase attendance and new qualified members to join the club. Basically, it is the club President that directs the movement of the club, since he is at the helm. Then we have the Membership Director, but one area that we have been overlooking in a lot of clubs is the directorship of the club's Public Relations Committee. This is where a lot of the clubs are failing—public relations!

Membership growth and attendance, if you really think about it, is all about public relations. What if the club started doing projects that gained the communities attention—worthy projects that the citizens would look at and would want to be a part of. What if the news media were notified of these projects, well in advance to the actual dates, then the clubs would start getting recognized and gain respect within the community.

If these happen, there will be qualified potential citizens out there who would want to join our clubs. We have to think of our clubs as a product—people won't buy that product if they don't know anything about it! But once people start using the product, and attention to the product is made public through ads, then that product would start to sell and people would want to use it.

A successful Rotary Club is the same thing. We just have to start doing things right! When, and only when, we do this would members want to be a part of the club again and qualified potential Rotarians would be standing in line, wanting into the club! So, this Membership and Extension Month, reach out and touch prospective members through our public relations efforts and our service projects.

IPP Jerry R Olson Sr.-PHF
GML Assistant Editor, Zones 1-4

Dear Fellow Rotarians,

In the maiden issue of the GML, I mentioned and encouraged Rotarians from Zones 5, 6 and 7 to send their concerns, comments, and updates to the undersigned with the aim to keep the zones as well as the district informed of their activities. Special thanks to President Mike Sarabia (RC Bacolod East) Chairman of the Council of Presidents, for responding to this appeal and the following was what he wrote:



Bacolod Rotary Clubs Prepare to Host Tri-District Conference

The Rotary Clubs of Bacolod Zones 5,6, and 7 have been very busy preparing to host for the first time in Bacolod City the Tri District Conference. Meeting almost weekly now are the Presidents of Rotary North, Central, West, Marapara, South, Mother Club and Silay, in a combined effort to have a great conference which will be held on August 9, 10, and 11 at the L'fisher Hotel Bacolod City. Fun Golf tournament at Marapara Golf, Cultural Mansion Tour of Silay, Adventure Tour of Mambukal Summer Resort are being prepared for visiting Rotarians. A grand fellowship night ... "MasskaRotary" will be very memorable with the presence of real Masskara Festival Street dancers, and the best Bossa Nova band in Bacolod, recreating the frantic, energetic atmosphere of the famous Masskara Festival of Bacolod City. All Rotarians are invited to come! Early registration is now ongoing...just ask your district governors for the email address.

Our district has a new Governor in the presence of Gov. Rafael "Biboy" Jocson. He is the first governor of the district to follow the footsteps of his father, PDG Rod Jocson.

Together with Rotary Council of Presidents, he is spearheading this affair.

Four Rotary Clubs are going to have a joint induction on July 18, 2012 at the L'Fisher Hotel. RC Bacolod East, RC Bacolod West, RC Bacolod-Marapara and RC Bacolod Central have joined forces to have one grand induction. Guest Speaker will be RC Director Melito Salazar, who is also the Editor in Chief of the Rotary Magazine of the Philippines.

The Oldest Rotary Club in Bacolod, the "Mother Club" recently had its 75th Anniversary Induction. It was a grand affair where many of the past presidents were invited. Noted was the presence of PP Dr. Antonio Sarabia, possibly the oldest living past president in our district. Guest Speaker was Congresswoman Cynthia Villar.

With the above developments and information shared by President Mike Sarabia, I hope Rotarians from Zones 5, 6, and 7 will be inspired to do the same. So, again please keep those e-mails coming.

Yours in Rotary,

PP Bert Nellas

Dear fellow Rotarians,

I am part of the first generation to grow up in Japan after a terrible war. I think it is natural that my countrymen now place a great priority on peace. We saw where militarism brought our country, and we also saw the great economic growth that came when our nation made the choice to embrace peace.

This was the decision that allowed Japan to grow and thrive. It allowed generations of children to grow up in safety, to become educated, to improve their lives. It fundamentally changed the Japanese attitude toward other countries and cultures. It caused us to open our minds, to become more tolerant, to seek greater understanding.

And it allowed us to redirect our energies toward positive goals. In Japan, it is traditional to prioritize the needs of the society over the needs of the individual. This has always been part of our culture. In the weeks and

months following the great earthquake and disaster of March 2011, this was what helped us to survive and rebuild.

This is a lesson that I think the whole world can learn from, in a positive way. When we see the needs of others as more important than our own needs – when we focus on a shared goal that is for the good of all – this changes everything. It changes how we relate to the world. It changes our priorities. And it changes how we understand the idea of peace.

In the 2012-13 Rotary year, peace will be our focus and our goal, and I will ask all Rotarians to actively work for Peace Through Service.

A belief in the power of service lies at the very heart of Rotary. By making service our priority, we put the needs of others above our own. We empathize more deeply with the difficulties of other people; we become



more generous with our time and resources, and more open to new ways of thinking. Instead of trying to change others, we recognize that everyone and everything has something to teach us.

Through service, we become more tolerant of our differences and more grateful for the people in our lives. Our sense of gratitude drives us to understand others better and to see the good in everyone. Through better understanding, we learn to respect others. With mutual respect, we live with others in peace.

And so I ask you all to put Peace Through Service at the forefront of your Rotary work this year, and to commit to a Rotary goal of a more peaceful world.

Yours in Rotary,

A handwritten signature in dark ink that reads "S. Tanaka".

Sakuji Tanaka
President, 2012-2013



Gov. Biboy's Inaugural Speech

Today is a proud moment for our District. With the turnover of leadership, we ensure that our rich history and legacy lives on for generations to follow.

I embrace the challenge as your District Governor. Fully aware of the strength of our membership, I have no doubts that together we will be able to achieve new heights for the coming year. Each one of you has played a key role in our success. With your presence tonight, you give honor to our district and reaffirm your commitment to serve.

Our host, the Rotary Club of Bacolod North, has reached another milestone in having its third District Governor on its 40th Charter Anniversary. For this year, by providing support to the District Leadership, Northerners rally towards a higher end. Always remember, that the backbone of Effective Clubs is the training of future district leaders. My fellow Rotarians, I wish to urge you to recognize your respective clubs for their support as you now assume

your key positions in the District.

June 30 also marks the 6th death anniversary of my father, PDG Rod. Rotary has been the very essence of his life. For my Dad, being a Rotarian is a valuable gift. There is nothing more precious than having the opportunity to serve and the privilege of helping other people lead better lives. My parents knew all along the fulfillment our family has achieved thru Rotary. No matter how much we have given to Rotary, we have received much more in return.

Postscripts:

My heart skipped a beat when PDG Chick reminded me on the dreams and aspirations of my parents, as he formally inducted me into office. My Dad always regarded me as his Carbon Copy and I always felt that there was this certain pressure that I should literally follow his example. Higher office was always the order of the day and generally my siblings thrive well in that kind of atmosphere. When we became orphans in a span of eleven months, we lost the guiding light of



our career path. Much more in my case, as I had to handle by myself all the family concerns in Bacolod.

As I read my pledge, I realized that I was not alone in this endeavor. The entire district, my Rotary family, is with me, every step of the way. My parents have passed on, and never had the opportunity to witness this proud moment. But I am sure they are smiling up there. Secure in the fact that their Rotary example lives on. I feel their continuing presence and this has strengthened my resolve to live up to the expectations of the district.

My fellow Rotarians, stand by me, and share this proud moment for our District. Let us treasure and share this gift of being a Rotarian. The more we talk about Rotary, the more we are telling the story of our family, our clubs and our district.

Always take pride of your membership in your respective clubs. In so doing, you bring great honor to our beloved district. Once again thank you for your unwavering support. May God bless District 3850.





SPOUSES' CORNER

Lady Emily E. Jocson, Governor's Spouse

District Governor's Induction & Turnover & RCBN Induction & Turnover Ceremonies

June 30, 2012 at L'Fisher Hotel Bacolod City

I never had a say on the Rotary activities of my husband. When I knew that he will be the District Governor Nominee, it was no surprise to me. Having devoted most of his time in Rotary, the position was coming his way sooner or later.

What left me dumbfounded was, what would be my role as the First Lady of the District. That's when I really got scared. It was a good thing that there was a Spouses Program in all the training seminars. The reality and responsibility was broken to us gently. The spouse facilitators made us realize that we were the guardian angels of the governors. We were tasked to monitor our husbands proper grooming and behaviour during Rotary affairs, to arrange and remind them of their schedules or appointments, and even to the checking of inappropriate mannerisms they unconsciously display on occasions.

When we attended the International Assembly, the experience was so rewarding and so productive that it became a journey of self-discovery. By the middle of the week, I now took the lead in meeting our scheduled activities and preparing our required attire. There was no room for mediocrity, especially when national pride was at stake.

Presently, I have no other thoughts, but of excitement, and I am looking forward to meeting and hosting Rotarians and Spouses throughout the district.

May God bless Rotary International District 3850 and may He keep your families safe.

Peace Through Service.





RC Iloilo South AG/Pres. Vic Lagman & RC Miagao Pres. Angelo Mueda.



Joint Induction Ceremonies of RC Iloilo South & RC Miagao on June 29, 2012 at Smalville 21, with DG Biboy Jocson as Inducing Officer.



Pres. Elma Magbanua presents Leader Award plaque to Outgoing President AG Bopeep Ong.



Rotary Club of Bacolod North celebrated its 40th Turnover & Induction Ceremony last June 30, 2012 with Inducing Officer PDG Chick Garcia and headed by Pres. Manny Gonzalez.



New set of Officers & Directors of RC Metro Passi, headed by Pres. Tadeo Alejano, with Guest Speaker & Inducing Officer AG Jarresh Ng.



Pres. Manny G. presents the Leadership Award to Outgoing President Alex Lee, together with PP Romy Lopez & Sec. Jinno Garcia



Rotary Club of Antique 37th Installation of Officers



Rotary Club of Metro Bacolod Turnover & Induction Ceremony on July 6, 2012 at O'Hotel Bacolod. Outgoing President IPP Felix Manzo and Pres. Monroe Chua.



RC Central Iloilo City Induction & Turnover Ceremonies on July 7, 2012.



Rotary Club of Bacolod celebrated its 75th Charter Anniversary and Induction Ceremony on June 16, 2012 at La Proa Ballroom of L' Fisher Hotel; full of guests and Rotarians, reflecting the overwhelming support and cooperation of all officers and members of the fourth oldest club in the country. Rotary Club of Bacolod President for RY 2012-2013 is Roderick Alba.



Rotary Club of Zamboanga City North Induction & Turnover Ceremony, July 6, 2012. New Members were inducted by Pres. Osbert Malinao



RC Ozamiz North Induction of Officers & Directors on June 30, 2012 headed by Peace through Service Pres. Nancy Ojeda, and Inducting Officer AG IPP Richard Centino.



RC Dapitan Induction and Turnover Ceremony on June 30, 2012 with Pres. Alson Chan



RC Dipolog Induction of Officers and Director June 16, 2012- Pres. Christopher Mah.



Ms. Esperanza Ocampo, National President of the Philippine Government Employees Association and Internal Vice-President of the Trade Union of the Philippines inducts Peace through Service Pres. Ian A. Lahi and the new set of Officers and Directors of the Rotary Club of Zamboanga City East on June 23, 2012.



President Ian "Yhan" Lahi inducts seven new members of the Rotary Club of Zamboanga City East.



RC Pagadian, RC Pagadian West & Inner Wheel Club of Pagadian Induction & Turnover Ceremonies on June 26, 2012 with Guest Speaker Sen. Chiz Escudero. Peace through Service RC Pagadian Pres. Romaldo Torres & RC Pagadian West Pres. Nasrollah Conding.



June 15, 2012: RC Zamboanga City Pres. Francis Sarau with guest speaker Alexx Lacson.



RC Pagadian Pres. Romaldo Torres presents the Leadership Award to Outgoing Pres. John Steve Aleman during the Joint Induction on June 27, 2012.



June 30, 2012: RC Basilan Pres. Joaquin Puri Jr. with guest speaker Zone 10 AG Edwin To.



July 4, 2012: Induction & Turnover Ceremony of Rotary Club of Zamboanga City Central-"Peace Through Service" President Erlinda DP Jacobe.



July 7, 2012: RC Zamboanga City West with Pres. Santi Araneta.



CHILDREN'S PARTIES



Rotary Club of Bacolod feeding of the children in Brgy. Banago last June 30, 2012. This is a yearly activity of all clubs in Rotary as opening salvo prior start of the Rotary Year on July 1, 2012.



Pres. Rod Alba (the 73rd President of the mother Club, RC Bacolod) reads *The Ugly Duckling* to the children of Brgy. Banago, Bacolod City in the Story Telling session while they were savouring their soup. It was attended by 200 children.



President Nash Condong, 2nd from back row posted with the Rotarian and DepEd Official together with Children Party with the Jollibee Muscat at San Jose elementary School, Pagadian City last July 9, 2012. Around 250 pupils were treated by the Pagadian West Rotary Club with hamburger, spaghetti and unlimited ice cream as well as hat and school supplies.



Rotary Club of Metro Iloilo hosts a McDonald's Children's Party at Sta. Luisa Day Care Center, Arevalo, Iloilo City.



RC Antique's Children's Party at Atabay Day Care Center, Atabay, San Jose, Antique.



The Rotary Club and Rotaract Club of Central Iloilo City hosts a children's party at the day care center of Brgy Sooc, Arevalo, Iloilo.



RC Dipolog headed by Pres. Christopher Mah.



RC Iloilo South: A joint Children's Party, Story Telling, Magical Entertainment & Feeding project of the Rotary Club of Iloilo South and the Rotary Anns & Rotaract Club of Iloilo South. Support Groups who joined were the GK I Love Iloilo Team (story telling & games) and the Street Magic Club of Iloilo (performed magical entertainment). July 01, 2012 at Brgy. Tanza-Esperanza multi-purpose covered Gym.



Distribution of School Bags and School Supplies and Children's Party. The Rotary Club of Bacolod Central led by president, Robert T. Aguillon, distributes school bags and school supplies to 250 Grade 1 pupils of Andres Bonifacio Elementary School II on July 2, 2012. A Children's party followed after the activity to kick off RY 2012-13. A.B.E.S. II is the club's adopted school.

RC Metro Zamboanga headed by Pres. Carl Andrew Rubio.



PP Bobby Tinsay of the Rotary Club Bacolod North interacts with the pupils as the games were about to start. Taken last July 4, 2012 at the Triumph of the Holy Cross Academy in Bacolod City.



RC Zamboaga City West celebrates Children's Party to Islamia headed by Pres. Santiago Araneta and PDG James Makasiar.



RC Boracay Acquires Sponsorship for Cleft Patient. July 6. Philippine Band of Mercy, Manila. Kayla Casanabe, 8 yrs old, from Diniwid Boracay has undergone an initial Cleft Palate Operation through the efforts of Mr. Raymond "Jayson" Probyn, spouse of PP Delnora Nano. This was also made possible through the assistance of PP Megs Lunn of RC Roxas with her Operation Taghoy Program.



Dental Mission. IPP Paul Brian (left) and Rtn Jing Mendez (inset) attend to patients during the Dental Mission conducted by RC Bacolod Central on July 8, 2012 at Andres Bonifacio Elem. School II Gym. Forty-nine residents of Barangay 2 were treated to free dental check-up and extractions and were briefed on proper dental hygiene.



Mend a Broken Heart Project. Two of the 6 children with PDA (patent ductus arteriosus) to undergo heart operation in July, made possible by this RC Metro Iloilo flagship project for RY 2012-2013.



RC Antique's Peace Project: Medical & Dental Outreach, Deworming and Distribution of Clothings for Inmates of Bureau of Jail Management and Penology, San Jose, Antique

ROTARY SMILES

(Operation Pahiyom)

July 16 to 28, 2012
free surgery for

- Cleft and Palate Surgery
- Speech Therapy
- Other special case

In partnership with

"Everyone Was Born to Smile"

OPERATION PAHIYOM
Free operations for cleft lip

Za Norte Medical Center, Diplog City
July 16-28

Operations by The International Children's Surgical Foundation, sponsored by the Diplog Rotary Club.

Please come to the Hospital OPD as soon as possible to register (Monday thru Friday) -the sooner the better! Transportation will be reimbursed by ICSF for one patient and one adult. (For those in need.)

Before surgery... ..after surgery



Story Telling Project : A joint project of the RC Bacolod & RC Bacolod-West in cooperation with Bacolod City Public Library, held at Robinsons Place Bacolod on July 11, 2012.



The ability to inspire other people through our work is one of Rotary's greatest assets. When we share a story about our experiences, we help to break down barriers, build friendships, and ultimately, attract new members. Each Rotarian has a good story to tell—these are our Rotary Moments.

Why I Became a Rotarian

My best friend was driving along Diversion Road, when suddenly, a dump truck carrying sand and gravel, made a U-turn and cut the path of his car. The car slammed hard into the side of the truck, gravely injuring him, and blood oozed from a wound on his head.



A car passed by the scene of the accident, but didn't stop to help. Another car with an "MD" sticker on the back windshield also passed by, but didn't stop, either. The next car stopped and the driver called bystanders to help pull my friend out from the wreck. Without any hesitation, he placed the victim into his brand new, two-day-old car, and drove him hurriedly to the nearby Iloilo Doctors' Hospital.

After endorsing the victim to the hospital, he immediately left, to have his blood-stained seats washed. Since they were not able to thank him, my friend's wife requested me to help her find her husband's savior.

I later found out that the Good Samaritan was a member of the Rotary Club of Iloilo South. Coincidentally, I was invited to join that same club by a banker-friend. I did not hesitate to join because there, I found who I was looking for.

I did not immediately let him know that I had been looking for him. I waited for a good opportunity, and it came during the club's induction and turn over ceremonies, where he would be sworn in as the new president. I invited my friend's family to attend the affair. After the Rotarian had given his welcome address, I volunteered to talk at the podium to narrate the incident and called my friend's family to express their gratitude to the man who saved the life of their loved one—much to everyone's surprise and admiration.

Countless stories of his voluntary good deeds abound, and later on recognized, when he received the Service Above Self Award, the highest honor given by Rotary International to individual Rotarians.

Because of a Rotarian, my best friend's life was saved 15 years ago, and that event changed my life meaningfully, forever—I became a Rotarian.

- PP Fred Chua, Rotary Club of Iloilo South
Rotary Moments Committee Chair

My Saving Grace

My old self, before I joined Rotary, is no longer in sight. The tasks they gave me during weekly meetings (i.e. prayer/ invocation) have set the momentum of my new self to be participative, then later on, to become a confident person. Rotary taught me the values that put the needs of others first before self, and that failure has no room if your values are rooted within *The 4-Way Test*.



Because of my involvement in Rotary service to the community, I was awarded as one of the Most Outstanding Women of Iloilo City. The 4-Way Test of Rotary International has served me in my personal and professional undertakings. It has been my 'conscience' since I joined Rotary sometime in 1996. It has taught me to become a better person and taught me the real meaning of commitment and discipline.

- President Olivia Molly Kwe Grande, Rotary Club of La Paz

A Commitment to Serve

It was four years ago since I was invited to Rotary by a Rotarian friend of the Rotary Club of Metro Passi. Since then, I began to live my life with a purpose.

The club designated me to take charge of its Basic Literacy Program, as I was the Technical Coordinator in the Department of Education, Division of Passi City. Being the Literacy Coordinator, my contribution and commitment spelled success.

To be effective and efficient in my performance, I became an advocate for bigger, bolder and greater challenges for our club, and the target communities that we serve, through our Literacy program.

There is no greater service than our commitment to Rotary Service.

- President Helen Bañez, Rotary Club of Metro Passi



An advocate of Literacy Program—Dr. Helen Bañez, Technical Coordinator (ALS, DepEd Passi City).

A Meaningful Journey

I've been a Rotarian for 24 years. It has been a great journey being a part of this prestigious organization. I enjoyed the fellowship and camaraderie of our fellow Rotarians. We developed friendship and formed a bonding that no one can take from us. My family, as well, witnessed my growth as a Rotarian, for they were present in some of our activities—they have also been a part of this journey.



My job as a salesman before wouldn't sometimes permit me to attend some functions in our club but, when given a chance, I saw to it to attend meetings because I was excited to share moments to mingle with my fellow Rotarians.

Now that I am retired from my job, I have the time, effort and resources to share, as well. As a testimony of this commitment, I've accepted the position of being President of the Rotary Club of Kalibo for Rotary Year 2012-2013. I found contentment and elation when I was assisting in the feeding programs, medical missions, literacy programs, livelihood and skills training, and in organizing Rotaract and Interact clubs. It is my honor and pleasure to serve and lead this club.

I made the right choice when I decided to join Rotary; a choice that I will be forever proud of; a choice that has changed my life. In being Rotarians, we embrace the life of service, the life of sharing and compassion for others. I was inspired by our fellow members whose dedication and passion in service are unparalleled. They serve as my inspiration, not just to be a better Rotarian, but to be a better citizen, as well.

As the new president of our club, I'm expecting to experience more memorable Rotary moments that will define me personally and will definitely give meaning to my journey with all of you.

- President Dennis "Dens" Lim, Rotary Club of Kalibo

Sharing your Rotary Moments

I came here in 2007 with only one friend. After I joined Rotary, I now walk with many, and I call them friends.

Rotary is fellowship. Rotary is about friends.

In America, I worked my fingers to the bone for 32 years but helped no one. Rotary has given me a way to help others, when before, it was just mostly for myself. Rotary is sharing. Rotary is caring. Rotary is love of others that need you most.

Rotary has taught me the mirror of life it starts with self. Give to others above yourself and all your days will be blessed. My Rotary life is full of moments that would take up the whole GML. I have



seen tears of joy, tears of hope, and tears of fear that would tighten my throat.

We, in Rotary, can take a moment in each day to calm these fears by sharing with others. We can laugh with them, Share with them and have a shoulder for them to lean on. Sometimes, in Rotary, it's not the money but the Rotary Moment you share with others.

This is what Rotary means to me—these Rotary moments set you free.

- IPP Jerry R. Olson Sr., Rotary Club of Metro Roxas

Allowing Miracles to Happen

Arnel Ropero was born without legs. A poor boy from the hilly town of Madalag, Arnel had to be carried on the back of his friend, Carlos, so that he could go to school. This was their daily trek for thirteen years. In 2008, Sister Esther of the Sisters of Charity asked me if I could provide crutches for Arnel.

I began looking for prospective donors and eventually found a *Good Samaritan* in our sister club, the Rotary Club of Forbes Park, Makati. But instead of crutches, they provided Arnel with prosthetic legs. In time, the boy was able to walk.

This act of kindness touched me in a profound way. There are many more children like Arnel who are in need of help. This provided the inspiration for me and the members of our club. Shortly after, we founded Project WALK—Wishes of Aid and Limbs for Kids.

Recalling this story makes me realize that the Rotary Club creates a space where people can gather and allow miracles to happen. All it takes is a lot of love and a little networking.

When I 'die a little' with them (the handicapped kid), my Rotary life's journey becomes more fulfilling and rewarding.

- PP Megs S. Lunn, Rotary Club of Roxas



The latest Project Walk beneficiary – Prince Charlz of Kalibo, Aklan.



August is Membership & Extension Month

by PP Leonardo Raphael "Raphy" Tayco Jr., Rotary Club of Kalibo, Membership Development Chair

The month of August has been designated by Rotary International as Membership and Extension Month. During this time, we focus on envisioning opportunities in increasing our membership this Rotary year which will enhance our ability to serve our communities and support humanitarian efforts by our clubs.

Rotary International President Sakuji Tanaka has tasked us this Rotary year to undertake an innovative approach to attract and retain new members and achieve a net gain of at least one member between July 1, 2012 and March 1, 2013. He also asked us to create an action plan to maintain a member retention rate of at least 85 percent. District Governor Rafael "Biboy" Jocson, on the other hand, cognizant of the possibility of re-districting and merging as one district with District 3870, has challenged clubs to achieve a 10% growth in membership, for clubs below charter strength to attain a minimum of 25 members and achieving at least 85% retention in order to reach a target of 1,500 members at the end of the Rotary year.

Maybe, it's now again the time of the year to ask "When was the last time we have asked someone to become a member?" or "When was the last time we have mentioned Rotary to other people?" Sadly, most of us could not even remember or had only mentioned Rotary matters with fellow Rotarians. This could be one of the reasons why Rotary membership has stagnated for the last 10 years – we have forgotten that we all should be Rotary ambassadors (as we were charged during our induction) to promote Rotary including all its mission and vision, our fellowship and friendship, and our service.

Statistics show that only 20% of Rotarians have asked someone else to become a member. Let us not be counted in the 80% category. It may be appropriate to ask our potential member to come to our club meeting to experience the fellowship and camaraderie in our club while enjoying in hearing our guest speaker. Maybe, we could invite them to participate in our community project where they can feel the deep satisfaction of helping others. If they come away feeling that they have just added value and purpose to their life, invite them to come to another meeting or get them involved in another club project. When we see their interest, maybe it would be an easy thing to ask them "Would you like to be a member of our Rotary club?"

What we have in Rotary may also be the dream and desire of many business and professional men and women in our community who are just waiting for our signal to recruit and introduce them to Rotary. And so, during this Membership and Extension Month, let it be our charge to bring in an outstanding member to share the fellowship, prestige and honor of serving others and being a member of the greatest service organization in the world, Rotary.

Membership Statistics

AS OF 27 JUNE 2012

Zones 7 & 8	Districts	Clubs	Rotarians
International	530	34,471	1,229,830
Australia	22	1,140	32,275
New Zealand & Pacific region	6	266	9,335
Philippines	10	827	21,811
Indonesia	1	91	1,842
Total	39	2,324	65,263

NEW CLUB APPLICATIONS

Applications for any new clubs in the family of Rotary:

- Rotary Clubs
- Rotaract
- Interact
- Rotary Community Corps

The cost to Charter members remains at US\$15 per person. This applies whether or not the proposed Charter member is an existing or former Rotarian.

It costs US\$50 to charter a new Rotaract Club. There is no cost to charter an Interact Club or a Rotary Community Corps.

If you have any questions in relation to the formation of new clubs, please contact:

District Extension Chairman

PP Enigardo "Jundad" B. Legislador Jr.
Rotary Club of Kabankalan
Southern Negros Doctor's Hospital
Don Emilio Village, Brgy. 9 Kabankalan City 6111
Tel. 034 471 3354 Mobile 0920 9517136
Email: jundadlegislador@yahoo.com

District Rotaract Chairman

PP Lorenzo "Nonong" Dela Cruz
Rotary Club of Metro Bacolod
LDC Referigator & Airconditioning
Goldenfield, Bacolod City 6100
Tel. 034 7081102
Email: nonong_ldc@yahoo.com

District Interact Chairman

PP Lindon Tui See Diet
Rotary Club of Dipolog
DFM c/o Quezon Ave., corner Malivar St.,
Dipolog City, Zamboanga del Norte 7100
Mobile. 09228801073
Email: Lseediet@yahoo.com

Rotary Community Corps Chair

PP Angelito "Jake" Dumapi
Rotary Club of Metro Bacolod
4th St., Michael Townhouse,
Rosario, Bata, Bacolod City 6100
Mobile. 0918 9235755
Email: jdd_125@yahoo.com



Public Relations Grant from Rotary International

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

In line with Rotary's strategic goal of enhancing its public image, our District applied for a Public Relations Grant with Rotary International (RI) last February 2012. After several months of waiting, we were finally informed by RI, early this July, that our application for a PR Grant has been approved. According to the Public Relations Division of RI, applications for the PR Grant increased by 33% over last year and more than 70% of all Rotary districts applied for the 2012-13 PR Grant. RI, therefore, had to reduce the allocations on some otherwise good PR projects to ensure the equitable spread of funds.

The maximum amount for the PR Grant per district was pegged at US\$15,000. We are fortunate that the PR Grant that our District applied for was approved in full (i.e. Php626,295.00 or approximately US\$14,565 @ Php43.00 : US\$1.00). As per PR Grant guidelines, our District will contribute an additional Php208,765.00 to augment the PR Grant. We were also able to negotiate with our prospective vendors for in-kind donations such as discounts on TV spots and print ads, free production costs, free 30-second community announcements on TV and free TV airtime which amounts to Php426,271.00. Our District-wide PR project would therefore amount to Php1.261 million.

According to PDG Chit Lijauco, 2012-13 Regional Public Image Coordinator for Zone 7A, there are 11 districts in Zone 7A, which covers the Philippines and Indonesia. Of the 11 districts, 2 districts from Indonesia received PR Grants, while our District is the only district in the Philippines that submitted a proposal and received a PR Grant.

The objectives of our District-wide PR project are to increase awareness for Rotary and increase membership in the District by at least 20% from 1,230 in July 1, 2011 to 1,500 by the end of Rotary Year 2012-13. This is the greatest challenge facing our District today.

Our District-wide PR project will make use of RI's "Humanity in Motion" TV and print materials as these are the media most popular with prospective Rotarians. Over 1,200 30-second TV spots will be aired every month from August 2012 to April 2013 and spread over 3 local cable stations (i.e. Island Living Channel, Smile Cable TV and Sky Cable Zamboanga). To keep the



The Rotary Club of Bacolod, headed by Pres. Rod Alba, unveiled last July 13, 2012, their Club's billboard along Lacson St. in Bacolod City. The billboard uses Rotary International's "Missing Piece" design. Also present during the unveiling were District Secretary/DGN Jude Doctora and District Public Relations Chair Jun-Jun Arceo.

interest of our target audience, a different TV commercial (TVC) will be used every month so that our audience sees a different commercial each month. The last 5 seconds of the TVC will flash the Rotary Clubs in the locality. Print ads will be published once a month in 3 local daily newspapers (i.e. Panay News, Visayan Daily Star and Zamboanga Today). The print ads will, likewise, have the names of the Rotary Clubs in the locality at the bottom of the ad.

Our District-wide PR project will also have a 1-hour weekly canned TV program on Smile Cable TV entitled "Rotary Hour," which will feature the activities of Rotary Clubs in our District. "Rotary Hour" will be replayed 4 times within the week. Once again, I am inviting all Rotarians to email their club's best public image activities (i.e. write ups with photos and/or videos) to pr.rotary3850@yahoo.com, so we can feature it in the Governor's Monthly Letter and/or "Rotary Hour."

Lastly, I would like to take this opportunity to congratulate the Rotary Club of Bacolod, headed by Pres. Rod Alba, for being one of the first, if not the first club in our District, to come up with a billboard using RI's "Missing Piece" this Rotary year. This public image campaign is in line with Rotary's thrust and is one of the criteria for the District's Best Public Image Award.



DisCon Update

PP Louie Gonzaga
District Conference Chairman

Pre-Register and Book Your Travel to Bacolod!

There's excitement as we plan and prepare for DISCON 2013. It may be eight months away, but time is moving fast. We are already caught up with planning and hosting the Tri-District Seminar on August 10-11. We are talking about three Districts—3850, 3860, 3870—that means the whole Visayas-Mindanao Rotarians converging here in Bacolod! By the time we are through with this event, there are only six months left...

So, at this point, may we suggest that you pre-register for DISCON 2013; contact your Assistant Governor or Elaine 09328501688 for more details. If there is

a need for travel arrangements, make them now! Take advantage of current airline promos (Cebu Pacific, Air Phil Express) that make available current purchases of tickets at dirt-cheap rates for future travel.

In this regard, since our DISCON is on March 7-9, it is best to come to Bacolod in the morning of March 7 (we will begin/open the DISCON at 2:30PM). May I also suggest that you set your departure on March 10; although we adjourn after lunch on the 9th, you may want to spend time, in the afternoon for sightseeing, shopping, and even more fellowship.

For hotel reservations, it is also best to book early! The more reliable hotels (O'Hotel, Planta, Business Inn, L'Fisher, Chalet) normally get fully booked much earlier. We can assist you in booking, but it may be more advantageous to do so via Internet (their website).

So, don't take your time, make your plans now... *Kari na sa Bacolod!* Enjoy a different image of Bacolod as RC Bacolod North takes you to an Arabian night of Fellowship and to a taste of genteel Negrense "*Kahirupan*" during the Governor's Ball!

INDUCTION/TURNOVER NIGHT

June 30th was double significant for the Rotary Club of Bacolod North! It was the day when the Club's 40th President was to be inducted (marking the Club's entry into its 40th year) and it was also the day when the Third member if the club would be inducted as District Governor (preceded by the late PDG Allan Gamboa and PDG Ramiro "Chich" Garcia). Indeed, this was a day of double celebration for one of the largest Club's in District 3850!

First to be inducted was President Manny Gonzalez, after the ceremonial gavel and President's pin (this pin has been handed down from the late Charter President Tony Fuentes) we turned over from Immediate Past Alex Lee. As is the traditional in RCBN, each President has a special song; this is rendered by the singing Northerners, a group of Rotarians and spouses endowed with sparkling voices. For this event, the songs of the Outgoing President and the Incoming President are sung. There were also Inductions for the Club's Rotaract Club, Spouses' Organization, and its Scholarship and Youth development Foundation, Inc., Officers/Directors/Trustees.

Next, was the Induction of District Governor Rafael "Biboy" Jocson and the turnover of District Banner, Medallion, and Governor's Pin from Immediate Past District Governor Melvin "Mel" dela Serna. With his family beside him at his Induction, District Governor Biboy emerged as the son of this District's first Father-Son District Governor tandem (the late Past District Governor Rod Jocson of RC Bacolod was Gov. Biboy's father); June 30th also marked PDG Rod's 6th death anniversary!

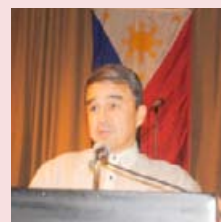
Present during these ceremonies were DG Biboy's District Team and Presidents ("classmates" of Pres. Manny) who lent honor to the occasion. DG Biboy's family and special guests, as well as Pres. Manny's family added meaning and color to the event. As usual, the host Northerners and Spouses kept up to its well-known image for providing excellent food and unlimited beverages to keep the Fellowship bubbling through the night.

Of course, no Induction is complete without a Guest of Honor to inspire and encourage the Inductees. This year, the Hon. Robert "Ace" Barbers, former solon and

former Governor of Surigao, took this task effortlessly! He encouraged the listeners to rise above politics and be empowered to take on the challenges for solving the nation's problems in the areas of food production, security, health, corruption, and other shortcomings that hinder our country's growth. He highlighted Rotary's role undertaking solutions to these problems.

Even as Pres. Manny adjourned Induction/Turnover rites, he also opened the evening to more Fellowship, dancing, and jamming with the Band. First on the dance floor were IPDG Mel and lady Fe, as well as DG Biboy and lady Emily; they were joined by Northerners and District Team members who kept the band busy. As if on cue, jamming began late in the evening when IPDG Mel joined the band with a few songs followed by Asst., Gov. RJ Ureta and RCBN Vice President Lito Sion among others.

This was a night that gave an auspicious start of the term of Peace Governor Biboy Jocson and Peace President Manny Gonzalez. Let's all look forward to the promising Arabian Nights of DISCON 2013!





DS Notes

DGN Jude T. Doctora
District Secretary

Dear Beloved Club Secretaries,

By this time, you must have gotten a feel of what it is to be a club secretary. I sincerely hope that you are taking this passionately. Last month, I have not received any call for assistance, so I can safely presume that all is well from your end. In any event, I am here to help.

Also by this time, you must now be busy preparing the SAR for your respective club. Those that cleaned up their roster before June 1, 2012 through Member Access should have no problem reconciling the amount due for your SAR vs. your membership. Those that decided to manually do this, please reconcile diligently and accomplish the necessary paper works. But just be wary of the deadline.

Our District Governor Biboy Jocson will have started his Governor's visits anytime now. As club secretary, please assist your President in this important visit of our Governor. Take this opportunity to seek the counsel and wisdom of Governor Biboy to give your club a hand in your programs and activities. This is the time that you can sit down and discuss face to face the District's programs and how they align to your own club. I am pretty sure Governor Biboy will be happy to do this with your club.

On another note, August is Membership & Extension month for Rotary. I would like to suggest that your club spends one meeting to discuss the theme for this month. If you read the GML maiden issue, we set the initial membership goal per club as a springboard for our District to attain the ideal size as per R.I. What we hope you will do is discuss membership seriously and decide on a strategy to achieve or exceed the initial target. PP Raphy Tayco, our Membership Chair, will be happy to be with you in this journey. All you have to do is involve him.

Lastly, I hope that your club will make it a habit to spend one meeting discussing the Rotary theme for every month. Better still, do this on the last meeting of the prior month. This way your club's programs are aligned with the theme.

Let's enjoy our Rotary year and as Governor Biboy says...let us be Happy People ...Helping people.

Yours in Rotary Service,

DS Jude Doctora

P.S. Don't forget to send your MAR for July by August 15, 2012.

AUGUST		Club Visits & Activities	TIME
1	WED	RC JIMENEZ	11:00 AM
		RC OZAMIZ NORTH	4:00 PM
		JOINT GOVERNOR'S ADDRESS RC Oroquieta Centennial, RC Jimenez & RC Ozamiz North	7:00 PM
2	THU	RC PAGADIAN WEST	6:00 PM
3	FRI	RC PAGADIAN	4:00 PM
		JOINT GOVERNOR'S ADDRESS Pagadian Clubs	7:00 PM
8	WED	RC BACOLOD CENTRAL	6:30 PM
10	FRI	TRI DISTRICT SEAMLESS SEMINAR D-3850, 3860 & 3870	
11	SAT		
13	MON	RC BASILAN & GOV ADDRESS	10:00 AM
		RC IPIL-SIBUGAY & GOV ADDRESS	6:30 PM
14	TUE	RC ZAMBOANGA CITY EAST	11:00 AM
		RC ZAMBOANGA CITY WEST	6:30 PM
15	WED	RC ZAMBOANGA CITY CENTRAL	11:00 AM
		RC METRO ZAMBOANGA	6:30 PM
16	THU	RC ZAMBOANGA CITY	11:00 AM
		RC ZAMBOANGA CITY NORTH	6:30 PM
17	FRI	RC BONGAO & GOV ADDRESS	4:00 PM
18	SAT	JOINT GOVERNOR'S ADDRESS Zamboanga Clubs	7:00 PM
28	TUE	RC MOLO	11:00 AM
		RC BORACAY & GOV ADDRESS	6:30 PM
29	WED	RC METRO KALIBO	11:00 AM
		RC KALIBO	4:00 PM
		JOINT GOVERNOR'S ADDRESS Kalibo Clubs	7:00 PM
30	THU	RC METRO ROXAS	6:00 PM
31	FRI	RC METRO ROXAS CENTRAL	11:00 AM
		RC ROXAS	4:00 PM
		JOINT GOVERNOR'S ADDRESS Roxas Clubs	7:00 PM

Zone	Rotary Club	Club No.	Chartered	Goal ¹	Members ²	New ³	Rotaract	Interact	Discon ⁴
I	Iloilo	17045	1933	43	40		3	1	2
	Iloilo South	17047	1971	25	23	4	1		5
	Antique	17015	1971	28	25	3			2
	Iloilo West	28828	1992	23	16				1
	Miagao	58693	2002	14	13			1	2
II	Iloilo City	17046	1975	28	26				3
	Jaro-Iloilo City	25131	1988	22	20				1
	Central Iloilo City	27338	1990	23	22		1	2	
	Jaro-Centraline	29746	1993	20	17		1		
	Jaro South	31664	1996	25	10				
III	Metro Iloilo	17066	1979	61	60		1	1	1
	Midtown Iloilo	24342	1987	32	29		1	1	
	Guimaras	27277	1990	23	21				8
	Molo	27939	1991	15	10				
	La Paz	30821	1995	20	15	4	1		1
	Dumangas	31821	1996	28	28				1
	Metro Passi	76428	2007	20	16	2			
IV	Roxas	17080	1964	25	19			1	5
	Kalibo	17053	1967	52	49			5	1
	Metro Roxas	22518	1982	42	37		1	3	
	Boracay	50661	1997	22	20				
	Metro Kalibo	54828	2001	18	12			1	
	Metro Roxas Central	74422	2006	30	29		1		
V	Bacolod North	17018	1973	52	52		1		7
	Silay	17084	1973	20	18		1		2
	Escalante	17037	1976	15	13				
	Victorias	17091	1966	18	18				
VI	Bacolod	17016	1937	30	29	5	1	1	1
	Bacolod East	17017	1983	31	29		1	1	1
	Bacolod-Marapara	29076	1992	25	20	6	1		
	Bacolod Central	31518	1996	25	25				1
VII	Bacolod South	17019	1969	27	26				1
	Kabankalan	17052	1974	27	25		1	1	
	Metro Bacolod	25280	1988	25	22	8	1	4	2
	Bacolod West	27374	1990	24	22	4		1	
VIII	Dipolog	21409	1950	26	24	3	2	1	4
	Jimenez	17050	1975	20	17			1	
	Dapitan City	25485	1986	18	13				1
	Oroquieta Centennial	69314	2005	25	15				
IX	Ozamiz North	17073	1974	26	26				1
	Pagadian	17074	1975	27	25	3		1	
	Pagadian West	17075	1977	38	32	1		1	
X	Zamboanga City	17094	1948	46	44	4	1	5	2
	Basilan	17022	1960	32	34	1		3	
	Zamboanga City East	17095	1974	25	20	7	1		
	Zamboanga City North	17096	1980	25	19	3		2	1
	Zamboanga City Central	26956	1990	25	24		2	2	
XI	Zamboanga City West	17097	1971	53	51	3	2	3	2
	Metro Zamboanga	22275	1974	25	18			1	
	Ipil-Sibugay	59175	2002	23	21				
	Bongao	69302	2005	20	17				
TOTAL				1369	1256	61	26	44	59

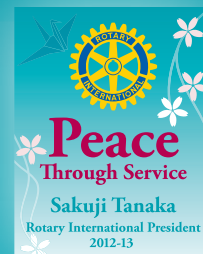
Notes

¹ Membership goal for club² Actual number of members as of 30 June 2012.³ New members as of July 13, 2012⁴ Number of members registered for Discon 2013

JOIN THE 2ND TRI-DISTRICT SEAMLESS SEMINAR

FOR DISTRICTS 3850, 3860 & 3870

August 10 - 11, 2012 L' FISHER HOTEL, BACOLOD CITY



PDG Herminio "Sonny" Coloma
Guest of Honor



PDG Rolando "Oyan" V. Villanueva
RI Zone 7A
Rotary Coordinator



PDG Ma. Consuelo "Chit" L. Lijuaco
RI Zone 7A Regional
Public Image Coordinator



PDG Roberto "Bobby" F. Viray
RI Zone 7A Regional
Rotary Foundation Coordinator

Program

First Day August 10, 2012 (Friday)

- 9:00-10:00 am Registration
- 10:00-12:00 am Opening ceremonies
Call to Order, Invocation
Welcome Address, District Address
Seminar Overview
Speech by Guest of Honor: PDG Sonny Coloma
Announcements
- 12:00-1:00 pm Lunch
- 1:00-2:00 pm 1st Breakout Session
Room 1: Strengthening Clubs and Membership
Room 2: Club Strategic Planning
Room 3: Public Image
- 2:00-3:00 pm 2nd Breakout Session
Room 1: Public Image
Room 2: Strengthening Clubs and Membership
Room 3: Club Strategic Planning
- 3:00-3:15 pm Break
- 3:15-4:15 pm 3rd Breakout Session
Room 1: Club Strategic Planning
Room 2: Public Image
Room 3: Strengthening Clubs and Membership
- 4:15-4:30 pm Transfer to Plenary
- 4:30-5:30 pm Integration and Reportage
- 7:00 pm Dinner and Fellowship

Second Day August 11, 2012 (Saturday)

- 9:00-11:30 am The Rotary Foundation
- 11:30 am-12:30 pm Lunch
- 12:30-1:30 pm Rotary Community Corps
- 1:30-2:00 pm Closing Ceremonies

District Governors



District Governor Biboy
Rafael Jocson, MD
District 3850



District Governor Perok
Peter M. Rodriquez
District 3860



District Governor George
George A. Hamoy
District 3870

REGISTER NOW!

REGISTRATION FEES
UNTIL JULY 30, 2012: P1,500.00
AFTER JULY 30, 2012: P1,800.00

Deposit payment to : BANCO DE ORO
Current Account Number : 301-8011-604
Kindly email validated payment slips to:
rcpbacolod@gmail.com

Hosted by: District 3850 Council of Presidents, Zones 5-7