

ROTARY INTERNATIONAL DISTRICT 3850

Governor's Monthly Letter

NOVEMBER 2012



Peace
Through Service



2012 Peace Festival

NOVEMBER IS ROTARY FOUNDATION MONTH



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ON THE COVER

The main cover photo was taken on the occasion of the Peace Festival at SMX on Sept. 28, 2012. It was also an opportunity to launch the "Bikes for Peace" project, where ten clubs from District 3830 donated 102 bicycles, with the AFP facilitating the transport, and District 3850 identifying the beneficiaries in conflict areas. To Governor Biboy's right is DG Sue Sta. Maria (RID 3830); to her right are Major General Jose Mabanta Jr. and his aide; and on the flanks are club presidents from the Muntinlupa area.

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

The Big Picture

The table on page 20, **Club Monitoring**, is not only a good tool for clubs to evaluate their performance; it is also an indicator of the District's overall picture if we closely look at the figures and totals in each of the columns.

Membership. Starting at 1,230 members, we have now increased by 25 members to 1,255 as of October 14. Our average of 25 members per club is way below the worldwide average of 38.5 members. Based on our goal of 1,369 members by year end, we have accomplished 91.7% of our target.

Attendance. To date, only 38 out of 51 clubs (74%) have reported their September attendance figures. However, the average attendance of these clubs is 77%—which is quite high.

SAR. Only 80% (41 out of 51) of the clubs have submitted and paid their Semi-Annual Report dues to Rotary International. What about the other 20%?

PRM. Only 65% (38 clubs) have paid their subscriptions with the Philippine Rotary Magazine.

Rotaract. There are 27 in the district. That's an average of about 1 Rotaract club for every 2 Rotary clubs.

Interact. Interact clubs are a more popular trend, with a total of 46 in the District—that's almost one per Rotary club.

Discon. So far, 131 Rotarians have registered and availed of the discounted rates for Discon 2013, for an average of about 2.5 delegates per club.

I think that it's a good thing that we monitor these figures so that the clubs can take action and help paint a rosier picture of our district.



PP Chris

DisCon Update

PP Louie Gonzaga
DisCon Chairman



March 7-9 is fast approaching and we're in the thick of planning to make each plenary session and our fellowships both informative and entertaining! So far, we have invited spirited speakers who will share with us very interesting topics (I will let you in once we've received all confirmation...)

DG Biboy has announced the RI President's Representative to our Discon... He is PDG Chi Jea Yao from RI District 3490 in Taiwan. We look forward to his enriching our DISCON event with his presence and sharing!

In as much as our country will be in the midst of election campaigning after our DISCON, let me suggest that you make your summer holiday plans this early... and make Bacolod and Negros a part of these plans! Don't let hectic campaign activities get in the way of your family summer get-aways, plan this early and leave a fun-filled breaks...

We have hotels contacts of your choice:

L' Fisher Hotel Tower 1 and L' Fisher Chalet Tower 2

Tel (+6334) 4333731 L 543
Fax +6334 4330951
Email sales@lfisherhotelbacolod.com
or joyce@lfisherhotelbacolod.com

O'Hotel Bacolod

Tel (6334) 433-7401 to 7404
Fax (6334) 433-7442
Email: info@ohotel.com.ph
Website: www.ohotel.com.ph

You may book early at their number above.

Make Bacolod and Negros a major stop for your summer holidays, extend your stay after the DISCON!

DISCON 2013

2nd Pre-Registration (Nov 1- Dec 31, 2012)

Rotarian: P2,700.00
Non-Rotarian: P2,500.00 (Spouse, Rotaract, Interact & Guest)

Onsite Registration

Rotarian: P3,200.00
Non-Rotarian: P3,000.00

Bank Account details of DISCON 2013

BPI Account No. 1321-0321-05
Account Name: Rafael L. Jocson, Noel Isabelo de Paula
and Louis Gonzaga

Peace Advocacy



While the MASSKARA fever is sweeping Bacolod, Rotary Clubs from Zones 5, 6, and 7 tirelessly commit themselves to "Service Above Self" by the worthwhile projects they have undertaken last September, the Rotary Club of Bacolod Central celebrated Peace Consciousness Month by initiating a project that truly upholds the Rotary Theme of Peace through Service. The following was what Rtn. Toks Lopez and AG Jo Natalaray of Rotary Club of Bacolod Central reported:

Multi-sector representatives from Negros Occidental recently expressed their respective organization's commitment to uphold peace in the province during a peace forum initiated by the Rotary Club of Bacolod Central.

The forum, which was in line with the celebration of the Peace Consciousness Month in September, was held in partnership with the provincial government of Negros Occidental and Pax Christi International with Jurgette Honculada, a member of the government panel negotiating peace with the National Democratic Front as guest speaker.

The government peace negotiations with the NDF aimed at ending the 45-year old insurgency problem, already spans 26 years, with five presidents initiating them.

Despite the deadlock in the peace talks with the National Democratic Front, the government is not giving up, Honculada said.

Honculada said she also supports the peace dialogs being pushed by the Army's 3rd Infantry Division in Western Visayas, in support of the ongoing national peace talks. RCB Central president Robert Aguillon said the club initiated the forum as the event was in line with the RI's theme, "Peace through Service."

He also expressed gratitude to the support given by the Negros Press Club represented by President Arman Toga; 303rd Infantry Brigade Commander Oscar Lactao and Task Force Detainees of the Philippines.

Meanwhile, District Gov. Rafael "Biboy" Jocson lauded the efforts of the club, as he encourages more similar initiatives to help advance RI's peace advocacy efforts.

The above project is worth emulating by other Rotary Clubs and I leave this challenge to all Rotarians to duplicate what Rotary Club of Bacolod Central initiated.

Yours in Rotary Service,

PP Bert Nellas

Dear fellow Rotarians,

Every Rotarian is different. Every Rotarian was drawn into Rotary for different reasons, and many vividly remember their first “Rotary Moment” – the moment when they went from being members of their Rotary clubs to being committed Rotarians.

I love hearing these stories and learning about what drew each Rotarian into Rotary. For some, it was a Rotary office, a particular project, or a convention. For me, it was a speaker at an ordinary weekly meeting of the Rotary Club of Yashio, about two years after I’d joined.

I am a charter member of my club, and I was invited to join by the charter president. I had never heard of Rotary, and at the time, I didn’t really know what service meant. But I was new to Yashio. I had just

moved there from Tokyo, and I didn’t know many people. I thought Rotary would be a good way to make friends and to help my business, and I respected the person who invited me, so I joined.

But to be honest, for the first two years, we didn’t do much. Every week, I came to my meeting, I ate lunch, and I listened to a speaker. I paid my dues, and I gave money to The Rotary Foundation. But I wasn’t involved in any service. I didn’t know what Rotary service was supposed to be.

That all changed one week, when we had a speaker who talked about vocational service. This was a new idea to me. Until then, I had never thought much about the purpose of my life, or why I was in business. I was too busy working. I was always



focused on my business, and on how to make it larger and better. I never stopped to consider any deeper purpose of my work.

Understanding the idea of vocational service completely changed my attitude toward my work, and toward my own purpose in life. I realized that the goal of a person doing business is not only to earn a living. The purpose is to be a contributing member of the community, to make the community stronger, and to help make other people’s lives better. When I understood this, and understood the concept of Service Above Self, it changed my life – and set me firmly on the path to a life of Rotary service. That is my Rotary Moment.

Yours in Rotary,

S. Tanaka
Sakuji Tanaka

President, 2012-2013



The president with his wife, Kyoko.

Thinking of Others First

I was awestruck by the words uttered by the recent PGA Tour champion and FedEx Cup Grand prize winner Brandt Snedeker as he received the \$11.5 million grand prize check. Amazingly, he simply said outright, *"This money is too much for me. That's why I am giving it away. I don't think this will affect my lifestyle in any way, but I know this will greatly help the lifestyle of many people in my hometown."* This selfless act of thinking of others first, rather than yourself is the stuff that Rotarians should emulate.

In a recent flood wherein thousands of victims were affected, we were approached on the possibility of a cash donation. As Rotarians, we talked in length on fund stewardship, transparency and accountability. To our surprise, the Donor did not go into that detail because he believed that Rotarians are people of Integrity and known to be Trustworthy. He just gave the cash to Rotary—no strings attached.

The Rotary Foundation website recently showcased a single donation of \$1 million from the private sector. Clubs were indeed curious on the Best Practice secret in soliciting such a huge amount. To everyone's surprise, it only took a simple request that led to the

donation. After explaining the purpose of the foundation and stressing the fact that it could highly impact the life of others, the solicitor simply asked for the amount.

In Rotary, one does not apply for membership, but rather gets invited into the fold. But if no one poses that invitation then our membership will not continue to grow. Being a Rotarian is a gift crafted by your Sponsor who identified your passion for Service and Helping others. What started as an invitation led to a way of life, called "Service above Self."

Come to think of it, all of these matters started with a single request. Always remember and live by the Golden Rule, "Ask and you shall receive." When we focus our energies on our objectives, we should go out and ask various stakeholders for help. Always be ready to make that request for aid and make that invitation to share the Gift of Rotary.

I am now asking you all to share the gift of being a Rotarian and give to the Rotary Foundation. By putting the interests of others first rather than our own, we are taking that first step in achieving, "Peace through Service."



Post Script:

After finishing my Joint Governor's Address in this particular zone, a former Senior Rotarian approached me and said, "I shared in everything you mentioned in your speech and I want you to have this." I was astonished to be the recipient of a substantial amount of cash. Having experienced this for the first time, I made every effort to politely give back the money. Though glass eyed, he calmly said, "Please keep it, and just use it to help others when the need arises." I was at a loss with words. I felt numb by this experience. And as I draw strength from that particular Rotary moment, I always remember an Angel who had no other thoughts but on the plight of others.

Yours in Rotary Service,

Biboy



102 Bicycles for Peace sail to Visayas and Mindanao

Just in time to follow the footsteps and support the recently signed Peace agreement between the GPH and the Moro Islamic Liberation Front on Monday, 102 “Bikes for Peace” are all set to sail for the Visayas and Mindanao.

The bicycles, prioritized to benefit conflict-affected communities in most need of alternative and cheap transportation, are now on board BRP Bacolod City (LC550), a logistics support vessel of the Philippine Navy set to sail to the Western parts of the Visayas and Mindanao.

It was during the Rotary Peace Festival on September 28 that the Armed Forces of the Philippines Peace Process Office Chief Bgen Leo Cresente Ferrer and Commander 3rd Infantry (Spearhead) Division (3ID), Maj. Gen Jose Mabanta Jr. gave their commitment to transport the bikes using military assets.

The bicycles were from the 10 Rotary Clubs of Muntinlupa (RCOM) and are to be turned over to the Rotary Clubs

of Rotary International District 3850 (RI3850) through the leadership of District Governor Rafael Jocson.

RI3850 intends to distribute 70 bikes in the Visayas to be offloaded in Iloilo City and 32 bikes in Mindanao, to be offloaded in Zamboanga City. From the 70 bikes in the Visayas, 46 will go to Panay Island and 24 to Negros Occidental.

“It has been an honor to be able to transport these *Bikes of Peace*. We appreciate the positive response of Governor Jocson on making San Remigio, Antique; Tapaz, Capiz all of Panay Island then in Escalante City and Kabankalan City in Negros Occidental as priority areas of distribution,” said Mabanta.

“The bike donation is under the program *Edukasyon at Kabuhayan Para Sa Kapayapaan*. We hope to get beneficiaries who come from marginalized families that can use the bike for livelihood or going to school. Like those who have



a hard time going to school because of distance,” said Liza Manalo-Mapagu of RCOM.

“Again, thank you very much for helping us concretize the gains of the Peace Festival. We are truly grateful to be of help. For Peace!” added Manalo-Mapagu.

3ID has actively pursued collaboration with grassroots organizations when it signed a “Manifesto for Peace” with the Rotary International District 3850, during its district-wide Meeting on April 13 at the Sarabia Manor Hotel and Convention Center in Iloilo City.





Joint Governor's Visit of Rotary Club of Iloilo South & Rotary Club of Miagao last September 22, 2012.



Rotary Club of Jaro South: September 21, 2012.



Rotary Club of Jaro-Iloilo City: September 21, 2012.



Rotary Club of Midtown Iloilo: September 10, 2012.



The First Couple at the Joint Governor's Address of Iloilo Rotary Clubs with AGs & Council of Presidents Chairman Jomari Moleta, Sept. 2.



Rotary Club of Iloilo: September 15, 2012.



Rotary Club of Metro Bacolod, September 24, 2012.



Rotary Club of Bacolod South, September 25, 2012.



Rotary Club of Bacolod East: October 12, 2012.



Rotary Club of Bacolod, September 27, 2012.



Rotary Club of Bacolod North, September 26, 2012.





Rotary Club of Midtown Iloilo Operation Bulig Projects (donating Medicines for Dengue Patients @ Western Visayas Medical Center) and Jeep sang Rotary, Tanods, Blanket and Pillows of Peace Project.



Rotary Club of Antique bloodletting project; organized the RCC of Disabled Persons in Antique; and conducted Peace Forum on International Peace Day last September 21, 2012.



Rotary Club of Dumangas supported the Bilateral Tubal Ligation Activities together with Dumangas District Hospital Medical Center on September 1, 2012.



Rotary Club of Metro Passi: Outreach Program for Senior Citizens and Children (Feeding Program) at Brgy. Agdahon, Passi City.



Rotary Club of Roxas: Fun Run; hosted the Boys & Girls Week on Sept.28 - Oct.4; and conducted vocational visit to Bangko Sentral.



PEACE FORUM: GRP- CNN Peace Process: Quo Vadis Col. Oscar Lactao of the 303IB, one of the reactors of the Peace Forum organized by RC Bacolod Central last September 27, 2012, in coordination with the Province of Negros Occidental and Pax Christi International-Negros. Keynote speaker was Ms. Jurgette Huncolado, a member of the Philippine Peace panel (third from right) and Gov. Biboy Jocsos, who spoke on District 3850's Peace Manifesto.



(Top) Project Partners: Rotary Club of Metro Kalibo, Aklan Medical Society, Provincial Health Office, Philippine Army 12th Infantry Battalion and the Bgy. Tigayon Barangay Council. (Bottom) RC Kalibo President Dennis Lim inducting the new officers of the Interact Club of New Washington National Comprehensive High School.



DGN and District 3850 Secretary Jude Doctora, Col. Oscar Lactao of 303rd IB and AG Jo Natalaray of RC Bacolod Central light their candles for peace in observance of the World Day of Peace celebration at the Provincial Lagoon last September 21, 2012.



Rotary Club of Silay conducts a Responsible Parenthood Seminar.



3K Literacy Program Stakeholders
Integral Values Formation among the Youth
"Kabataan, Kapakanan sa Kinabukasan"



Rotary Club of Oroquieta Centennial and Rotary Club of Ozamiz North joint project in 3k Literacy Program.



Rotary Clubs of Zamboanga City hold Joint Peace Forums in partnership with Silsilah Dialogue Movement for Peace.



Rotary Club of Pagadian West SMC High School Main.



Rotary Club of Ipil-Sibugay: 4th San Roque Medical Outreach on August 15, 2012.



Rotary Club of Kabankalan Medical Mission @ Brgy. Suay Himamaylan.



Rotary Club of Metro Bacolod conduct a free bone scanning project.

Terms of Reference of the District Nominating Committee (DNC) for the Selection of the District Governor-Nominee of RI District 3850

Section IV: Manner of Election of Zone Representatives

1. The District Governor shall notify all Clubs in the District at least thirty (30) days before the District Conference to prepare Club nominations, indicating in this notice to whom, where and when to submit such nominations for Zone Representatives to the District Nominating Committee.
2. There must be preferably at least two (2) Candidates from each Zone.
3. The election of the Zone Representatives to the District Nominating Committee for the Rotary year shall be conducted during the District Conference of the preceding year, the place and time to be determined by the District Governor.
4. The incumbent Zone Representative or Alternate Zone Representative shall preside over their respective Zone elections. In case of absence of both Representatives, the District Governor or the District Election Committee shall designate a qualified Rotarian to preside over the Zone election. The Presiding Officer shall scrutinize the credentials of the Nominees and the Electors.
5. Each Rotary Club shall be entitled one (1) vote, to be cast by the Incumbent Club President, Incumbent Club Secretary or Club President-Elect.
6. The candidate who obtains the highest number of votes shall be declared as the duly elected Zone Representative. The candidate who obtains the second highest number of votes shall be designated as the Alternate Zone Representative and shall sit in the Committee in case the duly elected Zone Representative shall not be able to attend the meeting(s) of the District Nominating Committee.

Section V: Term of Office of Zone Representatives

1. All Zone Representatives shall serve for a term of one (1) year.
2. The Alternate Zone Representative shall sit in the Committee meeting(s) in case the duly elected Zone Representative shall not be able to attend the meeting(s).
3. The Alternate Zone Representative shall not automatically be the Zone Representative for the next Rotary year.
4. In the unlikely event that no Zone Representative shall be elected by the Zone electors, the Incumbent Zone Representative shall continue to serve for the next Rotary year.

Section VI: Alternates for Immediate Past District Governors

1. In the event that any one or all of the Immediate Past District Governors who are automatic members of the District Nominating Committee may not be able to attend the meeting(s) of the District Nominating Committee, the District Governor shall call upon the next most immediate Past District Governors to sit in the District Nominating Committee, subject to their consent and availability.
2. In the event that the duly designated Chairperson, as

specified in Section 1, is unable to attend the meeting(s) of the District Nominating Committee, the most senior Past District Governor in the Committee shall serve as its Chairperson.

Section VIII: Amendments

1. These Terms of Reference may be reviewed from time to time for necessary and timely revisions by the District Nominating Committee and /or by a resolution(s) presented by a Rotary Club(s) of the District for approval as prescribed in the RI Bylaws.

Note: Terms of Reference as amended and approved during the business meeting of 2002 District Conference held in Roxas City, Capiz.

District Nominating Committee

Chairman: PDG Edgar "Diotay" Sy

Committee Members:

PDG James Cesar "Mc Gyver" Makasiar
IPDG Melvin "Mel" Dela Serna

Zone Representatives:

Zone 1	PP Cesar "Tres" Arandela Rotary Club of Iloilo South
Zone 2	PP Victor Santamaria Rotary Club of Kalibo
Alternate	PP Carmelo Deslate Rotary Club of Roxas
Zone 3	Louis "Louie" Gonzaga Rotary Club of Bacolod North
Alternate	PP Charles Dominic "Chai" Jison Rotary Club of Silay
Zone 4	PP Alberto Rafael "Junjun" Arceo III Rotary Club of Bacolod East
Alternate	IPP Glenn de Guzman Rotary Club of Bacolod
Zone 5	PP Edna "Beng" Capili-Chan Rotary Club of Dipolog
Alternate	PP Rey Ortiz Rotary Club of Pagadian West
Zone 6	PP Antonio Fernando "Butch" Blanco Rotary Club of Zamboanga City West
Alternate	PP Josue Lee Rotary Club of Zamboanga City East



Rotary Members Rediscover Rotary

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

Going Back to Basics...and Strengthen Your Club

Who are we and why are we in Rotary?

One of the greatest discoveries a Rotarian can make is found in the knowledge on why he is a Rotarian. Value and worth are directly related to purpose. So, why are we Rotarians?

Rotary International District 3850 conducted the pilot run of the Rediscover Rotary Workshop (Going Back to Basics...and Strengthen Your Club) at the Grand Tower Hotel in Iloilo City last September 29, 2012. It was a whole-day workshop conceptualized by Rotary Coordinator for Zone 7-A (Philippines and Indonesia), PDG Rolando "Oyan" Villanueva, who was ably assisted by training facilitator and resource person, Ms. Grace "Gratchy" Cerezo Canave. The interactive workshop was designed to assist Rotary clubs and its members through a rediscovery of their essence as individuals and their core purpose as a team; it aimed to seek to identify problems and find solutions with the end in view of invigorating and strengthening the clubs.

The objectives of the workshop were:

1. To review the "real" purpose of Rotary in order to re-focus actions towards the club's core objective.
2. To allow members to realize their essence and to align this towards the club's goals and objectives.
3. To develop a proactive improvement plan to create more value to team membership.

Ms. Gratchy stressed that strong fellowship and commitment to one's organization is much valued if the member's emotional attachment to, identification with, and involvement in its activities are reinforced. A person's attitude towards his organization is greatly influenced by how he views himself as a valuable contributor to the accomplishment of his organization's goals. A selfless person continually seek for opportunities to capitalize on his competence and to satisfy his need to serve—in finding his worth and fit into a worthwhile endeavor—this is typical of Rotary and its members.

During the first part of the workshop, Ms. Gratchy combined floor exercises, singing contests, and profiling the participants and, with case studies and short lectures, guided the five workshop groups to discover and identify the common problems of Rotary clubs: the activities and weekly meetings are no longer interesting; can't attract new and younger members; why members are leaving the club, etc. PDG Oyan reminded everyone in the workshop that the initial purpose of lawyer Paul Harris and friends Gustavus Loehr, Silvester Schiele and Hiram Shorey of getting

together was FELLOWSHIP. They enjoyed the company of one another; they talked to one another; they listened to one another. This is the essence of why we are Rotarians – to enjoy fellowship – fellowship even at work in a community project; fellowship in weekly meetings. Going back to basics, we recalled the core values of Rotary: fellowship, service, diversity, leadership and integrity. In everything we do in Rotary, these values are to be present in order that every member in the club is motivated to participate, inspired to serve, and enjoys being a Rotarian.

In the second part of the workshop, Ms. Gratchy made the participants analyze what we are doing in our respective clubs that we think we should change and stop doing and what are the things we would like to do that we should start doing because we would like to strengthen our clubs. PDG Oyan made us realize that the solutions to the problems of our Rotary clubs are actually within us. The "What matters most to the team" approach made us identify what are the things that greatly improve the club success rate, the obstacles that deter them and what we can do to remove those obstacles. He suggested to focus on what we do best and adapt to changing business and social trends and promote long term programs.

The challenge then is sustaining our involvement and membership in our Rotary clubs while staying focused and anchored on the basics of personal fulfillment. This can be addressed through a deeper level of self-discovery which would result to a more focused and vibrant membership in Rotary. One workshop participant, President-Elect Ramona "Mona" Magayanes of RC Kalibo, commented in her Facebook account, "It was most definitely a worthwhile experience! I felt inspired and enthusiastic about Rotary after I attended the workshop!"

The Rediscover Rotary Workshop was organized for Rotary District 3850 Panay and Negros Occidental Rotary Clubs (Zones 1 to 7) by District Membership Development Chair, PP Leonardo "Raphy" Tayco, Jr. of the Rotary Club of Kalibo, with the guidance of the District Trainer, PDG Ma. Victoria "Nanette" Garcia, and sponsored by the Council of Presidents of Zones 1, 2, and 3 Rotary Clubs. The workshop will be conducted for Rotary Clubs in Zones 8 to 11 (Mindanao area) of District 3850 in the days to come.

With contributions from PP Roy M. Hojilla (RC Bacolod North), Membership Development Co-Chair for Negros Rotary Clubs.



TRF Tech Tips

Many Rotary Foundation reports are available to Club Presidents, Secretaries, Foundation Chairs and Treasurers. We'll spend a little time each month going through one report at a time to help you understand how to access the information and explain the information it presents.

Monthly Contribution Report

With this report you'll have an indication of just how contributions to The Rotary Foundation from your club are progressing. This report contains all clubs within your district but you should remember that those contributions could be a reflection of joint personal and club contributions. This report makes no distinction as to the source of the contribution so don't assume it's all one or the other (personal or club).

Let's start by working on access and then we can talk about the information you'll find.

1. Go to the Rotary International website at www.rotary.org
2. Left-click on "Member Access" at the top right corner and enter your sign-on details. If you haven't registered for Member Access just follow the prompts after left-clicking on Create Account
3. When you've been welcomed into Member Access, you'll see a list of options down the left-hand side. Left-click on Contribution & Recognition Reports
4. That will take you to the next page and in the section headed Club Activity, left-click on Monthly Contribution Report. You can select the previous year, the current year or Interim data which will tell you where you are at any point in the month.
5. If you want to Save or Print this report, left click on the "View" drop-down box above and select "PDF Mode". Once this comes up you can file by left-clicking on the Disc icon or print by left-clicking on the Print icon.

Now that we have the report, let's talk about what it tells you:

1. Across the top you'll see headings and we'll deal with each one of these in turn:
 - Club No. – That's the official RI number of clubs in your district
 - Club Name – Pretty straight-forward

- No. of members – This will tell you how many members you have after the July Semi-Annual Dues process has been completed. These numbers generally do not go in until October or November and remain unchanged for the year regardless of membership movement.
- APF Goal Amount – This is the goal the club has set itself in terms of APF Giving. Some clubs set goals and others don't but the most successful clubs are those that set goals.
- APF Goal % Achieved – If your club has set a goal, this column tells you the progress you are making towards that goal. If your club didn't set a goal the figure will be 0%
- APF Per Capita – This will give you're the average Annual Fund giving per member but remember it's a combination of club and personal giving. The benchmark is \$100 but many, many clubs generate Per Capita figures well in excess of this.
- Annual Giving – Current Month and Year to date. This is the level of contribution to the Annual Program Fund and this fund drives DDF in three years' time. The YTD figure here generates to Per Capita outcome when divided by the club membership.
- Other Giving – Current Month and Year to Date. This can be matching grant contributions, polio contributions or lately, contributions that are directed to one of the six Areas of Focus. These are classed as 'restricted' contributions and do not play a part in developing future DDF.
- Permanent Fund – Current Month and Year to Date. Contributions to the Permanent Fund go into these columns. They may be benefactor payments, bequest realisations, or gifts from someone who wants the money to be part of the future work of our Foundation. Permanent Fund contributions are never spent but constantly work away at generating interest to finance programs into the future.
- YTD Total – This is the YTD total of all contributions made by the club and its members over the year.

2. The final page gives a district summary that explains how the funds are used and how the district is performing against goals and benchmarks.

**DISCON
2013
SPEAKERS**

& THEIR TOPICS

CONTINUED FROM
PAGE 20

Joshia Go RESOURCE SPEAKER

Brand Leadership Award during the World Brand Congress in India (2009).

He is also the first Filipino to have completed the Blue Ocean Strategy qualification process in Insead, France and is the first in Southeast Asia to have taught this as a 3-unit, full semester course in a university. His current interests include Market-Driving Strategies, Business Model Innovation, Profit Strategy and Entrepreneurship. He trains and/or consults with many local and multinational companies and has handled over 500 seminar-workshops.

A bestselling author with 13 marketing books, Josiah has taught at the De La Salle and Ateneo Universities as well. He took advance marketing programs at Kellogg, Wharton, MIT Sloan and at the London Business School. His industry affiliations include being National President of the Philippine Marketing Association (1991), Chairman of the Direct Selling Association of the Philippines (2002) and National President of the Association of Marketing Educators in 2004-2005.

An entrepreneur and marketing practitioner, he continues to be involved in various advocacies aimed at youth empowerment and entrepreneurship namely, the Young Market Masters Awards (YMMA), the Marketing Rescue, Day 8 Business Academy, the Mansmith Blue Freedom Fund and the MarkProf Foundation.

Olen Juarez-Lim RESOURCE SPEAKER

concept of casual business wear. She also inspired women around the country through influential self-improvement tips in her column 'The Big O', published monthly in Cosmopolitan Magazine, Philippines. Ms. O was one of the forces behind the phenomenon that was "Cosmo Goes to Work", an empowerment workshop for professional women, that helped hundreds of Fun, Fearless, Females from Cosmopolitan Magazine's pool of readers towards their goal of self-improvement and image enhancement. She also added value and proficiency to employees of corporate giants such as Ayala Land, Central Bank of the Philippines, PLDT and Shangri-La Hotel.

Today, apart from the diverse roster of local and multinational clients ranging from politicians to high-profile personalities, corporate organizations to cause-related associations, and even the academe, Ms O's influence has transcended to the mass media, as part of Unang Hirit's Liga ng Kagandahan on GMA 7.

Ms. O is remarkable in the fact that she is just as dedicated and passionate in her personal life as she is professionally. As a woman, a wife, and a mother of four beautiful children, she triumphs over the traditional Filipino concept of the woman as a housewife, breaking down the cultural barriers by succeeding in achieving a balance between work and home life.

Ms. O is not only recognized as one of the industry's best, her exemplary work and accomplishments have raised the bar for the image, etiquette and protocol industry in the Philippines.

Reaping a Hundredfold



Ken is a ten year old boy who lives in Lumayang situated up in the mountains of Zamboanga City. Every day, this frail little boy is awoken at 5 am to fetch water in an

unprotected spring over a kilometer down a slippery slope. The untreated water is used for cooking, bathing, laundry and dish-washing.

This rigorous daily ritual weighs on not only little Ken but the hundreds of children staying in barangays Lumayang and Lumbangan. These school children are prone to sleep and absorb their lessons very much less due to drowsiness.

We met a grinning Ken after his family availed the Level 3 Water connection that now provides direct water access to hundreds of families in Lumayang and Lumbangan. RCZC West and its partner, the Zamboanga City Water District installed a water pipeline from the densely forested area of the watershed stretching some 12 kilometers across rolling hills to service these barangays. The smiles engendered from the kids and the adults combined who enjoyed bathing and drinking the clean water from the project pipeline made me feel proud of being a Rotarian. It was a moment to behold.

Many have asked me, how we accomplished such feat. I proudly exclaim: We did it thru The Rotary Foundation.

In Rotary Year 2006-07, RCZC West raised \$9000 in TRF contributions.

Three years thereafter in RY 2009-10, then DG Edgar Sy readily drew \$4000 from our club's earlier annual giving contribution allocated as District Designated Fund as RCZC West's counterpart in 3H Matching Grant No. 71465 under the International Water Alliance of TRF and USAID. With RC Armadale's 15K, RCZC West applied and qualified for the grant where TRF put up over \$200K while USAID matched it with another \$200K.

This is the biggest matching grant for a water project in District 3850. What RCZC West had sown in 2006-07, it reaped back

\$4K in DDF to match over \$400K in grant award. Our TRF contribution had multiplied a hundredfold.

Such is the magic of the TRF annual giving. Beyond the PHF regalia and applauses, we were blessed with a golden opportunity to ameliorate the plight of our less fortunate hermanos y hermanas like that little boy Ken, who need our Rotary service more... to have a better shot at life.

PP Emilio Aquino
Rotary Club of Zamboanga City West

Why I am a Rotarian



Both my parents were active members of the Kabankalan Bankal Jaycees but young as I was; I still preferred to be a Rotarian. I was the charter member of Sampaguita Lions' Club and with my unpredictable work

schedule as a news reporter and young mother at the time, I tendered my resignation.

In 1999, I was personally convinced by PP Gil Octaviano to apply for the Group Study Exchange Program of Rotary International. SO with GSE, I stayed in Texas, USA for two months and during that time, I came to know Rotary's projects, goals and other aspirations. When I came back to the Philippines, I was inducted as the first woman member of the Rotary Club of Bacolod; a club that was dominated by men for 70 years. At first, I asked myself if I joining the organization was a good idea but days passed and I began to enjoy my life as a Rotarian.

Why am I a Rotarian? I would attempt to answer this question by defining each letter of the word ROTARIAN. For me, "R" is Reverence for Life, a quality that sets a Rotarian apart. "O" stands for Order, a sense of uprightness and order marks a Rotarian's way of life. With order, time, energy and resources are wisely spent and maximized. "T" would definitely be Truth for a Rotarian handles truth with responsibility. The first "A" in Rotarian is for Aptitude and Attitude. We use both to finish exceptional projects while strengthening fellowship. The second "R": Risk-taking because we take

the risk of exerting effort for the wellbeing of others even if appreciation or reward is not ensured. Letter "I" stands for Integrity because we do what we deem is right even if no one else will help us in our endeavors. The final "A" in Rotarian means Amelioration. We desire to see things improve. And finally, "N" stands for Nurturing. We are committed to help others through the long haul, as we serve others beyond self.

Being a Rotarian is not for the fainthearted, but is an active and conscious hurdling over hardships that others give up on.

PP Leilani Alba
Rotary Club of Bacolod

Happiness that Money Can't Buy



When I was President of the Rotary Club of Bacolod North, the project most significant to me was the Hydrocephalus Project. It was one that extended free medical

and surgical assistance to children afflicted with this disease. To familiarize you with this ailment, a child with this condition has an over-sized head. Coupled with a distorted appearance is the association of pain that lingers for as long as this condition is not treated. You can just imagine the pitiful state of a child suffering from it. When we launched this program, we disseminated and campaigned intensely to reach out to possible beneficiaries by posting announcements to various public places throughout the city, extending to far flung barangays in Negros Occidental.

I was very happy with the positive feedback because quite a number responded to our call. During the screening, I saw how parents of these children sighed with relief as most of them said they had already lost hope since they know how expensive the treatment would be. They also felt abandoned by our government since majority of them belong to the so-called poorest of the poor sector of our society. I was deeply saddened by their plight and we at the Rotary Club of Bacolod North made it our mission to alleviate their pain.

After every successful surgical operation, we saw to it that we visited and took care of their needs. I could very well see the transformation on the faces of these less privileged sector of our society-- from that of hopelessness to that of happiness.

The feeling of fulfillment and satisfaction to have helped people in need was so tremendous. No amount of money can buy this kind of happiness. This experience was one factor that contributed to my desire to continue and serve even more as a Rotarian.

PP Alberto Nellas
Rotary Club of Bacolod North

A Couple of Moments



Having been inducted into Rotary in 1988, my Rotary "moments" are numerous...indeed, Rotary has helped me shape my life...at work, with family and friends, and in shaping lives (as

a teacher). Let me share a couple...

1. In my Rotary Club (Bacolod-North), there was a time when the Club Presidency was determined via a special call or visit from a "committee of elders" led by the late PDG Allan Gamboa. Usually, this "committee" will call you to make yourself ready for the position; if one declines, he will receive a cordial visit after which he submits to the "will of the Club"...

I received such a call in 1998 from PDG Allan... all of a sudden, I was engulfed with foreboding at the thought of great expectations from my Club. In RC Bacolod North, one gets ribbed and teased for mediocre results.. but, when I was inducted in July 1999, all my fears and anxieties were erased... I got the overwhelming support of mu Club! What I asked for, I got ... all our projects were well attended... most of all, I ended my term with a warm standing ovation from my Club!

2. A few years later, in 2005, the District Nominating Committee (DNC) chose me to be District Governor for RY 2007-08. My nomination was challenged and I lost. I did not counter challenge, believing in the Rotary tenet that the "position seeks the

person". Further, I really felt guilty that I was in the middle of an action that could cause a rift in the District... it was a humbling experience...

But this was also the source of renewal for me! For one, I returned to my Club (having been at the service of the District for the past 3 years) and enjoyed the renewed fellowship and camaraderie of Rotary Club of Bacolod North. It was with renewed vigor that I participated in our projects. This was a nurturing period with my Club in my Rotary life!

When I renewed my service to the District (Chair for Literacy, Chair for Group Study Exchange, Chair for RYLA), I did so with enthusiasm because I now felt that I can do more for the District in these capacities... no sour-graping here, either! As Rotarians, we are all Leaders...once in a while, we become "primus inter pares," then we go back to being leaders again...

PP Louie G. Gonzaga
Rotary Club of Bacolod North

A More Fruitful Life



Rotary International's motto, *Service Above Self*, simply means providing service to people and communities that need the assistance of Rotarians. Pursuing the said

directive changes one's life due to the commitments and obligations one encounters. Frankly, just by being a Rotarian can change anyone's life.

After a meeting I attended at Lantaka Hotel, I noticed people in their *barongs* and suits. They were all part of an occasion held in one of the function halls of the same establishment. I tried to have a closer look at the gathering when one person in a *Barong Tagalog* went out of the room. I asked him what event they were having and he immediately responded that it was a Rotary Induction of a newly installed set of officers. We had a short conversation and I learned that his name was Mr. Eric Gonzales and that he was a Rotarian from Rotary Club of Zamboanga City. Aside from Mr. Gonzales, I came to also know Mr. Bong Ramos.

After two weeks, Mr. Ramos visited our office, bringing with him brochures and other Rotary publications, then invited me to join the club. Prior to his visit, I already took the chance to browse through the Rotary website and familiarized myself with what the club does. I was inducted in 2008 and I realized that being busy with either private professions or other public services could never be an excuse to be inactive in the club. Honestly, I became a Rotarian out of curiosity, but now, I know I have driven myself to be of importance to the organization. I came to comprehend that Rotary was never just a civic organization, but also something that expands one's horizon in meeting other people and establishing fellowship. Rubbing elbows with other Rotarians is always exciting because I meet people serving the country by sharing what they can; especially to the indigents. My being a public servant, through the Department of Labor and Employment gave me limited customers, while life in Rotary changed my focus. I was taught to not only serve our direct customers but also other individuals that need support. I was informed that it would be essentially relevant if the indigents, government agencies and non-government agencies were to be given access to the services provided by Rotarians.

I served for two consecutive years as Secretary of the club, then in RY 2011-2012 I was elected Vice President before becoming an Incoming President for RY 2012-2013. With my present position, I am challenged to move forward to make evident this year's theme, "Peace through Service." I believe that my life will be more fruitful. I can network with non-government agencies which have the objective of bringing Peace particularly to Zamboanga Peninsula. I discern that Rotarians can be their partner in achieving peace. I have transformed and am now a more dedicated public servant, helping humanity by sharing what I have.

Pres. Ian Lahi
Rotary Club of Zamboanga City East

Do you have an interesting story to tell? Please send us your "Rotary Moments." It might be published in the GML or included in the planned District 3850 Rotary Moments book. You can email your stories to the committee chair, PP Fred Chua, fransc2004@yahoo.com.



DS Notes

DGN Jude T. Doctora
District Secretary

Dear Beloved Club Secretaries,

In early 2011, two miles away from source, clean drinking water started flowing to two poor neighborhoods in Zamboanga City and Zamboanga del Sur. The project, sponsored by the Rotary clubs of Armadale, Western Australia, Australia, and Zamboanga City West, in cooperation with the Zamboanga City Water District, constructed a system that pipes water more than 2 miles to homes and schools in two barangays in Zamboanga City. The water project with a cost of US\$400,000 was realized through the cooperation between The Rotary Foundation and USAID. Thanks to the Rotary Foundation, sustainable water, sanitation and good hygiene can now be enjoyed by the poor folks in Zamboanga.

...Because of the Rotary Foundation, children somewhere in Africa are protected against malaria courtesy of the mosquito nets funded by the Rotary Foundation...

...Because of the Rotary Foundation, sights are saved, again, courtesy of the cataract projects of the Rotary Foundation....

These are just a few of the life changing humanitarian services that were made possible because of our contributions to the Rotary Foundation. And as contributors, we take pride in knowing that somewhere around the world, we take part in helping build the future for generations to come.

Since the month of November is designated as The Rotary Foundation Month, we take this opportunity to remind all clubs of our District goals for the Rotary Foundation....US\$100.00 per capita contribution for all clubs. To encourage all Rotarians to support the Foundation, the trustees launched the "Every Rotarian, Every Year" (EREY) fund raising campaign. EREY simply means that every member of the club contributes US\$100 annually. What makes EREY wonderful is that instead of putting on the shoulder of the President or a few members the club's contribution to the Foundation, all members share in the contribution. And if every member contributes \$100 or more to the Annual Programs Fund, a club will be eligible to receive a banner proclaiming its status as a 100% Rotary Foundation Sustaining Member Club.

Our District, through the efforts of our DRFC Chair PDG Toto and Gov Biboy, has successfully sourced US\$100,000 worth of TRF points that we can use to match our every US\$500 contribution. Let us eagerly await the details of this program from PDG Toto.

Cheers to the heroes of Rotary!

Yours in Rotary Service,

DS Jude Doctora

P.S. Please don't forget to send your MAR by November 15, 2012.

November Calendar of Activities

16-18	FRI-SUN	Rotary Zone Institute Zones 6B, 7A & 10B • Selangor, Malaysia
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17	SAT 8AM	Voice of Our Youth District Competition Gallaga Theater, La Salle Ave., Bacolod City
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30 to Dec-02	FRI-SUN	Rotary Global Peace Forum Peace Without Borders • Berlin, Germany
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Zone	Rotary Club	1-Jul ¹	Goal ²	14-Oct ³	Sep ⁴	SAR ⁵	PRM ⁶	Rotaract ⁷	Interact ⁸	Discon ⁹
I	Iloilo	39	43	39	81.41%	1	1	3	1	7
	Iloilo South	23	25	22	85.75%	1		1		5
	Antique	25	28	28	87.12%	1	1			5
	Iloilo West	15	23	16	68.00%	1				2
	Miagao	13	14	13		1	1		1	2
II	Iloilo City	28	28	29		1	1			9
	Jaro-Iloilo City	20	22	18	48.61%	1	1			1
	Central Iloilo City	22	23	12	91.07%	1	1	1	2	1
	Jaro-Centraline	17	20	17				1		0
	Jaro South	13	25	15	70.00%		1			0
III	Metro Iloilo	60	61	62	66.86%	1		1	1	11
	Midtown Iloilo	28	32	28	95.75%	1	1	1	1	2
	Guimaras	21	23	21	82.70%					8
	Molo	10	15	10			1			0
	La Paz	15	20	15	81.66%	1		1		1
	Dumangas	28	28	28	78.70%	1				4
	Metro Passi	17	20	17	71.28%		1			0
IV	Roxas	19	25	19	86.00%	1	1		1	6
	Kalibo	49	52	54	90.15%	1	1	1	6	14
	Metro Roxas	26	42	27	88.00%	1	1	1	3	1
	Boracay	20	22	19			1			1
	Metro Kalibo	12	18	13	88.00%	1			1	0
	Metro Roxas Central	29	30	30	95.00%	1	1	1		0
V	Bacolod North	52	52	48		1	1	1		16
	Silay	17	20	19		1		1		2
	Escalante	11	15	11	100%	1	1			0
	Victorias	18	18	18	68.76%	1	1			0
VI	Bacolod	29	30	29	86.66%	1	1	1	1	1
	Bacolod East	27	31	27	91.30%	1	1	1	1	3
	Bacolod-Marapara	18	25	18	88.00%	1	1	1		2
	Bacolod Central	25	25	18	64.47%	1	1			2
VII	Bacolod South	24	27	27	89.00%	1	1			3
	Kabankalan	24	27	32	71.00%	1	1	1	1	0
	Metro Bacolod	22	25	20	71.15%	1		1	4	3
	Bacolod West	21	24	21	90.00%	1	1		1	0
VIII	Dipolog	24	26	24	65.00%	1	1	2	1	4
	Jimenez	17	20	17		1			1	0
	Dapitan City	11	18	11		1				1
	Oroquieta Centennial	15	25	15		1	1			0
IX	Ozamiz North	26	26	26	86.10%		1			1
	Pagadian	24	27	27		1			1	0
	Pagadian West	32	38	32	77.30%	1	1		1	2
X	Zamboanga City	45	46	42	51.75%	1	1	1	5	2
	Basilan	33	32	34	41.33%	1	1		3	3
	Zamboanga City East	20	25	28		1		1		0
	Zamboanga City North	19	25	19	74.98%	1			2	1
	Zamboanga City Central	24	25	27	61.00%	1	1	2	3	2
XI	Zamboanga City West	47	53	52	81.63%	1	1	2	3	3
	Metro Zamboanga	18	25	18	42.16%				1	0
	Ipil-Sibugay	21	23	26	70.00%		1			0
	Bongao	17	20	17			1			0
TOTAL		1230	1369	1255	77.04%	41	35	27	46	131

Notes¹ Members as of 1 July 2012 SAR² Membership goal for club³ Total members as of 14 October 2012 (RI Figures)⁴ September 2012 Attendance Percentage⁵ Paid Semi-Annual Report (SAR)⁶ Paid Philippine Rotary Magazine (PRM) Subscription⁷ Number of Rotaract clubs⁸ Number of Interact clubs⁹ Number of members registered for Discon 2013

DISCON 2013 SPEAKERS & THEIR TOPICS



Teodoro Locsin Jr.
KEYNOTE SPEAKER

Ethics as an Instrument to Achieving Peace in Service

Born 1948, Locsin has a Bachelor of Laws from Ateneo and a Master of Laws from Harvard. He was editorial writer for the Philippines Free Press from 1967 until the imposition of martial law in 1972. He worked at the ACCRALAW from 1977 to 1982 and was executive secretary of Enrique Zobel, the chairman of the boards of Ayala Corporation and Bank of the Philippine Islands. He was publisher and editorial writer of two of the country's most respected newspapers, the Daily globe and TODAY.

He was President Corazon Aquino's minister of information, and presidential legal counsel and speechwriter. He was also speechwriter of presidents Joseph Estrada's and Gloria Macapagal Arroyo's state of the nation addresses. He has lectured in various schools including the US National Defense College. He hosted a public affairs program for five years at ABS-CBN and has served as director of San Miguel Corporation, the Philippine long Distance Co. and The Medical City.

He is on his third term as congressman of the 1st District of Makati. He is the principal author of major tax, banking, citizenship, suffrage and citizen legislation, such as the Anti-Money Laundering, EVAT, SPAV, Securitization, Dual Citizenship, Overseas Voting, Electronic Election, and the House version of the Anti-Terrorism acts; as well as the only one in the entire Congress to speak up against the Fertilizer Scam.



Mario Angelo Silos
RESOURCE SPEAKER

The Value of Health Insurance and Its Positive Impact on Future Costs

Mario Angelo Martin Silos was born on November 5, 1950 in the quiet city of Bacolod in Negros Occidental. For grade school and high school, he studied in La Salle-Bacolod. For his college degree, he studied in De La Salle University-Manila and majored in Economics, graduating Summa Cum Laude from the university as well as becoming a member of the Jose Rizal Honors Society.

A man of many trades, MMS worked and gained experience as a person of character and integrity by working as a banker, a financial expert and a senior officer in a number of companies. In November of 1995, he founded and became the CEO and President of Intellicare, one of the top HMOs in the country today that boasts of having the widest network coverage throughout the Philippines and employees who service their clients with excellence and compassion.

With the head office in Manila and regional offices in Cebu, Bacolod, Calamba and Davao, MMS and his coworkers of over a thousand are poised to expand the reach of healthcare benefits to all Filipinos, be they in the metropolis or in the countryside.



Joshia Go
RESOURCE SPEAKER

Marketing your Rotary Club

Joshia Go is the Chairman and Chief Marketing Strategist of Mansmith and Fielders, Inc. (www.mansmith.net), the leading marketing and sales training company in the Philippines. He is also president and CEO of Waters Philippines, the market leader in the direct selling of premium health durable products in the Philippines and Chairman of Noah Ventures, Inc. and Gosington Ventures, Inc., both investment companies.

Known as one of the country's most respected marketing gurus, he is considered as the most awarded business educator of the Philippines having been recognized as one of the Ten Outstanding Young Men (TOYM) of the Philippines in 2001, and as one of the Ten Outstanding Young Persons (TOYP) of the World in 2002, the 1st and only Filipino in Business Education given by World Jaycees. Earlier in 1994, he was recognized as one of the Agora Awardees for Marketing Education by the Philippine Marketing Association.

Most recently, he was given the rare Lifetime Achievement Award by the Association of Marketing Educators (2007), the youngest marketing educator to be bestowed this honor, as well as the

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Olen Juarez-Lim
RESOURCE SPEAKER

Image, Etiquette and Protocol

She is the founder the OJL Consulting Group, and is the first Filipina to be certified as a Professional Image Development Consultant by the London Image Institute and Imageworks Asia (Singapore). She is also a Certified International Etiquette and Protocol Consultant by the Protocol School of Washington, and is the recipient of the First Level of Certification (FLC) from the Association of Image Consultants International (AICI)—the leading and largest professional association of personal and corporate image consultants worldwide. Ms. O is AICI's Ambassador for the Philippines where she is actively promoting professionalism for image consultants.

Ms. O's engaging charm & personality, her depth of experience and knowledge, and her passion for the industry cements her status as one of the stalwarts of development programs in the Philippines today, leaving no question that Ms O is the most sought-after resource person on topics dealing with etiquette, health, beauty, fitness, and image management.

Her ground-breaking works include spearheading the Dockers Style@Work campaign in 2001 which completely redefined the

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