

PRISM

ROTARY INTERNATIONAL DISTRICT 3850
GOVERNOR'S MONTHLY LETTER
AUGUST 2014



Membership: The Heart of Rotary
DISTRICT 3850'S BABY ROTARIANS

AUGUST 2014 contents

PRISM

FEATURES

9 Rotary: a gender-neutral organization

Equal opportunity in service

18 All in the Family

Meet Rotarian couples and families



COLUMNS



4 RI President's Message



5 Governor's Message

WHAT'S INSIDE

3 From the Editor
Women and your stories

6 Rotary in Action
District 3850 vows to light up communities

8 August Events

12 End Polio
Iloilo Mayor Jed Patrick Mabilog

13 Discover Iloilo

16 From your Membership Chair

17 Rotary Moments

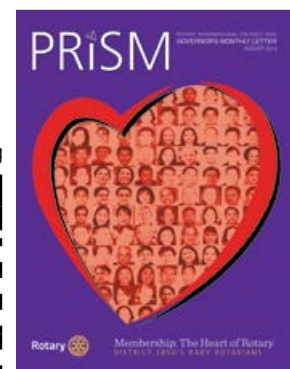
22 District Secretary's Corner
Calculating Attendance



9



13



www.rotary3850.org



ON THE COVER

As we celebrate Membership Month this August, we want to welcome all Baby Rotarians in our District and congratulate all their sponsors and clubs. May our tribe increase!

PRISM is the official Governor's monthly publication of District 3850

WEBSITE <http://www.rotary3850.org>
ONLINE <http://www.rotary3850.org/gml3850online.htm>
PUBLISHER DG Joe Jay Doctora
EDITOR PP Maté Espina
EMAIL prism3850@yahoo.com | maespina@yahoo.com

MAILING ADDRESS
Megapharma, Inc.
2nd Floor, Anesa Bldg., BS Aquino Drive, Bacolod City 6100
Tel. No.: 034.433.7460



Women and your stories

By Maté Espina, Rotary Club of Bacolod Central

August is Membership Month and for this issue, we will dwell on RI's goal to reach P1.3 million Rotarians by the end of this Rotary year.

How do we do this? DGE Oliver Ong, our district chair for membership has a very simple answer—go out and ASK! His article is a must read on how we can achieve our district's target, keeping an eye on women professionals and family members and to simply ASK them.

Governor Jude's message will also give you additional tips in increasing your club's membership including an exercise that all of us Rotarians should do as part of our Rotary journey. Let us ask ourselves, why are we in Rotary? As I Rotarian, I matter because.....?

In preparing for this issue, I asked Elaine, our very efficient admin secretary, to help me disseminate requests for data that I can use for our cover story. When she posted the same on our Facebook page, I didn't expect it will generate that much interest, until I saw emails from Rotarians all over our district flooding my inbox.

Even post the cut-off date given, there were still letters coming in and much as we want to accommodate everyone's story, we had deadlines to beat and space constraints. But let me assure contributors that the articles and pictures you shared will see print in future issues.

For this issue, we have two cover stories.

"All in the Family" is a collection of stories Rotarians sent in response to that FB announcement. Let's get to know sibling Rotarians, power couples, second and third generation Rotarians, cousins, in-laws and other relations that make Rotary a one big happy family. Perhaps their stories will inspire you to ASK your own clan to join your clubs.

PDG Biboy Jocson also shared his memories of growing up as a child of a Rotarian, eventually filling the big shoes his father, PDG Rod Jocson, left behind.

The other cover story came into being when I was listening to RI Director Guiller Tumangan's speech during the recent district handover ceremony at L'Fisher Hotel. Although it was in passing, I was quite perplexed

why there was a particular mention of recruiting more women in Rotary.

As a women's rights advocate, this focus on women piqued my interest and I started asking why.

I went to the web and searched on the early women Rotarians and how they can serve as motivators for our membership chairs in finding the right female candidates for our clubs.

I was taken aback by what I learned. I never knew women were first admitted in Rotary just a few years before I joined my own club.

Most of the stories were quite amusing but very informative. As early as the 1920's, wives of Rotarians were at it, seeking recognition and acceptance. Although their role as an auxiliary group to the club has never been belittled, the spouses wanted more—they wanted the Rotary brand on them.

I never knew till now that there was a deep-seated struggle for women's recognition in Rotary that went all the way to the US Supreme Court. The landmark decision to finally admit women in Rotary was widely hailed, not just in the US, but in other countries where Rotary exists.

But what is more fascinating to note is that, while women Rotarians eventually were the ultimate beneficiary of this court battle, it was the men who started it all.

AG Jerry Olson also contributed his thoughts on the importance of membership retention while Rtn. Illa Luzuriaga shared her Rotary Moments.

A look-see, not just for club secretaries but for all Rotarians, is a reminder from District Sec. JunJun Arceo on dues payment and computing attendance in his DS Corner.

Lastly, I would like to remind everyone who wants to contribute for our GML to please submit your articles early and send picture files individually with corresponding captions. Sending them pasted on word documents reduces its resolution and will never see print.

Again thank you to all the contributors and may many more contribute in our succeeding issues.



August 2014

Gary Huang, Rotary International President 2014-15

In Rotary, we mark August as Membership and Extension Month. There is a good reason why we remind ourselves of the importance of membership early in every Rotary year: because the job of growing our membership is one that we can never begin too soon. It is also a job that we can never stop working on. In order to keep serving, Rotary always needs to be growing!

We have talked for many years about the importance of the family of Rotary. In this Rotary year, I want to make not just the family of Rotary, but our own Rotary families, a priority in our membership. After 37 years of following me in Rotary, my wife, Corinna, finally became a Rotarian last year. We attended the chartering of a new club in Taiwan together, and she said, "It's time for me to become a Rotarian too!" So she joined that club. And soon, so did a lot of other people. Now that club has 102 members, and it's the second-largest club in Taiwan.

Inviting our spouses into Rotary isn't just about getting our numbers up. It addresses the reality that Rotary still has far more men as members than it does women, and that is something we need to work on. When we bring more women into Rotary, our clubs become more appealing to prospective female members—and become more productive as well.

This year we are going to have something new in Rotary: a membership support team pin. This means that if you invite a new member into Rotary, you get a special pin to wear with your Rotary gearwheel. But we all know that the job of growing membership doesn't end when a new member joins. It ends only when a new member is enjoying being a Rotarian and never wants to leave! And making sure that our clubs are enjoyable places to be is a key part of growing membership.

People come into Rotary for all kinds of reasons, but they stay because Rotary is fun to be a part of. So I want to remind all of you to have fun in your clubs and your districts. Rotary is based on the idea that our service is more effective when we serve together with our friends. So let's enjoy our Rotary service, share it with others, and *Light Up Rotary* together!



When do we matter as Rotarians?

Joe Jay "Jude" Doctora, District Governor 2014-15

Let me take this opportunity to express my thank you and appreciation to those who joined me during our Hand Over last July 5, 2014. To those who did not make it, I know you were with us in thoughts and prayers.

Membership growth in Rotary has been an issue that has puzzled me for quite some time now. Every time I am asked to speak in Induction Ceremonies, I always encourage my Best Class Presidents to confront the issue by asking tough questions especially about Membership. Why is it that with the so many good service projects rendered by the 53 clubs in our District; with the many lives that we have touched and changed, membership growth continues to be a challenge to many clubs? My answers to this challenge center on **continuity** and **telling our Rotary stories**. I am a firm believer that for clubs to grow, they have to undertake a strategic planning exercise and extend their planning horizon to at least three years instead of planning on a Rotary year to Rotary year basis. By so doing, the clubs will be able to craft their vision (align with the District Vision) and develop high impact projects that are sustainable and life changing; since continuity between the past, present and future club leaders is ensured.

Concretize this by telling our Rotary Stories, then we have a greater chance of increasing public awareness about the good things that Rotary is doing; about how we light up our communities through our Literacy, Health & Disaster response humanitarian projects. The goal is to inspire people to join Rotary not because of friendship alone but because they believe in our cause and in what we do.

I thought that by answering the continuity and Rotary Stories issues, we can address our membership challenge. But as I go around and talk to many Rotarians, I realize that there is a third question to be asked and

answered....When do we matter as Rotarians or when does our membership to Rotary count and carry weight? And as I kept on thinking, I also realize that the answer to this question is something very personal to each and every Rotarian.

As a Rotarian, I matter because.....is a sentence that I hope all of us Rotarians will try to fill in. Only when we find the answer to this personal question can we go out as Rotarians and inspire others to be like us. Let me share with you an inspiring wisdom that I read somewhere about looking for friends. It is said that when you go out to look for friends, you can hardly find one...**but** if you go out and be a friend, then many will be your friends. The same thing is true with inviting friends to be Rotarians. I am of the personal belief that if we first matter as Rotarians, we will find many friends who would also like to be Rotarians.

Let me likewise take this opportunity to remind all clubs of some best practices to increase Membership and Retention:

1. Conduct a "*Balik Rotary*" Fellowship targeting quality former Rotarians;
2. Conduct classification survey and analysis to identify classification gap within the club for a focused membership search;
3. Never fail to conduct a proper and professional New Member Orientation to new Members;
4. Involve the family of new Members in the induction ceremony;
5. Increase female club members;
6. Have a fun and enjoyable weekly meeting;
7. And, among others, do not forget to ASK (by DGE Oliver Ong).

My fellow Rotarians, let us have a great time serving humanity and let us matter as Rotarians. Cheers!

District 3850 vows to light up communities

Rotarians in District 3850 were urged to “light up” communities and strengthen the “power of giving and volunteerism,” as they continue their community and humanitarian service. This was the challenge issued by District Governor Joe Jay “Jude” Doctora during the District Handover and Oath Taking of Best Class Presidents and District Team at the L’Fisher Hotel last month.

Members and officers from Negros, Panay and southwest Mindanao were in attendance to witness the transfer of leadership from Immediate Past District Governor Mark Anthony “Mark” Ortiz to Gov Jude in the presence of RI Director Daumonguiller Tumangan who was also the inducting officer.

In his inaugural speech, Governor Jude told Rotarians to “get out of the comfort zones of your clubs” and start working with each other, letting



DG Jude Doctora with the Best District Team.

people know that Rotary is serious in lighting up communities through the three main programs our district will implement in the coming years—the creation of Rotary Libraries, Rotary Health Centers and strengthening of the District Disaster Response Team.

RC Zamboanga City West has started planning on the first health center in our district and another one is about to start in Iloilo by the Rotary Club of Metro Iloilo.

Ortiz in his valedictory address stressed the need to strengthen the Disaster Response Team after two tragedies that fell under the areas of District 3850—the Zamboanga siege and Typhoon Yolanda. “It is during those times that the Rotary spirit should spring into action,” Ortiz said and it did as he thanked all those who gave their support to him and to the disaster team during his term.

Gov. Jude said if everyone will do their share, “what is seemingly impossible will fall into place and before we know it, our dreams will be realized.”

During the handover, Gov. Jude inked a Memorandum of Agreement with District 3830 represented by District Governor Angelito Colona that aims to enhance partnership in programs and fellowships between our districts.



Rotary International Director Guiller Tumangan inducts DG Jude.



IPDG Mark Ortiz dons the medallion on DG Jude as wife Jane, daughter Patricia, and PP Louie Gonzaga look on.



MOA signed between District 3830 and 3850. (L-R) DGE Oliver Ong, District 3830 Gov. Lito Colona, RI Dir. Guillen, DG Jude and DGN Ronnie Gabalda.



(L-R) DS Jun Jun Arceo, IPDG Mark, RI Dir. Guillen and DG Jude share a light moment.



DG Jude with Lady Jane, daughter Patricia and family.

RC Bacolod launches *Rotary Service on Wheels*

After three years of planning and looking for donors, the 1.7M pesos “Service on Wheels” truck of the Rotary Club of Bacolod is finally operational, bringing its community services closer to the people.

PDG Edgar Sy, program chair said it was “an uphill climb but with the support of my family, friends of Rotary and donors, our challenges and sacrifices paid off and we finally realized our dream.”

The Rotary Club-Red Cross Service on Wheels (RCRC S.O.W.) program will also help DG Jude’s thrust in Literacy, Health and Disaster Response as it aims to promote health, water and sanitation, hygiene in schools and depressed communities and provide nutritious, fortified hot soup to



RC Bacolod’s SOW truck served hundreds of constituents during its launch last July.

children and those in evacuation centers during disasters among others.

The service on wheels truck went on its first journey last July 13, 2014, serving soup to more than 700 patients and volunteers during the Bombo Medico Medical Mission where 167 also availed of free blood-typing.

As it rolls down the streets the SOW is now part of “Lighting Up” the lives of the people.

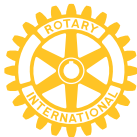


RC Victorias Pres. Nathaniel Villasor turned-over two motorized boats to fisherfolk in Brgy. Tumongtong, EB Magalona in the presence of village officials.

AUGUST 2014 EVENTS

Rotary



<div>Rotary</div> <div></div>		1 FRI		2 SAT		
		CLUB VISIT • RC PAGADIAN		12NN CLUB VISIT • RC METRO BUUG 7PM JOINT GOVERNOR'S ADDRESS ZONE 9		
3	4	5 TUE	6 WED	7 THU	8 FRI	9 SAT
		7PM CLUB VISIT • RC BACOLOD WEST	12NN CLUB VISIT • RC BACOLOD NORTH 7PM CLUB VISIT • RC BACOLOD CENTRAL	6PM CLUB VISIT • RC KABANKALAN	7PM CLUB VISIT • RC BACOLOD EAST	12NN CLUB VISIT & INDUCTION • RC ESCALANTE
10 SUN	11 MON	12 TUE	13 WED	14 THU	18 FRI	16 SAT
7PM CLUB VISIT • RC ZAMBOANGA CITY NORTH	3PM CLUB VISIT • RC ZAMBOANGA CITY CENTRAL	11AM CLUB VISIT • RC BASILAN 7PM CLUB VISIT • RC ZAMBOANGA CITY WEST	7PM CLUB VISIT • RC METRO ZAMBOANGA	12NN CLUB VISIT • RC IPIL SIBUGAY 7PM CLUB VISIT • RC ZAMBOANGA CITY EAST	12NN CLUB VISIT • RC BONGAO	12NN CLUB VISIT • RC ZAMBOANGA CITY DISTRICT GRANTS MANAGEMENT SEMINAR ZONES 10 & 11 7PM JOINT GOVERNOR'S ADDRESS ZONES 10 & 11
17	18 MON	19	20	21	22	23
	7PM CLUB VISIT • RC METRO BACOLOD		CLUB VISIT • RC SILAY	ROTARY DAYS WITH RI PRESIDENT GARY HUANG AUGUST 21-23	8:30AM DON BOSCO IN ALABANG ROTARY COMMUNITY CORPS EVENT	
24	25	26 TUE	27 WED	28 THU	29 FRI	30 SAT
		7PM CLUB VISIT • RC METRO ILOILO	12NN CLUB VISIT • RC METRO ROXAS CENTRAL 7PM CLUB VISIT • RC METRO ROXAS	12NN CLUB VISIT • RC ROXAS 7PM GOVERNOR'S ADDRESS ROXAS CLUBS	11AM CLUB VISIT • RC KALIBO 3PM CLUB VISIT • RC METRO KALIBO 7PM JOINT GOVERNORS ADDRESS KALIBO CLUBS	7PM CLUB VISIT • RC BORACAY 3PM CLUB VISIT DISTRICT GRANTS MANAGEMENT SEMINAR ZONES 8 & 9



Gov. Jude Doctora with the Best Class Presidents

Rotary: A *gender-neutral* organization

By PP Maté L. Espina



Rotarian Spouses, PDG Nanette Garcia (Bacolod Central) and PDG Chick Garcia (Bacolod North)

Rotary International President Gary Huang's membership development goals include increasing Rotary's membership to 1.3 million, urging Rotarians to invite more women and young adults, including their spouses and family members.

The same challenge was issued recently by RI Director Guillerm Tumangan during last month's Handover Ceremony at L'Fisher Hotel, stressing on increasing women membership in our clubs.

This call, heeded by our District Governor Jude Doctora, encourages Rotarians in our district to invite their wives to become full-fledged members of Rotary.

So why the sudden focus on women? This is not something really new to our district where we have quite a number of female Rotarians, many of them occupying or have occupied vital leadership positions.

We've had the first female District Governor in Nanette Garcia (Bacolod Central) for RY 2004-2005 who is the wife of Past District Governor Ramiro "Chick" Garcia (Bacolod North) and PDG Emma Nava (Central Iloilo City), the second female to occupy that post for RY 2008-2009, wife of PDG Oscar "Oca" Nava, Jr. (Iloilo City).

In district gatherings, female presence has never been a problem either, until one looks closely at the composition of clubs in our district. Then it becomes clearer, we are facing the same challenge like all other districts—we are still far from the ideals of a "gender-neutral" organization.

Our district team for example has a total of 16 female Rotarians chairing various committees out of 67 and we have 13 women presidents out of 53 clubs or just over 20 percent.



PDG Emma Nava (Iloilo) during her term with members of RC Roxas

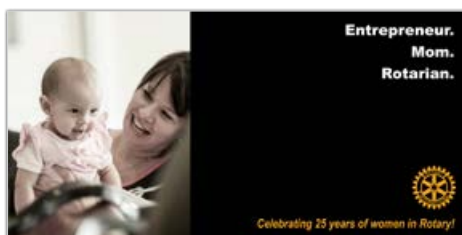
We still have plenty of all-male Rotarian clubs in our district but they cannot be faulted for gender bias because the lack of female members is overly compensated by their very active Rotary Anns as in the case of Rotary Clubs of Bacolod North and Zamboanga City West among others.

However, it gets more interesting though if we look up the gender journey of Rotary and try to comprehend where this challenge is coming from, what direction is RI setting.

Only in understanding the underlying significance of women's presence in Rotary will we get to realize that yes, we should heed the call and open our clubs to female members who will become potential leaders of this organization.



The Rotary Anns of RC Bacolod-North doing their share of community work at the St. Mary's Home for the Aged



Rotary ads celebrating 25 years of Women in Rotary.

Rotary's Gender Journey

A search of the web showed claims of an all-women Rotary club as early as 1911 in Duluth, USA, headed by Irene (or Ida) Buell, a lawyer and another similar club in Minneapolis. According to the Rotary Global History Fellowship site, Mrs. Buell was allowed to speak in the 1912 Rotary Convention where she sought support for establishment of women clubs but that appeal was ignored.

Similar stories seeking the entry of women in Rotary abound through the years, but none was ever successful.

But despite their non-inclusion in Rotary clubs, Rotary founder Paul Harris held women in high-esteem as written in his 1935 book, *The Rotarian Age*, where he wrote, "It is heartening also to know that the wives, daughters and mothers of Rotarians in many

cities, impressed with the value of Rotary have organized clubs of their own and are doing effective service in charitable enterprises."

However, women as members were clearly not palatable at that time and they were mostly relegated, if at all, as members of auxiliary clubs.

In fact, in 1921, wives of a Rotary club in Chicago created the "Women of Rotary" club led by Mrs. Alwilda Harvey as its first president. It became a celebrated club and successful in its own community work. Despite that, the RI Board refused to allow them to use their chosen organizational name and later had it changed to "The Women of the Rotary Club of Chicago," clearly impressing that they were not officially recognized members of the organization.

In 1950, at an RI convention, an enactment to delete the word "male" from the Rotary Club Constitution was proposed before the Council on Legislation but no action was made. Fourteen years later, in 1964, the council's agenda included the proposal to allow the entry of women into Rotary clubs but again, delegates voted that it be withdrawn.

The same proposals were submitted in 1972 and again in 1977 but though these were snubbed, the Rotary Club of Duarte, California, with only eight members, went ahead and admitted three women into their club. Clearly a violation of the RI Constitution, the club's membership was terminated by RI the following year after their refusal to terminate women members.

The Duarte Experience

Duarte members, despite their small numbers, remained unfazed and went on to appeal their case, sending one of their members to the Tokyo RI Convention in 1978 to bring the matter before the whole body.

What was just a club concern became a community battle as Duarte residents helped in raising funds for the appeal. While RI allowed the hearing of the appeal, the final vote was 1060 to 34 against changing the RI constitution in allowing the entry of women.

Despite that, the club continued to meet and since they were not anymore official recognized by RI, they placed an X over the Rotary emblem and called themselves "The Ex-Rotary Club of Duarte." Not letting up, the club went

further and filed a case against RI before the Los Angeles Superior Court.

The case went on trial in 1983 but Duarte lost. An appeal was made and in 1986, the State Appeals Court of California reversed the earlier decision stating that "Rotary Clubs are business establishments subject to regulation under the state's Unruh Act which bans discrimination based on race, gender, religion or ethnic origin."

It didn't end there. RI went on to exhaust all legal means appealing the decision all the way to the US Supreme Court. On the sidelines though, the call for women to be admitted in clubs was gaining ground and in 1986, the Seattle International-District club admitted 15 women and joined the Duarte case before the Supreme Court.



Club banner of Rotary Club of Duarte

On May 4, 1987, in a unanimous decision, amidst much media publicity, the US Supreme Court affirmed the California court's ruling and stated that Rotary clubs may not exclude women from membership on the basis of gender. This spread like wildfire all over the globe where Rotary clubs exist.

But even prior to the issuance of the Supreme Court decision, since there has been an earlier California State Court's decision recognizing Duarte, the club's incoming female president, Sylvia Whitlock, was invited to attend the California PETs where she stood out as the lone woman among a sea of 310 men.

Then Governor Tim Keen Sui of District 5300 in reference to the Duarte battle said, "This is a case of the mouse that roared." That same quote is now enshrined in the Duarte's club banner to remind everyone of their fight and their pride and where they boldly stand for "equal opportunity in service."

And although officially, RI changed its Constitution and By-laws admitting women only in 1989, Whitlock retains the distinction of being the first female president of a Rotary club. She eventually became District Governor for District 5300 in 2012.



PDG Sylvia Whitlock, the first female president of Rotary.



RI Vice-President Celia Cruz de Giay

Women in Rotary

When RI finally eliminated the requirement that membership be limited to men, in a year's time, more than 20,000 women were admitted as members worldwide and a decade later, this number reached almost 200,000 and counting.

Since then, women Rotarians have taken leadership positions both at the club and district levels. In 2005, we saw the male-dominated RI Board started selecting female Rotarians to head various RI committees.

In 2013, the RI Board voted Anne Matthews as the first woman RI vice president. This Rotary year, we also have another female RI vice-president in Celia Elena Cruz de Giay who along with Directors Mary Beth Growney Selene and Julia Phelps form the three women leaders among 20 members of the RI Board of Directors.

The fight to admit women Rotarians have been fought for decades. With the progress and the direction RI is taking, perhaps it may not take another decade to see Rotary International with a woman at its helm.

As Governor Jude stressed, "it is the same direction that we, in District 3850 should take."

It is not to diminish the role of men in Rotary but to enhance our composition. It is not an issue of gender dominance but an issue of strength in numbers.

In the final analysis, whether one is male or female, as ruled and enshrined in our revised Constitution and By-Laws, we are all Rotarians, a word that has no gender anymore.



Gov. Jude Doctora with the female-dominated club of Zamboanga-Central.



Women Power is evident in Rotary Club of Bacolod-Central with Justice Sec. Leila de Lima during their recent induction.

Rotary



Now is our chance to change the world. To make sure no child is disabled by polio ever again.

Join In. Speak out. Donate. Be a part of history.

endpolionow.org

We Are
ThisClose to Ending Polio



Jed Patrick Mabilog
City Mayor of Iloilo



I am Iloilo: Vibrant city, world mayor, great people!

Iloilo City is a bastion of sea trade even during pre-Spanish time, having made barter and economic ties with foreign counterparts and partners from as far as China and the Pacific. The tradition of sea-faring and deep love for exchanging ideas is etched in its history, culture and tradition.

The olden Iloilo City has long been regarded as an economic juggernaut during the sugar trade of the 1900s, even establishing robust export/import agreement with European countries for its weaving industry, spice, sugar and other exotics. This, aside from the Spanish colonial houses and mestizos who were foreign educated or were products of universities in imperial Manila who basically brought the city's prestige to higher echelon—enough to rival that of the national capital.

Iloilo City boasts of several century old churches—which deeply entrenched religious fervor; and also several universities dating as far back as the Jesuits and Spanish friars—which imprinted high regards for education among Ilonggos.

However, the grandeur of this once majestic city was effaced by other growing cities in terms of infrastructure, economic growth and political will.

The growing number of educated masses and concerned people of Iloilo City felt the need to resuscitate the real “Queen City of the South” into its former glory.

There is sudden yet steady campaign to bring back the love for Iloilo City, and thereby make it the best and most livable city in the country, and the world.



Excellent leadership, progressive mayor



The quest to redeem Iloilo City's former glory lies in the hands of leaders willful enough to effect change but careful to preserve and nurture its proud cultural heritage.

As Iloilo City is home to one of the most educated electorates, being the center of education in the entire region, it is no wonder then that the Ilonggos are not easily swayed by promises and showy-display of political prowess. In fact they are a nitpicky people when it comes to choosing capable leaders.

One of those is the current City Mayor, Jed Patrick E. Mabilog.

He was elected as the No. 1 City Councilor in the 2004 elections on his first foray into city politics. Then he became the elected City Vice-Mayor in 2007 elections garnering 93 percent of the total votes; and was ultimately elected as the City Mayor in 2010 and re-elected in 2013.

Under his leadership, the city has received several awards and recognition and has attracted several multinational investors in the field of energy, business processing and outsourcing, real estates, medical and health tourism, and education, among others.

Mayor Mabilog's foremost accomplishments for the city include the now on-going construction of the Iloilo Convention Center, a joint venture by Megaworld and the local government, at the Iloilo Business Park in Mandurriao district. It is now being built on a 1.7 hectare lot funded collectively by Senator Franklin Drilon's annual Priority Development Assistance Fund, the Department of Tourism, and the Tourism Infrastructure and Enterprise Zone Authority.

The entire area is also now teeming with construction of several hotels and conglomerate buildings, intended to doubly increase the city's economy.

Moreover, Mayor Mabilog has acknowledged the Ilonggos' love for education. It is with his leadership that the Iloilo City Community College (ICCC) was built. It currently offers scholarships and free trainings to indigent yet deserving students.

The ICCC is the mayor's brainchild. The learning institution is committed to develop Iloilo City's youth into morally upright citizens laden with knowledge, professionalism, and the value of service to society.

ICCC is envisioned to be Iloilo City's instrumentality in molding the youth to become productive and globally competitive. It will provide Iloilo City and the global community with cutting edge talent supply needed for growth and sustainable development.

Iloilo City is definitely poised for more innovative and productive governance under Mayor Mabilog. In fact, he is currently a shortlisted in the 25 finalists for the 2014 World Mayor Prize of The City Mayors Foundation.

The World Mayor project aims to raise the profile of mayors worldwide and honor those who have served their communities well and who have made contributions to the well-being of cities.

"Being city mayor is a humble privilege that is given by the people who believes in my vision; and being able to hear their stories, learn of their hardships and then help them reach their full potentials. It's not all about politics, it's about working for your city, uplifting your people, and leading the way," Mayor Mabilog said.

Boosting Iloilo City's tourism

Iloilo City prides itself of several tourism destinations, which will definitely helped to improve its economic potentials and in its bid to be a premier city. Among its tourism draws are the Iloilo River Esplanade, the Molo Church, Jaro Cathedral, Nelly Garden, and the New City Hall Building. This is aside from several heritage houses, museums, cen-

tury old universities and mansions.



The **Iloilo Esplanade** is the most recent "IT" place among Ilonggos and foreign friends. Designed by renowned architect Paulo Alcazaren, it was built along the Iloilo River in Mandurriao District. The 1.2 kilometer esplanade was made for open-air dining, walking, eco-tourism events, venue for health and recreation, or friends who want respite from the city life. It is said to be one of the most stunning bay walks in the Philippines. It was opened to the public on August 18, 2012 by no less than world boxing champ Manny Pacquiao.

The Church of St. Anne, commonly known as **Molo Church**, is a Roman Catholic parish church located in Molo District. It was built in 1831 and features Gothic architectural styles, and also boasts of an all-female Saints standing on each pillar. Local historians agree that Dr. Jose Rizal prayed at the church and admired its paintings, on his way back to Manila from his exile on August 4, 1886.



The **Jaro Cathedral** is located in the district of Jaro. A distinctive feature of the cathedral is that the bell tower is located across a busy street from the church. This is unique feature since most belfries are built next to their churches. Another feature of the church is its all-male saints placed on the columns of the church,

which is in contrast with Molo Church's all-female theme.



The **Nelly Garden** is said to be Queen of Heritage Houses in Iloilo. It was built in 1928 and patterned after the Beaux Art of the French mansions in Paris. The mansion was former home to Ilonggo philanthropist and statesman Don Vicente Lopez and his wife Doña Elena Hofileña. Iloilo socialites in the olden and colonial days used to dance within its halls. The mansion has gained an iconic status representing the old grandeur of the city.



The new **Iloilo City Hall** reflects the vibrant development of Iloilo City, and is a tourism draw itself. In fact, most guided-tours in the city are encouraged to start in the City Gallery at the ground floor, which displays the city's rich history, festivals and products. Tourists can then proceed to the roof-top to have a panoramic view of the entire city, as well as see the verdant island of Guimaras. The new city hall has a classic yet modern design and has incorporated the renaissance dome with columns into the architecture. Atop the dome is the 15-foot bronze statue of "Lin-ay," composite characteristics of a traditional Ilongga woman. It is also a "green building," since it conserves energy through its solar panels, makes wise use of light and has waste-water treatment facilities.

"Our aim is to transform Iloilo City into a walkable city where tourists stare in awe of our majestic mansions, hundred-year church spires and columns, the city's natural beauty, and the hospitable people who are proud of it!" Mayor Mabilog exclaimed.

World-renowned Dinagyang Festival



Iloilo City's vibrancy is deeply rooted on faith as shown by its world-renowned Dinagyang Festival. In fact the festival has been given the Presidential Award for "Gal-ing Pook" in the Social Project Category.

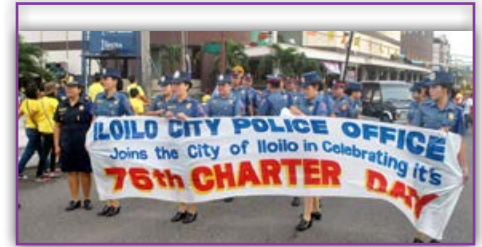
History wise, Dinagyang began after Rev. Fr. Ambrosio Galindez, of a local Roman Catholic parish, introduced the devotion to Santo Niño in November 1967. In 1968, a replica of the original image of the Santo Niño de Cebu was brought to Iloilo by Fr. Sulpicio Enderez as a gift to the Parish of San Jose. The faithful, led by members of Cofradia del Santo Niño de Cebu- Iloilo Chapter worked to give the image a fitting reception.

In the beginning, the observance of the feast was confined to the parish. The Cofradia patterned the celebration on the Ati-atihan of Ibaday, Aklan, where natives dance in the streets, their bodies covered with soot and ashes, to simulate the Atis dancing to celebrate the sale of Panay. It was these tribal groups who were the prototype of the present festival.

Today, Dinagyang has travelled around the world, having received regular invitations from several countries to perform. The festival has showcased Ilonggo revelry, unique music and joy to fellow Filipinos and friends in as far as Guam, Hawaii, New York, Chicago and other American states. It also graced Hong Kong, as well as several key cities and festivities in the country.

Dinagyang has become the tourism trademark of Iloilo City. Mayor Jed said that "this world-renowned event surely encapsulates the pride, culture, heritage and devotion of the Ilonggos, as we progress towards being the best city in the world."

Iloilo City Charter Day



The Mayor also knows that Ilonggos need to relearn the city's history and create a sense of ownership—one that will rouse their spirit to serve their city with pride. This led him to initiate the Charter Day celebration in 2010.

It is a 40-day celebration beginning July 16 and climaxing on August 25. It aims to create public awareness of the history and development of Iloilo as a City; arouse community sense of pride of place; and showcase the celebration as link to culture and heritage. Like Dinagyang Festival, it is a product of Iloilo's unique brand of public-private partnership style of governance.

Mayor Mabilog saw the importance of the Charter Day Celebration and rallied the support of the Ilonggos to finally celebrate its cityhood, and ultimately instill pride.

"The Charter Day celebration is the Ilonggo way of acknowledging our rich history, our journey from a small yet persevering town, into becoming a formidable city of loving people," Mayor Mabilog said.





Go out and ASK!

By DGE Oliver N. Ong, District Membership Development Chairman

As I serve as your District Membership Development Chairman for the second year, I could not reiterate further that the first step in our Membership campaign is to ASK! Ask a family member, our spouse, a friend, an acquaintance, a colleague, a former member, a Rotaractor, a GSE Alumni to join Rotary.

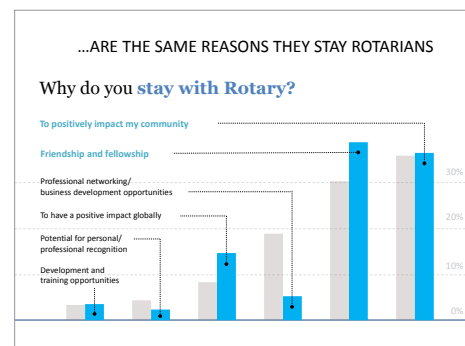
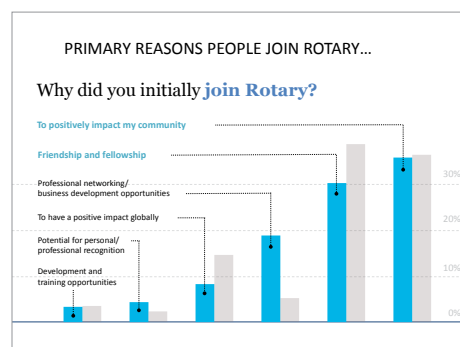
We were all set last year to conduct the District Membership Development Seminar in Iloilo and Zamboanga with PDG Rolando "Oyan" Villanueva, the Regional Membership Coordinator for Zone 7A as the Lead Trainer, but had to be cancelled due to Typhoon Yolanda and the Zamboanga Siege. We never got back on track as our focus shifted to Disaster Relief. Notwithstanding the enormous challenges our District faced, our membership still grew by 3.75%, from 1,254 members starting on July 1, 2013 to 1,301 on June 30, 2014 with a net gain of 47 new Rotarians. It only showed that our clubs were keenly aware of the importance of membership growth and what additional members can do to Rotary Service and Fellowship. Can you imagine the result if we have had the District Membership Seminars, with Rotarians equipped with the knowledge of Membership Development and Retention?

We start the RY 2014-15 with high hopes and dream a membership target of 1,500 members. Are 199 new members spread over 53 clubs a realistic target? I am very confident that WE CAN reach the target. For one, the Rotary Club of Zamboanga City North inducted 7 new members

last July 12 and I am positive that other clubs are pursuing their own membership goals. Please take note that R.I. will honor Rotarians with Membership Recognition pins for proposing new members.

In a meeting in Bacolod last July 5 with District leaders and Best Class Presidents, R.I. Director, Guiller Tumangan, appealed for just a 1% increase or 60 new female members. Again, it's so doable as women are just as engaged as men in business and industries. You can see them in all professions and we should keep a sharp eye and invite them to Rotary. Again, the answer to our membership campaign is to ASK!

To help our clubs meet and hopefully exceed their Membership goals, we will invite the Regional Membership Coordinator again this year to conduct a seminar on Membership Development and Retention. Getting new members is easy but the challenge remains in the Retention. How do we "Rotarize" our members so Rotary becomes a service organization of choice? Take a look at the charts below and please note why people join Rotary and why people stay with Rotary.



Source: PDG Rolando "Oyan" Villanueva, Rotary Coordinator, RI Zone 7A – Retain to Gain Presentation

To make the committee more responsive, DG Jude Doctora saw the wisdom of creating Membership Area Focus Teams and I am very happy with the set up that I will continue it as your District Governor next year. Working closely with me are DGN Ronnie Gabalda who will handle clubs in Zone 1-3; PP Bing Santamaria in Zone 4, PP Jundad Legislador in Zone 5-7; PP Rene Luy in Zone 8-9 and yours truly in Zone 10-11. We will impose upon ourselves to work closely with you and together we will reach our membership goals of 1,500 members by March, 2015. Feel free to call on any of us should you have any concerns.

It has been our thrust to increase membership for obvious reasons. The more members, the better and more fun Rotary service will be. But to me and I'm pretty sure to many of you, it has become personal. I have found many great friends in Rotary, in and out of our district. And definitely, it has enriched my life. Working with like-minded people is simply a lot of fun. And I'm positive that they are just waiting to be asked to join. So let's go out and Ask!

In choosing Rotarians

By AG Jerry Olson, RC Metro Roxas



I have many Rotary Moments but since this is Membership Month, I wanted to tell you a story about a club that was once the largest in District 3850.

The year was RY 2008-09 and at the start of that year, the club had around 50 members. By the end of that Rotary year, the club grew to 82 members. It was the largest

membership growth in the district gaining over 30 members and it was a club that thrived during Discon 2009. It was a proud moment for the club and for the President.

But within all the acclimates of a fantastic year came a momentous landslide for the club the next RY 2009-10 and the new President was faced with a challenge that many will never see in their Rotary Service.

It was SARs time and most of the Rotarians that joined during RY 2008-09 suddenly stopped attending meetings and projects. Nothing could be done except drop them off from the rosters. By the end of RY 2009-10, the same club that gained recognition for its membership effort the previous year, is now the club that had the largest membership drop in the district.

It went downhill till RY 2011-12 when the club gained four members. The following year however, the club again had to drop 11 Rotarians and stabilized with 25 members. This past RY 2013-14, the club gained three members to where it stands today with 28 members.

I'm trying to drive home a point in telling you the history of this club over the last six Rotary Years.

Membership Growth in a club is very important to its health, but it can also be very unhealthy. It's not about winning all the awards at Discon during one's presidency. It's about how you leave the club for the next Rotary Year. And sometimes, as Presidents, we overlook these things.

Let us be reminded that when we add new members to our clubs we should follow Rotary's guides for potential club members. Screening is very important and we want Rotarians that will stay and become assets to our clubs. If we follow these guidelines we will gain good and quality members and retention will be strengthened.

For each Rotary Year that we gain new good members our club will become *vibrant* and *strong* with active members that are really willing to live the "Service above Self" principle.

And as our Rotary Theme this RY 2014-15, together let us "Light Up Rotary" as never seen before!

Serving humanity through Rotary

By Rtn. Illa Luzuriaga, RC Bacolod South

It's yesterday once more... how time flies! "Parang kailan lang", or so it seems, when I was quivering in front of a panel of judges, praying fervently and trying my luck to



make it to the Group Study Exchange (GSE) Team screening which was crafted to visit Brazil (Province of Minas Gerais) in 2002.

I can vividly recall that day when I underwent the final interview for the GSE team, at the then Bascon Hotel along Gonzaga Street, Bacolod City. That time, I was assigned at RCBC-Antique (San Jose) as its Branch Manager, and the club that sponsored my nomination was RC Iloilo West (I thank God for this wonderful blessing of having been able to meet that club).

As Heaven willed it, I was blessed to be part of that great GSE team. There were five (5) of us members—Beng Climaco, Eric Divinagracia, Maricar Villanueva, Aristides Tan and me. Our fun & ultra-gracious team leader was PP Louie Gonzaga. Right after returning from the GSE trip in May 2002, I was immediately invited by RC-Antique to join them. Governor Phil Abello inducted me into Rotary. The rest is history.

Now, I belong to the Rotary Club of Bacolod-South family, and I truly cherish the many projects that our club has been undertaking, such as the "Operation Tuli", Busog-Lusog-Talino program (which we have been jointly working with the University of St. La Salle-Bacolod), and the Academic Excellence Contest which has been a flagship program of our club ever since among other service programs that our club is involved with.

It is always My Rotary Moment when I see a child smiling, when I see the persons with disabilities beaming with joy and gratitude, when I encounter teachers expressing their heartfelt thanks, when I encounter each soul reaching out to our club during projects. Each moment I reach out is a precious Rotary moment.

I am humbled to be given by our Good Lord the chance to be His vessel and instrument to serve humanity through Rotary. Thank you dear God for Rotary and for giving me friends with a heart for service, and thank you RC Bacolod-South for accepting me wholeheartedly.

I look forward to many more years in Rotary, so that I can contribute to creating more Rotary (service) moments for others, that they may see the goodness of God, and may find hope in their day-to-day struggles. After all, Rotary is not just about friendship and fellowship, but giving love to the needy. God bless & God speed to Rotary.

All in the Family

Rotary has always encouraged activities involving spouses, children and other family members. Thus, it is just a matter of time before Rotary becomes a part of family life.

Through the years, Rotary International has evolved, giving cognizance on the importance of family thus the recent official call from RI—get them to be officially part of Rotary’s family. Perhaps unknowingly, or maybe knowingly, RI saw the progress and fervor in Rotary activities when family is involved, thus this direction from RI President Gary Huang.

In our district though, this is not new at all. Spouses and

children have been introduced to the Rotary way from the moment a member is inducted which is why we actually have third generation members like Rotarian couples PDG Ramiro “Chick” Garcia and PDG Ma. Victoria “Nanette” Garcia.

We also have lots of second generation Rotarians too like PDG Rafael “Biboy” Jocson whose late father, Dr. Rodolfo Jocson, served our district as governor in RY 1977-78. (see side story)

Even without the RI challenge, our district boasts of many Rotarian couples, their siblings and children who have joined the organization. These are just some of them.

PDGs Oca and Ems Nava

The Navas of Iloilo exemplifies what a Rotary Family is.

Past District Governors Oscar “Oca” Nava, Jr. and Emma “Ems” Martinez Nava have contributed much to RC Iloilo City and are major contributors to The Rotary Foundation.

Oca was a charter member of the club while Ems got involved with the club’s Rotary Anns. Both would become district governors with Oca serving in RY 1997-98 and Ems in RY 2008-09.

All of their four children were Rotex delegates. Daughter, Pia Angela, was a Rotex to RI District 7260 in Long Island, New York. She later joined RC Central Iloilo City and was also a former president of the Interact Club of Metro Iloilo.

Son, Oscar Reuben was a Rotex to District 6670 in Ohio while his sister, Amanda Joanna went to District 7750 in Clemson, South Carolina. The youngest, Alyssa, went to District 7910 in Needham, Massachusetts. All four children are Paul Harris Fellows.

The Santamarias in Kalibo



PP Vic & PP Bing Santamaria

In RC Kalibo, we have Centennial President Victor “Vic” Santamaria and his wife, PP Methuselah “Bing” Santamaria who led the club in RY 2011-2012.

PP Bing is a GSE alumnus, a member of the GSE Team of D385 in 1989

who went to D- 530, California & Nevada, USA. It is the same Rotary district that first embraced female membership. Coming home to Kalibo after the GSE program, she expressed interest to become a member but RC Kalibo then had not opened its membership to women.

In 1996, Vic was recruited to join Rotary and Bing subsequently got involved with the Association of Rotary Spouses, an auxiliary partner of the club. When Vic took over the presidency in 2004, Bing got herself more into the club’s activities until members encouraged her to take the oath which she did, following her husband’s term. Both are Paul Harris Fellows.

During Vic’s presidency, he recruited his sister, Ramona “Mona” Santamaria-Magayanes who went on to become the club’s president in RY 2013-14. Mona is also a Paul Harris Fellow. Bing on the other hand, recruited her nephew, Alexys Talamera Apolonio, who was last year’s



PP Vic & PP Mona



Rtn. Norberto Buyoc

PP Generoso Trieste

Most Outstanding Club Secretary for big clubs.

Rotary seems to be a way of life for the Santamarias. In 2010, Vic and Bing sent their youngest daughter, Toni Ann to Colorado, USA as a Rotex and their family also opened their home to a Rotex from Minnesota.

RC Kalibo also boasts of a father-daughter tandem in Norbert Buyoc who joined the club in 2004 while his daughter, Maribeth Buyoc-Celiz joined in 2010. The club also have PP Lino Diapo, PHF and his brother-in-law PP Generoso Trieste, PHF.

The Molinos of Roxas



PP Fred and PP Hesperia Molino

PP Fred Molino became a member of RC Roxas, ascending to the presidency in RY 1996-97. His wife, Hesperia “Nena” Molino joined RC Metro Roxas-Central, serving as its president in RY 2011-12 and again re-elected as president for this Rotary year.

Their daughter, Helen Grace Molino David, joined her mother’s club and serves as club director for this year while Helen’s daughter, Patricia Alexis Molino, is an interact member of their club.

The power couple of RC Central Iloilo



PP Alex and PP Bopeep On

They are tagged as the “power couple” of RC Central Iloilo City.

PP Alexander “Alex/Alec” Ong joined Rotary in 1996 but when he took a leave of absence from the club for over a year due to a “tour of duty” in Doha, Qatar, he asked

his wife, PP Daphne “Bopeep” Ong to join the club in 2008 to “fill the void” in his absence.

During Alex’s presidency in RY 2001-02 he was able to bag the club’s very first Outstanding President and Outstanding Club awards, a feat that was duplicated by PP Bopeep 10 years later, during her term as president.

Since then, their Rotary involvements were not just confined in their club but spread to the district level where they served in various district positions. Their two sons, Nikko and Dale, are also very active Rotaractors and involved in most of the club’s activities. Alex and Bopeep are both MPHFs and their sons are also Paul Harris Fellows.

The Verar Brothers of Zamboanga—Giving back



Rtn. Gerry Verar and wife, Lanie

The Verars come from a family of humble beginnings. Their father was a jeepney driver when he moved to Zamboanga where he met his spouse, a librarian in one of the local universities.

With perseverance and hard work, the Verar couple made it possible to provide for their six children and alleviate their lives.

In their own humble way, the couple helped others along the way, giving those who need it most, “a chance in life.”

These values inspired the siblings to emulate what their parents have done and found those same values practiced in the Rotary.



Rtn. Manny Verar and Mariz

Gerry Verar, the eldest among them, joined RC Zamboanga City West in 2011, while Manny Jr., the youngest among the siblings joined RC Zamboanga City North in 2013.

In their words, the Verar brothers said, “Coming from a family that grew up seeing our parents help alleviate the lives of others inspired us to join Rotary where part of our existence as an organization is finding fulfillment in

helping others.”

Women Rotarians in the Family



PP Dot with PP Bhyng

Lawyer, Dorothy Mission “Dot” Sandalo-Cajayon is a Charter Member of RC Zamboanga City Central when it was established in 1990. She is the first in the district to receive the Most Outstanding Club Secretary Award in RY 1992-93 when

the category was included in district awards. She later became president of their club in RY 1996-97.

PP Dot is married to Alberto R. Cajayon, a former member of RC Zamboanga City West. They have 4 children, one of whom joined Rotary in 2003.

PP Sheilla “Bhyng” Cajayon Lee joined Rotary through the Rotaract Club of RC Zamboanga City Central during her mother’s term as president. Dot later sponsored her daughter’s membership and just like mom, Bhyng was also awarded as Outstanding Club Secretary for the RY 2006-2007.

Dot was also instrumental in introducing her older sister, PP Eleanor “Ely” Sandalo Francisco to Rotary. Ely became club president in RY 1999-2000.

Three generations of Rotarians



Rtn. Madel Chiong Aguila Lim

Maria Adelaida “Madel” Aguila-Lim is a third-generation Rotarian and practically grew up with her world revolving around Rotary.

She described her official entry to RC Ozamiz-North in RY 2012-13 as a mere formality saying, “I have been a Rotarian ever since I was nine-years-old but was formally inducted when I was twenty-six.” With Rotary a part of her life from when she can remember, the only difference she sees between

now and then is that “I’m able to participate and contribute in the meetings now.”



PDG Wilfredo Chiong

The first Rotarian in their family is her maternal grandfather, the late Atty. Wilfredo “Fred” G. Chiong, Sr., who joined the club in RY 1974-1975, becoming its president a couple of years later and our District Governor in RY 1990-91.

Madel said she got to memorize the 4-way Test early on, seeing it plastered over her grandfather’s coffee mug.

PDG Fred, PHF, was a former city councilor of Ozamiz and extended his public service through Rotary. His efforts gained him numerous awards and recognition for successfully implementing various projects like the Malward Project, WCS Library Enlisted which he started during his term as club president. In his lifetime, PDG Fred was a consistent perfect attendance awardee of their club.

One of PDG Fred’s 11 children, Agnes, married Exequiel Leslie “Les” G. Aguila—they are Madel’s parents.



PP Leslie Aguila

Les joined RC Ozamiz North in 1997 and became club president in RY 2001-02. For his successful leadership of the club, he was awarded Most Outstanding President for Zone 8 that year. In 2004, Les was appointed Assistant Governor for his zone for which he got the District Governor Leadership Award. He is a Paul Harris Fellow.

With both his grandfather and father’s involvement in Rotary, Madel tagged along during club activities where she gets to “count the cans and noodles” for food packs or “helped hand out drinks or medicines” during outreach programs.

“The community service we performed was a family outing to me. Now, I see the cycle repeat in my five-year-old son, who is always present when club activities permit,” Madel said.

She added that Rotary has “impacted” their lives for generations and saw early on the beauty of becoming part of the Rotary family. “Our community has been made better by it and the bonds formed with members got stronger that we come to think of each other as close family friends.”

Rotary Families in Negros



The Sarabia Family with PDG Biboy Jocson

The Sarabias of Bacolod is another example of a Rotary family. Their patriarch, Dr. Antonio Sarabia, served as president of RC Bacolod in RY 1970-71 and well-remembered for his “Sight Saver Cataract”

project and the Rotary Youth Exchange program.

His sons, PP Antonio “Anton” and PP Miguel “Mike,” were both Rotex students to the US and eventually joined RC Bacolod-East where they served as presidents with Anton in RY 2009-10 while Mike in RY 2012-13, serving also as President of the Council of Presidents in Negros.



Pres. Sonya Verdeflor

On the other hand, RC Bacolod East President Sonya Verdeflor was introduced to Rotary when husband, PP Angel “Nonong” Verdeflor joined RC Sagay in 1985 where he eventually served as club president in RY 1988-89.

When Nonong’s work brought him to Bacolod City, he transferred his membership to RC Bacolod East where Sonya became an active member of the Rotary Anns.

Although Nonong had to withdraw from the club much later when he became a public servant, great memories of service and fellowship became the driving force for Sonya to join the club as a member in 2011.



PP Remy Montemayor



Rtn. Selwyn Baloyo

Sonya, an elected councilor of Bacolod City, is cousins with PP Remy Montemayor who served as president of RC Bacolod-Marapara in RY 2001-02 and Rtn. Selwyn Lloyd Baloyo, also of Marapara.



Rtns. Eli and Elena Gatanela

Young couple, Rtn. Elias “Eli” Gatanela, Jr., PHF and Rtn. Ma. Elena “Elena” Pineda Gatanela are new members of two Rotary clubs in Bacolod.

Eli joined RC Bacolod East in the last Rotary year and soon enough enjoyed the club’s activities, bringing along his spouse, Elena and two daughters, Bea and Pia.

Thus, when Elena was invited by her friend to join Rotary, she immediately agreed and was recently inducted as a member of RC Bacolod South. Belonging to different clubs enlarges their circle all the more and providing their family more opportunities to serve various communities. They said their children has shown interest in Rotary programs and would like to become Rotex delegates someday.

Other Negros clubs also abound with power couples and RC Bacolod has three of them; PP Roderick Alba and PP Leilani Salem-Alba who were both GSE scholars, Dir. Myrna De La Cruz and Rtn. Jess De la Cruz, and PP Loth and Andy Ayco who are

joined by their son, newly-inducted Rotarian Anjo Ayco.

RC Bacolod Central has four other couple members as well aside from PDGs Nanette and Chick Garcia.

IPP Lourdes “Lulu” Abelido joined the club to continue what her husband, Rtn. Arnel Abelido, was committed to before he passed away at a very young age.



PP PB and PE Jing Mendez

Dentist couple, PP Paul Brian “PB” Mendez also encouraged his wife, Jasmine Joyce “Jing”, to engage in Rotary. Jing is now the club’s president-elect. PB is also a product of Rotary—he is the son of Romeo Mendez, Jr. of RC Metro Bacolod.

Returning Rotarian Paul Parrocho on the other hand joined RC

Bacolod Central more than a decade ago but had to withdraw his membership when his business warranted him to travel most of the time and prevented him from attending club meetings.



Rtns. Paul and Chika Parrocho

Again, like most in Rotary, spouses of Rotarians become friends with club members and other spouses through the club’s fellowship and community work. This inspired Paul’s wife, Rtn. Sharon “Chika,” to continue with the club in RY 2011-12. What Paul used to do, bringing his spouse and children to club activities, was what Chika did when she became an active Rotarian and just recently, Paul was officially re-inducted to the club.

PP Juliana “Julie Ann” Carbon, a charter member

of the club is also the wife of former Rtn. Batch Carbon of RC Metro Bacolod.

We have other stories in our district similar to theirs and with the recent challenge from RI, Governor Jude is confident that we will be partly expanding our district’s membership through our spouses, children, siblings and other relatives by bringing them officially into the world of the Rotary Family.

Rock star Rod Stewart once said, “You go through life wondering what is it all about, but at the end of the day, it’s all about family.”

This aptly describes what most of us in Rotary go through. We search for the meaning of Rotary in our lives and through the years we worked for it, we enjoyed it, we sometimes neglect it, but somehow we nurture ourselves back into it, until one day we just wake up and realize that indeed—Rotary is what we live by, Rotary has become our family.

Rotary and my family

By PDG Rafael “Biboy” Jocson

Every time I see my Dad featured on the cover of the PRM’s maiden issue (with the other three governors for RY 1977-1978), it brings back fond memories of our younger years.



I have always been fascinated with anything my Dad was doing. Rotary was a subject that was commonplace in our home, considering the countless Rotex and GSE we have hosted thru the years. You cannot help but emulate your role model and try your best to fill in his big shoes. It was always a juggling act for my Dad to give time to family, to Medicine and to Rotary. But he always found time and fulfillment in his passions.

As a second generation Rotarian, I must admit that my most unforgettable moments were sharing Rotary in our family.

We were always present in all Rotary affairs and our favorite joke was that the only friends we had were children of Rotarians. Soon, we were becoming the Rotarian role models. What a big responsibility for us.

June 30 marks the 8th dear anniversary of my father, PDG Rod. The date also marks the final day of each Rotary year. Indirectly, I believe that my Dad has always been “showing us the way” to the start of each Rotary Year.

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 along the fulfillment our family had achieved thru Rotary. No matter how much we have given to Rotary, we have received much more in return.

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. As Rotarians, we are walking ambassadors of selfless service. It is now our responsibility to “show the way” to future members and pass on this precious gift.



Calculating Attendance

PP Alberto "Jun-Jun" Arceo III, RC Bacolod East, District Secretary

My Dear Club Secretaries,

By now, you should have received your club's semi-annual report (SAR) packet from Rotary International (RI) and paid (i.e. with a smile!) your club's dues and fees to RI. Your club's subscription to Philippine Rotary should have likewise been paid. If not, please do so as soon as possible to avoid being terminated. Your club's contribution to the District Fund may also be paid as early as now or when District Governor Jude Doctora visits your club. The dues and fees are as follows:

- RI per Capita Dues for RY 2014-15
US\$ 27.00/member/semester
- Council of Legislation Fee
US\$ 1.00/member
- Philippine Rotary Subscription
Php 270.00/member/semester
- District Fund Contribution
Php 400.00/member

As mentioned by IPDG Mark Ortiz in his email last June 2014, I would like to reiterate that RI will be implementing changes to make the dues process simpler. Beginning January 1, 2015, clubs will receive a one-page invoice that clearly states the amount owed for subscriptions, membership dues, and outstanding balances. This easy-to-understand invoice will replace the complicated SAR. Club officers will no longer need to recalculate bills, make adjustments, or fill out the eight-part SAR. Dues amounts on the semi-annual one-page invoice will be calculated based on the membership numbers filed by you as club secretary—through Rotary.org, email or mail—by January 1 and July 1 of each year.

As club secretaries, you are likewise asked to register new and terminated members within 30 days and report incoming club officers by February 1 each year. The sooner you report a new member, the sooner this Rotarian will receive a welcome kit from Rotary and be eligible for all the privileges of membership. This will definitely make a positive impact on your new member and will signify a good start for a long and lasting relationship with Rotary.

One of your main responsibilities as club secretary is taking and calculating the meeting attendance, and reporting the calculation monthly to the district governor. The formula in calculating meeting attendance is as follows:

A: # of Active Members Present

B: Total # of Active Members in Club

If your club has members who are excused under Article 9, Section 3b (i.e. A member's absence shall be excused if the aggregate of the member's years of age and years of membership in one or more clubs is 85 years or more and the member has notified the club secretary in writing of the member's desire to be excused from attendance and the board has approved) and Section 4 (i.e. A member's absence shall be excused if the member is a current officer of RI or a Rotarian partner of a current officer of RI) of the Standard Rotary Club Constitution or because of a district officer position, count them as present if they attend a club meeting (i.e. The member and the member's attendance shall be included in the membership and attendance figures used to compute the club's attendance), but do not count them

Things to Remember

- ☐ Pay dues and fees
- ☐ New one-page invoice by Jan. 1, 2015 (goodbye SAR)
- ☐ Report incoming club officers by Feb. 1
- ☐ Report new and terminated members within 30 days
- ☐ Report monthly attendance on or before the 15th of the following month

as absent if they do not attend (i.e. The member and the member's absence shall not be included in the attendance records).

For example, your club has a total of 30 members including 2 members who are excused. During a club meeting, 22 members attend while the 2 excused members are absent. The value for A shall be 22, while the value for B shall be 28 (i.e. 30 – 2) for a 79% attendance rate. The following week, 22 members plus the 2 excused members attend the club meeting. The value for A shall be 24, while the value for B shall be 30 for an 80% attendance rate.

The average of the attendance rates for the month is the percentage that you shall use in the Monthly Attendance

Report (MAR). For example, your club had 4 meetings for the month of July with attendance rates of 79%, 80%, 89% and 96%. The average attendance rate is therefore 86%.

The MAR should be submitted via SMS/text (Globe: 0916.7838248; Sun: 0925.8743853), email (elaine_rotary3850@yahoo.com) or fax (034.4337460) on or before the 15th of the following month (e.g. For July, the MAR is due on or before August 15) and should include the following data:

- **Club Name**
- **Total Club Membership**
- **Report Month**
- **Number of Meetings**
- **Name of Club Secretary**
- **Average Attendance Rate for the Month**

For submission via SMS/text, please follow this format:

Club Name (space) Total Club Membership (space) Report Month (space) Number of Meetings (space) Name of Club Secretary (space) Average Attendance Rate for the Month

Example:

RC Bacolod East 30 July 4 Remi Suatengco 86%

Lastly, as in everything we do, please keep in mind the 4-Way Test when doing your club's MAR.

Sincerely,

DS Jun-Jun Arceo

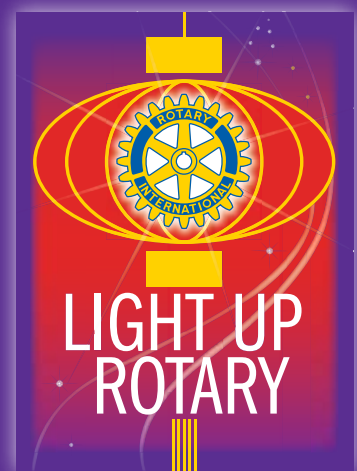
NEW MEMBERS AS OF JULY 25, 2014

ROTARY CLUB	NAME	ROTARY CLUB	NAME	ROTARY CLUB	NAME
1 Bacolod	Michelle Medrano	25 La Paz	Rovelson Bagares	49 Pagadian West	Charisse Labadlabad
2 Bacolod	Francis Jason Mirasol	26 La Paz	Joel Alcon Canizares	50 Silay	Jessie Balleras
3 Bacolod	Joel Zamudio	27 La Paz	Mary Grace Navarro	51 Silay	Romulo Guacena
4 Bacolod Central	Jose Paul Parrocho	28 La Paz	Daisy Silda	52 Victorias	Nelson Trujillo
5 Bacolod East	Balma Nandwani	29 Metro Bacolod	Reynaldo Ventura Jr	53 Victorias	Juliet Trujillo
6 Bacolod East	Maricel Gallano	30 Metro Bacolod	Nato Monfort	54 Victorias	Ginaly Gerona
7 Bacolod East	Bill Cutler	31 Metro Bacolod	Clarissa Ursos	55 Victorias	Laurence Mercado
8 Bacolod Marapara	Joseph Edward Cuansing	32 Metro Kalibo	Gie Magdaluyo	56 Zamb City	Tyrone Camuel Malacay
9 Bacolod Marapara	Efren Chan	33 Metro Kalibo	Adolphus Pueda	57 Zamb City	Rodel Marquez
10 Bacolod South	Francis Jacildo	34 Metro Kalibo	Katherine Delfin	58 Zamb City Central	Ma. Carla Ochotorena
11 Bacolod South	Argee Alonsabe	35 Metro Passi	Hope Lapating	59 Zamb City Central	Maribel Sicat
12 Bacolod South	Katherine Maguad	36 Metro Passi	Melven Oyad	60 Zamb City Central	Sonia Sicat
13 Bacolod South	Ma. Elena Gatanela	37 Metro Passi	Carmelita Burman	61 Zamb City East	Renato Epao
14 Bacolod South	Jun Tolosa	38 Metro Passi	John Torilla Jr	62 Zamb City East	Alberto Araza
15 Bacolod West	Syntyche De Jesus	39 Metro Passi	Rey Deatras	63 Zamb City East	Leo Garcia Jr
16 Bacolod West	Andro Echano	40 Metro Roxas Central	Lagrimas Ubal	64 Zamb City East	Leo Pioquinto
17 Bacolod West	Suzette Jamison	41 Metro Roxas Central	Norma Frias	65 Zamb City North	Arnold Nunag
18 Central Iloilo City	Anna Liza Lim	42 Ozamiz North	Giuseppe Balbona	66 Zamb City North	Carlos Rodrigo Balbon
19 Iloilo City	Lyle Bartolome	43 Ozamiz North	Janel Flores	67 Zamb City North	Geminix Ramirez
20 Iloilo City	Marbelson Jiz	44 Pagadian West	Maria Victoria Isabel Asuelo	68 Zamb City North	Jennifer De Leon
21 Iloilo City	Ramon Victor Singson	45 Pagadian West	Dynah Shane Ylanan	69 Zamb City North	Ramon Chiong Jr
22 Iloilo City	Jorge Cabalum	46 Pagadian West	Patricio Dela Pena	70 Zamb City West	Jonathan Lim
23 Jaro Iloilo City	Eduardson Yao	47 Pagadian West	Lawrence Madarang	71 Zamb City West	Benedicto Ramos II
24 Kalibo	Douglas Evans	48 Pagadian West	Menabelle Marcaban	72 Zamb City West	Clifford Ing
				73 Zamb City West	Mark Emmanuel Santos

USE SOCIAL MEDIA TO ATTRACT MEMBERS



Is your club on Facebook? Is your website up-to-date? Are you sharing information about your club's activities and projects with your community? Having an active social media presence can help attract new members and inspire current ones.



“Rotary brings together leaders who step up to take on the toughest challenges, locally and globally.”

- ROTARY INTERNATIONAL