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ROTARY INTERNATIONAL DISTRICT 3850 GOVERNOR'S MONTHLY LETTER OCTOBER 2014















# **VOCATIONAL SERVICE AT ITS BEST**

# OCTOBER 2014 Contents

# PRiSM

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# Who am I? What am I in Rotary?

By Maté Espina, Rotary Club of Bacolod Central

have been joking to some friends of mine that until I was offered the task as GML Editor, there is actually very little that I know of Rotary despite being a member for more than a decade now. Well, it is far from being a joke now.

Taking to heart the task on hand, I had to do some research, I started reading about Rotary, I became fascinated how it has evolved and I've come to love it more.

As I was preparing for this issue, I came across a passage in "The Rotarian Age" written by Paul Harris how Rotary came into being and the acknowledgement that it was for selfish reasons – the desire to have their businesses patronized by members and create an exclusive business group that helps each other advance their agenda.

Admittedly, when I was invited to join Rotary, service was far from my mind. I joined to be with friends, I joined to have something else to do, I joined to expand my network.

In the early days, involving in community service activities has become a routine, bordering sometimes on boredom and an obligation to get out of the way of the fellowship that I was looking forward to. My being goes in full throttle only when we have our fund-raising events.

Still, the bond of friendship formed through the years made me stay on but there have been moments of ups and downs.

My experience is not unique. Most of us, if we are honest with ourselves, have found our interests wane at one time or another. This has been the headache of presidents and a perennial problem in most clubs—how do we keep our members inspired to continue with their Rotary journey.

In reading some Rotary articles, including the message from Governor Jude, and as part of reflecting as we celebrate Vocational Service, it is best to ask ourselves, ask each member—how relevant are you in Rotary, how relevant are you in your club.

In asking this, let us focus on the areas of expertise that we are in and let us also think outside of that box. Only when we find the answers, when we discover where we fit most, when we know what makes us tick, will our contribution to our club and to our Rotary be at its best. As a former media practitioner, I have been relegated to Public Image Director for many years. It was either me or Rtn. Toks Lopez who was formerly in the media as well. Despite the easy access to the press and the opportunity and knowledge on how best to have our club activities exposed in the media, we have not utilized it to promote our club's image.

Looking back, I personally believe it was because the role was not challenging enough. Yes, it was in my alley but it was another ordinary thing to do on top of my daily job to write articles. In other words, it was boring. I joined Rotary to have other things to do....not to continue what I am already doing.

I found my element years later when the New Generations program was introduced. The first year was given to me and I just loved it. In fact, in succeeding years, when the club chose new directors to head the program, I continued to step up to the plate and interfered, bordering on mutiny.

It was during those activities that I went out of my way to tap into my network of friends and politicians to ask for support and it has become one of our club's enjoyable events except for this year when we failed to create one because I was out of the country. But it is there in my agenda and New Gen month or not, we will deliver it before this Rotary year ends.

My point is, whatever profession or vocation you are in, you have to find how best to deliver your skills in your club and in the services you provide. It may not be in your acquired field but if it's what makes you tick and to deliver more than what is expected of you, then that is your vocation.

It may not hold true for all but it is worth a try to ask ourselves. What is important is to find out where you become relevant and only then will Rotary become a satisfying and enjoyable journey.

Just like PDG Edgar Sy. He is a trader but in Rotary, he is at his element when he leads humanitarian programs and his acumen as a businessman surfaces only when needs to tap into his business network to implement things faster, cost-effective and smoothly.

In the end, as DG Jude says, let us find out who we really are. At the moment, setting aside our profession or classification, let us just be Rotarians and do it with love and do it well.



# October 2014

Gary Huang, Rotary International President 2014-15

n October 1914, Jonas Salk was born – a man who would change world history by inventing the first effective vaccine against polio. When the vaccine was introduced in the United States in the 1950s, polls indicated that polio was one of the nation's two greatest fears, second only to the fear of atomic war. And with good reason: In the 1952 U.S. polio epidemic, 58,000 cases were reported, with 3,145 deaths and 21,269 instances of permanent, disabling paralysis. Globally, polio paralyzed or killed up to half a million people every year.

Soon after the Salk vaccine was created, Albert Sabin developed an oral version, allowing tremendous numbers of children to be immunized quickly, safely, and inexpensively. In 1985, Rotary's PolioPlus program was born, with a simple goal: to immunize every child under age five against this crippling disease. Thanks in large part to the initial success of PolioPlus, in 1988 the 166 member states of the World Health Assembly unanimously set the goal of global polio eradication.

At the time, the idea was breathtakingly ambitious, and many called it impossible. Today, we are closer to this goal than ever before, with only a few hundred cases of polio reported per year, and just three remaining endemic countries. We are on track to achieve full eradication by 2018 – if we can keep up the momentum that has brought us this far.

And this month, we will mark World Polio Day on 24 October, and celebrate the 100th anniversary of Dr. Salk's birth.

I ask you all to Light Up Rotary this month by doing whatever you can to shine a spotlight on our efforts to eradicate polio. Call your government officials and let them know that polio eradication matters to you. Go to endpolionow.org for inspiring stories about Rotary's work, and share them on social media. And make the best investment you'll ever make, by donating to polio eradication right on the endpolionow.org website and earning a two-toone match on your contribution from the Bill & Melinda Gates Foundation.

When we eradicate polio – and we will – we'll have brought the world into a better future, and Rotary into a better future as well. We will have proved ourselves, as an organization, capable of great things. And we will have given our children and grandchildren a gift that will endure forever: a polio-free world.



# Our Vocation—Our Calling

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

once read a Rotary article that talked about the evolution of the Vocational Service of Rotary as an avenue to serve. Astonishingly,the idea then was to mix friendship and business to create more business. I was surprise to know that a position of "Statistician" existed in the early days of Rotary. The role of the "Statistician" is to record during meetings the businesses of Rotarians that were patronized by his fellow Rotarians. In fact a funny story is told that one Rotarian during a meeting excused himself and went out to the hallway where the members hung their hats and checked the label in the hats. He stormed back in the meeting and announced that since many of you patronized my competitor, I quit this club. The idea then was for Rotarians helping fellow Rotarians.

Fast forward many, many years later, Rotary did evolve into something beautiful that we can be proud of. From its earlier direction of using our vocation to help fellow Rotarians, the Vocational Service Avenue of Rotary is now what defines us from other Service Organizations. Past RI President TA Warren once said, "The only unique feature of Rotary is Vocational Service; everything else that we do is repeated by some other organization".

My fellow Rotarians, this evolution came about because even during the early days of Rotary, the concept of high ethical standard in business and profession had always been there. Part of Rotary meetings then, was to discuss real case studies on issues that dealt with ethics and standards whether in advertising or business practices using the old Rotary Code of Ethics as basis. It came as no surprise to me that the concept of High Ethical Standard overtook what was once a practice of selfism. Hence from the old Rotary Code of Ethics came what we now know as the Declaration for Rotarians in Businesses and Professions.

Again, fast forward today. This month of October, as we celebrate Vocational Month, let us remember to look deeper into the meaning of Vocational Service of Rotary. This is a good time to find its relevance in the way we are as Rotarians and the way we run our clubs. Ideally, because of these high ethical standards, Rotarians should be looked at as a mark of excellence: meaning, when you deal with Rotarians, you are assured to be treated fairly and with ethics.

In a way, we can say that our vocation is also our calling because this is an opportunity for us to exercise service and high ethical standards in everything that we do. Many times, we are consumed with finding ideas on how we can practice what we preach. Let me share with you what I picked up from an article I read that says; to find your calling, just be what you are at the moment;

If you are a son, just be a son, If you are a parent, just be a parent, If you are an engineer, businessman or a professor, just be what you are, If you are a Rotarian, then just be a Rotarian. But, do it with love and do it well, for surely this will make a difference.

Let me talk about our "Classification principle" that sets us apart from other organizations in the sense that each Rotarian is classified on the basis of his business, profession or type of community service. Our classification describes the recognized activity of the firm, institution or company that we represent; our recognized business or professional activity; and or the type of our community service activity. In a way, our classification also becomes our Vocation.

Rotary believes that not one classification should dominate a Rotary Club simply because the more skill sets the club has, the better it can serve the community. This is also in line with the second "Object of Rotary," where we recognize each Rotarian's vocation or classification as an opportunity to serve society. This philosophical statement of Rotary's purpose tells us that by having a cross-section of the various skills available to a club, this in effect provides a diverse experience and perspective in the way each club designs its community service projects.

This month of October, let us celebrate Vocational Month by remembering that our classification/vocation as also our calling. Let us be what we are at the moment... ROTARIANS.

# RC Zamboanga City West serves "The Children of War"



Interact Club of Zamboanga City West during the opening program



RCZC West Rotarians pose with some IDP kids



Rotarians with their Anns

ver two thousand Internally Displaced Persons (IDPs) with a considerable number of them consisting of children were served during the All-In Mission (Medical Dental Legal and Relief Mission) conducted by the Rotary Club of Zamboanga City West (RCZC West) in partnership with the IBP Zambasulta Chapter last September 7, 2014 at the Zamboanga State College of Marine Science and Technology gymnasium. One segment of the mission was dedicated to a party treat for these children of war.

It may be recalled that from September 9 to 23 last year, Zamboanga City was besieged by over 500 rebels who caused a standoff practically rendering the entire city hostaged with no planes and boats leaving port. Around 120,000 individuals were displaced and forced to evacuate at the Zamboanga Sports Complex and other evacuation centers to stay out from harm's way during the 3-week heavy exchanges of gunfire. Over two hundred civilians and combatants were killed while close to three hundred rebels are now facing charges for crimes against humanity. At the height of the siege, RCZC West then conducted several relief operations in the various evacuation centers in the city.

One year after the incident, there are still 2,300 families or over 12,000 IDPs languishing in dire conditions at the sports complex with a substantial number of them being children, having lost their homes during the crisis. In line with District Governor Jude Doctora's thrust for Rotary Clubs in D3850 to conduct a monthly children's party, RCZC West and its Anns Club under the leadership of Pres. John Anacan and Ann Pres. Cheng Wee, partnered with different organizations including Max Resto, to treat the children of IDPs during the first anniversary of the siege, with food packs, Hope school bags with educational supplies, free haircut and a host of parlor games. These engendered many smiles and laughter not only from the frail little kids but their parents and guardians as well who enjoyed Chickie (the mascot of Max) and entertaining numbers presented by the Rotarians, Anns, Rotakids and Interactors.



IDPs queuing for the back packs with school supplies and food boxes



Pres. John Anacan with Ann Pres. Cheng Wee doing the distribution



Ann Pres. Cheng Wee in action

# Rotary Club of Zamboanga City North

#### Shelter for the IDPs



RC Zamboanga City North is among the organizations that responded to the local city government's "Buggoc Challenge" which sought nongovernment and civic groups to help build "semi-permanent shelters" for Zamboanga's Internally Displaced Persons (IDP).

The project, spearheaded by the International Organization for Migration and the Department of Social Welfare and Development seeks financial support to cover for the labor cost of P10,000 per shelter unit.

RC Zamboanga North asked help from friends in South Korea who initially gave \$5,000 from RI District 3740 in South Korea which can cover the cost of building 20 shelters. Along with the funds raised by the club from other donors, both here and abroad, the club turned-over P370,000 for 37 houses to Zamboanga Mayor Beng Climaco last August.

Another P100,000 was remitted to City Social Welfare Assistant Administrator, Dr. Leonida Bayan for another 10 houses. The RC Zamboanga North continues to solicit funds for this continuing project until all IDPs will have a roof over their heads.

#### Rotary Anns' Feeding Program



The Rotary Anns Club of Zamboanga City-North, under the leadership of President Edna Filoteo have sponsored a Feeding Program for the severely malnourished children of Divisoria Elementary School, the adopted school of the club. Anns take turn in sponsoring the feeding program every Wednesdays since August 6 and apart from nourishing the students, giveaways for the participants have been handed out. This activity will continue until all Anns have done their part.

#### Monthly Children's Party



Another project of RC Zamboanga North is the Monthly Children's Party for grade one students of the Divisoria Elementary School. Each Rotarian who is celebrating his or her birthday for the month is encouraged to share and co-sponsor the Children's Party, a nice way of thanks giving for another year of life. Apart from the merrymaking and putting smiles on the faces of the children, this is one way of inculcating on their young minds and hearts what Rotary is doing. Party bags and prizes are handed out during the festivity and the highlight is recognizing students who are also celebrating their birthdays for the month.

# Rotary Club of Antique



Rotary Club of Antique led by its Pres. Mike Labrague with the municipal health workers giving polio immunization and flu vaccines to residents of Tibiao, Antique.



Continuous Feeding Program for pre-school children in Malabor, Tibiao and kinder pupils of Atabay Elementary School in San Jose, Antique.

#### **COVER STORY**

# Vocational Service with a Heart Providing Disaster Relief...... The Rotary Way

By: PP Maté Espina and PP Emil H. Masigon



ne avenue of importance in Rotary is the Vocational Service. But how it is being practiced now is more noble and far from the original concept of Rotary's forefathers.

Vocational service as defined now refers to matters pertaining to the ethical conduct of our business or profession – how we practice our vocation to address the problems and needs of our community and how we incorporate the ideals of Rotary within the workplace or profession we represent.

Initially though, vocational service, along with other avenues of early Rotary, was conceptualized to further personal interests. The efforts then were directed to help each other patronize their businesses thus no two members could represent the same profession or business.

In the book "The Rotarian Age," written by Paul Harris, there is a lengthy discussion of this and how it has evolved since then.

"Personal ambition had been largely responsible for the grouping. United they would stand; divided they might fall. And so they helped each other in every way that kindly heart and friendly spirit could suggest. In the main, the efforts were directed to helping each other in business — helping each other to attain success. They patronized each other whenever it was practicable to do so, extended helpful influence and gave wise counsel, when needed. There being no two members of the same vocation, mutual assistance was very practicable," Harris wrote.

"The purposes of early Rotary have been frequently described as selfish, and so indeed they may seem to have been. There are, however, those who have designated their days as members of the Chicago club in 1905 as the sweetest and most selfless of their lives. Whether a member was selfish or unselfish depended, of course, upon where he found his happiness. If he found it primarily in gaining advantage for himself, he was selfish. If he found it in helping his friends, he was unselfish. Naturally both types of mind were represented in the early days of club number one, as is true everywhere," he added.

That was then...and while it still holds true that most Rotarians have this selfish motivations in the beginning, the bond of friendship and the desire to be of service to the community has superseded the original intent.

This is evident in how District 3850 and the rest of the world responded to the aftermath of one of the deadliest storm that hit the Philippines in November 8, 2013.

Super typhoon Haiyan, locally known as Yolanda, barreled through most of the Visayas, leaving a trail of devastation and scores of lifeless bodies in its wake.

Response from all over the world has been overwhelming and while there have been disagreements and disappointments, we saw the Filipino people unite.

From the littlest member of our society to those in power, from the private sector, the civil society, the Church, the international community, local humanitarian groups and Rotary clubs both in and out of the country, all mobilized their resources to extend help in whatever way they can.

#### **VOCATIONAL SERVICE**

It was a time when Rotarians practiced vocational service at its best. It was a time when all avenues of service merged into one.

#### The birth of D3850 Disaster Response Team

Clubs were working overtime, seeking help and providing assistance in all ways. Then District Governor Mark Ortiz who hails from Roxas City, one of the areas greatly affected by the typhoon, was also busy picking up pieces of his life and that of his constituents.

Knowing that the leadership is wanting of help without asking for it, Past District Governor Edgar Sy, Incoming District Governor Jude Doctora and PP Christine Toledo of Rotary Club of Bacolod West came up with the idea to organize a district-wide Disaster and Relief Response Initiative (DRRTI) for a more cohesive solution to address the problems in affected areas, particularly in communities much nearer to home that didn't get much international attention.

After getting the blessings from DG Mark, they set up a seed money of P250,000 to start the ball rolling. They appealed to all Rotary clubs in Bacolod City to take part in these endeavor, and although most, if not all the clubs have already started their own initiatives, with this new direction, they saw the wisdom that a concerted effort can bring greater results.







The concept was made viral thru social media in District 3850 and soon after, Rotary clubs in the district pledged their own support and even sought help from other private individuals and businesses to take part in this project.

In four months, by March of 2014, the district disaster fund reached P1,630,640.06.

With so much outpouring of support, it was time to institutionalize the concept thus, D3850 Disaster Response Team was born with a goal to address the needs of communities affected by calamities through collaborative work with local government units, private companies and individuals, and other non-government organizations and to intensify and improve services in responding to the needs of those affected.

Providing his expertise on disaster management, then President-Elect Eul Garganera who is the administration of the Philippine Red Cross – Negros Occidental gave a talk on "Disaster Preparedness and Other Concerns" to Rotarians who will take part in the program.

#### The Journey to Loguingot, Estancia

PDG Edgar Sy embraced the leadership and went into action, assessing affected



areas in Negros and Panay who also took the brunt of the typhoon but which took a sideline from the media and the international community than the badly-hit Tacloban and Samar.

PDG Edgar along with PP Christine and PP Dina Serfino went around Western Visayas and after consultations with local government units, the committee chose the tiny island of Barangay Loguingot, Estancia, Iloilo province and one major consideration in choosing the area was our district's capacity in terms of available resources to render help. With the whole Estancia also devastated, Loguingot was among those that did not get much attention and assistance probably owing to distance.

Loguingot is a coastal barangay with a population of less than a thousand who are mostly dependent on fishing as their main source of livelihood.

Thus, a huge problem presented itself when the team discovered that not one motorized banca was left standing. This spelled long term disaster if not addressed. However, priority at that moment was to provide basic needs like food, water, hygiene and sanitation and other health issues brought about by lack of shelter and clothing and lack of nourishment.

#### COVER STORY



The team worked in phases. First, provide food, water, and other basic necessities.

By December 1, 2013, the DRRI team in partnership with Red Cross Bacolod-Negros Chapter and headed by DGE Jude and spouse Jane Toledo-Doctora, travelled to Loguingot for the First Relief Goods Distribution.

They were joined by PE Eul, President Goey Mapa of RC Bacolod, PP Christine, Rtn. Danny Brunner of RC Iloilo and his wife, Fatima and son, Antonio. They also had with them the staff of PDG Edgar, John2x Reyes, staff from the Mayor's office and Mika and Aipao from the Red Cross.

Boats laden with relief goods and the team took the journey to provide each of the 215 households nine kilos of rice, canned goods and bottled water. They also raffled off blankets, mattresses, mosquito nets, among other things.

Clothes, particularly new underwear were given individually to village residents, including personal hygiene



commodities like sanitary napkins and diapers and boxes of medicines which were turned over to the local Department of Social Work and Development for proper distribution.

The initial relief goods were donated by the Rotary Club of Bacolod Central, Creatique Designs Inc., Lorenzo Contreras of Generics Pharmacy-Bacolod, Easy Hauler's MPC, Red Cross Bacolod-Negros Chapter, PP Christine and PDG Edgar.

DGE Jude and PP Christine also shouldered the transport cost while PDG Edgar assumed all expenses incurred by the Red Cross team. DGE Jude and wife, Jane, hosted the lunch for the whole team.

Two weeks later, the team was on their second relief distribution and this time around, apart from the basic necessities, they distributed toys, coloring book and crayons and goodies for the children. It may not heal them overnight from the trauma they suffered from the typhoon, but it certainly lifted their morale and brought some smiles back on the faces of the little ones.



These goods came from RC Bacolod West, Mr. Oscar Toledo, Mr. Nelson Sy, and the Red Cross-Negros Chapter. PDG Edgar provided the two vehicles that brought the goods and together with PP Christine, offered lunch and snacks for the team.

The team was accompanied by PP Glen de Guzman, Rtn. Fernando Bermejo, Rtn. Amelyn Bravo, PP Bill de la Fuente, Rtn. Charina Puentevella, Rtn. Raul Undan, Admin Sec. Emily and the Red Cross Staff.

This was the second phase of the project – the healing process, both physically and emotionally by way of a Medical-Dental Mission sponsored by the district team and just plain fun and laughter and hope for the community who has lost a lot in one day.

The third relief distribution was set a month later and these were all goods sent over by RC Zamboanga West headed by Pres. Raul who came along with PDG Edgar, PP Christine, and PE Chris Sorongon of RC Bacolod South.













#### **VOCATIONAL SERVICE**

PP Glen de Guzman also tagged along to finalize the list of recipients for the 34 motorized pump boats from the district and coordinate these with other organizations who were working alongside to rehabilitate Loguingot like "Save the Children" and the "Parish of Estancia" to avoid duplication of recipients.

A week later, on January 31, 2014, and over two months after Yolanda, the district distributed 34 fishing boats along with fishing implements and relief goods.

This was the third phase – teach them how to fish again, teach them to live again.

DG Mark Ortiz joined DGE Jude and PDG Edgar along with representatives from various clubs all over the district. In a humble ceremony, the boats were turned-over to the fisherfolks who now have the means to return back to their daily grind of fishing and be self-sustainable.

It was now time for the last phase-rebuilding the community, particularly the health and education facilities that were destroyed or damaged by the typhoon.

It was a long journey for both the Loguingot community and the disaster team but it was well worth it, especially to ensure that the residents and their children have now a brighter future.

With PP Glen de Guzman unselfishly volunteering his expertise as an architect, the health center was repaired, the roofing of the school buildings was installed and two new classrooms were constructed through the Help & Assistance for Rotary Philippine Districts, Inc.(HARPDI) from the generous donations from PRIP Rajendra Saboo, the Rotary Club of Makati West, PP Dr. Eulalio Lorenzo of the Rotary Club of Midtown Diliman, Pembroke Rotary Bermuda, Tokyo West Rotary Club, the Rotary Club of Las Vegas Summerlin, and H. Dale Tobbler Rotary Charities through the Rotary Club of North Las Vegas.

HARPDI officials led by its President, PDG Jess Nicdao; together with former President and current Trustee, PDG Ed Alvarez; PCRG Chairman and HARPDI Membership Chair, PDG Jun Farcon; HARPDI Co-Chair for Public Image, PDG Boyet Limon; and current Trustee, Governor Jude Doctora were present during the turnover rites of the school building to the local Department of Education officials.

The team also turned-over the official ownership certificates for the boats to the beneficiaries in a simple but meaningful ceremony. This will not only provide livelihood for the recipients but will give them back the dignity to provide for their families – truly a wonderful gift from Rotarians all over the district and aptly said in their banner – "because we simply care."

And the care has never ceased since then. A month later, the team distributed solar flashlights and water filters donated by Kopernik-Sarah Wilson, a Canadian friend of PP Jun Jun Jalandoni of RC Bacolod North and 108 boxes of clothing from Red Cross Bacolod-Negros Chapter.

In all these, Rotarians across the district used their vocation in the best way they can. Architects gave their inputs on how best to repair and construct quality facilities, experts in various fields of disaster management helped in mapping out the relief and recovery efforts, philanthropists and businessmen used their network to seek help and support, and each Rotarian volunteered their professional skills in this project and just draw out the best in them to give something.

Vocational service, club service, community service, international service all rolled into one has never been more evident in District 3850 than this time and the reason why DG Jude now has integrated disaster preparedness and management as one of its core programs which the next two district governors have vowed to continue.

The Rotarian Age cited a Dr. Stephenson of Edinburgh who contends that while Rotary has four avenues of service, "in reality there is only one object and that is the promotion of the service concept as the most suitable motivating influence in life."

Indeed. As Paul Harris said, we may have different intentions in joining Rotary and while others have realized the business advantages they initially sought in the organization, there are others who have not.

Beyond that though, why we remain in Rotary is because we found the fulfillment in providing service and as Harris believes, "we all realized the advantages of friendship."



# 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

## **Henry Chusuey**

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# Shoring up success

hat's in a name? A name like Henann conjures up images of one of the largest and fastest growing hotel and resort developments in the country. It also pulls on the heart strings as a testament to the loving partnership between husband and wife (Henry and Anna). And since their children have joined the family business—truth in the saying that apples don't fall far from the tree.

Ultimately, the story of the Henann Group of Resorts (Henann Group) is about how a young businessman saw the world in the grains of white sand on the shores of Boracay. His destiny and legacy intertwined, an example teaching us that hard work and perseverance are the stuff that dreams are made of.

That one man is now Dr. Henry Chusuey, the visionary who dreamt of building a house by the sea for his young family. Instead, in 1998, he built a small hotel along the powdery stretch of Station 2 in the island paradise of Boracay. It had 43 rooms as well as a swimming pool and a restaurant. Little did he know, the Boracay Regency Beach Resort (now the Boracay Regency Beach Resort and Spa) would make history and become the first property there to receive the highest resort rating from the Department of Tourism. His vision has since expanded and swelled to 302 rooms, three swimming pools, seven food and beverage outlets, the Kai Regency Spa and a convention center. And that's only the beginning.

The last few years have been very good to the Henann Group. In 2009, the management acquired the Seraph Hotel (now the Henann Garden Resort) and in 2010, the company opened its third venture—the Henann Lagoon Resort (formerly known as Regency Lagoon Resort).

Not only does the Henann Garden Resort boast of

#### SHORING UP SUCCESS





Henann Garden Resort 2

being one of the biggest resorts on the island, having the largest open space, it also has the most number of swimming pools (that number being four). Not to be out done by its sister resort, the Henann Lagoon Resort features a lagoon-shaped pool that stretches from end to end of the resort. And by the end of the year, the Henann Lagoon Resort would have also completed its expansion, bringing the total rooms for the group up to a whopping 800.

"We can accommodate a large number of guests like no other resort can, since we are the biggest resort group on the island of Boracay," Dr. Chusuey says. "We are a luxury resort, but what separates us from the rest is we value your money when you stay with us. We believe that if you do not overcharge your clients and you give them very good service, facilities and amenities, they will always remember their good experience and will come back with more of their friends and loved ones," he reveals.

That's not all, Dr. Chusuey and the rest of the Henann Group have three new beachfront projects in the works—two in Station 1 and one in Station 2, meaning a total of 1,300 rooms in Boracay alone.

One of the projects in Station 1 is the group's venture with Chalet Tirol, which will be called the Henann Prime Beach Resort. It is currently undergoing construction and will open by the end of 2015. There is also the Crystal Sand Resort (Henann Crystal Sands Resort) to look out for. The group has even commissioned renowned architectural firm Palafox and Associates for the exciting new project. The third beachfront property, which is in Station 2, is Boracay Beach Chalets which is soon to be called Henann Palm Beach Resort.

Indeed, the Henann Group continues to broaden its horizon. Not content with the sun and sand of its

#### FEATURE



origins, it is set to open a 400-room luxury resort (the Henann Resort Alona Beach) in Panglao, Bohol by the fourth quarter of 2014. The resort will sit on the sprawling 6.5-hectare property by the pristine white sands of Alona beach and will feature three swimming pools, 12 exclusive villas, a convention center, a luxury spa and more dining options.

"We make sure that our resorts have the best of everything in a destination. We renovate every so often and we think of new things and services to encourage repeat guests and give them something new to experience and enjoy," Dr. Chusuey continues.

With feet placed firmly on the sands of Boracay and Bohol, Dr. Chusuey has already cast his gaze on Coron and Puerto Princesa for future developments. Again, we go back to the question, "What's in a name?" In his case—everything he dreams it to be.

For more information on the different properties of Henann Group of Resorts, visit www.henann.com



#### OCTOBER 2014 EVENTS

governor's visit <b>RC BACOLOD-MA</b>	1 WED	2	RC MET LAUNCHI PROJECT	NG OF A	A FREE AR		FRI IMBS	CHILDI NEGRO RC CE CONDI	ds occidental E <b>NTRAL ILOILO CI</b>	SALVADOR BENEDICT	
5 SUN RC BACOLOD SOUTH TREE GROWING ACTIVITY AT DON SALVADOR WITH 1,000 SEEDLINGS	RC SILAY ROTARY RESPON SEMINAR RC OZAMIZ N 2ND WEIGHING ( BATANG PILIPING MALUSOG AT MA	<b>orth</b> DF Rotary ) Para M <i>A</i>	' FEEDS TH		RC SIL LAUNC OF FEE PROGR TO BRG	HING DING AM Y. DL EVERY AY AND	8	9	10 FR. RC ZAMBOANGA EAST TURNOVER OF ROTARY LIBRARY TO LUMBANGAN ELEMENTARY SCHOOL	JOINT GOVERNOF ADDRESS NEGROS CLUBS. O'HOTEL BACOL	<b>RS</b> At
RC ILOILO MEDICAL AND DENTA			13	14	15	16		LIVELIHO	MBOANGA CIT OD PROJECT ON NUT FARY SCHOOL	18 S T <b>Y EAST</b> RITION @ LUMBANGA	
19 S RC ILOILO SOL NATIONAL CORRECTI CONSCIOUSNESS WE FUNDRAISING: "GUN SHOOTING COMPETIT	ONAL EK	21	RC BA MARA 22ND CH ANNIVER	COLO PARA IARTER		23			24 FRI LIO DAY IN ILOILO	25 S RC DUMANGA BLOODLETTING PRO	AS
RC SALUG VAL 2ND CHARTER ANNIV		RC S	<b>SILAY</b> H LEADER WEEK		27 M			CTORI <i>I</i> Harter A	28 TUJ AS NNIVERSARY	E 29 30	31



# Vocational Service Month

By PP Alexander "Alex" Ong, District Vocational Service Chair

otary International defines Vocational Service as one of the five (5) avenues of service of Rotary that refers to matters pertaining to the ethical conduct of one's business or profession. Looking at our Rotary Calendar this October, this is a good chance for us to consider this month as our take off point to start a sustainable project or activity that will ultimately emphasize the high ethical standards of Rotary in our respective businesses or professions.

Remember, when we joined Rotary one of the consideration why we were invited to our respective clubs is our classification. Integrating the core values of Rotary such as Ethics and integrity, Diversity, Fellowship and understanding, Vocational expertise and leadership ultimately brought our classification that we are representing, to the standards of Rotary worthy of emulation and recognition. As what Paul Harris said "all honourable vocations are entitled to recognitions if they are used in the service of society."

There are times however that Vocational Service is consigned to less strategic priorities compared to the other main avenues of service. Devoid of strategic planning and focus, vocational service projects tends to duplicate community service projects.

Serving as your District Chairman for Vocational Service this Rotary Year, I am suggesting if we can put it always at the forefront on equal footing with our other club programs and activities. It would be exciting if we can start on institutionalizing a Vocational Service project per geographical area that will gain a much bigger activity impact and Rotary ownership for the district. We can have three (3) high impact vocational projects annually (similar to RYLA or the Boys' and Girls' week) participated by different Rotary clubs from Panay, Negros and Mindanao solely identified with Rotary District 3850.

Though, the respective Council of Presidents will have to play a very vital role in realizing this idea. They will be convening to decide on what vocational project they will unanimously introduce contributory to the social needs and issues of the community, in accordance to the Vision and Mission of District 3850.

Time and distance may hold us back to come up of establishing a common vocational project this Rotary Year but at least we can somehow start setting up the parameters to be continued by the succeeding set of leaders of our district.

If you need my inputs, I can be reached by your Club Presidents or Club Vocational Service Chair through the following email address: Alexander.Ong@ globalpower.com.ph; aro825@hotmail.com or through my mobile numbers: 0919-911-6165 and 0922-853-9104 or they can easily find me in Facebook.

To begin, we can focus on career/job fairs, specialized workshop and trainings or recognition award programs for distinguished careers and businesses. Establishing a program that will mentor young people to become better professionals is another worth considering. It might be a spark for now, but with your involvement, it can later on grow into a wider radiance that will regularly light up Rotary in District 3850.

## Zone 3



AG Philip Co President, RC Metro Iloilo, RY 2012-2013

District Rotaract Chair, RY 2013-2014 Vice Chair of the Council of Presidents of Zones 1, 2 and 3 in RY2012-2013 Joined the Rotary Club of Metro Iloilo 1995

#### Rotary Club of Metro Iloilo

35 Years of Dedicated Service

RC Metro Iloilo was chartered on June 1, 1979 through the efforts of the Rotary Club of Iloilo South. From 25 charter members, it has grown to be the biggest club in District 3850 with 61 members and through the years has garnered numerous district awards as Most Outstanding or Outstanding Club, President, Secretary, Avenues of Service, Service Projects and other awards during the annual district conferences.

The club has produced two district governors: PDG Francis Te (RY 1994-1995) and PDG Ramon Cua Locsin, (RY 2006-2007). The current president is Margarito Morano.

Among its major life-changing projects are:



"The Rotary FishVille" project that is helping restore the livelihood of Typhoon Yolanda victims in fishing villages in San Dionisio, Iloilo. The club aims to rehabilitate the damaged seaweed farms, artificial reefs and fish aggregating devices and provide fisherfolks with motorized bancas and fishing gears.



"The Mend a Broken Heart" project continues to give a new lease in life to indigent children suffering from Patent Ductus Arteriosus. To date, more than 60 children have undergone free heart surgeries.



"The Rotary Van Aralan" project continues to provide basic computer skills training through a van that serves as a mobile computer classroom. So far, more than 3,000 out-of-school youth, municipal employees and senior citizens in four municipalities have availed of the free program.

#### Rotary Club of Midtown Iloilo



RC Iloilo Midtown – First among many

The Rotary Club of Iloilo Midtown is among the first clubs to take on the challenge of DG Jude Doctora for each club or zone to establish a Rotary Library and Health Center in the community they serve.

RC Iloilo Midtown launched the first Rotary 3859 Health Center in Baranggay Agboy Norte, Leon, Iloilo last September 1, 2014. The Midtowners donated two beds, a sphygmomanometer, a nebulizer and medicines. They also conducted a Medical Mission and an Orl Polio Vaccine-Measles Rubela immunization last September 15, 2014.



Another first was the establishment of the Rotary Library in Jibao-an Elementary School in Pavia, Iloilo. The club repaired an abandoned, dilapidated classroom and converted it into a learning haven, installing a 42-inch television and DVD player and assorted books from children's books to encyclopedias.

The Midtowners have also started their "Story Telling" sessions for Grade 1 students and handing out snacks as well during these activities.



Midtown Jeep Sang Rotary

Another unique project of RC Iloilo Midtown is the "Jeep Sang Rotary." If visibility is the name of the game and pursuing the district's aim to inform and inspire people about Rotary, the "Jeep sang Rotary," a signature project of the Midtowners has just won this hands down.

Roaming the streets of Iloilo City day and night, the Midtowners on board their jeepney bring packed foods to distribute the hungry and the destitute, particularly the street children, persons with disabilities and senior citizens.

#### Rotary Club of La Paz

Meanwhile, the Rotary Club of Antique (ChThe Rotary Club of La Paz is named after Iloilo City's district patron saint,

the Nuestra Señora de la Paz y Buen Viaje (Our Lady of Peace and Good Voyage) and was chartered on June 6, 1995 with the Rotary Club of Metro Iloilo as the sponsoring club.

Then District Governor Francisco "Francis" Te (RC Metro Iloilo) designated DG Ramon "Toto" Cua Locsin as his Governor's Special Representative (GSR) and Rtn. Romeo "Roming" Manikan as the Governor's Extension Aide (GEA).

Prospective members of the new club sat down every Tuesday until months later when they were granted a provisional status with Engr. Romeo "Boy" Paloma, III as the elected president and Prof. Arturo "Art" Jimenez as vice president.

The club also started to publish its weekly club bulletin, Ang Batchoy, to highlight what La Paz is most noted for in the field of gastronomic delights.

Rotary International chartered the Rotary Club of La Paz on June 6, 1995 with DG Francis presenting the RI Charter to the new club and its members in fitting ceremonies.

When Rotary Year 1995-1996 opened, the club retained Rtn. Boy as Charter President and Rtn. Art as Charter Vice President.



Adoption of Brgy Tabuc Suba Day Care Center as Rotary Day Care Center August 2014

Since then, RC La Paz has embarked on various projects for the community they serve among which is the adoption of a day care center in Brgy. Tabuc Suba where the club refurbished the building and donated desks and chairs for the children. Beside the center, the club also helped setup a vegetable patch together with community members for their sustenance.

Recently, RC La Paz established a Rotary

Library Section within the Iloilo City Public Library as part of DG Jude Doctora's thrust for this Rotary year. The club also restored the Rotary monument which has become a landmark in their district.



Rotary Library section of Iloilo City Public Library



Recently refurbished RC La Paz Monument Landmark

#### Rotary Club of Dumangas



RC Dumangas holds the distinction of being one of the most active civic organization in the municipality of Dumangas, receiving an award for being an Outstanding non-government organization in their area. Apart from that, they received numerous recognition from District 3850 and from foreign partners for their medical missions.

RC Dumangas was chartered in 1996 through the efforts of RC Metro Iloilo under then President Evelio "Bags" Ilanga. The club has 30 members under the leadership of Augustus Caezar "Boyet" Nobleza. Among their signature projects are Aid to Day Care Centers, Children's Parties, Vitamins Giving, Deworming, Medical Civacs and Bloodletting.

#### Rotary Club of Metro Passi



RC Metro Passi members and Baboo Kannan of the Rotary Club of Coimbatore, Midtown India discussed the Artificial Limb Project the clubs will jointly undertake during a meeting at the Pancake House in Makati recently. Zone 4



# Zone 4



AG Jerry Olson PHF+3 President, RC Metro Roxas, RY 2011-2012

PP Jerry was awarded outstanding president in RY 2011-12. He was Outstanding Secretary in RY 2009-10. Has served on the district level as Friendship Exchange Chairperson RY 2013-14, District Trainer RY 2013-15, Assistant GML Editor RYs 2009-10 and 2012-13. Jerry has been in Rotary since 2007 and with makeups hasn't missed a meeting since joining. Jerry is from the USA where he grew up and retired from the Tennessee Valley Authority after serving for 28 years. He retired as Hydro Electric Manager working in the System Operations Center serving a power system with over 37,325 million kilowatts summer system capacity.

#### Rotary Club of Roxas



Among the clubs under Zone 2, the Rotary Club of IlRoxas Mayor Celino met with participants who joined the annual Boys and Girls Week project of RC Roxas.



Apart from this, the students got a chance to go on an educational tour at Bangko Sentral ng Pilipinas to increase their financial literacy. RC Roxas, through the Silver and Gold Foundation, also conducted a feeding program for hundreds of malnourished students in their community.

#### Rotary Club of Kalibo



The Rotary Club of Kalibo was chartered 47 years ago on May 6, 1967 with Francisco Mayor as its Charter President and an initial 23 members.

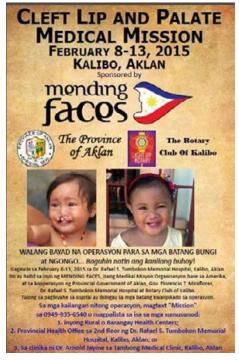
To date, RC Kalibo has 47 active members, 24 of whom are Paul Harris Fellows and 20 others as sustaining members.

For this Rotary year, the club's projects will focus on Maternal and Child Health/ Disease Prevention and Treatment, Basic Education and Literacy and Water and

#### Sanitation.



Among the countless programs of the club is the "Rotary Care for the Children Program" which is a 90-day comprehensive care for fifty 2nd and 3rd degree malnourished children aged 1-6 years old which provides the kids with supplemental feeding, medical care and basic education. This program is in partnership with the Aklan Medical Society and presently implemented in Brgy. Fatima, New Washington, Aklan.



The other banner project of RC Kalibo is the "Rotary Mending Faces Medical and Outreach Mission" in partnership with the Mending Faces Organization from Broomfield, Colorado which offers free surgery to children with cleft lip and cleft palate. The project scheduled for implementation on February 13-18, 2015 in Kalibo, Aklan will also serve identified patients in neighboring provinces of Romblon and Antique. Meanwhile, the Rotary Club of Boracay, chartered in 1997, has been involved in the construction of the Multi-Purpose Hall of the Baquerohan Ati Community, an indigenous group residing in Cubay Sur Malay, Aklan which was graced by DG Jude Doctora early this year.

RC Boracay members also donated food supplies and had a fellowship with their adopted Aeta community.

#### Rotary Club of Metro Roxas

Riding high 33 years later



RC Metro Roxas was chartered January 8, 1982 and describe themselves as a club of "happy people since most of the members were from the Christian Family Movement (CFM), a charismatic group fond of songs, dances and serving their community.

Under the leadership of Charter President Cesar Bolaño, the first generation of RCMR Rotarians characterized the personality of the club and even though charter members are few and far between by now, the club has retained the same joyful activism and servitude it has displayed though the years.

Presently, the club have 25 active members and countless of friends who are one in working with the club to rebuild Capiz particularly after the aftermath of Yolanda.

This Rotary year, aside from the club's regular annual programs like the "Boys and Girls Week," RCMR chose to align its projects and goals with that of District 3850 in the area of health and literacy.

The club also aims to continue its rehabilitation efforts of Capiz and still receives donations from generous people and groups, both here and abroad, for the reconstruction and repair of various school

buildings, libraries and health centers that were damaged by the typhoon. RCMR also aims to strengthen its ties with other clubs, both local and international, to attain additional assistance for the rebuilding of Capiz.

#### Rotary Club of Boracay



#### Rotary Club of Metro Kalibo



 $RC\,Metro\,Kalibo-standing\,strong\,amidst\,the\,challenges$ 



The Rotary Club of Metro Kalibo was

chartered June 2, 2001 with 29 members and under the leadership of Charter President Arvin Pador and sponsored by the Rotary Club of Kalibo.

Speaking in metaphor, the Rotary Club of Metro Kalibo is like a vessel that cruises the high seas and meeting strong waves of conflicts and winds of controversies. Their leaders have to navigate the reefs and cynicism and confront internal differences. Inspired by their "Hala Bira" motto, written in their banner, the club leadership managed to swim through the problems and has come out standing strong.

Through the years, RC Metro Kalibo has received various District Awards and Presidential Citations from RI Presidents for its projects and activities.

The club remains a happy blend of young, idealistic and old Rotarians who remain dedicated and enthusiastic in Rotary. It continues to turn the Wheel of Rotary in keeping with its ideal of service so it would not only be a desirable but ultimately an important part of the community.

This Rotary year, RC Metro Kalibo continues to strengthen their club's "power of giving and volunteerism" through its various projects that focuses on Literacy and Education, Water and Sanitation, Maternal and Child Care and Persons with Disabilities.

Presently, they have identified two banner projects; the "Rotary Care for the Out of School Youth with Disability (deaf and mute) Literacy Program" which is presently holding an Art Exhibit at the GSIS Museum in Manila and "The Rotary Limb Project Mission" scheduled this December to January in partnership with RC Makati West and Metro Passi Iloilo and Mombaiture, India which will offer free prosthesis (hand and foot) and will be serving PWDs in Aklan, Iloilo, Roxas and Antique.





RC Metro Kalibo members mentor their adopted deaf and mute out-of-school youths for the Lakbay Kulay Art Exhibit at the GSIS Museum in Manila this October.





Children with disabilities are given hope to walk again through the Rotary Limb Project Mission.

#### Rotary Club of Metro Roxas Central



Rotary Club of Metro Roxas Central repaired 3 classroom at Sto Nino Elementary School with Rotary clubs in Korea.

#### **DISTRICT SECRETARY'S CORNER**



# Vocational Service and The Object of Rotary

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

f we look at the Object of Rotary, the concept of vocational service can be found in the Second Object. This October being Vocational Service Month, let us ask ourselves 3 questions:

- 1. What can we do to encourage and foster high ethical standards in our business and professions?
- 2. What can we do to recognize the worthiness of all useful occupations?
- 3. What can we do to dignify each Rotarian's occupation as an opportunity to serve society?

There are many answers to each of these 3 questions and the answers will give us an idea as to the vocational service activity that we can do this October.

Some activities that come to mind are:

- Give each Rotarian in your club a copy of the Rotary Code of Conduct
- Ask a member of your club to give a classification talk
- Conduct or sponsor a career orientation for 4th year high school students
- Organize a tour to a club member's workplace
- Mentor young people in order for them to achieve their potential
- Present a vocational award to someone in community

Lastly, vocational service should not just be during the month of October but every month. In fact, vocational service should be a way of life for every Rotarian.

# The Object of Rotary

is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST**. The development of acquaintance as an opportunity for service;
- SECOND. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;
- FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

#### MONTHLY ATTENDANCE REPORT

Zone	CLUB	Member Count as of Oct. 12	Jul-MAR	Aug-MAR
I	lloilo	48	68.46%	54.35%
	lloilo South	22	79.00%	84.00%
	Antique	30	86.00%	93.00%
	lloilo West	16	65.00%	56.00%
	Miagao	13		88.45%
	Guimaras	18	70.00%	70.00%
П	lloilo City	30	100.00%	
	Jaro-Iloilo City	22		
	Central Iloilo City	12	92.80%	92.80%
	Jaro-Centraline	10		90.90%
	Jaro South	12		
III	Metro Iloilo	58	88.00%	85.00%
	Midtown Iloilo	24	96.25%	98.75%
	Molo	10		
	La Paz	16	87.50%	
	Dumangas	30	85.60%	
	Metro Passi	25	85.00%	83.00%
IV	Roxas	16	91.00%	87.00%
	Kalibo	43	86.00%	87.00%
	Metro Roxas	25	80.00%	80.00%
	Boracay	14		
	Metro Kalibo	28		
	Metro Roxas Central	22	88.23%	90.00%
V	Bacolod North	41	82.53%	90.00%
•	Silay	24	75.00%	85.00%
	Escalante	16	88.33%	90.00%
	Victorias	14	78.60%	78.60%
VI	Bacolod	30	86.00%	86.00%
VI	Bacolod East	30	85.71%	91.75%
	Bacolod-Marapara	19	57.51%	61.84%
	Bacolod Central	19	55.00%	58.00%
VII	Bacolod South	35	95.00%	58.00 /0
VII	Kabankalan	33	59.00%	56.00%
	Metro Bacolod	25	81.01%	79.67%
	Bacolod West	20	88.00%	90.00%
\ /111		32	38.00%	50.00%
VIII	Dipolog		56.00%	50.00%
	Jimenez	29 12		
	Dapitan			
	Oroquieta Centennial	29		02.000/
IX	Ozamiz North	25	69.50%	82.00%
	Pagadian	34	60.00%	62.10%
	Pagadian West	30	81.00%	79.00%
	Salug Valley Molave	11	76.00%	76.00%
V	Metro Buug	20	79.00%	77.00%
X	Zamboanga City	43	E4.0E4	<b>FA C C C C C C C C C C</b>
	Basilan City	30	51.25%	52.04%
	Zamboanga City East	33	82.76%	83.61%
	Zamboanga City North	27	77.39%	81.13%
	Zamboanga City Central	31	60.00%	50.00%
XI	Zamboanga City West	51	80.39%	
	Metro Zamboanga	22	50.00%	
	Ipil-Sibugay	16		
	Bongao	14	89.00%	
	TOTAL	1339	77.43%	77.78%



# 2014 KOTA KINABALU ROTARY INSTITUTE

ZONE 6B, 7A, AND 10B Training Seminar: 19th - 21st November, 2014 Rotary Insitute: 21st - 23rd November, 2014







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