

balita

No. 3600, May 14, 2015

11th ROTARY TOURISM AWARDS RY 2014-2015



THE ROTARY CLUB OF MANILA BOARD OF DIRECTORS and Executive Officers 2014-2015

FRANK EVARISTO
President

RUDY BEDIONES
Immediate Past President

**TEDDY OCAMPO/
EBOT TAN**
Vice President

**SUSING PINEDA
BOBBY JOSEPH
AMADING VALDEZ
NING LOPEZ
OSCAR DEL ROSARIO**
Directors

ALBERT ALDAY
Secretary

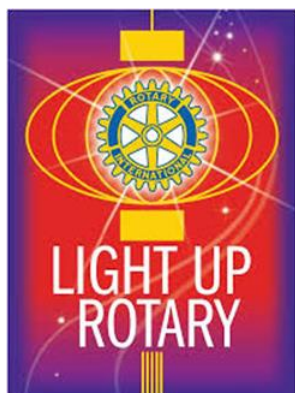
CHITO TAGAYSAY
Treasurer

DAVE REYNOLDS
Sergeant-At-Arms

ADDIE TOPACIO
Assistant Secretary

**ROB SEARS
ELOY ADAMOS**
Assistant Treasurer

**JIMMY CABASE
COEN EVERTS**
Deputy Sergeant-At-Arms



<u>What's Inside</u>	
Programme	2-3
President's Corner	4-5
11th Rotary Tourism Awards RY 2014-2015	6-8
Preview of Next Thursday Meeting	9
The Week That Was	9-12
Yolanda Rehab & Shelter / Livelihood Project	13-14
R.I.D. 3810 Public Relations Meeting	15
Club Press Release	16-19
DISTAS 2015	20
District Year End Award	21-22
Public Health Nutrition and Child Care	23
Advertisement	24-25
Attendance Report	26
Notes	27

PROGRAM

RCM's 38th for RY 2014-15

May 14, 2015, Thursday, 12NN, New World Hotel

OIC/Moderator : RTN ARTHUR "Art" M. LOPEZ

Presentation of 11th Year of Tourism Awards

P R O G R A M TIMETABLE

11:30 PM	Registration & Cocktails	
12:25 PM	Bell to be Rung: Members and Guests are requested to be seated	Rtn ART LOPEZ OIC/Moderator
12:30 PM	Call to Order	Pres. FRANK EVARISTO;
	Singing of Republic of the Philippines National Anthem	RCM WF Music Chorale
	Invocation	IT CHITO ZALDARRIAGA
	RCM Hymn	RCM WF CHORALE
	The 4-Way Test Credo	PP FRANCIS JUICO
12:40 PM	Introduction of - -Guests and Visiting Rotarians -Personalities seated at the Head Table Welcome Song	Rtn FARID SCHOUCAIR RCM WF CHORALE
12:45 PM	Maligayang Bati - RCM Birthday Celebrants: May 14,... PT Jun Follosco; May 17.... Dir. Susing Pineda; PD Bebot Pineda May 19... PD Dick Taguchi; Rtn Andy de Rossi -Happy Birthday Song	 RCM WF CHORALE
12:50 PM	President's Time	Pres. FRANK EVARISTO
12:55 PM	Message by Tourism Awards	Chair./Dir BOBBY JOSEPH
	Introduction of the 11 th Year Tourism Awardees	Rtn. ART LOPEZ
	Presentation of the Tourism Awards Plaque	Pres. FRANK EVARISTO; IPP RUDY BEDIONES Chair./ Dir BOBBY JOSEPH

NAME	AWARD CATEGORY
Mr. Jose Mari del Rosario President and CEO <u>MICROTEL INNS & SUITES (Phils.)</u> Inc.	Limited Service Hotel
Ms. Elizabeth Fernando President and CEO HOTEL ELIZABETH	Boutique Hotel
Dr. Milagros Castillol-Espina Dean, College of Liberal Arts UNIVERSITY OF SAN JOSE RECOLETOS	Education
PDG Vicente J. Carlos Former Secretary DEPARTMENT OF TOURISM	Rotary Tourism
Mr. Cresencio “Bum” D. Tenorio, Jr. Section Assistant Editor PHILIPPINE STAR	Print Media
TESORO’S International Inc. PVP Ma Miguel & Alice Guerrero	Shopping Tourism
Mr. Vernon Prieto General Manager EL CARMINO TRAVEL	Travel Agency
Mr. Jaime J. Bautista President and COO PHILIPPINE AIR LINES	Airline
Mr. Ricardo Cano Tan Owner, CAMPUESTOHAN Highland Resort, Talisay – Negros Occidental	Resort
Mr. Kingson Sian President and CEO TRAVELLERS INTERNATIONAL HOTEL GROUP, INC.	Integrated Hotel Casino Resort

Response

Tourism Awardees

RESPONSE and PRESENTATION OF

Pres. Frank Evaristo

2:00 PM

Adjournment

PRESIDENT'S CORNER



Tim Cahill once said that “a journey is best measured in friends, rather than miles.” No wonder our club, the Rotary Club of Manila, the First in Asia, each year recognizes acquaintances in the tourism industry who have made travelling a pleasant experience for each and every explorer of new frontiers. And today, we reward them for their exemplary contribution to the development of Philippine Tourism under the stewardship of Dir. Bobby Joseph, a foremost icon in the travel industry, through the 11th Annual Rotary Club of Manila Tourism Awards where ten (10) personalities/entities who have immensely shaped the face of the Philippine Tourism will be justly awarded for a job well done as our club lauds their achievements in their respective fields of endeavor after having undergone a rigorous pre-screening and final selection process under the leadership of Dir.

Bobby Joseph. On this note, I congratulate all the awardees as this momentous event marks a celebration of true excellence and commitment by these tourism industry catalysts who have played major roles in helping our country in becoming a world class tourist destination in Asia.

On news within our club, I attended the Remedios Circle Re-development Committee Meeting chaired by PDG Alex Cureg and co-chaired by Rtn. Hermie Esguerra last Thursday, May 7, 2015 after our club luncheon meeting. During the meeting, concrete plans and programs were drawn which would likewise entail a substantial seed fund towards the project's realization.

On news around the district, I attended the Rotary International District 3810 Public Relations Group Coordination Meeting for the incoming Rotary Year 2015-2016, the year in which our very own DGE/PP Obet Pagdanganan will sit as District Governor, last May 7, 2015 at the Aloha Hotel along Roxas Boulevard in Manila. Among the attendees aside from myself who is also the district's Public Relations and Communications Officer were Incoming District Rotaract Representative John Alexiz Tan, Incoming District Secretary Dolly Uanang, DGE Obet Pagdanganan, Senior Deputy Governor for Public Relations Arlene Velez, GML Contributor President Nominee Cecilia Larita, Cavite A Area PR Past President Sallie Lacson, Incoming Rotaract Public Relations Chair Joshua Abayde, Manila B Area PR Past President Marlene Lantin, GML Circulation Manager Past President Liza Khan, Cavite B Area PR Past President Doll Cada, District Webmaster Past President Mark Eugene Tan, Assistant Governor/Immediate Past President and Incoming Chief of Staff Rudy Bediones and Internet Communications Group and GML Editor-In-Chief Past President Charlie Chua. Last May 12, 2015, I attended the Rotary Assistant Governor Manila Area Meeting with our very own DGE/PP Obet Pagdanganan at the Copacabana Hotel in Pasay City as I was recently appointed Assistant Governor for the Manila Area clubs for the Incoming Rotary Year 2015-2016. Hence, my hands will still be full even after my term as President of the club ends as I will still be serving as part of the Board of Directors in my capacity as Immediate Past President as well as President of the Alay Lakad Foundation, Inc. where I was recently re-elected for a another 2-year term.

Next Thursday, May 21, 2015, The Standard –Defining The News will be hosting our lunch at the Manila Polo Club as arranged by our Program Committee Co-Chair and Journalism Awards Chairman Rtn. Babe Romualdez. This means that we will be treated to a free lunch for the first time during my term as President as there will be a forum on territorial issues regarding the West Philippine Seas where there will be guest speakers enlightening us on the pro's and con's. To this, our club expresses our sincerest thanks and profound gratitude to the host and to Rtn. Babe Romualdez for making this possible. On this note, let us give the winding up stages of our Rotary Year 2014-2015 one final kick as we participate in all the activities of Rotary.

11th ROTARY TOURISM AWARDS RY 2014-2015

The first Tourism Awards was presented during the presidency of Alejandro L. Yap, Jr. in Rotary Year 2004-2005. The objectives of this awards-giving body are to promote the Philippines as a destination for various Rotary clubs throughout the world with emphasis on the ASEAN Region in cooperation with the various governmental institutions such as the Department of Tourism, the Philippine Tourism Authority and private associations such as the Philippine Travel Agencies Association (PTAA) and Philippine Tour Operators Association (PHTOA), to take part in any government project which promotes tourism in the country but with specific emphasis on Rotary clubs throughout the world and to recognize outstanding personalities in the Tourism Industry. Under the leadership of Director Bobby Joseph, this event has earned its rightful place in the annals of the tourism industry and has made a significant contribution to the upliftment of tourism in the country.

Since then, Rotary Club of Manila – TOURISM AWARDS has recognized 112 outstanding personalities / institutions from the government and private sector who participated in the development and growth of Philippine Tourism industry.



Mr. JOSE MARI DEL ROSARIO

President and CEO
MICROTEL INNS & SUITES (Phils) INC.
Award Category: Limited Service Hotel



Ms. ELIZABETH FERNANDO

President and CEO
HOTEL ELIZABETH
Award Category: Boutique Hotel



Dr. MILAGROS CASTILLO-ESPINA

Dean, College of Liberal arts
UNIVERSITY OF SAN JOSE RECOLETOS
Awards Category: Education



PDG VICENTE J. CARLOS

Former Secretary
DEPARTMENT OF TOURISM
Award Category: Rotary Tourism



**Mr. CRESCENCIO "Bum" D.
TENORIO, JR.**

Section Assistant Editor
PHILIPPINE STAR
Award Category: Print Media



TESORO'S INTERNATIONAL INC.
PVP MA. MIGUEL GUERRERO &
ALICE T. GUERRERO
Award Category: Shopping Tourism



Mr. VERNON PRIETO
General Manager
EL CARMINO TRAVEL
Award Category: Travel Agency



Mr. JAIME J. BAUTISTA

President and COO

PHILIPPINE AIR LINES

Award Category: Airline



Mr. RICARDO CANO TAN

Owner

CAMPUESTOHAN HIGHLAND RESORT,

Talisay Negros Occidental

Award Category: Resort



Mr. KINGSON SIAN

President and CEO
TRAVELLERS INTERNATIONAL
HOTEL GROUP, INC.

Award Category: Integrated Hotel
Casino Resort

Aside from Chairman Joseph, the other members of the 11th Tourism Awards committee are RCM Pres. Frank Evaristo, Immediate Past President Rudy Bediones (Director in Charge), RCM Director Amading Valdez, Past President Francis Juico, Past Director Abraham Pascual. Incoming Treas. Chito Zaldarriaga, Rtn Arthur Lopez and Rtn Farid Schoucair.

PREVIEW OF NEXT THURSDAY MEETING

May 21, 2015, 12N, Manila Polo Club McKinley Room



**Subject : Forum on Territorial Issue
on West Philippine Seas**

**LUNCH TO BE GRACIOUSLY HOSTED—
BY THE STANDARD (DEFINING THE NEWS)**

THE WEEK THAT WAS



RCM PVP Fausto Preysler as OIC-Moderator directs the program of activities for the joint meeting of **Rotary Club of Manila (RCM)**, **Rotary Club of Forbes Park (RCFP)**, & **Rotary Club of Bagumbayan Manila. (RCBM)**”



RCM Pres. Frank Evaristo, RCFP Pres. John Tiong, and RCBM Pres. Ian Tong call the joint meeting to order.



RCBM PP Buen Mariano delivers an ecumenical prayer.



RCFP PP Hiro Asandas leads in the recitation of the Four (4) Way Test.



RCFP PE Tedjie Herbosa introduces the guests, visiting Rotarians and personalities seated at the presidential table.



RCM Pres. Frank Evaristo RCFP Pres. John Tiong, and RCBM Pres. Ian Tong during their respective President's Time.



RCM PAS Chito Zaldarriaga does the honor and pleasure of introducing fellow **RCMer Rtn. Jose Manuel G. "Babe" Romualdez**, CEO, Stargate Media Corporation; Columnist, The Philippine STAR **Rtn. Jose Manuel G. "Babe" Romualdez**, as guest of honor & speaker.



Rtn. Babe Romualdez spoke before his fellow Manila Rotarians, Bagumbayan Rotarians, Forbes Park Rotarians and guests on the phenomenal growth and power of social media where he hopes that he could harness its power through Rotary to help fight corruption and influence the upcoming elections by aligning with Rotary's famous Four Way Test.



An interactive public forum followed suit post the speech of **Rtn. Jose Manuel G. "Babe" Romualdez**.

RAFFLE OF RED WINES COURTESY OF PVP MANNY DY



RCM Pres. Frank Evaristo & Rtn. Jose Manuel G. "Babe" Romualdez present to 20 red wine bottles courtesy of PVP Manny Dy to the lucky raffle winners: **RCMers' PSAA Gunter Matschuck, Rtn. Jujut Enriquez, Rtn. Manny Blanco, PVP Mike Guerrero, PS Justin Ortiz, PP Archit Bartolome, PDSAA Tony Montinola, IPP Rudy Bediones, RCFP and RCBM Past Presidents Buen Mariano & Ruben Torres, Rotarians Morita Koichi, Ruben Fruto, & Resty Tiangco.**



RCM Pres. Frank Evaristo & Rtn. Jose Manuel G. "Babe" Romualdez present to 20 red wine bottles courtesy of PVP Manny Dy to the lucky raffle winners: RCMers' PSAA Gunter Matschuck, Rtn. Jujut Enriquez, Rtn. Manny Blanco, PVP Mike Guerrero, PS Justin Ortiz, PP Archit Bartolome, PDSAA Tony Montinola, IPP Rudy Bediones, RCFP and RCBM Past Presidents Buen Mariano & Ruben Torres, Rotarians Morita Koichi, Ruben Fruto, & Resty Tiangco.

WEEKLY BIRTHDAY CELEBRATION



Present were: Chair. PP Babes Reyes, Co-Chair/PS Gus Fajardo, PT Jim Chua, PD Ralf Gonzales, IPP/AG Rudy Bediones, PP Francis Juico, PVP Lance Masters, PS George Salazar and Dir. Oscar del Rosario.

YOLANDA REHAB & SHELTER / LIVELIHOOD PROJECT WITH GAWAD KALINGA



Livelihood. Please note that the livelihood projects will take time before we can implement. The homes and community organizing of the families are priority before the livelihood programs.

CADIZ CITY, NEGROS OCCIDENTAL





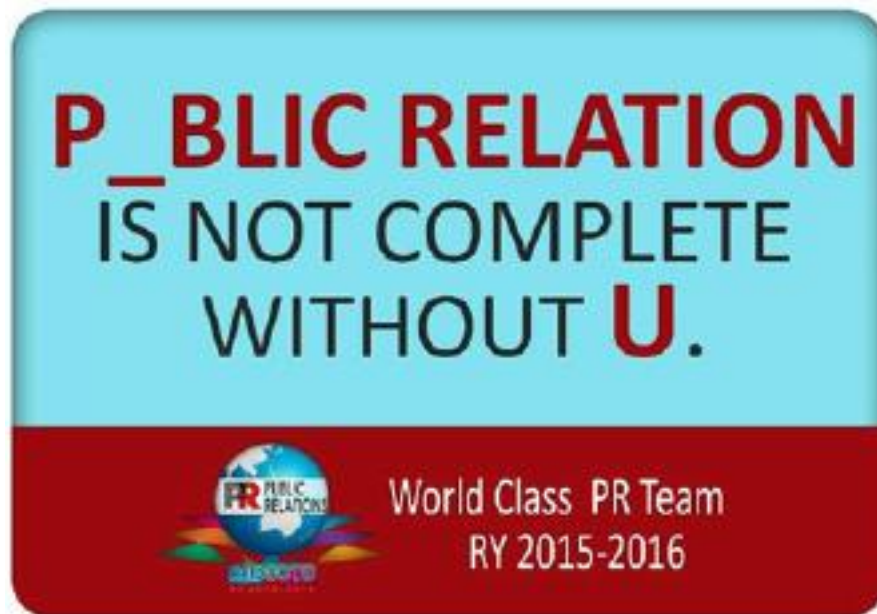
BATAD, ILOILO



Layout and excavation just started this week. Reason for delay: Waited for the LGU to start grading but until now there's no action from the LGU. Our team decided to go ahead and start the layout as based on their assessment, there's no need to wait for the grading to be done as land is leveled anyway. We will still try our best to completed the project end of June. Target completion date: End of June 2015.



RI D-3810 PR Group coordination meeting for the incoming Rotary Year 2015-16 led by our very own DGE "Obet" Pagdanganan last Thursday, May 7, 2015, held in Aloha Hotel, Manila. Among the attendees were : Incoming District Rotaract Representative John Alexiz Tan, Incoming District Secretary Dolly Uanang, District Governor Elect Obet Pagdanganan, Senior Deputy Governor Arlene Velez, SGD for PR, President Nominee Cecilia Larita-GML contributors, Past President Sallie Lacson- PR Area PR Cavite A,2nd: L-R: Incoming Rotaract Public Relations Chair, Joshua Abayde, Past President Marlene Lantin-Area Public Relations Manila B, Past President Liza Khan GML Circulation Manager, Best Class President Frank Evaristo, Public Relations & Communications Officer, Past President Doll Cada - Area Public Relations Cavite B, Past President Mark Eugene Tan- District Webmaster, Immediate Past President, Assistant Governor & Incoming Chief of Staff Rudy Bediones, Past President Charlie Chua - Internet communications Group/GML Editor In Chief.



CLUB PRESS RELEASE

Source: *The Philippine Star OPINION* Page 16, Sunday, May 10, 2015



Babe's Eye View

By Babe Romualdez

The Power of Social Media

Last Thursday I was asked by our Rotary Club of Manila to be the guest speaker – the second or third time I've been asked to speak – but this time with a much larger group with the presence of the Rotary Forbes Park headed by president John Tiong, past president Hiro Asandas and president-elect Tedjie Herbosa. Rotary Bagumbayan Manila was also present with president Ian Tong and past president Buen Mariano. And of course Frank Evaristo, president of the Rotary Club of Manila. I must say all these clubs represent a large segment of the business community with a strong influence in our society today.

There was a lively discussion following my speech on the power of social media especially with Manila Overseas Press Club chairman and *BizNews Asia* publisher Tony Lopez who agreed that the glossies and broadsheets will survive the digital age for a longer period since we still have a number of people who prefer to read the print version. Even if a number of businessmen have iPads, iPhones or MacBooks, they admitted that they still prefer the feel of the paper, perhaps out of habit.

There's no denying the important role that traditional media plays in shaping perceptions and driving opinion to the point of influencing and affecting policy in government, but the advent of technology has given rise to the social media phenomenon which has become a powerful medium not only for news and information dissemination, but as an effective tool in driving intelligent discussion on hot issues like the Bangsamoro Basic Law for instance.

Let's face it, advancements in technology and the advent of the digital age have made the world a much smaller place with information gathering and dissemination now happening in real time – meaning we see or hear the news almost instantly as things happen. As "socialnomics" experts would put it, word of mouth has been transformed into "world of mouth" wherein individuals get up-to-date information about the things that are happening not only locally but globally, with exchange of views happening not on a one-on-one basis but on a "many-to-many global platform" with just a click on the mouse or the swipe of a finger on a smart gadget's screen.

Not surprisingly, traditional media has come to realize the advantage of going digital, with social media emerging as a rich source of content for news. As a matter of fact, ordinary people are turning into journalists as they post photos of celebrities they see in certain places, tweet about an event as it happens or upload a video showing a heated confrontation between a mall guard and a customer, for instance.

In effect, social media is now the vehicle for real people power – and this was very evident in the aftermath of the January 25 Mamasapano encounter when a video that showed a Special Action Force member being cold-bloodedly shot on the head triggered a huge outcry that compelled legislators to take a closer look at the proposed Bangsamoro Basic Law – which would have been passed without very serious scrutiny.

Opinion (Article MRec), pagematch: 1, sectionmatch: 1

People familiar with change.org know that this site has effectively utilized social media platforms like Facebook to drive change and elevate issues that impact the lives of people. From environment to education to business to politics and governance, change.org has empowered people to raise their voices and bring attention to issues close to their hearts and minds – even their stomachs. In effect, the site has given ordinary individuals the means to start revolutions and change lives for the better.

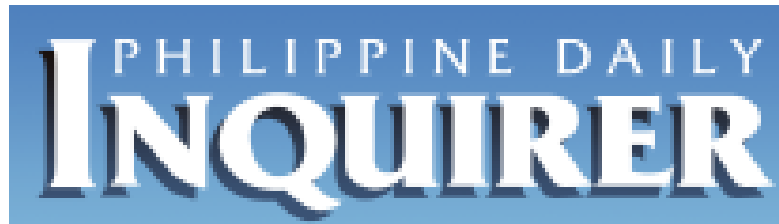
In the Philippines, studies show that over 80 percent of Filipinos are actively engaged in social media and are among the world's top uploaders of photos and videos – earning for us the reputation as the social networking capital of the world. Fortunately, more and more Filipino Netizens now use their Facebook time not just to post selfies but to exchange views and opinions with fellow Netizens on hot button issues via FB groups such as Get Real Philippines for example where debates can get very heated. But the good part however is that the online exchange of information will not result in physical confrontation among people with dissenting opinions.

Tech-savvy candidates are very much aware of the power of social media and its potential to reach out to a bigger voting population. As one University of Wisconsin journalism professor put it, "People live on social media now, so one way candidates can reach out to voters is to hit them where they live. Candidates are spending more time trying to get people to share stuff on Facebook or re-tweet a candidate's message on Twitter."

It was the power of social media that allowed Obama to shape history by becoming the first black president of America, and it was also social media that gave Narendra Modi overwhelming victory against the well-entrenched Congress Party of the Gandhi family in the recent 2014 elections in India.

As I told our Rotary club members, we should utilize this very powerful medium not only to spread awareness about our various advocacies and projects but more importantly, to express our collective concern about issues that impact the future of our country. Members of the various Rotary districts in the Philippines belong to the top echelons of society and business and so naturally it goes without saying that they can make a huge difference in terms of shaping perceptions that in turn can influence government policy and decisions — and most of all, help Filipinos in making informed decisions most especially in the 2016 presidential elections.





Rotary Club Manila cites tourism stalwarts

THE ROTARY Club of Manila will honor the 11th annual Rotary tourism awardees at its luncheon meeting on May 14 in the Grand Ballroom of the NewWorld Hotel Makati.

The 11 awardees, all tourism industry stakeholders, are Enrique K. Razon Jr., chair of Bloomberry Resorts and Hotels/Sureste Properties Inc., in the World Class Integrated Hotel/Casino Resort category; Jaime J. Bautista, PAL president and CEO, Airline category; Kingson Sian, president and CEO, Travellers International Hotel Group Inc., Meeting, Incentives, Conventions, Exhibitions and Events (MICE) category; Ricardo Cano Tan, owner, Campuestohan Highland Resort, Talisay, Negros Occidental, Resort category; Vernon Prieto, general manager, El Camino Agency, Travel Agency category;

Rotary International District 3810 past district governor Vince J. Carlos, managing partner, Carlos Law Offices, Rotary Tourism category; Dr. Milagros Castillo-Espina, director, Tourism Educators and Movers (TEAM Phils.), Education category; Elizabeth Fernando, president and CEO, Elizabeth Hotel, Boutique Hotel category; Jose Mari del Rosario, president and CEO, Microtel Inns and Suites Phils. Inc., Limited Service Hotel category; Bum Tenorio, assistant section editor, Philippine Star, Print Media category, and Tesoro's International, Shopping Tourism category.

Manila Rotary Club director Bobby Joseph, chair of the tourism awards committee, said "this annual event is a celebration of the excellence and commitment exemplified by these industry people in helping our country to be a world class destination in Asia."

source: Philippine Daily Inquirer, Tuesday, 12 May 2015

DISTAS 2015



DISTRICT TRAINING ASSEMBLY (DISTAS 2015) RY 2015-2016

May 30, 2015
PHILIPPINE INTERNATIONAL CONVENTION CENTER (PICC)
Hosted by the Rotary Club of Pasay MOA

UPDATE OF REGISTRATION & PAYMENT RECEIVED

ROTARY CLUB OF: MANILA

MEMBERS:

	CLUB POSITION	FULL NAME
1	President-Elect	EUSEIO "Ebot" V. TAN
2	President – Incoming Director of Vocational Service	FRANK A. EVARISTO
3	Vice President – Director for New Gen	TEODORO "Teddy" V. OCAMPO
4	Director – Health Concerns	MARIANO "Ning" B. LOPEZ
5	Director – Club Operations/Club Adm	ISSAM ELDEBS
6	Club Secretary	JORGE "George" Q. SALAZAR
7	The Rotary Foundation – GRANTS Chair	PVP LANCE MASTERS
8	Club Treasurer	
9	Service Project Chair	
10	Public Relations Chair	

Registration Fee:

Php 1,500.00 - not later than May 15, 2015

(no onsite registration)

Account Name: Rotary Club of Pasay Mall of Asia

Account Number: 920-300000-231;

Bank Name: Security Bank

Please email **deposit slip and registration form** to:

rickybajen@yahoo.com

Contact Number: PE Blessie (0917-865-5648)

Attire: Corporate – Dark coat and tie for men and
Coat or Blazer for ladies.

DISTRICT YEAR END AWARD

DG MEMO No. 39

TO : All Best Class Presidents and Best Class District Officers
FROM : DG Edmond T. Aguilar
RE : DISTRICT AWARDS NIGHT 2015

DATE : April 6, 2015

Greetings in the name of Rotary !

Our District Awards Night, the penultimate event of our year of leadership, has been slated for May 23, 2015 Saturday 5:00PM onwards and will be held at Manila Hotel, Fiesta Pavillon, Manila. With all the preparations that are being done, the event promises to be well-attended and spectacular. A good number of awards, perhaps the biggest number in recent RID-3810 history, is planned to be given to honor and recognize deserving Rotarians and clubs.

It is therefore with great anticipation that I urge you and your members to take the lead in inviting everyone to attend and participate in this auspicious event; better still, to register early.

This will be a big night that will bring to the limelight the tremendous success of our clubs in the contribution to Rotary Foundation, the membership retentions and extensions, Five Avenues of Service and the Six Areas of Focus. And in Lighting Up Rotary, It will be more meaningful and beautiful with your inspiring presence.

Our host club is Rotary Club of Paco, Manila, led by its Vice-President PP Gilbert Yupangco and District Chairperson PP Lucy Medina, other details of the event will be announced by the Host club during our Area meeting on April 6, 2015.

Please be guided accordingly.

Yours in Rotary Service,

DG EDMOND "MOND" T. AGUILAR
District Governor, RY 2014-15

From: Gilbert Yupangco <gilbertyupangco@yahoo.com>

Good day Best Class Presidents!!!

The District Awards Night 2015 will be held at the Fiesta Pavillion, Manila Hotel on May 23, 2015, Saturday. Registration will be at 4:00 pm and the Program proper will exactly start at 5:00 pm.

Attire will be the Gatsby inspired "Tuxedo for men and Gown for the ladies". The ticket price will be sold at P1,800.00 per pax or P18,000.00 for one table.

Promotion: To co-host these event with RC Paco, your Club should have paid for at least one (1) table of 10 pax.

You will also get free two (2) "End Polio" Magnetic Poster for every table paid on or before April 25, 2015. Excellent table location will be on a first come first served basis.

Reminder: There will be a NO onsite registration and the last day of Registration will be on May 4, 2015.

We will pick Two (2) winners in the Best Gatsby Costume (one male and one female) of the night and they will win a round trip ticket each to Hong Kong. So please be in your Best Gatsby Attire and Props!

In the Souvenir Program, 50% discount will be given on the whole page B&W on Rotary Club Ads at Php 5,000.00. While the whole page B&W Corporate Ads will be at Php 10,000.00.

Rotary Club of Paco Manila Bank Account: Name: Rotary Club of PACO, Manila; Metro Bank Paco Branch with Current Account No.: 7-026-50840-1. Please scan your bank deposit receipts and email them to our Treasurer Maria Ophelia Villaluz at Mariphie14@yahoo.com.

The Contact Person/s will be: a. Chair PP Lucie Medina cell no. +639178115829; b. Co-chair PP Jowell Meneses cell no. +639178247216; c. VP/OIC/ PP Gilbert Yupangco cell no. +639178888962; d. Treas Rtn. Maria Ophelia Villaluz cell no. +639176265592; e. Secretariat: Julius Galang cell no. +639178470599

The other highlights of the event will be the entertainment provided by Mel Villena and his Band. So let us enjoy the music by dancing, fellowship with our fellow Rotarians and the good foods serve to us by Manila Hotel!

Thank you very much and see you all soon at the District Awards 2015 at the Manila Hotel!

PP Lucila Medina
Chairman

PP Gilbert R. Yupangco
Vice President /Officer-in-Charge

ROTARY CLUB OF MANILA will be represented by the following:

- | | |
|-------------------------|---------------------------|
| 1. Pres. Frank Evaristo | 7. Dir. Amading Valdez |
| 2. IPP Rudy Bediones | 8. Dir. Oscar del Rosario |
| 3. PE Ebot Tan | 9. Sec. Albert Alday |
| 4. VP Teddy Ocampo | 10. Treas. Chito Tagaysay |
| 5. Dir. Susing Pineda | 11. IPP Banit Caasi |
| 6. Dir. Bobby Joseph | 12. PVP Lance Masters |

PUBLIC HEALTH NUTRITION AND CHILD CARE



LONG LIFE, Part 1 (It's more than just healthy foods and exercise)

Elias D. Adamos, M.D.

Today I was tempted to quote the whole first few pages from the book *Outliers* by Malcolm Gladwell. The subtitle of the book is *The Story of Success*. The part of the book that I am going to lift is the introduction and it is entitled *The Roseto Mystery*. It has something to do with long life or the maybe the better term is “good life.” It started with this quotation from the author: *“These people were dying of old age. That’s it.”*

He defined the word *Outlier*. According to him, he referred to it as a noun. He gave two definitions: 1. something that is situated away from or classed differently from a main or related body; and 2. statistical observation that is markedly different in value from the others of the sample. By definition, we can already predict that he was referring to people who did things differently, perhaps a thing or some things that are/were unacceptable and got away with them. Here’s Gladwell’s masterfully written chapter.

“Roseto Valfortore lies one hundred miles southeast of Rome in the Apennine foothills of the Italian province of Foggia. In the style of medieval villages, the town is organized around a large central square. Facing the square is the Palazzo Marchesale, the palace of the Saggese family, once the great landowner of those parts. An archway to one side leads to a church, the Madonna del Carmine – Our Lady of Mount Carmine. Narrow stone steps run up the hillside, flanked by closely clustered two-story stone houses with red-tile roofs.

For centuries, the *paesani* of Roseto worked in the marble quarries in the surrounding hills, or cultivated the fields in the terraced valley below, walking four and five miles down the mountain in the morning and then making the long journey back up the hill at night. Life was hard. The townsfolk were barely literate and desperately poor and without much hope for economic betterment until word reached Roseto at the end of the nineteenth century of the land of opportunity across the ocean.

In January of 1882, a group of eleven Rosetans – ten men and one boy – set sail for New York. They spent their first night in America sleeping on the floor of a tavern on Mulberry Street, in Manhattan’s Little Italy. Then they ventured west, eventually finding jobs in a slate quarry ninety miles west of the city near the town of Bangor, Pennsylvania. The following year, fifteen Rosetans left Italy for America, and several members of that group ended up in Bangor as well, joining their compatriots in the slate quarry. Those immigrants, in turn, sent word back to Roseto about the promise of the New World, and soon one group of Rosetans after another packed their bags and headed for Pennsylvania, until the initial stream of immigrants became a flood. In 1894 alone, some twelve hundred Rosetans applied for passports to America, leaving entire streets of their old village abandoned.”

(To be continued)

ADVERTISEMENT



Exquisite Wines

Excellent Pleasures

Lasting Experiences

WWW.PWM.COM.PH

2253 Aurora Blvd. Pasay City PH 1300

8322523 / 8537421

philwine@compass.com.ph



FOR MORE PRODUCTIVE MEETINGS

In business, the smallest details make the biggest impact on the bottomline.

Whether you are planning for the rest of the fiscal year, holding a meeting with partners from overseas or a training your team, you will be able to access first-class facilities and the best of Philippine hospitality within our halls.

Hold your next meeting and business conference at The Manila Hotel and seal the deal in five-star luxury. Discuss your requirements with our team by calling 5270011 local 1271 to 1274 or emailing banquet@manila-hotel.com.ph.

M

THE MANILA HOTEL