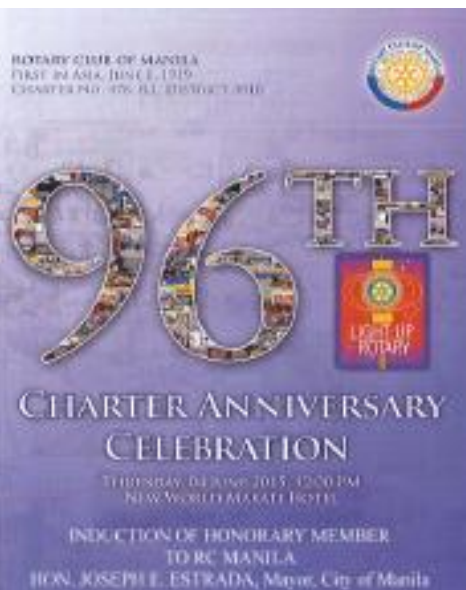


Kabalita



No. 3603, June 4, 2015

GUEST OF HONOR AND SPEAKER

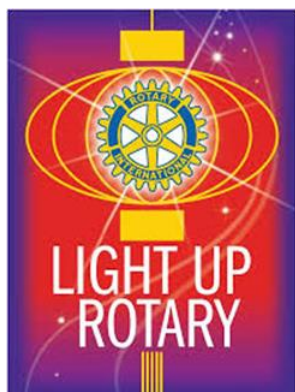


HIS EXCELLENCY PHILIP S. GOLDBERG

Ambassador of the United States of America
to the Republic of the Philippines

KABALITA

Let the BU Terrier who fulfills every Filipino's dream of
finding Uncle Sam show the way to where Rotary all began
as we celebrate the chartering of Asia's First Rotary Club.



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

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PROGRAM

RCM's 41st for RY 2014-15

96th Charter Anniversary Meeting since June 1, 1919

June 4, 2015, Thursday, 12NN New World Hotel

OIC/Moderator : Rtn FARID SCHOUCAIR

PROGRAM TIMETABLE

11:30 PM	Registration & Cocktails	
12:25 PM	Bell to be Rung: Members and Guests are requested to be seated	Rtn Farid Schoucair OIC/Moderator
12:30 PM	Call to Order United States of America National Anthem Republic of the Philippines National Anthem	Pres. Frank Evaristo RCM WF Music Chorale
	Invocation	Rtn. Hermie Esguerra
	RCM Hymn	RCM WF Music Chorale
	The 4-Way Test Credo	PD Rob Sears
12:40 PM	Introduction of - -Guests and Visiting Rotarians -Personalities seated at the Head Table Welcome Song	PP Benny Laguesma RCM WF Music Chorale
12:45 PM	President's Message	Pres. Frank Evaristo
	MABUHAY TOAST in celebration of Rotary Club of Manila's 96 th Charter Anniversary	
	Introduction of RCM Sister Rotary Club of Kowloon East, Hong Kong	PDG Vince Carlos
	Presentation of gifts to RC of Kowloon East thru PE VICTOR LO	Pres. Frank Evaristo
	Message from Rotary Club of Kowloon East	PE Victor Lo
12:55 PM	Presentation of Presidents of Rotary Club of Manila by 96 th Charter Anniversary Chairman	VP Teddy Ocampo
	Presentation of Token of Appreciation to the Past Presidents	Pres. Frank Evaristo
	Singing of the anniversary song Blowing of the 96 th anniversary candle	RCM WF Music Chorale RCM Presidents

Entertainment Number by

Ms. Danna Gancel / Rtn Caloy Buendia

RAFFLE by 96th Charter Anniversary
Celebration Chairman

VP Teddy Ocampo

1:15 PM

Induction of Honorary Member to RCManila
Hon. JOSEPH E. ESTRADA
Mayor, City of Manila
Acceptance Message

Pres. Frank Evaristo
Inducting Officer

Hon. Joseph E. Estrada
Mayor, City of Manila

1: 20 PM

Introduction of Guest of
Honor and Speaker

VP Teddy Ocampo

Address: **His Excellency PHILIP S. GOLDBERG**
Ambassador Extraordinary & Plenipotentiary
Embassy of the United States of America
in the Philippines

Public Forum
RAFFLE by Chairman of 96th Charter
Anniversary Celebration

VP Teddy Ocampo

Response and presentation of token of
appreciation to **H.E. Philip S. Goldberg**

Pres. Frank Evaristo

2:00 PM

Adjournment

Legend: * for confirmation

PRESIDENT'S CORNER



Ninety-six (96) years and counting! So goes the story of our club in Rotary as we celebrate our Charter Anniversary at the post New World Makati Hotel today through its General Manager and our very own fellow Rtn. Farid Schoucair where we will be honoring our Past Presidents who we consider as pillars of our club which started the Rotary movement in Asia. For the time, talent and treasure they have shared in spearheading our club, they truly serve as shining examples for their respective legacies of service to the communities our club has helped throughout the years as we eagerly look forward to the centennial milestone of our club some four (4) years from now on June 1, 2019 in celebration of one hundred (100) years of service to mankind in Asia. And because of this celebration, members of our sister club, the Rotary Club of Kowloon East, came all the way from Hong Kong to share with us the majesty of this historic moment in our club's history. Hence, we

extend our warm welcome and hospitality to Rotary Club of Kowloon East President-Elect Victor Lo and spouse, Norita Lo, Rtn. and Mrs. Willy Liu and company whose presence today significantly made this milestone event a more meaningful one.

On news within our club, some fellow Manila Rotarians and I attended the British Queen Birthday National Day Celebration last May 28, 2015 at the British School in Bonifacio Global City, Taguig where we were greeted by our honorary member, His Excellency Anwar Ahmad, Ambassador Extraordinary and Plenipotentiary of the United Kingdom of Great Britain to the Republic of the Philippines. Among the Manila Rotarians present aside from myself were former Ambassador to UK/Rtn. Cesar Bautista, Consul General of Syria DE/PD Issam Eldebs, Consul General of the Embassy of Japan Rtn. Terry Amano, SAA Dave Reynolds and Rtn. Bren Egan. Last May 29, 2015, a red letter Friday, our club held our Valedictory Fellowship at the Central Colleges of the Philippines through the courtesy of PP Babes Reyes, Chairman of the World Famous Music Committee. Among the Manila Rotarians present aside from myself were ICOS/AG/IPP Rudy Bediones, VP Teddy Ocampo, Dir. Amading Valdez, Dir. Ning Lopez, Dir. Oca del Rosario, Club Secretary Albert Alday, AT Eloy Adamos, Fellowship Committee Chairman IPSDG/PP Cesar Ublado, Fellowship Committee Co-Chairman Rtn. Hermie Esguerra, PP Boy Ampil, PAT Muhammad Aslam, Rtn. Mikael Avellan, PP Archit Bartolome, Rtn. Pering Benedicto, Rtn. Caloy Buendia, PT Jim Chua, DE/PD Issam Eldebs, PD Beda Fajardo, World Famous Music Committee Chairman PP Babes Reyes, World Famous Music Committee Co-Chairman PS Gus Fajardo, PT Jun Follosco, PVP Roy Golez, PD Ralf Gonzales, PD Ed Lee, PD Nick Locsin, PDSAA Tony Lopa, PS Butch Marking, DGE/PP Obet Pagdanganan, Rtn. Caloy Reyes, PDG Frankie Roman, Rtn. David Wong and Rtn. Geoffrey Yu. It was truly a night of Fellowship, Friendship, Camaraderie and non-stop entertainment with Manila Rotarians taking turns in belting out their respective favorite songs to the delight of the entire group present just like old times as well as touting their dancing prowess on the dance floor after savouring the sumptuous feast composed of a catered Cantonese dinner buffet complemented by a mouth watering salmon fish brought by PD Ed Lee and loads of lechon, *chicharon bulaklak*, wine and other liquors. To the Fellowship Committee led by Chairman IPSDG/PP Cesar Ubaldo and Co-Chairman Rtn. Hermie Esguerra, our heartfelt gratitude for a job well done this Rotary year 2014-2015.

On news around the district, members of our club attended the 2015 District Training Assembly (DISTAS) which is preparatory to the governorship of our very own DGE/PP Obet Pagdanganan. This event was hosted by the Rotary Club of Pasay MOA at the Philippine International Convention Center (PICC) last May 30, 2015 where around six hundred (600) delegates were in attendance and with Past Rotary International Director Paing Hechanova as Guest Speaker. Among the Manila Rotarians present aside from DGE/PP Obet Pagdanganan and I were PDG Alex Cureg together with his spouse, Anna, ICOS/AG/IPP Rudy Bediones, PE/VP Ebot Tan, VP Teddy Ocampo, DE/PD Issam Eldebs, PD Alvin Lacambacal and Club Secretary Albert Alday. As a reminder, I encourage each and every Manila Rotarian to support our very own DGE/PP Obet Pagdanganan by attending the Handover and Induction Ceremonies of District 3810 at the PICC on June 27, 2015.

Today, we shall have our honorary member, His Excellency Philip S. Goldberg, Ambassador Plenipotentiary and Extraordinary of the United States of America to the Republic of the Philippines as our Guest of Honor and Speaker on this historic event where the Honorable Joseph Ejercito Estrada, Mayor of the City of Manila, will be conferred honorary membership. Let's give them a warm welcome in today's luncheon meeting as we give the remaining days of this Rotary year, the final kick it deserves.

GUEST OF HONOR AND SPEAKERS PROFILE

Philip S Goldberg



U.S. Ambassador to Philippines

Term of Appointment: 11/21/2013 to present

Philip S. Goldberg was sworn in as U.S. Ambassador to the Philippines on November 21, 2013. From June 2010, he served as the Assistant Secretary of State for the Bureau of Intelligence and Research. Prior to 2010 he served concurrently as the Coordinator for Implementation of UNSC Resolution 1874 on North Korea.

Goldberg served as Ambassador to Bolivia (2006-2008), Chief of Mission in Pristina, Kosovo (2004-2006) and Deputy Chief of Mission at the U.S. Embassy in Santiago, Chile (2001-2004). Ambassador Goldberg, a career member of the U.S. Senior Foreign Service, served from January-June 2001 as acting Deputy Assistant Secretary of State for Legislative Affairs. He came to that position after having been a senior member of the State Department team handling the transition from the Clinton to Bush Administrations.

Ambassador Goldberg served as Special Assistant (1996-1998) and then Executive Assistant (1998-2000) to Deputy Secretary of State Strobe Talbott. From 1994-1996, he was the Department's Bosnia Desk Officer and was a member of the American negotiating team in the lead-up to the Dayton Peace Conference and Chief of Staff for the American Delegation at Dayton. Ambassador Goldberg has served overseas as a consular and political officer at the U.S. Embassy in Bogota, Colombia, and political-economic officer in Pretoria, South Africa.

Before joining the Foreign Service, Goldberg worked for several years as a liaison officer between the City of New York and the United Nations and consular community. He is a native of Boston, Massachusetts, and a graduate of Boston University. He speaks fluent Spanish.

PREVIEW OF NEXT WEEK'S ACTIVITY

June 11, 2015, 12N, New World Makati Hotel

Pasay Road, Makati City

(NOTE: NOT AT MANILA POLO CLUB)

JOURNALISM AWARDS PRESENTATION



HON. GRACE POE

Senator, Senate of the Philippines

Guest of Honor & Keynote Speaker

THE WEEK THAT WAS...



STAR Rtn. Caloy Reyes as OIC-Moderator directs the program of activities.



PD Jess Santos delivers an ecumenical prayer.



PD Knud Hedeager introduces the guests, visiting Rotarians and personalities seated at the presidential table.



Pres. Frank Evaristo during the presentation of red wines courtesy of PVP Manny Dy, to the lucky raffle winners: Dir. Oscar del Rosario, PS Justin Ortiz, Rtn. Steve Dekrey, PD Rob Sears, PD Ed Lee, Rtn. Colin Patterson, Rtn. Reiner Allgeier(former Member), PP Archit Bartolome, Rtn. Mon Ko, PD Alvin Lacambacal, PD Jun Hallare, PAS Chito Zaladarriaga, Rtn. Sonny Arevalo, Rtn. Cesar Bautista, Mr. Mike & Ms. Epifania Edenburg, PD Jess Santos, PT Jun Follosco, PDG Alex Cureg and Rtn. Bodo Goerlich.

PVP Manny Dy does the honor of introducing **Honorable Roman T. Romulo**, Representative, Lone District of Pasig City, as guest of honor and speaker.



Pres. Frank Evaristo & PVP Manny Dy gracious donor of red wines, lead in the symbolic "Mabuhay Toast" in Celebration of Filipino-Chinese Friendship Day



Pasig City Lone District Rep. Roman T. Romulo spoke before Manila Rotarians, Visiting Rotarians and guests on his landmark legislations on education which include, among others, the *Iskolarng Bayan* Law and the Unified Financial Assistance System for Higher and Technical Education (UNIFAST) Bill.



An interactive public forum followed suit post the speech of **Representative Romulo**.



Pres. Frank Evaristo presents to **Honorable Roman T. Romulo** an almanac book courtesy of **Treas. Chito Tagaysay**, and a religious icon of Jesus Christ, as the club's token of appreciation for being the guest of honor and speaker.

WEEKLY BIRTHDAY CELEBRANTS



Pres. Frank Evaristo presents the lone birthday celebrant **Rtn. Sonny Arevalo** the birthday cake amidst the singing by the RCM World-Famous Chorale of the happy birthday song.

DESPEDIDA FELLOWSHIP



Despedida Fellowship at the CCP. Top photo are: **DGE Obet Pagdanganan**, **Pres. Frank Evaristo**, **IPP Rudy Bediones**, **PDG Frankie Roman**, **PS Gus Fajardo**, **PP/Chair. Babes Reyes**, **PVP Roy Golez**, **PP Boy Ampil**, **PT Muhammad Aslam**, **PD Issam Eldebs**, **Dir. Amading Valdez** and **Dir. Oscar del Rosario**. Bottom photo are: **Rtn. David Wong**, **Pres. Frank Evaristo**, **IPP Rudy Bediones**, **DGE Obet Pagdanganan**, **VP Teddy Ocampo**, **Dir. Oscar del Rosario** and **Rtn. Caloy Reyes**.



From L-R: PS Butch Marking, PD Ed Lee, PT Jun Folloosco, PD Nick Locsin, IPP Rudy Bediones, Rtn. David Wong, VP Teddy Ocampo, Rtn. Caloy Reyes, Chair/PP Babes Reyes, Sec. Albert Alday, Dir. Ning Lopez and Pres. Frank Evaristo.



Pres. Frank Evaristo, PP Cesar Ubaldo and Chair./PP Babes Reyes at the CCP delivering their brief remarks on the Fellowship.

DISTAS 2015



DISTRICT TRAINING ASSEMBLY 2015. IPP Rudy Bediones with Past RI Director Rafael "Paing" Hechanova, Dolly Velouanang and Pres. Frank Evaristo at the Philippine International Convention Center.



At Philippine International Convention Center, DISTAS 2015. IPP/AG Rudy Bediones, Ernesto Yuyek, DGE Obet Pagdanganan, Dolly Velouanang, Michael J. Dalumpines, DG Edmond Aguilar, Ernesto Y. Choa and Ricky Bajen.



VP/PE Ebot Tan receiving his certificate of attendance from DGE Obet Pagdangnan in the presence of PDG Ernie Choa, ICOS/AG/IPP Rudy Bediones and other district officers.

DGE Obet Pagdangnan
leads the District Training
Assembly.





RCMers' with DG Edmond Aguilar and PDG Ernie Choa, with VP/PE Ebot Tan, VP Teddy Ocampo, DGE Obet Pagdanganan, PDG Alex Cureg, PD Issam Eldebs and PD Alvin Lacambacal.

WF REHEARSAL AT CCP



WF Rehearsal at CCP. Present were: **Chair./PP Babes Reyes**, **Co-Chair/PS Gus Fajardo**, **IPP Rudy Bediones**, **PP Francis Juico**, **Dir. Oscar del Rosario**, **PP Cesar Ubaldo**, **PS George Salazar**.

96TH CHARTER ANNIVERSARY OF ROTARY CLUB OF MANILA



Rotary Club of Kowloon East head delegation President Elect Victor Lo and spouse Norita Lo together with Rtn Willy Liu and Mrs Liu and 2 friends are attending the 96th Charter Anniversary of Rotary Club of Manila to be held on Thursday June 4, 2015 12:30 PM- 2:00 PM at the New World Hotel.

RC Kowloon East delegation arrived yesterday, Wednesday June 3, 2015 returning to Hong Kong on Friday June 5, 2015.

Let us welcome our sister club - Rotary Club of Kowloon East led by PE Victor and Norita Lo.

DIR SUSING PINEDA
Chairman

PDED LEE
Co Chairman

International Relations Committee



RCMERS-WELCOMERS to its sister Rotary Club of Kowloon East, Hong Kong last June 3, 2015, 11:15AM, in NAIA 3, led by Pres. Frank Evaristo, Dir. Oscar Del Rosario and PDG Vince Carlos shown welcome RC Kowloon East led by Pres.-elect Victor Lo with Spouse Norita Lo, Rtn. Willy Liu, Club Secretary and Spouse Fonia Liu, Ms. Margarita Wan and Ms. Kwok Nga Yee.

ACKNOWLEDGEMENT

Led by Pres. Frank Evaristo, the following members contributed to the hospitalization cost in the amount of Php 33,000.00 of our Secretariat Staff Assistant – Cristina Rivera, who suffered a stroke and was confined at the Manila Doctors Hospital from May 20-24, 2015 :

1)	Pres. Frank Evaristo	...	Php	5,000.00
2)	IPP Rudy Bediones...			1,000.00
3)	Dir. Oscar del Rosario			2,000.00
4)	Dir. Bobby Joseph			10,000.00
5)	Dir. Ning Lopez			4,000.00
6)	Rtn Hermie Esguerra			10,500.00
7)	PD Bebot Pineda			500.00
TOTAL			Php	33,000.00

Thank you,

Sec. Albert S. Alday

CLUB PRESS RELEASE



NEWS, SATURDAY, MAY 30, 2015

Manila Rotary sets journalism awards

The Rotary Club of Manila, the first in Asia, will present the most outstanding journalists 2015 in print television, radio, and special awards on June 11 at the New World Makati Hotel.

This was announced by Rotary president Frank Evaristo, Rotarian Babe Romualdez, journalism awards committee chair and past vice president Fausto Preysler, co-chair and major sponsor of this year's Journalism Awards project.

This year's awardees are: Newspaper of the Year, Manila Standard; Business Newspaper of the Year, Business World; Regional Newspaper of the Year, The Mindanao Daily Mirror and The Cebu Freeman, Visayas Region; Television Station of the Year, ANC; Television Male Broadcaster of the Year, Noli de Castro, Anchor, ABS-CBN TV Patrol; Television Female Broadcaster of the Year, Vicky Morales-Reyno, Anchor, 24 Oras, GMA Network, Inc.; Radio Station of the Year, DZMM 630 kHz – ABS-CBN; Radio Male Broadcaster of the Year, Vic de Leon Lima, ABS-CBN, DZMM Radyo Patrol 630; Radio Female Broadcaster of the Year, Ruby Bernardo-Tayag, ABS-CBN – DZMM.com.ph; Investigative Reporter of the Year, Ted Failon, Anchor, ABS-CBN TV Patrol; Opinion Writer of the Year, Conrado R. Banal III, Columnist, Philippine Daily Inquirer; Special Awards, Antonio S. Lopez, President/Publisher, Biznews Asia and Ambassador Antonio L. Cabangon-Chua, ALC Group of Companies.

PEOPLE&EVENTS

Manila Rotary to award outstanding journalists

The Rotary Club of Manila, first in Asia, will present the Most Outstanding Journalists 2015 in print, television, radio and special awards, announced president Frank Evaristo, Rotarian Babe Romualdez, chairman, journalism awards committee and past vice president Fausto Preysler, co-chairman and major sponsor of this year's Journalism Awards project.

The annual prestigious awards will be held on June 11, 12 noon at the New World Makati Hotel.

This year's outstanding journalists who have performed exemplarily in the development of Philippine journalism are: Newspaper of the Year, *Manila Standard*; Business Newspaper of the Year, *Business World*; Regional Newspaper of the Year, *The Mindanao Daily Mirror* and *The Cebu Freeman*, Visayas region; Television Station of the Year, ANC; Television Male Broadcaster of the Year, Noli de Castro, anchor, ABS-CBN TV Patrol; Television Female Broadcaster of the Year, Vicky Morales-Reyno, anchor, 24 Oras, GMA Network Inc.; Radio Station of the Year, dzMM 630 Khz - ABS-CBN; Radio Male Broadcaster of the Year, Vicde Leon Lima, ABS-CBN, dzMM Radyo Patrol 630; Radio Female Broadcaster of the Year, Ruby Bernardo-Taya, ABS-CBN - dzmm.com.ph.; Journalist of the Year, Letty Jimenez-Magsanoc, editor, *Philippine Daily Inquirer*; Investigative Reporter of the Year, Ted Failon, anchor, ABS-CBN TV Patrol; Opinion Writer of the Year, Conrado R. Baral III, columnist, *Philippine Daily In-*



OUTSTANDING ROTARY CLUB AWARD: Rotary Club of Manila was adjudged Most Outstanding Rotary Club in its District 3810 and outstanding Rotary Club President Frank Evaristo presented by District Governor Edmond Aguilar during the annual district awarding ceremonies held last May 23, at the Manila Hotel ballroom. RCM was cited for its humanitarian project in community service for the construction of some 80 houses worth P12 million in the Visayan region for the benefit of typhoon Yolanda victims and another P7 million for livelihood projects, and two big motorized bancas and talaba (oyster) livelihood project for the benefit of some 200 farmers and their families in barangay Washington, Aklan, rebuilding of school library of Tabon-Tabon, Leyte and repair of sanitary facility of Martin Quiachon school in Cadiz City.

quirer, special awards, Antonio S. Lopez, president/publisher, Biznews Asia and Ambassador Antonio L. Cabangon-Chua, ALC Group of Companies.

ON THE LIGHTER SIDE



PDG VINCE CARLOS

The Religious Type

A girl asks her boyfriend to come over Friday night and have dinner with her parents. Since this is such a big event, the girl announces to her boyfriend that, after dinner, she would like to go out and make love for the first time.

Well, the boy is ecstatic, but he has never been with a woman before, so he takes a trip to the pharmacist to get some protection. The pharmacist helps the boy for about an hour. He tells the boy everything there is to know about condoms and making love. At the register, the pharmacist asks the boy how many contraceptives he'd like to buy, a 3-pack, 10-pack, or family pack. The boy insists on the family pack because he thinks he will be rather busy, it being his first time and all.

That night, the boy shows up at the girl's parents house and meets his girlfriend at the door. "Oh, I'm so excited for you to meet my parents, come on in!" The boy goes inside and is taken to the dinner table where the girl's parents are seated.

The boy quickly offers to say a prayer and bows his head. A minute passes, and the boy is still deep in prayer, with his head down. 10 minutes pass, and still no movement from the boy. Finally, after 20 minutes with his head down, the girlfriend leans over and whispers to the boyfriend, "I had no idea you were this religious!" The boy turns, and whispers back, "I had no idea your father was a pharmacist..."

* * * * *

This May Cause Another Riot

Two police officers responding to a domestic disturbance with shots fired arrive on scene.

After discovering the wife had shot her husband for walking across her freshly mopped floor, they call their sergeant on his cell phone.*

"Hello Sarge"

* * * * *

"Yes"

"It looks like we have a homicide here." "What happened?"

"A woman has shot her husband for stepping on the floor she had just mopped."

"Have you placed her under arrest?"

"No sir..... The floor is still wet"

* * * * *

Muslim Tribute Band

Went to see a Muslim tribute band last night at a Mosque in West Sydney.

They were called "Bomb Jovi" and I thought they were brilliant.

Songs like "Losing my head over you", "Rocket Launcher Man", "You're six, you're beautiful, and you're mine".

Their last song "Living on a Prayer Mat" almost brought the house down!!

Then this Muslim bloke started bragging about how he had the entire Koran on DVD.

I was interested so I asked him, "Can you burn me a copy?"

Well that was when the trouble started.

Those pricks have no sense of humour!

* * * * *

Texas Lady

One day, a very genteel, elderly Texas lady was driving across a high bridge in Austin. As she neared the top of the bridge, she noticed a

young man fixin' to jump. ("fixin" in Texas means: is getting ready to take some action.) She stopped her car, rolled down the window and said, "Please don't jump! Think of your dear mother and father."

He replied, "My mom and dad are both dead; I'm going to jump."

She said, "Well, think of your sweet wife and precious children."

He replied, "I'm not married, and I don't have any kids."

She said, "Well, then you just remember the Alamo."

He replied, "What's the Alamo?"

She replied, "Well, bless your little heart! - You just go ahead and jump...you little Yankee, Obama-lovin', Democratic Bastard...

You're holdin' up traffic!

* * * * *

The Benefactor

A man returns home a day early from a business trip. It's after midnight. While en route home he asks the cabby if he would be a witness. The man suspects his wife is having an affair and he wants to catch her in the act. For \$100, the cabby agrees.

Quietly arriving home, the husband and cabby tip toe into the bedroom. The husband switches on the lights, yanks the blanket back and there is his wife in bed with another man!

The husband puts a gun to the naked man's head.

The wife shouts, 'Don't do it! I lied when I told you I inherited money:

He paid for the Porsche I gave you.

He paid for our new cabin cruiser.

He paid for your football season tickets.

He paid for our house at the lake.

He paid for your Hawaiian golf vacation.

He paid for our country club membership, and He even pays the monthly dues!'

Shaking his head from side-to-side, the husband lowers the gun. He looks over at the cabby and says, 'What would you do?'

The cabby replies, 'Me? I'd cover his ass with that blanket before he catches a cold!!'

PUBLIC HEALTH NUTRITION AND CHILD CARE



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

Elias D. Adamos, M.D.

This article is the last of a series of articles based on the book "Outliers" The Story of Success by Malcolm Gladwell. I continue to quote: "Wolf's profession had a name for a place like Roseto – a place that lay outside of everyday experience, where the normal rules did not apply. Roseto was an *outlier*."

If diet and exercise were never the reasons why the Rosetans enjoyed long life, what then was the reason? Was it living in the foothills of eastern Pennsylvania that made them live in a healthy environment? Dr. Wolf studied the records of towns near Roseto. He found out that death rates from heart disease of adults over sixty-five in neighboring towns were three times that of Roseto. Checkmate again!

The secret was never diet or exercise or genes or location. Dr. Wolf and his colleagues walked around the town to figure out why. **Would you believe if I told you that the secrets of long life in Roseto are in many ways similar to the Rotary Four Way Test?** Here are their secrets:

1. Relationships. Rosetans visited one another. They stop to talk to a friend in the street. They cook for one another in the backyard. They learned about extended family clans that made up Roseto's social structure. There were houses where three generations of Rosetans still live together as a family. They give respect to the elders in the family and in the community.

2. Faith and Religion. They attend masses at the Our Lady of Mount Carmel. They saw the unifying and calming effects of the church.

3. Civic organizations. Dr. Wolf found out that there were twenty-two separate organizations in Roseto; a place, during the time that has two thousand people. The people of Roseto discouraged the flaunting of wealth and success and encouraged the unsuccessful to obscure their failures. They helped each other in their own small spheres of life.

4. Creation of a protective and powerful social structure. The Rosetans had created a world that insulated them from the pressures of the modern world. During the point in time when heart disease was linked to body function and processes, nobody thought about health in terms of *community*. Roseto was a closely-knit and united community.

Long life is not just exercise and good food. The author, Gladwell spoke of wisdom, "*They had to look beyond the individual... They had to appreciate the idea that the values of the world we inhabit and the people we surround ourselves with have a profound effect on who we are.*"

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