

Official Newsletter of
Rotary Club of Manila



balita

ISSUE NO. 3950 | FEBRUARY 9, 2023



PD ARTHUR LOPEZ

*Chairman, House Committee
Chairman, 19th Tourism Award*



**STAR RTN. JOSEPH
EMMANUEL DELA CRUZ**

*Managing Partner
Sinag Consultancy Group, Inc.*

Kabalita

A Rotary Club's institutional projects are among those that showcase the core values and character of the Club, establish its uniqueness, and sets it apart from the other equally hardworking Clubs. The Rotary Club of Manila pursues various signature and impactful projects, among which is the Tourism Awards. The annual giving of this prestigious recognition to the movers and shakers of the tourism industry is, to be sure, an enduring legacy program of Asia's first Rotary Club.



www.rcmanila.org

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27TH ZOOM WEEKLY MEMBERSHIP MEETING

Rotary Year 2022-2023

Thursday, February 9, 2023, 12:30 PM

MODERATOR: RTN. RAMI CHAHWAN

Program Timetable

Part I

12:15 PM Registration & Zoom In

Presentation of Meeting Protocol/Zoom Meeting House Rules

12:30 PM Call to Order

Invocation and Special Prayers

Philippine National Anthem

The Four (4) Way Test

Philippine Rotary Hymn

RC Manila Birthday Celebrants for the week

February 3 PVP THAD LIAMZON

February 4 RTN. TEDDY TEE, JR.

February 6 PP EBOT TAN

February 8 RTN. PACO MAGSAYSAY

February 9 RTN. CRIS ACOSTA

February 9 RTN. DONG BENEDICTO

PRES. HERMINIO S. ESGUERRA

PAST ASST. SECRETARY HENRY GO

AVP of RCM Members

RTN. XAVIER ZIALCITA

AVP of RCM WF Music Chorale

Maligayang Bati/Happy Birthday Song

AVP of RCM WF Music Chorale

PRESIDENT'S TIME

PRES. HERMINIO S. ESGUERRA

**PRESENTATION OF THE TOURISM
AWARDS AND THE POLL RESULT
FOR THE TOP CHOICES OF THE
MEMBERSHIP MEETING VENUE**

PAST DIRECTOR ARTHUR LOPEZ
Chairman, House Committee
Chairman, 19th Tourism Awards

OPEN FORUM



27TH ZOOM WEEKLY MEMBERSHIP MEETING

Part II CLASSIFICATION TALK

RTN. ATTY. JOAQUIN ESQUIVIAS

Introduction of Featured Speaker

Classification Talk

Title: "Marrying Technological Disruption with Deep-Seated Insights to Achieve our Purpose"

STAR RTN. JOSEPH EMMANUEL DELA CRUZ

Managing Partner, Sinag Consultancy Group, Inc.

Classification: Consultancy-Marketing Services

OPEN FORUM

PRESENTATION OF CERTIFICATE OF APPRECIATION

PRES. HERMINIO S. ESGUERRA

IPD AMADO D. VALDEZ

Programs Committee Chairman

Manila Rotary Hymn

AVP of RCM WF Music Chorale

2:00 PM **Closing Remarks and Meeting Adjournment**

PRES. HERMINIO S. ESGUERRA



CLASSIFICATION TALK SPEAKER'S PROFILE

JOSEPH EMMANUEL A. DE LA CRUZ

Multi-year experience across various facets of Marketing, focused on FMCG

Work experiences in Manila, Philippines; Singapore; Sydney, Australia

Contact information:

Phone : +63917-8358166

Email : emman_delacruz@yahoo.com; emman.delacruz@sinagconsultancy.com



Work Experience

April 2015 – present

SINAG CONSULTANCY GROUP - 2015-present

Managing Partner & CEO – Sinag Consultancy Group – providing Business and Marketing strategic interventions + marketing plan development + implementation coordination for clients

October 2012 – March 2015

PROCTER & GAMBLE - 2003-2015

Country Marketing Manager – Gillette Shave Care (Australia/ New Zealand)
~US\$140 Million business

July 2011 – September 2012

Regional Delivery Brand Manager – Gillette Shave Care (ASEAN/ India/ Australasia/ Japan/ Korea) - focused on ASEAN + 3-blade systems + disposable razors – ~US\$100 Million business

October 2008 – July 2011

Global Brand Manager – Olay Skin Care - focused on Global Male skincare segment launch in Asia + Whitening innovation

April 2007 – September 2008

Regional Brand Manager – Olay Skin Care (ASEAN/ India/ Australasia) - focused on Whitening/ Expansion markets India/ Philippines - ~US\$18 Million business

July 2005 – March 2007

Regional Assistant Brand Manager – Olay Skin Care (ASEAN/ India/ Australasia) - specific focus on Mid-Tier Whitening - ~US\$14 Million business

November 2003 – June 2005

Assistant Country Marketing Manager for Hair Care - Pantene (Shampoo & Conditioner) / Head & Shoulders brands

Education/ Professional Certifications & Awards:

- **Certified Public Accountant (CPA)** in the Philippines

Professional Awards :

2011 6th Young Market Masters Awardee for Brand Management, Mansmith & Fielders Philippines

College

:

BS in Business Administration & Accountancy
UNIVERSITY of the PHILIPPINES (1998-2003)
- Graduated Cum Laude; University and College Scholar
- President, UP Junior Marketing Association
- Councilor, UP Business Administration Student Council
- Member, UP Junior Philippine Institute of Accountants

High School

:

Xavier School (1994-1998)
- Xavier Awardee/ Magis Awardee / Senator Gerry Roxas Leadership Awardee
- Consistent Second Honors Awardee

References:

Sandeep Seth (former Manager in Olay & Mentor) – seth.s.2@pg.com
Paulo Koelle (former Manager in Gillette) – koelle.p@pg.com
Sujay Wasan (former Mentor in Australia) – wasan.s@pg.com

CLASSIFICATION TALK SPEAKER'S PROFILE

Curriculum Vitae of J. EMMANUEL A. DE LA CRUZ

- Decades of practice in the field of Marketing,
- With **Strong experiences across varying elements of Marketing/ Business Leadership**, including:
 - (A) Global/ Regional Design of Marketing Elements to Local Execution & Delivery; (B) Developing (ASEAN / India / China) & Developed Markets (Australia / New Zealand); (C) Female (Hair care & Skin care) & Male centric (Shaving) categories;
- With **Core competencies** in:
 - (A) Strategy development work based on insightful marketing analysis; (B) Leading alignment of strategies and plans with leadership across organizations; (C) Brand building behind innovative thinking and creative executions; (D) Developing and executing Marketing plans that deliver business growth; (E) Leadership of Multi-functional teams

Major Responsibilities and Key Results:

SINAG CONSULTANCY GROUP - 2015-present

- (A) **Founding Partner – Sinag Consultancy Group** (from April 2015 – present)
 - Led end-to-end creation of new brand enterprises, from market research, strategy development, business model, investment case projection, brand positioning, creative work, and launch execution, including:
 - Packaged Coconut Cream - Coco Mama Fresh Gata
 - Barbershop- Quality Hair Wax, Shampoo and Soaps - Bruno's Barbers Men's Grooming line
 - New Wet Cat Food brand
 - New Staged Milk brand
 - New Internet Service Provider
 - New Food Delivery Platform
 - Led re-positioning and re-launch of brands to unlock more lucrative market opportunities and underserved consumer needs, re-designed marketing models, and led brand creative, advertising and content development with agency network
 - Bossing and Yummy Hotdogs
 - Yogalove Personal Care
 - Alfonso Brandy
 - Nestle Ice Cream
 - Tim Hortons
 - Molinera and Capri Food
 - Led formulation of portfolio growth strategy with foundations on consumer, market, and business insights, backed by research and analysis
 - Johnsonvill-Frabelle Processed Meat Business
 - PT Mayora (Kopiko Instant Coffee)
 - Tim Horton's
 - Montosco
 - The Discovery Leisure Company (Discovery Hotels)
 - Transphil Real Estate
 - Diageo Philippines
 - Espa-Fil
 - Froneri
 - Sanofi Consumer Healthcare

PROCTER & GAMBLE - 2003-2015

- (B) **Country Marketing Manager – Gillette Shave Care Australia/ New Zealand** (October 2012 – March 2015)
 - Led delivery of objectives (Sales / Shares / Equity) for most challenging Asian Gillette business (US\$140 Million)
 - Led development of business plans for Retailers with Sales team, including translating Gillette Global / Regional innovation into by Retailer execution plans based on strategic intent & retailer core competency and objectives
 - Led development & execution with agency partners of marketing plans, including Media & digital planning, PR activation, sports marketing executions that helped improve Gillette Equity despite lower marketing budgets
- (C) **Regional Delivery Brand Manager – Gillette Shave Care ASEAN/ India** (July 2011 – September 2012) - focused on ASEAN + 3-blade systems + disposable razors
 - Led acceleration of Gillette ASEAN sales (+11% to exceed \$100 Million) & share (+1.4 pts) despite budget cuts & innovation delays, with specific focus on Gillette Indonesia (biggest ASEAN market) which grew +2.7 share pts
 - Led development and execution of growth plans for Mach 3 ASEAN and India leading to exceeding sales expectations (Mach 3 Indonesia grew +10% in Sales and +0.3 share pts vs previous year)
- (D) **Global Brand Manager – Olay Skin Care Asia** (October 2008 – July 2011) - focused on Global Male skincare segment launch in Asia + Whitening innovation
 - Led Olay's first ever launch into male skincare (Olay Men Solutions in China), delivering biggest ever Year 1 sales for new subline in China. From a blank slate, led development and qualification of concept / formula / packaging / advertising in half the timings. Led to expansion into Australia / India/ ASEAN and pipeline of innovation for China
 - Led unprecedented qualification (first time ever) of winning Olay Natural White proposition across all key design markets (China / Thailand/ India) with significantly better scores vs competition & better than current concept across all markets.
- (E) **Regional Brand Manager – Olay Skin Care ASEAN/ India** (April 2007 – September 2008) - focused on Whitening + expansion markets India & Philippines
 - Led execution of Olay's expansion into India (exceeded 1st half launch year sales expectations by +22%), one of the biggest whitespace markets in Asia and key stronghold of competition
 - Led Year 2 execution of Philippines expansion which led to over delivery of business results (+26% vs expectations)
- (F) **Regional Assistant Brand Manager – Olay Skin Care ASEAN** (July 2005 – March 2007) - focus on Mid-Tier Whitening
- (G) **Assistant Country Marketing Manager for Hair Care** - Pantene (Shampoo & Conditioner) / Head & Shoulders brands (November 2003 – June 2005)

EDITOR'S NOTE

Raoul C. Creencia
Editor-in-Chief, balita

WASH in Schools (WinS) Policy. Seven years ago or on 19 February 2016, the Department of Education launched the WASH in Schools Policy, which was articulated in DepEd Order No. 10, s. 2016. More specifically, the Department Order is entitled "Policy and Guidelines for the Comprehensive Water, Sanitation and Hygiene in Schools (WinS) Program". It was during the 2016 Presidential Conference of WASH in Schools in Pasay City in March 2016 when then DepEd Secretary Armin Luistro unveiled this laudable program.



The 8 key components of WASH in Schools Program, as can be found in the DepEd website, are the following:

1. Oral hygiene and proper handwashing;
2. Provision of safe and adequate water supply;
3. Provision of toilet, handwashing, and drainage facilities;
4. Environmental sanitation (including the elimination of breeding grounds for mosquitoes that carry the dengue virus) and solid waste management;
5. Food sanitation;
6. Menstrual Hygiene Management;
7. Deworming; and,
8. Hygiene and sanitation education.

Although there have been various similar programs separately and perhaps irregularly undertaken prior to 2016, it was the WASH in Schools policy that integrated all these into one program. As can be seen in the key components enumerated above, the new policy also introduced Hygiene and sanitation education (where a Rotary Club project to support the DepEd can be pursued). Proper handwashing is of course among the leading component, but must be tied with the third component, which is the provision of adequate handwashing facilities.

The DepEd is exerting efforts to monitor the schools' compliance with the WinS Policy. Through a Memorandum (No. 00-0521-0145) issued in May 2021, the Office of the Undersecretary for Administration issued the guidelines to properly report each school's progress and level of compliance. In the standard monitoring form that is required to be filled-out, the school must report that it has been able to regularly perform a supervised student group handwashing activity for elementary students. In relation to this, the school must have washing stations in increments of 10 water outlets, and the number of these washing stations must be enough to cater to a larger student population. It is in this regard that the Rotary Club of Manila is currently constructing a washing station that is suitable for second to third grade students, with 10 water faucets. This project that was launched in Isabelo delos Reyes Elementary School in Tondo will be completed in the coming days, and will hopefully be another WASH Project that our Rotary Club can be proud of.

26TH REGULAR MEETING: A RECAP



The 26th Regular Meeting, which Manila Rotarians were able to join either in person or virtually, had **PD Issam Eldebs** as Program Moderator/Facilitator.



Sounding the bell, **Pres. Hermie Esguerra** called the meeting to order.



Humbly calling upon our loving Father God, **STAR Rtn. Ed Cabangon** led the Invocation and Special Prayer.



The venue was filled with the heartfelt singing of the **Philippine National Anthem**, which was made more meaningful and alive by the **Rotary Club of Manila Audiovisual Presentation**, featuring captivating images of Manila Rotarians.

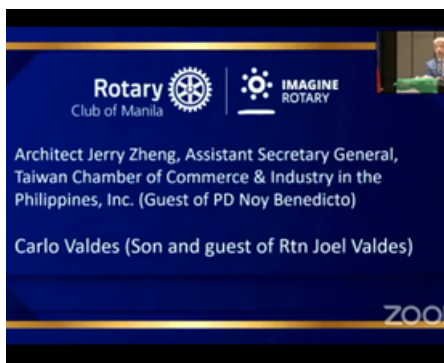


STAR Rtn. Billy Andal led the recitation of the Four (4) Way Test.

26TH REGULAR MEETING: A RECAP



Singing the **Philippine Rotary Hymn** together, everybody's Rotarian spirit was again electrified.



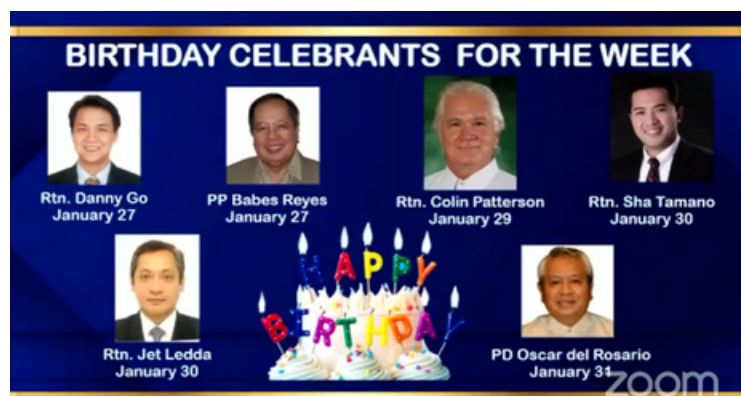
The Moderator acknowledged and introduced the Visiting Guests and Rotarians.

Banner exchange between RCM Pres. Hermie Esguerra and Rotary Club of San Bruno (RCSB) Foundation Chair Meg Finones. RCSB is pursuing a potential RCM partnership in a medical mission for indigent children with cleft lip/palate cases.

26TH REGULAR MEETING: A RECAP



The **World Famous Chorale** sang RCM's signature Welcome Song to the delight of the guests and visitors.



The week's birthday celebrants were duly acknowledged, namely **Rtn. Danny Go**, **PP Babes Reyes**, **Rtn. Colin Patterson**, **Rtn. Sha Tamano**, **Rtn. Jet Ledda** and **PD Oscar del Rosario**. This was followed by the **World Famous Music Chorale** singing the Club's unique and jolly birthday song.



26TH REGULAR MEETING: A RECAP



Dir. Albert Alday presented the Mid-Year Report of Club's Achievements in Bangkok, Thailand.



In his President's Time, **Pres. Hermie Esguerra** summarized his impressive and laudable Mid-Year Report.



CP Susing Pineda, Chairman of REAP, delivered his talk on REAP Project.



Complementing CP Pineda, **Rtn. Romy Nones** delivered his talk on REAP Project.



Ms. Carmina Bayombong further elaborated her organization's role on the REAP Project.

26TH REGULAR MEETING: A RECAP



Important matters were further discussed and clarified during the open forum participated by **PP Archit Bartolome**, **PD Amading Valdez**, **Rtn. Bollie Bolton**, **PD Nick Locsin**, **Dir. Hans Palacios**, **PP Frank Evaristo** and **DGN Jackie Rodriguez**.

LEADING THE WAY WITH THE ROTARY LIGHT
ARE MEN WHO ARE BOLD AND DARING
BOUND BY DEDICATION TO SERVICE
AND COMPASSION FOR THE SUFFERING

TRUE TO IDEALS OF ROTARY
FAITHFUL TO GOD AND COUNTRY
SERVING THE PEOPLE OF THE LAND
WITH A GENEROUS
HEART AND HELPING HAND

MOVING AND GROWING THROUGH THE YEARS
AS THE FIRST THEN THE LARGEST IN ASIA
LET'S SALUTE OUR ROTARY CLUB
O HAIL ROTARY CLUB OF MANILA



The **World Famous Music Chorale** led the members in singing the **RC Manila Hymn**.



Pres. Hermie Esguerra delivered his closing remarks and adjourned the meeting.

CLUB ADMINISTRATION

RCM Members' Attendance Report RY 2022-2023

FEBRUARY 2023	02 February 2023
	PROJECT REPORT - REAP by Centennial Pres. Susing Pineda and Co-Chairman Rtn. Romy Nones
All Members Present	40
All Members in virtual FB	24
Make Up	6
Less: Exempt from Attendance	4
On Leave	0
Total Active Members	66
Total # of Members	239
TOTAL ATTENDANCE %:	28%
ROTARACTORS	0
MEDIA	0
EMBASSIES / DIPLOMATIC CORPS	0
DG, DGE, DGN, PDG/DGE	0
GOHS / GS	0
Visiting Rotarians	5
Guests of RCM MEMBERS	12
Others	0
Total attendees	81

CLUB ADMINISTRATION

List of Members Who Have Paid Their Annual Dues for RY 2022-2023

(As of February 8, 2023, 11:00 AM)

FULLY PAID

1	Aboy, Valentino "Val" G.
2	Abriam, Ariel
3	Acosta, Crispiniano "Cris" G.
4	Agnes, Jerry A.
5	Albaña, Michael Jaey "Mike"
6	Alberto, Raymund Arnold S.
7	Alcantara, Isidro "Butch"
8	Alday, Albert S.
9	Alingog, Aldous "Rex" A.
10	Alunan, Rafael "Raffy" M.
11	Alvarez, Servando, Jr.
12	Ampil, Alvin
13	Ang, Richard T.
14	Aragon, Joshua
15	Arguelles, Pablo
16	Aventura, Avenilo, Jr. "Jun" L.
17	Balanay, Aries
18	Bartolome, Arsenio III "Archit" M.
19	Batur, Sinan
20	Bediones, Rodolfo "Rudy" P.
21	Bella, Geronimo, Jr. "Jun" Dela Paz
22	Benedicto, Sixto "Noy" T.
23	Bertelsen, Bertel Ingmar
24	Bhalla, Pardeep "Bobby"
25	Blanco, Manuel "Manny" M.
26	Biltz, Oliver
27	Bogovich, Jason M.
28	Branellec, Jacques "Jack"
29	Buendia, Carlos "Caloy" C.
30	Caasi, Urbano, Jr. "Banit" S.
31	Cabangon, Edgard
32	Cabuñag, Rogelio "Roger" R.
33	Canon, Raul
34	Campos, Joselito, Jr. "Butch" D.
35	Camus, Fernando "Nando"
36	Carlos, Vicente "Vince" J.
37	Carranceja, Arvin Arik
38	Castro, Karlo Eugene Josef "Karlo"
39	Catalan, Rodillo "Teng"
40	Cenica, John T.
41	Chahwan, Rami
42	Chotrani, Johnny N.
43	Co, Ferdinand "Ferdie" C.
44	Coyiuto, Robert, Jr. "Jun" G.
45	Creencia, Raoul

46	Cruz, Avelino "Ave" V.
47	Cureg, Alexander "Alex" P.
48	Cutter, John Michael "Michael"
49	David, Virgilio "Vee"
50	Davis, Raymond "Rey" N.
51	Dayang, Juan, Jr. "Jed" E.
52	De Venecia, Jose "Joe" C.
53	Dee, Marcus L.
54	Del Rosario, Oscar
55	Del Valle, Randolph "Randy"
56	Dela Cruz, Artemio "Art"
57	Dela Cruz, Emmanuel
58	Diokno, Benjamin "Ben" E.
59	Dionisio, Rafael Ignacio "Raf"
60	Domingo, Rico V.
61	Dominguez, III, Carlos "Sonny" G.
62	Dy, Manuel "Manny" C.
63	Echavez, Antonio
64	Egan, Brendan "Bren" W.L.
65	Eldebs, Issam "Sam"
66	Engelbrecht, Francois
67	Enriquez, Eduardo III "Jujut" V.
68	Esguerra, Herminio "Hermie" S.
69	Esquivias, Joaquin Pablo "Jop" A.
70	Eugenio, John Emyl "Emyl" G.
71	Evaristo, Frank A.
72	Everingham, Richard Jack
73	Fajardo, Beda G.
74	Fernandez, Antonio Jaime Jose V. "JJ"
75	Follosco, Ceferino, Jr. "Jun" G.
76	Garcia, Herbert Joey "Joey" D.
77	Garcia, Paul Joseph "PJ"
78	Garcia, Theodore
79	Garcia, Victor
80	Gaspar, Fernando "Nando" L.
81	Gierran, Dante "Dan"
82	Go, Daniel "Danny" C.
83	Go, Henry Sy
84	Go, Michael
85	Gonzales, Michael Raymond
86	Guarin, Michael Arcatomy "Mike" H.
87	Guevara, Domingo, Jr. "Boy" S.
88	Guevara, Ricardo "Ricky" S.
89	Hallare, Delfin, Jr. "Jun" T.
90	Hallare, Nicolo "Nic" S.

CLUB ADMINISTRATION

91	Hallerbach, Mathias
92	Harle, Wolfgang Kurt
93	Hernandez, Edwin
94	Hesse, Uwe
95	Hortaleza, Rolando
96	Ibuyan, Benedict Julius "Ben"
97	Jang, Jae "Jay-Jay" J.
98	Joseph, Ralph L.
99	Joseph, Robert Ian "Robi" M.
100	Jucaban, Jeric J.
101	Juico, Francis E.
102	Kalaw, Teodoro Alejandro IV "Teddy" A. Y.
103	Koh, Paul Anthony
104	Lacambacal, Alvin D.
105	Lacson, Sebastian "Basty"
106	La'o, Emilio Gonzalez
107	Laya, Jaime "Jimmy" C.
108	Lazaro, Juan Miguel "Miguel"
109	Ledda, Jaime Victor "Jet" B.
110	Lee, Richard "Dick" L.
111	Li, Richard Joseph Chang
112	Liamzon, Romeo Thaddeus "Thad" R.
113	Lim, David Eduardo Ty
114	Lim, Richard
115	Locsin, Arsenio "Nick" Z.
116	Locsin, Roberto R.
117	Lonzaga, Reinerio "Ner" C.
118	Lopa, Antonio "Tony" A.
119	Lopez, Antonio "Tony"
120	Lopez, Arthur "Art" M.
121	Macapagal, Michael "Mac"
122	Macatoman, Abdulgani "Gani"
123	Magbanua, Gerry
124	Magpale, Jose Paolo
125	Magsaysay, Francisco "Paco" D.
126	Manalaysay, Cesar P "Citos"
127	Mangalile, Senen
128	Martinez, Ronald
129	Masters, Lance A.
130	Matschuck, Guenter "Gunter" G.
131	Mauricio, Antonilo "Anton"
132	Mendoza, Estelito "Titong" P.
133	Mendoza, Raymund Joseph Ian "Raji" O.
134	Mommaerts, Steve "Momo"
135	Montel, Juan Manuel C.
136	Montinola, Antonio "Tony" J.
137	Mueller, Klaus
138	Narayanamoorthy, Nantha K.
139	Nolido, Ramon Alberto "Ramby" B.
140	Nones, Romeo "Romy" C.

141	Nunez, Jose, Jr. "Pepo" A.
142	Ocampo, Teodoro "Teddy" J.
143	Okajima, Hiroyuki
144	Ong, Jovee K.
145	Ong, Phillip "Phil" L.
146	Ozaeta, Miguel Antonio L. "Mike"
147	Pagdanganan, Roberto "Obet" M.
148	Palacios, Albert "Hans" C.
149	Pallasigue, John Brian "JB"
150	Pascual, Abraham "Abe" F.
151	Pascual, Jose Augusto "Jappy"
152	Patterson, Colin David
153	Payumo, Felicito "Tong" C.
154	Peliño, Wilfredo "Willie" M.
155	Pineda, Jr., Jesus "Susing" M.
156	Pineda, Jr., Patricio "Bebot" F.
157	Pizaras, Jordan M.
158	Preysler, Fausto, Jr. R.
159	Pujalte, Jose, Jr. "Brix" S.
160	Quisumbing, Ramon "Mon" J.
161	Ramos, Claver P.
162	Rast, Tobias "Tobi"
163	Recto, Philip H.
164	Reyes, Crispino "Babes" P.
165	Reyes, Edgardo "Ed" P.
166	Reynolds, David John "Dave"
167	Rodriguez, Gerard Sean "Sean" H.
168	Rodriguez, Joaquin "Jack" H.
169	Rodriguez, Joaquin "Jackie" C.
170	Romualdez, Jose Manuel "Babe" G.
171	Rono, Marlon
172	Roxas, Michael
173	Sarmiento, Ricardo Manuel "Rocco" M.
174	Sarasola, II, Jose Ma. "Joey" I.
175	Schmitz, Steffan
176	Schneider, Bernd
177	Schoucair, Farid Alain
178	Serapio, Carlos G. "Caloy"
179	Sevilla, Luis Angelo "L.A." L.
180	Shigei, Kentaro
181	Shimoda, Shigeru
182	Sibayan, Joselito "Lito" H.
183	Sicat, Michael Allan E. "Mike"
184	So, Warren
185	Sobrepeña, Robert John "Bob" L.
186	Soler, Jose Antonio Andaya
187	Souvlakis, Nicolas
188	Stranathan, Ike
189	Syjuco, Jose, Jr. "Joey" A.
190	Tagaysay, Hector "Chito"

CLUB ADMINISTRATION

191	Talampas, Jose Angel "Joel"
192	Talusan, Ferdinand "Inov"
193	Tamano, Shalimar "Shah" H.
194	Tamayo, Victor "Butch" L.
195	Tan, Eusebio "Ebot" V.
196	Tan, John
197	Tan, Lawrence "Lance" L.
198	Tang, Jimmy T.
199	Tanglao, Noel V.
200	Taylor-Dormond, Marvin
201	Tee, Jr., Teddy B.
202	Tejuma, Michael "Mike"
203	Tillmann, Hansel Joseph Michael "Hansel"
204	Uy, Ivan John Enrile "Ivan"
205	Valdes, Joel C.
206	Valdez, Amado "Amading" D.
207	Valdez, Jason
208	Valencia, John Nico "Nico" P.
209	Valencia, Rodolfo "Rod" G.
210	Vasquez, Evaristo "Junjie"
211	Vea, Reynaldo "Rey" B.

212	Villarica, Henry R.
213	Villegas, Raoul A.
214	Wombwell, Philip Brian
215	Yap, Enrique, Jr. "Rickie" Y.
216	Yu, Geoffrey "Geof" C.
217	Yu, Reginald "Reggie" T.
218	Zalamea, Enrique, Jr. "Rick" M.
219	Zaldarriaga, Felix Francisco "Chito" S.
220	Zeitouni, Nagi
221	Zalcita, Xavier "Xavy" Y.
222	Zimmer, Christopher
223	Zosa, Rolando "Roy" M.

PARTIALLY PAID

1	Andal, Avelino "Billy"
2	Angara, Marius
3	Bolton, Wilhelm "Bollie"
4	Yujuico, Brendon

DECEASED

1	Abastillas, Celso E.
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CLUB ADMINISTRATION

Incoming Board Holds First Strategic Planning Meeting



The Incoming Board held its first strategic planning meeting yesterday, February 8, 2023 at The Palms Country Club.

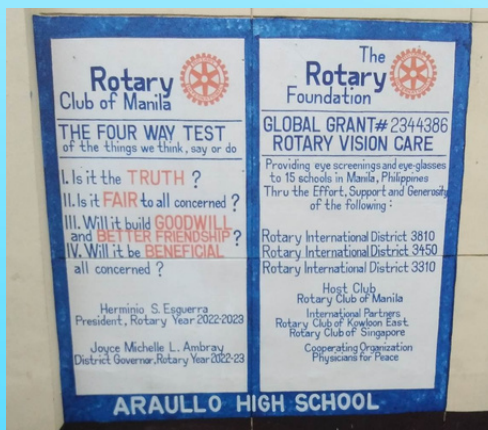
Directors-elect Hans Palacios, Johnny Chotrani, Mike Albaladejo and SAA Nagi Zeitouni joined via Zoom. Present in person were PE/Dir. Raffy Alunan, VPE/VP Reggie Yu. DE/Dir. Albert Alday, DE/Dir. Jujut Enriquez, Incoming Treas./AT PJ Garcia, Incoming Asst. Sec. Willie Peliño, Incoming Board Legal Adviser Raoul Creencia, Incoming Internal Auditor PD Nick Locsin, and Incoming Asst. Internal Auditor Jordan Pizarra.

GLOBAL GRANT #2344386

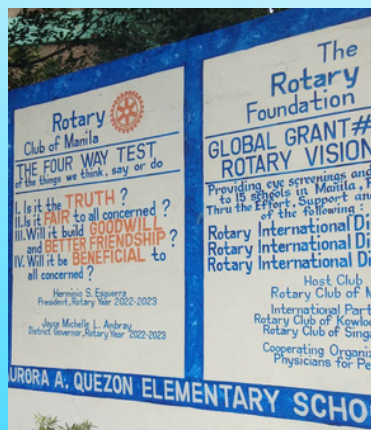
ROTARY VISION CARE PROJECT

Four-Way Test Markers and Rotary Vision Care Markers

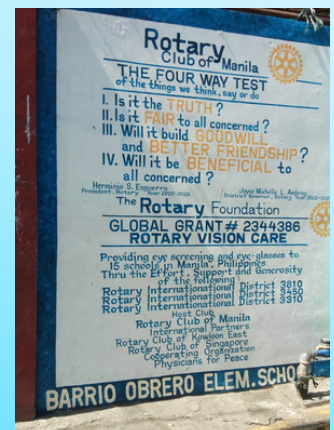
To date, we have installed Four-Way Test markers and Rotary Vision Care markers in **15 schools in the City of Manila**.



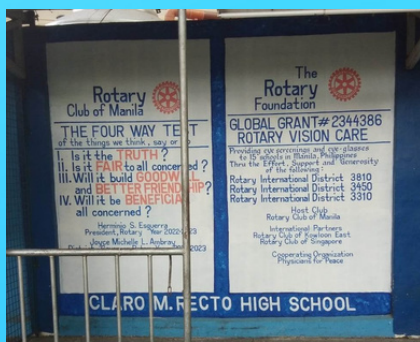
Araullo High School



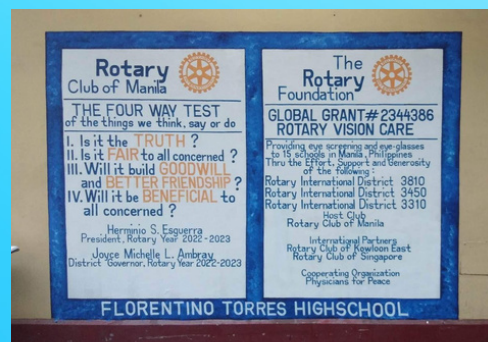
Aurora Quezon Elem. School



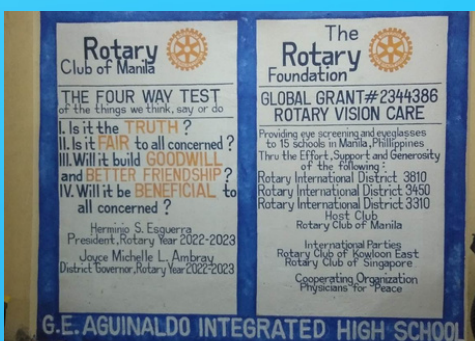
Barrio Obrero Elem. School



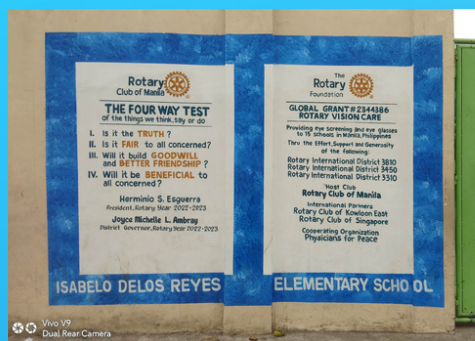
Claro M. Recto High School



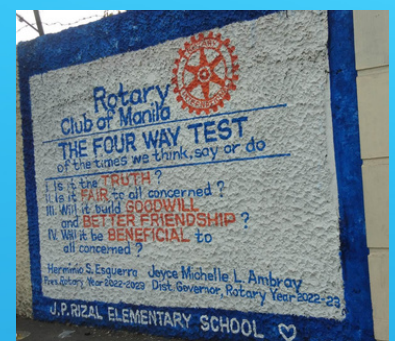
Florentino Torres High School



G.E. Aguinaldo Integrated High School



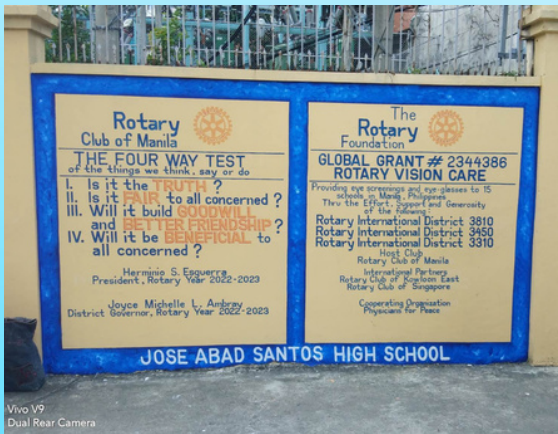
Isabelo Delos Reyes Elem. School



J.P. Rizal Elem. School

GLOBAL GRANT #2344386 ROTARY VISION CARE PROJECT

Four-Way Test Markers and Rotary Vision Care Markers



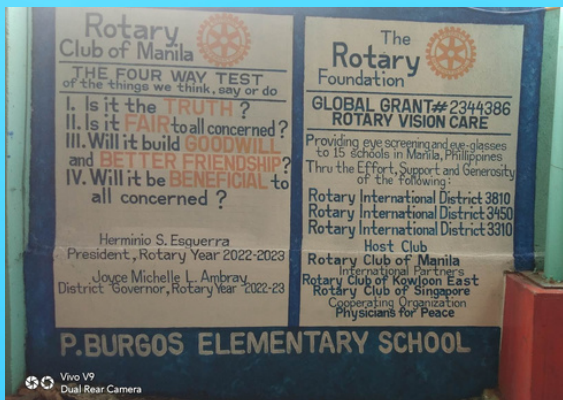
Jose Abad Santos High School



Justo Lukban Elem. School



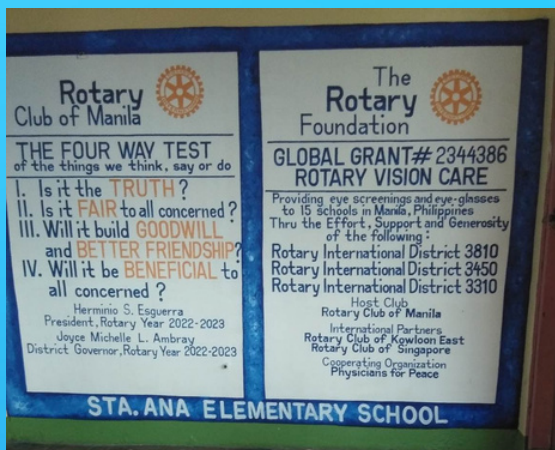
Lakandula Elem. School



P. Burgos Elem. School



Padre Gomez Elem. School



Sta Ana. Elem. School



Tondo High School

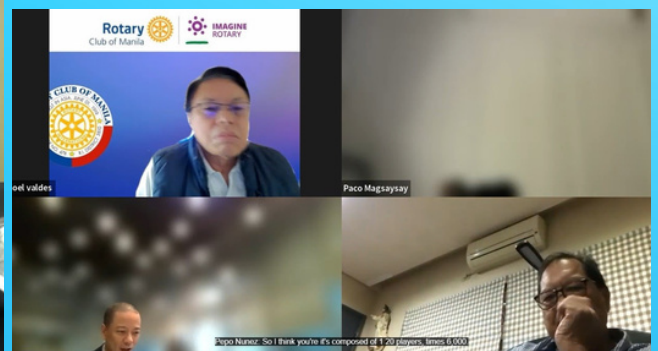
RCMANILA FOUNDATION INC.

Meeting of the RCManila Foundation, Inc. Board of Trustees

RCManila Foundation, Inc. Board of Trustees held a meeting yesterday, February 8, 2023 at the RCBC Hexagon Tower. The meeting was hosted by Rtn Xavy Zialcita.



Present in person were Chairman PD Pepo Nunez, Pres. Lito Sibayan, Trustees - PDG Vince Carlos, Dir. Jujut Enriquez, and Board Legal Adviser Jordan Pizarra.



Present via Zoom were Trustees Albert Alday, Paco Magsaysay, PD Abe Pascual, and Sec. Joel Valdes.

DISTRICT ACTIVITY

*BLA Raoul Creencia and DE/Dir. Albert Alday
Attend Assistant Governors and District Team
Training Seminar of Rotary District 3810*



Incoming District Training Team Member BLA Raoul Creencia and Incoming District Coordinating Chair for Club Administration DE/Dir. Albert Alday attended the Assistant Governors and District Team Training Seminar of Rotary District 3810 hosted by the Rotary Club of Metro Escolta last Saturday, February 4, 2023 at the Midas Hotel and Casino in Pasay City.



COGS IN THE WHEEL

*House Speaker/Rtn. Martin Romualdez,
PAS Henry Go and Rtn. Vic Gacia Attend
Celebration of the Constitution Day
in Malacañang Palace*



House Speaker/Rtn. Martin Romualdez, PAS Henry Go and Rtn. Vic Gacia joined the members of Philippine Constitution Association yesterday, February 8, 2023 in celebrating the Constitution Day in Ceremonial Hall, Malacañang Palace.

COGS IN THE WHEEL

Rtn. Michael Albaña is SMX Convention Center's New Vice President and General Manager



PEOPLE JANUARY 21, 2023 0

Michael Albaña appointed as SMX Vice President and GM

by HOSPITALITY NEWS PHILIPPINES



SM Hotels and Conventions Corp. (SMHCC) announces the appointment of Michael Jaey C. Albaña as Vice President and General Manager of SMX Convention Center (SMXCC).

Albaña has over two decades of experience in the hospitality industry from reputable hotel brands here and abroad. Prior to joining SMXCC, he was the Commercial Director of SMHCC's luxury property Conrad Manila. He previously held sales and marketing roles in various properties including: Century International Hotels, Holiday Inn Manila (now the Manila Pavilion), the Westin Philippine Plaza (now Sofitel Philippine Plaza), Shangri-La's Mactan Island Resort and Spa, Traders Hotel Manila, Shangri-La's Fijian Resort and Spa, and Edsa Shangri-La Manila.

Through the years, he has reaped several industry awards in recognition of his valuable contribution to the tourism sector. In 2021, he was a recipient of the Tourism Personality Award given by SKAL International Makati and the Tourism Award of Distinction conferred by the Rotary Club of Manila. He continues to be actively involved with industry-related organizations and has held numerous positions, including: President of the Pasay City Alliance of Tourism Advocates, Director of SKAL International Makati, Assistant Secretary & Director-elect of the prestigious Rotary Club of Manila, an Ex-Officio as President of the U.P. Asian Institute of Tourism Alumni Association, Ex-Officio as Exec. Vice President of the 1st Tourism Congress of the Philippines and Immediate Past Director of the Hotel Sales & Marketing Association.

As Vice President and General Manager, he shares that the company's direction is "to bring SMX to the next level and further create an impact in the Philippine tourism industry by being one of the region's best performing convention centers, creating remarkable experiences through our mantra 'We Go Beyond Culture'. Focus is on achieving client's needs and objectives through seamless events management, world-class culinary experiences, efficient technology support, and creating a sustainable, healthy, and safe environment for everyone."

COGS IN THE WHEEL

Rtn. Michael Albaña is SMX Convention Center's New Vice President and General Manager

BusinessWorld
February 7, 2023

SMX Convention Center appoints new vice-president and general manager

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MICHAEL JAEY C. ALBAÑA

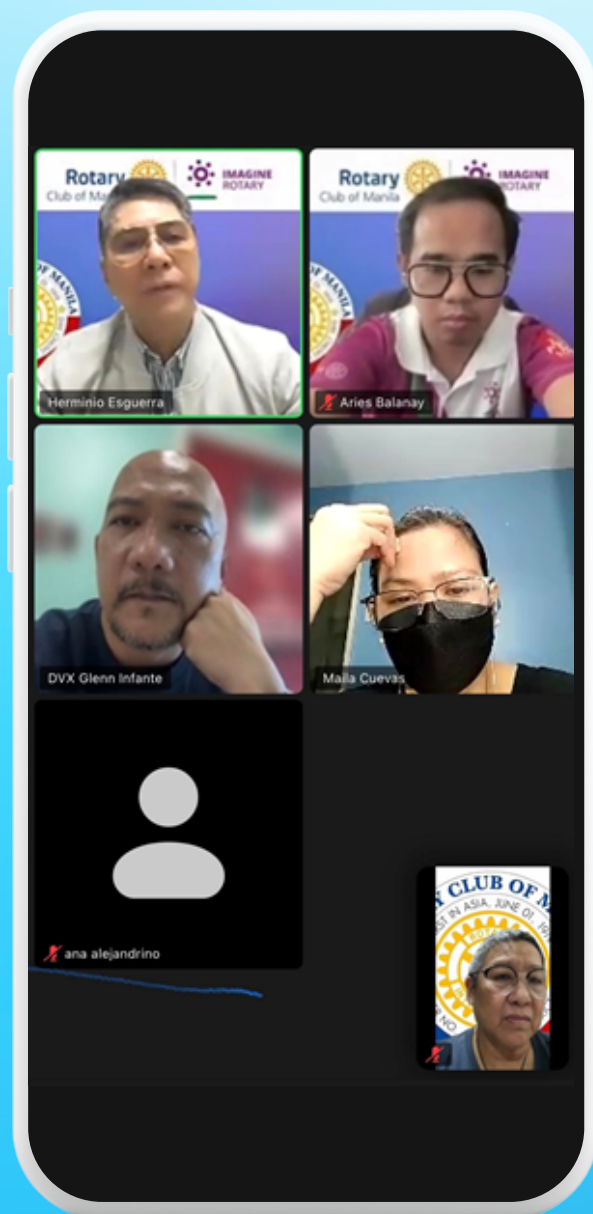
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PUBLIC IMAGE

Meeting to Discuss the Four-Way Test Video



Pres. Hermie Esguerra and Grant Chairman STAR Rtn. Aries Balanay met via Zoom with Glenn Infante and Maila Cuevas last Friday, February 3, 2023 to discuss the Four-Way Test video.

INTERCLUB RELATIONS

Pres. Hermie Esguerra Attends Charter Presentation and Induction Ceremonies of RC Amazing Manila



Pres. Hermie Esguerra attended the Charter Presentation and Induction Ceremonies of the Rotary Club of Amazing Manila, sponsored by the Rotary Club of Raha Sulayman Manila, last Friday, February 3, 2023 at the Manila Hotel.

INTERNATIONAL RELATIONS

*Rtn. Antonilo Mauricio and Rtn. Jack Rodriguez
Attend General Membership Meeting
of the Rotary Club of Tokyo*



Rtn. Antonilo Mauricio and Rtn. Jack Rodriguez attended yesterday, February 8, 2023, the General Membership Meeting of the Rotary Club of Tokyo.



FIRST FRIDAY MASS

Manila Rotarians Attend First Friday Mass for the Month of February



Manila Rotarians attended the First Friday Mass officiated by Rev. Fr. Larry Tan.

Present during the mass celebration were Pres. Hermie Esguerra, PP Boy Guevara (Lector/ Commentator), Rtn. Rami Chahwan (Intercessory Prayer), STAR Rtn. Emman dela Cruz (First Reading and Responsorial Psalm), Rtn. Dante Gierran (Prayer for Spiritual Communion), Rtn. JJ Fernandez (Prayer of Humble Faith and Hope), STAR Rtn. Mike Roxas (Novena Prayer to the Sacred Heart of Jesus), PDG Vince Carlos, PP Frank Evaristo, PP Francis Juico, PVP Lance Masters, PD Phillip Ong, PD Beda Fajardo, PD Nick Locsin, PT Chito Tagaysay, and PDSAA Tony Lopa.

B.O.D. & EXECUTIVE OFFICERS | EDITORIAL TEAM



Official Newsletter of
Rotary Club of Manila
balita

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