

*The*  
**HERMA**  
*Group*

The Official News Organ of  
the Rotary Club of Manila

# balita

ISSUE NO. 4049 • MAY 1, 2025

The Outstanding Workers  
of the Republic Awards  
**TOWER Awards 2025**



A Glimpse into  
the Future: The  
AI Revolution  
with Vision  
and Verve

ABCs of Reading:  
How to Teach  
Children to Read  
Reading Specialists  
x Jose Rizal ES &  
Los Baños Laguna

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## 31st TOWER Awards Program

May 1, 2025

SMX Convention Center, MOA Complex, Pasay City

|          |                                        |                                                                                                                |
|----------|----------------------------------------|----------------------------------------------------------------------------------------------------------------|
| 11:00 AM | Registration                           |                                                                                                                |
| 11:45 AM | Lunch                                  |                                                                                                                |
|          | Playing of AVPs:                       |                                                                                                                |
|          | • TOWER Awards History                 |                                                                                                                |
|          | • Process Overview                     |                                                                                                                |
|          | • Assessors and Judges Introduction    |                                                                                                                |
|          | Presentation of Tokens of Appreciation |                                                                                                                |
|          | • Sponsors                             |                                                                                                                |
|          | • Assessors                            |                                                                                                                |
|          | • Judges                               |                                                                                                                |
|          | Awardees' Video Presentations          |                                                                                                                |
|          | Sponsors' Video Presentations          |                                                                                                                |
| 1:00 PM  | Invocation                             |                                                                                                                |
|          | National Anthem                        |                                                                                                                |
| 1:10 PM  | Opening Remarks                        | <b>Hon. Bienvenido E. Laguesma</b><br>Secretary<br>Department of Labor & Employment                            |
| 1:20 PM  | Keynote Address                        | <b>His Excellency Ferdinand "Bongbong" R. Marcos Jr.</b><br>President<br>Republic of the Philippines           |
| 1:30 PM  | Awarding Ceremonies                    |                                                                                                                |
| 1:50 PM  | Closing Remarks                        | <b>Mr. Jesus M. Pineda Jr.</b><br>Centennial President<br>Chairman, TOWER Awards 2025<br>Rotary Club of Manila |

Sponsored by

## EDITORIAL

**Reginald T. Yu**  
Editor-in-Chief



**A**S the calendar turns once more to May 1, the nation solemnly observes Labor Day — a hallowed date that transcends mere commemoration and strikes at the very soul of what it means to build a country. It is a day when we set aside our daily pursuits to pay tribute to the Filipino worker, whose tireless hands and steadfast heart have, for generations, fueled our national aspirations.

In the Philippines, where resilience is a way of life and industriousness is woven into the cultural fabric, Labor Day serves as a sacred reminder: progress is neither sudden nor solitary. It is the cumulative triumph of countless unseen efforts, the steady and unrelenting contributions of those who labor not for applause, but for a better tomorrow.

For the Rotary Club of Manila, this

observance is far more than symbolic. It is a reaffirmation of one of our core values — that service, especially when rendered with excellence and humility, is the highest expression of leadership. It is in this spirit that our Club established one of its most cherished flagship projects: The TOWER Awards — The Outstanding Workers of the Republic.

Since its inception, the TOWER Awards has stood proudly as a living tribute to the Filipino workforce. It recognizes not merely success, but significance: the significance of a life committed to craft, to conscience, and to community. It honors workers who, in their respective fields, exemplify the virtues of dedication, excellence, integrity, and selflessness — virtues that are the lifeblood of a vibrant and just society.

Through the TOWER Awards, we give a face and a name to the millions whose quiet excellence too often goes unnoticed. They are the linemen who restore power after a storm, the teachers who light the fire of knowledge in remote villages, the

healthcare workers who heal without rest, the skilled hands who build our roads, our homes, our future. They are, in truth, the living towers upon which our nation stands.

At a time when societal progress is increasingly measured in fleeting metrics — fame, fortune, visibility — the TOWER Awards remind us that true greatness lies elsewhere: in character, in contribution, in consistency of purpose over a lifetime of labor. It is a Rotary ideal brought vividly to life — Service Above Self — recognizing that one's finest work may not make headlines, but it builds legacies that endure.

Labor Day and the TOWER Awards thus form an inseparable bond: one celebrates the collective spirit of the worker; the other honors the individual manifestations of that spirit at its most inspiring. Together, they remind us that the dignity of labor is not simply to be acknowledged once a year, but to be cherished, protected, and elevated every day.

As we mark this year's Labor Day, the Rotary Club of Manila renews its commitment to be a steadfast ally of

the Filipino worker. We pledge to continue seeking out and celebrating stories of unsung excellence. We pledge to honor not just the achievements, but the virtues — the perseverance, the resilience, the compassion — that animate the heart of the Filipino labor force.

To every worker across the archipelago — from the bustling cities to the quietest corners of our islands — we offer our deepest respect and heartfelt gratitude. Your sacrifices, your silent victories, and your unwavering devotion to your craft are the true architects of our nation's progress.

May the spirit of Labor Day and the light of the TOWER Awards continue to inspire us all — to build with purpose, to serve with passion, and to work not only for ourselves but for generations yet to come.

*Mabuhay ang manggagawang Pilipino!  
Mabuhay ang karangalan ng paggawa!  
Mabuhay ang Rotary Club of Manila!*

# Message for TOWER Awards 2025

from the Office of the President of the  
Republic of the Philippines



MALACAÑAN PALACE  
MANILA

I express my warmest greetings to the **Rotary Club of Manila (RCM)**, the **People Management Association of the Philippines (PMAP)**, and the **Department of Labor and Employment (DOLE)** as you hold the **2025 The Outstanding Workers of the Republic (TOWER) Awards** and highlight the contributions and distinct achievements of our Filipino workforce.



The TOWER Awards are a tribute not just to our honorees but to the indomitable spirit of Filipino workers who fulfill our citizens' aspirations for a better life. By exemplifying efficiency, productivity, and diligence in their duties, they have shown what it means to be a Bagong Pilipino in this era of a *Bagong Pilipinas*.

Truly, this is a brilliant initiative to emphasize Filipino industry, excellence, and workmanship.

Use this occasion to also honor our exceptional employers and their supportive families who have become part of the reason why they strived for greatness. Indeed, our goal to attain a strong, agile, and resilient workforce is not just the work of government alone but a collective and collaborative endeavor of entire communities.

As you gather for this event, may you persist in becoming attuned to upholding our workers' rights and promoting their welfare. I trust that you will continue bringing opportunities to improve our working conditions so that we can realize a brighter future for all. Together, let us forge a Bagong Pilipinas that recognizes each Filipino worker's skills, discipline, work ethic, and dynamism.

*Mabuhay ang TOWER Awardees at kanilang mga pamilya!*

*Mabuhay ang Manggagawang Pilipino!*

  
FERDINAND R. MARCOS JR.

## Message for TOWER Awards 2025

from the Secretary of  
the Department of  
Labor and Employment



Let me congratulate the Rotary Club of Manila (RCM) and the People Management Association of the Philippines (PMAP) for their continued partnership in staging this year's The Outstanding Workers of the Republic (TOWER) Awards. Your unwavering commitment to honor Filipino workers for their outstanding and exemplary accomplishments is indeed commendable.

This year's TOWER Awards would have not been possible without the generous and unqualified collaboration and support of our benevolent sponsors: Philippine Gaming Corporation (PAGCOR), Jollibee Food Corporation (JFC) and Philippine Airlines Inc (PAL). Their invaluable participation ensured that the achievements of our winners are highlighted and publicly recognized. Truly, a remarkable display of corporate social responsibility worthy of being emulated by other corporate entities. To our sponsors, our heartfelt thanks and sincere appreciation.

In the same vein, the PMAP deserves accolades and our gratitude for accepting full responsibility in all the activities leading to the awarding ceremonies. Your commitment, unselfish and tireless efforts leaving no stone unturned immensely contributed to the successful conduct of the 2025 TOWER Awards.

In the same vein, the PMAP deserves accolades and our gratitude for accepting full responsibility in all the activities leading to the awarding ceremonies. Your commitment, unselfish and tireless efforts leaving no stone unturned immensely contributed to the successful conduct of the 2025 TOWER Awards.

To our esteemed members of the Board of Judges on whose shoulders were entrusted the tough and challenging task of vetting out the nominees, your being part of the proceedings enhanced the credibility of the selection process thereby ensuring that those worthy and deserving of recognition are the ones chosen. Our most profound thanks to all of you.

To the RCM, our thanks for sharing and graciously allowing TOWER Awards to be the instrument in recognizing the outstanding accomplishments of this year's awardees.

To our winners, their families and employers, our warmest congratulations and best wishes. Your collective efforts send a strong message that by working together positive results are not farfetched and can be very rewarding and fulfilling. President Ferdinand R. Marcos Jr.'s vision and ideals of a Bagong Pilipinas have been mirrored through your collaborative actions. May your tribes increase.

*Mabuhay ang mga TOWER Awardees!  
Mabuhay ang Manggagawang Pilipino!*

  
**BIENVENIDO E. LAGUESMA**  
Secretary

# Message for TOWER Awards 2025

from the President of the  
Rotary Club of Manila

## The 2025 TOWER Awards: Celebrating Filipino Excellence

The Rotary Club of Manila proudly presents the 2025 TOWER Awards, honoring outstanding Filipino workers whose dedication and innovation have driven their organizations to new heights.



Founded in 1975 with the support of then-President Ferdinand Marcos Sr. and DOLE Secretary Blas F. Ople, the TOWER Awards recognizes the vital role of workers in economic development, career advancement, and industrial peace.

We are honored by the presence of **His Excellency President Ferdinand Marcos Jr.**, who will deliver the keynote address and personally present the awards. Our heartfelt thanks to **DOLE Secretary Bienvenido Laguesma**, DOLE, and PMAP for their continued support, as well as to our sponsors and esteemed Board of Judges. Special thanks to **Chairman and Centennial President Susing Pineda** and the entire **TOWER Awards Committee** for their hard work and dedication.

Let us continue to uplift and celebrate Filipino workers—and **their invaluable contribution to the country's development.**

Sincerely,

A stylized black ink signature of Eduardo V. Enriquez, III.

**EDUARDO V. ENRIQUEZ, III**  
President, Rotary Club of Manila



# Message for TOWER Awards 2025

from the President of the  
People Management Association  
of the Philippines

The People Management Association of the Philippines (PMAP) is proud to be part of the 2025 TOWER Awards—an esteemed recognition of Filipino employees whose excellence, innovation, and integrity continue to uplift workplaces and communities across the country. This year's program is made even more meaningful through our enduring collaboration with the Rotary Club of Manila and the Department of Labor and Employment, reflecting our shared commitment to advancing a culture of people excellence.



The TOWER Awards honor individuals who go beyond expectations—those who deliver consistently exceptional performance, drive meaningful innovation, and embody values that inspire others. These awardees are not only high performers and problem solvers but also role models whose leadership extends beyond the workplace.

Driven by a passion for continuous improvement and creative problem-solving, our honorees champion innovation with both rigor and vision. They harness structured tools and frameworks, adopt quality circle methodologies, and employ data-driven strategies to design and execute transformative solutions. Sustained and

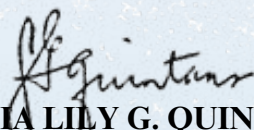
results-oriented, these innovations have not only stood the test of time but have also delivered concrete gains in productivity and financial performance—creating lasting value for their organizations and the communities they serve.

At PMAP, we remain steadfast in promoting a people-centered approach to management, grounded in the belief that human capital is key to national progress. Recognizing excellence is, for us, a reaffirmation of faith in the Filipino worker's potential to lead, to create, and to inspire—regardless of position.

We would also like to extend our deepest gratitude to the assessors and Board of Judges who played a crucial role in making the Tower Awards possible. Their thoughtful evaluations and dedication to recognizing excellence are invaluable to the integrity of this program.

To this year's honorees, we offer our heartfelt congratulations. Your achievements reflect the very best of the Filipino spirit. May your stories continue to inspire a future driven by excellence, integrity, and hope.

Mabuhay ang manggagawang Pilipino.  
Mabuhay ang Tower Awards.

  
**LYDIA LILY G. QUINTANS, FPM, CTRP**  
President  
People Management Association of the  
Philippines

## Message for TOWER Awards 2025

from the Chairman of  
The Outstanding Workers of the  
Republic (TOWER) Awards

On behalf of the Rotary Club of Manila, I am writing to express our deepest appreciation for the invaluable contributions of the blue collar workers of the Republic of the Philippines. Their dedication and hard work are the backbone of our companies, the strength of our families, the heart of our communities, and a vital component of our nation's economy.



In recognition of their outstanding service and commitment, we are proud of the Tower Award of the Rotary Club of Manila, a Legacy Project, whose initiative aims to create an environment that fosters the improvement of employment, livelihood, and training opportunities for blue collar workers. Through creative productivity, innovative retooling and upscaling, we seek to empower these workers to reach new heights in their careers and personal development.

We are immensely grateful to Secretary of Labor Benny Laguesma for his unwavering support and commitment to the Legacy Project of the Rotary Club of Manila.

Likewise we are grateful to our sponsors and partners who have made this project possible: Jollibee Food Corporation, Philippines Gaming and Amusement Corporation, and People Management Association of the Philippines, and our Tower Award Committee. Their valued support aligns with our shared goal of uplifting the lives of Filipino workers and enhancing the economic prosperity of our nation. Maraming salamat for the continued dedication to the welfare of our labor force.

A handwritten signature in black ink, appearing to read 'Pineda' with a stylized flourish at the end.

**JESUS M. PINEDA, JR.**

Centennial President, Rotary Club of Manila  
Chairman, The Outstanding Workers of the  
Republic (TOWER) Awards



## Message for TOWER Awards 2025 from the Board of Judges

It was an honor to serve as one of the judges for this year's TOWER Awards. Hearing the nominees present their innovation projects was both inspiring and enlightening. The experience affirmed that our workers are truly the driving force behind enterprise productivity.



Positioned closest to day-to-day operations, they possess unique insights that allow them to identify inefficiencies and lead meaningful innovations, whether incremental or transformative.

What left a lasting impression on me was the depth of commitment each nominee showed—not only in fulfilling their duties but also in uplifting their colleagues and advancing the company's goals. Many set aside personal gain to champion teamwork, problem-solving, and shared success.

Congratulations to all the winners. May your passion and excellence continue to inspire others as we all work toward building a better nation.

**MARIA CRISELDA R. SY**  
Executive Director  
National Wages and Productivity Commission  
Member, Panel of Judges

The Philippines is immensely rich with talents that are truly world-class and worthy of recognition. Amidst adversities, the Filipinos have the propensity not only to survive but also to thrive. Given the opportunity and the right motivation, our workers are capable of coming up with bright ideas, given the limited resources.



While Filipinos are known to be family-oriented and prefer to work in an environment that promotes work-life integration, they are known to be dedicated and will always provide the best quality work and service.

The winners of the TOWER Awards 2025 are a classic example of a true Filipino worker, who, regardless of rank and position in the organization, will strive to come up with recommendations and suggestions to help themselves, their co-workers, and their company as a whole amidst challenging situations. This year's winners truly exemplify the Filipino values of *Malasakit* and *Bayanihan*. Their selfless intentions and concern for others, without desire for any recognition, have set them apart from the ordinary workforce. May these winners be a living proof that “Pinoys are truly *magaling* and world-class!”

Congratulations to all TOWER 2025 winners!  
Mabuhay ang Manggagawang Pilipino!

**ELLEN C. FULLIDO, FPM**  
2022 PMAP National President  
Member, Panel of Judges

## Message for TOWER Awards 2025 from the Board of Judges

Malasakit. That is the common trait of all the awardees. It is the genuine concern for the welfare of the company they work for without expecting anything in return. It is because of malasakit that they strive to come up with innovations that result in their company's savings and efficiency resulting in improved profitability.. These innovations also result in safety and efficiency in the workplace thereby benefitting their workmates allowing for increased production.



It was innovation in the workplace and in the process that the judges were looking for but the malasakit factor was a common denominator. Their improvement resulted in efficiency and profitability for at least 2 years enough for their superiors to notice and nominate for this year's TOWER Awards.

Once nominated, they had to undergo face to face sessions with the PMAP assessors which were thorough and stringent. Then the final nominees underwent even further scrutiny and more interviews by us, the board of judges.

The judging was exhaustive and thorough but very fair. It was finally accorded only to those that met the high standards. They were innovative and noticeably had Malasakit. Congratulations to the 2025 TOWER Awardees! Truly well deserved.

### **ROMEO NONES**

President

Macro Machinery and Industrial Supply Corp.

Member, Panel of Judges

## The Outstanding Workers of the Republic Awards TOWER Awards 2025

### Project Partners



### Major Sponsors

**Jollibee Foods**  
CORPORATION



## The TOWER Awards 2025 Committee



Eduardo V. Enriquez, III  
President



Joel C. Valdes  
Vice President  
Director in Charge  
of Vocational Service



Jesus M. Pineda, Jr.  
Centennial President  
Chairman  
TOWER Awards 2025

### MEMBERS



Teodoro J. Ocampo  
Past President



Amado D. Valdez  
Past Director



Rtn. Romeo C. Nones  
Member, Board of Judges

## TOWER Awards 2025 Assessors



### RENE M GENER, DPM

Rene is currently the Executive Director of the People Management Association of the Philippines (PMAP). He has extensive experience in local, regional, and global Human Resource Management, having served as CHRO in various conglomerates in his corporate career that spanned more than 54 years.

He used to be with Honda Philippines as their Senior Vice President for Human Resource Management and Development, and San Miguel Corporation as their Senior Vice President. He was the recipient of the Personnel Manager of the Year (PMY) award and served as PMAPs president in Y2000.



### EFREN ALBERTO JR., DPM

Efren Alberto brings to the task of awards assessment a very well-rounded background.

He has postgraduate studies in Social/Industrial Psychology at Ateneo de Manila, Law at SLU, and Executive MBA at AIM. His over 4 decades of experience in people management covers rehabilitation psychology work with persons with disabilities, and HR practice in the automotive and aerospace manufacturing industries. He is employee no. 1 of the Baguio facility of Moog Inc., the world's leading designer and manufacturer of aircraft controls where he retired from active employment in 2018. He has also taught part-time, with the rank of full professor, at St. Louis University in Baguio, handling graduate courses in human resource management, advanced industrial psychology, and organizational behavior.

## TOWER Awards 2025 Assessors

### EFREN ALBERTO JR., DPM

*(continued from previous page)*

In his 34-year stay in Moog Baguio, Mr. Alberto was a key driver in building, maintaining, and enhancing an organizational culture based on a philosophy of mutual trust and confidence. Accordingly, this culture of mutual trust earned various accolades for Moog Baguio, including TESDA's National Kabalikat Award and the distinction of garnering all three of PMAP's awards: People Manager of the Year, People Program of the Year, and Employer of the Year.

He has been with the Awards program for over a decade and is also serving as a consultant to PMAP's Labor Policy Reforms and Industrial Relations Committee.

He is accredited by the Society of Fellows in People Management as a Diplomat in People Management (DPM).



### JULIE M. MITERIA, FPM

Julie has been in HR practice for more than 40 years, the latest of which was with SM Supermalls. She was part of the PMAP National Boards for several years and an active member of the PMAP Awards Committee at large.

She was once the sub-chair of the People Program of the Year category in the PMAP Awards. She was also an assessor in the DOLE Productivity Olympic in 2018 and a Judge in 2023. She was an assessor for several years and a sub-chair of Quality and Productivity in ECOP Kapatid Award, and was a judge in Inner Wheels Club of the Philippines' Ako Ay Pilipino, District level.

Julie was a Philippine Delegate for employers to the ILO (International Labour Organization) Conference in Geneva, Switzerland, in 2015, 2018, and 2019.

## TOWER Awards 2025 Assessors



### EDGARDO SORIANO, DPM

Edgardo or Ed was PMAP past president in 1995. He is currently the president of the PMAP Society of Fellows and Treasurer of the PMAP Foundation.

He has been in the industry for several decades and was involved as a member of the Board of Directors and executive in a number of Lafarge-associated companies, including Fortune Cement Inc. & Continental Operating Corporation, as president. While at Lafarge, he had job postings in Paris and China, and after retirement, he did consulting work in the Philippines and Korea.

Ed was a People Manager of the Year awardee in 2005.



### WILFREDO ESTOQUE, BSME, MSBM

Currently serving as Executive Director of the Aerospace Industry Association of the Philippines (AIAP), an Association composed of about sixty-five (65), Tier 1, 2 and 3 companies involved in various Aerospace Industries manufacturing, planning and organizing and coordinating events for technical upgrading, training, business information and supply chain information sharing. Concurrently offering Consultancy Services for developing and improving Manufacturing Systems related to Production, Production Planning, Manufacturing Engineering, Quality Control, and Allied Services.

Had prior involvement in organizing Lean Manufacturing Events with Moog Controls Corporation by way of Value Stream Mapping of various production and engineering systems and identifying opportunities for streamlining the processes to their optimum state.

He also used to teach in known universities such as St. Louis in Baguio and Don Bosco Technical College.

## TOWER Awards 2025 Judges



### MARIA CRISELDA SY

Maria Criselda R. Sy is the Executive Director of the National Wages and Productivity Commission (NWPC), an attached Department of Labor and Employment agency.

Her experience and expertise include labor market and employment policy formulation, wages policy and research, productivity improvement, and gainsharing schemes.

She has over 30 years of experience in government and has held various positions, including head of the then Bureau of Labor Employment Statistics and Director of the Bureau of Local Employment before becoming the NWPC's Executive Director.

Her leadership has earned her the Best Head of Agency Award from the Department of Labor and Employment in 2014 and recognition for her agency's achievements, including its 2015 certification and several awards for excellence in communication, accounting, and budgeting from 2020 to 2024.

Executive Director Sy holds a bachelor's degree in Applied Economics from the Polytechnic University of the Philippines, a postgraduate diploma in Labour Studies from the University of Queensland, Australia, and a Master's degree in Public Policy from the National Graduate Institute for Policy Studies in Japan.



## TOWER Awards 2025 Judges



### ELLEN C. FULIDO, FPM

Ellen C. Fullido, FPM, currently serves as the Vice President for Human Resources and Administrative Services at the FJ Elizalde Group of Companies. This includes the MBC Media Group—the oldest and largest radio network in the Philippines and Asia, which encompasses DZRH, RHTV, Love Radio, Yes The Best, Easy Rock, Aksyon Radyo, and Radyo Natin FM—alongside other entities such as Star Parks Corporation (Star City) and Sunshine Inns, Inc. (D'Mall Boracay). She also plays a key role as a business partner with MBC Resources, Inc., the managing company of MBC. A dynamic cultural advocate, Ellen is a founding member and organizer of several flagship events such as Aliwan Fiesta, the MBC National Choral Competition, the MBC Short Film Festival, and the Aliwan Fiesta Digital

Queen. She also serves as Director for Sports and Wellness and is a Director/Member of the FJE Chorale.

Within the People Management Association of the Philippines (PMAP), Ellen held the role of 2022 President and currently serves on the Council of Presidential Advisers. Her prior leadership roles in PMAP include Vice President and Annual Conference Chair in 2021, Board Secretary in 2020, and Board of Trustee in 2015, 2016, and 2018. Since 2008, she has chaired the Media and Communications Committee and has been an active member of the AC Directorate, GMM, and LPRIR Committees. Ellen has received multiple citations for her committee work, including “Committee of the Year” for PR & Publicity (2010), Media & Communications (2015, 2020), GMM (2011), and the AC Directorate (2017). She is also a recipient of the PMAP Makatao Awards for Media Excellence. In 2024, she represented the Philippines at the Global HR Forum in Tokyo, Japan.

Ellen holds a Bachelor of Science in Management and Industrial Engineering from Mapua Institute of Technology and has completed post-graduate studies in Human Resource Management at the University of Santo Tomas.

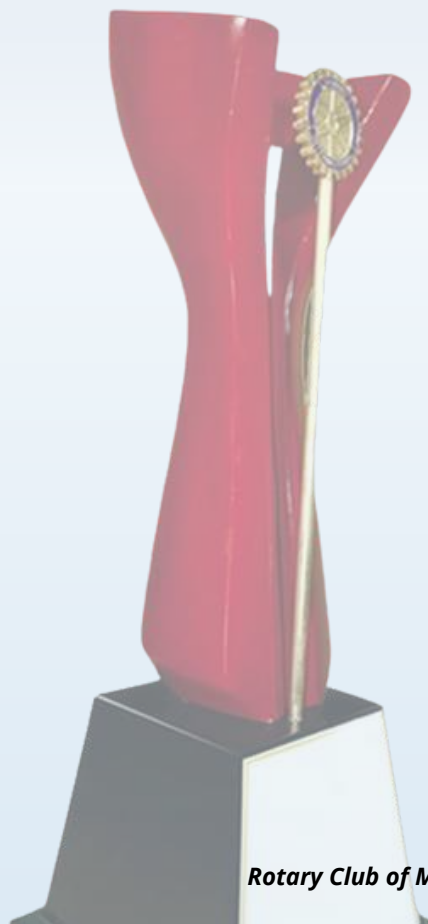
## TOWER Awards 2025 Judges



### ROMEO NONES

Romy Nones has been an entrepreneur for most of his professional life. After graduating with a BS Mining Engineering degree from the University of the Philippines in Diliman, Quezon City, he pursued further studies leading to a Masters in Business Administration degree. After a few years of employment, he ventured into business at a young age of 26, putting up and serving as president of Macro Machinery and Industrial Supply Corporation, a corporation which represented several multinational companies serving the mining, water, and food industries. Since then, he has been involved in other companies serving the water industry as a contractor and consultant.

Romy continues to be active in many activities outside of work. He has been a Rotarian for 38 years, serving as president of the Rotary Club of Panday Pira Manila in 1989-1990. He is now a member of the Rotary Club of Manila. He has also served as vice-president of the UP Alumni Association and chairman of the Tau Alpha Foundation Inc.



# TOWER 2025 AWARDEES

## Individual Category



**Mr. Eddie A. Alagaban**

**Energy Development  
Corporation**

*Project:  
Modification of Risers 1 and 2  
in Palayan Power Plant*



**Ms. Shirley S. Gonzales**

**Yazaki - Torres  
Manufacturing, Inc.**

*Project:  
Provision of a Holder for  
Fuse Guide in the Function Area*

# TOWER 2025 AWARDEES



**Mr. Eddie A. Alagaban**  
**Energy Development Corporation**

**Project:** *Modification of Risers 1 and 2 in Palayan Power Plant*

## **A Journey of Perseverance and Purpose**

Eddie “Boyhet” Alagaban was born on November 29, 1969, in Brgy. Bagong Abre, Legazpi City. Raised in a humble farming family, he learned the value of hard work early, helping his parents in the fields to make ends meet. Despite financial hardships, he worked his way through school, funding his education through farming and eventually earned a degree in Computer Science from Dynamics Computer Centrum.

Right after graduation, Eddie passed the Civil Service Exam on his first try and began his professional journey as a Computer Encoder at NPC-Tiwi. His dedication led to a transfer to Bac-Man as a Plant Equipment Operator, where he served for 17 years. In 2010, he joined Energy Development Corporation (EDC) as a Project-Based Operator, becoming a regular employee by

2011 and rising to Senior Production Operator in 2019 - moving from Rank-and-File to Professional/Technical level.

Eddie's leadership journey is equally remarkable. He served as Rank-and-File Union President (2015-2019), then later became Vice-President and now President of the PT Union since 2023. In 2018, he topped the Control System Integration (CSI) Training Program. In 2023, he played a key role in the successful commissioning of the Palayan Binary Power Plant.

Beyond work, Eddie is a devoted husband and proud father of three accomplished children. His daughter graduated Cum Laude in Electrical Engineering from Bicol University; his sons earned degrees in HRM and Mechanical Technology, one now teaching at BU.

Now on his 14th year with EDC, Eddie remains the same humble, hard-working man who once tilled the soil as a boy. His story is a powerful testament to resilience, quiet excellence, and unwavering dedication.

EDC-BGI is proud to call him one of its own.

# TOWER 2025 AWARDEES



**Mr. Eddie A. Alagaban**  
**Energy Development Corporation**

***Project:***

*Modification of Risers 1 and 2 in Palayan Power Plant*

***Implemented:*** January 2021

## **Executive Summary of the Project**

The project titled “Modification of Risers 1 and 2 in Palayan Power Plant” was implemented in January 2021 to address operational limitations brought about by the upgrade of the BacMan Turbine/Generators Units 1 and 2 from 55MW to 60MW without modifying the main cooling system. While the turbine-generators were enhanced to handle greater capacity, the existing cooling water system remained unchanged, resulting in an increase in condensate volume and a corresponding rise in circulating water temperature. This led to a constraint in the plant’s ability to achieve its new maximum load.

To resolve this, a bypass line was installed on the risers to divert excess condensate to the cold-injection system (PAD RA THP). This modification significantly improved the temperature of the circulating water and contributed to the more efficient operation of the recently commissioned Palayan Binary Power Plant. The addition of a regulating valve along the bypass line also allowed better control of reinjection flow, especially during load reduction, which helped maintain optimal cooling tower basin levels.

As a result of the improved thermal efficiency, the circulating water temperature dropped from 35°C to 30°C, leading to a projected annual increase in power generation value of Php 61.32 million for the Palayan Power Plant. Furthermore, the enhancement supported an increase in the binary plant load by at least 0.6 MW, and improvements in lubrication cooling temperature yielded an additional estimated value of Php 18.396 million per year.

This project demonstrated a practical and cost-effective solution that optimized plant performance, maximized energy output, and delivered substantial operational and financial gains.

# TOWER 2025 AWARDEES



**Ms. Shirley S. Gonzales**  
**Yazaki-Torres Mfg., Inc.**

***Project:***

*Provision of a Fuse Guide Holder in the Function Area*

**Personal Profile**

A proud high school graduate, Shirley took a brave step when she tried her luck in Laguna in search of better opportunities. In 2007, she found her professional home at Yazaki-Torres Mfg., Inc., where she was assigned to various processes across several production lines. Over the years, her unwavering dedication and genuine concern for her co-employees became her defining traits, earning her multiple recognitions, including the Efficiency Award, Perfect Attendance

Award, and the Honesty Award. Her commitment culminated in 2024 when she was bestowed the prestigious Most Outstanding Employee Award, an honor reserved only for the most deserving employees in the organization.

Beyond her professional achievements, Shirley is a devoted mother of two and an active member of her community. Despite her busy schedule, she never fails to spend quality time with her family, proving that success at work can go hand in hand with a fulfilling personal life. Her passion for growth extends beyond the workplace, as she continues to seek ways to contribute meaningfully both at home and in her community.

# TOWER 2025 AWARDEES



**Ms. Shirley S. Gonzales**  
**Yazaki-Torres Mfg., Inc.**

***Project:***

*Provision of a Fuse Guide Holder in the Function Area*

## **Executive Summary of the Project**

In 2022, Shirley made one of her most important contributions to YTMI by participating the company's Idea Suggestion Program (ISP). She noticed a common problem in the function area: the fuse guide was often misplaced or damaged. The fuse guide is an essential tool in making wiring harnesses because it ensures the correct fuse is used, protecting the vehicle's electrical system from damage.

Before Shirley's improvement, there was no proper place to store the fuse guide. It was simply placed on top of a rack, where it often fell, got damaged, or went missing. This caused production delays and increased costs, as each fuse guide costs ₱9,100 to replace. Even worse, using

incorrect or damaged fuse guide could affect product quality and even compromise vehicle safety.

Understanding the gravity of the issue, Shirley proposed the provision of a holder for the fuse guide in the Function Area. Her simple yet effective solution involved designing a dedicated holder to securely store the fuse guide and designating its specific location, preventing damage and ensuring easy access for operators. Approved on December 20, 2022, this improvement has since delivered remarkable results:

- Eliminated frequent breakage and loss of the fuse guide
- Significantly reduced replacement costs
- Prevented potential quality defects
- Improved ergonomics and overall workplace safety for operators

Shirley's initiative not only made the process smoother but also showed how employees can help improve operations. Her story inspires her co-employees to go beyond their daily tasks, observe opportunities, take action, and believe that even small ideas can lead to significant improvements.

# TOWER 2025 AWARDEES

## Team Category



**Mr. Elsworth M. Gempesaw**

**Mr. Krish Syrus C. Micabalo**

**Franklin Baker Company of the Philippines  
- Emerald Plant**

*Project:  
Muling Ibalik Ang Dapat Ibalik*

# TOWER 2025 AWARDEES



**Mr. Elsworth Gempesaw and  
Mr. Krish Syrus Micabalo**  
**Franklin Baker Company - Emerald Plant**

## **Project:**

*Muling Ibalik Ang Dapat Ibalik*

Franklin Baker Company of the Philippines proudly honors two remarkable individuals—Mr. Elsworth “Aragoy” Gempesaw and Mr. Krish Syrus Micabalo—recipients of the prestigious **TOWER Awards 2025**. Their stories are not only about technical achievement, but also about quiet leadership, perseverance, and a deep commitment to continuous improvement.

## **Aragoy: The Pioneer of Nut Rejection Reduction**

Fondly known among peers as “Aragoy,” Mr. Gempesaw is a trailblazer in the **Nut Receiving Section** of the Manufacturing Department. Years ago, the company faced

a difficult challenge: a **nut rejection rate of over 6%**, threatening operational efficiency. Aragoy was the brain behind the **structured rejection reduction program**, which brought that number to under 1% from 2022 to 2024—a breakthrough that resulted in major cost savings and operational improvements.

Starting as a service provider and rising to become a regular employee and respected team leader, Mr. Gempesaw’s journey is marked by **humility, hard work, and innovation**. He is a key contributor to the **JEDI** program, submitting projects like:

- “*Muling Ibalik ang Dapat Ibalik*”
- “*Parking Made Easy, No More Damage sa Property*”
- “*Sa Mabigat na Chute, Foldable ang Sagot*”
- “*Reduce, Re-use, Recycle – the Nuts Receiving Way*”

Beyond work, Aragoy serves as an emergency responder and community leader in his barangay. His contributions during the pandemic—choosing to remain on-site while others worked remotely—solidify his reputation as a leader on and off the clock.

# TOWER 2025 AWARDEES



**Mr. Elsworth Gempesaw and  
Mr. Krish Syrus Micabalo  
Franklin Baker Company**

***Project:***

*Muling Ibalik Ang Dapat Ibalik*

**Krish: The Strategist of Operational Excellence**

Mr. Krish Syrus Micabalo, also from the Nut Receiving Section, is celebrated for his **strategic approach** to process improvement and cost efficiency. His leadership helped sustain **rejection rates below 1% for three consecutive years**, reinforcing Franklin Baker's high-yield, cost-effective operations. Krish is a consistent JEDI contributor, initiating impactful solutions such as:

- “*Muling Ibalik ang Dapat Ibalik*”
- “*Tubig na Naipon, Dagdag Water Collection*”
- “*Tamang Daan upang Aksidente ay Maiwasan*”

He is a vital force in **Strategic Business Planning (SBP)** and an **Operational Excellence Associate**, whose influence is felt in both day-to-day execution and long-term direction. Known for his strong interpersonal skills and reliability, Krish exemplifies collaborative leadership and integrity in all he does.

**A Legacy of Excellence**

Both Mr. Gempesaw and Mr. Micabalo represent the best of Franklin Baker: employees who lead quietly, work passionately, and innovate with purpose. Their achievements in **nut rejection reduction, cost-saving projects, and team empowerment** serve as an enduring inspiration for all.

**Congratulations, Aragoy and Krish!** Your dedication has shaped not only systems, but also the very spirit of excellence within Franklin Baker.

# TOWER 2025 AWARDEES

## Team Category



***Mr. Michael C. Dasalla,  
Mr. Mark Felnor T. Butaya, Mr. Ronald B. Quiñones***

**Franklin Baker, Incorporated**

*Project:  
Waste Isn't Waste Until We Waste It*

# TOWER 2025 AWARDEES



**Mr. Mark Felnor Butaya, Mr. Michael Norman Dasalla, and Mr. Ronald Quinones  
Franklin Baker, Incorporated**

## ***Project:***

*Waste Isn't Waste Until We Waste It*

Prior to the implementation of the project in 2022, Wastewater Treatment Plant continuously incurred increased cost of chemical usage due to high utilization of caustic soda, averaging at 1,000 L per day. This chemical is used in wastewater treatment, specifically in the neutralization process.

Mark, Michael, and Ronald noticed that whenever there is CIP (Clean-in-Place) activity in the Coconut Water Production, there is a spike in the alkalinity of the wastewater they are receiving. Only to find out that Coconut Water Production also uses Caustic Soda during CIP.

The Operators suggested to further utilize the wastewater from CW Production by temporarily storing it in the Storage Tank 2 until the volume is enough to be utilized in the Neutralization Process.

This project was fully implemented in June 2022 and the results were astonishing. They obtained an accumulated cost-savings of Php12M from 2022 to 2024 while maintaining the specifications of the effluent in compliance with the effluent standards set by the Department of Environment and Natural Resources to ensure that no bodies of water and no community is harmed by the effluent discharge of the company. The project also reduced the chemical exposure of the operators to caustic soda, since caustic soda is only being added when needed, improving work safety while improving the productivity of the wastewater operations.

As employees of Franklin Baker, Inc., Mark, Michael, and Ronald equally demonstrated dedication to work and a thrust for continuous improvement. This project is one of the many improvements implemented by the team in their work area and their drive for excellence proves that each employee has a huge contribution towards the company's success, regardless of position.

As family men and members of society, Mark, Michael, and Ronald strive to provide for their families by being hard working while still finding time to help the community in different ways, like volunteering in rescue missions and participating in other livelihood programs to help their families.

Franklin Baker is proud to have employees like Mark, Michael, and Ronald, and we are committed to provide our employees a safe, stable, and harmonious working environment. Together with our employees, we will continue to help enhance the quality of life in our communities.

## cover story

# A Glimpse into the Future: The AI Revolution with Vision and Verve

by PVP Reginald T. Yu



**M**ANILA Polo Club, 24 April 2025 — In an age when the world teeters on the cusp of a digital renaissance, the Rotary Club of Manila, Asia's First Rotary Club, once again proved its enduring relevance and forward-thinking spirit with its 30th Weekly Membership Meeting—an afternoon charged not only with fellowship and tradition, but also brimming with curiosity about the promises and perils of artificial intelligence.

Under the dignified canopy of the Manila Polo Club, the event unfolded with quiet precision and time-honored ritual, as **President-Elect Raoul C. Creencia**—ever composed and affable—stepped up as **Moderator**, orchestrating the program in the stead of **President Eduardo V. Enriquez III**, who was on an out-of-town engagement. The gavel sounded at **12:30 PM**, called to order by **Vice-President Joel C. Valdes**, whose calm yet commanding presence grounded the assembly.



The invocation, led by **Rotarian Raymond “Ray” N. Davis**, set a solemn and reflective tone, reminding all in attendance of the higher purpose that binds Rotarians beyond titles and professions — service above self.

*President-Elect Raoul C. Creencia moderated the meeting.*



*Vice-President Joel C. Valdes called the meeting to order.*



*Rotarian Raymond “Ray” N. Davis led the invocation.*



As the **Philippine National Anthem** resounded through an elegant audio-visual tribute featuring RCM members, followed by the impassioned rendition of the **Manila Rotary Hymn** by the **RCM World-Famous Music Chorale**, a profound sense of belonging swept across the room. This was not merely a luncheon—it was a reaffirmation of shared values and evolving purpose.

**Director Nagi Zeitouni** reaffirmed those ideals with a robust recitation of **The Four-Way Test**, a compass for ethical action that remains as relevant in the digital age as it was in the club’s founding days.

*Director Nagi Zeitouni recited the Four-Way Test.*



In a moment of warmth and affection, **President-Elect Raoul C. Creencia** acknowledged the presence of visiting guests and led the room in celebrating the birthday of **Rtn. Caloy Serapio (April 11)** — his smile brightening further as the RCM Chorale sang the ever-joyful "**Maligayang Bati.**"

Then came the much-anticipated **President's Time**, with **VP Joel Valdes** offering updates and reflections. But the day's intellectual centerpiece was yet to come.



*VP Joel Valdes offered updates and reflections during the President's Time.*

Introduced by **Rtn. Caloy Serapio**, the **Guest of Honor and Speaker**, **Mr. Devin Fidler**, CEO of **Rethinkery Foresight**, took the podium and, within moments, transformed the tranquil afternoon into a mental odyssey through time and technology.

*Rtn. Caloy Serapio introduced the Guest of Honor and Speaker.*



With a conversational tone that masked the profound implications of his insights, Fidler invited the room into an interactive “temperature check” on technology, asking members to raise fingers in response to provocative prompts: *Is technology bringing us closer together? Will life in 2035 be better than today? Is AI overhyped?* The candid feedback — ranging from cautious optimism to speculative concern — provided a human backdrop to the mechanical wonders that would soon dominate the discourse.

Fidler then embarked on an extraordinary “**five-step flyover**” of the artificial intelligence landscape, offering a sweeping yet accessible history — from **Alan Turing’s test of machine intelligence to the transformer revolution of 2017**, from Microsoft’s past missteps to Spotify’s

disruptive rise, from **ELIZA** to **ChatGPT**, and from **Kodak's inertia** to **Tesla's agility**.

He masterfully straddled the line between tech evangelist and cautionary oracle. Whether discussing the ethical conundrums of **hallucinating algorithms**, the labor ramifications of **AI-generated screenplays**, or the eerie fluidity of **voice-deepfake software**, Fidler's address was a compelling tapestry of anecdote, data, and vision.



*Guest of Honor and Speaker Mr. Devin Fidler, CEO of Rethinkery Foresight*

Demos punctuated his talk with vivid clarity: a podcast generated from academic papers, an AI voiceover seamlessly translated and lip-synced into another language, a three-minute song composed from a scan of the Rotary homepage, and eerily realistic B-roll of Manila Bay — rendered without a single camera. At once thrilling and unsettling, these glimpses into the near future prompted audible gasps and murmurs from the audience.

But the heart of Fidler's message was not in the spectacle — it was in the substance. His thesis was simple yet profound: those who embrace change with clarity and principle will ride the wave; those who resist it blindly will be swept away.

In the **Open Forum**, Rotarians asked pointed, thoughtful questions, revealing a club not only grounded in tradition but deeply engaged with the emerging contours of the future. The interaction mirrored Rotary's enduring strength—its unique ability to convene leaders from varied fields and foster meaningful exchange across generations and ideologies.

*Mr. Devin Fidler engaged in an interactive conversation with STAR Rtn. Geoff Yu, PP Chito Zaldarriaga, PD Amading Valdez, PD Beda Fajardo, VP Joel Valdes.*



As the session drew to a close, **VP Joel Valdes** presented **Mr. Fidler** with a **Certificate of Appreciation**, honoring not just a speaker, but a fellow architect of future-ready thinking.



*VP Joel Valdes adjourned the meeting.*



*Mr. Fidler received RCM's Plaque of Appreciation from VP Joel C. Valdes, Rtn. Carlos "Caloy" G. Serapio, PE Raoul Creencia, Rtn. Raymond "Ray" N. Davis, and Dir. Nagi Zeitouni.*

By 2:00 PM, the gavel fell again, this time marking not just the adjournment of a meeting — but the stirring conclusion of an afternoon that challenged minds, bridged generations, and reminded all in attendance that service and leadership in the 21st century must now navigate both human complexity and machine intelligence.

CLUB ADMINISTRATION

RCM Members' Attendance Report  
RY 2024-2025

ATTENDANCE REPORT  
April 2025

| APRIL 2025                      | April 03, 2025<br>CAPT. STANLEY<br>KUA NG | April 10, 2025<br>OSP EXEC. DIR.<br>EMILIANO<br>ROMANO | April 17, 2025<br>HOLIDAY | April 24, 2025<br>MR. DEVIN FIDLER |
|---------------------------------|-------------------------------------------|--------------------------------------------------------|---------------------------|------------------------------------|
| MEMBERS PRESENT                 | 44                                        | 29                                                     | 0                         | 33                                 |
| MEMBERS PRESENT %               | 19%                                       | 13%                                                    | 0%                        | 14%                                |
| MAKE UP ATTENDEES               | 8                                         | 9                                                      | 0                         | 23                                 |
| EXEMPTED                        | 3                                         | 3                                                      | 0                         | 5                                  |
| ON LEAVE                        | 0                                         | 0                                                      | 0                         | 0                                  |
| Total Active Members            | 49                                        | 35                                                     | 0                         | 51                                 |
| Total # of Members              | 228                                       | 228                                                    | 228                       | 228                                |
| TOTAL %:                        | 21%                                       | 15%                                                    | 0%                        | 22%                                |
| ROTARACTORS                     | 9                                         | 10                                                     | 0                         | 10                                 |
| MEDIA                           | 0                                         | 0                                                      | 0                         | 2                                  |
| EMBASSIES /<br>DIPLOMATIC CORPS | 0                                         | 0                                                      | 0                         | 0                                  |
| DG, DGE, DGN, PDG               | 0                                         | 0                                                      | 0                         | 0                                  |
| GOHS / GS                       | 3                                         | 8                                                      | 0                         | 1                                  |
| VISITING ROTARIAN               | 0                                         | 20                                                     | 0                         | 0                                  |
| Guests of RCM<br>MEMBERS        | 4                                         | 22                                                     | 0                         | 4                                  |
| TOTAL ATTENDEES                 | 60                                        | 89                                                     | 0                         | 48                                 |

LIST OF ATTENDEES  
April 24, 2025

|    |                                 |
|----|---------------------------------|
| 1  | Acosta, Crispiniano G.          |
| 2  | Bartolome III, Arsenio M.       |
| 3  | Benedicto, Sixto T.             |
| 4  | Carlos, Vicente J.              |
| 5  | Co, Val Constantine L.          |
| 6  | Creencia, Raoul C.              |
| 7  | Cureg, Alexander P.             |
| 8  | Cutter, John Michael            |
| 9  | Davis, Raymond N.               |
| 10 | Del Rosario Sr., Oscar A.       |
| 11 | Egan, Brendan W.L.              |
| 12 | Fajardo, Beda G.                |
| 13 | Guevara, Jr., Domingo S.        |
| 14 | Koh, Paul Anthony T             |
| 15 | Macatoman, Abdulgani M.         |
| 16 | Pascual, Abraham F.             |
| 17 | Reynolds, David J.              |
| 18 | Schneider, Bernd                |
| 19 | Serapio, Carlos G.              |
| 20 | Sibayan, Joselito H.            |
| 21 | Simon, Juanito A.               |
| 22 | So, Warren S.                   |
| 23 | Tagaysay, Hector O.             |
| 24 | Valdes, Joel C.                 |
| 25 | Valdez, Amado D.                |
| 26 | Valencia, John Nico P.          |
| 27 | Yu, Geoffrey C.                 |
| 28 | Yu, Reginald Tieng              |
| 29 | Zaldarriaga, Felix Francisco S. |
| 30 | Zeitouni, Nagi                  |
| 31 | Rankl, Peter                    |
| 32 | Yordanov, Stefan                |
| 33 | Chan, Robert Sy Jr.             |

# CLUB ADMINISTRATION

## List of Members Who Have Paid Their Annual Dues for RY 2024-2025

As of April 29, 2025

|    |                              |
|----|------------------------------|
| 1  | ABOY, VALENTINO G            |
| 2  | ABRIAM, ARIEL                |
| 3  | ACOSTA, CRISPINIANO G.       |
| 4  | AGNES, JERRY A               |
| 5  | ALBANA, MICHAEL JAEY C       |
| 6  | ALBERTO, RAYMUNDO ARNOLD S   |
| 7  | ALCANTARA, ISIDRO C          |
| 8  | ALDAY, ALBERT                |
| 9  | ALINGOG, ALDOUS REX A        |
| 10 | ANDAL, AVELINO L             |
| 11 | ANG, RICHARD T               |
| 12 | ARAGON, JOSHUA RUEBEN G      |
| 13 | ARAMBULO, JOAQUIN JR         |
| 14 | ARGUELLES, PABLO C           |
| 15 | AVENTURA, AVENILO JR L       |
| 16 | BAGATSING, VALENTINO S       |
| 17 | BALANAY, ARIES B             |
| 18 | BARTOLOME, ARSENIO III M.    |
| 19 | BEDIONES, RODOLFO P.         |
| 20 | BELLA, GERONIMO JR. D        |
| 21 | BELLO, CHRISTIAN CESAR       |
| 22 | BENEDICTO, SIXTO T           |
| 23 | BERTESEN, BERTEL I           |
| 24 | BLANCO, MANUEL M             |
| 25 | BOGOVICH, JASON M            |
| 26 | BOLTON, WILHELM              |
| 27 | BRANELLEC, JACQUES           |
| 28 | BUENDIA, CARLOS C            |
| 29 | CABANGON, EDGARD A.          |
| 30 | CABUNAG, ROGELIO R           |
| 31 | CAMAT, NATHANIEL             |
| 32 | CAMPOS, JOSELITO JR          |
| 33 | CANON, RAUL JR C             |
| 34 | CARLOS, VICENTE J.           |
| 35 | CARRANCEJA, ARVIN ARIK B     |
| 36 | CASTRO, KARLO EUGENE JOSEF M |
| 37 | CATALAN, RODILLO R           |
| 38 | CENICA, JOHN T               |
| 39 | CHAHWAN, RAMI                |
| 40 | CHAN, ROBERT JR              |
| 41 | CHIEN, LIANG-TA              |
| 42 | CID, DEAN Y                  |
| 43 | CO, FERDINAND C.             |
| 44 | CO, VAL CONSTANTINE L        |
| 45 | CORTEZ, LORENZO R            |
| 46 | COYUTO, ROBERT JR. G         |
| 47 | CREENCIA, RAOUL C.           |
| 48 | CUREG, ALEXANDER P           |
| 49 | CUTTER, JOHN MICHAEL         |
| 50 | DAVIS, RAYMOND N             |

|     |                                    |
|-----|------------------------------------|
| 51  | DAYANG, JUAN E.                    |
| 52  | DE CASTRO, JUAN ARTURO ILUMINADO C |
| 53  | DEL ROSARIO, OSCAR SR.             |
| 54  | DIONISIO, RAFAEL IGNACIO           |
| 55  | DOMINGO, RICO V                    |
| 56  | DOMINGUEZ, CARLOS III G.           |
| 57  | DY, MANUEL C.                      |
| 58  | EGAN, BRENDAN W.L.                 |
| 59  | ELDEBS, ISSAM                      |
| 60  | ENRIQUEZ, EDUARDO III V.           |
| 61  | ESGUERRA, HERMINIO S.              |
| 62  | ESQUIVIAS, JOAQUIN PABLO A.        |
| 63  | EUGENIO, JOHN EMYL G               |
| 64  | FAJARDO, BEDA G                    |
| 65  | FERNANDEZ, ANTONIO JAIME JOSE V.   |
| 66  | FOLLOSCO, CEFERINO JR G            |
| 67  | GARCIA, PAUL JOSEPH M              |
| 68  | GARCIA, THEODORE Q                 |
| 69  | GARCIA, VICTOR III G.              |
| 70  | GASPAR, FERNANDO L                 |
| 71  | GIERRAN, DANTE A.                  |
| 72  | GO, DANIEL                         |
| 73  | GO, HENRY S                        |
| 74  | GONZALES, JONAS R                  |
| 75  | GONZALEZ LA'O, EMILIO P            |
| 76  | GUARIN, MICHAEL ARCATOMY H.        |
| 77  | GUEVARA, DOMINGO JR.               |
| 78  | GUEVARA, RICARDO S.B.              |
| 79  | HALLARE, DELFIN JR. T              |
| 80  | HALLARE, NICOLAS                   |
| 81  | HALLERBACH, MATHIAS                |
| 82  | HANADA, TAKAHIRO                   |
| 83  | HERNANDEZ, EDWIN H.                |
| 84  | HESSE, UWE                         |
| 85  | HORTALEZA, ROLANDO B               |
| 86  | IBUYAN, BENEDICT JULIUS F          |
| 87  | IWATA, YASUSHI                     |
| 88  | JANG, JAE JUNG                     |
| 89  | JOSEPH, RALPH L                    |
| 90  | JUCABAN, JERIC J                   |
| 91  | KALAW, TEODORO ALEJANDRO IV Y.     |
| 92  | KATIGBAK J ALFONSO L               |
| 93  | KLEBS, DAVID                       |
| 94  | KOH, PAUL ANTHONY T                |
| 95  | KUNACK, LUTZ H.                    |
| 96  | LACAMBACAL, ALVIN D.               |
| 97  | LAUREL, RICARDO P.                 |
| 98  | LAYA, JAIME C                      |
| 99  | LAZARO, JUAN MIGUEL                |
| 100 | LEDDA, JAIME VICTOR B              |

# CLUB ADMINISTRATION

## List of Members Who Have Paid Their Annual Dues for RY 2024-2025

As of April 29, 2025

|     |                                |
|-----|--------------------------------|
| 101 | LEE, RICHARD L                 |
| 102 | LI, RICHARD JOSEPH CHANG       |
| 103 | LIAMZON, ROMEO THADDEUS        |
| 104 | LIM, DAVID EDUARDO T           |
| 105 | LIM, RICHARD                   |
| 106 | LOCSIN, ARSENIO Z.             |
| 107 | LONZAGA, REINERIO              |
| 108 | LOPEZ, ANTONIO                 |
| 109 | LOPEZ, ARTHUR M                |
| 110 | LORENZANA, DELFIN              |
| 111 | MACAPAGAL, MICHAEL T.          |
| 112 | MACATOMAN, ABDULGANI           |
| 113 | MAGBANUA, GERRY P              |
| 114 | MAGSAYSAY, FRANCISCO D.        |
| 115 | MAGSAYSAY, JESUS VICENTE E     |
| 116 | MANALAYSAY, CESAR P            |
| 117 | MANGALILE, SENEN T             |
| 118 | MARTINEZ, RONALD I             |
| 119 | MATSCHUCK, GUENTER GERHARD G   |
| 120 | MAURICIO, ANTONILO DC          |
| 121 | MENDOZA, ESTELITO P            |
| 122 | MENDOZA, MIGUEL                |
| 123 | MENDOZA, RAYMUND JOSEPH IAN O. |
| 124 | MOMMAERTS, STEVE               |
| 125 | MORTEL, JUAN MANUEL            |
| 126 | NOLIDO, RAMON ALBERTO B        |
| 127 | NOMURA, KAZUHIRO               |
| 128 | NONES, ROMEO C.                |
| 129 | NUÑEZ, JOSE A                  |
| 130 | OBRADO, DANIEL CALZADO         |
| 131 | OCAMPO, TEODORO J              |
| 132 | ONG, PHILLIP L                 |
| 133 | OZAETA, MIGUEL ANTONIO L       |
| 134 | PAGDANGANAN, ROBERTO M         |
| 135 | PALACIOS, ALBERT C.            |
| 136 | PALLASIGUE, JOHN BRIAN         |
| 137 | PAÑARES, BEN THOMAS P          |
| 138 | PASCUAL, ABRAHAM F             |
| 139 | PATTERSON, COLIN DAVID         |
| 140 | PAYUMO, FELICITO C             |
| 141 | PELIÑO, WILFREDO               |
| 142 | PINEDA, JESUS JR M             |
| 143 | PINEDA, PATRICIO JR. F         |
| 144 | PIZARRAS, JORDAN M             |
| 145 | PREYSLER, FAUSTO JR. D.R.      |
| 146 | PUJALTE, JOSE JR               |
| 147 | RA, INGILL                     |
| 148 | RAMOS, CLAVER P.               |
| 149 | RANKL, PETER                   |
| 150 | RECTO, PHILIP H.               |

|     |                                |
|-----|--------------------------------|
| 151 | REYES, CRISPINO P              |
| 152 | REYNOLDS, DAVID J.             |
| 153 | RODRIGUEZ, JOAQUIN ANTHONY H   |
| 154 | RODRIGUEZ, JOAQUIN SR. C       |
| 155 | ROMUALDEZ, FERDINAND MARTIN G. |
| 156 | ROMUALDEZ, JOSE MANUEL G       |
| 157 | ROÑO, MARLON R.                |
| 158 | ROXAS, MICHAEL D               |
| 159 | SARMIENTO, RICARDO MANUEL M    |
| 160 | SCHMITZ, STEFAN                |
| 161 | SCHNEIDER, BERND               |
| 162 | SERAPIO, CARLOS C              |
| 163 | SEVILLA, LUIS ANGELO L         |
| 164 | SHIMODA, SHIGERU               |
| 165 | SIBAYAN, JOSELITO H            |
| 166 | SIMON, JUANITO                 |
| 167 | SO, WARREN                     |
| 168 | SOBREPEÑA, ROBERT JOHN L.      |
| 169 | SOLER, JOSE ANTONIO A          |
| 170 | STRANATHAN, IKE EDWARD         |
| 171 | SYJUCO, JOSE, JR. A            |
| 172 | TAGAYSAY, HECTOR O             |
| 173 | TALAMPAS, JOEL ANGEL L         |
| 174 | TALUSAN, FERDINAND E           |
| 175 | TAMANO, SHALMAR HOFER          |
| 176 | TAMAYO, VICTOR L.              |
| 177 | TAN, EUSEBIO V.                |
| 178 | TAN, JOHN G                    |
| 179 | TAN, LAWRENCE L                |
| 180 | TANG, JIMMY T.                 |
| 181 | TEE, TEDDY JR B                |
| 182 | TEJUMAL, SHAM MICHAEL          |
| 183 | TILLMAN, HANSEL JOSEPH MICHAEL |
| 184 | VALDES, JOEL C.                |
| 185 | VALDEZ, AMADO D                |
| 186 | VALENCIA, JOHN NICO P.         |
| 187 | VALENCIA, RODOLFO G            |
| 188 | VAZQUEZ, EVARISTO JR           |
| 189 | VILLARICA, HENRY R.            |
| 190 | YAP, ENRIQUE JR. Y             |
| 191 | YORDANOV, STEFAN               |
| 192 | YU, GEOFFREY C                 |
| 193 | YU, REGINALD T.                |
| 194 | ZALDARRIAGA, FELIX FRANCISCO S |
| 195 | ZEITOUNI, NAGI                 |
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## CLUB ADMINISTRATION

### Rotary Club of Manila RY 2024-2025 Board of Directors Holds Sixth Regular Meeting



**T**HE Board of Directors of the Rotary Club of Manila for RY 2024-2025 held its Sixth (6th) Regular Meeting last April 29, 2025 via Zoom virtual platform. Present were President Jujut Enriquez, Vice President Joel Valdes, Director Teddy Kalaw, Director Henry Go, Director Nagi Zeitouni, Director Albert Alday, Treasurer Mike Roxas and Assistant Secretary Arik Carranceja.

### RC Manila World Famous Chorale Rehearsal at TRYP by Wyndham



**O**N April 28, 2025, the RCManila World Famous Chorale held a choir practice at the TRYP by Wyndham Mall of Asia. Present were (clockwise from left) Dir. Mike Albaña, PE Raoul Creencia, Rtn. Caloy Buendia, PD Nick Locsin, PVP Reggie Yu, Mr. Domino Marcos (musical director), PD Noy Benedicto, PD Oscar Del Rosario, VPE Ricky Guevara, and DE Warren So.

## RECOGNITION CORNER

### Mama Earth Foundation Recognizes the Rotary Club of Manila's 1,297 Mangrove Trees Donation Planted in Barangay Astorga Sta. Cruz, Davao del Sur



Over the last 15 years, I have done many Rotary projects together with our partner Mama Earth (<https://mama-earth.info/>). Mama Earth is planting endemic trees and mangroves in the Davao region. They have planted over 2 million mangroves in the Mati region in the last two years. I made a small yearly donation in the last years of 23,500 pesos in the name of RCM. This equates to almost 1,300 mangroves.

- Rtn. Bertel Ingmar Bertelsen

# Rotary



## **THE FOUR-WAY TEST** of the things we think, say or do

- I. Is it the TRUTH?
- II. Is it FAIR to all concerned?
- III. Will it build GOODWILL  
& BETTER FRIENDSHIPS?
- IV. to all concerned?

Russell-Hampton Co. Item #R89805M



# **SERVICE ABOVE SELF**

# BASIC EDUCATION AND LITERACY

## Teachers Training

By Chairman Rtn. Nico Hallare

March 2025

**ABCs of Reading:  
How to teach children to read  
Reading Specialists x  
Jose Rizal Elem. School**



## Executive Summary

**M**ANY students encounter difficulties in learning to read, posing a significant challenge for educators in the Philippines. The World Bank has declared a state of learning poverty, revealing that 9 out of 10 Grade 5 students in the Philippines are unable to comprehend simple, age-appropriate texts (World Bank, July 2022). The PISA 2022 results have further highlighted the Philippines' struggles, placing the country at the bottom for Reading.

To address this situation, Reading Specialists, in partnership with the RC

Manila Foundation, Kabisig ng Kalahi Foundation and the Department of Education - Pasay, organized a targeted training workshop: "ABCs of Reading: How to Teach Children to Read". This report highlights how this initiative provided valuable tools and knowledge to 42 public school teachers, who teach from Kindergarten to Grade Six. Participants received instructional materials, such as letter boards and sound cards, to support their teaching. These resources were designed to complement the training, enabling teachers to effectively guide young students in developing essential reading skills.

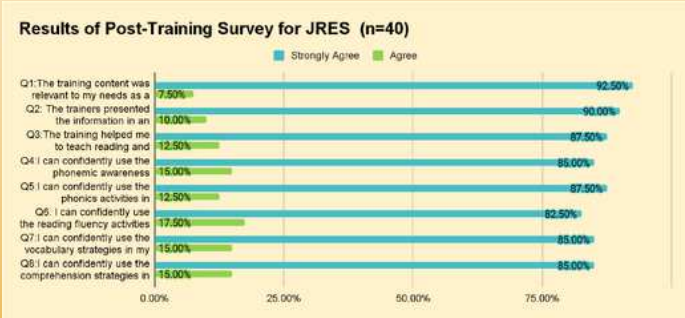
Teachers’ Satisfaction and Confidence



To ensure workshop quality, the organizers gathered information on teacher satisfaction and confidence through pre- and post-training surveys. As shown in Chart 1, the post-training survey results indicate a high level of satisfaction, with 100% of participants agreeing that:

- a) the training content was relevant and engaging, and
- b) they felt confident in their ability to use the various strategies to effectively teach reading to young learners

Chart 1: Results of Post-training Survey for JRES



The top 3 highly rated items were:

1. 92.5% of teachers strongly agreed that the training content was relevant to their needs.
2. 90% of teachers strongly agreed that the trainers presented the information in an engaging and effective way.
3. 87.5% of teachers strongly agreed that they were confident in using phonics activities in teaching reading and spelling in their classroom.



While slightly more teachers at 17.5% agreed that they are confident in using the reading fluency activities in their classroom, this indicates that there is room for future training topics to focus on deepening understanding of and strategies in reading fluency (reading accurately, smoothly, and at a good pace).

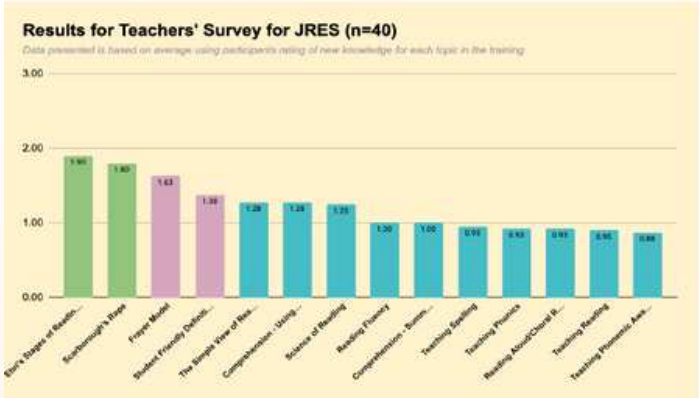
Significant Gains in Teacher Knowledge

To measure how much the teachers learned from the training, they were asked to rate their knowledge of different reading topics before and after the workshop. The results, shown in Chart 2, indicate that on average, the teachers gained knowledge across all the topics covered. The training was particularly successful in teaching teachers about fundamental ideas that support the Science of Reading, such as:

- *Ehri's Stages of Reading Development*
- *Scarborough's Reading Rope*



Chart 2: Results of Teachers' Survey for Jose Rizal ES



The data also suggests that several topics were new to many of the teachers who attended the training, including: **Frayer Model for Vocabulary and Creating Student-Friendly Definitions** - both are examples of strategies that develop understanding of new vocabulary words by using simple language and connections to what students already know.

Teachers' Positive Feedback on Training Impact

Participants also shared positive feedback about the training in writing. Here are some examples:

Their feedback indicates that the training not only imparted valuable knowledge and skills but also boosted teacher confidence in their ability to teach reading effectively.

## BASIC EDUCATION AND LITERACY

## Reading Specialists x Jose Rizal Elem. School

Building on the positive outcomes of this workshop, Reading Specialists is committed to providing ongoing support to participating teachers. Future initiatives may include follow-up training sessions focused on specific areas, such as vocabulary development and reading comprehension strategies for diverse learners. The organization is open to exploring opportunities to further support teachers in implementing the learned strategies with their students.

*"The session was full of new learnings. The handouts/materials were helpful especially for future use."*

*"The training was very informative and the speakers expertly discussed, and demonstrated strategies in teaching reading."*

*"The training for today really gives us strategies on how to teach the learners who are having a hard time learning how to read."*

*"The topics discussed were useful, especially addressing the needs of the learner when it comes to reading."*

### Acknowledgement of Sponsors



This initiative would not have been possible without the support and collaboration of the RC Manila Foundation, Kabisig ng Kalahi Foundation, Jose Rizal Elementary School, the Department of Education - Division of Pasay, and Anvil Publishing for their partnership and dedication to improving the quality of reading instruction for young Filipino children. 1

*Note: A total of 42 participants took part in the training event, however only 40 survey responses were recorded for the post-training survey.*

## BASIC EDUCATION AND LITERACY

### ABCs of Reading: How to teach children to read Reading Specialists x Los Baños Laguna



#### Executive Summary

**M**ANY students encounter difficulties in learning to read, posing a significant challenge for educators in the Philippines. The World Bank has declared a state of learning poverty, revealing that 9 out of 10 Grade 5 students in the Philippines are unable to comprehend simple, age-appropriate texts (World Bank, July 2022). The PISA 2022 results have further highlighted the Philippines' struggles, placing the country at the bottom for Reading.

To address this situation, Reading Specialists, in partnership with the RC Manila Foundation, Rotary Club of Los Baños-Makiling, and the Department of Education - Los Baños, organized a targeted training workshop: "ABCs of Reading: How to Teach Children to Read". This report highlights how this initiative provided valuable tools and knowledge to 64 public school teachers, who teach from Kindergarten to Grade Three, coming from 13 elementary schools. Participants

# BASIC EDUCATION AND LITERACY

received instructional materials, such as letter boards and sound cards, to support their teaching. These resources were designed to complement the training, enabling teachers to effectively guide young students in developing essential reading skills.



# Reading Specialists x Los Baños Laguna

## High Participant Satisfaction and Increased Confidence

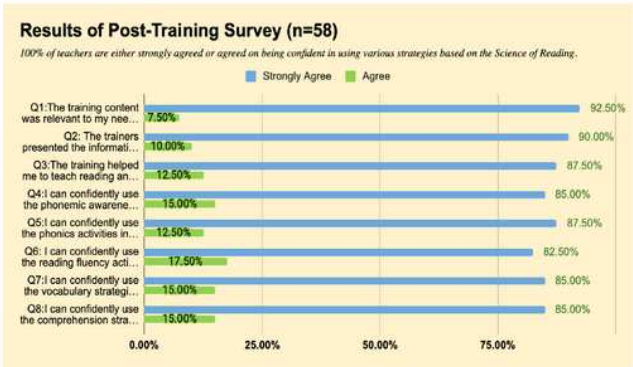


To ensure the training sessions met the needs of attendees, a post-training survey was administered to measure general satisfaction and understanding. As shown in Chart 1, the post-training survey results (n=58) indicate a high level of satisfaction with the training. 100% of participants agreed or strongly agreed that the training content was relevant and engaging. Given the workshop's interactive format, which included discussion, demonstration, and practical application, 100% of teachers expressed confidence in their ability to use diverse strategies for teaching reading to young learners.

# BASIC EDUCATION AND LITERACY

# Reading Specialists x Los Baños Laguna

Chart 1: Results of Post-training Survey



These strategies align with building the five pillars of reading, namely: Phonemic Awareness (the ability to hear and manipulate sounds in spoken words), Phonics (the relationship between letters and sounds), Reading Fluency, Vocabulary, and Comprehension.

## Significant Gains in Teacher Knowledge

To measure participants' learning, the Reading Specialist team asked all participants to complete a self-report on their knowledge before and after the training. The data was analyzed, and the average rating of their knowledge gain is shown in Chart 2. Based on the responses of 50 teachers (83% of attendees), knowledge gains were observed across all topics. The training was particularly effective in increasing knowledge of foundational reading models that support the Science of Reading, such as Scarborough's Reading Rope and Ehri's Stages of Reading Development.



The data also suggests that the topics on the Frayer Model for building vocabulary, the Simple View of Reading, and the Science of Reading were new to the teachers. Lower average gains in areas like Reading Fluency, Comprehension Strategies, and specific teaching strategies on Phonemic Awareness, Phonics, Reading, and Spelling may indicate that some attendees already had prior knowledge in these areas but still gained new insights.

Chart 2: Results of Teachers' Survey for Los Baños Training



Teachers’ Positive Feedback on Training Impact

Participants also shared their feedback in writing, expressing positive views on the training. Here are some highlights:

*“Thank you for this relevant session and for fun-filled activities. Thank you also for the freebies. God bless.”*

*“I hope that there will be a follow-up training for more strategies that will help us teachers to improve the reading skills of our diverse learners.”*

*“This training emphasized how we teachers need to be more confident to teach Reading to our students. It helps us with more and new ways of strategies.”*

*“Thank you for teaching us today! I can't think of any suggestions because you guys did it so well. Very informative & very interesting! Thank you for this opportunity! More power and God bless you all! <3”*

The feedback indicates that the training not only imparted valuable knowledge and skills but also boosted teacher confidence in their ability to teach reading effectively.



Reading Specialists x Los Baños Laguna

Given the positive responses and identified areas for further development, future training opportunities with this group can focus more on vocabulary instruction and strategies that specifically cater to students with a wide range of abilities. This targeted approach will help to further enhance teachers' capacity to support all learners in developing strong reading skills.

Acknowledgement of Sponsors



The success of this training workshop was made possible by the generous support of the RC Manila Foundation, Rotary Club of Los Baños-Makiling, the Department of Education - Los Baños and Anvil Publishing Inc. Such commitment to improving reading instruction has significantly contributed to empowering teachers and supporting student success.

## DISTRICT EVENTS

### 50th Charter Anniversary of Daughter Club RC Raha Sulayman Manila



President-Elect  
Raoul C. Creencia attended the  
50<sup>th</sup> charter anniversary of RC Manila's  
daughter club, RC Raha Sulayman  
Manila, on April 28, 2025.



### 65th Charter Anniversary of Daughter Club RC Quezon City

President Jujut Enriquez  
attended the 65th  
Charter Anniversary of  
the Rotary Club of  
Quezon City, a daughter  
Club of the Rotary Club  
of Manila, on April 26,  
2025 at the Kalayaan  
Hall, Club Filipino,  
Greenhills, San Juan.



*President Jujut Enriquez with PDG Dwight Ramos  
and Incoming District Secretary Poch Jaymalin*



*From left: Pres Jujut Enriquez, PDG Dwight Ramos,  
PDG Dan Espinosa and Spouse Julie Espinosa*

# RCMANILA FOUNDATION, INC.

## 4th Golf Cup Committee Meeting



The fourth Golf Cup Committee meeting was held on April 25, 2025, 5pm at the Sta. Elena Golf and Country Club.

Present were Golf Chair Nico Valencia, Past Chair Pepo Nuñez, IPC Lito Sibayan, Trustee Anton Mauricio, Trustee Micray Gonzalez, Trustee Rami Chahwan, Trustee Mike Roxas, RCM Incoming IA Nick Locsin, and Exec. Dir. Amy Babiano.



**STA. ELENA GOLF CLUB**  
**JUNE 16, 2025 (MONDAY)**  
**REGISTRATION: 6:00AM**  
**SHOTGUN TEE-OFF: 8:00AM**



**TOURNAMENT FEE**  
**Php8,500.00**

**Includes green fee, cart-sharing,  
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## FELLOWSHIP

### Aleco Monday Breakfast Fellowship



ON April 28, 2025, the Aleco Breakfast Fellowship took place, hosted by Gov. Jackie Rodriguez. Special despedida in honor of Rtn. Iwata San who is moving to Sydney as the Country Head of SMBC Bank. Present were (from left) DG Jackie Rodriguez, PP Ebot Tan, Rtn. Cris Acosta, PD Beda Fajardo, former member Eric Severino, PD Jun Hallare, PT Chito Tagaysay, PP Archit Bartolome, Rtn. Yasushi Iwata, PD Abe Pascual, Rtn. Mike Ozaeta, and Rtn. Tong Payumo.

## FELLOWSHIP

### 84th Birthday Celebration of Gov. Jackie Rodriguez



On April 27, 2025, Gov. Jackie Rodriguez celebrated his 84th birthday at the Grand Ballroom of Solaire Resort & Casino in Paranaque City. Present were Rtn. Dan Obrado, PD Oscar Del Rosario, PT PJ Garcia, PP Archit Bartolome, DIS Anton Mauricio, PE Raoul Creencia, PDG Vince Carlos, Rtn. Marius Angara, PVP Reggie Yu, DE Hans Palacios, PD Nick Locsin, PD Abe Pascual, Rtn. Juan Montel, PD Beda Fajardo, Rtn. Jack Rodriguez, Amb. Vic Garcia, former member Sean Rodriguez, Rtn. Che Soler and PD/DSAA John Cutter.



From left: Rtn. Dan Obrado, DG Jackie Rodriguez,  
DE Hans Palacios and PE Raoul Creencia



PP Ebot Tan shared a heartfelt birthday message  
for DG Jackie Rodriguez.



FELLOWSHIP

84th Birthday Celebration  
of Gov. Jackie Rodriguez



Mrs. Connie Garcia, spouse of Amb.  
Vic Garcia, joined DG Jackie  
Rodriguez's birthday celebration.



## FELLOWSHIP

### PD Jun Hallare's Hawaiian-themed 75<sup>th</sup> Birthday Celebration



PD Jun Hallare's Hawaiian-themed 75th birthday celebration at his LeBlanc Hotel and Resort in Antipolo on April 26, 2025 with RCMers Rtn. Nico Hallare, PD Pepo Nunez, PD Beda Fajardo, DIS Anton Mauricio, and many potential RCM members.

The garden banquet had a grand buffet of roasted calf, fresh grilled fish and seafood jambalaya, poke bowl sashimi, loads of fresh fruits, cocktail slushies, a grazing table, and *halo halo*.



PUBLIC IMAGE

RCM’s Global Grant # 2572214 Cleft Lip and Palate Surgery Mission  
Featured on DWIZ News





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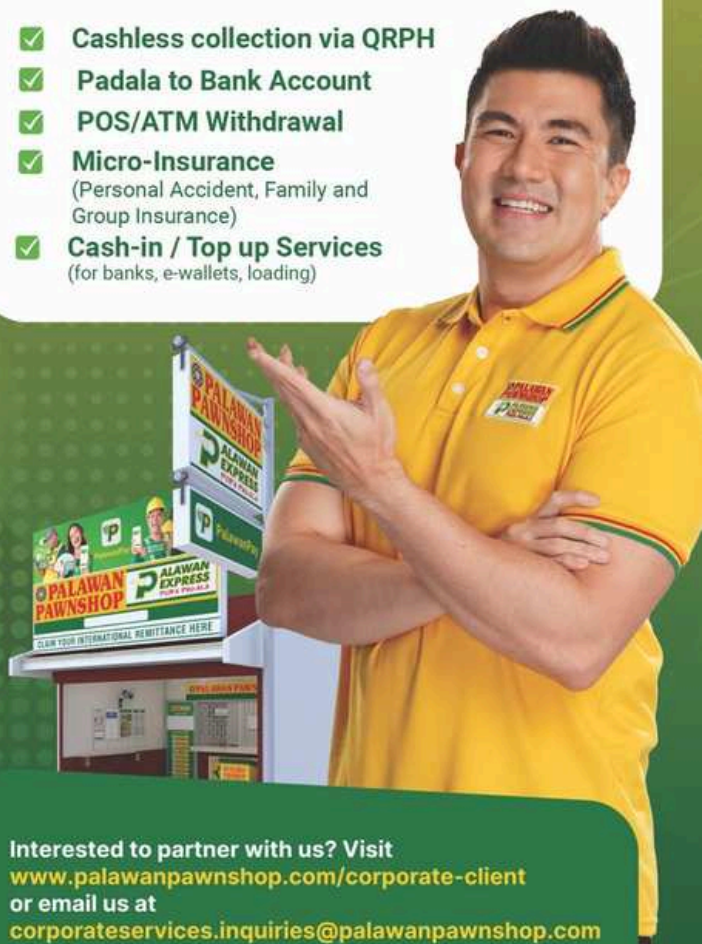


## **CORPORATE SERVICES**

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