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His Excellency ENDO Kazuya

Ambassador Extraordinary and
Plenipotentiary of Japan
to the Philippines

RCMFI DAY 2025:

Stewardship,
Structure, and Service
— The Transformative
Leadership of Chairman
Alexander P. Cureg

OPLAN KALINGA:

First Medical Outreach
Program in Partnership
with TopHealth
Medical Clinics

BEYOND THE SCOOP

How Francisco Delgado
Magsaysay Turned Milk,
Faith, and Perseverance
into a Filipino Legacy

RCMFI
Accomplishments
for RY 2025-2026

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PROGRAM

ROTARY CLUB OF MANILA 9th Weekly Membership Meeting Rotary Year 2025-2026

Thursday, October 9, 2025, 12:30 PM
Manila Polo Club



UNITE
FOR
GOOD

Moderator: PDG VICENTE J. "Vince" CARLOS

PART I

12:00 PM Registration

12:30 PM Call to Order
PRES. RAOUL C. CREENCIA

Invocation
PP EUSEBIO "Ebot" V. TAN

Philippine National Anthem
AVP

Rotary Club of Manila Hymn
RCM WF Music Chorale

The Four (4) Way Test
STAR RTN. KAZUHIRO NOMURA

Acknowledgment of Guests
PDG VICENTE J. "Vince" CARLOS

Birthday Celebrants:

Oct. 6 Rtn. Marius Angara
Oct. 8 PDSAA Ferdie Co
Oct. 9 Rtn. Micray Gonzales
Rtn. Manny Almelor

Maligayang Bati/Happy Birthday Song
RCM WF Chorale

Art Exhibit Update | **PD PHILLIP ONG**

Water Project Update
RTN. J.T. WARRING (RC Los Angeles)

RCMFI BOT Nomination
PE REGINALD T. "Reggie" YU

Induction of New Member

Introduction of New Member
PP EUSEBIO V. "Ebot" TAN

Hiroyasu Kanda
Managing Director and Country Head
Sumitomo Mitsui Banking Corporation
Manila Branch

Proposer: Rtn. Yasushi Iwata

Oath of Membership
PRES. RAOUL C. CREENCIA

PART II

12:50 PM President's Time
PRES. RAOUL C. CREENCIA

12:55 PM Introduction of the Guest of Honor and Speaker
RTN. VICTOR G. "Vic" GARCIA III

Guest of Honor and Speaker

HIS EXCELLENCY ENDO KAZUYA
Ambassador Extraordinary and Plenipotentiary
of Japan to the Philippines

1:30 PM Open Forum / Q.A.

1:50 PM Presentation of Certificate of Appreciation
PRES. RAOUL C. CREENCIA

2:00 PM Adjournment
PRES. RAOUL C. CREENCIA

EDITORIAL

Reginald T. Yu
Editor-in-Chief



IT is with profound honor that we welcome His Excellency Endo Kazuya, Ambassador of Japan to the Philippines, as our Guest of Honor and Speaker for this week's meeting of the Rotary Club of Manila. His presence serves as a living symbol of the deep and enduring friendship that binds our two nations — a relationship built upon a complex yet inspiring history, one that has evolved from conflict to cooperation, from reconciliation to remarkable partnership.

The story of Philippine–Japan relations is one of resilience and renewal. Formal diplomatic ties were restored in 1956, when the two nations signed the Treaty of Peace with Japan, marking a new beginning after the devastations of World War II. This was followed by the Reparations Agreement, which became the foundation for Japan's assistance in rebuilding the Philippines' industries, infrastructure, and institutions. In the decades that followed, Japan emerged as one of the Philippines' most reliable partners in economic growth, technological advancement, and development cooperation.

Today, Japan remains the Philippines' largest source of Official Development Assistance (ODA), a key investor in infrastructure and innovation, and a steadfast ally in promoting peace, stability, and prosperity across the Asia-Pacific region. The enduring spirit of *wa* 和 — harmony — that characterizes Japanese culture resonates deeply with the Filipino ideals of *bayanihan* and *pakikipagkapwa-tao*, forming the moral bridge that sustains our shared journey toward progress.

EDITORIAL

Ambassador Endo's insights come at a time when global challenges call for deeper cooperation and mutual trust. As both nations navigate the evolving landscape of the Indo-Pacific, the strength of our bilateral relations lies not merely in shared interests but in shared values — respect for democracy, human dignity, and the pursuit of sustainable peace.



The enduring spirit of wa 和 — harmony — that characterizes Japanese culture resonates deeply with the Filipino ideals of bayanihan and pakikipag-kapwa-tao, forming the moral bridge that sustains our shared journey toward progress.

For us Rotarians, this moment offers a timely reminder: diplomacy is not confined to the halls of governments, but also lives in the hearts of people who choose understanding over division, service over self, and collaboration over competition. The friendship between Japan and the Philippines endures because it is continuously nurtured — by leaders, by communities, and by organizations such as Rotary that believe in the boundless possibilities of goodwill.

In celebrating this enduring alliance, may we continue to build bridges that transcend generations, and in so doing, contribute to a world united by friendship, progress, and peace.

GUEST OF HONOR & SPEAKER

His Excellency Endo Kazuya is a seasoned Japanese diplomat whose distinguished career in the Ministry of Foreign Affairs (MOFA) spans over three decades of exemplary service to Japan and the global community. His professional journey reflects Japan's steadfast commitment to diplomacy, peace, and regional cooperation across Asia and the world.

A graduate of the University of Tokyo, Faculty of Law, Ambassador Endo entered the Ministry of Foreign Affairs in April 1990, beginning a lifetime of public service characterized by dedication, intellect, and strategic leadership. His legal and policy background would become the foundation of his extensive diplomatic work, particularly in the areas of international law, regional relations, and global cooperation.

Ambassador Endo's early overseas postings include serving as First Secretary at the Embassy of Japan in the United Kingdom (2002) and later in China (2004). He subsequently became Counsellor at the Embassy of Japan in China (2007), where he deepened his expertise in Asian affairs, and later served as Counsellor at the Embassy of Japan in the United States



His Excellency ENDO Kazuya
*Ambassador Extraordinary and
Plenipotentiary of Japan to the
Republic of the Philippines*

Embassy of Japan in the Philippines

● 在フィリピン日本国大使館

GUEST OF HONOR & SPEAKER

His Excellency ENDO Kazuya

*Ambassador Extraordinary and Plenipotentiary of Japan
to the Republic of the Philippines*

of America (2011) — assignments that broadened his global outlook and experience in high-level diplomacy.

Throughout his career, Ambassador Endo has assumed numerous key leadership roles within MOFA. He served as Principal Deputy Director for the China and Mongolia Division, Director of the First Southeast Asia Division, and Director of the United Nations Policy Division under the Foreign Policy Bureau. He also served in the Cabinet Secretariat's Cabinet Affairs Office as Executive Assistant to the Deputy Chief Cabinet Secretary, advising Japan's top policymakers on critical domestic and international issues.

His growing influence in policy and multilateral affairs led to his appointments as Deputy Director General of the Asian and Oceanian Affairs Bureau, Deputy Director General of the Foreign Policy Bureau for Disarmament and Non-Proliferation, and Deputy Director General of the Consular Affairs Bureau. In September 2022, he rose to the post of Assistant Minister and Director General of the International Cooperation Bureau, where he guided Japan's overseas development assistance and global partnerships for

sustainable peace and progress.

In March 2024, His Excellency Endo Kazuya was appointed Ambassador Extraordinary and Plenipotentiary of Japan to the Republic of the Philippines. His appointment underscores Japan's confidence in his diplomatic expertise and highlights the enduring importance of the Japan-Philippines strategic partnership.

As Japan's top envoy in Manila, Ambassador Endo continues to advance bilateral cooperation in critical areas such as infrastructure development, maritime security, trade, investment, and climate resilience — fostering a relationship grounded in mutual respect, trust, and shared aspirations for regional peace and prosperity.

Throughout his illustrious career, Ambassador Endo has exemplified the principles of integrity, professionalism, and service — qualities that define Japan's diplomatic tradition. His leadership and vision continue to strengthen the bonds of friendship between Japan and the Philippines, ensuring that the partnership between the two nations remains a pillar of stability and collaboration in the Asia-Pacific region.

PRESIDENT'S MESSAGE

WHEN a devastating earthquake struck the Visayas, the Rotary Club of Manila knew it had to act swiftly. Yet distance was a challenge, and time was of the essence. I was in Japan when it happened, meeting with a sister club – the Rotary Club of Osaka East. It was then that the beauty of Rotary's extended arms came to life—through the Rotary Club of Cebu. With the local knowledge and on-the-ground presence of its Cebu counterparts, RC Manila's relief efforts found a clear and compassionate channel. Financial contributions from Manila Rotarians flowed in, and with a big chunk coming from the RC Manila Foundation, Inc., the Rotary Club of Manila was ready to do its share to mobilize and deliver with speed and care to the affected communities.



Raoul C. Creencia
President

What might have seemed a logistical barrier became a bridge of fellowship and shared service. In those critical days leading to the relief distribution on October 5, Rotarians from Manila and Cebu stood as one—united not only by purpose, but by the enduring bond of friendship that defines Rotary. Together, they showed that even across seas and islands, the spirit of service knows no boundaries.

The challenge was daunting: hundreds of kilometers away, communities were reeling, roads were blocked, and immediate help was scarce. It was then that the beauty of Rotary's extended arms

PRESIDENT'S MESSAGE

revealed itself—through the Rotary Club of Cebu who was able to organize a relief operations in Bogo last Sunday.

Truly bound by friendship and a shared commitment to service, the Rotary Club of Cebu became the bridge that connected Manila's compassion to the needs of the Visayas. With its members on the ground, RC Cebu swiftly organized relief logistics, coordinated with local authorities, and identified the hardest-hit areas. A similar coordination was also initiated with the Rotary Club of Masbate, which has also become RC Manila's extended arms of service and charity to those affected in that part of the Visayas.

Indeed, what unfolded in the days after the earth trembled in the Visayas was a powerful display of Rotary unity in action. While RC Manila sent its financial contribution, RC Masbate and RC Cebu ensured that the donated items reached families who had lost their homes and livelihood. Rotarians from these clubs personally went to the affected communities,

comforting victims and reminding them that they were not alone. In every handshake, in every word of encouragement, and in every act of giving, the spirit of Rotary shone brightly.

Through this collaboration, the clubs proved that service transcends distance. The partnership between RC Manila, RC Cebu, and RC Masbate became more than a relief operation—it was a reaffirmation of Rotary's enduring fellowship and compassion. Together, they showed that when one Rotary club extends its arm, another reaches out to clasp it, forming a chain of hope that can span seas and heal hearts.

In the face of tragedy, Rotary's greatest strength emerged once again: the power of unity and friendship in service. The story of how RC Manila, through the extended arms of RC Cebu and RC Masbate, reached out to the earthquake victims of the Visayas will forever stand as a shining example of what it truly means to live the Rotary motto—**Service Above Self.**

RCMFI DAY 2025: Stewardship, Structure, and Service — The Transformative Leadership of Chairman Alexander P. Cureg

by PE Reginald T. Yu

THERE are moments in every institution's history when leadership ceases to be a title and becomes a turning point — when the familiar rhythm of service gives way to reform, and when tradition meets transformation. Such was the spirit that filled the Manila Polo Club on RCMFI Day 2025, as the members and trustees of the Rotary Club of Manila Foundation, Inc. (RCMFI) gathered under the warm noontime glow filtering through the hall's tall windows.

The scene was one of quiet dignity and anticipation. The Rotary Wheel gleamed at the podium's base; the Philippine flag swayed gently in the air-conditioned breeze. Seated across the room were men and women who had spent decades serving humanity through Rotary's timeless creed: Service Above Self. Yet on this day, there was a deeper current running through the assembly — a shared understanding that RCMFI stood at a pivotal juncture, poised to rise from a period of introspection into an era of disciplined renewal.

For many, the event was a reunion of ideals: the convergence of compassion and accountability, of philanthropy and prudence. But for Chairman **Alexander P. Cureg**, who had spent the past months steering the Foundation through turbulent waters, it was also a moment of vindication. The applause that greeted him was not only a gesture of respect — it was an acknowledgment of courage, candor, and conviction.

In his address that afternoon, Chairman Alex would not speak of grandiosity or perfection. He would instead speak of struggle — of the long and sometimes lonely road to rebuilding systems, restoring trust, and redefining the very essence of institutional service. His leadership, as he himself would describe, was “not



RCMFI President Eduardo V. Enriquez III moderated the meeting.

about pageantry or platitudes, but about performance, process, and purpose.”

And so, in that luminous moment when the gavel sounded and the hymn faded, the Foundation began writing a new chapter in its history — one founded not on nostalgia, but on renewal. RCMFI Day 2025 was no



Chairman Alexander P. Cureg called the meeting to order.



Rotarian Raymond N. Davis led the invocation.

mere commemoration; it was a call to conscience, a reaffirmation that good governance is the highest form of service.

A Chairman's Candor and Courage

When Chairman Alex rose to deliver his message, there was an unmistakable air of sincerity that permeated the room. His words were unvarnished yet deeply reassuring — a blend of corporate realism and Rotary idealism.

“I am not going to lie to you,” he began with candor. “I had a very rough start. That we had administrative problems is putting it mildly.”

From that moment, it became clear that his leadership would not be about pageantry or platitudes, but about performance, process, and purpose.

His account of his early months at the helm painted the portrait of a man determined to bring structure to chaos.

Faced with disarrayed records and compliance gaps, Alex's first mission was to align RCMFI with the standards of the **Department of Social Welfare and Development (DSWD)** — a crucial step to maintain its accreditation as an auxiliary or resource agency. What emerged from this ordeal was not merely compliance but transformation: the creation of a **New Manual of Operations** — a pragmatic, easy-to-follow guide designed not just for regulation, but for lasting institutional discipline.

That singular document, borne of necessity, became a symbol of his philosophy: good governance is not a buzzword, but a daily practice.



RCMFI Trustee Warren S. So led the recitation of the Four-Way Test.

The Letter of Sustainability and the Road Ahead

His diligence soon bore fruit. The DSWD, recognizing RCMFI's renewed commitment to operational transparency, issued its **Letter of Sustainability**, paving the way for a formal License to Operate. This achievement, Alex emphasized, was far from bureaucratic — it was foundational to RCMFI's ability to sustain its mission.

“Simply put,” he explained, “RCMFI’s singular role is to raise funds to support the service projects undertaken by the Rotary Club of Manila directed toward Rotary’s seven areas of focus — peacebuilding, disease prevention, water and sanitation, maternal and child health, education, community development, and protecting the environment.”

Behind this clarity of mission lies a conviction that discipline and compassion must coexist. In Alex's words, RCMFI cannot “let problems fester.” Thus, he instituted office protocols to instill discipline, digitalize records, and strengthen fiscal responsibility — ensuring that the Foundation's future rests on pillars of governance, not guesswork.

Chairman Alex's first months were marked not by ceremonial ribbon cuttings but by the quiet, painstaking labor of restoration — of systems, standards, and trust.

Restoring Integrity, Rebuilding Systems

If the DSWD compliance was a test of diligence, then the task of rebuilding RCMFI's credibility was a test of moral courage. Chairman Alex's first months were marked not by ceremonial ribbon cuttings but by the quiet, painstaking labor of restoration — of systems, standards, and trust.

He inherited an organization whose administrative foundations had been shaken by years of neglect, costly outsourcing, and misplaced dependency. Former consultants had misrepresented RCMFI as a “*standard social welfare agency*” — a structural misclassification that led to inefficiencies, financial ambiguities, and procedural confusion. What Alex uncovered was not simply a bureaucratic problem but a philosophical one: a foundation that had drifted from its core identity.

His response was swift, firm, and deeply principled. *“I have no interest in perpetuating old habits that waste resources and erode trust,”* he declared. *“The only reason we must comply with government regulations is to ensure our donors are properly granted tax exemptions. We are not a welfare agency. We are a resource partner for Rotary service.”*

This clarity of purpose became the guiding light of his reform agenda.

He immediately overhauled the Foundation’s management model, replacing consultant-driven operations with **board-centered governance** — a structure that placed accountability squarely where it belonged: in the hands of elected trustees. The Board was no longer to be a ceremonial body, but a working one — hands-on, proactive, and guided by the spirit of fiduciary stewardship.

Under his leadership, the RCMFI Board began to function as a cohesive, decision-making unit — meeting regularly, addressing compliance issues, and setting long-term financial and organizational targets. As Chairman Alex explained, *“The management of the foundation should be — and currently is — in the hands of the Board of Trustees, not the*



whims of the secretariat or outsourced directors.”

The results were immediate and tangible. He instituted **office protocols** that restored order and accountability within the secretariat, introducing performance metrics, proper documentation, and defined lines of authority. For the first time in years, institutional memory was being preserved — not in dusty filing cabinets, but through digital archiving. Recognizing the importance of sustainability, Alex spearheaded the **digitalization of records** via Google Drive, envisioning a future where every transaction, contract, and report could be retrieved with transparency and ease.

He also tackled sensitive personnel issues with tact but firmness. With the assistance of **Board Legal Adviser Atty. Carlos “Caloy” Serapio**, administrative and HR irregularities that had long hindered efficiency were reviewed and resolved, laying the

groundwork for a leaner, more disciplined organization.

Financial discipline was the next frontier. Together with **Treasurer Michael Roxas**, Chairman Alex ensured that RCMFI's fiscal position would be both stable and strategic. They engaged **Racuya Business Solutions** to professionalize accounting operations, implement prudent internal controls, and adopt best practices in financial reporting.

Alex's approach to finance was both conservative and visionary. To safeguard restricted funds while generating income, RCMFI made a landmark investment of **₱5 million in a time deposit**, earning 4.375% interest per month — an initiative he called *“a quiet milestone in fiscal maturity.”*

“Every peso we hold carries the trust of our donors,” he reminded the Board. *“It is our responsibility to multiply it — not through risk, but through prudence.”*

Equally important was the resolution of long-standing liabilities. **RCMFI President Jujut Enriquez** took on the difficult task of negotiating with the **Social Security System (SSS)** to condone arrears amounting to ₱732,231.71. Through his persistence, the SSS offered a compromise

payment of ₱204,240 — an outcome the Board approved unanimously. This not only cleared a major hurdle in the Foundation's records but also demonstrated that integrity could coexist with diplomacy.

Throughout these transitions, Alex resisted the temptation to rely on expensive external consultants.

“

Every peso we hold carries the trust of our donors. It is our responsibility to multiply it — not through risk, but through prudence.

“We have paid dearly for expertise that did not deliver,” he reflected. *“Our duty now is to lead with competence, not contracts.”*

The result was a new culture — rooted in **good governance, accountability, and self-reliance**. The Board, once reactive, had become proactive; the secretariat, once

Today, RCMFI stands not only compliant but credible, not merely functional but formidable — an organization once in disarray now reborn as a model of Rotary accountability.

complacent, was now learning discipline. And the Foundation, once defined by its problems, was now defined by its purpose.

Corporate Secretary Anton Mauricio once remarked during a meeting, *“Chairman Alex runs this place like a CEO.”* Alex smiled at the observation but neither denied nor deflected it. *“Why not?”* he quipped. *“If we want our Foundation to be respected, it must be run with the same rigor as any institution of integrity. My duty is to protect and conserve the resources of RCMFI as if they were my very own.”*

This sense of ownership — not of entitlement, but of guardianship — has since become the cornerstone of RCMFI’s revival. Under his leadership, the Foundation has conducted five highly productive board meetings — each purposeful, documented, and aligned with Rotary International’s ideals of stewardship and transparency.

What began as a rescue mission has since evolved into a renaissance — a systemic rebuilding of RCMFI’s foundations, from governance to finances, from documentation to discipline. Today, RCMFI stands not only compliant but credible, not merely functional but formidable — an organization once in disarray now reborn as a model of Rotary accountability.

Building the Future: The Legacy Endowment Fund

Chairman Alex’s forward-looking vision crystallized in one ambitious initiative: the Legacy Endowment Fund, a capital-building program aimed at raising ₱10 million by 2028. Designed to create long-term reserves that will fund transformative Rotary projects, the Fund underscores his belief in institutional permanence — a Foundation that endures beyond personalities and terms.

This, he explained, will be achieved through responsible governance, not extravagant spending. *“I am personally against hiring expensive outsourced consultants,”* he said pointedly. *“The cost of hiring them negatively impacts our hard-earned reserves.”* His leadership has thus set a precedent of **frugality paired with foresight** — ensuring every peso raised serves the greater good.

Service Beyond the Boardroom

While administrative reforms and fiscal discipline strengthened the Foundation's backbone, its heart beats strongest in the field — where compassion translates into concrete action and Rotary ideals take tangible form.

Under Chairman Alex's stewardship, **RCMFI's humanitarian reach expanded across multiple provinces and causes**, directly impacting hundreds of families, communities, and even animal companions. Each initiative reflects the Foundation's guiding principle: that service must be inclusive, responsive, and rooted in empathy.

When torrential rains and floods displaced families in Tondo, Cavite, and Bulacan, RCMFI moved swiftly into action. Relief teams — mobilized through partnerships with local Rotary Clubs such as RC Calumpit, RC Rosario, RC Dasmarinas, RC Cavite Uptown, and RC Imus Independencia — distributed **over 400 plastic mats, sacks of rice, and hundreds of food packs** to communities in Barangay 128 and 105 in Tondo; Barangay Ligdong in Cavite; and Barangay Calizon and Gugo in Bulacan. Medicines were delivered to rural clinics in Obando and Paombong,

while special outreach missions extended to families of fishermen whose livelihoods were disrupted by the storms.

Beyond humanitarian relief, RCMFI ventured into innovative service domains seldom explored by civic foundations. In September, it launched the **Animal Welfare Outreach Program** in collaboration with **PETA Asia, Ampon Alaga, Biyaya Animal Care Foundation**, and the **Barangay 72 Council in Tondo**. This one-day community veterinary clinic provided **free spaying, neutering, vaccination, and medical care** to more than **620 dogs and cats**, safeguarding both



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In September, RCMFI launched the Animal Welfare Outreach Program in collaboration with PETA Asia, Ampon Alaga, Biyaya Animal Care Foundation, and the Barangay 72 Council in Tondo.

animal welfare and public health through rabies prevention and population control. It marked one of the largest animal welfare initiatives ever undertaken in partnership with Rotary-affiliated organizations — symbolizing how compassion, when institutionalized, can transcend human boundaries.

Equally noteworthy are the Foundation's partnerships with reputable civic and humanitarian institutions — **Hospicio de San Jose**, which cares for the elderly, orphans, and persons with disabilities; **Operation Smile Philippines**, providing surgical interventions for children with cleft impairments; the **Dualtech Training Center Foundation**, offering technical-vocational

scholarships to underprivileged youth; the **Literacy Specialist Program**, which supports the professional growth of public school teachers; and **TopHealth Medical Missions**, chaired by RCMFI Assistant Treasurer **Daniel Obrado**, which brings free health consultations and medicine to barangays across Metro Manila.

These partnerships are not random acts of charity — they are the outcome of **careful evaluation and governance**. Each proposal passes through the **Project Evaluation Committee**, chaired by **Bertel Ingmar Bertelsen**, whose oversight ensures that every peso spent yields measurable, lasting social impact. Through this disciplined system, RCMFI channels the generosity of its donors into programs that uplift lives with dignity and accountability.

In essence, Chairman Alex has redefined “service” not as a series of disconnected events but as a continuum of compassion, one that spans from flood relief to animal care, from education to elder support, and from healthcare to sustainable livelihood. Under his chairmanship, RCMFI has evolved into a foundation that heals, empowers, and inspires — bridging hearts and institutions through purposeful service.

Leading with Integrity and Heart

True to his creed, Chairman Alex described his leadership as one centered on **good governance and corporate housekeeping**, driven by a deep respect for volunteerism and accountability. *“I deem it my duty to protect and conserve the resources of the Foundation as if it were my very own,”* he said.

In many ways, this philosophy has turned RCMFI into a living model of how structure, transparency, and service can coexist within the Rotary ecosystem. From addressing HR issues with Legal Adviser **Atty. Caloy Serapio**, to resolving contingent SSS liabilities through **President Jujut Enriquez**, Cureg’s leadership has been defined not by delegation but by deliberate, direct action.



RCMFI Trustee Daniel C. Obradó presented the RCMFI financial report.

Open Forum



Chairman Alexander P. Cureg engaged in an interactive conversation with PVP Fausto D.R. Preysler Jr., Past Treasurer/Past Chairman Joselito H. Sibayan, Past Vice President Joel C. Valdes, and Past Director Oscar Del Rosario.





RCMFI Trustee Felix Francisco S. Zaldarriaga gave an update on RCMFI membership.

A Future Built on Unity and Purpose

As RCMFI prepares for the elections of its next Board of Trustees on December 11, 2025, with Past Chair and RCM President-Elect **Reggie Yu** serving as NOMELEC Chair, the Foundation stands stronger than ever — structurally sound, financially stable, and mission-focused.

With its **RCMFI Golf Tournament** at Sta. Elena Golf & Country Club already underway for 2026, chaired by **Karlo Castro**, the Foundation continues to expand its circle of generosity — encouraging Rotarians and partners alike to be part of a legacy of enduring good.



RCMFI Golf Chair Karlo Castro provided an update on the RCMFI Golf Tournament 2026.

Epilogue: The Quiet Revolution of Reform

At its core, **RCMFI Day 2025** was not merely a program of reports and recognitions — it was a testament to what disciplined stewardship can achieve when guided by sincerity and service. **Chairman Alexander P. Cureg's** address was neither a boast nor a plea — it was a quiet revolution in prose: a leader's honest reckoning with the past, and his steadfast promise for the future.

Through administrative renewal, fiscal prudence, and compassionate outreach, he has restored not only the credibility of the Foundation but also its moral compass. Under his watch, RCMFI has become what it was always meant to be: **a vessel of hope, an instrument of good, and a legacy of service worthy of the Rotary name.**

RCMFI Chairman Alexander P. Cureg's Address



GOOD afternoon,
Esteemed Rotarians
and Friends,

**As Chairman of RCManila
Foundation, Inc., allow
me please to share with
you some of my
experiences as the
managing officer of
RCMFI.**

I am not going to lie to you. I have had a very rough start. That we have administrative problems is putting it mildly.

The first task that we had to do was to comply with certain Department of Social Welfare and Development (DSWD) requirements for their monitoring or assessment processes in order for us to sustain our status as an auxiliary or resource agency. Since the foundation's filing system is in chaos, I had to be resourceful.

Partly to comply with DSWD requirements and mostly, in order to standardize operations, I came up with a New Manual of Operations, which I hope is easy to read and understand and simple to follow. I know that serving this organization is merely on a voluntary basis, so I intended this Manual to be applied meaningfully throughout the organization and not just for compliance with government regulations.

Thankfully, the DSWD issued a Letter of Sustainability, which will now allow us to apply for a License to Operate as an auxiliary or resource agency. You might ask what an auxiliary or resource agency is. Simply put, RCMFI's singular role is to raise funds to support the service projects undertaken by the Rotary Club of Manila, which projects are directed towards Rotary's seven (7) areas of focus which are: 1- peacebuilding and conflict prevention; 2 – disease

RCMFI Chairman Alexander P. Cureg's Address

prevention and treatment; 3 – water, sanitation and hygiene; 4 – maternal and child health; 5 – basic education and literacy; 6 – community economic development and; 7 – protecting the environment.

However, we are not out of the woods yet. Great damage has been done by former consultants who have misrepresented RCMFI as a standard social welfare agency, which, of course, is not sustainable. Everyone here knows very well that the only reason as to why we have to comply with government regulations at all is for us to be able to provide tax exemptions to our donors. This is a very difficult conundrum, which I am still trying to untangle.

So far, we have collaborations with various partner organizations such as the PETA Asia Animal Welfare Outreach Program, the Hospicio de San Jose for the elderly, orphans and disabled, the Operations Smiles Philippines (OSP) for the cleft-impaired infants; the Dualtech Scholarship program on technical and vocational education; the Literacy Specialist for the public school teacher training program, and the Tophealth Medical Mission serving barangays in Metro Manila, chaired by RCMFI Assistant Treasurer Daniel Obrado.

We hope that RCM members will continue to support these service projects as they are truly philanthropic-worthy. Memoranda of Agreement were signed with these partner organizations. Their project proposals were duly evaluated by the Project Evaluation Committee chaired by Chair Bertel Ingmar Bertelsen. Chair Bertel has ensured fairness in the selection of approved service projects for funding through a just and consistent evaluation process adopted by the board of trustees.

We are still in the process of complying with the DSWD requirements to attain a License to Operate. Once granted, we can move on to apply for BIR registration through the Philippine Council for NGO Certification (PCNC) in order for RCMFI to sustain its status as a donee institution which will enable RCMFI to provide tax exemptions to our donors.

RCMFI President Jujut Enriquez is presently handling the application for a possible condonation of RCMFI's contingent liability with the Social Security System. Despite the slow progress due mostly to the inefficiency of the secretariat, President Jujut is doing his best to resolve this long-standing problem the soonest time

RCMFI Chairman Alexander P. Cureg's Address

possible. The board approved this course of action. If the compromise will be had, we can be cleared of liabilities if we pay SSS the total amount of P204,240.00 instead of the assessment in the amount of P732,231.71.

Whereas, Board Legal Adviser Caloy Serapio is tasked with and has graciously accepted the responsibility of resolving the current human resource problems being experienced by RCMFI. I am certain updates will be presented soon by BLA Caloy.

I have mentioned during the induction that my kind of leadership is leading by example. But more than this, my leadership is about good governance and corporate housekeeping. I have mentioned several times that, indeed, we are having administrative issues due to the inefficiencies of our secretariat. However, I assure you that we are addressing these problems head-on and we are far from ignoring them. I believe it is not in the best interest of the foundation to let problems fester. I have instituted office protocols to instill discipline and build strong habits in our staff so that they can help RCMFI in achieving its goals. One of our goals is to preserve records, which will be very vital for

the operations of the foundation, is digitalization. We are trying to do our best to upload all important files to the Google Drive. This existing drive has a limited memory; therefore, purchasing online workspaces may be considered in the future.

Besides complying with legal and regulatory standards and beyond instituting effective administrative procedures and protocols, together with my ever-supportive Board of Trustees and especially by our own financial genius Treasurer Michael Roxas, I can assure you that RCMFI is maintaining a strong financial position with a clear framework of prudent fiscal management. For this Rotary year, we have engaged the services of the accounting firm Racuya Business Solutions to assist Treasurer Mike.

As a financial milestone, RCMFI invested the amount of P5,000,000.00 in a time deposit earning a gross yield of 4.375 per cent for thirty (30) days. Once this investment matures, it will definitely be rolled over. This commendable board decision will help ensure that restricted funds will be able to meet the requirements of PCNC so that we can sustain our accreditation for at least five (5) years hopefully, in the near future.

RCMFI Chairman Alexander P. Cureg's Address

Which now brings me to the topic of the Legacy Endowment Fund. This is an effort to establish a capital fund with the goal of raising at least P10,000,000.00 by the year 2028. Initially, for the purpose of building up reserves, this has the ultimate goal of funding the transformative projects of RCM. However, there is a caveat. I am personally against hiring expensive outsourced consultants or executive directors because the cost of hiring them negatively impacts our hard-earned reserves. Government regulation compliance involves a minimal amount of documentation/ and there are templates already provided. From what I have observed, past very expensive consultants and executive directors have done very little to streamline operations and have failed in conserving the hard-earned resources of the foundation.

As of today, my devoted and active Board of Trustees and I have successfully conducted five (5) very productive board meetings. Little is known that the management of the foundation should be and currently is in the hands of the board of trustees and should not be left to the devices of the mere Executive Director. This current board has chosen not to rely on the RCMFI secretariat to get things done. I also did not opt to hire

outsourced consultants to comply with the DSWD, PCNC and BIR requirements.

Corporate Secretary Anton Mauricio once mentioned that I am acting as the CEO of the Foundation. Why not? I deem it my duty to protect and conserve the resources of the foundation/ as if it were my very own. To my board of trustees, you have my deep gratitude. I know that this is a thankless endeavour but you persevere because you love Rotary.

Exciting things are yet to come with RCMFI, and we shall continue to keep you posted.

The elections for the new Board of Trustees will be held on December 11, 2025. Past Chair and PE Reggie Yu is the chairman of the NOMELEC.

Meantime,/please continue to support the golf fundraising event to be held in Sta. Elena Golf & Country Club on June 22, 2026 chaired by Karlo Kastro. Please be one of our corporate sponsors which are advertised on the website created by AT Daniel.

This is all for now, and I hope you have gotten to know our foundation a little better today.

Thank you.

RCMFI Accomplishments for RY 2025-2026 (to date)

I. DISASTER RELIEF OPERATIONS

1. July 23, 2025

Donation of over 400 plastic mats

Brgy. 128, Balut, Tondo, Manila
Brgy. 105, Maginoo Street, Tondo, Manila

Actual Project Cost: Php75,000.00



2. July 24, 2025

“Sagip Mangingisda” Donation of Relief Goods to Affected Fishermen

- A joint project with the Rotary Club of Cavite Export Processing Zone, RC Cavite Uptown, RC Dasmariñas, and RC Rosario
- RC Cavite Premier, RC Imus Independencia, RC Malate Prime, and RC Tagaytay City also participated.

Beneficiaries: 80-100 families
Brgy. Ligtung, Rosario, Cavite

Actual Project Cost: Php25,000.00



RCMFI Accomplishments for RY 2025-2026 (to date)

3. July 27, 2025

Donation of relief packs **Beneficiaries: 100 families**

Brgy. Calizon
Calumpit, Bulacan

Actual Project Cost: Php25,000.00



4. August 2, 2025

Distribution of Medicines in Partnership with RC Obando Centro

Brgy. Catanghalan, Obando, Bulacan

Actual Project Cost: Php25,000.00



RCMFI Accomplishments for RY 2025-2026 (to date)

5. August 3, 2025

Donation of relief packs Beneficiaries: 100 families

Brgy. Pinalagdan
Paombong, Bulacan

Actual Project Cost: Php25,000.00



6. August 17, 2025

Second Wave of Relief Operations Donation of sacks of rice Beneficiaries: 125 families

Joint effort with RC Calumpit and the
Philippine Construction Association
(PCA)

Brgy. Gugo, Calumpit, Bulacan

Actual Project Cost: Php25,000.00



RCMFI Accomplishments for RY 2025-2026 (to date)

I. ANIMAL WELFARE OUTREACH PROGRAM IN COLLABORATION WITH PETA ASIA

RCMFI, in collaboration with the Rotary Club of Manila, Junior Chamber International (JCI), PETA Asia, Ampon Alaga, Biyaya Animal Care Foundation, and the local barangay, conducted a one-day community veterinary clinic in Barangay 72, Tondo, Manila on September 27, 2025.

The initiative provided free sterilization (spay and neuter), vaccination, and essential veterinary services to approximately 620 dogs and cats. The aim was to curb animal overpopulation and reduce the spread of preventable diseases, including rabies, thereby safeguarding both public and animal health.

The total cost of the project is P350,000.00.



CLUB ADMINISTRATION

RCM Members' Attendance Report
RY 2025-2026



ATTENDANCE REPORT
October 2025

OCTOBER 2025	October 02, 2025 RCMANILA FOUNDATION, INC. DAY
MEMBERS PRESENT	21
MEMBERS PRESENT %	10%
MAKE UP ATTENDEES	14
EXEMPTED	3
ON LEAVE	0
Total Active Members	35
Total # of Members	215
TOTAL %:	16%
ROTARACTORS	0
MEDIA	0
EMBASSIES / DIPLOMATIC CORPS	0
DG, DGE, DGN, PDG	0
GOHS / GS	0
VISITING ROTARIAN	0
Guests of RCM MEMBERS	1
TOTAL ATTENDEES	22



LIST OF ATTENDEES
October 2, 2025

LIST OF ATTENDEES	
1	Albaña, Michael Jaey C
2	Carlos, Vicente J.
3	Castro, Karlo Eugene Josef M.
4	Co, Val Constantine L.
5	Cureg, Alexander P.
6	Davis, Raymond N.
7	Del Rosario Sr., Oscar A.
8	Eldebs, Issam
9	Enriquez III, Eduardo V.
10	Lorenzana, Delfin
11	Obrado, Daniel Calzado
12	Preysler, Jr., Fausto R.
13	Ra, Ingill
14	Rankl, Peter
15	Reynolds, David J.
16	Sibayan, Joselito H.
17	So, Warren S.
18	Tagaysay, Hector O.
19	Valdes, Joel C.
20	Valencia, John Nico P.
21	Zaldarriaga, Felix Francisco S.

CLUB ADMINISTRATION

List of Members Who Have Paid Their Annual Dues for RY 2025-2026

As of October 7, 2025

1	ABOY, VALENTINO G.	52	GARCIA, HERBERT JOEY	103	PAGDANGANAN, ROBERTO M.
2	ABRIAM, ARIEL	53	GARCIA, PAUL JOSEPH M.	104	PALACIOS, ALBERT S.
3	ACOSTA, CRISPINIANO G.	54	GARCIA, THEODORE Q.	105	PALLASIGUE, JOHN BRIAN C.
4	AGNES, JERRY A.	55	GARCIA, VICTOR III G.	106	PASCUAL, ABRAHAM
5	ALBAÑA, MICHAEL JAEY	56	GO, DANNY C.	107	PAYUMO, FELICITO C.
6	ALDAY, ALBERT S.	57	GO, HENRY S.	108	PELIÑO, WILFREDO
7	ALINGOG, ALDOUS REX A.	58	GONZALES, JONAS R.	109	PINEDA, JESUS JR. M.
8	ANDAL, AVELINO L.	59	GONZALES-LA'O, EMIL	110	PINEDA, PATRICIO JR. F.
9	ARAGON, JOSHUA RUEBEN G.	60	GUARIN, MICHAEL ARCATOMY	111	PIZARRAS, JORDAN M.
10	ARGUELLES, PABLO C.	61	GUEVARA, DOMINGO JR.	112	PREYSLER, FAUSTO JR. D.R.
11	BAGATSING, VALENTINO	62	GUEVARA, RICARDO S.B.	113	RA, INGILL
12	BALANAY, ARIES B.	63	HALLARE, DELFIN JR.	114	RAMOS, CLAVER P.
13	BARTOLOME, ARSENIO III M.	64	HALLARE, NICOLÒ	115	RANKL, PETER
14	BAUTISTA, JOHN JR.	65	HERNANDEZ, EDWIN H.	116	RECTO, PHILIP H.
15	BEDIONES, RODOLFO P.	66	HESSE, UWE	117	REYNOLDS, DAVID
16	BELLA, GERONIMO JR. D.	67	IBUYAN, BENEDICT JULIUS F.	118	RODRIGUEZ, JOAQUIN ANTHONY JR. H.
17	BENEDICTO, SIXTO T.	68	KALAW, TEODORO ALEJANDRO IV Y.	119	RODRIGUEZ, JOAQUIN SR. C.
18	BERTELSEN, BERTEL INGMAR	69	KATIGBAK J ALFONSO L	120	ROMUALDEZ, FERDINAND MARTIN G.
19	BLANCO, MANUEL M.	70	KLEBS, DAVID	121	ROXAS, MICHAEL D.
20	BOGOVICH, JASON M.	71	KOH, PAUL ANTHONY	122	SARMIENTO, RICARDO MANUEL M.
21	BRANELEC, JACQUES	72	LAUREL, RICARDO P.	123	SCHNEIDER, BERND
22	BUENDIA, CARLOS	73	LAZARO, JUAN MIGUEL	124	SERAPIO, CARLOS G.
23	CABANGON, EDGARD	74	LEDDA, JAIME VICTOR B.	125	SEVILLA, LUIS ANGELO L.
24	CAMAT, NATHANIEL	75	LEE, RICHARD L.	126	SHIMODA, SHIGERU
25	CAMPOS, JOSELITO JR. D.	76	LI, RICHARD JOSEPH C.	127	SIBAYAN, JOSELITO H.
26	CANON, RAUL JR. C.	77	LIM, DAVID EDUARDO T.	128	SIMON, JUANITO AYSON
27	CARLOS, VICENTE J.	78	LOCSIN, ARSENIO Z.	129	SO, WARREN
28	CARRANCEJA, ARVIN ARIK B.	79	LONZAGA, REINERIO C.	130	STRANATHAN, IKE EDWARD
29	CASTRO, KARLO EUGENE JOSEF M.	80	LOPEZ, ANTONIO	131	SYJUCO, JOSE, JR. A.
30	CATALAN, RODILLO	81	LOPEZ, ARTHUR M.	132	TAGAYSAY, HECTOR O.
31	CHAHWAN, RAMI	82	LORENZANA, DELFIN	133	TALAMPAS, JOSE ANGEL L.
32	CHAN, ROBERT JR.	83	MACAPAGAL, MICHAEL T.	134	TALUSAN, FERDINAND E.
33	CID, DEAN	84	MACATOMAN, ABDULGANI M.	135	TAMANO, SHALIMAR H.
34	CO, VAL CONSTANTINE L.	85	MAGSAYSAY, FRANCISCO D.	136	TAN, EUSEBIO V.
35	COYIUTO, ROBERT JR. G.	86	MANALAYSAY, CESAR P.	137	TAN, JOHN G.
36	CREENCIA, RAOUL C.	87	MANGALILE, SENEN	138	TAN, LAWRENCE L.
37	CUREG, ALEXANDER P.	88	MARTINEZ, RONALD	139	TEE, TEDDY JR. B.
38	CUTTER, JOHN MICHAEL	89	MATSCHUCK, GUENTER GERHARD G.	140	TEJUMAL, MICHAEL
39	DAYANG, JUAN E.	90	MAURICIO, ANTONILO DC	141	TILLMAN, HANSEL JOSEPH MICHAEL L.
40	DAVIS, RAYMOND N.	91	MAURICIO, FRANCISCO C.	142	VALDES, JOELC.
41	DEL ROSARIO, OSCAR	92	MENDOZA, MIGUEL	143	VALDEZ, AMADO
42	DIONISIO, RAFAEL	93	MENDOZA, RAYMUND JOSEPH D.	144	VALDEZ, JASON ROLAND N.
43	DY, MANUEL C.	94	MOMMAERTS, STEVE	145	VALENCIA, JOHN NICO P.
44	EGAN, BRENDAN	95	NOLIDO, RAMON ALBERTO B.	146	VALENCIA, RODOLFO G.
45	ELDEBS, ISSAM	96	NOMURA, KAZUHIRO	147	VAZQUEZ, EVARISTO JR.
46	ENRIQUEZ, EDUARDO III	97	NONES, ROMEO C.	148	VILLARICA, HENRY R.
47	ESGUERRA, HERMINIO S.	98	NUÑEZ, JOSE A.	149	YORDANOV, STEFAN
48	ESQUIVIAS, JOAQUIN PABLO A.	99	OBRADO, DANIEL	150	YU, GEOFFREY C.
49	EUGENIO, JOHN EMYL G.	100	OCAMPO, TEODORO J.	151	YU, REGINALD T.
50	FERNANDEZ, ANTONIO JAIME JOSE V.	101	ONG, PHILIP	152	ZALDARRIAGA, FELIX FRANCISCO S.
51	FOLLOSCO, CEFERINO JR. G.	102	ONG, ROWEL JANSON S.	153	ZEITOUNI, NAGI
				154	ZIALCITA, XAVIER Y.
				155	ZIMMER, CHRISTOPHER

CLUB ADMINISTRATION

Membership Committee Meeting



Mr. Winston M. Ginez
Founding Partner, Quial Ginez Beltran & Yu
Proposed by President Raoul Creencia

THE Membership Committee met on Thursday, October 2, 2025, at the Turf Room of the Manila Polo Club in Makati City, to get to know the proposed new members.

Present from the Membership Committee were Chairman/Past Vice President Fausto Preysler, Co-Chairman/Immediate Past President Jujut Enriquez, Past District Governor Vince Carlos, Director-Elect/Program Chair Del Lorenzana, and Past Treasurer Lito Sibayan.



Mr. Jason Romeo C. Valderrama
President & CEO, JCV & Associates Project Management and Development, Inc.
Proposed by President Raoul Creencia

CLUB ADMINISTRATION

New Member to be Inducted



Hiroyasu Kanda

Managing Director
and Country Head
Sumitomo Mitsui Banking
Corporation
Manila Branch

Proposer: Rtn. Yasushi Iwata

Meeting to Discuss RC Manila's Global Grant Projects



On October 1, 2025, Chair/Past Secretary Aries Balanay met with District COS George Ng (Rotary Club of Manuel A. Roxas Boulevard Manila) and SDG for The Rotary Foundation James Tan at Gloria Maris Restaurant, MOA, to discuss RC Manila's global grant projects.

Also present were District SDG/Past Director Albert Alday and Director Warren So, who lent their support to the discussion.

DISEASE PREVENTION AND TREATMENT

OPLAN KALINGA: First Medical Outreach Program in Partnership with TopHealth Medical Clinics



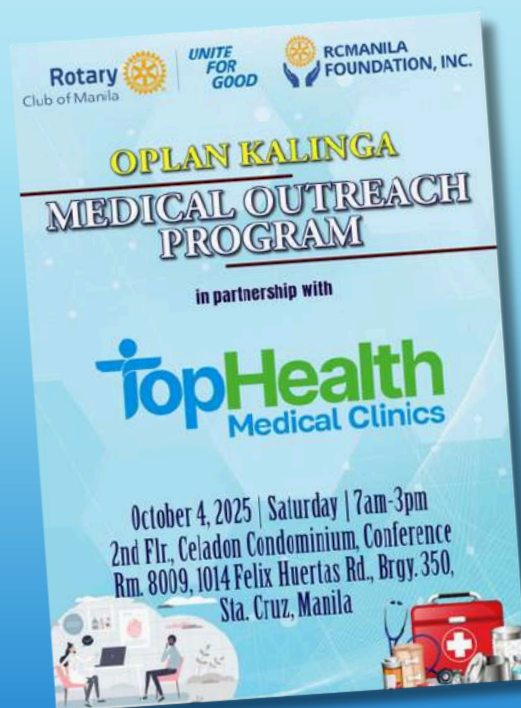
ROTARY Club of Manila and RCManila Foundation, Inc., in partnership with TopHealth Medical Clinics and local barangay, and with the help of RAC Manila and PLM, conducted its first wave of Medical Outreach to Brgy. 350 Celadon Residence, 1014 Felix Huertas Rd, Sta. Cruz, Manila.

DISEASE PREVENTION AND TREATMENT

OPLAN KALINGA: First Medical Outreach Program in Partnership with TopHealth Medical Clinics

Offering a Medical Preventive Care, Consultation, X-ray services, Distribution of Medicines and Oral Health Kits. Serving 105 beneficiaries, mostly elderly and children, these aims to provide access to physicians and as well as conduct check-ups and health assess to most underserved communities in Manila.

Each Medical Missions has a budget of P35,000.00 per Barangay.



DISEASE PREVENTION AND TREATMENT

OPLAN KALINGA: First Medical Outreach Program in Partnership with TopHealth Medical Clinics



PEACE AND CONFLICT RESOLUTION

Leaders Excelling In ADR & Peacemaking (LEAP) Awards Update

Program Implementation

In implementing the LEAP Awards Recognition Program, the following shall be the primary roles of each party:

-  **The Office of ADR [OADR]** shall take the lead in **promoting the program and facilitating stakeholder engagement** within the ADR Community, and potentially hosting the **Annual Awards Event**;
-  **The Rotary Club of Manila [RCM]** shall be responsible for designing and hosting each run of the **Program Orientation and Peace Education Workshop**, as well as potentially hosting the **Annual Awards Event**; and
-  **The Philippine Institute of Arbitrators [PIArb]** shall organize and supervise the **jury** that will deliberate on nominations and decide the winners in each award category.


Teddy Kalaw

Anna Kun-toledo

John M. Cutter
Tristan Besa


Director-Elect/Chairman Teddy Kalaw, on behalf of the RC Manila Peacemaking and Conflict Resolution Committee, is happy to report that our LEAP (Leaders Excelling In ADR & Peacemaking) Awards Initiative closed its nomination process with 43 nominees across 5 categories.

The Philippine Institute of Arbitrators (PIArb) is now in the process of adjudicating who will win, at awarding ceremonies to be hosted by the Office of ADR (OADR) on Monday morning, 20 October 2025, in Manila Hotel. Present from RCM is DSAA John Cutter.

1. LEAP Award for Excellence in Negotiating a Mediated Settlement

This award recognizes an individual or team of service providers who:

- Intervene to **assist negotiations** between parties in some form, and
- Who then demonstrate **exceptional skill, creativity, and professionalism**
- In achieving a **resolution or outcome that best creates value and/or maximizes the prevention of harm between all stakeholders**.

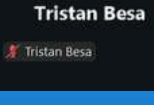
Nominees will be evaluated based on the following criteria, ranked below in order of significance:

- Innovation and Durability of the Resolution. [30%]
- Exemplary Professionalism and Ethical Conduct. [25%]
- Strategic and Constructive Engagement. [20%]
- Complexity and Significance of the Dispute. [15%]
- Broader Impact and Contribution. [10%]




Teddy Kalaw

Anna Kun-toledo

John M. Cutter
Tristan Besa


PEOPLE

BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

By PE Reginald T. Yu

AT thirty-five thousand feet above the clouds, on a papal charter bound for Rome, a humble cup of ice cream became a silent benediction.

Pope Francis, still basking in the warmth of the Filipino faithful, reached for two single serve cups of ice cream: Malted Milk and Brown Butter Almond Brittle. They were branded Carmen's Best — a name inspired by the founder's daughter, and a product born of love, grit, and a refusal to compromise purity.



On that quiet flight home, something poetic happened. A pontiff, known for his simplicity and compassion, savored a dessert crafted by a man who shared those same virtues. For **Francisco “Paco” Delgado Magsaysay**, it wasn’t just a divine endorsement. It was a sign — that goodness, when done with heart and integrity, travels farther than one ever imagines.

“How sweet is that?” he would later say with a grin that could melt even the coldest scoop. Yet behind that humor lay a story not of luck, but of layers — much like ice cream itself — where every flavor carries a struggle, every texture tells a story, and every taste reveals a truth.

The grandson of a beloved president and the son of a principled senator, Paco’s name came with weight — the kind of weight that could crush or carve character. He carried it not with entitlement, but with purpose. And that purpose — like the artisan ice cream he would one day perfect — was slow-churned through faith, failure, and fortitude.

This is not merely a story about business. It is a story about becoming.

Roots of a Legacy

Before there was *Carmen’s Best*, before the milk and the churn, there was a boy

growing up in the long shadow of a national hero. Francisco “Paco” Magsaysay was born into a family whose name was etched into the conscience of a nation. His grandfather, President **Ramon “Monching” de Fierro Magsaysay**, had been immortalized as “The Guy Who Did Not Steal,” a leader who embodied honesty, humility, and the belief that government should serve the people, not the other way around.



A portrait of legacy: Paco Magsaysay and his father, Senator Jun Magsaysay, during their HSBC Premier photo shoot as the campaign’s “father and son” ambassadors, celebrating family, integrity, and shared values.

BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

Paco never met his grandfather — Ramon Magsaysay died in a plane crash in 1957 — but his moral presence was everywhere: in the stories retold at family gatherings, in the quiet dignity of his father, **Senator Ramon “Jun” Banzon Magsaysay Jr.**, and in the unspoken expectation that decency was not optional; it was duty.

“I grew up hearing about Lolo Monching’s discipline,” Paco recalls. “He didn’t allow family members to use public funds for personal expenses. Even fuel for his car — he paid that from his own salary.”

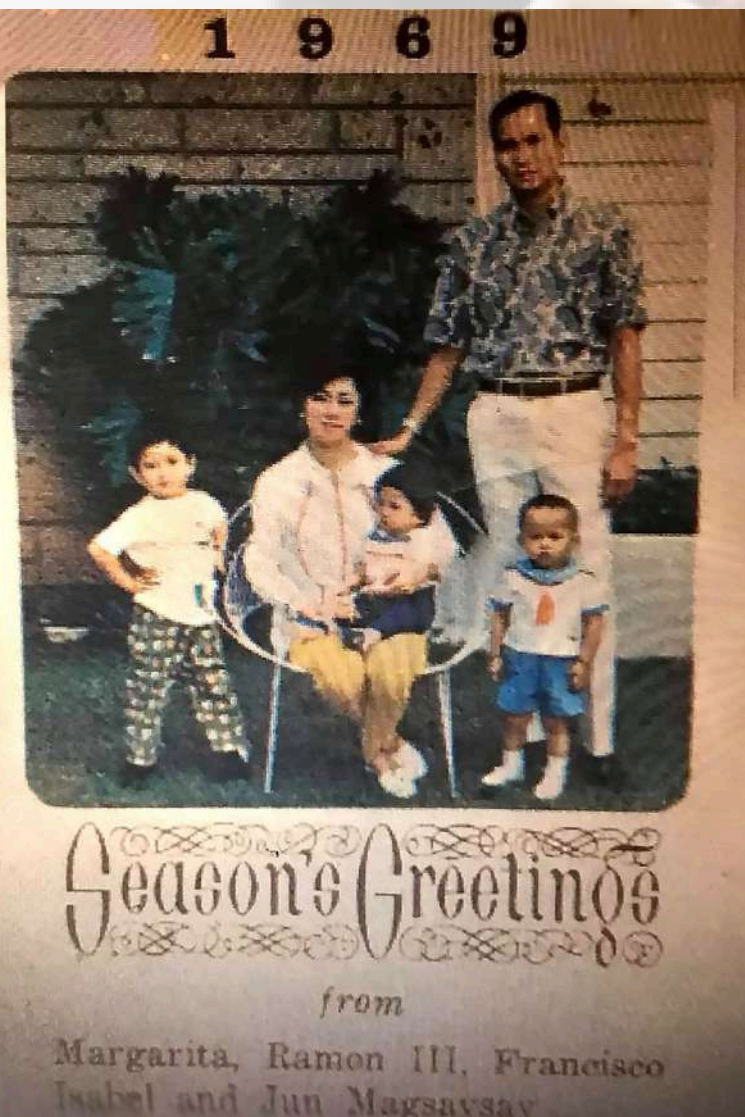
That discipline ran deep. The cost of his daughter Mila’s debut was deducted from his own paycheck, as was the fuel consumption of his only son, Jun. Every peso was accounted for, every example intentional.

Such integrity left an imprint on a young boy who didn’t yet understand politics but understood honor. His father, Jun, carried that same lesson beyond the halls of government to the family dinner table. *Honesty. Hard work. Integrity.* These were not virtues to be admired — they were verbs to be lived.

But lineage, however noble, cannot shield one from the trials of growing up. Paco’s childhood in the Philippines was filled with warmth and comfort, yet beneath it, a storm was forming — one that would uproot him from everything familiar.

At the age of twelve, he found himself on a plane to Houston, Texas. The move was meant to provide opportunity and

(Left photo) A rare keepsake: the only surviving family photo of Paco Magsaysay, taken around 1969, with his older brother, Ramon Magsaysay III.



BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy



A precious memory frozen in time: the only photograph of Paco Magsaysay with his brother Moncy, one year his senior, capturing a fleeting moment of childhood and kinship.

exposure, but to a preteen boy, it felt like exile. He didn't understand the culture, the slang, the undercurrents of racial difference. In Manila, he was a Magsaysay; in Houston, he was just another kid with a hard-to-pronounce name.

"I carried resentment for years," he admits. "I felt displaced — like I didn't belong anywhere."

But displacement, as life would later teach him, can be divine preparation.

Those Houston years — from middle school at St. Vincent de Paul, to high school at St. Thomas, and college at the University of St. Thomas (all in Houston, Texas), where he majored in Marketing and minored in Philosophy — would forge in him the quiet resilience of an immigrant and the disciplined work ethic of someone who had to earn every inch of acceptance. He learned early that respect cannot be inherited; it must be worked for.



Paco Magsaysay, photographed in San Francisco in 1980, during his Grade 6 graduation at Stuart Hall, a Sacred Heart School — marking the close of his early years in the United States.

And so, while other students went out for parties, Paco worked part-time at United Parcel Service. “Four to six hours a day after school,” he says. “That’s where I learned that if you want something to happen, you can’t wait for luck — you work for it.”

It was in the land of fast food and wide highways that he began to understand slow growth — the kind that forms character rather than comfort.

Years later, when he would be faced with rejection after rejection while looking for a job, it was this same steel forged in Houston that would keep him from breaking.

For now, though, he was a young Filipino abroad — half longing for home, half searching for purpose. The future would bring him back to the islands. But first, he had to learn how to stand on his own feet, far from the safety of legacy.

The boy from a presidential family was becoming something rarer — a man of quiet grit.

Exile and Education

Houston, in the late 1970s, was a city of contradictions — booming oil rigs and southern hospitality, but also unfamiliar accents, strange foods, and a sense of



In 1982, Paco Magsaysay earned a spot on the St. Thomas High School basketball team — the only Asian player among his teammates, proving that perseverance transcends boundaries.

distance that stretched far beyond the miles between continents. For a twelve-year-old **Paco Magsaysay**, freshly uprooted from Manila’s warmth, it felt like landing on another planet.

There were no familiar jeepneys or friendly house helpers, no doting *titas* to cushion the homesickness. Just long highways, biting winters, and the uneasy awareness of being different. “I didn’t understand the customs, the culture, the humor,” Paco recalls. “I was the Filipino kid with an accent, and I stuck out.”

But exile, as the ancients said, can be the beginning of wisdom. In Houston, Paco learned to do without the trappings of privilege. He swept floors, folded laundry, washed dishes, and cleaned

cars. Every job was a lesson in humility, every chore a small rebellion against entitlement.

At **St. Vincent de Paul Catholic School**, he found both discipline and faith — a moral framework that would later mirror his grandfather's creed: Service before self. Simplicity in strength. He went on to attend **St. Thomas High School**, also run by the Basilian Fathers, where the motto — “Teach Me Goodness, Discipline, and Knowledge” — would shape his character for life.

He later enrolled at the **University of St. Thomas** in Houston, another Basilian institution, where he **majored in Marketing and minored in Philosophy**. It was a rare pairing that reflected the dual sides of his nature: the practical mind of a strategist and the reflective soul of a thinker.

Those years were not glamorous, but they were grounding. **All throughout college, Paco carried a full academic load while working at United Parcel Service (UPS) after school — four to six hours a day, five days a week.** “I worked at UPS after school while taking a full load every semester,” he recalls. “It taught me grit. There were no shortcuts. You show up, you work, and you do it again tomorrow.”

“

I didn't realize it then, but those twelve years in the States gave me the backbone I would need later. The exposure, the perspective, the different way of thinking — all of it became an advantage.

He remembers the late nights spent lugging heavy boxes until dawn, then rushing to class half-awake. The rhythm — humble, repetitive, relentless — became the metronome of his adult life. The discipline of ordinary effort would one day churn into extraordinary success.

Years later, when he faced rejection after rejection searching for a full-time job — long before the milk and ice cream ever came into the picture — he found himself drawing from the same perseverance he had learned in Houston. Rejection no longer felt fatal; it was simply part of the process.

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

By the time he graduated, Paco had acquired not just a degree but a worldview — a pragmatic optimism shaped by American efficiency and Filipino compassion. He understood the value of systems, but he also knew that business, at its core, was about people.

“I didn’t realize it then,” he reflects, “but those twelve years in the States gave me the backbone I would need later. The exposure, the perspective, the different way of thinking — all of it became an advantage.”

When he finally boarded the plane back to the Philippines in the **early 1990s**, he did so not in pursuit of comfort but of contribution. His father, **Senator Jun Magsaysay**, was then running as **Vice President alongside Miriam Defensor-Santiago**, and Paco returned home to help.

That homecoming marked a turning point. He carried with him not wealth but wisdom — a broadened perspective, an immigrant’s work ethic, and a longing to build something of his own, on his own soil.

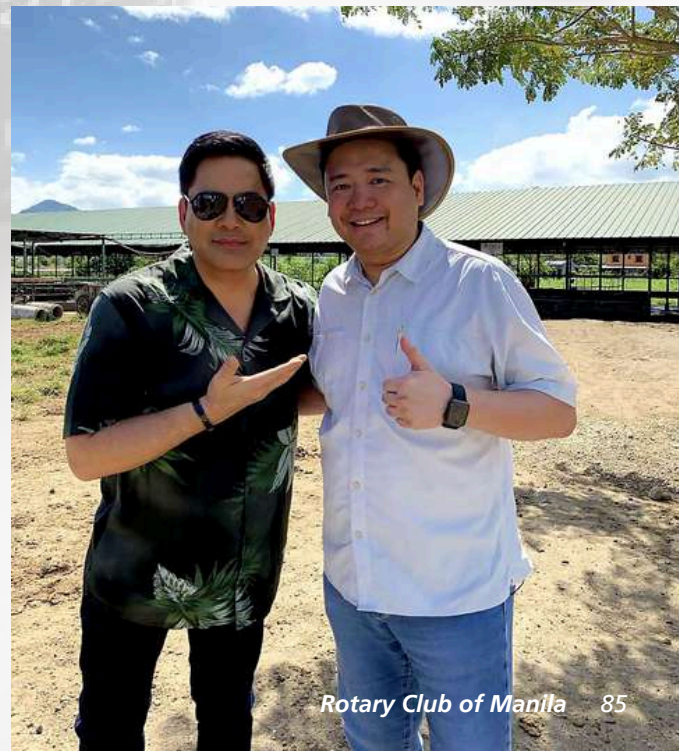
Coming Home

Homecoming stories are rarely as simple as nostalgia suggests. When Paco returned to the Philippines in the early 1990s, he came home to a country he loved — but also one that had changed.

He was no longer the boy who left, and the Philippines was no longer the place he remembered.

His father had long been involved in public service, but by then was also venturing into business. He had started in the **cable television industry as early as 1972**, and decades later, in **2007**, he expanded into **dairy farming** — a completely different challenge that combined patriotism with enterprise.

The idea was noble and deceptively simple: to produce fresh, pasteurized milk from local cows in **Bay, Laguna**, a province known for its agricultural heritage.



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The dairy farm was a passion project with a patriotic soul. It aimed to prove that Filipinos could produce milk that was 100% fresh, natural, and local. But noble intentions do not always make sound economics. The challenge was brutal: Filipinos weren't used to premium milk that expired in just ten days. The shelves were already dominated by long-life, powdered, and UHT varieties.

The farm produced excellent milk — creamy, rich, and pure — but the market wasn't ready. Bottles began to pile up, unsold. The losses mounted.

One day, Jun turned to his son and said,

“Paco, can you help us sell the milk?”

For most people, that would have sounded like a favor. For Paco, it was a calling in disguise.

“I took it as a mission,” he says. “My task was simple: sell the milk.”

He began cold-calling hotels, cafés, and restaurants — enduring rejection after rejection. Doors slammed; emails went unanswered. Some laughed at the idea of “Filipino fresh milk.” But his years in America had trained him for exactly this: rejection without resentment, failure without fear.

Still, as the unsold bottles piled up, he began to see the situation not as a problem, but as potential. Somewhere between frustration and faith, an idea began to take shape — one that would change the course of his life.

If the market couldn't accept fresh milk, perhaps it could embrace something that made milk irresistible. Something joyful. Something indulgent.

(Left photo) Senator Cynthia Villar, Chair of the Senate Committee on Agriculture, visits Paco Magsaysay's dairy farm on May 21, 2020, where she expressed support for farm tours and sustainable agricultural initiatives. A long-time advocate for Philippine agriculture, Senator Villar's visit highlighted her enduring passion for empowering local farmers and rural enterprises.



He didn't know it yet, but the story that began with a surplus of milk was about to be churned into something far sweeter.

From Milk to Magic

It began quietly — not with a business plan, but with a question.

“What can we do with all this milk?”

The answer would come not from strategy, but from serendipity. In a small room in Alabang, lit by the soft hum of freezers and the faint scent of cream, Paco began experimenting. There were no investors, no consultants, no brand architects — just a man, a mixer, and a mountain of unsold milk that demanded imagination.

He didn't set out to build an empire. He simply wanted to make use of what was there — to turn waste into worth. But what began as practicality would soon unfold into artistry.

“I didn't even know what product we were going to make at first,” Paco recalls. “I just knew the milk was too good to throw away.”

That milk came from a **dairy farm in Bay, Laguna**, which his father had established in **2007** with a group of

friends. The idea wasn't born out of commerce but conviction — a desire to help **develop the rural economy** by starting a dairy farm that could employ locals and empower small producers.



Paco Magsaysay at the 2011 “Ultimate Taste Test” hosted by Anton Diaz, digital creator and founder of Our Awesome Planet, where Carmen’s Best emerged as the top winner, affirming its place among the country’s finest artisanal brands.

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Paco Magsaysay with Steve Christensen of Scoop School in Chesterfield, Missouri — where his passion for perfecting the craft of ice cream making continued to grow.

Working closely with the **National Dairy Authority (NDA)**, they envisioned a model that would modernize local milk production while keeping it proudly Filipino.

The milk they produced was exceptional — rich, fresh, and pure — but also fragile. It had no preservatives, which meant a short shelf life of only ten to fourteen days. And as noble as the goal was, the market wasn't ready. Filipinos were accustomed to long-life or powdered milk, not fresh, locally sourced dairy that spoiled quickly.

Soon, the farm faced a surplus that couldn't be sold fast enough. For most, it was a logistical nightmare. For Paco, it was an opportunity in disguise.

He started tinkering with the milk in his own kitchen, guided not by manuals but by instinct. Ice cream felt like the natural evolution — a joyful way to preserve what would otherwise go to waste. He didn't want just any ice cream, though. He wanted something authentic — the kind of indulgence that would make people close their eyes after the first spoonful.

"I thought, let's make the best ice cream we possibly can — and see what happens," he says.

The first batches came out of that small kitchen in Alabang — modest, hand-packed, and labeled with care. There were no machines to automate the process, no marketing team, no glossy campaigns. Just hours of mixing, tasting, freezing, and refining.

He called his creation ***Carmen's Best***, after his only daughter, born in 1997. It was a name that carried not just affection, but accountability. "I named it after my daughter," Paco says. "That meant everything we made had to be something I'd be proud to give her."

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Each pint became a reflection of his values — sincerity, simplicity, and precision. The ice cream had no shortcuts, no artificial flavors, no water to dilute the richness of fresh milk and cream. Every batch was a balancing act of patience and timing. It was slow food, crafted in a fast world. He would often spend long nights perfecting his base recipe, testing textures and proportions. Friends became taste-testers; family, his first critics. “I remember doing deliveries myself,” he laughs. “I’d load the containers in a small cooler and drive them to cafés and restaurants. I was the owner, the salesman, and the driver.”

In those early years, **rejection was his constant companion**. Many cafés and hotel kitchens turned him away. They couldn’t imagine paying more for ice cream when cheaper commercial brands dominated the market. But Paco persisted — polite, patient, and undeterred.

Then came the breakthrough — a call from **Amanpulo**, the ultra-exclusive island resort that had hosted the likes of Brad Pitt, Beyoncé, and JFK Jr. The resort’s **general manager, a woman from New Zealand**, immediately recognized the quality and purity of Paco’s fresh milk. It was exactly the kind of honest, premium product that matched Amanpulo’s uncompromising standards.



A full-circle moment: Paco Magsaysay with his eldest daughter, Carmen, whose name graces his beloved brand Carmen’s Best, during a reseller visit at South Supermarket in Alabang, where passion meets purpose.

“That meeting changed everything,” Paco recalls. “She appreciated what we were trying to do — keeping things pure, simple, and honest. She gave us our first big chance.”

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That account became a turning point. The farm was finally supplying **fresh milk** to one of the most discerning resorts in the world — a quiet validation that **luxury could indeed be local**.

Encouraged by that success, Paco decided to formalize the venture. He incorporated **Carmen's Best Dairy Products** with the **Securities and Exchange Commission (SEC)** — intentionally leaving out the words *ice cream*, since at the time, it wasn't yet part of the plan.

But destiny, like flavor, has a way of evolving. What began as a mission to sell

milk would soon churn into something far sweeter.

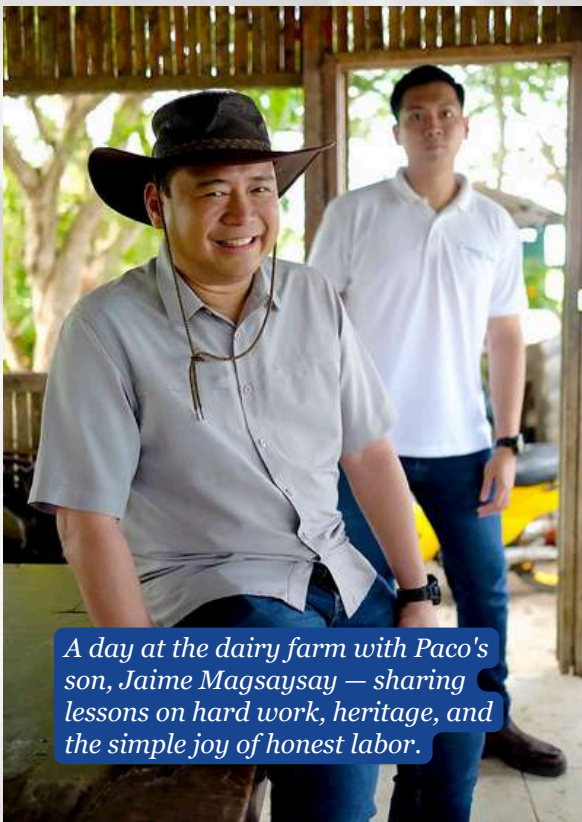
That single account became a cornerstone for credibility — a turning point that anchored the fledgling brand. Encouraged by the success with Amanpulo, Paco found renewed confidence in the farm's potential. The partnership proved that world-class quality could come from Filipino soil, and that the discipline of doing things right would always find its audience.

Still, despite the resort's steady orders, the dairy farm continued to produce more milk than it could sell. Paco faced the same recurring challenge — a surplus that demanded creativity.

"I didn't want to waste good milk," he recalls. "So, I started thinking of ways to make it last longer — and that's when I thought of ice cream."

What began as an experiment soon became a fascination. In the same spirit that guided his family's ventures — equal parts curiosity, perseverance, and purpose — he started making small batches in Alabang, testing flavors late into the night.

He didn't want just any ice cream. He wanted something sincere — dense, creamy, and unhurried, made with the same fresh milk they produced on the farm and the finest ingredients he could source from around the world.



A day at the dairy farm with Paco's son, Jaime Magsaysay — sharing lessons on hard work, heritage, and the simple joy of honest labor.

“I thought, let’s make the best ice cream we possibly can — and see what happens,” Paco says.

Still, Paco refused to scale recklessly. He believed that *craftsmanship dies when it becomes convenience*. “You can’t mass-produce something that’s supposed to be personal,” he says. “You lose the soul when you chase the volume.”

The process remained painstaking. The milk was pasteurized daily. The bases were churned in small batches. He sourced only the best ingredients from around the world: Madagascar vanilla beans, Swiss chocolate, Sicilian pistachios, English malted milk. Nothing less than world-class would do.

Soon, *Carmen’s Best* had a lineup of flavors as refined as their maker’s philosophy: *Salted Caramel*, *Butter Pecan*, *Malted Milk*, *Brazilian Coffee*, and *Brown Butter Almond Brittle*. Each flavor had a backstory — a place, a memory, a principle.

Butter Pecan reminded him of Houston — the taste of his youth, of perseverance and discovery.

Hokey Pokey, a nod to his stepfather’s New Zealand roots, carried a sense of nostalgia and play.

And **He’s Not Worth It** — a cheeky Mississippi Mud Pie flavor — became a fan favorite, born from the humor that keeps even the most serious entrepreneurs human.



By then, word of mouth had begun to work its quiet magic. Small specialty stores and cafés started stocking *Carmen’s Best*. Discerning customers — from five-year-olds with sticky hands to octogenarians with lifelong palates — began to recognize that this was something different.

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“People could taste the sincerity,” Paco says. “You can’t fake quality.”

He had created something that transcended dessert. *Carmen’s Best* wasn’t just ice cream — it was experience. Each spoonful evoked memory and emotion, bridging generations.

“There’s something deeply human about ice cream,” Paco muses. “You share it in moments of joy — birthdays, family gatherings, even heartbreak. It connects people. I wanted *Carmen’s Best* to be part of that story.”

Those early days were defined not by profit, but by *purpose*. He didn’t yet have the machinery of a global food giant, but he had something rarer — *heart*. And slowly, through word, work, and unwavering consistency, *Carmen’s Best* began to carve its place in the national consciousness.

What started as a problem of surplus milk was transforming into a movement of sincerity — a Filipino-made brand setting the gold standard in craftsmanship and care.

Still, Paco remained grounded. “We weren’t a multinational,” he says. “We were a family business, learning as we went. But what kept us going was faith — and a little bit of that grit I learned in Houston.”

And perhaps, divine timing.

Because soon, *Carmen’s Best* would receive a blessing no marketing genius could have dreamed up — one that came not from Michelin stars or media acclaim, but from the highest seat of faith itself.

The Turning Points

Success stories, when told in hindsight, often seem inevitable. But the ascent of *Carmen’s Best* was anything but linear. It was shaped by three moments — each one transformative, each one a lesson in grace, grit, and divine timing.

The first came not from business but from education. In 2013, Paco attended the **Penn State Ice Cream Short Course**, the oldest and most respected ice cream program in the world. For a week, he immersed himself in the science of flavor — learning about



A lesson beyond the classroom: Paco Magsaysay welcomes students to his dairy farm in Bay, Laguna, guiding them through the journey of milk from pasture to purpose.

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Paco Magsaysay with Dr. Arun Kilara of the Penn State Ice Cream Course in 2013. Dr. Kilara, a pioneering food scientist recognized for his research in ingredient functionality and technology transfer, served as a Professor at Pennsylvania State University and directed the renowned Ice Cream Short Course, Pasteurizer Operators Workshop, and other key dairy science programs.

overrun ratios, dairy chemistry, and freezing dynamics. It was a pilgrimage to the Mecca of ice cream-making.

“What I learned at Penn State changed everything,” he recalls. “We refined the formula, improved the process, and the difference was immediate. Sales went up almost overnight.”

Knowledge had crystallized into mastery. *Carmen’s Best* evolved from a promising curiosity to a bona fide premium brand.

Then, in 2015, came the second turning

point — one so surreal that it would cement *Carmen’s Best* in the national imagination.

When **Pope Francis** visited the Philippines, Philippine Airlines chose to serve *Carmen’s Best* on the papal flight back to Rome. There, at 30,000 feet, the Holy Father — perhaps unaware of the symbolism — reached for two small cups: *Malted Milk* and *Brown Butter Almond Brittle*.

When word got out that the Pope had enjoyed *Carmen’s Best*, it was as if heaven itself had blessed the brand. “It was the ultimate validation,” Paco said. “You can’t buy that kind of endorsement.”

Media headlines followed. Demand surged. But for Paco, it wasn’t about profit; it was about purpose. He saw it as a gentle reminder from above — that faith, patience, and perseverance are never wasted.

The third turning point came in 2022, when **Metro Pacific Agro Ventures**, a subsidiary of **Metro Pacific Investments Corporation**, acquired **51% of the *Carmen’s Best* Group**. It marked not just a business milestone, but a profound transition — from a passionate family enterprise built on faith and craftsmanship to a structured, scalable organization ready to stand shoulder-to-shoulder with multinational giants.

“The partnership with Metro Pacific gave us the muscle to grow,” Paco reflects. “But it also allowed us to stay true to our roots. We didn’t have to compromise our standards.”

It was more than capital infusion; it was continuity — proof that a homegrown brand built on integrity could find a seat at the table with corporate titans without losing its soul.

By then, *Carmen’s Best* had expanded into more than thirty flavors, with kiosks and outlets across Metro Manila. From *Salted Caramel* to *Ube*, *Avocado* to *Turkish Baklava*, every flavor embodied a philosophy: small-batch, slow-made, and sincere.

But behind the smiles and sweetness, a storm was brewing — one that would test every belief Paco had about faith, life, and what truly matters.

It wouldn’t come from business competitors or market downturns. It would come from within his own body — a whisper of mortality that would change how he saw everything.

Grit, Grace, and the Man Upstairs

By 2013, *Carmen’s Best* was finally on a steady climb. Sales were healthy, recognition was growing, and Paco



One of Paco Magsaysay’s courtesy visits with Mr. Manuel V. Pangilinan at his Makati office: a meeting marked by shared insights on leadership and enterprise.

Magsaysay was busier than he had ever been — overseeing operations, expanding partnerships, balancing family and business. On the surface, life looked charmed.

Then came the diagnosis.

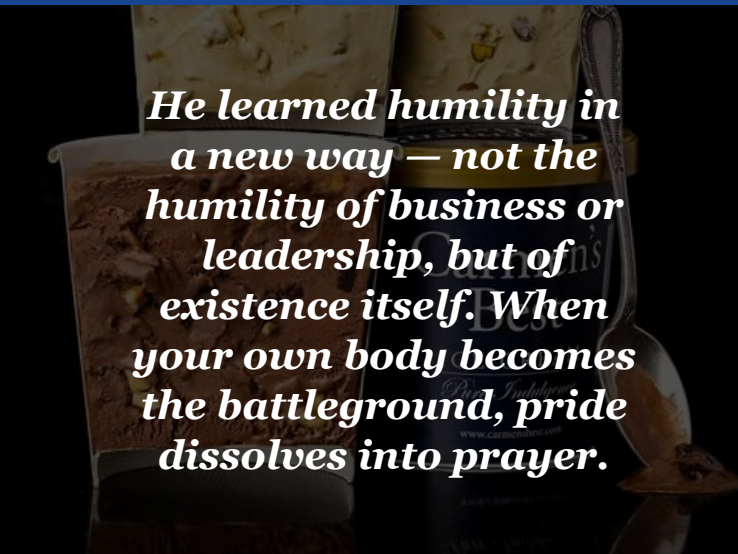
It began innocently — **a routine executive check-up** that should have been uneventful. But in the process, doctors noticed a small **glitch in his white blood cell (WBC) count** and asked him to return for a retest. What followed was the verdict no one ever wants to hear: **Chronic Lymphocytic Leukemia (CLL)**.

At first, Paco couldn't quite process it. The fatigue he had been feeling suddenly made sense, but the words *cancer of the blood* hit like a silent explosion. "It was surreal," he recalls. "One moment you're just doing your annual check-up, and the next, you're told something's wrong with your blood."

"Cancer of the blood," Paco repeats softly, as though even now, years later, the words retain their sting. "It hit me like a freight train."

For someone who had spent his life building — companies, relationships, a reputation — it was a moment of shattering stillness. The man who had learned to overcome every setback through effort suddenly faced something that no amount of hard work could fix.

The prognosis was grim. His doctors in Manila told him he might have **three years** left. It was a death sentence with an expiry date.



He learned humility in a new way — not the humility of business or leadership, but of existence itself. When your own body becomes the battleground, pride dissolves into prayer.

But Paco wasn't one to accept fate without a fight. He flew to Houston — back to the city that had once tested his endurance — to seek a second opinion at the world-renowned **MD Anderson Cancer Center**. There, a more hopeful picture emerged. The cancer was at an early stage. Aggressive treatment could contain it. The road ahead would be long, but not impossible.

Still, the early months were brutal. Chemotherapy stripped his strength, his appetite, his sense of certainty. "At the beginning," he recalls, "I thought I was going downhill fast. The chemo was crushing. One day you think you're in the halftime of your life; the next, it feels like the final two minutes."

He learned humility in a new way — not the humility of business or leadership, but of existence itself. When your own

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body becomes the battleground, pride dissolves into prayer.

“I told myself: if this is how my story ends, let me end it well,” he says. “Let me prepare my papers, make peace, and thank God for what I’ve been given.”

But fate, or perhaps faith, had other plans.

Over the next two years, the treatments began to work. The cancer retreated, then went into remission. In 2015, doctors confirmed the best possible outcome: his disease was under control. By 2018, his annual checkups were reduced. Ten years later, Paco remains in remission — a survivor, not a statistic.

And with survival came transformation.

“In a way, cancer was a blessing,” he says without irony. “It forced me to take inventory of my life — to see what mattered and what didn’t.”

Gone was the impatience, the constant forward motion that had once defined him. In its place was gratitude, calm, and a newfound gentleness. He learned to slow down, to listen more, to appreciate the ordinary miracles — mornings with his children, conversations with friends, a spoonful of his own ice cream shared with a stranger.

“I became more patient, more tolerant,” he reflects. “I realized that every day you wake up healthy is a gift — and that belief, that gratitude, affects how you treat people.”

Those who worked with him noticed the change. He smiled more, delegated more, and spoke of “purpose” rather than “plans.” The entrepreneur had become a philosopher — one who saw business not merely as commerce, but as a vehicle for meaning.

He began donating part of Carmen’s Best proceeds to the **Philippine General Hospital Medical Foundation**, helping indigent patients access healthcare. “It was the least we could



Paco Magsaysay delivers a talk at the Asian Institute of Management, where he once earned his Master's degree, inspiring future leaders with insights drawn from experience and purpose.

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do,” he said. “We were blessed with success — it only made sense to give some of it back.”

His faith, once quiet, deepened. He no longer viewed challenges as punishment, but as preparation. “Everything in life happens for a reason,” he mused. “Every relationship, every hardship, every delay — they all happen when they’re supposed to.”

Cancer had not taken away his drive; it had purified it. The man who once chased excellence now sought balance. The entrepreneur who once built a business now built perspective.

There’s an old saying that life gives us two births: one when we enter the world, and another when we discover *why* we’re here. Paco’s second birth came in a hospital room in Houston, where he realized that survival isn’t measured in years, but in gratitude per day.

He returned to the Philippines with a body healed and a soul transformed. And from that point onward, every decision — in business, in family, in service — would be guided by one principle: *Live well. Live with purpose. Live with grace.*

Beyond the Creamery

After the quiet triumph of surviving cancer, Paco Magsaysay found himself in a new season of clarity. He had built



Paco Magsaysay was selected to represent small and medium enterprises (SMEs) in a Globe Telecom campaign celebrating Filipino creativity and resilience in business.

Carmen’s Best from excess milk and sheer determination, transforming it into a brand synonymous with authenticity. But now, he was drawn to another challenge — one that carried echoes of his father’s pioneering spirit.

His father, **Senator Jun Magsaysay**, had built a telecommunications company long before “digital transformation” became a corporate buzzword. It began as a modest cable TV enterprise serving provincial towns — a far cry from the metropolitan centers that dominated the tech conversation. For Jun, it was about bringing information, entertainment, and opportunity to communities that the big telcos often ignored.

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When Paco stepped in to help, he did so not as a conqueror but as a steward.

“I’m fully aware that the company is my father’s baby,” he says. “He built it from scratch. My job was to honor that legacy, not to outshine it.”

Their company, **Asian Vision**, had long operated in the provinces of **Batangas**, **Quezon**, and **Zambales** — regions often overlooked by larger telecommunications firms. Over the years, it evolved from a traditional cable provider into a full-fledged **ICT (Information and Communications Technology)** service company.

Under Paco’s leadership, the goal was not reckless expansion but **deeper service and stronger presence**. “We were already in Batangas, Quezon, and Zambales,” he explains. “I just focused on increasing our market share in the areas where we already operated — making sure we served those communities better.”

In doing so, Asian Vision connected thousands of small and medium enterprises that had long been left behind by the digital revolution, proving that growth is not always about spreading wider — sometimes it’s about **digging deeper**.

While the corporate giants chased Fortune 500 clients, Paco saw value in



A moment of triumph: Paco Magsaysay receives the 2018 Agora Award for Outstanding Achievement in Entrepreneurship – Medium Enterprise, a recognition of vision, discipline, and heart.

the quieter corners of the economy — the small hotels, rural hospitals, tourism operators, and microfinance firms that made up the lifeblood of the provinces. “Big telcos go after big accounts,” he says, “but we focus on SMEs — businesses that bill maybe ₱3,000 to ₱50,000. For us, those are meaningful partnerships.”

His philosophy was simple: *serve the underserved*.

He knew that in smaller cities and towns, business owners were often their own accountants, HR managers, and IT heads. They didn’t need jargon — they needed understanding. So, he changed

the way Asian Vision sold its services. Instead of pushing generic packages, his teams built relationships. They sat with clients, asked questions, and customized solutions.

“When you deal with SMEs,” he explains, “you deal directly with the owner. It’s about trust, not transactions. You sell by listening.”

Asian Vision’s people came from the same towns they served — local technicians, local managers, local call-center staff. It wasn’t outsourcing; it was *rooting*. “Our staff live in the communities we serve,” Paco says. “That means accountability. If a line goes down, it’s personal — it’s their neighbor’s internet. That makes a difference.”

The company’s service mantra — respond to clients within twenty-four hours — became not just a metric but a moral code. In a landscape of faceless corporations and endless hotlines, Asian Vision built loyalty the old-fashioned way: by showing up.

Through strategic partnerships with **AWS, Microsoft Azure, Cisco, and Huawei**, Asian Vision began bridging the gap between global innovation and local access. SMEs could now use cloud computing, cybersecurity tools, and data analytics once reserved for multinationals — all with Filipino-style support and affordability.

“

Understand your strengths and weaknesses deeply. When you know yourself, you can play to your strengths and manage your weaknesses. That’s where true success begins.

“Our mission is to make world-class technology reachable to every Filipino business, no matter how small,” Paco says. “We’re not just building networks — we’re building confidence.”

In 2022, Paco and his team finally began operating under their long-held **telco franchise**, launching **Avocado Broadband** — a new brand with the mandate to expand across the Philippines. The name was as friendly as it was fresh — a nod to *Carmen’s Best’s* artisanal roots, but this time serving a different kind of nourishment: **connectivity**.

On paper, the franchise gave them national reach. In practice, it demanded immense investment. “We’re rolling out slowly,” he explains. “We started with Visayas and Mindanao. We’ve secured capacity in a subsea cable facility to ensure reliable delivery. It’s a marathon, not a sprint.”

The vision was clear: within five years, Avocado Broadband would be present across key provinces, connecting communities and catalyzing progress. For Paco, it wasn't just expansion; it was inclusion.

This second act — in technology rather than dairy — reaffirmed what had always guided him: that business exists not only to profit, but to empower. Whether it's ice cream or internet, the purpose remains the same — to serve, to uplift, to connect.



On the road with purpose: Paco Magsaysay during a reseller visit, beside a Carmen's Best freezer, a quiet reminder of how humble beginnings can grow into a brand that inspires pride and joy.

The Philosophy of Fulfillment

To understand Paco Magsaysay's philosophy is to recognize the quiet conviction beneath his calm demeanor. He speaks without fanfare, preferring clarity over charisma, principle over pitch. But behind his words is a deeply examined life — one forged by legacy, hardship, success, and gratitude.

"Business is not just about money," he says often. "It's about fulfillment."

It's a deceptively simple statement — yet in a world where metrics often replace meaning, it becomes almost radical.

When Paco started *Carmen's Best*, he wasn't chasing profit margins. He was chasing perfection. Every pint sold below cost in the early years, but he saw that as an investment in trust. "You can't outspend or outmuscle the giants," he says. "But you can outthink them, out-care them, and out-quality them."

That same ethic guides his leadership at Asian Vision. He refuses to see his work merely as infrastructure. To him, every connection installed represents a small victory — another Filipino business gaining access to opportunity. "We're not just selling bandwidth," he says. "We're helping entrepreneurs stay competitive in a digital world."

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A proud family moment: Paco Magsaysay, with his two sons, celebrates receiving the Agora Award for Outstanding Achievement in Entrepreneurship – Medium Enterprise on October 19, 2018.

He lives by what he calls the *three R's of leadership*: **Respect, Responsibility, and Relationships.**

Respect — for people, processes, and promises. **Responsibility** — for one's decisions, especially when no one is watching. And **Relationships** — because in the end, businesses don't



A moment of quiet pride: Paco Magsaysay with his Agora Award for Outstanding Achievement in Entrepreneurship – Medium Enterprise, received on October 19, 2018, honoring his journey of vision, perseverance, and purpose.

grow from contracts; they grow from trust.

He often tells his team, “There’s no such thing as a perfect company, but there can be an honest one.”

This honesty, he believes, is what sustains innovation. In the tech world, hype comes easy. Everyone promises disruption. Paco prefers construction — building something quietly, consistently, that actually lasts.

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A defining milestone: the evening Paco Magsaysay was honored with Ernst & Young's Entrepreneur of the Year Award on November 21, 2022, in recognition of his vision and dedication to excellence.

His approach to innovation echoes his ice cream philosophy: find the gaps, study them deeply, and fill them with sincerity. "Every business begins with a pain point," he explains. "The question is: who's willing to endure the pain of solving it?"

For Paco, fulfillment lies in that endurance — in showing up day after day, guided not by ego but by empathy.

He sums it up best with a line he's fond of repeating to young entrepreneurs:

"Understand your strengths and weaknesses deeply. When you know yourself, you can play to your strengths and manage your weaknesses. That's where true success begins."

To him, fulfillment is not applause or awards — though he has received many, from the **Agora Award** to **Ernst & Young Entrepreneur of the Year** honors. "I never set out to win anything," he says. "The recognition was a byproduct, not the goal. What I value most are the people I've met and the lives we've touched."



The two trophies Paco Magsaysay proudly took home during Ernst & Young's "Entrepreneur of the Year" awarding ceremony — symbols of excellence and entrepreneurial achievement.

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And perhaps that is why Paco Magsaysay's story resonates so deeply: it isn't the tale of a tycoon, but of a teacher — one who learned, through trial and grace, that meaning outweighs money, and purpose outlasts profit.

Legacy and Family

When people ask Paco why he named his company *Carmen's Best*, he always smiles before answering. "Because my daughter deserves nothing less," he says.

It wasn't a marketing decision — it was a moral one. Naming the company after Carmen, his only daughter, made every batch personal. It meant that every pint carried his promise of integrity. If he wouldn't serve it to his child, he wouldn't sell it to anyone.

Family has always been the quiet force behind Paco's ambition. In every phase of his journey — from milk salesman to ice cream artisan to digital pioneer — his family has been both anchor and compass. They are the reason he works late and the reason he slows down. "Everything I do, I do for them," he says simply.

He remembers vividly the early days when Carmen was still a little girl, sitting on a countertop as he experimented with flavors. "She would taste and give her verdict," he laughs. "Sometimes brutally honest. Kids don't sugarcoat."



Moments like these don't come often: Paco's three children, together in one place. He never misses the chance to capture these family memories, as seen here in Wack-Wack Village on December 18, 2022.

Those moments — innocent, tender, fleeting — gave the business its soul. *Carmen's Best* wasn't born in a boardroom; it was born in a kitchen, in the laughter of a child who believed her father could make magic out of milk.

As the brand grew, so did the family's involvement. His son **Jaime** took charge of social media and digital strategy, translating *Carmen's Best's* warm, homegrown charm into an online presence that resonated with younger audiences. Paco gave his children freedom, never pressure.

BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

“I’ve made it clear that they don’t have to follow my path,” he says. “They have the freedom to explore their own. But I hope they carry the same values — honesty, hard work, integrity.”

He often tells them that success is not measured by what you earn, but by what you become. “I want them to remember that *Carmen’s Best* was built with blood, sweat, and tears. It was the road less traveled, but it was the right one.”

At home, he is not “the ice cream guy” or “the tech entrepreneur.” He is simply Dad — the man who insists on Sunday dinners, cracks quiet jokes, and reminds everyone to say grace.



A hands-on learning moment: testing cheese with Paco's son, Jaime, at CHR Hansen Corporation in Singapore, exploring the craft behind dairy innovation.

The Magsaysay home is filled with reminders of legacy — not in the form of portraits or medals, but in habits: the discipline of punctuality, the courtesy of thank-yous, the decency of keeping one’s word. These, he believes, are the true heirlooms.

His lineage is storied — grandson of President Ramon Magsaysay, son of Senator Jun Magsaysay — but Paco has always sought to live *with* the name, not *under* it.



Exploring new horizons: Paco Magsaysay, with Jojo Dalmacio, samples yogurt drinks at a supplier's dairy plant in Singapore, a testament to their shared commitment to excellence and discovery.

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

“I’m grateful that I wasn’t named Ramon Magsaysay III,” he says. “That was my older brother’s name before he passed away. Being named after my maternal grandfather, Paco Delgado, gave me a bit of space to find my own identity.”

That freedom allowed him to become more than a descendant. It allowed him to become his own man — a man defined not by politics or pedigree, but by purpose.

Today, he takes pride not only in what he’s built, but in what he’s preserved: a good name, a united family, and a legacy of integrity that outlives product cycles.

“Fame fades, money flows, but your name stays,” he says. “Guard it. That’s the real inheritance.”

And so, when people call him the “Ice Cream Guy,” he laughs. For all his family’s historical gravitas, Paco finds joy in something as simple as that. It means he has succeeded not just in honoring his heritage, but in creating one of his own.

Service Above Self

For **Paco Magsaysay**, business was always about more than transactions — it was about **transformation**. But it was in **Rotary** that he found a formal path to translate that personal ethos into community impact.



A moment of legacy and love: Paco’s maternal grandfather, Francisco “Paco” Delgado, celebrates his 100th birthday at Urdaneta Apartments, Makati, on June 4, 2016. As his eldest grandson, Paco treasures the time they spent together before he left for the U.S.

He had been invited to join Rotary several times over the years, but the timing was never quite right. Then, in **August 2021**, **Past District Governor Jackie Rodriguez**, a long-time family friend, invited him to join the **Rotary Club of Manila**, the oldest and largest Rotary Club in Asia.

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

“When Jackie asked, something clicked,” Paco recalls. “He had known my family since the 1950s. I remembered accompanying my **Lolo Paco Delgado** to a Rotary meeting in Tampa, Florida, when I was young. He was my maternal grandfather — and being named after him gave me a bit of space to find my own identity.”

That distinction mattered. While his paternal lineage traced back to the late **President Ramon Magsaysay**, it was through his **Lolo Paco Delgado** that he found a different kind of inspiration — one rooted in quiet integrity and civic involvement. “I realized it was time to give back,” he says. “Not later, not someday, but now.”

For Paco, joining Rotary wasn’t about prestige. It was about **purpose** — carrying forward a legacy of service that stretched back to his grandfather’s creed: *Those who have less in life should have more in law.*

As he immersed himself in the club, he found in Rotary a reflection of his own philosophy: humility in leadership, excellence in execution, and generosity in success. “Helping others doesn’t have to be loud or grand,” he says. “It just has to be done.”

In 2023 and 2024, he served as a **Trustee of the Rotary Club of Manila Foundation, Inc.**, where he contributed ideas to strengthen the



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**Good governance starts
with transparency and
accountability.**”

organization’s sustainability. One seed of inspiration — drawn from his experience organizing the **Magsaysay Golf Cup** to raise funds for the Ramon Magsaysay Award Foundation — helped inspire the creation of the **RCM Foundation Golf Cup**, which now raises substantial resources for charitable projects.

“I don’t take credit for it,” he says modestly. “I just shared the idea. But seeing it happen — seeing people come together for a cause — that was meaningful.”

His belief in quiet leadership also guided his approach when he became **Assistant Secretary of RCM** in 2025. “Good governance,” he says, “starts with transparency and accountability.”

He emphasizes open dialogue, clarity in decision-making, and integrity in managing funds. “Rotary has a strong legacy,” he says. “My goal isn’t to reinvent it, but to build on what works — to make sure we measure impact not by ceremony, but by change.”

BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy



A moment of grace and gratitude: Paco Magsaysay with Sister Guada of the Good Shepherd Foundation in Baguio City, joined by nine of his scholars, whose dreams he continues to help nurture through education.

He advocates projects that speak to the times: digital literacy, healthcare access, and livelihood programs for underserved communities. His business acumen helps structure these initiatives for long-term sustainability, while his faith keeps them anchored in compassion.

“Impact comes from people, not just programs,” he says. “When members feel ownership, they bring their best — their ideas, their networks, their energy. That’s when Rotary becomes unstoppable.”

To Paco, Rotary is not just an organization; it’s a reflection of a truth he’s lived all his life — that *service above self* is not a slogan, but a way of being. It

is in giving that one truly receives, and it is in serving that one finds one’s self renewed.

His approach to service mirrors his approach to business: start small, act sincerely, stay consistent. “We’re all just passing through,” he says. “So, while we’re here, let’s leave things a little better than we found them.”

In the quiet dignity of his Rotary work, one sees the full circle of a life guided by conscience. The boy who once felt out of place in Houston, the entrepreneur who turned milk into magic, the survivor who learned gratitude through pain — all of them find meaning here, in the company of fellow servants of humanity.

When asked how he sees his future in Rotary, Paco answers without hesitation:

“As long as I can serve, I’ll serve. It’s not about position or title. It’s about purpose.”

The Measure of a Man

There is a kind of success that shouts — the kind built on headlines, valuations, and applause. And then there is another kind — quieter, steadier, more enduring — built on integrity, gratitude, and grace.

Francisco Delgado Magsaysay belongs to the second kind.

BEYOND THE SCOOP

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy



Graduation dinner of Carmen Magsaysay, daughter of Paco Magsaysay, held on May 20, 2019, in celebration of her graduation with honors from Fordham University, where she earned a degree in Finance. Carmen received a standing offer from JP Morgan to work as an analyst immediately after graduation.

When asked what he wants to be remembered for, he doesn't mention *Carmen's Best* or Asian Vision or the awards his work has garnered. His answer is simple, almost disarming:

"I want to be remembered as a family man first, and a businessman second.

Someone fair, hardworking, honest, and who lived with integrity."

It's a statement that feels like the closing line of a prayer — not for recognition, but for relevance; not for fame, but for faithfulness.

The arc of Paco's life — from his childhood under the weight of a historic name to his quiet redefinition of that legacy — reveals a man shaped not just by fortune, but by formation. He learned early that privilege is not a cushion but a calling, and that every blessing carries responsibility.

The virtues of **honesty**, **humility**, and **hard work**, passed down from his father and grandfather, are no longer merely inherited values — they are lived truths, proven through trials. Whether battling the market or battling cancer, Paco's strength has always come from the same source: a steadfast trust in God, in family, and in doing what is right.

He has known success in many forms — the thrill of business victories, the sweetness of papal recognition, the honor of national awards — but he has also known the humbling silence of hospital rooms, the fatigue of chemotherapy, and the uncertainty of survival.

Each experience has deepened, not diminished, his gratitude. "Every day you wake up healthy," he says, "is already a blessing."

To those who work with him, Paco is more than a boss — he is a mentor who leads by listening. He is the man who insists that humility is not weakness but wisdom; that leadership is not authority but accountability.

... to those who have crossed his path — whether in business, service, or friendship — (Paco) is proof that one can rise high without losing one's grounding, and that one can build something beautiful without ever forgetting to be kind.

To his family, he is the father who measures success not by what he leaves to them, but by what he leaves *in* them — faith, perseverance, decency, and love.

To his employees, he is the reminder that a company, like a person, must have a soul.

And to those who have crossed his path — whether in business, service, or friendship — he is proof that one can rise high without losing one's grounding, and that one can build something beautiful without ever forgetting to be kind.

In the twilight of a long day, Paco often reflects on his journey — the milk that turned to ice cream, the struggle that turned to strength, the illness that turned to insight. "Everything happens for a reason," he says, "and every person comes into your life when they're meant to."

How Francisco Delgado Magsaysay Turned Milk, Faith, and Perseverance into a Filipino Legacy

And as he looks toward the future, Paco continues to share the lessons that shaped his journey. He is now writing a book — a collection of **thirty short stories** in the style of *Chicken Soup for the Soul*, chronicling how he built *Carmen's Best* Ice Cream from humble beginnings. True to his lifelong belief that blessings are meant to be shared, **100% of the book's proceeds will go to the Good Shepherd Foundation.**

"I'll call it *Beyond the Scoop*. It's my way of giving back," he says quietly. "*Carmen's Best* gave me more than I ever expected — this is just my chance to pay it forward."

He dreams of helping the **Ramon Magsaysay Award Foundation** grow its endowment fund — not out of obligation, but out of gratitude. "It's about continuing what my grandfather started," he says. "To strengthen a legacy of service and leadership in Asia. That's a cause worth dedicating myself to."

Perhaps that, more than anything, captures the measure of the man. For Paco Magsaysay, legacy is not about being remembered — it's about being useful. It's not about monuments, but moments. Not about what he has achieved, but about the lives he has quietly touched.

He has turned milk into meaning, technology into trust, and survival into serenity. And through it all, he has



Photo taken at Paco Magsaysay's dairy farm in Bay, Laguna, during an interview highlighting his journey from fresh milk production to the creation of Carmen's Best.

remained grounded in the same truth that guided his grandfather decades ago: that the highest form of greatness is goodness.

In the end, his story is not merely about ice cream or innovation or entrepreneurship. It is about the sweetness of a life lived with conscience, courage, and compassion.

And that — far more than any flavor or fortune — is Paco's best.

DISTRICT ACTIVITY

District 3810's Third Monthly Meeting



DSG/PP Hermie Esguerra, SDG/PD Albert Alday, and SDG/Dir. Mike Albaña attended the 3rd District Monthly meeting held on October 2, 2025 at the Gloria Maris Shark's Fin Restaurant, Mall of Asia.

Also present were Global Grant Chair/PS Aries Balanay, Director Warren So, COS George Ng (Rotary Club of Manuel A. Roxas Boulevard Manila), and SDG for TRF James Tan (Rotary Club of Manila Metro).



District 3810 Oktoberfest 2025



SDG/Dir. Mike Albaña promoted the District 3810 Oktoberfest, scheduled for October 22, at the District Meeting, encouraging participation and support for the event.

The event will be hosted by RCM President Raoul Creencia with Fellowship Chairman Nico Valencia, supported by DSG/PP Hermie Esguerra.



DISTRICT ACTIVITY

Mid-Autumn Festival 2025 of Rotary District 3810



THE Rotary Club of Manila was well represented in the Mid-Autumn Festival 2025 of Rotary District 3810 hosted by the Rotary Club of Chinatown Manila last October 2, 2025 at the Century Seafood Restaurant in Manila where the club was a Major Co-Host with a reservation of two tables of twelve each.

During the said event, in the light of the recent magnitude 6.9 Cebu Earthquake, the District Disaster Relief Committee made a call for donations.

In this regard, the Rotary Club of Manila donated Php 100,000 courtesy of DSG Hermie Esguerra who graciously donated on behalf of the club while Rtn. Lance Tan donated Php 10,000 in his personal capacity.

DISTRICT ACTIVITY

Mid-Autumn Festival 2025 of Rotary District 3810



It was a fun-filled evening where Manila Rotarians exchanged pleasantries over a sumptuous Chinese feast and enjoyed the excitement of participating in the dice game where they got to bring home prizes.

Manila Rotarians present were PDG Vince Carlos, DSG Hermie Esguerra, Special Assistant to the Governor-Manila SDG Albert S. Alday, Rtn. Paul Koh, PE Reggie Yu, Rtn. Robert Chan Jr., Dir. Warren So, Rtn. Lance Tan, Rtn. Billy Andal, Rtn. Inov Talusan, Rtn. Joey Garcia, IPS Aries Balanay, Rtn. Rowel Ong, Dir. Edwin Hernandez, IPP Jujut Enriquez, IPVP Joel Valdes, Rtn. Gani Macatoman, RCManila Foundation, Inc. Past Chairman/PT Lito Sibayan and IPD Henry Go.





INTERCLUB EVENT

Rotary Club of Manila Binondo Prime's 9th Handover and 10th Induction Ceremonies



President Raoul Creencia attended the 9th Handover and 10th Induction Ceremonies of the Rotary Club of Manila Binondo Prime on October 3, 2025 at the Marina Bay Town East Clubhouse in Paranaque City.

In photo: Pres. Raoul Creencia with RC Manila Binondo Prime President Joy Rachel Francisco

INTERCLUB EVENT

Governor's Visit to the Rotary Club of Pasay Libertad



DSG Hermie Esguerra expressing his thoughts during the Governor's Visit to the Rotary Club of Pasay Libertad last October 7, 2025 at the Max's Restaurant, Ayala Malls Manila Bay, Parañaque City.



INTERNATIONAL RELATIONS

Manila Rotarians Attend Membership Meeting of Sister Club, Rotary Club of Osaka East



On October 2, 2025, the Rotary Club of Manila delegates, led by President Raoul Creencia, attended the membership meeting of sister club, Rotary Club of Osaka East, held at the Imperial Hotel, Osaka, Japan.

With President Raoul were International Relations Committee Chairman Nick Locsin, Secretary Antonilo Mauricio, and Board Legal Adviser/Director-Elect Caloy Serapio.



President Raoul Creencia delivered a message at the RC Osaka East membership meeting.



INTERNATIONAL RELATIONS

Manila Rotarians Attend Membership Meeting of Sister Club, Rotary Club of Osaka East



Exchanging Rotary flags between sister clubs, with the RC Osaka East president and RC Manila led by President Raoul Creencia, accompanied by Board officers (from left) Secretary Anton Mauricio, International Relations Committee Chairman Nick Locsin, and Board Legal Adviser/Director-Elect Caloy Serapio.

FELLOWSHIP

First Friday Virtual Mass for the Month of October



THE Rotary Club of Manila members celebrated the First Friday Virtual Mass on October 3, 2025. The presider for the Mass was Father Larry Tan, SDB.



Present were Past Treasurer Chito Tagaysay, (Commentator), Rotarian Chris Bello (Pre-Mass Intercessory Prayer), Rotarian Emman Dela Cruz (First Reading and Responsorial Psalm), Director Rami Chahwan (Prayer of the Faithful and Novena Prayer to the Sacred Heart), Past District Governor Alex Cureg (Spiritual Communion Prayer and Jubilee Prayer), Immediate Past President Jujut Enriquez, Assistant Secretary Paco Magsaysay, Rotarian Bertel Bertelsen, and Past Director Philip Ong.



FELLOWSHIP

Korean National Day and Armed Forces Day



KOREAN Ambassador Lee Sang-hwa and his wife hosted the Korean National Day and Armed Forces Day reception on October 1, 2025, at the Grand Hyatt BGC.

The event was attended by notable guests, including (from left) PDG Vince Carlos, PVP Fausto Preysler, Ambassador Vic Garcia with spouse Connie Guanzon Garcia.

Aleco Breakfast Fellowship

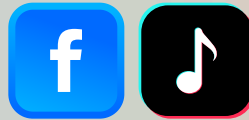


THE Aleco breakfast fellowship, hosted by RCM Secretary Anton Mauricio, was held on October 6, 2025.

Present were Former Member Raoul Villegas, Past Director Ner Lonzaga, Past President Jackie Rodriguez, Rotarian Tong Payumo, former member Francis Juico, Past Director Beda Fajardo, Sec Anton Mauricio, Past President Ebot Tan, Past President Archibart Bartolome, Rotarian Cris Acosta Past Treasurer Chito Tagaysay, Rotarian Willie Peliño, Past Director Jun Hallare, and former member Jorge Salazar.

PUBLIC IMAGE

Rotary Club of Manila's Animal Welfare Outreach Program in Collaboration with PETA Asia Featured on DWIZ News





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