

Club conducts *Operasyon Damayan* relief mission in Pateros, 950 families served

Last Wednesday, 7 October, Pres. Felix Amparo & Ann Tessie were at the forefront of a relief mission conducted by the club in Pateros, one of the towns worst hit by Typhoon Ondoy and the deadly floods it spawned. Also in the party were PN Rene Limjoco & Ann Lu, Dir Eddie Galvez, Dir. Tony Herbosa, VP/Sec. Francis Macatulad, Aris del Mundo and Pres. Felix's son Junnie. Dubbed *Operasyon Damayan*, the club's relief operations form part of our contribution to the district effort to come to the aid of communities hard

hit by the typhoon and floods. RC Makati is the lead club in this district project.

The Pateros relief drive was the second such mission done by the club; the first was in Baras, Rizal on 30 September, with Dindo Garciano and Aris del Mundo bringing 200 bags of relief goods. Aris provided the truck for both missions.

The Pateros operation was done in coordination with the Pateros municipal government headed by Councilor Joel Reyes and the Rotary Club of Taguig Southwest under PP Ed Castillo, who convened a pre-mission meeting with the officers of the barangay health center to identify the bona fide residents of the place who had been affected by the floods.

Some 950 relief bags—500 from the club, the rest from the Pateros government—were handed out to as many families. The bags contained rice, canned goods, and instant noodles. The goods were distributed to flood-hit families in 6 areas—Quintin de Borja, 127 bags; San Pedro, 113; Kanluran,



Distribution of relief good . . .



. . . and siopao



Lining up for relief goods



Photo op

RECAP: October 6, 2009



RELI GERMAN
Guest Speaker

PP FRED PARUNGAO
Invoker & Charger

HENRY AQUENDE
Introducer

FRANCIS MACATULAD
Moderator

FELIX AMPARO
Club President

It was an eventful day for the Rotary Club of Makati last Tuesday, with so many things on the club's plate. **PP Fred Parungao** got things going with an invocation that centered on Typhoons Ondoy and Pepeng, the ruin they brought and the havoc they wrought, the kind of devastation that had many victims asking why God allowed it to happen to us, why He abandoned us at a time when we needed Him the most. The answer, PP Fred offered, is a simple one: "You have always been with us. You are suffering with us. You allowed this calamity to happen" so that we may forge "a genuine spirit of caring and helping one another in times of great need. Once again we are united as a people in our sincere desire to extend a helping hand to our poor countrymen who became victims of these calamities and who have been reduced to abject poverty, having lost some of their loved ones and almost of their possessions and means of livelihood." Finally he asked God to "give us the courage and fortitude to continue helping our unfortunate countrymen, and to bless our country and our leaders that we may all work together for the common

good."

Announcements. **PP Robert Kuan** reminded us of and reiterated the invite to the charter anniversary of our Sister Club, RC Taoyuan, on the 6th of November. He is organizing a trip to Taiwan, 5-7 November, so that everyone can be back in time for our Christmas Bazaar on the 8th. He also informed that RC Taoyuan Pres. **Steve** had told him in an email that they have been able to raise US\$2,500 to help us with our relief efforts for the floods victims. . . . From **Dir. Toffy Concepcion** came another invite, to join him on another trip, this time to Japan for the anniversary of another Sister Club, RC Itako. There are two options for you to choose from—one, a short trip 28-30 November, just for the event on the 29th; and two, an extended tour, 24-30 November. The package offered by Dir. Toffy's contact travel agency is \$1,247 for 6 nights. . . . **Reggie Nolido** made a report on the latest development in the MRCFI. As you know, the Foundation has two properties, one of them occupied by Fedders Koppel, which had transferred its leasing rights by a deed of assignment to a company called KPL

Aircon, Inc. Under the original terms of the contract with Fedders Koppel, the rent was pegged at P8,400,000 per annum. However KPL Aircon has not been paying the rent on the ground that they should be paying a lower rent pursuant to the original deed of donation of the property. MRCFI contends that the terms/conditions under the original deed of donation had been amended and Fedders had in fact agreed to it. When KPL assumed the liability of Fedders they did so under the new lease contract with a new rental rate. Inasmuch as they have not been paying the rent and have made clear their intentions to refuse to pay, the Foundation has filed a case of ejectment against KPL. The case was filed last Monday, 5th October, through MRCFI counsel, **Zuñiga Olazo Macapundang Salvador**. Since this development will affect the Foundation's income and the club's operations this year and possibly in the years to come, Reggie will be apprising us of developments on this matter as they come.

VP/Dir. Francis Macatulad, who wore the moderator's hat, invited everyone to stick around until the meeting's end as 20 tickets, at P2,000 each, to the musical show, *An Enchanting Evening of Music*, would be raffled off then. **PP Tito Panlilio** seconded the call with a final pitch for the concert



Pres. Felix inducts John David Young (left) while DG Sid inducts Dir. Frank Chavez

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LT. GEN. ROLAND M. DETABALI AFP
 Commander, Southern Luzon Command

Lt. Gen. Roland Detabali, AFP, a member of the Philippine Military Academy (Makatarungan) Class of 1978, is currently the Commander of the Southern Luzon Command of the Armed Forces of the Philippines covering Bicol and the Southern Tagalog Regions. Prior to this assignment, he served as the Commander of the 2nd Infantry (Judge Fighter) Division, Philippine Army, for more than a year. He held other important assignments like the Internal Auditor of the Army and then the whole AFP; Chief of Operations of the Scout Rangers, the Southern Command covering the whole of Mindanao, the Army and the whole AFP. He also served with distinction Brigade Commander of 202nd Infantry Brigade, 21D, PA in CALABARZON where he earned his first star.

His expertise was honed in experience in hot spots in Luzon and Mindanao and various studies like the United States Army Ranger Course in Fort Benning, Georgia and the career and other specialization courses in the AFP, including the Command and Gen Staff Course, intelligence infantry, special explosive ordnance, airborne and Scout Ranger courses. He also took up the Program on Terrorism and Security Studies at the George Marshall European Center in Germany.

His achievements as a military professional has earned him a Gold Cross Medal; 6 Distinguished Service Stars; 8 Bronze Cross Medals; a Gawad Sa Kaunlaran; numerous Military Merit and Commendation Medals, Plaques and Commendation Letters.

Lt.Gen. Detabali finished his Masters Degree in Development at the Asian Institute of Management. Like many military officers, the subject of his thesis was on armed conflicts and war. But unlike many his thesis focused on the impact of armed conflicts on the community, how they destroy not only properties and lives, but also the social institutions that make a community. He wrote that war-ravaged communities find it harder to rebuild because the social structures and institutions were either weak or nonexistent. Poverty, he said in his thesis citing Amartya Sen, was not just a lack of resources, but also the lack of access to these resources - health, education - and to opportunities.

A soldier most of his life, Detabali knew about conflicts, having served in various positions in many combat units. But when he took his masters degree, his concern was how to mitigate the impact of armed conflicts. And what he learned at the AIM he later put into practice: He refined the operational thrusts of his brigade, division and unified

Tuesday, 13 October 2009
 Rigodon II, The Peninsula Manila

Starts at 12:00 Noon

Adjourns at 2:00 PM

- Call to Order..... **Pres. Felix Amparo**
- Invocation **George Temblique**
- Philippine National Anthem
- RC Makati Hymn
- Introduction of
 Visiting Rotarians and Guests ... **PP Fidel Alfonso**
- Greetings to Birthday and
 Wedding Anniversary Celebrators
- Club Functions &
 Committee Announcements
- Signing of MOA with Asian F&B Center
 on Commercial Cooking Training Program
 under the Heather Kinross Center
- President's Time **Felix Amparo**
- Introduction of
 the Guest Speaker **Chito Cantada**
- Speech:

LT. GEN. ROLAND DETABALI
 Commander
 South Luzon Command
 Armed Forces of the Philippines

- Q & A
- Response **Pres. Felix Amparo**
- Adjournment

PP Fidel Alfonso
 Moderator

command giving more weight to the sustenance of gains by helping empower people and seeking collaboration among stakeholders of the community. From traditional fighters, his soldiers were trained with skills to become catalysts of development. In his thesis, Detabali wrote that it was important to rebuild the social ties and networks that armed conflicts destroy. When he went back to the field, he set about doing that - rebuilding or strengthening the ties that war has either destroyed or weakened. Truth has been his goal since then. Faced with a decades-old insurgency and threats of terrorism, he knows that war and violence are unavoidable. But he knows that he must try to mitigate and minimize the impact of war on our communities.

Today he will be presenting to us some of the important roles of the AFP and our partners in the Southern Luzon Command. Under his competent leadership, the command

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OCTOBER: Vocational Service Month

Today: 13 October (Tuesday)

Guest Speaker:
Lt. Gen. Roland Detabali
Commander
Southern Luzon Command, AFP

14 October (Wednesday)

3rd Leg Governor's Cup
South Forbes Golf Club
Time: 6:30AM

20 October (Tuesday)

**Start of Supplemental Feeding
Module for 30 Children**
P. Gomez Elementary School
Sponsors: **PN Rene & Lu Limjoco**
In charge: **PP Freddie Borromeo**

Lunch Meeting cancelled
to make room for:

An Enchanting Evening of Music,
a musical event produced by
Eddie Yap to raise funds for
District 3830 projects.
Manila Polo Club
Tickets at P1,500 and P2,000
are available at the Secretariat

24 October (Saturday)

**D-3830 Youth Solo &
Choral Singing Contest**
University of Makati

27 October (Tuesday)

Ladies' Day
Guest Speaker:
Ms. Teresita Ang See
President
Kaisa Para sa Kaunlaran

NOVEMBER: Rotary Foundation Month

5-7 November

**Trip to Taiwan for
48th Charter Anniversary of
Rotary Club of Taoyuan**
In charge: **PP Robert Kuan**

8 November (Sunday)

22nd Christmas Bazaar
Grand Ballroom
Renaissance Hotel
In charge: **First Ann Tessie Amparo**



BIRTHDAYS

ROTARIANS

Eddie Yap, 13 Oct.
PP Roger Davis, 17 Oct.

ROTARY ANNS

Tetet Lee, 17 Oct.
Milette Carlos, 19 Oct.

22-26 November

**Asia Pacific Regional
Rotaract Conference (APRRC)**
Singapore

29 November (Sunday)

48th Anniversary of RC Itako-Japan
Note: A 15-person delegation
is flying to Japan for the
occasion. **Dir. Toffy Concepcion**
is in charge.

Today's Speaker from page 3

charted new heights in its Internal Security Operations, characterized with the defeat of majority of the armed components of the insurgents, the neutralization of their support and front organizations in Southern Tagalog and Bicol Regions and the conduct of non-traditional activities. Anchored on the principle of convergence, he leads his troops in working with the different interagency partners to promote peace and development.

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to be staged at the Manila Polo Club on the 20th. recalling that everyone has been issued tickets to the concert, a district fund-raising event, PP Tito appealed to those who have returned the tickets to get them back and to those who have kept them to please watch the show.

Another Baby Rotarian came on board last week—**John David "Casey" Young**, vice president for Hotels, Superior Maintenance Services, proposed by his uncle, **PP Sonny Tambunting**. Casey was charged by **PP Fred Parungao** who told him about the "personal satisfaction" as well as the "significant amount of responsibility"



22 September 2009

RC Makati Rotarians	52
Honorary and Exempt Members /	
Visiting Rotarians and Guests	3
Total Attendance	55
Make-Ups	14
Total Attendance Credit	67
Total Attendance Base	141
Exempted Members	41
Total Membership to date	182
Attendance Percentage	46.81%

Make Ups:

1. PP Freddie Borromeo
2. Gani Buenaflor
3. Javier Fernandez de Castro
4. Mon Diokno
5. Gani Ferrer
6. DG Sid Garcia
7. Tony Herbosa
8. George Inocencio
9. PP Robert Kuan
10. Peter Manzano
11. Reggie Nolido
12. PDG Tony Quila
13. Pocholo Romero-Salas
14. Eddie Yap

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Sta. Rosario, 200; Silangan, Sto. Rosario, 170; Masikap, Sta. Ana, 147; and Hipolito Court, Sta Ana, 200. All the areas were also given mineral water. The *siopao* donated by **Joe Kuan** was a big hit among the residents of Masikap and Hipolito Court, Sta. Ana who like other flood victims craved food other than the sardines and instant noodles they are reported to have been subsisting on since Ondoy inundated their homes.

The Rotarians were sent off with gifts of Pateros' signature product—*balut*, a token of appreciation from a grateful community. The Rotarians and Anns went Dutch treat—a.k.a. Rotary way, a.k.a. KKB—at lunch in San Joaquin.

that joining Rotary brings, the company of Rotarians he will keep and the work of Rotary in the community. He also told him of Rotary's four avenues of service, from which he may choose one field he might want to get involved in.

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WHERE TO MAKE UP IN DISTRICT 3830

MONDAY

Las Piñas North	7:00 PM	Galley Grill Restaurant
Makati South	12 noon	Manila Peninsula Hotel
Parañaque	6:00 PM	-
Parañaque East	6:30 PM	Century Park Sheraton, Manila
Taguig Fort Bonifacio	7:00 PM	Hai Restaurant, The Fort

TUESDAY

Las Piñas East	8:00 PM	Joey Pepperoni's Pizzeria G/F, South Mall, Las Piñas
Las Piñas South	8:00 PM	Dencio's, Starmall, Las Piñas City
Makati	12 noon	Manila Peninsula Hotel, Makati
Makati Rockwell	6:30 PM	ACCI Rockwell
Makati Bel-air	7:00 PM	Basilio's, Fort Bonifacio
Makati Jose P. Rizal	7:00 PM	Cava Restaurant, Old Swiss Inn Bldg. Makati Ave.
Makati Metro	7:00 PM	Manila Golf & Country Club, Harvard Rd. Forbes Park, Makati
Makati Uptown	7:00 PM	Rockwell Club
Muntinlupa South	7:00 PM	Dencio's Restaurant, Magallanes
Parañaque Metro	7:30 AM	Mocha Blends, BF Homes, Parañaque
Parañaque Palanyag	7:00 PM	Max's Sucat
Parañaque South Manila	7:00 PM	Manila Polo Club / Green Room, Golf & Country Club
Parañaque Southwest	7:00 PM	Galley Grill Restaurant, BF Homes
Parañaque Sucat	7:00 PM	Galley Grill Restaurant
Taguig West	7:00 PM	Elks Club

WEDNESDAY

Las Piñas Camino Real	7:00 PM	Dencio's Starmall, Las Piñas City
Las Piñas Central	7:30 PM	Cecille's Restaurant, Las Piñas City
Las Piñas West	7:00 PM	Alabang Country Club, Muntinlupa
Makati Ayala	12 noon	Manila Golf & Country Club, Makati
Makati Cristo Rey	7:00 PM	Green One, Brgy Plainview, Mandaluyong
Makati Dasmariñas	12 noon	25/F Executive Lounge, Ayala Tower 1
Makati North	12 noon	Dusit Thani Hotel
Makati McKinley	7:00 PM	-
Makati Nielsen	12 noon	Brazierie Restaurant, Security Bank Bldng
Makati Rembo West	5:00 PM	University of Makati Basement
Makati Salcedo	6:30 PM	Gallery, Makati Sports Club
Makati San Antonio	12 noon	Cititower, Makati Paseo de Roxas
Makati Southwest	6:00 PM	Mandarin Hotel, Makati
Makati Urdaneta	12 noon	Tower Club
Parañaque Central	12 noon	Tiara Oriental Hotel, Makati
Parañaque Metro South	8:00 PM	Mocha Blends BF Homes, Parañaque
Parañaque Poblacion	12 noon	Perry's Logistic Center, Ninoy Aquino Paranaque City
Parañaque Southeast	7:00 PM	Gatley Grill, BF Ave., Parañaque City

Taguig	7:00 PM	PUP, Taguig
Taguig South	6:00 PM	Cafe Villa Phil Army Officers Club
Muntinlupa	7:00 PM	Poquito Mas Restaurant
Muntinlupa Central	7:00 PM	Penthouse South Center Tower
Muntinlupa Filinvest	7:00 PM	Bayview Hotel, Manila

THURSDAY

Alabang	7:30 PM	Alabang Country Club, Muntinlupa
Alabang North	7:00 PM	5/F RB Building, Muntinlupa City
Las Piñas	8:00 PM	Dencio's, Starmall Las Piñas
Makati Buendia	7:00 PM	Tierra Oriental Hotel Malugay
Makati EDSA	6:30 PM	Makati Sports Club
Makati Forbes Park	12 noon	Manila Golf Club, West Room
Makati Guadalupe	12 noon	Outback Restaurant, Glorietta 3
Makati Legaspi	12 noon	Tower Club / Café Maestro, Makati
Makati Pasong Tamo	12 noon	Brassiere 21, Security Bank Bldg., Makati
Makati Poblacion	12 noon	Makati City Hall, Makati
Makati West	12 noon	Mandarin Hotel, Makati
Muntinlupa North	12 noon	Poquito Mas Restaurant
Makati Greenbelt	7:00 PM	ARA Korean Rest., Malugay St.
Makati Bonifacio	7:30 PM	Elk's Club, Corinthian Plaza, Makati
Makati Northwest	7:30 PM	ARA Korean Rest., Malugay St.
Makati Northeast	7:00 PM	Manila Elks Club. 7/F Corinthian Plaza
Makati Paseo de Roxas	7:00 PM	Manila Elks Club
Makati San Lorenzo	7:00 PM	Renaissance Hotel
Muntinlupa City Center City	12 noon	Bellevue Manila, Filinvest Corporate City

Parañaque Lakambini	7:00 PM	Carlos' Pizza
Parañaque North	7:00 PM	Le Buffet, Casino Filipino, Sucat, Parañaque
Parañaque Midtown	8:00 PM	Galley Grill Restaurant BF Homes, Parañaque
Parañaque West	7:00 PM	Mocha Blends BF Homes, Parañaque
Puerto Princesa	7:30 PM	Austrias Hotel
Rizal Southwest	8:00 PM	ARA Korean Restaurant
Rizal West	7:00 PM	Makati Sports Club

FRIDAY

Makati Central	12 noon	Continental Room, Tower Club
Makati East	12 noon	Manila Peninsula Hotel
Pateros	8:00 PM	JC Bldg., J.P Rizal St., Pembo

SATURDAY

Narra	7:30 PM	RC Narra Clubhouse, Palawan
Narra Central	7:30 PM	RC Narra Clubhouse, Palawan

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He also spoke of the fun part, making friends with fellow Rotarians, and ended with a three-pronged advice: to attend meetings religiously and participate actively in club work; pay

dues promptly, and reap great personal satisfaction in the world of Rotary service.

Another induction took place, a long overdue one—of **Frank Chavez** as director of Community Service for

Gawad Kalinga, by **Gov. Sid Garcia**, who administered to him the oath of office. Dir. Frank was unable to attend the induction ball in July and had been out of circulation for some 8 months

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due to a very serious case of H-pilori bacterial infection. Given the floor, Dir. Frank began by declaring that “God is great” and that one never fully realizes how wonderful life is until s/he gets to the “brink of its end.” He recounted that a PET scan at St. Luke’s confirmed the presence of infection as well as the degree of its seriousness; instead of being daunted he decided to fight the infection. It took a while, but he succeeded. He went on: “While I was climbing walls at home, I decided to be fruitful with my time,” so he wrote a book, “Blighted,” which carries the blurbs of such eminent names as Randy David, Pete Lacaba, Letty Jumenez-Magsanoc, Tony Abaya and Domini Torrevillas, to be launched on 26th October. Proceeds from sales will go to his favorite RC Makati projects, Bantay Bata and Gawad Kalinga, and to UP- PGH. He was happy, he said, for having been granted a “motion for postponement” by the Lord.

Pres. Albert Manuyag of our Brother Club, RC Dagupan, came up to recount how on the 27th of September, after Typhoon Ondoy made its ruinous presence felt in Metro Manila and surrounding provinces, their **PP Fidel Villaflor** suggested that they raise funds to donate to our club for our relief efforts for affected communities. They were able to raise P20K, “a small amount,” he said but a big one to those it would help. He and **PP Edwin Aguirre** then turned over the check for P20K to **Pres. Felix Amparo**. It must be said that RC Dagupan is the first Brother Club in recent memory that has given us a donation of this kind.

Still on the subject of Ondoy and Pepeng, a guest and, according to VP Francis, a prospective member, **Shane**

Townsend, presented to Pres. Felix a CD on disaster management, which gives the viewer instructions on how to prepare for, respond to and clean up after a disaster.

It was perhaps the longest president’s time spiel by Pres. Felix, and understandably so, as he had quite a bit to say. He recalled how during the last meeting on 22nd September, he had announced that he had three checks in his hand, of P80K each, earmarked for the housing project in Gawad Kalinga Villa Paraiso. Last week he had two more checks from the same source, one for P150K for GK and the other for P25K for the relief drive. The source: **Dir. Frank Chavez & Ann Jean**. This may well be Dir. Frank’s way of “paying forward” for the “motion for postponement” that he had won. Pres. Felix then went on to thank Pres. Albert and PP Edwin of RC Dagupan for helping us in our relief efforts through their donation, and for taking time to come to Manila to personally deliver it.

Pres. Felix reported that the club had collected a significant amount from our members. They had sent out notices on the 27th and a good number responded well, with 17 Rotarians sending goods. The primary contributor of goods was **PP Jonny Carlos** who was able to source 1,700 packs of assorted goods. The club also received cash donations and pledges from 14 Rotarians. This has been augmented by a P50K donation from the PCCI solicited by and coursed through **Mike Varela**. The PCCI donation brought up the total cash donations received/pledged to nearly P200,000.

He also acknowledged the donation by another Brother Club, RC Davao, of several tons of bananas—fresh, frozen and pre-cooked—flown in via PAL. The

club turned over the bananas to an NGO that knows how to handle it, for distribution to those in need. He also called attention to the fact that Gov. Sid had designated RC Makati as one of the focal points for collection of goods. The club received donations from 22 other clubs in the district, which were gathered and released to requesting clubs. So far some 4,500 bags had been distributed. Given a monetary value of P100/bag, that translates to P450K. He then invited everyone to join him the following morning for a relief mission in Pateros where they were to distribute 500 bags of goods,

Finally he invited applause for **Dir. Eddie Galvez** for deploying Interactors and Rotaractors to help in the packing of goods, and for the Secretariat staff for handling the processing, receipt, sorting-out and dispatch of goods, on top of their regular assignments.

Few people, if any, are better placed to speak on the management of a political PR campaign than last week’s speaker, **Aurelio “Reli” German**. In the field of local public relations, his name precedes him. He spoke of public relations as “a planned program of non-advertising communications” that is slightly more subtle than advertising. PR dishes out “praise releases” to build up the candidate, shoot down the opponent/s, and massage the voters. He spoke of PR objectives, and the roles of a SWOT analysis and surveys in setting the direction of the campaign, and determining issues to be addressed, sectors to be targeted. He tackled the crafting of a campaign thrust, theme and slogan, and how to handle image projection. And he offered rules of thumb in running a political campaign—fund it to the end, take polls and make results guide your PR plan, hammer your candidates

selling point over and over, be flexible, reach the grassroots, respond immediately to a smear campaign, never put your candidate on the defensive—go negative on the opponent/s before they let loose their wrecking crews on you.



RC Dagupan Pres. Albert hands check to Pres. Felix A book for Mr. Reli German