



SERVICE Above Self



THE CAÑAO

A Celebration of Service



ROTARY CLUB OF BAGUIO
Baguio City, Philippines
CLUB NO. 16863, DISTRICT 3790
Chartered on 21 February 1938
Telefax No. 63-74-444-2994

OFFICIAL CLUB BULLETIN Volume XLIX Number 26 14 January 06
The Rotary Club of Baguio meets at the Baguio Country Club on Saturdays at 12:30 to 2:15 pm.

PROGRAMME

14 January 2006
BAGUIO COUNTRY CLUB

- 12:00 M. Fellowship
- 12:30 P.M. Call to Order PE/Dir. Raffy Chan
- Invocation Rtn. Angie Visperas
- Pambansang Awit (Everyone)
- Rotary Hymn (Everyone)
- 12:40 Entertainment Rtn. Christine Olarte
- 12:50 Intro of VR&G PP Veeh Balajo
- 12:55 Finest Moments Rtn. Ben Ladilad
- 1:10 Raffle Draw Rtn. Uwe Koeller
- 1:15 Members' Time (Anyone)
- 1:20 President's Time PE/Dir. Raffy Chan
- 1:30 Intro of GHS Dir. Pam Perkins
- Speech Mr. Leonard Chesmore
- 1:50 Open Forum
- 2:00 Response Rtn. John Cunanan
- 2:15 Pilipinas Kong Mahal (Everyone)
- Adjournment PE/Dir. Raffy Chan

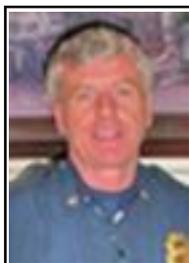
Rtn. Andre Sommereux
Program Coordinator

Retrospector Rtn. Joey Bugayong

NEXT WEEK
21 January 2006

CLUB ASSEMBLY
Baguio Country Club

SPECIAL GUEST FOR TODAY



LEONARD CHESMORE
Assistant Fire Chief

Topic:
Job Experiences

Please turn to Page 3 for our GHS's Profile

CONTENTS AT A GLANCE

- Officers, President's Corner 2
- Secretary's Corner, GHS's Profile 3
- In Retrospect 4
- Scenes We Like To See 5
- Neophyte Thoughts, Dear Fellow Rotarians 6
- Rotary Information, Feature 7
- Membership Minute 8
- Our Partners in Service 9-12

PARTICIPANTS FOR NEXT WEEK

- Program Coordinator Rtn. Emil Dayrit
- Invocation PP Roger Naz
- Entertainment Aud. Rolly de Guzman
- Intro of VR&G PP Alfred Laygo
- Retrospector Rtn. Herb Meadows

January is Rotary Awareness Month

OFFICERS

ROTARY YEAR 2005-06

Carl-Wilhelm Stenhammar
President
Rotary International

Gerardo "Gerpy" Erguiza Jr.
District Governor
District 3790

Eugenio "Sonny" Estavillo Jr.
Assistant District Governor
District 3790

ROTARY CLUB OF BAGUIO ROTARY YEAR 2005-06

Terrence Michael "Mike" Pearson
President

Florence "Flo" Bayquen
Vice President

Gerard "Gerard" Audineau
Incoming President
Secretary

Allan "Allan" Branzuela
Treasurer

Rolando "Rolly" de Guzman
Auditor

DIRECTORS

Florence "Flo" Bayquen
Club Service

Allan "Allan" Branzuela
Community Service "A"

Alberto "Bert" Talco
Community Service "B"

John "John" Santos
Vocational Service

Rafael "Raffy" Chan
International Service

Pamela "Pam" Perkins
Youth Service

Helmut "Helmut" Schlaaff
Immediate Past President

CAÑAO CLUB BULLETIN

Rafael "Raffy" Chan
Editor-in-Chief

Angel "Angie" Visperas
Historian/Contributor

Frank "Frank" Deaver
Guest Contributor

Terrence Michael "Mike" Pearson
Florence "Flo" Bayquen
Christopher "Chris" Peralta
Johnny "Johnny" Zarate
Contributors

Gerard "Gerard" Audineau
Andre "Andre" Sommereux
John "John" Santos
Imagers

Emil "Emil" Dayrit
Business Manager

ROTARY ANNS OF RCB

Maria Luz "Maya" Peralta
Rotary Ann President

PRESIDENT'S CORNER



**Surmounting difficulty is
the crucible that forms...**

Pres. Mike Pearson

We left for Laoag at about 7:30 am this morning, so by the time you read this, we should be somewhere near Fort Ilocandia to join the rest of the District 3790 Rotarians for the Mid-Year Review. My thanks to PE Raffy for taking over the reins today and to Director Pam for providing a Guest Speaker.

Tuesday, January 10 was our monthly Board meeting – unfortunately we were not complete but we seem to have set some plans in motion as far as achieving more of our goals and objectives for the rest of the year.

We will renovate and repaint the Club's Rotary Markers – one on Kennon Road, the BGH column, the M. Roxas marker and add an "S" to the marker here at the Baguio Country Club. PP Linda is busy working on several guidance seminars for high school students and hopefully the first one will be on January 23, probably at Don Bosco high school.

PP Linda is also working on the adopted park we have in Barangay M. Roxas. Dir. Pam and PP Linda will look in to the possibility of a "clean-up" of the M. Roxas creek and with some sustained effort, perhaps even look into where the raw sewage source that flows into the same creek.

For Project Luding, we have several projects taking form. We are having the soil tested by the Department of Agriculture, Incoming-Secretary Ben Ladilad is working on the next DOST project there – composting techniques seminar to enhance the quality of the produce. Director Bert will spearhead the collection of our micro-finance program with the 25 beneficiaries of Luding. Once done, we will consider the RCC Luding request to again extend the scheme for another six months.

We are also considering building a cement "road" at the entrance to Luding Proper, as access is difficult at that point, especially when it is raining. We will build some steps up to the Day Care Center, as well as enhance the facility with some more shelving for the books and study materials. A meeting is planned with President Maya to see what other materials we can supply for the center.

There are two medical missions left for Luding – one will involve de-worming the elementary and day care children, one will include a sanitation lecture for the children as well. IP Gerard has secured a Matching Grant Club – RC Cannes – to enable us to apply for a Grant that will center on the water supply for Luding. Approximate total value of the Grant will be U\$9,000.00

VP Flo is in the midst of the final preparations for our Club Anniversary on the 18th of February. We hope to invite a number of people from the District aside from the District Governor Gerpy, give out some awards and generally have a good time!

IP Gerard has begun the work for our 10th annual Golf Tournament – this is where we get the bulk of our money for the Club's community service projects next year. I hope as you read this, you start to think of friends and businesses we can "tap" to make this project a success. We need raffle prizes and money (!) and could use the help of more members participating in the solicitation of both. Please talk to Gerard if you have any ideas for helping the Club.

While it may seem like too many reminders – we do need to collect on all our members' Club and R.I. Dues for the 2nd Semester as soon as possible. By the time we get back from Laoag, we will have received the R.I. Semi-Annual Report from Governor Gerpy and it will be time for the Club to pay its obligations.

My thought for the day: "Surmounting difficulty is the crucible that forms character." - Anthony Robbins (1960~) American Author, Speaker.

SECRETARY'S CORNER



Gerard's Update for
14 January 2006

Sec./IP Gerard Audineau

SPECIAL BIRTHDAY GREETINGS:

Rtn. Mia Cawed : January 12
Pres. Mike Pearson : January 13

WEDDING ANNIVERSARY GREETINGS:

Rtn. Uwe & RA Sally Koeller : January 14

May you have many more to come!

For the Record: 14 January 06

Visiting Rotarian:

Dir. Bernard Flour : *Rotary Club of Metro Manila*

Guests:

Ms. Yvonne T Soriano : *GHS as GSE Team Member*
Renato D. Dacones : *Guest of Rtn. Johnnie Go*

Make-Ups:

11 January 06 - RC Baguio Sunrise: PP Johnny Zarate, Rtn. Jody Alabanza, Rtn. Naas Demyttenaere, Rtn. Bob Harper, Rtn. Faith Runas
12 January 06 - 3rd Governor's League: Pres. Mike Pearson, IP/Sec. Gerard Audineau, Rtn. Johnnie Go, Rtn. Ike Dulnoan

We missed you last 07 January 2006:

Rtn. Mia Cawed, Rtn. Emil Dayrit, Rtn. Rolly de Guzman, Dir. Chris Faelnar, Rtn. Fred Galimba, Rtn. Herb Hayes, PP Alfred Laygo, Rtn. Christine Olarte, Rtn. Joe Ramos (exc), PP Teop Rondez (exc), PP Rene Ronquillo, Rtn. Faith Runas (*mu*), PP Doming Valencia

On leave:

Rtn. Dino Oriña, Rtn. Henry Tuason

GHS'S PROFILE

LEONARD CHESMORE

Governor's Office of Emergency Services
Assistant Chief
(31 Years in the US Fire Service)

CURRENT POSITION:

* Assistant Chief – Governor's Office of Emergency Service, Fire and Rescue Branch

Special Operations:

* Technical Rescue
* Urban Search and Rescue
* Swift Water and Flood Rescue
Hazardous Materials and Weapons of Mass Destruction

POSITIONS HELD:

* Fire Chief of a County Fire Dept.
* Certified Master Fire Instructor in California

Experience:

* Coordinated large California Emergencies and disasters like:

Mount Hough Complex of fires
The Pines fire
Alaska 261 Plane Crash

Participated in:

* The Great Chelsea Fire in Massachusetts
* The Oakland Hills fire
* The World Trade Center 9/11 Disaster

WHERE ROTARY CLUBS MEET

Monday 7 P.M. Jacks Restaurant RCLT
Tuesday 7 P.M. City Travel Hotel RCMB
Wednesday . 8 A.M. Baguio Country Club . RCBSunrise
Wednesday . 7 P.M. Cooyesan Hotel RCBS
Wednesday . 7 P.M. Supreme Hotel RCBN
Friday 7 P.M. . Baguio Country Club ... RCBSouth
Saturday 7 P.M. City Lights Hotel ... RCDSession

IN RETROSPECT



The Meeting That Was 07 January 2006

Rtn. Jeb Bundang

In this issue, I would like to present the circumstances that transpired during the RC meeting of 07 January 2006 in a *topical* format. This presentation stresses chronologically the topics as followed and observed in the program.

Fellowship: The season's festive mood was still every evident despite the lapse of seven days following the advent of the New Year. The season's greetings continued to resonate and echo in the hall. Somebody greeted another with "Happy Valentine!" And the immediate response was: "*Maaga pa iyan!*" *Tama ka*, VP Flo.

PP Lito was the Program Coordinator and like a seasoned ship captain he managed to direct the activities of the day tactfully.

Call to Order: The New Year was literally welcomed with a bang. We were expecting that Pres. Mike would likewise call the meeting to order with a bang on the Rotary Bell to signal another *Service Above Self-year*. Sorry, it didn't happen. The energetic Pres. Mike seemed lackadaisical this time...

IP Gerard Audineau's invocation was a typical pastoral benediction. It was very solemn and very spiritual. *Amen!*

The *Pambansang Awit* and the Rotary Hymn were sung by all.

Entertainment: IP Gerard and Rtn Angie, harmonica players *par excellence*, provided the entertainment by *playing with their organs*. Not to be outdone, PP Diony also rendered a solo following Rtn Angie. The singing doc sang *As Time Goes By* and *Night and Day*. Special request, doc: *For All the Girls I Loved Before...*

Introduction of VR&G: The "ever youthful" VP Flo introduced the VR & G. At the head table were the past, present, and future composite top guns of RCB, namely: IP Gerard, PP Lito, PP Johnny, and Pres. Mike. VP Flo and GHS Yvonne T. Soriano were also at the presidential table. Visiting Rtn. was Bernard Flour, Community Officer of RC Manila. The lone guest was Mr. Renato D. Dacones, a guest of Rtn. Johnnie.

Finest Moments: The "fine" gentleman of the day was Dir. Allan, vice PPLinda who was presumably on an extended vacation. Dir. Allan conceived of a very systematic and effective way of raising funds: he fined all occupants of the five tables in varying amounts, including those at the head table. Out of courtesy, the GHS was exempted. Dir. Allan enriched the RCB coffers by Php 3, 050! *Salamat po!*

Raffle Draw: Rtn. Uwe, the acknowledged raffle master, raffled off car accessories. Observing the legal concept that the accessory follows the principal, does this mean that a car will be raffled-off next? Rtn. Uwe raised Php 2,325 from the raffle.

Members' Time: PP Lito took the center stage for the *nth* time and reported on the status of his *baby*, the Paul Harris Raffle. He made it of record that he sold 50 Paul Harris Raffle tickets and a collection of Php 41,300. Kudos to PP Lito for the extra efforts! VP Flo also made use of the *Members' Time* by reminding the members of forthcoming RC special event on January 14th at the Fort Ilocandia, Laoag City.

President's Time: Pres. Mike noticed that when he stood to speak, he was greeted with a "not happy clap," so he requested (*coerced*) the members for a "happy clap". He was given a thunderous applause, short of a standing ovation... Pres. Mike addressed to the members *the* "question for the next six months": "Have you participated in any activity of the club?" (Here is my unsolicited advice: the question should be worded thus: "Are you *participating* in any activity of the club?") The *President's Time* was concluded with Pres. Mike's (and the members') expression of gratitude for IP Gerard & Co. for the wonderful and memorable December 17 Christmas party.

Introduction of the GHS: By way of introduction of the GHS, PP Johnny heaped high praises to women in general for their incalculable role in family life and as well as in nation building.

Speech: The GHS is a medical specialist/gynecologic oncologist by profession. She was a member of the Rotary Group Study Exchange Program sponsored by the RCB. The Program gave her the opportunity to tour Rotary District 7090 otherwise called the "Best of Friends" district with 14 Rotary clubs located in Western New York, USA and Southern Ontario, Canada. Her tour of Western New York and various parts of Ontario, Canada was primarily goodwill, educational, and informative. She visited farms, factories, educational institutions, museums, cultural centers and historical sites; hospitals, retirement homes and community wellness centers where hospices care programs are provided, especially for the aged. The first in her itinerary was Buffalo, USA. It was here where time, effort, generosity, and hospitality were warmly and overwhelmingly extended to Yvonne and her party by their hosts. It was also here where a cup of steaming coffee was waiting for her in the bathroom!

(Attention, Dir. Pam and Rtn Bob: A cup of steaming coffee in a bathroom is *satisfying* if you drink it with some company and is made an accessory after the *act*. It will really keep you going, as Yvonne's host said).

Open Forum/Response: There being no questions from the members, VP Flo made the response in the absence of Rtn Christine. Pres. Mike adjourned the meeting following the singing of *Pilipinas Kong Mahal*. It was 2: 10 P.M.

SCENES WE LIKE TO SEE

Images From Last Week's Meeting 07 January 2006



Images by
IP/Sec. Gerard Audineau



Captions by
PE/EIC Raffy Chan



PP Lito (left) was Program Coordinator, but he was quite occupied checking into his PHF Raffle tickets list.



PP Diony (foreground- with mike) does his impersonation of Antonio Carlos Jobim.



Rtn. Naas (left) joins the past presidents' table. Here, with (L to R) IPP Helmut, PP Ben, and PP Veeh.



Rtn. Uwe (left) leaves no table covered/uncovered with his thorough rounds for the weekly Raffle.



We should ask Dir. Bert (right) if his application as Noisemaker has been officially accepted already.



Our esteemed GHS Yvonne Soriano did an excellent GSE report. Pres Mike concurs... with her plaque.



Post-RCB meeting Meeting: your incoming RCB Board for 2006-07 is already actively working for you!

NEOPHYTE THOUGHTS



The Big Four

Rtn. John Cunanan

When I was a little kid, we lived in Fairview-Quezon City for a few years wherein my family rented the adjacent house of my aunt Josie. Living next door with our cousins was totally fun. It's like playtime every time and everyday was just like a holiday. My childhood maybe wasn't the best but I had plenty of good times to cherish. Those were the days when we looked forward to a family outing with our relatives. On top of the places to visit was always—Baguio City. Top destination for beach outing was San Fabian, Pangasinan (my uncle's home town). The hundred islands, Quezon province – was where we go for horseback riding, Nido beach and there was this one island we visited (I forgot the name of the island) that we had to board a boat to get to it. Those trips were a total adventure for me and my cousins— satisfaction guaranteed!

Throughout those years, every time we went home, there was this big solid marker established in the entry gate (center road island) of Fairview of about 16 feet in height and maybe 10 feet wide with these inscriptions:

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

First: Is it the TRUTH?

Second: Is it FAIR to all concerned?

Third: Will it build GOODWILL and BETTER FRIENDSHIPS?

Fourth: Will it be BENEFICIAL to all concerned?

That was a major landmark that was so hard to miss, I believe that everyone who passed the Fairview gate every time and everyday was challenged by those four big questions and I was one of them. Growing up, I always catch a glimpse of those questions and it got me to thinking – what are those questions for? And I pondered more deeply the phrase – of the things we think, say or do? What?! I never knew about Rotary and I never knew what was that all about. I was a little kid then but somehow those prompting questions made an impact in me (I guess it would do the same to you if everyday you see and read those words).

More than twenty years passed, I was given the opportunity to be part of the Rotary Club of Baguio and begun to understand what those BIG FOUR questions were really for. The ABC of Rotary gave me this insight **“Rotary is an organization of business and professional persons united worldwide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world.”**

The Big Four was and is all about high ethical standards in our vocations. Whether we are at home as mom and dad or at work as sir and madam, the big four will always be there as our ethical standard. I realized that it was not easy, but that is what being a Rotarian all about.

During the late 1990's, I noticed that the Rotary landmark was unfortunately removed, demolished from its site. Every time I go to Manila and go home to Fairview, I always look for that Rotary landmark. A big Fairview sign replaced the big four. It's ok. Somehow, the big four was already engraved in my mind and in my heart and I guess the same with those thousands who passed by that Rotary landmark.

DEAR FELLOW ROTARIANS



Gerard's Appeal for Cooperation

Sec./IP Gerard Audineau

Dear Fellow Rotarians,

The second semester of the Rotary Year 2005-06 is just beginning.

But you have to remember that we much lesser time than we have, as we have only until the end of April, and the Rotary Year 2005-06 for our Club will be concluded (for record purposes) to allow the Governor and his assistants to acknowledge the works done by our Directors, Officers, and Chairmen of Committees with the help of all the members.

Therefore, we have to understand that, NOW, is the appropriate time to give your final effort; to finalize all the works on-going for each Avenue of Service. Please do as much that you can for a successful Rotary Year for our Club.

In addition, the Club has to respond shortly to the request of our Governor concerning the Rotary Foundation: to contribute US\$ 100.00 per member for the Rotary Year 2005-2006—this amounts to US\$ 5,000.00 for our Club.

Until now only US\$ 1,400.00 has been received. We know that the PHF of the RCB Choral and the PHF raffle (if all our members agree to buy one or two tickets of the PHF raffle) will help, but it is not enough.

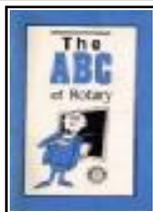
I have personally contacted by text 17 members who promised to become Sustaining Member or could continue to be Sustaining Member this year to complete the PHF contributions. Only 3 sent me an answer. Are our member ashamed to speak to their Secretary about the possibility to become or not a Sustaining Member? I don't think so.

We are all very busy, probably all of you more than myself, and I understand that you may have forgotten to answer.

January is the good month to become Sustaining Member to be recognize by our Governor Gerpy at our Anniversary, but you can do it later if the moment is not favorable, and you will be recognized at the Year End review of the District.

Thank you for giving some attention to my request and I wish you again a Happy New Year.

IP/ Sec. Gérard



**The ABC
of Rotary**

Continuing Educational Program

WHY I AM A ROTARIAN

PAUL HARRIS - FIRST BUT NOT FIRST

Was Paul Harris the first president of a Rotary club? No.

Was Paul Harris the first president of Rotary International? Yes.

There is an easy explanation to this apparent contradiction. Although Paul Harris was the founder and organizer of the first Rotary club in Chicago in 1905, the man selected to be the first president was one of the other founding members, Silvester Schiele.

By the year 1910 there were 16 Rotary clubs, which linked up as an organization called the National Association of Rotary Clubs. A couple of years later the name was changed to International Association of Rotary Clubs as Rotary was organized in Winnipeg, Canada, and then in England, Ireland and Scotland. In 1922 the name was shortened to Rotary International.

When the first organization of Rotary clubs was created in 1910, Paul Harris was selected as the first president. He served in this position for two years, from 1910 until 1912. Thus, the founder of the Rotary idea, who declined to be president of the first club, became the first president of the worldwide organization, Rotary International.

FIRST NAMES OR NICKNAMES

From the earliest days of Rotary, members have referred to each other on a first-name basis. Since personal acquaintanceship and friendship are cornerstones of Rotary, it was natural that many clubs adopted the practice of setting aside formal titles in conversations among members. Individuals who normally would be addressed as Doctor, Professor, Mister, the Honorable or Sir are regularly called Joe, Bill, Charley or Jerry by other Rotarians. The characteristic Rotary club name badge fosters the first-name custom.

In a few areas, such as Europe, club members use a more formal style in addressing fellow members. In other parts of the world, mainly in Asian countries, the practice is to assign each new Rotarian a humorous nickname which relates to some personal characteristic or which is descriptive of the member's business or profession. A member nicknamed "Oxygen" is the manufacturer of chemical gas products. "Trees" is the nickname for the Rotarian in the lumber business, "Building" is the contractor, "Paper" is the stationery or office supply retailer. Other members might carry nicknames like "Muscles," "Foghorn" or "Smiles" as commentaries on their physical features.

The nicknames are frequently a source of good-natured fun and fellowship. But whether a Rotarian is addressed by a given first name or a nickname, the spirit of personal friendship is the initial step which opens doors to all other opportunities for service.

The reasons change with passing time. In 1950, it was because two businessmen I respected had invited me to join, and the leading business and professional men in town elected me to membership in the Rotary Club of California, Pennsylvania, U.S.A.

For several years, it was the warm fellowship in the club, the excellent singing, and a series of community service projects, which attracted me. In 1955, at the 50th Anniversary Convention in Chicago, I discovered for the first time the wonderment of the internationality of Rotary. Perhaps that was when I truly became a Rotarian.

With passing years, new doors opened up... serving as a District Governor, then a Director of R.I., serving twice as Chairman of the Council on Legislation, and serving as Aide to two Presidents. And each time, we made new friends and Rotary took on a deeper meaning as we watched Rotarians perform remarkable acts of "Service Above Self."

In 1987, the Rotarians of the world made me their worldwide President. Their response, not just in the magnificent PolioPlus campaign, but in extension and membership development, in infusing new life into Vocational Service and Rotaract, and finally in surmounting the obstacle of gender in our membership, proved most fulfilling. The chance to play a leadership role was indeed exciting.

Why do I continue a loyal, working Rotarian after 55 years? Rotary's steady growth in numbers and in service, despite wars and economic reversals, confirmed my judgment that there was a universal, timeless appeal to the combination of friendliness and commitment to service, which had attracted, then held me, as a Rotarian.

And the sense of usefulness is still there, not only in the projects of my club, but in the world arena, where challenges abound, where Rotarians have growing roles to play, and where the future of mankind is yet to be determined.

Charles C. Keller

(Law-Corporate Practice)
President, Rotary International, 1987-88
The Rotary Club of California, Pennsylvania, USA

Is your Rotary club a “meet, greet, eat, and retreat” club?

A “meet, greet, eat, and retreat” club is one in which members gather each week, shake hands, share a good meal and, after a very brief business session, go home.

According to Past District 6740 Governor Bill Crawford, these kinds of clubs pose a threat to the recruitment and retention of Rotarians, especially new and younger members. “Most of the people we want to have in our Rotary clubs are already busy people, and becoming a Rotarian is one more commitment of time and interest,” he says. “We persuade them to become a part of Rotary’s extraordinary humanitarian efforts, and then they experience the meet, greet, eat, and retreat’ reality of too many meetings of the club and too little of what they expected.

“Making the meetings more than a weekly gathering is the key to both recruitment and retention,” Crawford explains. “We need to have a program each and every week that informs and excites a Rotarian to want to be an active partner in what the program is about. It is up to us, as active Rotarians ourselves, to change in such a way that new members learn the whole truth about Rotary and want to be a continuing part of it.”

Crawford also feels that too many Rotarians don’t know about Rotary’s work around the world or feel personally involved in Rotary’s mission. He says this lack of knowledge and personal commitment leads the average busy Rotarian, who joined the club “to do more with his or her time and [money] than meet, greet, eat, and retreat,” to lose interest. “And that loss of interest leads to the loss of a member.”

Crawford offers this advice: “We need to make it more interesting for them, through almost-immediate involvement in a project that benefits individuals in the community and through programs that offer an education about Rotary and what it does outside the boundaries of the community in which we live.”

Take a Look at Your Club

Research conducted by the RI Membership Development Division has shown that poor club programs, projects, and leadership are consistently ranked as some of the top factors contributing to membership losses. For example, a former Rotarian from Austria recently shared this comment with RI: “I quit my Rotarian membership because at that time, our local club had no program. They were just eating [at their meetings]... so I changed to a [service] club with a goal.” To make sure that your club’s programs, projects, and leadership are addressing your members’ current needs, it’s important to periodically take a critical look at various elements of your club.

Ask yourself the following questions and consider solutions to those questions to which you answer no:

Club Meeting/Program

- Does your club have entertaining and diverse guest speakers?
- Is each meeting interesting and well conducted?
- Does the president give everyone a warm welcome when they arrive at the meetings?
- Do your members sit with different people at every meeting?
- Is the club meeting room appealing, with appropriate sound equipment, podium, flags, banners, and other Rotary items?
- Are visiting Rotarians welcomed warmly and recognized at the club meetings?
- Do your members have fun at your meetings?

Club Administration

- Does your club have a good balance of social, fellowship, and service activities?
- Is the club bulletin published and distributed to all members weekly?
- Does your club have regular, well-planned assemblies frequently throughout the year?
- Does your club respect your members’ time by keeping meetings on schedule?
- Does your club have an impressive induction ceremony or procedure when a new member is introduced and welcomed into the club?
- Does the board of directors meet regularly with a well-planned agenda?

Member Participation

- Is your club’s attendance percentage high?
- Do all of your members participate in club activities?

Club Activities and Projects

- Does your club involve family members in activities?
- Are your club’s service projects effective and relevant to the needs of the communities they serve?
- Does your club conduct enough social or networking activities to ensure that members are connected to one another?

Do you know someone else who might be interested in receiving the Membership Minute? Encourage him or her to sign-up by visiting the Membership section of www.rotary.org

OUR PARTNER IN SERVICE

Finally home.



**Basic House & Lot Package
Starts at 1.3M only**

Locations: Ferguson, Woodsgate Subd., Camp 7



MEGALOPOLIS PROPERTIES, INC.

Unit 222-c 2nd Flir Back Veranda, SM City Baguio, Upper Session Rd., Baguio City
Website: www.megalopolisproperties.com Email: info@megalopolisproperties.com

(074) 444-2607 / 304-5364 / (0920) 900-6523

**IMPROVED SPECIFICATIONS
NO PRICE INCREASE!**

OUR PARTNERS IN SERVICE

JESNOR RESOURCES & DEVELOPMENT CORPORATION

PDG JESS TABORA
President

No. 4 Cariño Corner Otek St., Baguio City 2600
Telefax : (074)442-9994 E-mail : jgtabora_phil@yahoo.com

Compliments from
Johnny Zarate
Past President 1973-1974

Cely Zarate
Anns Past President 1975-1976

CHAN-RONDEZ & ASSOCIATES LAW OFFICES NOTARY PUBLIC

Atty. Perlita Chan-Rondez

2nd Floor, Jose Miguel Building
No. 1 Naguilian Road, Baguio City 2600

Telefax : (074)300-4220
Tel. : (074)446-0858



R.G.CHAN & ASSOCIATES
ARCHITECTS ENGINEERS ENVIRONMENTAL PLANNERS
Dir. Raffy Chan & RAPP Josie Chan
ARCHITECTS

www.rgchan.com.ph

BAGUIO MEDICAL CENTER



No. 9 Military Cut-Off Road, Baguio City, Philippines
Tel. Nos: 442-3338 or 442-2626 / Fax. No.442-5135
P.O.Box 58, Baguio City

2005: "Now On Our 37th Year of Dedicated Services"

PP Dionisio "Diony" Claridad Jr.
Medical Director

ZUELOR PHARMAHAUZ

Dir. Allan Branzuela

Proprietor

Telefax No. (074) 444-5994

**"Practical Choice of Medicines
with Proven Safety and Efficacy"**



Baguio Office:

Third Floor Admin. Building
PEZA Loakan Road
Baguio City 2600
Tel No: +63 (74) 447 3363
Fax: +63 (74) 447 3179
E-mail: grace.policarpio@dhl.com

Main Office:

No. 3 Sta. Agueda Avenue
Pascor Drive, Paranaque City 1704
Tel No: +63 (2) 851 1373
Fax: +63 (2) 853 2671
E-mail: www.dhl.com

Greetings from
**Rtn. Larry Mendoza
& Ann Virgie Mendoza**
Rotary Club of Manila San Miguel



Rapid React Security Services, Inc.

"Feel Safe Always—we can protect you and your property!"

Ricky G. Runas

CENTURY BUILDING, M.H. del Pilar St., cnr. Legarda Road, Baguio City
Telephone Nos: 074-446-5994 or 074-446-5995

WITH DISABILITY

PRESUME COMPETENCE



PHILIPPINE AXA LIFE
A PARTNERSHIP OF
FINANCIAL GIANTS

EMIL DAYRIT
BRANCH MANAGER

MAYLENE DAYRIT
SALES MANAGER

Baguio Branch 2M3 Porta Vaga
Session Road, Baguio City
Tel. No.: (074)446-5875/ (074)446-9167
Telefax : (074)304-1331



METROBANK



A Place to Enjoy... A Place to Excel!

GRACE BAPTIST CHURCH

72 Marcos Highway, Baguio City
Home of *Grace Baptist Academy*
Using "School of Tomorrow" Curriculum...
Full 12 years... College-bound Worldwide...
Telephone No.: (074)444-5089 or (074)444-5094

Pastor: Rev. Herbert E. Hayes

Compliments from
**Rtn. Robert "Bob" Harper
& Rotary Ann Grace Harper**

www.da2001.com

Enterprise Solution Provider



- ▶ e-Business
- ▶ m-Commerce
- ▶ Enterprise Information Portal



- ▶ Digital Imaging
- ▶ Archiving
- ▶ Document Distribution

✉ sales@da2001.com
✉ support@da2001.com



Digital Arts Sales Corporation



Abanao Square, Zambuda St., Baguio City. Tel: 074-5192397 Fax: 074-4460322

To feel rich, count the things that you have that money can't buy.

OUR PARTNERS IN SERVICE

Compliments from
Dir. Bert Talco
Sec. Gérard Audineau
Civil Engineers

Compliments from
Dir. John Santos
& Rotary Ann Lyn Santos

Compliments from
PP LINDA WINTER
Rota-Kid Jennifer Winter

 **RCBC** RIZAL COMMERCIAL BANKING CORPORATION
 A YGC Company
Rolando B. De Guzman
AVP/Business Center Manager
 RCBC Building, Session Road, Baguio City
 Tel. Nos. : (074) 442-2077; 442-5345; 442-5346

Compliments from
PP Benny Sunga
& RAPP Lily Sunga

Compliments from
PP Doming Valencia
& RAPP Linda Valencia

Compliments from
IPP Helmut Schlaaff
& RAPP Louise Schlaaff

PP LITO M. PANGILINAN
 Past President 1999-2000
 Double Paul Harris Fellow
 Second Floor Maharlika
 2090 Marbay Building, Abanao Street,
 Baguio City 2600, Philippines
 0920 - 927-8547

Compliments from
PP Alfred Laygo
& Rotary Ann Evelyn Laygo

Baguio Property Counsellors Co.

 No. 23 Chuntug Street, Baguio City
 (Beside Café by the Ruins)
 Tel. No.: (074)444-9800
 Telefax: (074)443-4116
 Office Cellphone: 0917-7912160

 **BEACH RESORT**
 San Fabian, Pangasinan, Philippines
 Tel.No.0375 511 2023 Fax No.0375 511 5861

The Law Firm of
RONDEZ RONDEZ GANDEZA & ASSOCIATES
Roney Jone P. Gandeza **Renato S. Rondez**
Joel R. Dizon **Warlito B. Mandia**
Regina May Cajucom
 Suite 303 Insular Life Building, Abanao Ext., Baguio City
 Tel. No. (074)443-8748 Facsimile (074)442-5792

 **MS CID EDUCATIONAL SUPPLY**
PP Marcos Ben Cid
Proprietor and Manager
 Office Address:
 81-85 Session Rd., Baguio City, Tel. (074)442-2634, Fax. (074)446-6569

... the best of Italy
 **UWE KOELLER**
 Mobile No. 0921-8532393
 Tel. No. (074)446-8973
 E-mail Address: sergios_baguio@yahoo.com
 Unit 220-221 Second Floor, SM City Baguio
 Luneta Hill, Baguio City 2600

BOSS, INC.
BAGUIO OLYMPIA SALES & SERVICES, INC.

MICHAEL PEARSON
General Manager



Authorized
 Service Provider

No. 2 Second Road, Quezon Hill
 Baguio City 2600
 Tel. No. : (074) 442-3689 / 3004236
 Telefax : (074) 444-2994
 Mobile No. : 09175061755
 Email : olympia@mozcom.com



- Bill Counters
- Calculators
- Cash Registers
- Desktop Computers
- Printers
- Duplicating Machines
- Laptops / Notebooks
- Multi Media Projectors
- UPS
- Digital Camera
- Designjet Printers
- Softwares
- Typewriters



Cleanergy



Cleanergy is a socially responsible and environment-friendly brand of energy produced by **Hedcor**.

To learn more about its benefits, log on to www.hedcor.com

We're taking green energy a step further.

It pays to listen to others. Everyone knows at least one thing you don't.

OUR PARTNERS IN SERVICE

*Take a walk into the home of your dreams...
...and wake up to the reality of its serenity, beauty and magnificence.
Come and experience the best which Baguilo has to offer!*



Century Builders offers you the uncommon experience of communing with nature to your heart's content because we assure that houses are designed and built with your needs in mind, all with high quality finish no other housing projects can boast of and at very affordable prices...

WE OFFER THE FOLLOWING PROFESSIONAL SERVICES:

**BROKERAGE SERVICES
DEALERSHIP SERVICES**

**PROPERTY MANAGEMENT
DEVELOPMENT SERVICES**



CENTURY BUILDERS and Realty Consultants, Inc.

* **MAIN OFFICE:** CENTURY BUILDING No. 8 M.H. del Pilar St., corner Legarda Rd., Baguio City, Philippines
Hotline Nos.: (074)446-5994-95 / 09274433540 / 09209261520
* **MANILA OFFICE:** 2nd Fl. Renaissance Towers, Merallce Ave., Ortigas, Pasig City, Philippines Tel: (02)637-0100 loc 3024
WEBSITE: www.centurybuilders.com.ph **E-MAIL:** cbrci@yahoo.com

RTN. MA. FATIMA G. RUNAS - Chairman of the Board & CEO

RTN. FREDERICK D. GALINDEA - President & COO

Compliments from

**Rotarian Ben Ladilad
& Rotary Ann Cely Ladilad**

Howdy, Ya'll!!

**Rtn. Adolf "Dino" D. Oriña, M.D.
& Rotary Ann Susan B. Oriña**

LITTMAN DRUG CORPORATION



Unit 810 West Tower
Phil. Stock Exchange Centre
Exchange Road, Ortigas Center
Pasig City, Philippines
Tel.: (632)636-35-86, 637-20-76
(632)636-35-87, 637-20-77
Fax: (632)635-61-54
E-mail: littman@pacific.net.ph



RICKY MILAÑEZ

Marketing Executive

292 D. Tuazon Street
1115 Quezon City, Philippines
Phone (632)364-3505 to 09; (632)365-0561 to 64
Fax (632)367-8878

Cell: 0917-8861904

E-mail: inquiry@boysen.com.ph <http://www.boysen.com.ph>

PACIFIC PAINT (BOYSEN) PHILIPPINES, INC.

European-Filipino
Quality and Hospitality



No. 9-10, Seaside, Brgy. Taboc
San Juan, La Union, Philippines
(going North, 300 m after the potteries)
Rooms - Restaurant - Bar - Picnic Deck
Swimming Pool - Multi-purpose Hall

Landline No.: (072)720-0159
Cellphone No.: +63 (927)449-6934

Email: info@normi2s-beach.com
Website: www.normi2s-beach.com



**Baguio Achievers'
Academy**

Maya Peralta - Treasurer

"...opens the world to children and prepares them for life!"
On our 8th year of Quality Education!



FILCASH
Lending a Hand

**FAST SERVICE
FAST LOAN RELEASE**

Agoo, La Union:
2F Dumo-Alde Building
Fagonil St., Sta. Barbara
Agoo, La Union
(072)710-1444/0920-9041169

**Business Loans
Market/Vendor Loans
Salary Loans**

La Trinidad:
Rm. 17 Hillside Square
Pico La Trinidad, Benguet
(074)422-5555/0917-4005425

SILYMARINE
150mg plus Vitamin B-Complex

The Original Formulation
in Hepatic Protection!

Rx

**STEINBACH
PRODUCTS, INC.**
181 San Francisco St.,
Mandaluyong City
Tels: 532-5401 - 532-5415
532-5413

Café Burgundy

Wine Bar & Restaurant

Representative of

Le Cellier

"Expert Club Selection of French Wines"

Villa La Maja Hotel, Outlook Drive Baguio City
Telefax: (074)619-0685 Tel.: (074)442-7239
Mobile No.: (0919)3236446
E-mail: cafe_burgundy@yahoo.com

Wear your Rotary pin daily- with pride.