



rotary club of Baguio

BAGUIO CITY, PHILIPPINES

R.I. DIST 3790, CLUB NO. 16863

Chartered on 21 February 1938

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THE CAÑAD

A Celebration of Service

The Rotary Club of Baguio meets
at the Baguio Country Club
every Saturday at
12:30 to 2:15 p.m.



OFFICIAL CLUB BULLETIN Volume LX Number 43 17 May 08

GUEST OF HONOR & SPEAKER

LEONARDA R. AGUINALDE



Topic: Environmental Issue

Please turn to Page 3 for our GHS's Profile

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PROGRAMME

12:00 M.	Fellowship
12:30 P.M.	Call to Order Pres. Raffy Chan
	Invocation-Reflection..... The Prayer
	Pambansang Awit (Everyone)
	Rotary Hymn (Everyone)
12:40	Entertainment..... Rtn. Herb Hayes
12:50	Intro of VR&G Rtn. Joe Ramos
12:55	Finest Moment VP Ben Ladilad
1:10	Raffle Draw Treas. Marilyn Barredo
1:15	Members' Time (Anyone)
1:20	President's Time Pres. Raffy Chan
1:25	Intro of Speaker Rtn. Pam Perkins
	Speech Leonarda Aguinalde
1:50	Open Forum
2:00	Response PP Roger Naz
2:15	Pilipinas Kong Mahal (Everyone)
	Adjournment Pres. Raffy Chan

Rtn. Joey Bugayong
Program Coordinator

Retrospector Rtn. Tess Rueda

FOR NEXT WEEK

24 May 08

ENGR. PIO E. CACCAM

Topic: Trends in the Mining Industry

PROGRAMME PARTICIPANTS

Program Coordinator.....	Aud. Rolly De Guzman
Invocation-Reflection	If Today
Entertainment	Rtn. Joe Ursua
Intro of VR&G.....	Dir. Cecille Apostol
Finest Moment	PP Benny Sunga
Intro of GHS	PN Mia Cawed
Response.....	Rtn. Joe Ramos
Retrospect.....	PP Angeling Palma

MAY IS PUBLIC RELATIONS MONTH

PRESIDENT'S CORNER



**Omnia mea
mecum porto.**

Pres. Raffy Chan

Warm greetings to one and all; thank you for attending our activities today.

Our Twelfth Golf Fellowship unfolds today-Saturday, 17 May 08. We trust that many of our club members have joined in the games today. Likewise, we are happy that you are here to join in our regular meeting; onwards to the awarding ceremonies which will be held tonight at the BCC Training Center (venue as per early information, subject to final confirmation).

Do not forget to find time to try your hand at the putting green as well, today. A lot of attractive prizes are at stake in today's golf activities. Even if you are a non-golfer, you can join us in the awarding ceremonies tonight. Dir. Ike, who is in-charge of tonight's raffle, has solicited and allocated a good number of worthy prizes. Those who attend this yearly activity know and appreciate that our club constantly makes it a point to give a substantial number of raffle prizes. Often, all attendees are guaranteed at least one raffle prize each. I trust this year will be no different.

All net proceeds for our RCB Golf Fellowship (and fundraising) are eventually deposited to the RCB Club Service Account; which we use for our forthcoming projects for the next RY 2008-09. PE Bert and the golf committee members have been very busy-spending time to guarantee that today will end with a smile for everyone. Thank you for your support in our club activities.

Next week will be the District Assembly (DISTAS), which will be held at Angeles, Pampanga. VP Ben Ladilad has accepted my request for him to preside our regular meeting on that day. Thanks, Ben.

In case you did not know or realize it, the above-mentioned DISTAS is already for the next RY administration; that of PE Bert, as was the recent PESETS which was held in Malaysia. It becomes more evident that the "changing of the guards" has already begun to unfold. Very soon, our new set of RCB officers will take over.

But, as US Sen. (and presidential aspirant) Hillary Clinton says: "it's not over until it's over", your president remains to do his Rotary duties until our time is up; and our term is done.

I am already in the midst of preparing the year-end giveaways and awards. I will not spoil the surprise by telling you specifically what "goodies" are being prepared. All I will say is that your president has spent a good chunk of the past few weeks making the preparations. Everything is not quite ready but by the end of the month, everything would fully "come together" appropriately.

The more I think about it, the more it dawns upon me that the end of our year's term draws near. Being unemotional relative to the great honor of being RCB president remains quite difficult. But as I have been taught, we must always remain unattached to the matters that we enjoyed and which have attained special meaning in our lives.

To all our RCB members, I extend my early thanks for affording me such great honor.

Our Latin quote for this week is from Roman Emperor Cicero- "Omnia mea mecum porto." Literally means: All that is mine, I carry with me (My wisdom is my greatest wealth). The statement indirectly manifests Cicero's belief that the knowledge he possesses is his greatest wealth; and that it is all he ever needs to survive. Of course, what one eventually attains in life is a consequence of what one obtains through the use of such wisdom.

GHS'S PROFILE

LEONARDA R. AGUINALDE

Graduated Magna cum Laude, Doctor of Philosophy in Management from the University of the Cordilleras, Baguio City; finished her Master's in Business Administration also from the same school; and graduated Summa Cum Laude, Bachelor of Science in Office Administration at the Manuel L. Quezon University-Manila (MLQU).

She is the Vice President for Administration of the University of the Cordilleras; Dean of the College of Business Administration, University of the Cordilleras for 10 years; Chairman, UC Health and Sanitation Team. Director, UC Alumni and Community Affairs; Director, Philippine Council of Deans and Educators in Business, Vice-President for Education, Hotel and Restaurant Association of Baguio; Internal Auditor, Baguio Convention and Visitors' Bureau; Director, UNLAD Housing Cooperative; Director, Baguio-Benguet Chamber of Commerce; Past President, Forensics Toastmasters International.

She had been an Executive Assistant to the President and General Manager of The Bulletin and other Menzi Group of Companies, Makati City; Executive Asst., Fishtruyen Agro-Industrial Corp, Makati City; Assistant Teacher at the San Lorenzo International School, Inc., Makati City; Senior Legal Secretary at the P.O. Castillo Law Office, Manila; College Instructor at the School of Office Administration, MLQU-Manila; Administrator and Instructor at the Asian Center for Executive Services, Makati City, and one of the most sought after resource persons in various management and marketing seminars.

She's happily married to Mr. Albert Aguinalde and she has three wonderful kids: Hensen, Hannah and Hubert.

SECRETARY'S NOTES



Our Club Secretary Updates Us

Secretary Uwe Koeller

BIRTHDAY & ANNIVERSARY

SPECIAL BIRTHDAY GREETINGS TO:

PP Alfred Laygo: May 16

FOR THE RECORD: 10 MAY 08

Visiting Guest:

Glen Gaerlan - *GHS- guest of Rtn. Angie*

We missed you last 10 May 2008:

Dir. Cecile Apostol (*mu*), IPP Gerard Audineau (*mu*), Rtn. Henry Cabe, PN Mia Cawed (*mu*), Dir. Emil Dayrit, Rtn. Ging Fajardo, PP Alfred Laygo, Rtn. Gigi Maranan, PP Lito Pangilinan (*mu*), PP Chris Peralta, Rtn. Tess Rueda, PP Benny Sunga, Rtn. Cynthia Tuason, PP Johnny Zarate (*mu*)

Make-Ups:

12 May 08 – RC La Trinidad Meeting: PP Lito Pangilinan

14 May 08 – Incoming Board Meeting: Dir. Cecille Apostol, Treas. Marilyn Barredo, PN. Mia Cawed, Dir. Ike Dulnoan, Sec. Uwe Koeller, PE Bert Talco, EIC Dhory Vicencio, Rtn. Angie Visperas, PP Linda Winter

15 May 08 – Cluster 1-C Meeting: Pres. Raffy Chan, Sec. Uwe Koeller

ON LEAVE

Rtn. Flo Bayquen, PP Jack Gesner, Rtn. Charles Kang, Rtn. Herb Meadows



IN RETROSPECT



The Meeting That Was 10 May 08

EIC Dhory Vicencio

The distinguished members of Rotary Club of Baguio were once gathered at the Wolfson Room for a meaningful meeting. Precisely at 12:30 PM, President Raffy Chan called the meeting to order. The Invocation-Reflection was a PowerPoint presentation of Desiderata. Then, everyone joined in the singing of Pambansang Awit followed by the Rotary Hymn.

Our Guest of Honor and Speaker is a world-renowned opera singer and for this reason, our Entertainment Master, PE Bert Talco had organized a truly impressive musical entertainment featuring PP Roger Naz who enchanted everyone with his harmonica and PP Diony Claridad who likewise charmed us with his romantic songs.

The dual-tasked PP Diony Claridad then introduced the persons at the head table.

Next was the Finest Moment. Rtn. Pam Perkins, the newest member of the noisemaker group came highly prepared. She fined all of us Php 200.00, but each has the chance to redeem himself by answering her trivia questions correctly. Well, it is quite difficult to tickle our brains in a cozy afternoon. But then again, RCB members showed their wits and proudly answered mind-boggling questions.

In celebration of Mother's Day, raffle items are dedicated for mothers. Luckily, PP Veeh and PP Linda are among raffle winners.

Members' Time was all about the upcoming Golf Fellowship. PP Mike proudly announced that Rtn. Chris Faelnar had garnered cash sponsorship amounting to a little over Php 100,000.00. PP Doming Valencia informed everyone that tickets are available and sought the support of all members for the raffle. PE Bert encouraged everyone to support the Golf Fellowship by sponsorship.

President Raffy gave some announcements during the President's Time including the birthday greetings to Rtn. Herb Hayes.

Our beloved Rtn. Angie Visperas introduced our Guest of Honor and Speaker. It is quite obvious that Manong Angie is very proud of his achievement – introducing Mr. Glen Gaerlan to Rotary Club of Baguio when he invited him for an entertainment.

Our GHS, Glen Gaerlan is a Tenor and it was his debut as Speaker. He eloquently discussed about Opera and their present endeavors. He finished his speech with a very moving song. Fortunately, our lovely Anns were able to enjoy this rare and exquisite entertainment from a GHS.

An Open Forum followed with some questions and more remarks from our members and Anns. Then, Rtn. Jody Alabanza gave a brief Response. The Pilipinas Kong Mahal was sung next and the meeting was adjourned at 2:30 PM.

SCENES WE LIKE TO SEE

Images from Last Week's Meeting 10 May 08



Images by
Sec. Uwe Koeller



Captions by
EIC Dhory Vicencio



PP Doming, this is your best pic published in our Cañao.
You are a magnificent Program Coordinator.



PP Diony impressed even the world-renowned tenor
with his songs of serenade.



PP Roger Naz was a perfect choice for a very impressive
Entertainment ensemble.



Happy Birthay and welcome back, Rtn. Herb Hayes.
We wish you all the best.



Our GHS, Glen Gaerlan dutifully answered all questions
regarding Opera and other related topics.



Grand Finale of his speech is no other than his amazing
song from the heart.



Your speech debut went very well, GHS Glen.
Congratulations and thank you from RCB.

ROTARY PUBLIC RELATIONS

Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally.

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks.

"In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately." - Paul Harris

Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources.

- **Learn to write an effective press release .**
- **Get tips on working with the media .**
- **Learn how to use nontraditional and new media tools to promote Rotary .**
- **Find tips on how to measure the success of your campaign to better prepare for future efforts.**
- **Link to resources, including videos, from Rotary's global public image campaign, Humanity in Motion .**

Public relations writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

Inverted pyramid

Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

- **Who?** The main focus of your story; a person or group at the center of the story
- **What?** The event or project with which your club is involved
- **Where?** The location of the event, including a street address
- **When?** The time, day, and date of an event, or the time period involved for a person or project
- **Why?** The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary.

Beyond the press release

Rotarians can communicate stories to the media in many other ways, such as:

- **Media alerts**
Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.

- **Letters to the editor**

The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the templates from RI to get started.

- **Op-eds**

An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.

- **Media kits**
- Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.
- **Fact sheets**

Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Working with the media

Just as manufacturers market their products, Rotary club members

must sell stories to the media. Understanding the media will help you market Rotary's message successfully.

- **Identify your target media.**
Consider inviting a local journalist to speak to your club about how to work with the media.

- **Develop a media list.**

After identifying media targets, put together a contact list for each story that includes the names, phone numbers, fax numbers, and e-mail addresses of journalists, editors, or news directors who might take a special interest in Rotary.

- **Contact journalists.**

You can take your story to the media in several ways. Whatever approach you choose, be persuasive, persistent, and friendly, but not aggressive. The most effective methods correspond to the journalist's preferences.

- **Conduct interviews.**

Work with your club to develop informed, articulate spokespeople who are easily accessible and well versed in Rotary's programs.

- **Manage crises.**

Despite your best efforts, problems of a sensitive nature may develop. Be forthcoming if a reporter calls, but avoid initiating contact with the media about unflattering stories. If a situation arises that you think requires immediate attention, contact Rotary International before you speak with the media (phone: 847-866-3237; e-mail: pr@rotary.org).

Promoting Rotary

Putting Rotary in the public eye involves more than just writing press releases and maintaining contact with local media. Rotary International provides preproduced public service announcements and encourages all clubs to localize these materials for use in their communities.

Special events and other outlets

Rotarians in France celebrated a national Rotary awareness day by sponsoring a movie premiere that raised money for brain research and promoted Rotary at the same time.

Other promotional outlets include:

- Cable and public-access television
- Billboards, posters, and signs
- Newspaper supplements
- Club brochures
- Presentations and speeches

Beyond traditional media

Promoting Rotary in the 21st century means moving beyond traditional media. New technology hasn't made press releases obsolete, but it has added to the arsenal of media tools.

Blogs and podcasts

Blogs are online journals that can include text, audio, video, and images. When the December 2004 tsunami hit Sri Lanka, the Rotary Club of Colombo Regency used a blog to collect donations and help coordinate relief efforts.

A podcast is a digital audio file distributed over the Internet, usually through a **Celebration of Service** subscription-based service.

Other new media tools include electronic press releases, distributed through e-mail, and uploaded videos. More than 50 video uploading and sharing sites allow you to publicize your Rotary efforts on the Web.

Measuring success

It's important to evaluate what public relations efforts have and haven't worked. Watch for Rotary-related news clippings in the papers you've contacted. Cut them out, and compile them as a way to document your success and to build a learning tool for future PR work. Always remember to send thank-you notes to those who helped along the way.

Rotary In Motion

Rotary's Humanity in Motion television, radio, print, Internet, and billboard public service announcements (PSAs) focus on Rotary volunteer efforts that address critical humanitarian issues. Whether funding scholarships, creating neighborhood centers, or ridding the world of a terrible disease, Rotary club members believe anything is possible.

CHALLENGING SELF-PERCEPTIONS

Author: Sauquat Hussain
Contributed By: EIC Dhory Vicencio

We may struggle with feelings of inadequacy sometimes. We could find ourselves feeling inferior to those who have more money or material possessions than us or feeling insecure around people who have a wealth of self-assurance. These feelings often represent a sense of lack in our own beliefs about ourselves, and we can easily turn them around by examining ourselves more closely once in a while. A good way to do this is by engaging in an empowering exercise that can help us challenge our negative perceptions.

Quiet Times - Spending time in quiet helps us to rethink our experiences and what we know. We can take this chance to analyze our attitudes and actions according to our value systems. When we sit quiet and reflect on our behavior it is not surprising to note how often our actions don't match with the values we hold dear in our lives.

After the Quiet Time, take a blank sheet of paper and simply write how you feel about yourselves, the state of your career, finances, relationships, skills, and even your body. Then look over your list and consider whether each belief helps us or hinders us, and work on consciously changing our negative perceptions. This is one of the best practices I can think of at the present times.

Examining our beliefs about ourselves can help us better understand our motivations and overcome limiting behaviors. We may not realize we are laboring under negative self-perceptions because they often exist beyond our conscious awareness. When we take the time to honestly assess ourselves, and our circumstances, we begin to find clues that tell a more complete story. We become aware of limiting beliefs and self-sabotaging behavior, as well as fears about our own worth and abilities. If we challenge these beliefs and consciously choose to embrace more nurturing beliefs about ourselves, we free ourselves to feel happy, purposeful, and fulfilled as we go on to create the successful lives we desire. Our feelings of inadequacy can be replaced with a sense of empowerment if we explore our underlying beliefs today.

CLEANSING NATURE

Author: Sauquat Hussain
Contributed By: EIC Dhory Vicencio

There are times when we might feel the need to wash away all of our troubles and call forth freshness into our lives. Since the most cleansing substance on this earth is probably water, we can think of the joy rain brings as an energetic bath, rejuvenating our minds, bodies, and souls.

Just being able to spend a few moments every time it rains to become aware of the healing powers water brings to us can renew us in so many ways. As we do this we will find that the more we appreciate the universe's gift to us in the form of rain, the more we can see that a gentle rain shower is a strong reflective tool that has the ability to cleanse our entire being.

The next time it rains might be a good chance to experience the rain through all of your senses, allowing you to truly understand the importance of each and every drop of water. First, take a few minutes to look outside and notice how each individual raindrop seems to come down in a continual stream. By noticing this you can contemplate how it takes many small accomplishments to create the whole of your existence for nothing exists in isolation. Then you might wish to focus your attention on the sound of the rainfall, letting the sounds of drops penetrate into the innermost recesses of your self.

Listening in this way may bring you a greater sense of connection with nature and the world around you, knowing that the sounds you hear are an integral part of not just the physical sustenance you require but that they also nourish your spirit. Consciously using our senses to feel nature's healing energy as it comes to us in the form of rain is an act of internal cleansing. Just as the rain physically washes over the earth and rinses out any impurities and imperfections, it also bathes our spirit in the joy that comes from knowing that we are one with the world around us.

WHERE TO MAKE-UP

RC La Trinidad:

President Jose Mendoza

Mondays- 7:00 PM

Jack's Restaurant, Km. 4, La Trinidad, Benguet

RC Metro Baguio:

President Tom Morado

Tuesdays- 7:00 PM

Baguio Country Club, Baguio City

RC Baguio Sunrise:

President Vangie Mole

Wednesdays- 8:30 AM

Baguio Country Club, Baguio City

RC Baguio North:

President Conrad Rivera

Wednesdays- 7:00 PM

Ivy's Grill, Hotel Supreme, Baguio City

RC Baguio Summer Capital:

President Don Liquete

Wednesdays- 8:00 PM

Cooyesan Plaza Hotel, Baguio City

RC Baguio South:

President Benny Balajadia

Fridays- 7:00 PM

Baguio Country Club, Baguio City

RC Downtown Session:

President Ely Adora Bautista

Fridays- 7:00 PM

Corfu Village (Brod Pitt)

Gen. Luna Extension, Baguio City

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MAP**

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District Governor

Danny Philip "Danny" Torres
Assistant District Governor

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Uwe "Uwe" Koeller
Secretary

Marilyn "Marilyn" Barredo
Treasurer

Alberto "Bert" Talco
Club Administration Director
President Nominee

Cecille "Cecille" Apostol
Membership Director

Mia Joy "Mia" Cawed
Club Service Projects Director

Emil "Emil" Dayrit
The Rotary Foundation Director

Dwight "Ike" Dulnoan
Club Public relations Director

Gerard "Gerard" Audineau
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Adviser

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Adviser

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Consultant

Doming "Doming" Valencia
Consultant

Rolando "Rolly" de Guzman
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Lito "Lito" Pangilinan
Sergeant-at-Arms

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